

HOTEL RESET

Adjusting to the New Normal & Avoid Risk in the COVID-19 Era

LOWER OCCUPANCY: THE UNAVOIDABLE REALITY

42.5%
OCCUPANCY
(Through June 2020)¹

6 in 10
U.S. hotel rooms
currently **VACANT**²

Hotels leaving
rooms vacant for
1-3 DAYS
BETWEEN GUESTS

DEMAND
WILL RETURN
to pre-COVID levels in
LATE 2022³

WHAT THE GUEST EXPERIENCE LOOKS LIKE NOW



LIMITED AMENITIES



REDUCED ROOM TURN SERVICE



INCREASED IN-ROOM DINING



EXPANDED OUTDOOR DINING

CLEANLINESS MORE CRITICAL THAN EVER

Cleanliness is the **TOP DRIVER** OF GUEST SATISFACTION⁴

Cleanliness is replacing location as hotels' **TOP COMPETITIVE ADVANTAGE**⁵

DOING MORE WITH LESS

50% ↑
ROOM CLEANING TIME
due to new cleaning/disinfection protocols⁶

Many hotels operating at
20%
STAFFING LEVELS

CHANGING FACILITY USE PATTERNS CREATE NEW RISKS



PUBLIC HEALTH



FOOD SAFETY



GUEST EXPERIENCE

Lower occupancy rates and evolving guest behaviors drive significant changes in use patterns across hotel facilities – both in guest rooms and across both indoor and outdoor hotel spaces. These changes create several unexpected consequences which can increase the likelihood of pest issues developing and going unnoticed – and ultimately presenting serious public health and food safety risks which threaten to damage guest experiences, hurt hotel reputation and do lasting damage to the business.



CHALLENGE: HEIGHTENED CLEANLINESS STANDARDS

Heightened guest sensitivities to health risks mean that guests are paying closer attention than ever to the cleanliness of a hotel room – including examining beds for signs of bed bugs.

MAIN PEST RISK: BED BUGS

Lower occupancy rates do not lower bed bug risks, as bed bugs can survive for months without food. Now more than ever, a bed bug incident could do lasting damage to a hotel's reputation.

SOLUTION:

Lower room occupancy makes it easier than ever for your pest management provider to do proactive bed bug prevention treatments in your guest rooms. Also, cost-effective mattress encasements provide an additional level of protection against the replacement costs of mattresses.



CHALLENGE: DOOR TRAFFIC

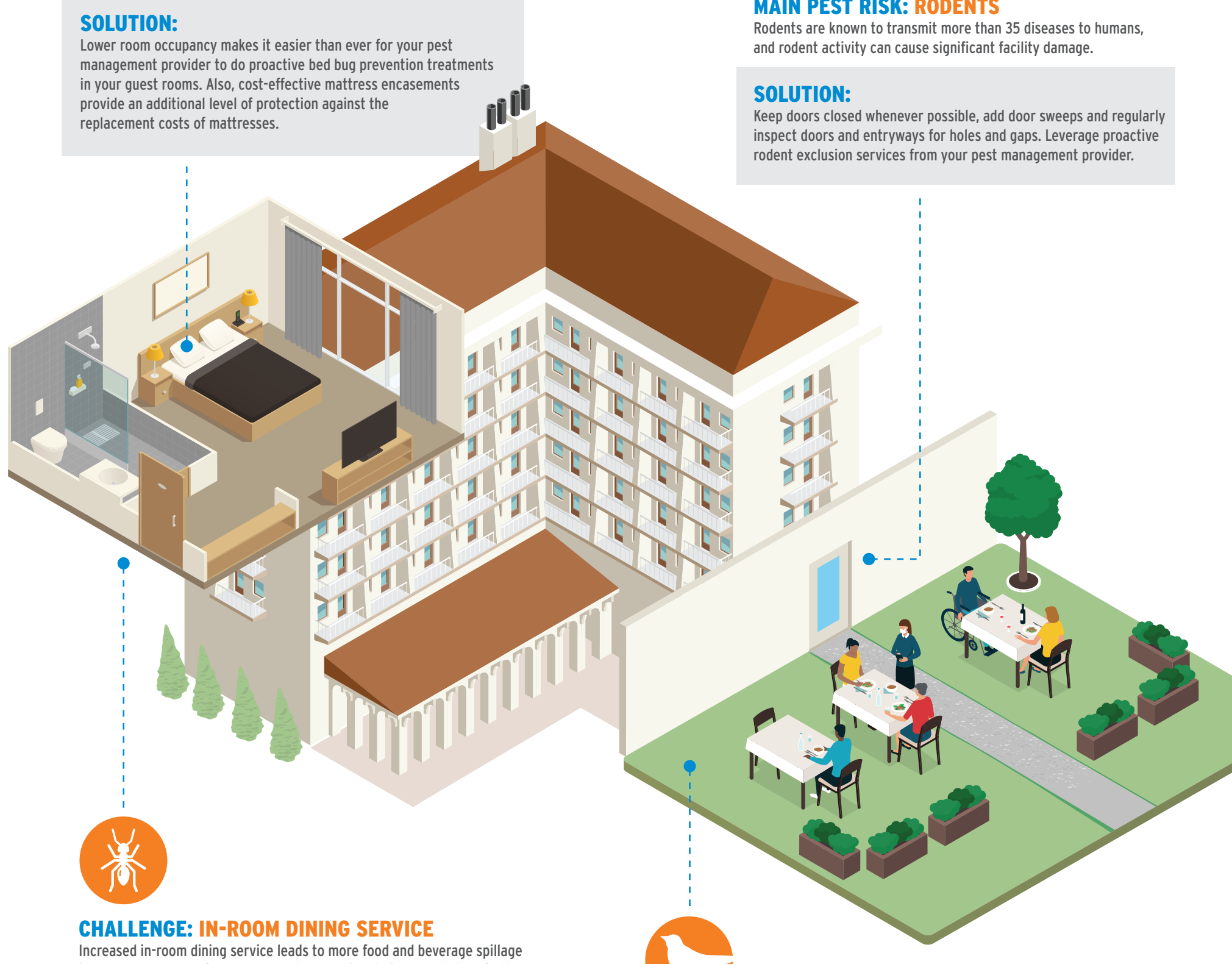
Increased outdoor dining means more people going in and out of exterior doors – and increases the likelihood of doors being left or propped open (particularly with heightened surface contamination concerns).

