

GreatestHotels.com Consumer Survey Results

June 2015



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Survey Objective

To understand the perceived value and business viability of a new, commission-free, hotel subscription and referral site – www.greatesthotels.com—among a representative sample of affluent business and leisure travelers.

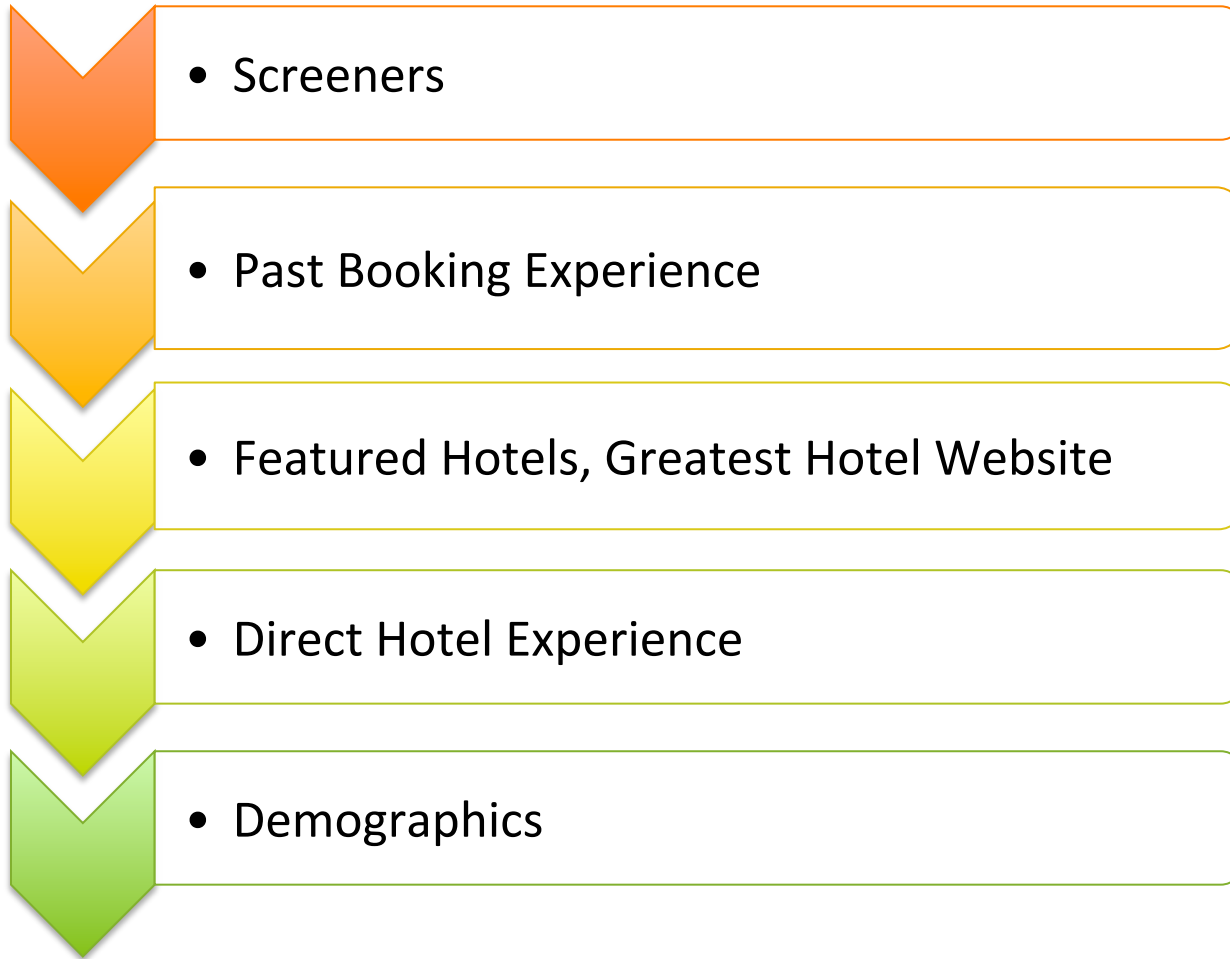


Methodology

MODE	Online Survey
LENGTH	15 minutes
DATES	June 8, 2015 – June 11, 2015
AUDIENCE	N=500, Have household income of \$100,000 or more, have used hotel at least 3 times in past 12 months
GEOGRAPHY	United States



Survey Flow





EXECUTIVE SUMMARY

Executive Summary

Price is important but not the overarching driving factor, neither is brand. It seems the users have become very savvy and know what the market offers and what the range they are looking for should yield and will make their decision within that context.

The volume will come from business travelers upgrading, according to our data as well as other national data. Leisure travelers will up grade too. Leisure travelers looking for Impressive hotels is extremely encouraging, top two boxes in the 80's.

Hotel shoppers are sharp. They will definitely give us a try.



Executive Summary (page 2)

- Household incomes of 100K – 199K spend more time on leisure travel than those from household incomes of 200+ (8.4 vs 6.1 times).
- Household incomes of 200+ spend more time on business travel than those in Household incomes of 100K-199K (5.8 vs 2.8 times).
- Almost all participants have booked their own travel (99%) and do so always/most often (93%).



