

# PROGRAM CASE STUDY

## *Hotel Brand Quality Assurance*

### **Guests Approve: Elevating Hospitality Standards with EcoSure** *With higher EcoSure assessment scores, hotel brands see higher occupancy rates and are more likely to be recommended by guests*

#### **Introduction**

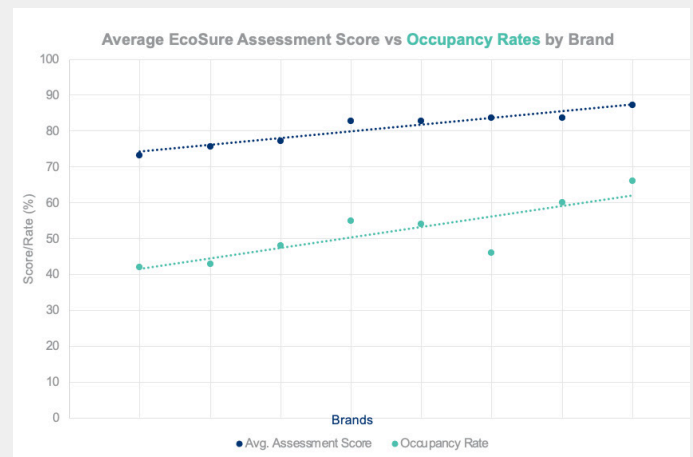
In the highly competitive hospitality industry, maintaining exceptional standards of cleanliness, safety and overall guest experience is crucial to a hotel brand's success. One top U.S. hotel company – consisting of over twenty unique hotel brands with thousands of locations across the globe – recognized this need and partnered with EcoSure's experts in brand protection. As the program was implemented, the hotel brands that achieved higher EcoSure assessment scores over time not only saw improved occupancy rates but also received higher Likelihood to Recommend (LTR) scores from guests. The success of the program was clear – and guests took note.

#### **Partnership History**

The partnership began in 2006, providing quality assurance assessments across the enterprise. Today, the EcoSure program incorporates brand standards, cleanliness and condition checks into unannounced visits – conducted by EcoSure's hospitality experts – at each hotel unit. With the insights these visits provide, the partnership has been instrumental in driving continuous improvement across the business's various brands.

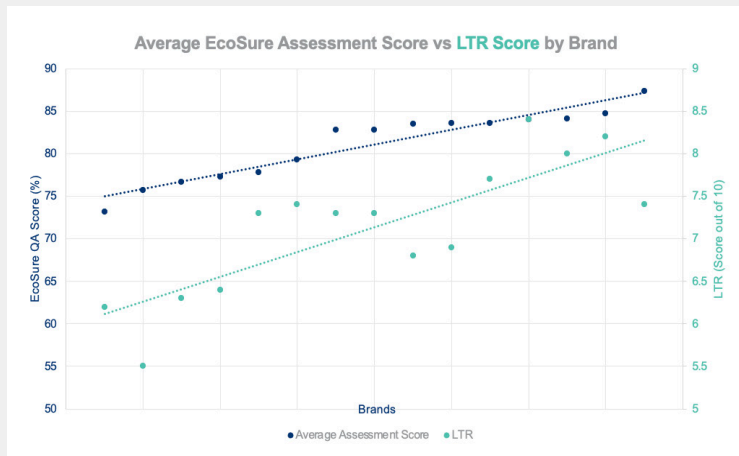
#### **Impact on Guest Satisfaction and Occupancy Rates**

Recent data reveals a direct correlation between EcoSure assessment scores and guest satisfaction. We see this in guest survey data through both LTR scores and occupancy rates. Brands that consistently achieved higher EcoSure scores experienced higher occupancy rates compared to those with lower scores. The enhanced level of service and quality assurance an EcoSure program supports clearly resonates with guests, leading to increased recommendations and repeat visits.



#### **Occupancy Rates**

*Brands with higher EcoSure quality assurance scores generally reported higher occupancy rates. This indicates that guests are more likely to choose hotels that maintain superior standards of cleanliness and safety, as verified by the EcoSure assessments.*



## Likelihood to Recommend (LTR)

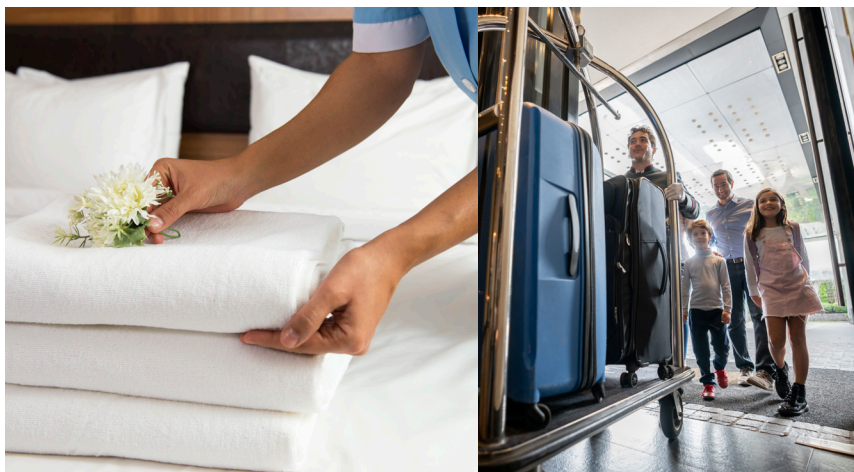
Similarly, brands with higher EcoSure scores were more likely to receive positive recommendations from guests. The 2024 data shows a clear correlation between average EcoSure Quality Assurance (QA) scores and average LTR scores by brand, confirming that guests recognize and appreciate the efforts to maintain high standards.

## Program Impact Over Time

This is not just positive news for the highest scoring brands – the entire business is seeing the benefit of an EcoSure program. Over time, the company has seen a steady improvement in their EcoSure assessment scores across all brands. Between 2022 and 2024, for example, the enterprise-wide pass rate increased from 62.2% to 72.1%, while the fail rate showed a corresponding decrease. This upward trend in EcoSure scores is a testament not only to the effectiveness of the program, but the commitment of the hotel company to maintaining high standards. And as the data shows, this commitment translates into improving guest response.

## Conclusion

For this hotel brand, an EcoSure partnership has proven to be a valuable investment in enhancing guest experience and operational excellence. The positive impact on occupancy rates and guest satisfaction – paralleled by a continuous improvement in EcoSure assessment scores – highlights the importance of rigorous quality assurance programs in the hospitality industry. As guests become increasingly discerning, maintaining high standards with the aid of a brand protection program will be key to staying competitive and achieving long-term success.



**Learn how an EcoSure program can help your organization.**

**Contact your representative:**

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