



the sixth sense of business™

TNS.SENSESM HOTEL

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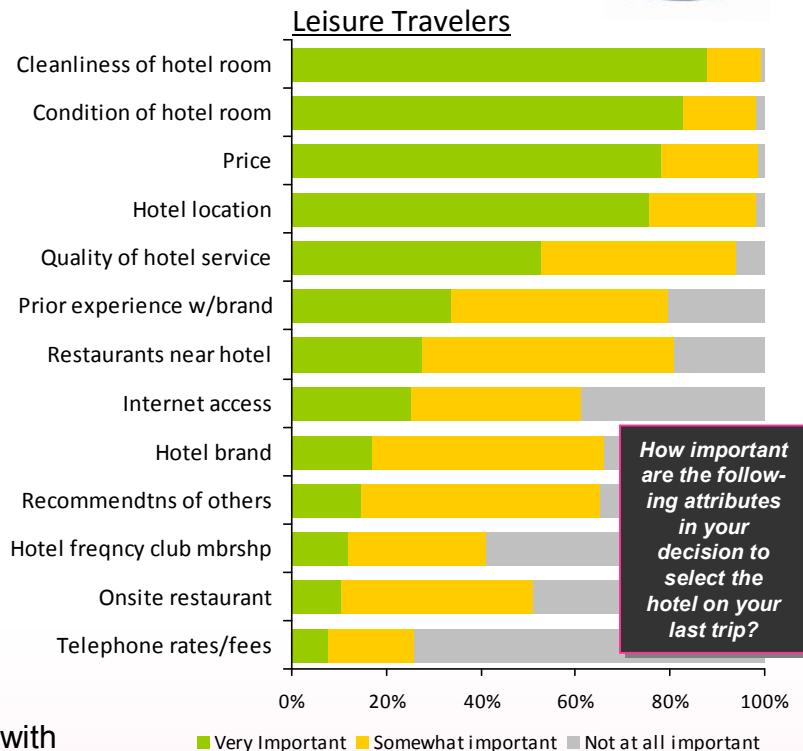
LEVERAGING CONSUMER CHOICE PRIORITIZATION

As hotels manage through the current economic climate, they continue to need to understand how people prioritize their hotel choices. TNS asked a nationally representative sample of 2,500 adults to describe the importance of several attributes in choosing where to stay.



As is typical, and more so during a recession, “**price**” is a leading decision attribute among **leisure travelers** (top chart). Room cleanliness and condition are also typical “**musts**” and remain key despite the recession. “**Price**” may have been even more important at the start of the recession, declining as hotels lowered prices. Setting new standards for room condition and cleanliness may represent an **untapped opportunity**.

“Hotel brand” ranked relatively low, but each brand’s positioning, by definition, **establishes expectations** for the other attributes.



Results for **business travelers** were similar; with statistically significant differences on “very important” for only **six attributes** (bottom chart). Business travelers scored room cleanliness (still #1) and price (#4) lower. The biggest percentage point difference was “internet access” (#6), which likely reflects its importance in business communications.

Additional research should identify how all these attributes influence **the perception of “value”** and correlate with guest satisfaction results. This will vary by brand and type of travel. Value drivers and expectations need to be tracked over time as they are likely to **change as the economy recovers**. For context, other TNS research revealed that leisure travel expectations are already **showing signs of recovery**.

Sig. Diff., Business vs. Leisure, “Very Important”



TNS is the world’s foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of innovation, communication, customer acquisition, and satisfaction & loyalty. For more on these results contact Lincoln Merrihew of TNS Business Solutions (Lincoln.Merrihew@tns-global.com) or Melanie Mumper of TNS Marketing (Melanie.Mumper@tns-global.com).