

MMHI Overview - January 2009 to December 2009

Hotels

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Luxury	<i>Average</i>	87.2	84	58%	10%	\$139
	Oberoi Hotels and Resorts	93.7	93	65%	6%	\$85
	Pan Pacific Hotels & Resorts	92.9	90	57%	2%	\$136
	Mandarin Oriental	92.8	91	67%	8%	\$185
	Rosewood	91.4	89	63%	6%	\$114
	Ritz-Carlton	89.6	88	67%	5%	\$193
	St Regis Hotels & Resorts	87.6	84	57%	8%	\$214
	Trump International Hotels	86.8	84	42%	2%	\$118
	Four Seasons Hotels	86.6	84	55%	6%	\$141
	Jumeriah Hotels	86.3	83	59%	6%	\$114
	Taj Hotels	86.3	84	62%	16%	\$139
	Waldorf	86.1	83	52%	13%	\$206
	Dorchester Collection	86.0	83	59%	10%	\$108
	One&Only Resorts	86.0	84	52%	7%	\$84
	Sofitel	85.8	82	48%	3%	\$147
	The Luxury Collection	85.7	82	58%	11%	\$200
	Fairmont Hotels & Resorts	85.7	81	54%	5%	\$112
	Baglioni Hotels	85.5	84	62%	24%	\$27
	JW Marriott	85.2	81	71%	20%	\$151
	W Hotels	85.1	82	59%	11%	\$162
	InterContinental	85.0	81	66%	22%	\$119
	Loews Hotels	84.7	82	53%	5%	\$151
Le Meridien	84.3	81	50%	14%	\$156	
Upper Upscale	<i>Average</i>	84.7	81	58%	7%	\$142
	Kimpton Hotels	92.1	88	78%	11%	\$152
	Riu Hotels	89.4	87	72%	4%	\$144
	Peninsula Hotels	89.2	88	61%	1%	\$260
	Walt Disney World Resorts	87.5	85	83%	2%	\$124
	Omni Hotels	87.2	83	54%	4%	\$138
	Renaissance Hotels & Resorts	86.0	81	55%	11%	\$134
	Affinia Hotels	85.9	82	50%	13%	\$114
	Hyatt Resorts	85.7	81	60%	5%	\$161
	Westin Hotels & Resorts	84.9	81	55%	9%	\$140
	Marriott Hotels	84.0	79	65%	17%	\$120
	Great Wolf Resorts	84.0	82	66%	0%	\$193
	Embassy Suites	83.8	79	71%	10%	\$120
	Doubletree	83.7	78	53%	8%	\$107
	Gaylord Entertainment	83.6	80	41%	0%	\$180
	Hyatt	82.5	78	51%	4%	\$130
	Hilton Hotels Corporation	82.4	78	58%	15%	\$124
	Sheraton Hotels & Resorts	81.6	77	51%	8%	\$118
	Millennium & Cophorne Hotels plc	78.4	71	41%	0%	\$131
Maritim Hotels	78.0	76	45%	12%	\$113	
<i>Average</i>	85.1	80	58%	8%	\$118	

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Upscale	Hyatt Summerfield Suites	90.2	82	62%	6%	\$93
	Outrigger Hotels & Resorts	90.0	85	65%	2%	\$162
	Sandals	90.0	88	67%	10%	\$362
	Hyatt Place	89.3	85	69%	8%	\$95
	Homewood Suites	88.2	83	79%	18%	\$114
	Staybridge	88.1	82	72%	12%	\$98
	Residence Inn by Marriott	85.7	80	79%	22%	\$107
	SpringHill Suites	85.6	80	74%	17%	\$97
	Novotel	85.6	80	41%	2%	\$138
	Hilton Garden Inn	85.3	79	63%	16%	\$105
	Club Quarters	83.4	75	51%	1%	\$118
	Crowne Plaza	83.4	79	51%	7%	\$109
	Ayres Hotels & Suites	83.2	79	52%	0%	\$104
	Courtyard by Marriott	83.0	78	68%	17%	\$100
	Wyndham Hotels & Resorts	82.4	78	51%	7%	\$99
	AmeriSuites	82.4	76	42%	1%	\$81
	Hawthorn Suites	82.3	79	55%	3%	\$89
Four Points	81.8	76	51%	15%	\$95	
Radisson	81.6	76	43%	2%	\$100	
Adams Mark	81.1	77	33%	0%	\$96	

The top 10 numbers are highlighted in blue.