Executive Summary (page 3)

- Of those who personally book their own travel (99%)
 - 70% research at an OTA and then book at a specific hotel website
 - Ages - 81% 35< vs 66% >35
 - 63% research by brand and book at the specific hotel website or reservation number
 - Ages - 66% 35< vs 62% >35
 - 47% research and book all at an OTA
 - Ages - 53% 35< vs 44% >35



Executive Summary (page 4)

- Of those who have booked using OTA's (47%), 95% found their experience excellent/satisfactory
- If they knew that OTA's took up to a 40% commission, 16% said they will never use them, that's not fair (20% ages 35 and <, 15% 35+)



Executive Summary (page 5)

When booking a hotel the following are most important/important:

- Business

- 93% Location
- 86% Past Experience
- 85% Reputation
- 83% Price
- 70% Brand
- 49% Other

- Leisure

- 96% Location
- 90% Price
- 90% Past Experience
- 88% Reputation
- 77% Brand
- 72% Other



Executive Summary (page 6)

- When booking a hotel, price is most important/important 83% of the time for business and 90% for leisure.
- When booking a hotel for leisure price is most important/important if you are married (91%) vs single (84%).



Executive Summary (page 7)

- When going on vacation with spouse/family/friends I like to stay at an impressive hotel
 - Very True/Somewhat True
 - 73% Overall
 - 89% 35 and Under vs 66% 35+
 - 71% Married vs 82% Single
 - 71% HHI 100K-199K vs 84% 200K+
- When I travel for work I always stay at one of the better places at the destination
 - Very True/Somewhat True
 - 78% Overall
 - 94% 35 and Under vs 72% 35+
 - 77% Married vs 87% Single



Executive Summary (page 8)

- Would you try a website like GreatestHotels.com
 - Very Likely/Likely
 - 85% Overall
 - 84% HHI 100K-199K vs 91% 200K+
 - Very Likely
 - 35% Overall
 - 47% 35 and Under vs 31% 35+

