

Rosewood Hotels and Sun Country Airlines Take First Place Away From Industry Leaders

2007-11-29

Market Metrix Announces Third Quarter 2007 Hospitality Index Results

Market Metrix, LLC, the leading provider of customer and employee feedback and performance tools for the hospitality industry, announced results of the Market Metrix Hospitality Index (MMHI) for the third quarter of 2007. Kimpton Hotels, Sun Country Airlines and Enterprise Rent-a-Car ranked number one in hotel, airline and rental car industry customer satisfaction, respectively.

For the first time Rosewood Hotels and Resorts scored highest in Customer Satisfaction among Luxury Hotels and outpaced industry heavyweight and perennial leader, Ritz-Carlton. Rosewood customers rave about the employees and especially appreciate the friendly and respectful front desk staff. Rosewood has earned this praise despite a rapid pace of growth over the last three years, reflecting the strength of its product and brand. Kimpton Hotels won the Upscale segment and also posted the highest score (91.7) among all hotels in the industry. Overall, customer satisfaction with hotels is up slightly from last quarter but remains below last year's levels.

Also for the first time, Sun Country Airlines took the top spot in customer satisfaction among all airlines. "We think Sun Country is the best kept secret in the airline industry," said Tom Petters, Chairman and CEO of Petters Group Worldwide, the company that recently acquired the airline. Sun Country Airlines is a low cost, low fare carrier based in St. Paul, MN, that flies to popular business and leisure destinations such as New York, Washington D.C., Los Angeles, Las Vegas as well as seasonally to Mexico and the Caribbean. Overall, customer satisfaction with all airlines is up slightly this year but remains well below last year's levels.

Among rental car companies, Enterprise continues their industry dominance with overall satisfaction and loyalty scores widening the gap over its competition. Customers continue to applaud the attitudes of Enterprise personnel, "...these guys are incredibly courteous and friendly," but give only mixed reviews to their newly acquired Alamo and National brands. Overall customer satisfaction with rental car companies is up from last year and remains unchanged for 2007 despite rising fuel prices and decreased availability of new rental vehicles.

Market Metrix Hospitality Index 2007 3rd Quarter YTD Winners

WINNER		SEGMENT
Hotels		
Rosewood	88.9	Luxury
Kimpton Hotels	91.7	Upper Upscale
Homewood Suites	88.8	Upscale
Holiday Inn SunSpree	80.7	Midscale w/ F&B
Drury Inns	87.8	Midscale w/o F&B
Jameson Inns	83.8	Economy
Casinos		
Wynn Las Vegas	91.1	Upscale Casino
Borgata Casino	90.3	Casino
Web Sites		
SpringHill Suites	92.0	Hotel Brand Web Site
Hotwire	75.7	Hotel Travel Web Site
Airline		
Sun Country	85.1	AIRLINE
Car Rental		
Enterprise	83.5	CAR RENTAL
Timeshare		
Disney Vacation Club	90.5	Timeshare Accommodations

This article comes from Hotel News Resource

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