

Hospitality

2016 Hospitality Benchmark Study

IN JULY 2016, WE SURVEYED 9,167 US consumers and asked them about their lodging experiences including booking reservations, amenities used, check-in and check-out experience and problem experiences.

61% earn more than \$50k/year

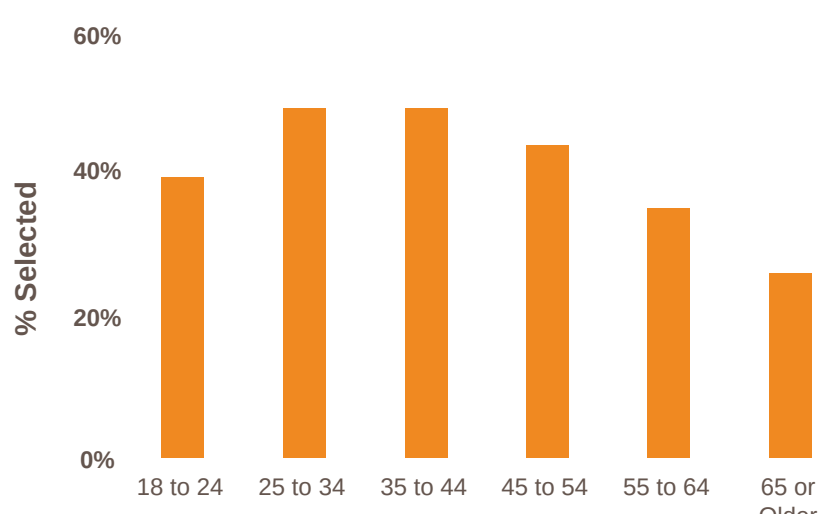


TECHNOLOGY

Hotel/Motel mobile **app usage** is high and well adopted across all age groups

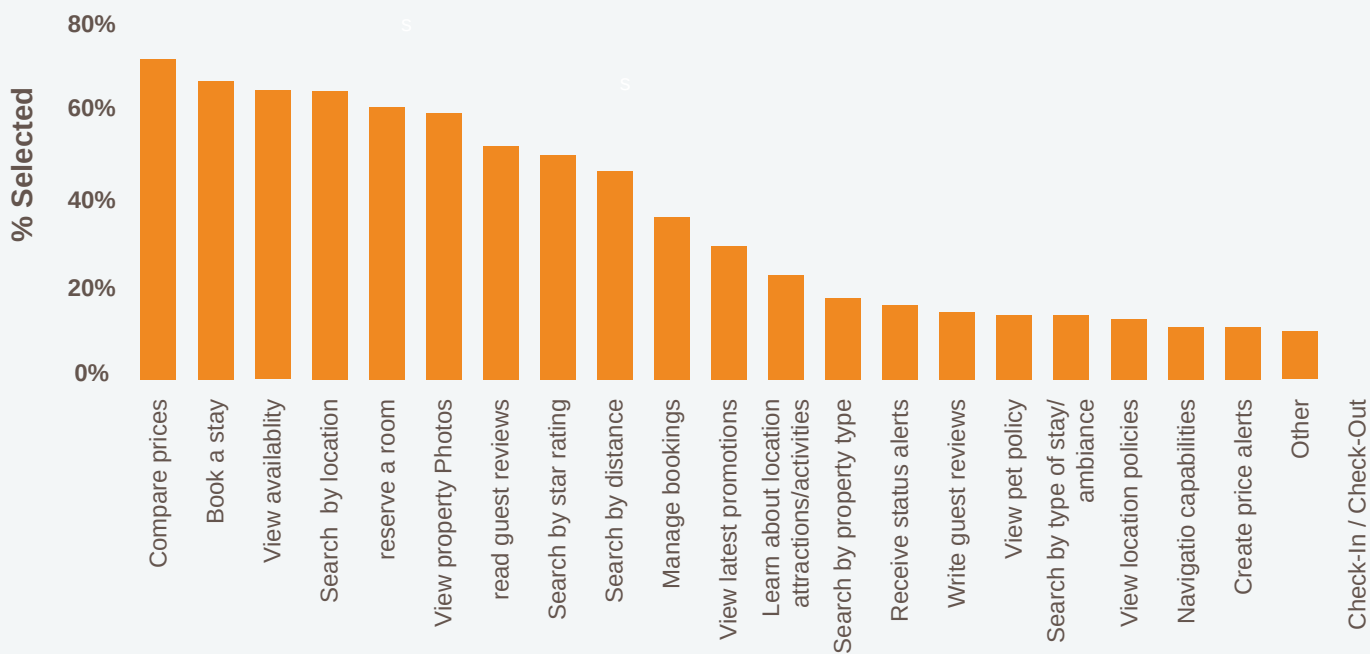
Have you used a mobile app to help you select and/or make arrangements with a hotel/motel chain?

