

MMHI Overview - January 2005 to March 2005

Hotels

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Luxury	<i>Average</i>	85.9	83	57%	7%	\$189
	Ritz-Carlton	93.1	91	65%	4%	\$212
	W Hotels	88.6	86	71%	15%	\$201
	Four Seasons	88.5	83	65%	11%	\$204
	Fairmont	87.8	84	60%	6%	\$161
	Intercontinental	81.8	79	45%	4%	\$178
	Loews	81.1	78	36%	2%	\$184
	Grand Hyatt	80.5	78	61%	6%	\$180
Upper Upscale	<i>Average</i>	84.5	80	58%	7%	\$129
	Kimpton Hotels	90.4	87	67%	10%	\$143
	Walt Disney World Resorts	88.4	86	84%	2%	\$139
	Renaissance	87.6	82	60%	7%	\$130
	Westin	85.6	82	58%	8%	\$147
	Omni	84.8	81	55%	4%	\$140
	Hyatt Regency	83.9	77	49%	2%	\$137
	Embassy Suites	83.7	79	64%	6%	\$117
	Marriott Hotels	83.1	78	64%	16%	\$121
	Doubletree	82.6	77	49%	5%	\$112
	Hilton	82.2	78	58%	14%	\$123
	Sheraton	81.3	78	51%	8%	\$118
	Hyatt	81.1	77	43%	4%	\$126
Upscale	<i>Average</i>	82.8	77	55%	6%	\$105
	SpringHill Suites	88.5	81	71%	13%	\$94
	Aston	85.0	80	70%	0%	\$127
	Hilton Garden Inn	84.8	78	61%	11%	\$103
	AmeriSuites	82.5	77	52%	2%	\$80
	Crowne Plaza	82.2	78	49%	8%	\$118
	Courtyard By Marriott	81.4	76	65%	14%	\$95
	Wyndham	81.3	77	47%	9%	\$120
	Radisson	81.1	76	45%	1%	\$103
Adams Mark	78.4	73	36%	0%	\$109	

The top 10 numbers are highlighted in blue.

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Midscale w/ F&B	<i>Average</i>	79.9	74	44%	4%	\$81
	Holiday Inn Select	82.9	79	49%	8%	\$87
	Executive Inn Hotels	82.2	77	39%	0%	\$90
	Four Points	80.9	76	42%	8%	\$91
	Clarion	80.1	74	46%	3%	\$87
	Quality	79.7	73	46%	5%	\$73
	Holiday Inn	79.6	75	54%	9%	\$89
	Best Western	79.5	73	50%	3%	\$77
	Red Lion	79.4	72	39%	1%	\$74
	Ramada	78.5	72	40%	3%	\$73
Howard Johnson	76.0	68	31%	1%	\$73	
Midscale w/o F&B	<i>Average</i>	83.7	77	59%	6%	\$79
	Wingate Inn	89.7	82	67%	3%	\$82
	Drury Inns	88.3	83	72%	9%	\$82
	Country Inns & Suites by Carlson	86.8	80	63%	3%	\$82
	Hampton Suites	86.1	79	66%	13%	\$97
	Amerihost Inn	86.0	77	49%	1%	\$78
	La Quinta Inns	83.8	77	62%	8%	\$71
	Hampton Inn	83.5	78	72%	10%	\$84
	Sleep Inn	83.4	77	64%	8%	\$68
	Comfort Suites	82.8	76	57%	9%	\$83
	Holiday Inn Express	82.2	77	62%	11%	\$80
	Wellesley Inn and Suites	82.1	77	54%	2%	\$68
	Baymont Inns and Suites	82.1	77	55%	3%	\$71
	Fairfield Inn By Marriott	81.7	76	61%	9%	\$78
	Shilo Inns	80.5	74	35%	0%	\$96
	Comfort Hotel	80.2	73	55%	2%	\$80
Comfort Inn	79.8	74	52%	6%	\$71	

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**MMHI Overview - January 2005 to March 2005**

**Hotels**

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Economy	<i>Average</i>	78.6	72	45%	2%	\$63
	Jameson Inns	86.1	76	54%	0%	\$68
	Microtel Inns	84.0	75	59%	5%	\$57
	AmericInn	83.7	78	53%	2%	\$79
	Super 8	78.9	72	55%	5%	\$60
	Red Roof Inns	78.9	71	54%	8%	\$61
	Best Inns & Suites	78.4	72	36%	2%	\$73
	Best Value Inns	77.9	71	40%	0%	\$62
	Motel 6	77.7	72	56%	1%	\$52
	Econo Lodge	77.3	70	41%	1%	\$60
	Budget Inn	77.0	71	28%	0%	\$59
	Days Inns	76.8	71	44%	2%	\$65
	Travelodge	76.3	70	34%	2%	\$67
	Rodeway	74.8	68	31%	3%	\$63
Knights Inn	72.6	66	40%	0%	\$56	

