

BATHROOM IS BAROMETER OF HOTEL CLEANLINESS ACCORDING TO NEW SURVEY

*A Clean Room and Bathroom is the Top Wish for 50 Percent of Travelers
And Bathroom is the First Place Most Guests Go After Checking In*

ROSWELL, Ga. (November 7, 2002) – How do guests gauge a hotel’s cleanliness? By its bathrooms, according to a national survey released today.

When asked how they determine if a hotel room is clean, nearly three-quarters of respondents said it was by the condition of the bathroom. To top it off, when given a choice of what they would most like to find after arriving in a hotel room, a truly clean room and bathroom was the number one pick of half of those surveyed. Cleanliness ruled over in-room amenities such as a whirlpool or spa (23 percent), a fully connected “office” (13 percent), a book and video library (6 percent), a working fireplace (3 percent), and milk and cookies (3 percent).

The survey of 618 adults, all of whom visited a hotel within the past year, was conducted by Opinion Research Corporation on behalf of Kimberly-Clark Professional.

Further underscoring the importance of bathrooms was the finding that 84 percent of respondents inspected the bathroom and supplies – such as toilet paper and facial tissue – within 15 minutes of entering a hotel room. Fifty-five percent examined the bathroom *immediately* after entering.

Examining Product Quality

Which products do hotel guests check for quality first? For half it’s soap and other amenities, while 29 percent look at the toilet paper. Fifty-eight percent of those surveyed said they would prefer to find a brand name facial tissue in their hotel rooms.

What bothers hotel guests the most? Dirty hotel room bathrooms, according to 28 percent of those surveyed. This was followed by odors (23 percent) and a malfunctioning climate control system (20 percent). Last on the list were low-quality amenities or a lack of them (9 percent), carpet burns or

stains on the floor (8 percent), lack of supplies in the restroom (5 percent), and holes in the curtains (2 percent).

Overall, respondents did not rank hotel rooms high on the cleanliness scale. Forty-one percent said hotel rooms looked clean but probably weren't, while 37 percent said most hotel rooms were not as clean as their own homes. Only 18 percent of respondents judged hotel rooms to be cleaner than their homes.

Common areas, such as the lobby, meeting spaces and restaurants, were considered the cleanest areas in most hotels, according to 43 percent of respondents. After this were the public bathrooms (30 percent), followed by the guest rooms and sleeping areas (16 percent), and the closets (9 percent).

Wish List From Home

More than anything else, people missed their own beds when staying in a hotel, according to 36 percent of those surveyed. Family followed at 16 percent. A refrigerator/freezer stocked with favorite foods tied with pets for third place, at 13 percent each. Seven percent longed for their own sheets, towels and personal care products, while 4 percent missed a favorite chair or couch.

The number one choice for the hotel room of the future was a fully equipped entertainment center, according to 20 percent of respondents. This was followed by a mini in-room spa complete with personnel (15 percent), a state-of-the-art climate control system (13 percent), the latest electronic office equipment and gadgets (12 percent), an in-room gym (9 percent), and a personal chef (8 percent). Self-cleaning toilets and showers were the top choice for 8 percent of respondents and self-changing sheets and towels were selected by 5 percent.

The survey was conducted in September by Opinion Research Corporation. The margin of error is plus or minus four percent.

Kimberly-Clark Corporation is a leading global manufacturer of tissue, personal care and health care products. Kimberly-Clark Professional, based in Roswell, Ga., provides tissue and towel products, skin care products and

industrial wipers for workplace settings. For more information, visit the Kimberly-Clark Professional web site at www.kcprofessional.com.

#

Hotel Cleanliness Survey
Conducted by Opinion Research Corporation
For Kimberly-Clark Professional
618 Respondents

- 1) Which of the following do you miss MOST when you are staying in a hotel?
- Your own bed 36%
 - Your family 16%
 - A refrigerator/freezer with all your favorite foods 13%
 - Your pets 13%
 - Your own sheets, towels and personal care products 07%
 - Your favorite chair or couch 04%
 - Don't know/None of these 10%
- 2) In terms of cleanliness, how would you BEST describe MOST hotel guest rooms?
- They look clean, but they're probably not 41%
 - They are not as clean as your home 37%
 - They are cleaner than your home 18%
 - Don't know/None of these 04%
- 3) Which of the following do you think are the CLEANEST spaces in MOST hotels?
- The common areas such as the lobby, meeting spaces and restaurants 43%
 - The bathrooms 30%
 - The guest rooms and sleeping areas 16%
 - The closets 09%
 - Don't know/None of these 03%
- 5) If given a choice, would you prefer to have a BRAND NAME facial tissue, such as Kleenex® tissues, in your hotel room?
- Yes 58%
 - No 26%
 - No Opinion 15%
 - Don't know 01%
- 6) Which of the following would you MOST like to find in a hotel room upon your arrival?
- A truly clean room and bathroom 50%
 - A whirlpool or spa in the bathroom 23%
 - A computer, e-mail hookup and fully functional "office" 13%
 - A book and video library 06%
 - A working fireplace 03%
 - Milk and cookies 03%
 - Don't know/None of these 01%

- 7) Which of the following would you MOST like to see in the hotel room of the future?
- Fully equipped entertainment center 20%
 - A mini in-room spa and personnel to come to the room 15%
 - A state-of-the-art climate control system 13%
 - The latest electronic office equipment and gadgets at your disposal 12%
 - An in-room gym 09%
 - Self-cleaning toilet and shower 08%
 - A personal chef 08%
 - Self-changing sheets and towels 05%
 - A mini conference center 03%
 - Don't know/None of these 07%
- 8) Which of the following bothers you MOST about hotel guest rooms?
- Dirty restrooms 28%
 - Odors 23%
 - Climate system not working right 20%
 - Low-quality amenities or lack of them 09%
 - Carpet burns or stains on floors 08%
 - Lack of supplies in the restroom 05%
 - Holes in the curtains 02%
 - Don't know/None of these 05%
- 9) How soon after you enter a hotel guest room do you visit the bathroom and check out its condition and supplies, such as toilet paper, facial tissue and amenities?
- Just after entering 55%
 - Within the first 15 minutes 29%
 - Within the first half hour 07%
 - Sometime during the first hour or later 06%
 - Don't know/None of these 02%
- 10) How do you BEST determine if a hotel guest room is clean? Would you say...
- By the condition of the bathroom 72%
 - By checking out the carpet 09%
 - By checking to see if the furniture has been dusted 07%
 - By looking under the bed 05%
 - Don't know/None of these 07%
- 11) Which of the following do you check FIRST for quality when you enter the bathroom of a hotel guest room?
- The soap and other amenities 50%
 - The toilet tissue 29%
 - The facial tissue 05%
 - Don't know/None of these 15%

###