

Profiles Table

Target Group: Nat Rep (n. 188203)

Target Group description: Nat Rep

Control Group: Nat Rep (n. 188203)

Control Group description: Nat Rep

Number of Columns: 13

Row Filters: None

Number of Rows: 3

Hotel Loyalty Program Member*, Target: Nat Rep, Control: Nat Rep

Are you a member of any frequent hotel guest or loyalty programs?

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score	Diff	Index	Market Size
Yes	28.27%	9759	34521	32627	28.27%	9759	34521	32627	0	0	100	70530845
No	67.75%	23388	34521	32627	67.75%	23388	34521	32627	0	0	100	169029137
Don't Know	3.98%	1373	34521	32627	3.98%	1373	34521	32627	0	0	100	9925246

Profiles Table

Target Group: Nat Rep (n. 188203)

Target Group description: Nat Rep

Control Group: Nat Rep (n. 188203)

Control Group description: Nat Rep

Number of Columns: 13

Row Filters: None

Number of Rows: 57

Hotel brands - positive ratings*, Target: Nat Rep, Control: Nat Rep

Please tell us what you think about the following brand

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score	Diff	Index	Market Size
Holiday Inn*	64.39%	3215	4993	4076	64.39%	3215	4993	4076	0	0	100	160645882
Marriott*	63.62%	3045	4786	4014	63.62%	3045	4786	4014	0	0	100	158719206
Walt Disney Parks and Resorts*	61.74%	2687	4352	3691	61.74%	2687	4352	3691	0	0	100	154026647
Hilton*	58.72%	2668	4544	3727	58.72%	2668	4544	3727	0	0	100	146504358
Holiday Inn Express*	58.47%	2797	4784	4023	58.47%	2797	4784	4023	0	0	100	145866300
Courtyard by Marriott*	57.13%	2705	4735	3953	57.13%	2705	4735	3953	0	0	100	142542952
Hampton Inn*	55.38%	2580	4659	3925	55.38%	2580	4659	3925	0	0	100	138154500
Hyatt*	51.79%	2614	5047	4133	51.79%	2614	5047	4133	0	0	100	129204633
Best Western*	49.81%	2213	4443	3770	49.81%	2213	4443	3770	0	0	100	124260851
Comfort Inn*	48.38%	2304	4762	3939	48.38%	2304	4762	3939	0	0	100	120706434
Sheraton*	48.38%	2399	4959	4087	48.38%	2399	4959	4087	0	0	100	120691087
Hyatt Regency*	48.18%	2349	4875	4002	48.18%	2349	4875	4002	0	0	100	120200901
Ritz-Carlton*	46.35%	2088	4504	3777	46.35%	2088	4504	3777	0	0	100	115638201
Days Inn*	45.95%	2175	4732	3989	45.95%	2175	4732	3989	0	0	100	114649848
Embassy Suites*	45.79%	2100	4586	3907	45.79%	2100	4586	3907	0	0	100	114228365
Comfort Suites*	45.51%	2199	4831	3966	45.51%	2199	4831	3966	0	0	100	113549347
Quality Inn*	45.23%	2130	4708	3911	45.23%	2130	4708	3911	0	0	100	112854365
Hilton Garden Inn*	43.15%	2020	4682	3933	43.15%	2020	4682	3933	0	0	100	107647591
Wyndham Hotels & Resorts*	41.79%	1862	4455	3769	41.79%	1862	4455	3769	0	0	100	104262775
Ramada*	41.57%	1952	4697	3971	41.57%	1952	4697	3971	0	0	100	103702078
La Quinta Inns & Suites*	41.16%	1994	4844	4027	41.16%	1994	4844	4027	0	0	100	102694516
Four Seasons*	40.24%	1934	4805	4028	40.24%	1934	4805	4028	0	0	100	100393383
Hyatt Place*	38.96%	1816	4661	3953	38.96%	1816	4661	3953	0	0	100	97199574
DoubleTree*	38.85%	1829	4708	3958	38.85%	1829	4708	3958	0	0	100	96916968
Residence Inn*	38.65%	1883	4871	4024	38.65%	1883	4871	4024	0	0	100	96424380
Radisson*	38.58%	1761	4564	3805	38.58%	1761	4564	3805	0	0	100	96263281
Grand Hyatt*	38.42%	1875	4880	3994	38.42%	1875	4880	3994	0	0	100	95841762
JW Marriott*	37.27%	1104	2962	2490	37.27%	1104	2962	2490	0	0	100	92978260
Motel 6*	35.02%	1612	4602	3794	35.02%	1612	4602	3794	0	0	100	87372288
Waldorf Astoria Hotels & Resorts*	34.24%	1698	4958	4031	34.24%	1698	4958	4031	0	0	100	85422331
Super 8 Motels*	33.28%	1606	4825	4012	33.28%	1606	4825	4012	0	0	100	83040601
Westin Hotels*	33.07%	1537	4647	3730	33.07%	1537	4647	3730	0	0	100	82503754
Country Inns & Suites*	32.65%	1452	4447	3709	32.65%	1452	4447	3709	0	0	100	81459688
Crowne Plaza*	31.32%	1434	4579	3966	31.32%	1434	4579	3966	0	0	100	78139081
Fairfield Inn*	30.15%	1460	4845	3981	30.15%	1460	4845	3981	0	0	100	75209084
Econo Lodge*	29.76%	1435	4822	3945	29.76%	1435	4822	3945	0	0	100	74248876
Red Roof Inn*	29.71%	1425	4798	3957	29.71%	1425	4798	3957	0	0	100	74112080
Hyatt House*	28.76%	1283	4462	3794	28.76%	1283	4462	3794	0	0	100	71744114
Trump Hotels*	28.07%	1357	4834	3944	28.07%	1357	4834	3944	0	0	100	70032386
Sleep Inn*	27.78%	1297	4668	3830	27.78%	1297	4668	3830	0	0	100	69316257
Omni Hotels & Resorts*	27.41%	1292	4715	3956	27.41%	1292	4715	3956	0	0	100	68389550
Wyndham Worldwide*	26.97%	1315	4876	3992	26.97%	1315	4876	3992	0	0	100	67287963
Clarion*	26.97%	1214	4502	3726	26.97%	1214	4502	3726	0	0	100	67282375

