

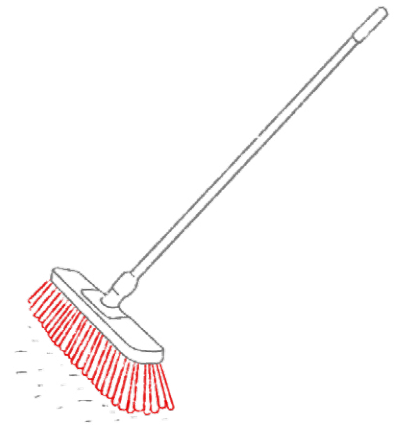
# FASTFACTS

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FOR  
HOTEL  
OWNERS

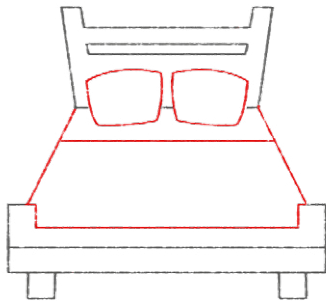
1

**26%** of people have moved hotels because of poor cleanliness standards



2

**61%** of people use reviews on TripAdvisor to research where they are going to stay

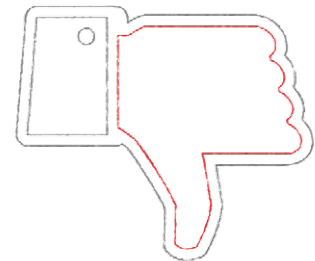


3

**31%** of hotel guests have posted reviews on TripAdvisor

4

**10%** of hotel guests who have written a review on TripAdvisor did so to vent about poor levels of cleanliness



5

**61%** of people look forward to hotel stays because they don't need to cook or clean