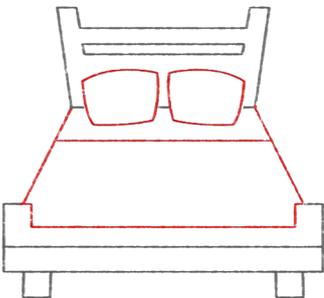


FASTFACTS

FOR
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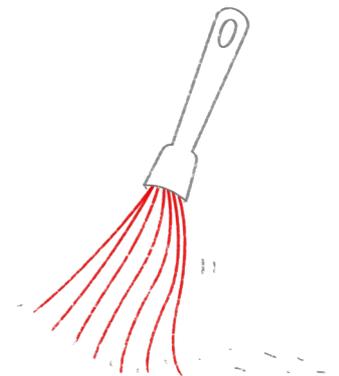
1 Over a quarter (**26%**) of UK hotel guests worry about the cleanliness of the room they are staying in

2 The biggest concerns for hotel guests are the state of the bed sheets (**67%**), the pillows (**61%**) and the bed covers/blankets (**61%**)



3 Over half of people (**52%**) say that they do not like the thought of room items being unhygienic, and a further **44%** were worried about catching germs from previous guests

4 **31%** of UK hotel guests say that clean, crisp sheets make them feel most 'at home'



5 High levels of cleanliness in hotels encourage people to return, with **55%** listing it as a deciding factor, behind competitive pricing (**64%**)