Renaissance Inn*	26.61%	556	2090	1711	26.61%	556	2090	1711	0	0	100	66393002
W Hotels*	23.21%	1046	4508	3733	23.21%	1046	4508	3733	0	0	100	57906297
Homewood Suites*	23.18%	1069	4610	3881	23.18%	1069	4610	3881	0	0	100	57833540
Park Hyatt*	22.56%	457	2025	1662	22.56%	457	2025	1662	0	0	100	56277125
InterContinental Hotels Group*	21.08%	1018	4830	3883	21.08%	1018	4830	3883	0	0	100	52585575
SpringHill Suites*	20.51%	957	4663	3954	20.51%	957	4663	3954	0	0	100	51172035
Hyatt Centric*	13.05%	588	4502	3758	13.05%	588	4502	3758	0	0	100	32561063
Shangri-La*	12.79%	584	4566	3781	12.79%	584	4566	3781	0	0	100	31915317
Mandarin Oriental*	12.51%	592	4734	4016	12.51%	592	4734	4016	0	0	100	31212175
Hotel Indigo*	12.29%	599	4873	4055	12.29%	599	4873	4055	0	0	100	30670266
TownePlace Suites*	12.25%	562	4593	3868	12.25%	562	4593	3868	0	0	100	30551001
Kimpton Hotels & Restaurants*	10.76%	522	4851	4029	10.76%	522	4851	4029	0	0	100	26838188
The Peninsula*	9.51%	465	4885	3981	9.51%	465	4885	3981	0	0	100	23736328
Andaz*	7.79%	382	4897	4054	7.79%	382	4897	4054	0	0	100	19439781

