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### Cleanliness tops price for budget hotel guests

(02 July 2009 08:30)



Customers will continue to use budget hotels in order to save money, but cleanliness remains key according to a new study by market research organisation, **Maritz**.

Nearly half (46%) of the 1,022 guests surveyed online said that they are more likely to stay at budget hotels today than last year in order to save money, but their decision is based on factors other than cost.

The majority of those surveyed (57%) said cleanliness, quality, comfort and convenience are

equally, and frequently more important, than simply the cheapest price (chosen as most important by the remainder).

Stephen Harwood, client services director of hospitality at Maritz Research, said: "It is clear that price/value and cleanliness have the greatest influence on customers' decision to stay in budget hotels within the UK.

"However, trying to attract on price alone appears to be counterproductive to longer-term brand building in this sector. The best strategy, for now, is to focus on maintaining very high standards of cleanliness and keeping up the overall appearance of the property, while ensuring that the price is competitive."

To qualify for the study, a person had to have stayed at a hotel in the UK at least once for business or leisure some time within the past twelve months. In addition, a list of 13 popular budget hotel chains was presented to the survey participants and they were disqualified if at least one of their hotel stays did not include one of these brands.

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