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Public Relations



ASTA News
| *Travel Headlines*

Friday, Mar. 8, 2002

A STUDY conducted by Harris Interactive found that 93 percent of travelers consider hotel safety an important factor in choosing where to stay. In contrast, only 22 percent of the people polled have ever looked into a hotel's safety record, but 78 percent are willing to pay more for it. The survey was conducted on behalf of **SafePlace Corp.**, a company that provides safety accreditation for lodging and health care companies, schools, assisted living communities and commercial buildings. (*twcrossroads*)