Profiles Table

Target Group: Hotel Loyalty Program Member (n. 11651)

Target Group description: Hotel Loyalty Program Member* is Yes

Control Group: Not a member of hotel loyalty program (n. 19839)

Control Group description: Hotel Loyalty Program Member* is No

Number of Columns: 13

Row Filters: None

Number of Rows: 57

Hotel brands - positive ratings*, Target: Hotel Loyalty Program Member, Control: Not a member of hotel loyalty program

Please tell us what you think about the following brand

Response label	Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base
Marriott*	75.13%	499	664	673	56.99%	946	1660
Courtyard by Marriott*	72.92%	504	692	718	48.28%	795	1646
Hilton*	69.77%	418	598	631	54.86%	920	1677
Hampton Inn*	69.63%	473	680	729	48.39%	794	1640
Holiday Inn*	69.48%	483	695	683	59.42%	1026	1727
Hyatt*	68.46%	473	691	753	47.19%	867	1837
Holiday Inn Express*	65.05%	441	678	723	52.94%	875	1654
Walt Disney Parks and Resorts*	63.83%	373	585	676	58.25%	879	1509
Hyatt Regency*	62.17%	405	652	684	41.27%	713	1728
Ritz-Carlton*	61.55%	396	644	643	39.74%	661	1662
Hilton Garden Inn*	61.33%	404	659	689	35.29%	607	1720
Wyndham Hotels & Resorts*	58.59%	361	617	666	31.82%	524	1646
Embassy Suites*	57.62%	379	657	703	39.00%	637	1634
Sheraton*	56.77%	375	660	691	41.56%	727	1750
JW Marriott*	55.27%	251	454	457	31.88%	336	1055
DoubleTree*	55.23%	377	682	669	31.25%	514	1646
Hyatt Place*	54.23%	348	642	680	31.68%	541	1709
Grand Hyatt*	53.25%	354	665	701	33.18%	618	1863
Best Western*	53.12%	331	622	689	46.05%	748	1625
Comfort Inn*	51.90%	358	690	695	44.14%	754	1708
Four Seasons*	51.89%	341	657	694	36.77%	658	1789
Residence Inn*	51.34%	344	671	692	30.50%	540	1770
Radisson*	50.22%	293	584	655	36.03%	616	1709
Comfort Suites*	47.09%	331	703	719	42.19%	704	1668
Ramada*	46.83%	314	670	706	38.03%	647	1701
Crowne Plaza*	46.11%	289	628	709	22.29%	371	1663
Fairfield Inn*	46.03%	307	667	696	23.02%	383	1665
La Quinta Inns & Suites*	45.54%	296	650	699	35.58%	602	1692
Quality Inn*	45.39%	300	661	684	43.43%	723	1665
Westin Hotels*	45.28%	312	688	670	26.11%	461	1767
Days Inn*	43.88%	283	644	679	45.30%	771	1702
W Hotels*	42.55%	248	582	634	14.46%	228	1579
Country Inns & Suites*	40.97%	244	596	615	24.90%	412	1653
Hyatt House*	40.36%	263	652	681	23.15%	380	1640
Wyndham Worldwide*	39.97%	262	656	693	21.02%	385	1831
Waldorf Astoria Hotels & Resorts*	39.05%	280	716	733	27.80%	485	1744
Renaissance Inn*	38.78%	103	266	283	19.56%	152	777
InterContinental Hotels Group*	38.76%	235	605	662	15.49%	268	1732
Clarion*	37.55%	222	591	638	23.62%	404	1708
Omni Hotels & Resorts*	35.65%	207	581	683	23.05%	401	1739
Homewood Suites*	34.23%	215	627	683	17.41%	286	1644
Trump Hotels*	33.88%	227	671	681	27.04%	470	1740
SpringHill Suites*	33.13%	216	653	661	15.34%	255	1664

