



Consumer Research Findings

TRSA[®]**100+**
est. 1912

Hospitality & Hygiene

Clean sheets and towels are essential...

Descriptor	% Selected as Absolutely Essential / Very Important
Cleanliness of bed sheets	95%
Cleanliness of towels	95%
Towels changed daily	75%
Bed sheets changed daily	67%
Hotel staff in uniforms	45%

...and certifications can help ease customer worries.

With **Hygienically Clean** sheets & towels:

84%

Think it's important that hotels have this certification

76%

Would have higher satisfaction

75%

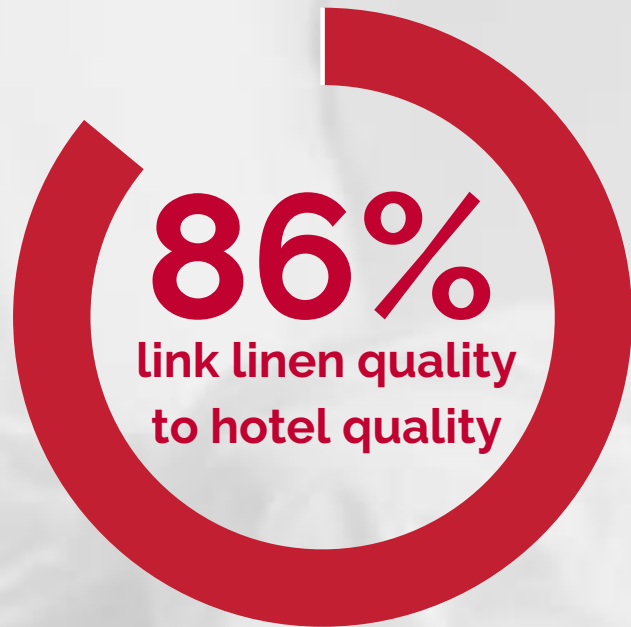
Would be more likely to book

70%

Would be more likely to leave a positive review

Sheet & Towel Quality

The quality of sheets and towels **is** important...



...but having those items branded to match the hotel is **not** important.

78%

Don't care about branded sheets and towels, **just cleanliness and feel**

63%

Oppose branded sheets **if they increase costs** for guests

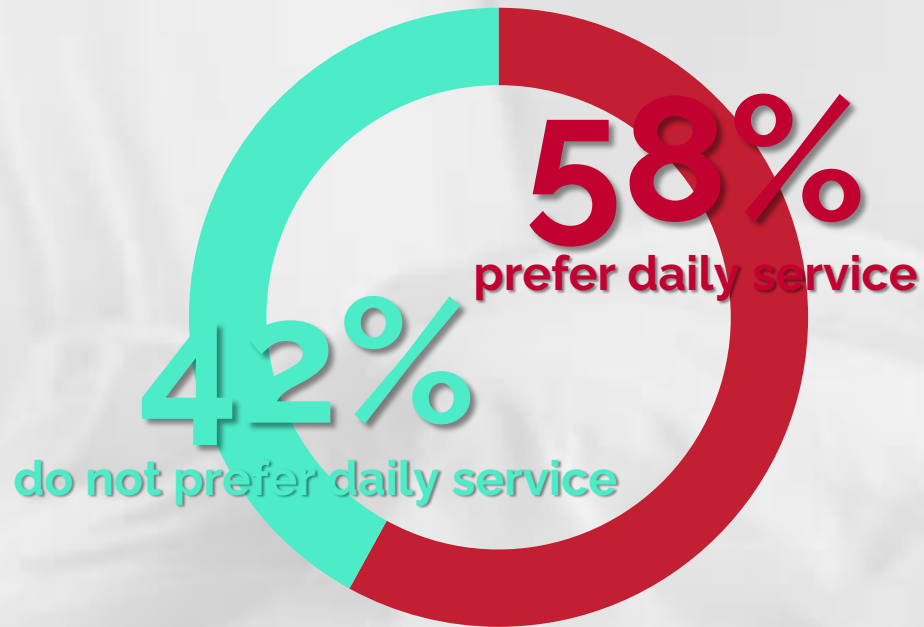
However,

62%

associate branded sheets and towels **with a high-end hotel**

Eco-Conscious Guests

When asked if guests prefer to have their towels and sheets changed daily vs. not, to conserve energy and water...



...less than half of customers show preference for being eco-conscious.

A **Clean Green** Certification can help:

75%

Think it's important that hotels have this certification

71%

Would have higher satisfaction

68%

Would be more likely to book

65%

Would be more likely to leave a positive review