

Hotel cleanliness – how do guests view it?  
Let us get specific. A New Zealand study.

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#### Abstract

It is of extreme importance for hotels and other accommodation providers to understand the factors that influence the selection of accommodation. There have been a number of research projects which have investigated this question, with many finding that cleanliness is the most important of the factors affecting selection of accommodation. However, a review of previous research indicates the research has stopped at that point. This paper looks at specific areas for cleanliness (the toilet™, the shower cubicle floor™, bed linen, etc.) and in so doing, takes the question of accommodation cleanliness a step further. A survey was conducted in New Zealand which resulted in 412 usable responses. It found that for many of the critical areas of accommodation guest expectations were not being met, with particular evidence around the area of the bathroom and toilet. The results give accommodation management specific direction pertaining to cleanliness and guest expectation, indicating

that there is a significant difference between performance and importance in some areas where results show expectations to be higher than performance. It is also revealed that there is statistically significant difference between the importance rating of females and males, with females rating almost all areas higher in importance, while there was almost no gender difference in the rating of performance.



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## Keywords

Cleanliness; New Zealand; Guest view; Accommodation; CATPAC; Hotel; Motel

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