



SURVEY: HOTEL INDUSTRY’S ENHANCED CLEANING PROTOCOLS PUTTING TRAVELERS AT EASE

A new national survey conducted by Morning Consult on August 11-13, 2020 commissioned by the American Hotel & Lodging Association (AHLA) asked frequent U.S. travelers their opinion on the hotel industry’s new enhanced cleaning and safety protocols developed in accordance with guidelines from the Centers for Disease Control and Prevention (CDC) and what would increase their comfort level to stay at a hotel.

TOPLINE: 81% OF TRAVELERS MORE COMFORTABLE STAYING AT HOTELS WITH “SAFE STAY” CLEANING AND SAFETY PROTOCOLS IMPLEMENTED

“SAFE STAY” PROTOCOLS THAT FREQUENT TRAVELERS SAID WOULD INCREASE THEIR COMFORT LEVEL STAYING AT A HOTEL

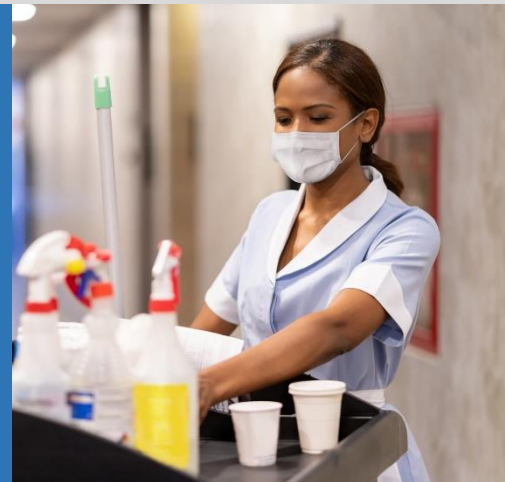
REQUIRING FACE MASKS FOR HOTEL EMPLOYEES	SUSPENDING DAILY HOUSEKEEPING	REQUIRING FACE MASKS FOR HOTEL GUESTS	USING TECHNOLOGY TO REDUCE DIRECT CONTACT
87%	86%	85%	85%
TRANSPARENT BARRIERS FRONT DESKS, VALET, ETC.	SIGNAGE FOR WASHING HANDS/DISTANCING/PPE	FLOOR MARKINGS FOR SOCIAL DISTANCING	TEMPORARILY CLOSING AMENITIES (POOL/GYM)
82%	80%	77%	77%

PREFERENCES ON HOUSEKEEPING OF GUEST ROOMS

Nine out of ten frequent travelers say that limiting in-room housekeeping to by request only would increase their comfort level

Nearly two-thirds of guests do not want daily housekeeping

Nearly 60 percent would not be comfortable with housekeeping staff entering their room without advance permission



Survey Methodology - This poll was conducted by Morning Consult on behalf of AHLA. The survey was conducted August 11-13, 2020 among a national sample of 2200 adults. Of these, 712 frequent travelers indicated they travel 5 or more nights per year. The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on age, educational attainment, gender, race, and region. Results among these frequent travelers have a margin of error of plus or minus 3.7 percentage points.