“44% Yes”



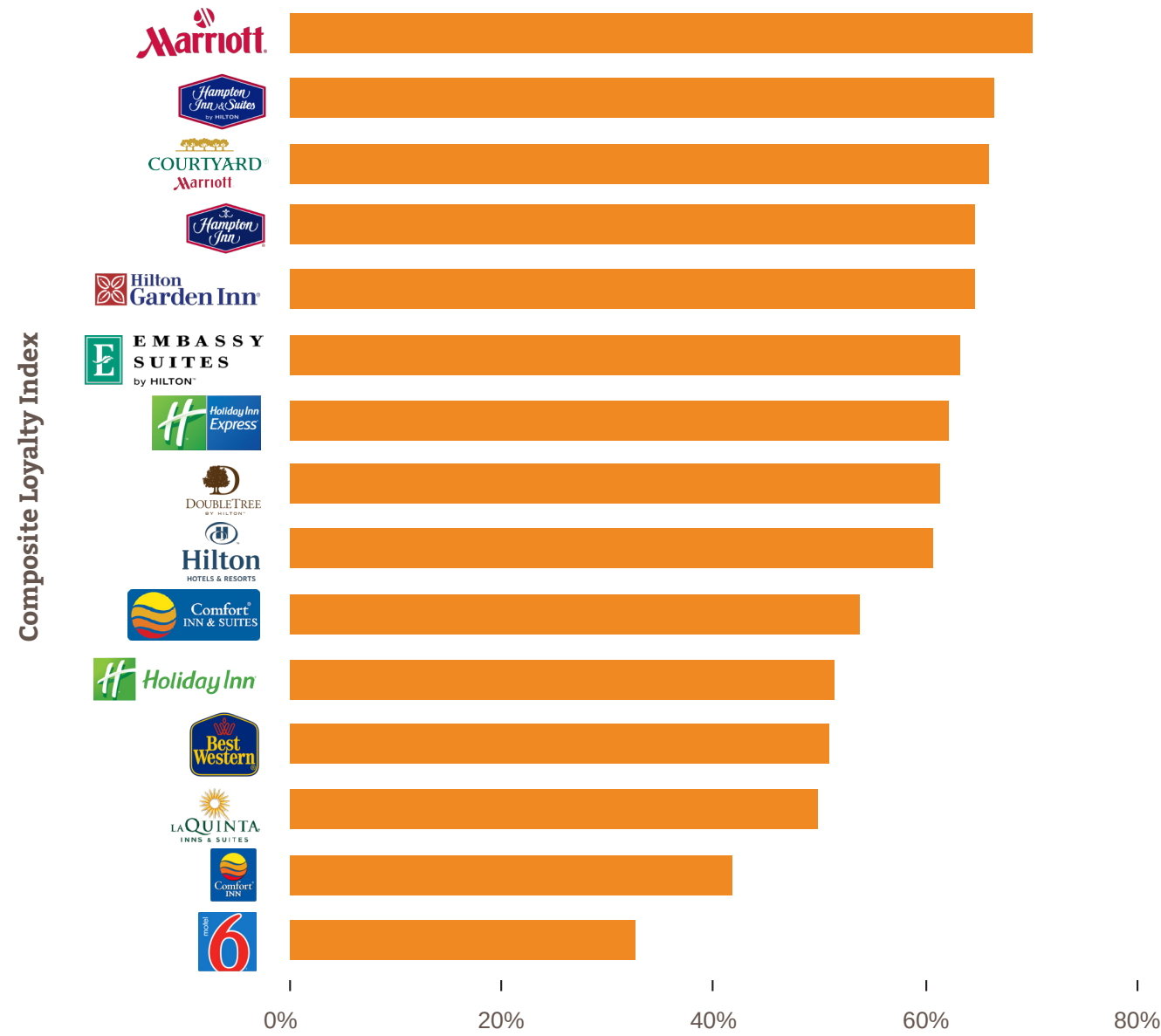
About **three fourths** use apps to compare prices and two thirds have booked through an app

Which features of the hotel/motel mobile apps have you used? Please mark all that apply:



COMPETITIVE BENCHMARKS

Marriott leads the composite loyalty index; but scores are very close



1 in 6 were dissatisfied with their last stay



It's not OK just to be OK!

“Delighted” guests are **2.5 times more likely** to recommend a brand than those who give a 4 rating. Excellence makes a difference!