MAIN PEST RISK: RODENTS

Rodents are known to transmit more than 35 diseases to humans, and rodent activity can cause significant facility damage.

SOLUTION:

Keep doors closed whenever possible, add door sweeps and regularly inspect doors and entryways for holes and gaps. Leverage proactive rodent exclusion services from your pest management provider.



CHALLENGE: IN-ROOM DINING SERVICE

Increased in-room dining service leads to more food and beverage spillage in guest rooms. Less frequent room-turn service during guest stays further increases the potential for decaying food that can attract pests to guest rooms.

MAIN PEST RISK: OCCASIONAL INVADERS

Guests generally do not differentiate between occasional invaders like ants and other pests that carry disease, and sightings of these pests can rapidly damage guest confidence and hotel reputation for cleanliness and sanitation.

SOLUTION:

Your pest management provider can leverage an outside-in approach to proactively prevent occasional invaders from getting inside your facility in the first place – and can help you rapidly eliminate these pests, should they appear.



CHALLENGE: OUTDOOR DINING

More outdoor dining likely means more food dropped and beverages spilled on the exterior of the facility, which attracts pests.

MAIN PEST RISK: BIRDS

Bird droppings can spread an array of pathogens and foodborne illness to food and food contact surfaces, and the presence of bird droppings can quickly damage guest experiences.

SOLUTION:

Clean outdoor seating areas more frequently and leverage proactive bird mitigation strategies from your pest management provider.

PEST ISSUES MORE DAMAGING THEN EVER

Pest activity always presents serious risks around public health, food safety and guest experience – not to mention potential litigation and even shutdown. But today, heightened public awareness around public health and food safety make hotel guests more sensitive to cleanliness than ever, and amplify the potentially damaging effects of pest issues inside – or outside – a hotel.

3 WAYS TO PROTECT YOUR GUESTS & BUSINESS

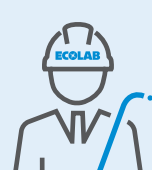
1



Engage with a **PROACTIVE PEST PARTNER**

Ecolab will help you win the fight against pests with our proactive, outside-in approach that addresses your unique pest needs and helps prevent issues from developing.

2



Consider a **CLEAN-OUT SERVICE**

With reduced capacity due to shut-down or reduced-capacity requirements, pest risks increase. As you welcome back guests, partner with Ecolab to help you get a fresh, pest-free start.

3



Support staff with **DISINFECTION SERVICE**

Ecolab's Disinfection Service provides a higher level of protection for your guests – and takes some of the burden off your staff.

VISIT OUR HOTEL RESET TOOLKIT

1. STR data
2. STR data
3. CBRE
4. JD Power Study: <https://www.jdpower.com/business/press-releases/2020-north-america-hotel-guest-satisfaction-index-nagsi-study>
5. <https://skift.com/2020/04/13/singapore-shows-what-the-new-clean-is-with-audit-initiative-for-hotels/>
6. Based on prediction from Best Western "We Care Clean" program