



Market Metrix Reports Global Decline in Hotel Satisfaction

Global hospitality satisfaction and perceived value down as occupancy and prices rise

San Francisco, Calif. – January 28, 2014 – Global customer satisfaction with hospitality experiences continued to decline during the fourth quarter of 2013, according to new data released today by Market Metrix.

Customer satisfaction scores declined two tenths of a point in the Americas during the fourth quarter, and seven tenths of a point versus the same period a year ago. Scores also declined in Europe. Strengthening occupancy and higher prices during this period appear to be the likely reasons.

However, travelers in Asia are reporting higher satisfaction and greater perceived value. Satisfaction scores in the region increased 1.1 points in the fourth quarter. Strong improvements across a range of products and services have enhanced the guest experience for travelers in Asia.

According to Dr. Jonathan Barsky, Co-founder and Chief Research Officer at Market Metrix, “Rates always have an impact on customer satisfaction, and with strong RevPAR growth we have seen slipping satisfaction scores in North America and Europe. Asia, on the other hand, appears to be less price sensitive, with increasing rates having less of an impact on the overall guest experience.”



Market Metrix Hospitality Index

Change in Customer Satisfaction and Value for Price Scores

Region	Customer Satisfaction	Q3 2013 Change	Q4 2012 Change	Value for Price	Q3 2013 Change	Q4 2012 Change
Americas	83.7	-0.2	-0.7	79.5	-0.2	-0.2
Europe	81.1	-0.1	-0.1	76.6	-0.4	-0.4
Asia Pacific	79.6	1.1	1.6	74.2	0.8	0.8



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MMHI data is collected from more than 40,000 travelers around the globe. Guests provide over 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. Shown is a summary of the top performers in the fourth quarter of 2013, globally and by region. For more results from the Market Metrix Hospitality Index, visit www.marketmetrix.com.



Market Metrix Hospitality Index

Global Q4 2013 Results Top 10 Brands in Customer Satisfaction

Rank	Brand	Region	Segment	Customer Satisfaction
1	Hyatt House	Americas	Upscale	88.9
2	Drury Hotels	Americas	Upper Midscale	88.8
3	Kimpton	Americas	Upper Upscale	88.8
4	Rica Hotel	Europe	Upscale	88.3
5	Hyatt Place	Americas	Upscale	88.3
6	Ritz-Carlton	Americas	Luxury	88.2
7	Disney's	Americas	Upscale	88.1
8	Hampton Inn	Americas	Upper Midscale	87.8
9	Homewood Suites	Americas	Upscale	87.4
10	Staybridge Suites	Americas	Upscale	87.0



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Americas — Q4 2013 Results Top 10 Brands in Customer Satisfaction

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1	Hyatt House	Upscale	88.9
2	Drury Hotels	Upper Midscale	88.8
3	Kimpton	Upper Upscale	88.8
4	Hyatt Place	Upscale	88.3
5	Ritz-Carlton	Luxury	88.2
6	Disney's	Upscale	88.1
7	Hampton Inn	Upper Midscale	87.8
8	Homewood Suites	Upscale	87.4
9	Staybridge Suites	Upscale	87.0
10	Omni	Upper Upscale	87.0

Europe — Global Q4 2013 Results Top 10 Brands in Customer Satisfaction

Rank	Brand	Segment	Customer Satisfaction
1	Rica Hotel	Upscale	88.3
2	Luxury Collection	Luxury	86.4
3	Kempinski	Luxury	86.1
4	Hilton Garden Inn	Upscale	85.4
5	Ritz-Carlton	Luxury	85.3
6	Riu	Upscale	84.8
7	Tulip Inn	Upper Midscale	84.6
8	Scandic Hotel	Upscale	84.4
9	Moevenpick	Upscale	84.3
10	Steigenberger	Upper Upscale	84.2

Asia Pacific — Q4 2013 Results Top 10 Brands in Customer Satisfaction

Rank	Brand	Segment	Customer Satisfaction
1	InterContinental	Luxury	83.0
2	Hilton	Upper Upscale	82.9
3	Anantara	Luxury	82.6
4	Shangri-La	Luxury	82.5
5	Four Seasons	Luxury	82.4
6	Hyatt	Upper Upscale	81.9
7	Ritz-Carlton	Luxury	81.9
8	Crowne Plaza	Upscale	81.8
9	Taj	Luxury	81.8
10	Banyan Tree	Luxury	81.7



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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.

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