

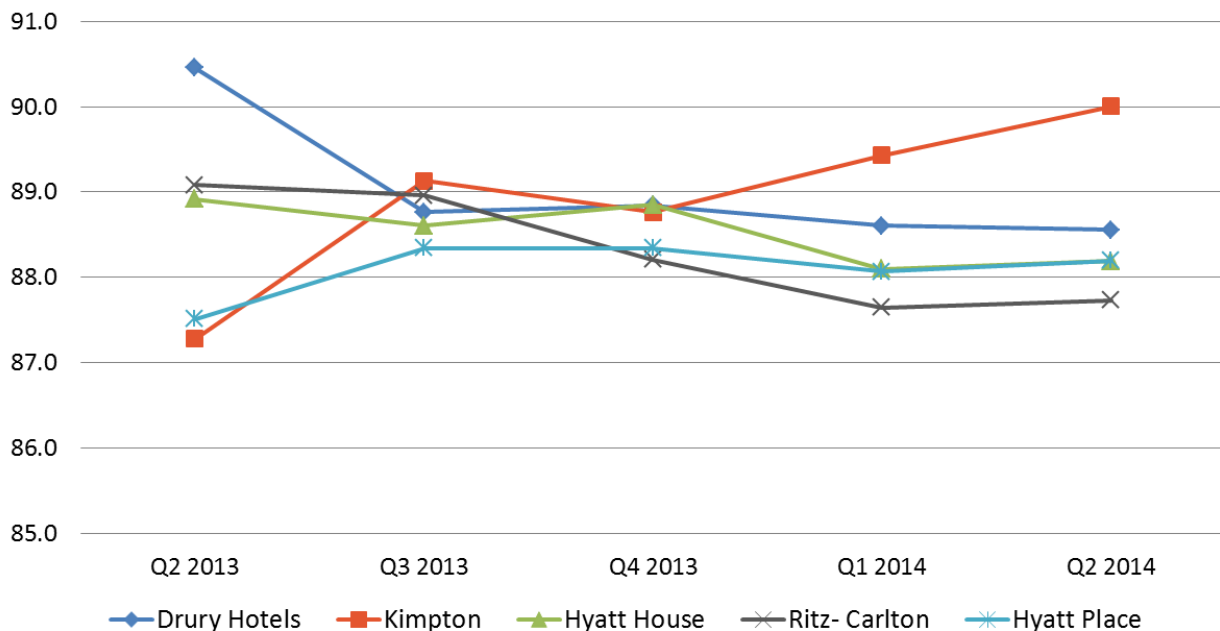
## Market Metrix Hospitality Index Reveals Most Devoted Hotel Brands

San Francisco, Calif. – Aug 20, 2014 – Many hotel brands are devoted to providing their guests with a great experience. However, according to the Market Metrix Hospitality Index (MMHI), there are five hotel brands that outpace the competition. Maintaining the top scores for the past four consecutive quarters, Kimpton Hotels, Drury Hotels, Hyatt House, the Ritz-Carlton, and Hyatt Place consistently set the standard for customer satisfaction.

With a customer satisfaction score of 90, Kimpton achieved the highest mark for the most recent period, and continued to improve their score for the third quarter in a row. Their desire to engage guests on a deeper, more continuous level is supported by recent initiatives to strengthen the entire guest experience including a new loyalty program, ‘Kimpton Karma’, and ‘Life is Suite’ website redesign.

“This award and recognition belongs to all 8,600 Kimpton employees who make it their mission to take great care of our guests,” said Mike Depatie, president and CEO of Kimpton Hotels & Restaurants. “Their level of selflessness and empathy for our guests make them unique and special in any industry. I’m really pleased that our guests truly feel the love when staying at our properties. It makes doing what we love to do all the more gratifying.”

### Top Performing Brands Q2 2013-2014, Americas



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 during the second quarter of 2014, globally and by region. For more results from the Market Metrix Hospitality Index, visit [www.marketmetrix.com](http://www.marketmetrix.com).



# Market Metrix

A Clarabridge Company

## Market Metrix Hospitality Index

### Global Q2 2014 Results

#### Top 10 Brands in Customer Satisfaction

Rank	Brand	Region	Segment	Customer Satisfaction
1	Kimpton	Americas	Upper Upscale	90.0
2	Drury Hotels	Americas	Upper Midscale	88.6
3	Hyatt Place	Americas	Upscale	88.2
4	Hyatt House	Americas	Upscale	88.2
5	Disney's	Americas	Upscale	88.1
6	Ritz-Carlton	Americas	Luxury	87.7
7	Springhill Suites	Americas	Upscale	87.3
8	JW Marriott	Americas	Luxury	87.1
9	Hilton Garden Inn	Americas	Upscale	87.0
10	Hampton Inn Suites	Americas	Upper Midscale	86.8

### Americas - Q2 2014 Results

#### Top 10 Brands in Customer Satisfaction

Rank	Brand	Segment	Customer Satisfaction
1	Kimpton	Upper Upscale	90.0
2	Drury Hotels	Upper Midscale	88.6
3	Hyatt Place	Upscale	88.2
4	Hyatt House	Upscale	88.2
5	Disney's	Upscale	88.1
6	Ritz-Carlton	Luxury	87.7
7	Springhill Suites	Upscale	87.3
8	JW Marriott	Luxury	87.1
9	Hilton Garden Inn	Upscale	87.0
10	Hampton Inn Suites	Upper Midscale	86.8

**Europe - Q2 2014 Results**  
**Top 10 Brands in Customer Satisfaction**

Rank	Brand	Segment	Customer Satisfaction
1	Renaissance	Upper Upscale	86.2
2	Kempinski	Luxury	86.2
3	Steigenberger	Upper Upscale	84.9
4	Pullman	Upper Upscale	84.8
5	Maritim	Upscale	84.6
6	Radisson Blu	Upper Upscale	84.6
7	Hyatt	Upper Upscale	84.1
8	Dorint	Upscale	84.0
9	Best Western	Midscale	83.9
10	Marriott	Upper Upscale	83.8

**Asia Pacific - Q2 2014 Results**  
**Top 10 Brands in Customer Satisfaction**

Rank	Brand	Segment	Customer Satisfaction
1	Hilton	Upper Upscale	83.5
2	Radisson	Upscale	83.0
3	Taj	Luxury	82.7
4	Marriott	Upper Upscale	82.6
5	Four Seasons	Luxury	82.5
6	Shangri-La	Luxury	82.5
7	Dusit Thani	Upper Upscale	82.3
8	Hyatt	Upper Upscale	82.2
9	Sofitel	Luxury	82.2
10	Crowne Plaza	Upscale	81.5

**About Market Metrix**

Market Metrix, a Clarabridge company, 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](http://www.marketmetrix.com).

## About Clarabridge

Clarabridge helps hundreds of the world's leading brands understand and improve their customer experience. Using advanced text analytics, Clarabridge transforms survey, social, voice and all other forms of customer feedback into intelligence used to empower confident, decisive action across the business. The result: happier customers. For more information, visit [www.clarabridge.com](http://www.clarabridge.com).

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