

Walt Disney World Resorts, Midwest Airlines and Enterprise Rent-a-Car ranked number one in hotel, airline and rental car industry customer satisfaction, respectively.

2007-08-23

Market Metrix Announces Second Quarter 2007 Hospitality Index Results

Although there was a small decrease (-.1) reported in the second quarter of 2007, customer satisfaction levels in the lodging industry remain at positive record levels. This high level of customer satisfaction comes even as the lodging industry has reduced the number of employees per available and occupied room and while other industries, such as airlines, have experienced declines. Hotels in the Upscale and Timeshare segments posted the biggest gains, while Luxury hotels are showing declines compared to last year.

Airlines continue to receive record low customer scores with a dramatic increase in late arrivals making matters even worse. Satisfaction scores for most airlines are down this year (e.g., Allegiant Air -6.5, Spirit Airlines -3.3) with few exceptions (Hawaiian Airlines +3.5). The Car Rental segment was unchanged, but brand scores are tightly bunched, unlike the airline and hotel industries. National Car Rental and Payless Car Rental have showed the biggest improvement this year while Alamo has dropped compared to 2006.

| Market Metrix Hospitality Index 2007 Winners (2nd Quarter YTD) | | | |
|--|------|--------------------------|--|
| WINNER | | SEGMENT | |
| Hotels | | | |
| Ritz-Carlton | 88.2 | Luxury | |
| Walt Disney World Resorts | 90.2 | Upper Upscale | |
| Homewood Suites | 89.4 | Upscale | |
| Holiday Inn SunSpree Resorts | 83.8 | Midscale w/F&B | |
| Drury Inns | 86.6 | Midscale w/o F&B | |
| Jameson Inns | 84.8 | Economy | |
| Casinos | | | |
| Wynn Las Vegas | 89.3 | Upscale Casino | |
| Borgata Casino | 89.3 | Casino | |
| Timeshare Accommodations | | | |
| Disney Vacation Club | 89.5 | Timeshare Accommodations | |
| Web Sites | | | |
| SpringHill Suites | 93.0 | Hotel Brand Web Site | |
| Priceline.com | 75.4 | Hotel Travel Web Site | |
| Airlines | | | |
| Midwest Airlines | 85.4 | AIRLINE | |
| Car Rentals | | | |
| Enterprise | 83.5 | CAR RENTAL | |

About MMHI

Based on 35,000 customer interviews conducted each quarter, the Market Metrix Hospitality Index(TM) is the largest and most in-depth measure of hospitality company performance available today. These benchmarks, delivered through Customer Metrix(TM), enable Market Metrix clients to compare their results to local competitors by zip code, city, state, region, country, and brand. The MMHI is also available by subscription.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article28954.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html