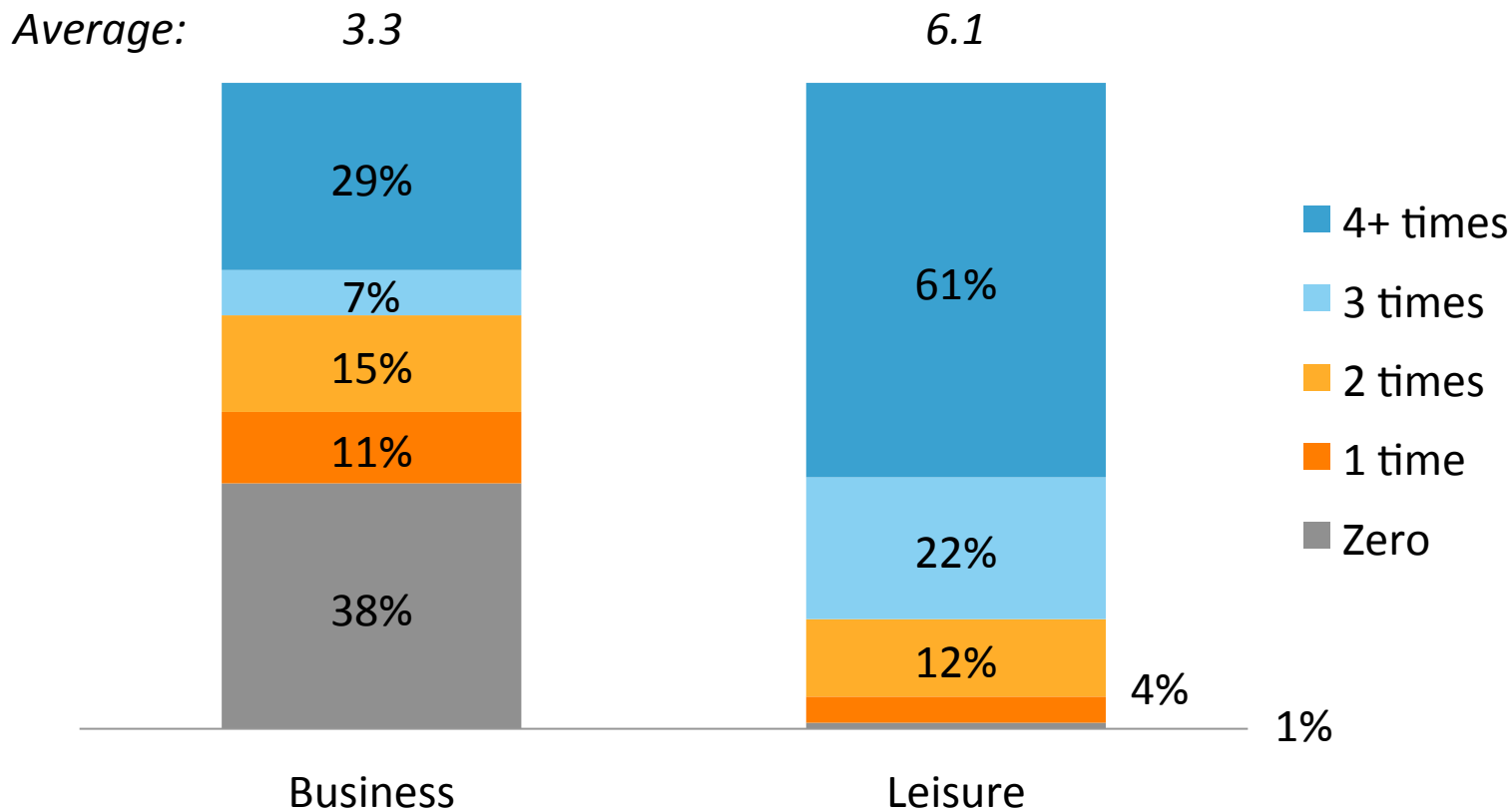




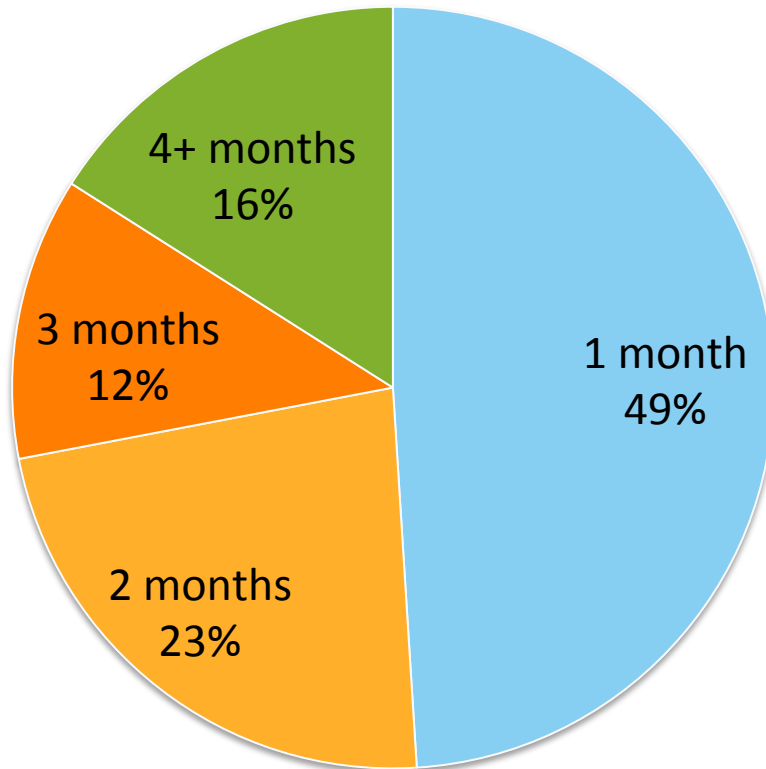
KEY FINDINGS

Number of Hotel Stays

In general, respondents travel more for leisure than for business.



Most Recent Hotel Stay

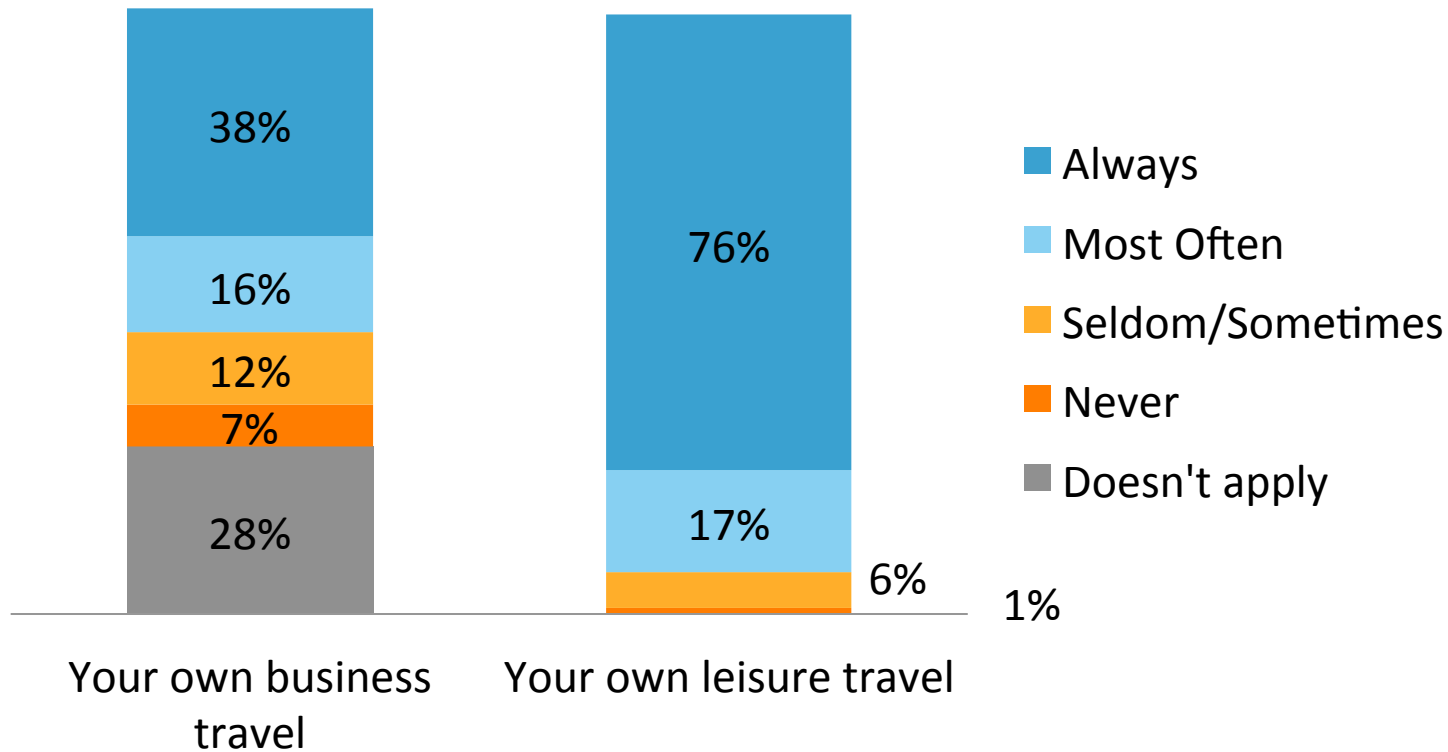


Half of respondents have stayed at a hotel within the past month.



