

Clorox Hospitality Guide

For Hotels, Resorts, Inns and Lodges



GUESTS CHECK OUT, BUT GERMS STAY CHECKED IN. THE SOLUTION IS CLOROX.

Hotel guests demand above-average cleanliness:

- ▶ **61%** — Percentage of travelers who rated cleanliness “extremely important.”¹
- ▶ **78%** — Percentage of hotel guests who expect an “above average” level of cleanliness.²

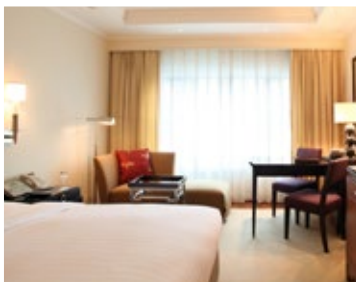
Hotel guests will book and pay for higher-rated facilities:

- ▶ **11.2%** — Percentage a hotel can increase its price for a 1-star improvement in rating.³
- ▶ **14.2%** — Percentage of increase in the odds of a hotel being booked due to an increase of 1 star in rating reviews.³

An outbreak can seriously affect a hotel’s bottom line:

- ▶ **\$56,472** — Average daily revenue lost due to a hotel closure from an outbreak.⁴
- ▶ **\$16,445** — Average daily revenue lost due to a hotel kitchen closure from an outbreak.⁴

TOUGH JOBS REQUIRE CLOROX SOLUTIONS



Guest Rooms



Hotel Restaurants



Guest Facilities



Restrooms

1. Source: <https://www.tnooz.com/article/what-factors-are-most-important-to-travellers-when-reading-web-reviews/>


2. Source: <http://www.freshwaveiaq.com/pg/cleanliness-of-hotels-has-major-impact-on-online-guest-ratings>

3. Source: Anderson, C. (2012). The impact of social media lodging performance. Cornell hospitality report, 12(15), 6-11.

4. Source: <http://www.statisticbrain.com/hotel-revenue-statistics/>

WHY USE CLOROX HOSPITALITY SOLUTIONS?

- ▶ Each part of a hotel has different needs and challenges — Clorox can tailor a solution to your needs.
- ▶ Kill illness-causing bacteria and viruses that live where guests sleep, eat, exercise and meet.

Top Hospitality Challenges	Key Clorox® Solutions	Why Clorox®?
One-step cleaning and disinfecting	<p>Clorox Commercial Solutions® Disinfecting Wipes, Fresh Scent 6/75 ct. Case UPC: 15949 12/35 ct. Case UPC: 01593 1/700 ct. Case UPC: 31547 2/700 ct. Case UPC: 31428</p> <p>Clorox Commercial Solutions® Disinfecting Wipes, Lemon Fresh Scent 6/75 ct. Case UPC: 15948 12/35 ct. Case UPC: 01594</p> 	<ul style="list-style-type: none"> • Kills 99.9% of germs. • Easy, fast and convenient. • Thick, textured wipe for your tough messes, jobs and stains. • Kills cold and flu viruses.
Tough odors in the air and on soft surfaces	<p>Clorox Commercial Solutions® Odor Defense™ Spray 9/32 oz. spray Case UPC: 31708 4/128 oz. refill Case UPC: 31716 12/6 oz. aerosol Case UPC: 31710 12/14 oz. aerosol Case UPC: 31711</p> 	<ul style="list-style-type: none"> • Eliminates the toughest professional odors. • A clean, subtle scent; no heavy fragrances. • Keeps working for up to 6 hours. • Trigger spray eliminates soft-surface odors.
Mold and mildew	<p>Clorox Commercial Solutions® Tilex® Disinfects Instant Mildew Remover 9/32 oz. Case UPC: 35600 4/128 oz. Case UPC: 35605</p> 	<ul style="list-style-type: none"> • Use on a wide variety of surfaces where mold and mildew lurk.* • Destroys ugly mold and mildew, and removes stains without the scrubbing.
Urine odor and stains	<p>Clorox Commercial Solutions® Urine Remover 6/32 oz. pull-top Case UPC: 31415 9/32 oz. spray Case UPC: 31036 4/128 oz. refill Case UPC: 31351</p> 	<ul style="list-style-type: none"> • Breaks down urine to quickly eliminate — not mask — odors. • Surfactants, solvents and low pH remove tough urine stains better than enzymes.
Odor-causing bacteria and infection-causing organisms on soft surfaces	<p>Clorox Commercial Solutions® 4 in ONE Disinfectant & Sanitizer 12/14 oz. Case UPC: 31043</p> 	<ul style="list-style-type: none"> • EPA-registered to sanitize soft surfaces such as curtains and bedding in just 30 seconds. • Kills cold and flu viruses and MRSA.
Food surface sanitization	<p>Clorox Commercial Solutions® Clorox® Anywhere® Hard Surface Sanitizing Spray 12/32 oz. Case UPC: 01698</p> 	<ul style="list-style-type: none"> • Kills 99.9% of bacteria with a spray that's pH-balanced for use around people and food-contact surfaces. • Cleans and sanitizes in one step. No rinsing required and no harmful residue left behind.

* Use as directed on hard, nonporous surfaces

