



Hotel Safety a Critical Factor for Travelers.

*According to the results of a study conducted by Harris Interactive for **SafePlace Corporation**, nearly 94% of travelers surveyed say that they consider hotel safety to be an important factor when making their lodging selections during trip planning, (3/7/2002)*

While surveyed travelers cited the importance of and need for adequate hotel safety, the study also showed that only about 1 out of 5 (22%) actually investigate a facility's level of safety, primarily because travelers have no idea where to obtain this information. However, 93% said they would be likely to stay in a hotel that was certified as safe versus a non-certified hotel, and more than 78% would be willing to pay more for a hotel that offered this extra measure.

In selecting a hotel, 96% of women felt safety to be important. When asked about various safety features such as security (staff background checks, electronic keys); fire safety features (detectors, sprinklers); and safe food handling, water purity and air quality, almost half of women considered security items to be a more important consideration while men viewed fire safety items as the most important issue (41%). Food handling, water purity and air quality were deemed to be less of a concern, by survey respondents.

SafePlace Corporation provides information for travelers concerning the security, health and life safety provisions of lodging establishments through independent accreditation of those facilities.
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