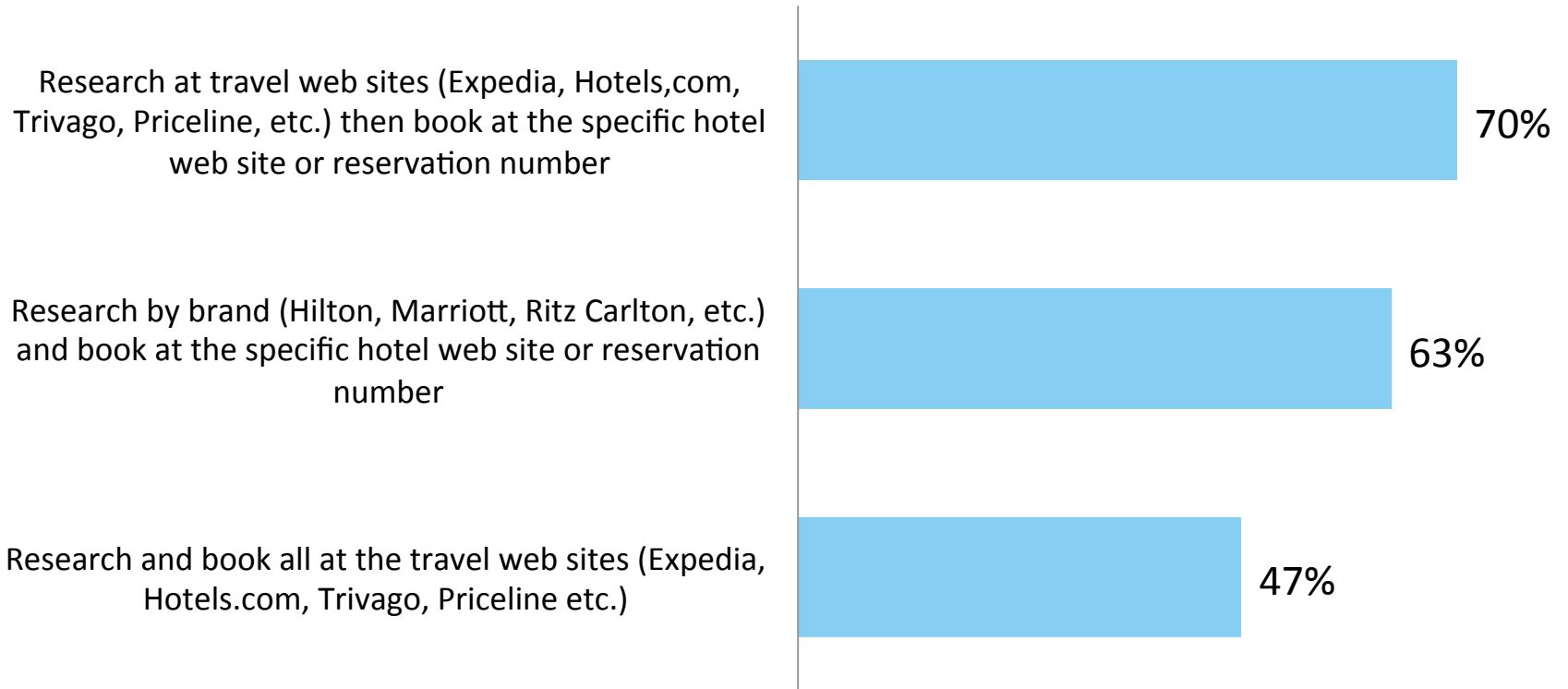
Personally Booking Own Travel

Almost all (93%) of respondents book their own leisure travel, either always or most often, and more than half (54%) of respondents are always or most often booking their own business travel.

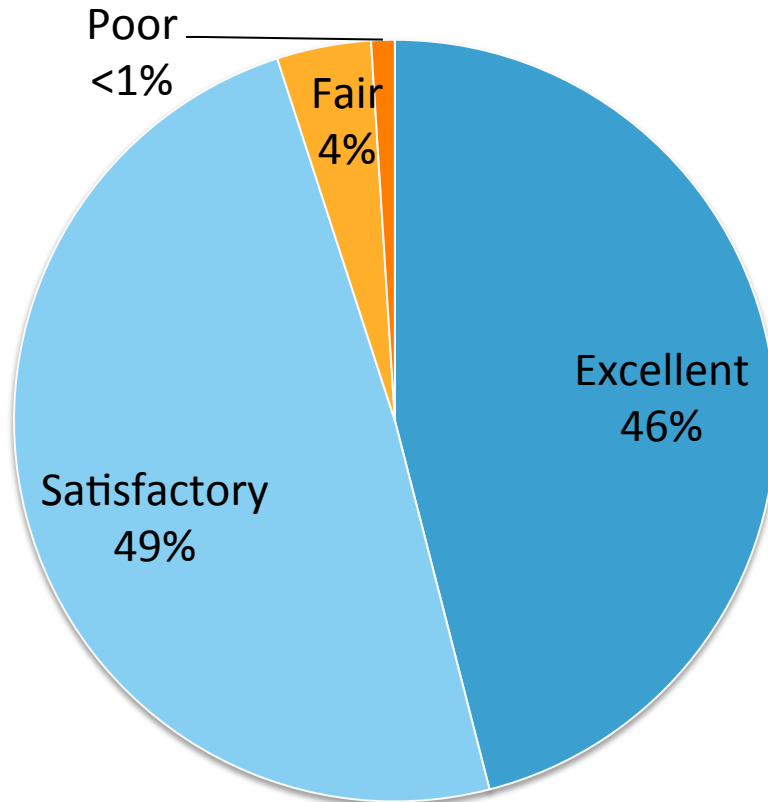


Hotel Research

Majority of respondents use travel web sites for initial research, then book through hotel web site.



