



# Housekeeping

by Elizabeth Kozlowski

## Keeping guestrooms smelling fresh and odor-free the natural way

Another great article from *The Rooms Chronicle*, the #1 journal for hotel rooms management! \*\*\*Important notice: This article may not be reproduced without permission of the publisher or the author.\*\*\* College of Hospitality and Tourism Management, Niagara University, P.O. Box 2036, Niagara University, NY 14109-2036. Phone: 866-Read TRC. E-mail: editor@roomschronicle.com

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For years, one of the top three complaints from guests is a smelly guestroom. Housekeepers do their best to clean the rooms and kill any existing odors with chemical sprays or ionizers. Front desk clerks do the best they can with available inventory to keep smokers and non-smokers in their requested room types. However, inconsistencies still exist. One can never make their hotel have more smoking or non-smoking rooms, control the personal hygiene of guests, or control the foods that guests eat in their rooms.

### New product

There is a product on the market that is said to be better than any sprays or ionizers and clears hotel rooms of not only smoke, but also food odors, body odor, cologne and other strong smells that may have permeated the guestroom's drapes, carpeting, bed linens, upholstery, furniture and wall surfaces. This product is Nature's Mist™ from Green Suites International.

Nature's Mist™ is an all-natural system that utilizes no chemicals. Instead, more than two-dozen plant extracts are combined to create a mist that neutralizes offensive odors. More than 1,500 lodging properties across the United States, from luxury to economy hotels, currently use it with successful results.

### Two step process

Using Nature's Mist™ involves a two-step process. When the housekeeper enters the room, she or he sprays the mist solution into the air using a traditional trigger spray bottle. Typically, this only takes a few seconds of the housekeeper's time. Step one freshens the air and also serves as a proactive measure in rooms that are not altogether very smelly but improves the quality of the air and loosens smells so future cleanings are much more effective.

The second step is the "Green Machine", a patented vapor sprayer that releases thousands of microscopic droplets into the air. This allows the mist to reach spots that the trigger sprayer cannot as effectively, such as mattresses, carpeting, cooling and heating vents, and ceilings. This part of the process takes about fifteen minutes and is performed as part of the hotel's deep-cleaning cycle. As long as rooms are sprayed thoroughly every four months, one only needs four minutes every four to six weeks to touch up the rooms.

So how exactly does the mist work? Each molecule of the mist bonds with the odor molecules to eliminate the odor right at the root of the problem, so to speak. The mist does not merely cover up the smell or try to hide it, as with other sprays, but rather neutralizes it. Since no chemicals are involved, it is safe to use the mist around people, plants, pets, food, and furniture. Despite its long-lasting effects, it leaves no residue but merely evaporates away.

### The benefits to be realized

So why should an executive housekeeper consider adopting Nature's Mist™ for their property? First, it is an extremely economical way to keep the rooms and common

Pictured below: A traditional trigger spray bottle and Green Suites International's patented vapor sprayer deliver more than two-dozen plant extracts to create a mist that will neutralize offensive odors in hotel guestrooms.



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areas of the hotel smelling fresh. It only cost pennies per room and a gallon is enough for up to 200 average-sized guestrooms.

Nowadays, especially in a litigious society, hoteliers must take care to factor in health conditions that others might possess. According to the American Lung Association, 3 out of 5 people suffer respiratory difficulties. In addition, asthma rates in children tripled in the 1980s and deaths related to asthma have increased significantly since then. To accommodate these people, smoking rooms can be totally converted into non-smoking rooms.

External air pollutants are another concern. Many pollutants from the air outside get trapped inside the building, making them more concentrated. The presence of these pollutants can increase the occurrence of headaches, congestion, and lethargy in individuals.

Hotels using Nature's Mist™ can help guests sleep better. Studies done by the National Sleep Foundation have found that most sleep disorders are caused by the impact of the indoor air on the respiratory system. Further, of the 67% of adults who suffer from sleep deprivation, 37% say that daytime sleepiness decreases their recreational and leisure activities by 50%. This can decrease the amount of money guests spend at the property if they feel too tired to eat at the restaurant or use the recreation facilities. Imagine the hit to the hotel's bottom line if this factor also decreased worker productivity by 50%!

The ability to guarantee a smoking or non-smoking room can be a great competitive advantage. Remember that even many smokers will request a non-smoking room to avoid the stale smoke smells of guests who resided in the guestroom before them. They then proceed to smoke in the designated non-smoking room, making the room unusable by other non-smokers until it is deep-cleaned. Historically, hotels are known to have worse air quality than peoples' own homes, so Nature's Mist™ can make guests feel more at home and give the hotel's employees the clean workplace that they deserve and often demand. A more comfortable and happy clientele will stay longer, spend more money, and be more likely to return.

Satisfied guests are more likely to return. In a J.D. Power study of 13,500 guests of 52 hotel brands across six segments, 62% of guests said that they would definitely return to a property if they rated the guestroom smell 9 or 10 (on a scale of 1-10, 10 being the best) and only 23% said they would return if they rated the smell an 8 or lower.

Finally, employee morale can be improved in knowing that they are providing a genuinely clean room and property. As one can see, Nature's Mist™ is a proven and trusted method for keeping the air clean and free of foul odors.

**To learn more:**

Nature's Mist™ was developed by Green Suites International, an Upland, California company that develops affordable environmentally- beneficial solutions for the lodging industry. More information can be found at [www.greensuites.com](http://www.greensuites.com) or by contacting Ray Burger, Vice President of Sales and Marketing, at [rburger@greensuites.com](mailto:rburger@greensuites.com). ✧

*(Elizabeth Kozlowski is an honors student at Niagara University's College of Hospitality and Tourism Management and has been employed in rooms division operations with several leading hotel chains and independent hotels, including the Hotel Como in Lake Como, Italy. She may be contacted at: [editor@roomschronicle.com](mailto:editor@roomschronicle.com).)*