



European Brands Leap to the Top of Global Satisfaction In Q2 Market Metrix Hospitality Index

San Francisco, Calif. – July 31, 2013 – European hotel brands surged to the top of global guest satisfaction scores based on results released today from the Market Metrix Hospitality Index (MMHI). During the second quarter, three of the top four satisfaction scores globally were earned by hotel brands in Europe (Rica Hotel at 90.7, Scandic Hotel at 90.4 and Tulip Inn at 90.1), a dramatic shift from the first quarter of 2013 when there were no European hotel brands in the top five.

Combining value with well-chosen improvements has been the key. Rica Hotels, Scandic Hotels and Tulip Inn all have made news with new offerings that are particularly appealing to their largely Northern European clientele. Outstanding breakfasts, pillow choices, mobile booking apps, high-speed Internet and green initiatives are among the enhancements that are making a difference.

According to Dr. Jonathan Barsky, Co-founder and Chief Research Officer at Market Metrix, "Although Europe has seen virtually no growth in 2013, a handful of brands are connecting with customers and seeing stronger occupancy and RevPAR. These brands have created an effective combination of amenities to lure guests away from competitors."

Q2 2013 Top 10 Global Hotel Brands by Customer Satisfaction – Global

Region	Rank	Winning Brand	Segment	Customer Satisfaction
Europe	1	Rica Hotel	Upscale	90.7
Americas	2	Drury Hotels	Upper Midscale	90.5
Europe	3	Scandic Hotel	Upscale	90.4
Europe	4	Tulip Inn	Upper Midscale	90.1
Americas	5	Ritz-Carlton	Luxury	89.1
Americas	6	Hyatt House	Upscale	88.9
Americas	7	Four Seasons	Luxury	88.8
Americas	8	Disney's	Upscale	88.7
Americas	9	Fiesta Americana	Upscale	88.6
Americas	10	Hampton Inn	Upper Midscale	88.2



MMHI data is collected from more than 40,000 travelers around the globe each quarter. 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.

Regional Results

Q2 2013 Top 10 Brands by Customer Satisfaction – Americas

Region	Rank	Winning Brand	Segment	Customer Satisfaction
Americas	1	Drury Hotels	Upper Midscale	90.5
	2	Ritz-Carlton	Luxury	89.1
	3	Hyatt House	Upscale	88.9
	4	Four Seasons	Luxury	88.8
	5	Disney's	Upscale	88.7
	6	Fiesta Americana	Upscale	88.6
	7	Hampton Inn	Upper Midscale	88.2
	8	Hampton Inn Suites	Upper Midscale	88.1
	9	JW Marriott	Luxury	88.1
	10	Homewood Suites	Upscale	88.0

Q2 2013 Top 10 Brands by Customer Satisfaction – Europe

Region	Rank	Brand	Segment	Customer Satisfaction
Europe	1	Rica Hotel	Upscale	90.7
	2	Scandic Hotel	Upscale	90.4
	3	Tulip Inn	Upper Midscale	90.1
	4	Kempinski	Luxury	86.7
	5	Ritz-Carlton	Luxury	86.6
	6	Riu	Upscale	86.1
	7	Steigenberger	Upper Upscale	85.2
	8	Luxury Collection	Luxury	85.0
	9	Four Seasons	Luxury	84.3
	10	Hilton	Upper Upscale	84.0

Q2 2013 Top 10 Brands by Customer Satisfaction – Asia Pacific

Region	Rank	Brand	Segment	Customer Satisfaction
Asia Pacific	1	InterContinental	Luxury	84.3
	2	Fairmont-Raffles	Luxury	82.5
	3	Ritz-Carlton	Luxury	82.3
	4	Hyatt	Upper Upscale	81.2
	5	Crowne Plaza	Upscale	80.8
	6	Le Meridien	Upper Upscale	80.8
	7	Dusit Thani	Upper Upscale	80.8
	8	Banyan Tree	Luxury	80.7
	9	Hilton	Upper Upscale	80.6
	10	Shangri-La	Luxury	80.3



Market Metrix

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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