



Spick-and-Span

Profits in the hotel industry are dependent on guest experience.

A great experience increases guest satisfaction and the chances that the client will return to the hotel or recommend it to others. That, in turn, increases hotel revenue and generates marketing for the business e.g., the Harvard Review claims that customers who had great experiences in the past with a company will spend 140% more compared to people who had poor experiences¹.

What is important to hotel guests?

¹ <https://www.hotelogix.com/blog/guest-experience-and-its-impact-on-hotel-revenue/>

According to the American Hotel and Lodging Association (AHLA) 2024 State of the Hotel Industry Report², travelers ranked cleanliness as the number-one step hotels can take to ensure a positive guest experience. Of those surveyed, **59% said guestroom cleanliness is most important**, followed by overall **property cleanliness (48%)**.

Guests concern with cleanliness has increased because of the pandemic and is not about to go away. According to the Emprise white paper³, 90% of travellers will avoid booking hotels described as being 'dirty' in a review. In a world where social media reign, bad reviews have the potential to seriously damage the reputation and revenue of hotels. In fact, cleanliness is so important that the American and Canadian Automobile Association (AAA&CAA) has implemented a new rating system, the Inspector's Best of Housekeeping designation, to identify hotels with exceptional cleaning practices⁴.

Unfortunately, the hotel industry is experiencing serious staff shortages

According to the AHLA 2024 report, 67% of survey respondents said they are experiencing a staffing shortage, and 12% said they are "severely understaffed," meaning the shortage is affecting their ability to operate. The most critical staffing need is housekeeping, with 48% ranking it as their top hiring need.

Low pay is an issue for hotel workers

A third of hotel workers said they won't be returning to the industry because they want higher pay⁵. Providing guests with a mobile payment option like **Tip&Go**, increases hotel employee tips by up to 30% (or \$5 per hour).

² https://www.ahla.com/sites/default/files/SOTI.2024.Final_.Draft_.v4.pdf

³ <https://www.bookingfactory.io/blog/housekeeping-and-the-real-impact-on-your-hotels-reputation>

⁴ <https://www.smartmeetings.com/destinations/118926/aaa-rating-reports-cleanest-hotels>

⁵ <https://www.businessinsider.com/labor-shortage-hospitality-workers-restaurant-hotels-pay-wages-joblist-survey-2021-7>

Cashless tipping can put as much as \$2,700 in tips in the pockets of each employee annually. That extra \$50 per week will go a long way in making up for high living costs due to inflation⁶.

As more hotels adopt Tip&Go, the industry takes a significant step forward in tackling the labour shortage issue one tip at a time 😊!

Francis Léonard,
CEO TIP&GO®

Clip: <https://www.youtube.com/watch?v=ZZ75L0Xplb0>

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#hospitality, #Tip&Go, #cleanliness

⁶ <https://tipyo.net/one-easy-step-to-combat-your-hotel-employees-shrinking-purchasing-power/>