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		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Midscale w/ F&B	<i>Average</i>	80.9	75	51%	5%	\$96
	Barcelo Hotels & Resorts	82.9	81	64%	0%	\$155
	Park Plaza Hotels & Resorts	82.5	78	43%	0%	\$123
	Holiday Inn Select	82.4	76	51%	7%	\$93
	Holiday Inn Hotels & Resorts	81.6	76	56%	10%	\$96
	Best Western	81.5	76	58%	5%	\$81
	Clarion Hotels & Resorts	81.4	75	46%	5%	\$83
	Red Lion Hotels	81.0	74	46%	2%	\$89
	Holiday Inn SunSpree Resorts	80.0	75	60%	10%	\$124
	Quality Inns, Hotels & Suites	79.9	74	55%	10%	\$73
	Ramada	79.1	72	40%	1%	\$77
Howard Johnson	77.7	70	37%	3%	\$66	
Midscale w/o F&B	<i>Average</i>	84.0	78	62%	8%	\$82
	Drury Inns	90.9	85	80%	6%	\$86
	Wingate Inns	86.7	80	63%	4%	\$84
	Candlewood	86.5	80	62%	7%	\$78
	TownPlace Suites	85.2	78	68%	20%	\$96
	Country Inns & Suites By Carlson	85.1	80	67%	4%	\$89
	Hampton Inns & Suites	84.8	79	78%	17%	\$98
	AmericInn	84.0	78	60%	3%	\$81
	Fairfield Inn By Marriott	83.8	78	70%	19%	\$88
	La Quinta Inns	83.3	76	65%	9%	\$73
	Sleep Inns	83.2	77	66%	12%	\$71
	Holiday Inn Express	83.0	77	65%	11%	\$90
	Shilo Inns & Resorts	83.0	74	47%	1%	\$90
	Comfort Suites	82.8	77	64%	10%	\$85
	AmeriHost Inns & Suites	82.0	76	41%	1%	\$72
	Baymont Inns & Suites	81.8	75	48%	4%	\$70
	Extended Stay Deluxe	81.6	74	48%	0%	\$63
	Comfort Inns	80.2	75	57%	9%	\$76

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Economy	<i>Average</i>	79.4	72	46%	2%	\$61
	Jameson Inns	85.6	78	62%	0%	\$67
	Microtel Inns & Suites	84.0	76	61%	3%	\$61
	Homestead Studio Suites Hotels	83.7	77	55%	1%	\$80
	Budget Host	82.6	74	42%	1%	\$58
	Red Roof Inns	79.5	72	52%	5%	\$59
	Rodeway	79.4	71	39%	4%	\$58
	Extended Stay America	79.0	72	47%	0%	\$64
	America's Best Inns & Suites	79.0	73	40%	1%	\$66
	Americas Best Value Inn	78.5	70	35%	2%	\$59
	Days Inns	78.3	72	48%	4%	\$64
	Econo Lodge	78.2	72	43%	4%	\$59
	Super 8	78.2	72	54%	6%	\$60
	Travelodge	77.9	71	39%	3%	\$64
	Motel 6	77.5	71	57%	0%	\$49
Budget Inn	77.3	70	36%	0%	\$58	
Knights Inn	72.5	64	30%	3%	\$50	

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MMHI Overview - January 2009 to December 2009

Hotels

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Timeshare Accommo	<i>Average</i>	86.1	81	69%	20%	\$113
	Disney Vacation Club	89.8	87	73%	17%	\$167
	WorldMark by Wyndham	87.4	81	78%	20%	\$64
	Marriott Vacation Club	87.3	83	71%	26%	\$132
	Starwood Vacation Ownership	87.1	82	58%	22%	\$122
	Wyndham Vacation Resorts	85.2	80	74%	17%	\$100
	Hilton Grand Vacation	84.4	81	63%	18%	\$124
	RCI (Resort Condominiums International)	81.7	76	69%	22%	\$83

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MMHI Overview - January 2009 to December 2009

