

U.S. Consumers Rate JetBlue, Harrah's, Princess, Four Seasons and Ritz-Carlton Most Desired Travel Companies
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A Fair-Pricing Model and the Right Balance of Unique Amenities Are Keys to Travel Industry Success, According to Kanbay Research Institute's 2006 Travel Demand Today Report

Travel Companies Rated: AirTran Airways, America West Airlines (now US Airways), American Airlines, Bellagio Hotels & Casinos, Caesars Palace, Carnival Cruise Lines, Comfort Inn, Continental Airlines, Days Inn, Delta Air Lines, Disney Cruise Lines, Four Seasons Hotels & Resorts, Hampton Inn, Harrah's Casino Hotels, Hilton Hotels, Holiday Inn, Hyatt Hotels, JetBlue Airways, Marriott, Northwest Airlines, Norwegian Cruise Line, Princess Cruises, The Ritz-Carlton Hotel, Royal Caribbean Cruises, Southwest Airlines, Super 8 Hotels, Trump Hotels & Casinos, United Airlines, US Airways, Westin Hotels & Resorts

Customers are demanding flexibility, responsiveness, and innovation across all travel industries as preferences shift from the low-price, no frills travel style to a more transparent model that includes the "right" experience, according to Kanbay Research Institute's (KRI) latest report on travel demand. The report, which was released today, is entitled "Travel Demand Today: How Well Travel Companies Deliver on Consumer Desires," and tracks how well airlines, casinos, cruise lines and hotels deliver on consumer desires.

The independent research study identifies the top performing travel companies in each sector as:

* **Airline: JetBlue**

* **Casino: Harrah's**

* **Cruise Line: Princess (NYSE:CCL)**

* **Hotel: Four Seasons and Ritz-Carlton**

KRI is an operating unit of Adjoined Consulting LLC, a subsidiary of Kanbay International, Inc. (NASDAQ:KBAY), a global management consulting, technology integration and development, and outsourcing firm. In the independent study for 2006, KRI conducted 2,066 Web-based interviews with U.S. consumers, rating 30 of the leading travel companies to discern how well demands are being met and identify emerging trends in the industry.

Among the key findings, KRI data illustrates that travelers naturally group into five needs-based groups, or Traveler Types: Straight-Forwards, Innovators, Safe-Havens, Reasonables and Clockers (see illustration at <http://www.kanbayresearch.com/traveldemandgraph>). The data indicates that no group makes travel decisions based solely on price, as 76% of respondents said they desire a blend of price and amenities, a model referred to as "Fair- Pricing."

"Back in 2003, my team started to see a critical trend that most consumers -- especially in the airline industry -- really just wanted 'fair fares' when evaluating travel companies," said Gary A. Williams, executive director of the Kanbay Research Institute.

"Mostly due to technology advancements and the Internet, that is being achieved. Today, consumers want more of a 'fair-trade-offs' model where just the right set of amenities is added at a reasonable price premium. In fact, the largest segment of travelers, 31.6%, are best described as 'reasonable' -- focused on value but unwilling to compromise quality. And they are more than double the size just two years ago. The next few years will be dominated by those companies best able to innovate in just the right way, similar to how Starbucks created a unique experience well beyond a relatively simple product. The travel industry has enormous potential to differentiate the consumer experience, yet so few actually do."

Additionally, word-of-mouth is the most influential factor in consumers' selection of a travel company, and is almost three times more important than any television advertising campaign.

"The fact that word-of-mouth is by far the strongest driver in travel decisions highlights how crucial it is for companies to provide a positive experience for their travelers," said Bill Donlan, executive director for Kanbay's Customer Relationship Management practice. "When deciding on a travel company, consumers overwhelmingly look for competency of staff, a promise of personal safety and a travel company's reputation as a leader and innovator as top priorities. Those airlines, casinos, cruise lines and hotels that meet these desires will continue to build a loyal customer base and will be in the best position to attract new travelers."

The 2006 edition of Travel Demand Today provides a complete list of consumer rankings for 30 providers overall and by category. To download a complimentary copy, go to <http://www.kanbayresearch.com/reports/travel.htm> or contact us at info@kanbayresearch.com.

About the Kanbay Research Institute

The Kanbay Research Institute (KRI) is an operating unit of Adjoined Consulting LLC, a subsidiary of Kanbay International, Inc. Originally founded in 1998 and formerly the independent research division of Adjoined Consulting, Inc., the KRI conducts primary research on an original set of leading indicators that measure consumer demand across functional, emotional and economic factors. Through a patented research system, comprehensive market models are built based on consumer desires that measure how well leading companies are meeting those desires. The KRI researches and analyzes over 300 market leading companies on a continual basis, with over 14 million data points collected since 2001 in a standardized fashion. The research provides strategic, technological and operational insights about how today's best performing companies tap into unmet customer demand to build long-term, economic advantages over the competition.

For more information, contact 800-840-5148 (U.S. only) or at 703-788-6751 worldwide

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