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**MMHI Overview - January 2005 to March 2005**

**Hotels**

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Extended Stay	<i>Average</i>	87.9	80	68%	8%	\$90
	Homewood Suites	91.4	85	74%	13%	\$115
	Candlewood	91.4	82	69%	5%	\$69
	Hawthorn Suites	87.9	79	62%	3%	\$93
	Extended StayAmerica	84.5	74	63%	1%	\$69
	Residence Inn By Marriott	84.1	79	72%	17%	\$104

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MMHI Overview - January 2005 to March 2005

Hotels

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Vacation Clubs	<i>Average</i>	87.4	84	74%	23%	\$99
	Disney Vacation Club	92.1	88	68%	13%	\$138
	Trendwest Resorts	88.6	84	85%	38%	\$73
	Hilton Grand Vacation	87.6	87	67%	29%	\$105
	Fairfield Resorts	87.4	81	67%	18%	\$82
	Marriott Vacation Club	86.5	83	73%	26%	\$114
	RCI (Resort Condominiums International)	82.5	80	81%	15%	\$83

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Hotels

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Upscale Casino	Average	84.7	80	52%	7%	\$126
	Venetian	88.0	83	62%	10%	\$162
	Mirage	86.7	81	68%	8%	\$105
	Caesars	86.5	84	62%	16%	\$110
	Aladdin Resort and Casino	86.2	82	53%	8%	\$110
	Bellagio	85.7	83	59%	3%	\$177
	MGM Grand	85.4	81	53%	10%	\$130
	New York, New York	84.8	79	44%	8%	\$113
	Treasure Island	84.1	79	50%	6%	\$113
	Mandalay Bay	83.3	80	44%	7%	\$164
	Monte Carlo, Las Vegas	82.9	75	46%	3%	\$100
	Paris Las Vegas	81.9	81	44%	2%	\$128
	Luxor	81.1	77	44%	1%	\$101
Casino	Average	82.8	77	61%	18%	\$71
	Rio	90.6	84	77%	39%	\$73
	Fitzgeralds	87.7	77	76%	30%	\$49
	Golden Nugget	86.2	79	69%	12%	\$70
	Harrah's	85.1	79	81%	46%	\$59
	Isle of Capri	85.1	80	76%	42%	\$57
	Grand Casinos	84.0	80	79%	31%	\$55
	Orleans	83.8	81	70%	2%	\$74
	Stardust	83.4	78	66%	25%	\$69
	Atlantis Reno	83.1	78	61%	16%	\$81
	Bally's	82.7	78	60%	12%	\$85
	Imperial Palace	81.8	75	61%	11%	\$65
	Flamingo Las Vegas	81.0	75	52%	10%	\$91
	Tropicana	80.1	73	54%	16%	\$80
	Circus Circus	79.6	75	47%	8%	\$56
	Stratosphere	79.5	71	49%	4%	\$76
	Excalibur	78.0	71	30%	6%	\$83
Sahara	75.6	69	33%	3%	\$75	

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MMHI Overview - January 2005 to March 2005

Rental Car Agencies

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Rental Car Agencies	Average	79.7	76	53%	8%	\$41
	Enterprise	82.7	80	60%	1%	\$37
	Avis	81.8	79	61%	14%	\$44
	Hertz	81.0	77	59%	16%	\$43
	Alamo	79.4	73	51%	3%	\$37
	National	79.2	76	53%	20%	\$42
	Budget	78.7	76	53%	2%	\$41
	Thrifty	78.2	73	48%	3%	\$38
	Dollar	76.7	73	43%	7%	\$43

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Airlines

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Airlines	Average	76.9	76	63%	12%	\$288
	Jet Blue	90.0	85	90%	6%	\$218
	Midwest Airlines	83.4	81	86%	12%	\$282
	Frontier	82.8	82	77%	10%	\$293
	Southwest	79.5	78	77%	12%	\$205
	American Trans Air (ATA)	78.3	77	46%	1%	\$248
	AirTran	77.9	76	68%	4%	\$206
	Delta Express	77.4	74	46%	8%	\$294
	Alaska Airlines	77.4	77	79%	17%	\$287
	Continental Airlines	75.9	76	60%	19%	\$352
	America West	73.9	73	48%	9%	\$287
	American Airlines	73.7	74	56%	20%	\$353
	Delta Air Lines	73.0	73	55%	15%	\$331
	Spirit Airlines	72.5	75	65%	0%	\$223
	United	72.5	71	50%	16%	\$370
Northwest Airlines	71.2	70	56%	19%	\$373	
US Airways	70.6	71	45%	16%	\$293	

The top 3 numbers are highlighted in blue.