Satisfaction with OTA

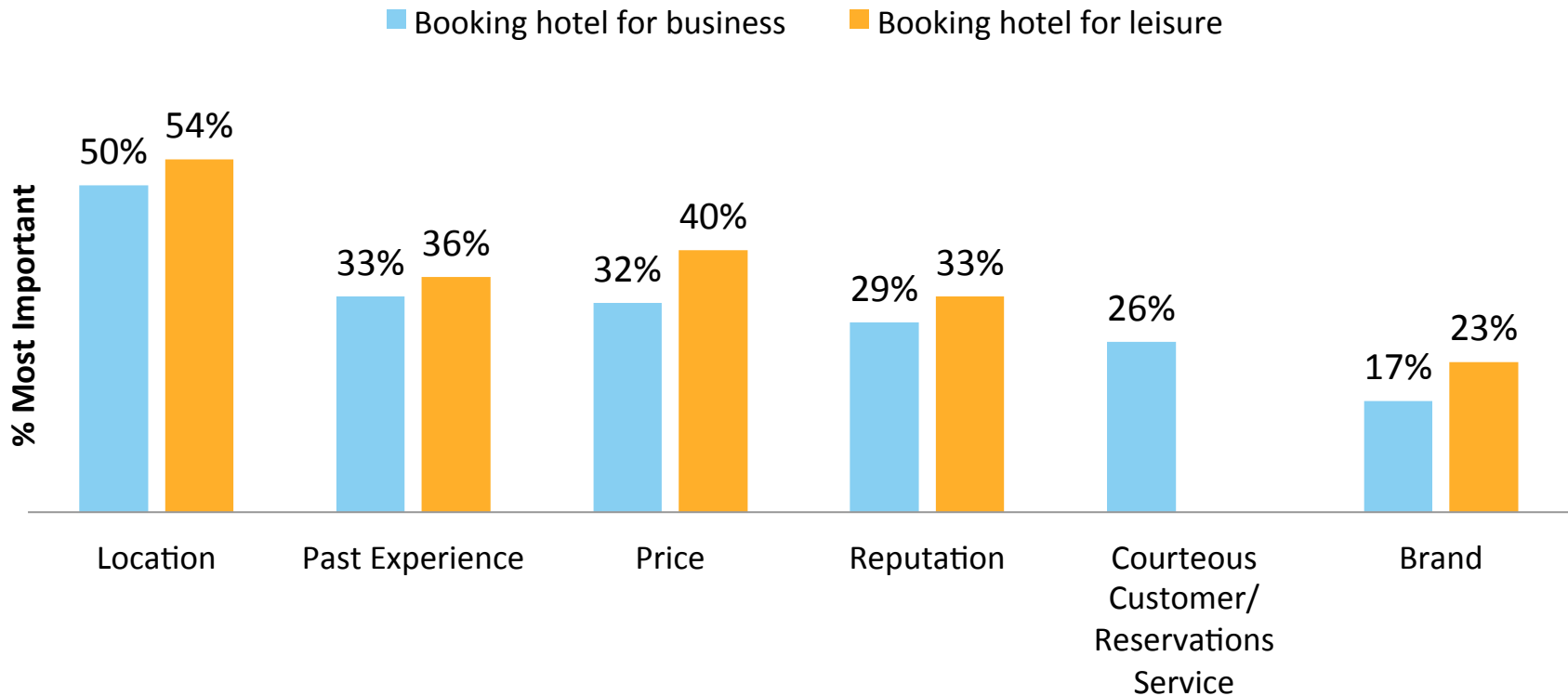


Almost all respondents (95%) report a satisfactory or excellent experience booking hotels online.



Importance When Booking

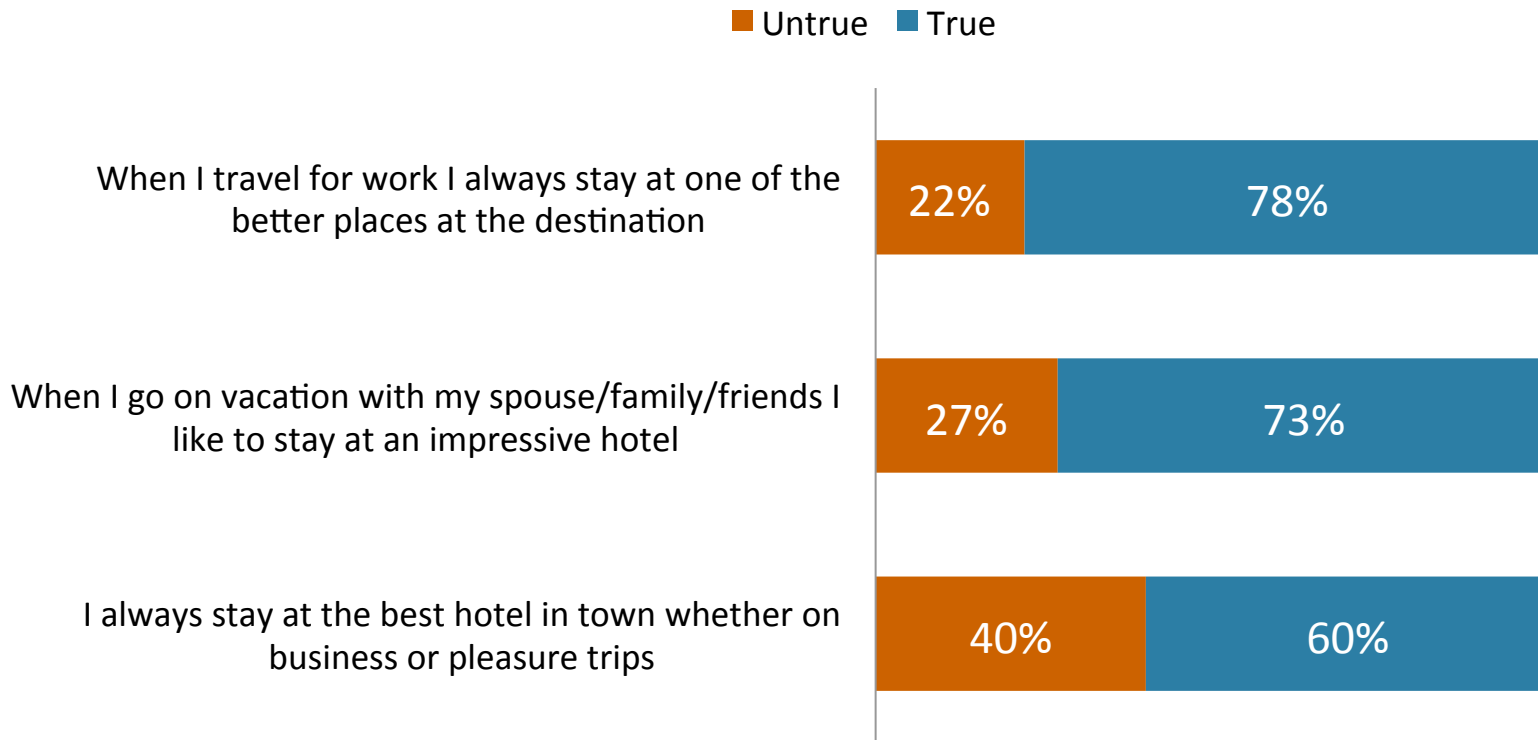
Location is most important for both business and leisure bookings; price is more important when booking for leisure travel than business.



