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Most Travelers Care About Hotel Safety, Says SafePlace/Harris Study

Nine in 10 travelers consider hotel safety to be an important factor when planning where to stay while on the road, according to the *SafePlace Consumer Acceptance Study* conducted by Harris Interactive on behalf of **SafePlace Corporation**, an independent provider of safety accreditation for lodging, health care, educational, assisted-living, and commercial-building communities. Even so, only 22 percent of the survey's 2,000 respondents indicated that they actually investigate a property's level of safety—primarily because they don't know where to obtain such information.

Other findings of note: 93 percent say they would be more likely to stay in a hotel that is certified as safe; nearly 80 percent would be willing to pay more for a hotel that offered this extra measure of assurance; and 72 percent of female respondents say security is extremely important when selecting a hotel, compared with 43 percent of male respondents.

When asked which safety measures are most important, almost half of female respondents cited security (including staff background checks and electronic keys) to be most critical, while men viewed fire safety measures (smoke detectors, sprinklers) as more important. Food handling, water purity, and air quality were deemed to be less important.

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