



**Media Advisory: Protect Yourself: Increased Media Interest in Hotel Cleanliness**  
December 2007

This weekend the *Chicago Sun-Times* published an investigative piece on contaminated ice samples from local restaurants and hotel bars. The *Sun-Times* journalists sampled ice from 49 establishments and found 11 with high levels of fecal coliform bacteria, including three hotel bars. To read the article, please [click here](#).

This piece follows several recent television exposés on other cleanliness issues in local markets around the country, which collectively have garnered national attention:

- Fox 5 in Atlanta ran a three-part "Dirty Hotel Secrets" series on unsanitary guestroom glassware cleaning actions in both Atlanta and New York City. This report has been picked up by Fox's affiliates in both Washington D.C. and New York City. To view coverage, [click here](#).
- Fox 13 in Salt Lake City aired an investigative story titled "Motel Meth," publicizing findings of methamphetamine in several Utah motel guestrooms. AH&LA has received inquiries on the subject from national media as well. To view coverage, [click here](#).

**What This Means For You**

As media and consumer concern grows around various aspects of the hotel cleanliness issue, AH&LA encourages members to pay special attention that efficient cleaning policies are strictly enforced. As 'copycat' investigatory segments are always a potential threat, the following are some recommended preventative measures to safeguard against similar instances in your hotel:

- Continually review your housekeeping and food-handling procedures to ensure they conform with local and brand standards;
- Review EI's many resources for hoteliers, such as the *Housekeeping: Quality Guestroom Cleaning* video, also available for purchase on AH&LA's Website;
- Monitor your room attendants and employees to ensure that they are acting in ways consistent with your protocol;
- Educate yourself on potential cleanliness-related issues and warning signs the issue may be present. For example, telltale signs of a hotel meth lab can be accessed [here](#).

**What if the Media Targets my Hotel?**

AH&LA has prepared several official statements on various cleanliness issues that can be adapted by members. Statements are in the [Members Only section](#) of the Website under "Press Statements & Talking Points." On the national level, AH&LA is currently taking proactive measures in response to the media coverage, promoting hotel brands' cleaning policies and offering Joe McInerney as an industry spokesperson.

AH&LA wants to keep abreast of similar developments in local markets around the country. Members are encouraged to contact Jessica Soklow at [jsoklow@ahla.com](mailto:jsoklow@ahla.com) to report similar local media activity, or for any assistance in dealing with the media.