



Market Metrix

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**DRURY HOTELS TOPS 2012 GLOBAL HOTEL SATISFACTION RANKING
FROM MARKET METRIX HOSPITALITY INDEX**

San Francisco, Calif. – January 30, 2013 – Drury Hotels posted the world’s highest customer satisfaction score for 2012, based on global results from the Market Metrix Hospitality Index (MMHI). Scandic Hotels and Radisson posted the top customer satisfaction scores among hotel chains in Europe and Asia Pacific regions respectively.

“Ranking No. 1 in customer satisfaction is a huge honor for Drury Hotels and for every member of the Drury team,” said Chuck Drury, president and chief executive officer of Drury Hotels. “Giving our guests a great experience was our commitment when we opened the first Drury Hotel nearly 40 years ago, and we’ve never wavered from that commitment.”

MMHI data is collected from more than 40,000 travelers around the globe each quarter. Guests provide more than 200 details about their most recent hotel and casino experiences. The MMHI customer satisfaction score is based on the average rating of 14 product and service questions that are highly correlated with guest loyalty and recommendations.

“This is a remarkable accomplishment for a mid-size hotel chain in the American Midwest to outperform the world’s best,” said Dr. Jonathan Barsky, co-founder at Market Metrix. “It just goes to show what an enormous impact service has on guest satisfaction and loyalty. In fact, the big thing that separates the satisfaction leaders in every global region is service.”

The Americas

The top scoring hotel brand for 2012 in the Americas was Drury Hotels (90.9). This family-owned and operated hotel chain of 130 hotels has created a devoted clientele with its friendly employees, clean rooms and great value. But based on MMHI data, what really differentiates Drury is its service which outscores the average hotel company in the Americas by 10 points. Welcoming reservation agents, knowledgeable front desk staff and can-do attitude are the biggest contributors to Drury’s outstanding service scores.



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2012 TOP 10 BRANDS BY CUSTOMER SATISFACTION - AMERICAS

Region	Rank	Winning Brand	Segment	Customer Satisfaction
Americas	1	Drury Hotels	Upper Midscale	90.9
	2	Ritz-Carlton	Luxury	90.4
	3	JW Marriott	Luxury	89.5
	4	TownePlace Suites	Upper Midscale	89.2
	5	Hard Rock	Upper Upscale	89.1
	6	Walt Disney World Resorts	Upscale	88.7
	7	Fairmont	Luxury	88.6
	8	Four Seasons	Luxury	88.4
	9	Kimpton	Upper Upscale	88.3
	10	Renaissance	Upper Upscale	88.2

Europe, Middle East & Africa

Scandic Hotels put up the highest satisfaction score for Europe, Middle East and Africa. As Scandinavia's largest hotel operator with 161 hotels, Scandic has pursued a customer-centric strategy to stay close to its customers and develop long-lasting relationships. The chain understands what value means to its customers and receives top scores for its personal service, events, food & beverage and spa/fitness offerings.

2012 TOP 10 BRANDS BY CUSTOMER SATISFACTION - EMEA

Region	Rank	Winning Brand	Segment	Customer Satisfaction
Europe, Middle East, Africa	1	Scandic Hotels	Upscale	88.8
	2	Steigenberger	Upper Upscale	87.2
	3	Tulip Inn	Upper Midscale	87.2
	4	Kempinski	Luxury	86.8
	5	Rica Hotels	Upscale	86.1
	6	Sheraton Hotel	Upper Upscale	85.3
	7	Ritz-Carlton	Luxury	85.1
	8	Four Seasons	Luxury	85.1
	9	InterContinental	Luxury	84.6
	10	Riu Hotels & Resorts	Upscale	84.4



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Asia Pacific

Radisson, Asia Pacific's top-scoring brand, is finding success with new room concepts, new restaurant concepts and a series of new service concepts that focus on the guest experience. Radisson's properties in this region receive high scores for hotel ambiance and making guests feel elegant and pampered.

2012 TOP 10 BRANDS BY CUSTOMER SATISFACTION - APAC

Region	Rank	Winning Brand	Segment	Customer Satisfaction
Asia Pacific	1	Radisson	Upscale	83.6
	2	InterContinental	Luxury	83.0
	3	Renaissance Hotels	Upper Upscale	82.0
	4	Ritz-Carlton	Luxury	81.9
	5	Hyatt	Upper Upscale	81.8
	6	Le Meridien	Upper Upscale	81.1
	7	Sheraton Hotel	Upper Upscale	80.9
	8	Mandarin Oriental	Luxury	80.4
	9	Dusit Thani	Upper Upscale	80.3
	10	Okura	Upper Upscale	80.3

For more results from the Market Metrix Hospitality Index, visit www.marketmetrix.com.

About Market Metrix

Market Metrix is the leading provider of customer and employee feedback solutions for hospitality companies around the globe. By connecting feedback with revenue, Market Metrix helps hospitality businesses make smart investment decisions that both improve the guest experience and produce higher profits. Real-time feedback and action management drive timely service recovery, turning potential negative reviews into online raves. And no other feedback program offers the detailed global benchmarking of MMHI, allowing clients to spot gaps and opportunities in the context of key competitors. Market Metrix is essential to more than 14,000 businesses in over 70 countries, and has been helping forward-thinking executives profit from feedback since 1996. For more information, visit www.marketmetrix.com.

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