BASE: All Respondents
Q230. How important are the following to you when booking a hotel for business?
Q235. How important are the following to you when booking a hotel for leisure?

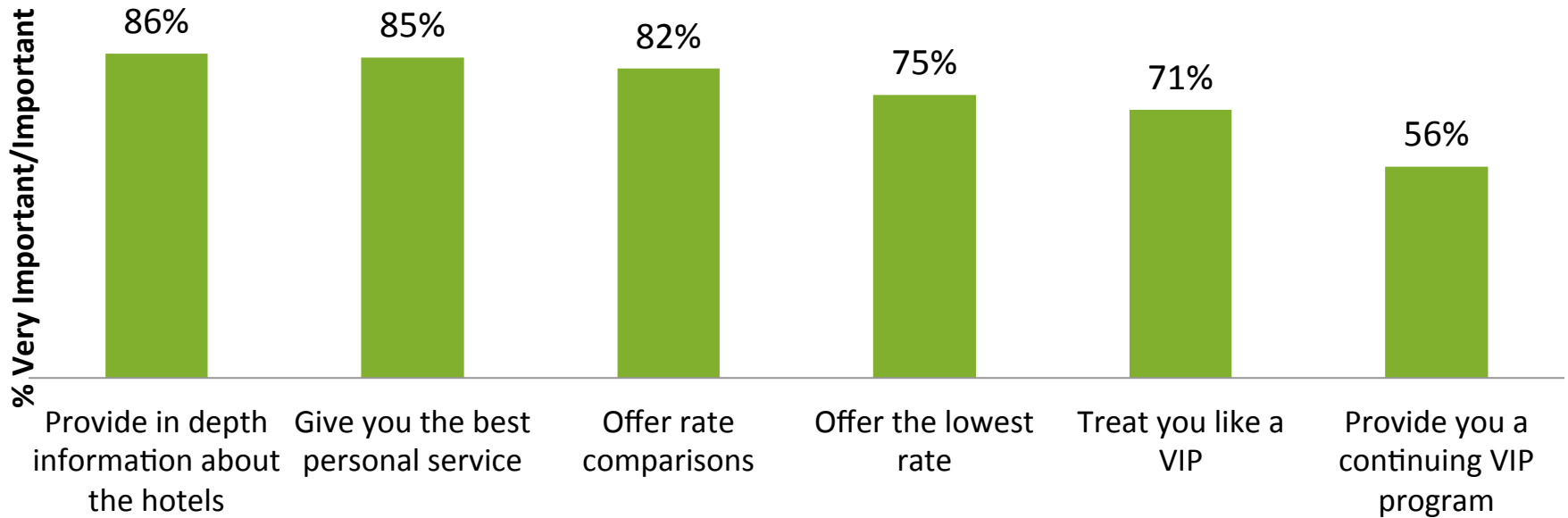
Staying at Best Hotel

Staying at one of the better hotels is important to more than two-thirds of respondents.