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Upscale Casino	Average	84.2	80	59%	20%	\$114
	Wynn Las Vegas	92.0	90	65%	17%	\$149
	Hard Rock Hotel and Casino	87.8	84	70%	27%	\$115
	The Palazzo Resort & Casino	87.7	86	66%	40%	\$189
	Mohegan Sun	87.0	84	84%	36%	\$107
	The Venetian Resort Hotel Casino	86.7	85	64%	20%	\$169
	The Mirage	85.7	81	60%	14%	\$111
	Bellagio	85.6	85	64%	16%	\$150
	Mandalay Bay Resort & Casino	84.7	82	54%	6%	\$124
	Caesars Palace	84.6	81	61%	36%	\$132
	Foxwoods Resort Casino	84.4	80	74%	28%	\$103
	MGM Grand	84.1	79	57%	13%	\$100
	Treasure Island	83.7	78	51%	12%	\$94
	Las Vegas Hilton	82.8	77	60%	21%	\$87
	Trump Hotels and Casinos	82.6	78	68%	36%	\$83
	Paris Las Vegas	82.2	77	53%	27%	\$105
	New York-New York Hotel & Casino	81.9	76	46%	14%	\$86
	Planet Hollywood Resort & Casino	81.8	78	46%	8%	\$96
Monte Carlo Resort & Casino	79.4	73	40%	8%	\$80	
Luxor Hotel & Casino	75.7	72	31%	3%	\$79	
Casino	Average	82.5	76	63%	23%	\$56
	South Point Hotel Casino Spa	87.6	82	65%	10%	\$60
	IP Casino Resort Spa	87.2	78	75%	41%	\$65
	Golden Nugget Hotel & Casino	86.7	81	73%	8%	\$67
	Borgata Casino	86.3	84	79%	44%	\$82
	Binion's Horseshoe	85.9	81	69%	29%	\$46
	Atlantis Reno	85.8	82	77%	18%	\$54
	Four Queens	84.9	76	62%	18%	\$40
	Orleans	84.9	79	74%	22%	\$48
	Rio	84.3	80	66%	45%	\$80
	Harrah's	84.3	78	77%	51%	\$60
	Grand Casinos	82.9	77	72%	39%	\$62
	Palace Station	82.6	75	64%	13%	\$53
	Silver Legacy	82.4	76	59%	8%	\$61
	Isle of Capri	81.8	76	65%	29%	\$62
	Gold Coast	81.5	77	71%	12%	\$54
	Circus Circus Hotel & Casino	81.0	73	52%	7%	\$44
	Bally's	80.9	76	58%	33%	\$67
	Stratosphere Casino Hotel & Tower	80.3	75	43%	9%	\$47
	Riviera	80.2	74	42%	12%	\$55
	Fitzgeralds Casino & Hotel	80.1	72	64%	23%	\$37
Flamingo Las Vegas	79.9	74	61%	27%	\$74	
Imperial Palace Hotel & Casino	79.9	73	52%	19%	\$45	
Excalibur Hotel & Casino	79.4	72	43%	3%	\$58	
Tropicana Resort & Casino	78.7	73	60%	23%	\$53	
Terribles	78.4	73	63%	29%	\$34	

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		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Asit	Sahara	77.7	69	48%	14%	\$44

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Car Rental Companies

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Car Rental	Average	78.4	75	45%	8%	\$41
	Enterprise	81.9	79	59%	4%	\$39
	Advantage	80.4	79	45%	16%	\$42
	National	80.1	76	55%	21%	\$42
	Avis	79.4	77	50%	11%	\$45
	Alamo	79.2	75	42%	3%	\$40
	Hertz	78.6	76	51%	14%	\$46
	Fox	78.5	74	42%	2%	\$40
	Budget	77.8	74	42%	3%	\$41
	Dollar	77.4	74	38%	4%	\$40
	Thrifty	76.6	74	40%	9%	\$39
	Payless Car Rental	72.8	69	36%	0%	\$36

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Airlines

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Airlines	Average	78.7	77	60%	11%	\$402
	Virgin Atlantic	86.8	83	61%	4%	\$451
	British Airways	86.1	83	49%	8%	\$846
	Sun Country	86.1	82	69%	3%	\$303
	Lufthasana	84.2	80	58%	8%	\$971
	Air France	82.9	81	56%	3%	\$684
	JetBlue	82.9	81	83%	12%	\$262
	Midwest Airlines	82.6	81	63%	14%	\$258
	Southeast Airlines	80.6	79	77%	12%	\$267
	Air Canada	80.5	79	44%	5%	\$575
	Southwest	80.2	79	80%	14%	\$235
	Hawaiian Airlines	79.5	79	77%	18%	\$434
	Allegiant Air	79.0	78	73%	0%	\$196
	Frontier	78.8	77	56%	8%	\$263
	Horizon Air	78.1	76	54%	4%	\$329
	Alaska Airlines	78.1	76	72%	21%	\$358
	AirTran	76.7	76	60%	7%	\$243
	Continental Airlines	75.7	74	57%	19%	\$411
	American Airlines	73.6	73	47%	17%	\$375
	Northwest Airlines	73.2	72	52%	17%	\$393
Delta Air Lines	72.5	72	50%	17%	\$393	
United	71.8	71	41%	18%	\$414	
US Airways	71.2	71	40%	12%	\$344	
Spirit Airlines	69.7	68	54%	10%	\$237	

The top 3 numbers are highlighted in blue.