Control base	Z-Score	Diff	Index	Market Size
1254	8.3	18.14	131.83	52987106
1238	11.25	24.64	151.04	51428601
1240	6.42	14.91	127.18	49211728
1238	9.55	21.24	143.88	49109095
1315	4.51	10.06	116.93	49005001
1300	9.69	21.27	145.06	48284047
1260	5.34	12.12	122.89	45882934
1108	2.34	5.58	109.58	45020958
1271	9.02	20.9	150.64	43845648
1240	9.18	21.8	154.86	43409462
1249	11.32	26.05	173.81	43258704
1227	11.49	26.77	184.12	41326763
1236	8	18.62	147.74	40638971
1293	6.51	15.21	136.59	40039655
810	8.2	23.39	173.38	38979981
1291	10.34	23.98	176.72	38956370
1258	9.71	22.55	171.17	38248614
1309	8.75	20.07	160.47	37555370
1188	2.95	7.07	115.36	37465454
1228	3.27	7.76	117.58	36604288
1299	6.51	15.12	141.13	36599605
1287	9.08	20.84	168.33	36207033
1246	5.95	14.18	139.36	35418173
1215	2.1	4.91	111.63	33216362
1258	3.78	8.8	123.13	33027740
1265	10.78	23.82	206.87	32523302
1250	10.29	23.01	199.96	32461903
1263	4.3	9.96	127.98	32118940
1269	0.83	1.96	104.51	32012310
1198	8.31	19.17	173.43	31935783
1267	-0.59	-1.42	96.87	30948286
1149	12.64	28.09	294.23	30013716
1222	6.88	16.07	164.56	28896070
1201	7.68	17.21	174.33	28465237
1305	8.71	18.95	190.13	28191977
1264	5.12	11.25	140.47	27544458
558	5.74	19.22	198.24	27349438
1220	10.78	23.27	250.22	27337270
1214	6.13	13.92	158.93	26481004
1268	5.78	12.59	154.62	25142053
1192	7.93	16.82	196.58	24139818
1266	3.11	6.83	125.27	23894429
1242	8.48	17.79	215.94	23365056

Park Hyatt*	32.53%	82	251	280	19.84%	134	675
Sleep Inn*	31.56%	200	634	686	26.30%	455	1728
Super 8 Motels*	30.91%	221	714	723	33.48%	550	1642
Motel 6*	30.81%	206	668	687	36.96%	625	1691
Red Roof Inn*	29.92%	210	703	732	26.30%	446	1696
Econo Lodge*	26.08%	170	653	699	27.60%	472	1709
Hotel Indigo*	21.44%	156	728	741	7.29%	118	1617
Mandarin Oriental*	20.91%	139	665	723	6.57%	108	1649
TownePlace Suites*	17.06%	101	591	656	8.52%	141	1648
Hyatt Centric*	16.78%	92	548	634	14.15%	223	1575
Shangri-La*	15.80%	101	639	666	12.81%	211	1648
Kimpton Hotels & Restaurants*	14.47%	98	676	726	8.88%	158	1780
The Peninsula*	14.41%	97	677	684	6.59%	113	1713
Andaz*	10.03%	65	651	666	6.61%	120	1810

532	3.87	12.69	163.97	22946197
1232	2.43	5.26	120	22262855
1223	-1.16	-2.56	92.34	21803157
1203	-2.72	-6.16	83.34	21728802
1245	1.73	3.62	113.75	21101054
1206	-0.7	-1.53	94.47	18391958
1243	8.43	14.15	294.11	15125230
1243	8.6	14.33	318.07	14746611
1246	5.14	8.54	200.14	12033812
1184	1.51	2.64	118.63	11836581
1213	1.78	2.99	123.35	11146986
1258	3.68	5.59	162.94	10204500
1263	5.18	7.81	218.53	10161860
1313	2.58	3.42	151.84	7075420