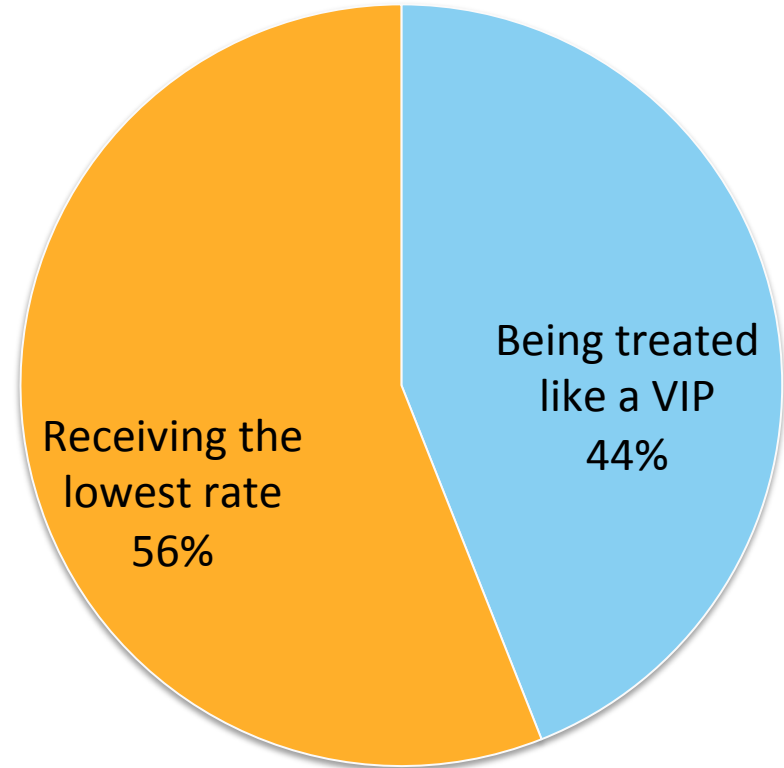
Importance for Travel Website

In-depth information and personal service considered important for websites featuring collection of hotels.



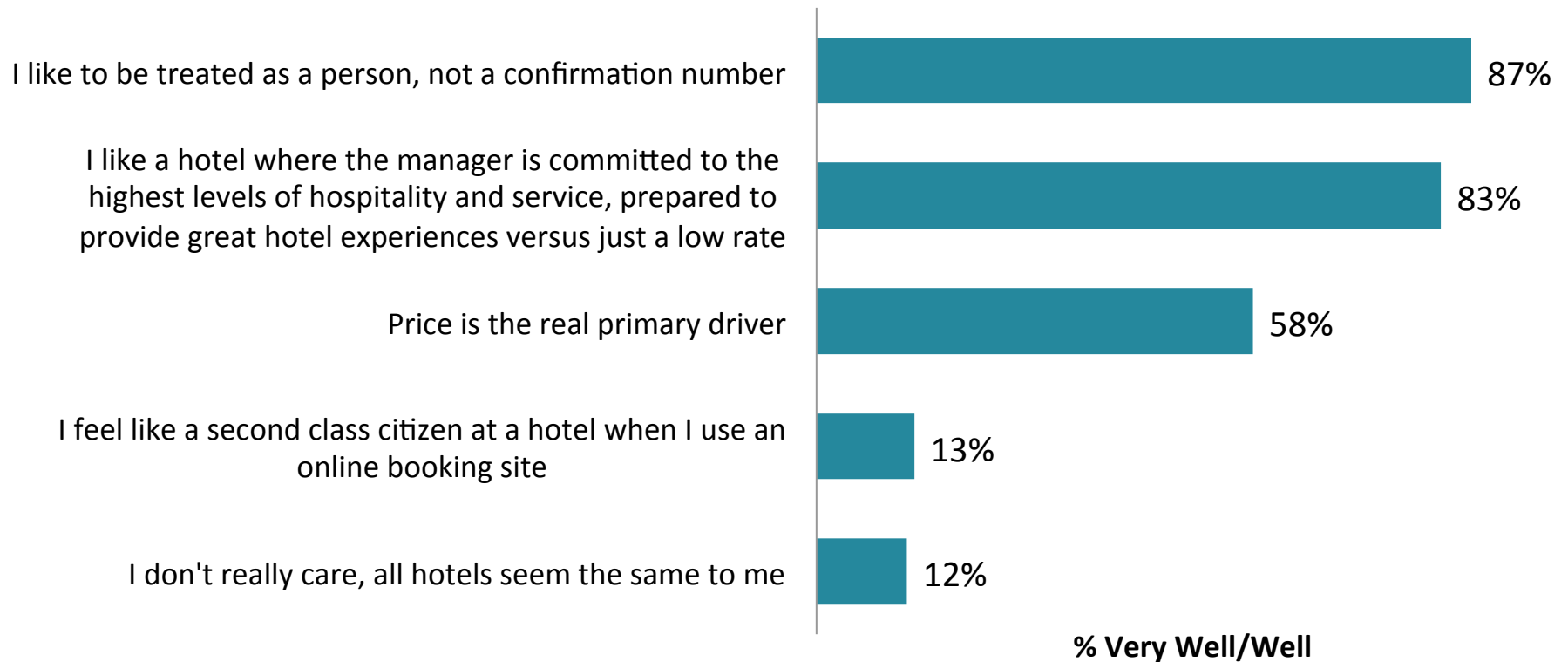
Low Rates vs. VIP Treatment

Receiving the lowest rate is important than VIP treatment to over half of respondents.



