



Market Metrix

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MARKET METRIX RELEASES DETAILS BEHIND WORLD'S LEADING SOURCE OF HOSPITALITY CUSTOMER SATISFACTION SCORES

-- Market Metrix Hospitality Index now available in industry's leading satisfaction platform --

SAN FRANCISCO, Calif. — August 27, 2013 — Market Metrix, the leading provider of feedback management solutions for the global hospitality industry, announced today that for the first time detailed satisfaction data on more than 300 hotel and casino brands is directly accessible in the Market Metrix platform. Data comes from the Market Metrix Hospitality Index (MMHI), the most in-depth and reliable data on hospitality and gaming satisfaction available. This information, in the Market Metrix platform, allows detailed analysis of what is driving satisfaction and loyalty at top-performing brands around the world.

MMHI data is based on 40,000 guest surveys, and represents hotel and casino experiences in more than 130 countries. Results include performance on more than 100 key measures, including: product, service, emotions, Net Promoter, loyalty programs, price sensitivity, event satisfaction, food & beverage, gaming experience and advertising recall.

Available by subscription, MMHI is delivered in the Market Metrix platform. Subscribers access data using pre-built and customizable dashboards, or on-demand reports to cut and filter data by demographics, geography and industry segment.

According to Keith Jaeger, COO at Market Metrix, "Hospitality companies find this data indispensable for evaluating their market position and identifying competitor gaps across a wide variety of critical areas. The new online version of the Market Metrix Hospitality Index puts a tremendous depth of information at the fingertips of the industry."



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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.

Contact:

Mike Waite

mwaite@marketmetrix.com

+1 415 526 4646

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