

Case Study: Restoring Guest Satisfaction in a Boutique Hotel

Client: Boutique Hotel, Bath

Subject: Guest complaints regarding musty odours and room discomfort

Service: Cirro-Pure Mould Detection, Analysis & Eradication System

Background

A luxury boutique hotel in the historic city of Bath had recently undergone light renovations and redecoration. The management team prided themselves on exceptional cleanliness, comfort, and guest experience. However, within months of reopening, the front desk began receiving recurring guest feedback referencing a **"damp smell"** or **"musty air"** in certain rooms—particularly on the lower ground and second floors.

Despite regular housekeeping, ventilation, and deep cleans, the odour persisted. Some guests requested to be moved, and review scores began to reflect the problem. Concerned about brand reputation, the hotel's general manager contacted **Cirro-Pure** to carry out a scientific environmental assessment.

Assessment – Cirro-Pure Mould Detection

Cirro-Pure technicians performed a full inspection using our **Cirro-Pure Mould Detection** system:

- **Air sampling** to detect microbial volatile organic compounds (mVOCs)
- **Surface swab tests** to identify any active mould growth not visible to the eye
- Examination of **wall cavities, underfloor voids, and HVAC pathways**

Findings:

Elevated microbial activity was confirmed in three guest rooms and one staff

corridor, particularly behind fitted wardrobes and within the wall structure near plumbing runs. No visible mould was detected, but the presence of spores and mVOCs indicated an established but hidden mould presence—likely from historic condensation or minor leaks.

Treatment – Discreet & Certified Remediation

Cirro-Pure developed a targeted eradication strategy, designed to cause **no disruption to bookings or operations**:

- Our **Cirro-Pure Mould Eradication System** was deployed using the patented **Clouding™** delivery method after check-out hours
- The **Cirro-Pure Air Extraction System** was discreetly installed in two affected rooms and behind a wall cavity in the corridor
- A full **before-and-after certification** report was issued, ensuring traceability for internal records and third-party auditing

Treatment was completed in under 48 hours, allowing all rooms to return to service without guest impact.

Hotel Testimony

“We were determined to resolve this before it damaged our reputation. Cirro-Pure provided a professional, scientific approach that gave us confidence from the start. The difference is noticeable—not just in smell, but in the feel of the air. Our guests are happier, and so are we.”

— **General Manager**

Outcome

Following the Cirro-Pure intervention:

- Guest complaints related to room odour ceased entirely

- Review scores returned to previous levels of satisfaction
 - Hotel management gained peace of mind knowing the problem had been scientifically addressed and certified
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Conclusion

This case illustrates how even premium hospitality environments can suffer from hidden mould issues, especially in older or repurposed buildings. Cirro-Pure's **discreet**, **certified**, and **scientifically driven** service helps protect brand reputation, guest satisfaction, and indoor air quality—without compromising operations.