Personal Service

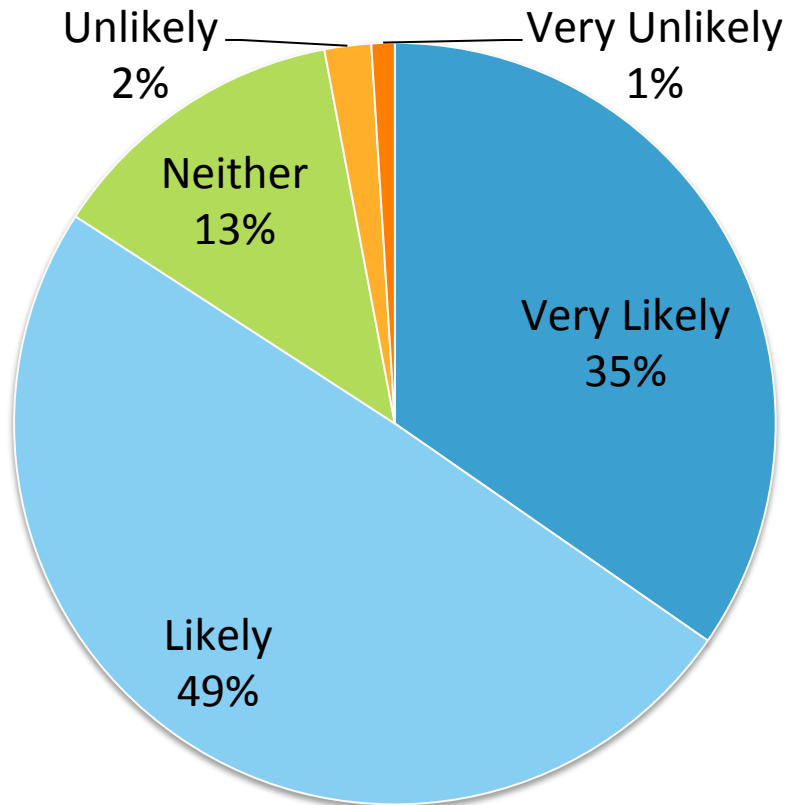
Most respondents agree they like to be treated as a person, with high levels of hospitality and service, not just a low rate.



% Very Well/Well



Likelihood to Try GreatestHotels.com

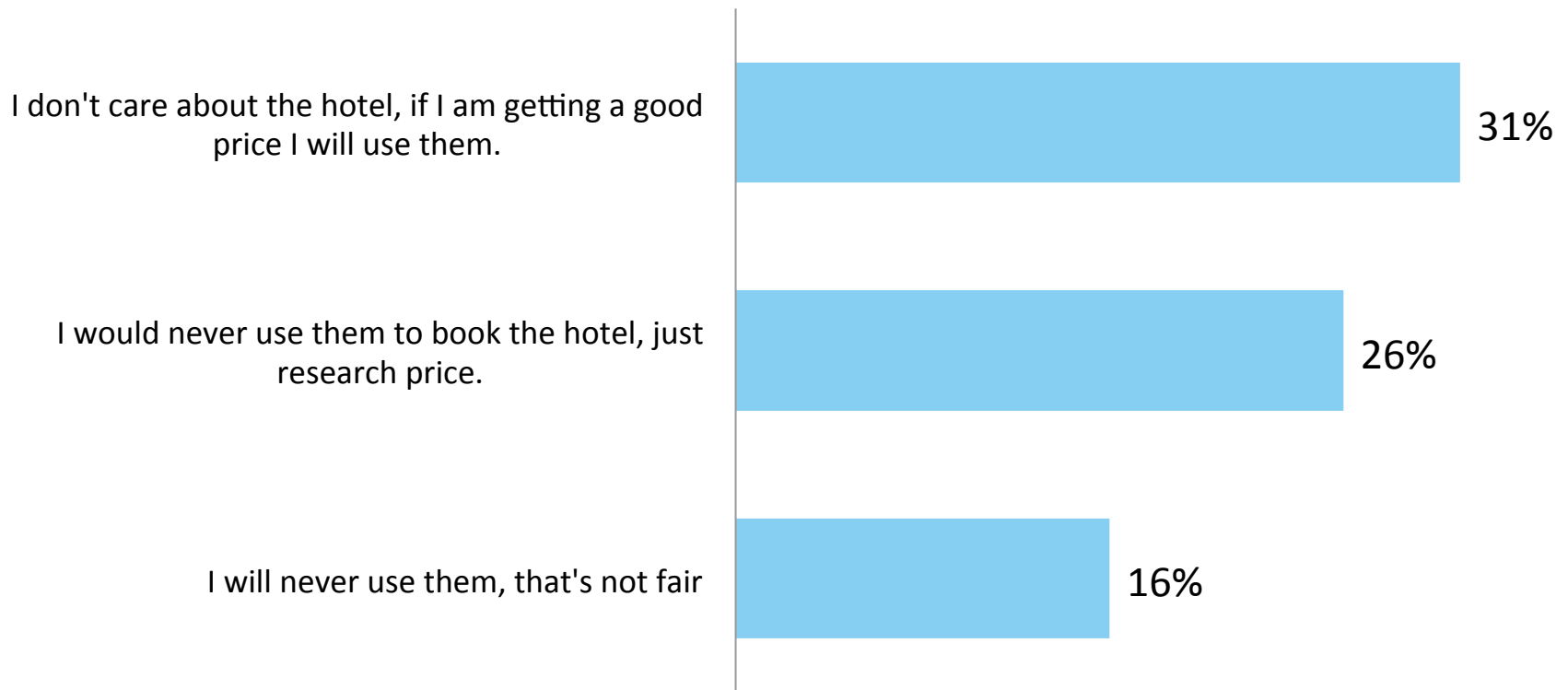


Almost all respondents (85%) would be likely to try the website *GreatestHotels.com*.



OTA Commissions Not Important

Knowledge of OTA commission fees to hotels does not affect respondents' likelihood to book through them.





DEMOGRAPHICS

Demographic Data

Gender

Male	50%
Female	50%

Age

18-35	28%
36-55	45%
56+	27%
Mean	45.8

Marital Status

Married	75%
Single	15%
Divorced	4%
Living with partner	6%
Other	1%

Income

\$100,000-\$149,999	64%
\$150,000-\$199,999	20%
\$200,000-\$249,999	7%
\$250,000-\$299,999	4%
\$300,000+	4%
Mean	\$158,400

Employment

Work full-time	68%
Work part-time	9%
Student full-time	3%
Student part-time	<1%
Neither work nor student	14%
Other	6%

