



Article Title

Hotel cleanliness: will guests pay for enhanced disinfection? [Summary]

Citation

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DOI: <http://dx.doi.org.ezproxy.lib.vt.edu/10.1108/IJCHM-01-2014-0020>.

Abstract

This study aims to propose that there may be a marketable segment of guests who are willing to pay a premium for guestrooms that are cleaned using enhanced disinfection techniques beyond the normal room cleaning procedures. Room cleanliness is important to hotel guests. Some hotel brands currently offer allergy-free rooms, charging a premium for this service. However, no hotel brands currently serve the market that is willing to pay more for enhanced disinfection. This exploratory study investigates whether there is such a segment and, if so, what price premium these customers are willing to pay for enhanced disinfection.

Summary:

This exploratory study operates on the premise that hotel guests expect their guestrooms to be clean. This heightened perception may result in a guest who is willing to pay a premium for a higher level of disinfection when visiting a hotel. However, the current threat posed by the MERS-CoV coronavirus should get the hotel industry's attention. If MERS-CoV does not become a global health event, the industry can breathe a sigh of relief, but then prepare for the next threat. The cruise industry is already working to improve its defenses against norovirus and other illnesses that are particularly contagious under the very unique environmental conditions present on a cruise ship. However, cruise ships are not the only facilities vulnerable to norovirus.

The findings contribute to the body of knowledge by identifying market segments (both female and young travelers) exist that are willing to pay a premium for enhanced cleaning.

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Conclusion

To the authors' knowledge, this is the first study to focus on enhanced cleaning methods as a revenue-generating amenity. The findings contribute to the body of knowledge by identifying market segments (both female and young travelers) exist that are willing to pay a premium for enhanced cleaning. Hotel owners and operators must explore all options to enhance revenue in an increasingly competitive environment. Sometimes, the revenue enhancement opportunities present themselves as experiences that take common sense (e.g. room cleanliness) and elevate the mundane to a higher level.