

MMHI Overview - January 2006 to December 2006

Hotels

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Luxury	<i>Average</i>	86.4	83	57%	8%	\$175
	Ritz-Carlton	90.8	87	63%	2%	\$229
	Four Seasons Hotels	89.4	84	61%	3%	\$249
	Le Meridien	88.2	85	53%	6%	\$179
	Fairmont Hotels & Resorts	87.0	83	54%	6%	\$180
	Sofitel	86.7	84	53%	2%	\$154
	Affinia Hospitality	86.7	82	59%	3%	\$197
	Loews Hotels	86.3	84	58%	7%	\$195
	W Hotels	85.7	84	57%	18%	\$206
	Taj Hotels	83.8	79	70%	26%	\$11
	Intercontinental	83.4	81	52%	8%	\$163
Grand Hyatt	82.6	77	51%	3%	\$158	
Upper Upscale	<i>Average</i>	83.5	79	55%	9%	\$120
	Walt Disney World Resorts	89.0	85	81%	4%	\$126
	Kimpton Hotels	87.5	84	63%	5%	\$165
	Omni Hotels	87.0	82	56%	6%	\$129
	Renaissance Hotels & Resorts	85.3	82	57%	10%	\$127
	Westin Hotels & Resorts	83.8	80	57%	11%	\$149
	Marriott Hotels	83.5	79	62%	15%	\$120
	Embassy Suites	83.4	79	66%	10%	\$118
	Hyatt Hotels Worldwide	83.0	79	50%	4%	\$130
	Hyatt Regency	82.8	78	51%	5%	\$125
	Doubletree	82.7	77	50%	6%	\$102
	Hilton	81.8	77	56%	14%	\$120
	Hilton International	81.5	77	58%	16%	\$120
	Sheraton Hotels & Resorts	81.5	77	52%	11%	\$116
	Abbott Resorts	80.8	80	31%	13%	\$43
Millennium & Copthorne Hotels plc	78.9	74	39%	1%	\$105	
Upscale	<i>Average</i>	83.2	78	58%	8%	\$106
	Staybridge	88.2	82	69%	11%	\$102
	Homewood Suites	86.9	82	75%	22%	\$104
	Coast Hotels & Resorts	86.6	80	60%	6%	\$89
	ResortQuest Hawaii	85.6	81	73%	0%	\$150
	Outrigger Hotels & Resorts	85.0	81	61%	0%	\$165
	SpringHill Suites	84.9	80	67%	15%	\$95
	Residence Inn by Marriott	84.6	80	72%	18%	\$103
	Summerfield Suites by Wyndham	84.4	80	75%	7%	\$121
	Hilton Garden Inn	84.2	79	60%	15%	\$100
	Courtyard by Marriott	82.6	77	68%	17%	\$98
	AmeriSuites	81.4	76	45%	2%	\$80
	Novotel	81.1	76	45%	2%	\$108
	Adams Mark	81.1	78	38%	4%	\$97
	Four Points	80.9	75	51%	9%	\$95
Radisson	80.8	76	44%	2%	\$97	

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Upscale	Crowne Plaza	80.7	76	49%	6%	\$104
	Wyndham Hotels & Resorts	80.6	75	46%	6%	\$102
	Hawthorn Suites	80.5	75	56%	4%	\$91
	Club Quarters	79.8	73	49%	3%	\$111

The top 10 numbers are highlighted in blue.

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Midscale w/ F&R	<i>Average</i>	79.4	73	45%	4%	\$84
	Park Plaza Hotels & Resorts	83.5	77	45%	0%	\$113
	Holiday Inn SunSpree Resorts	83.0	76	55%	2%	\$109
	Clarion Hotels & Resorts	80.4	73	45%	5%	\$82
	Holiday Inn Select	79.9	74	47%	8%	\$86
	Holiday Inn Hotels & Resorts	79.4	74	53%	11%	\$86
	Best Western	79.2	73	54%	4%	\$75
	Red Lion Hotels & Inns	79.2	73	45%	2%	\$79
	Quality Inns, Hotels & Suites	78.9	72	50%	8%	\$68
	Executive Hotels & Resorts	77.2	71	32%	0%	\$83
	Ramada	76.7	70	38%	2%	\$73
Howard Johnson	75.7	68	33%	2%	\$66	
Midscale w/o F&R	<i>Average</i>	83.2	76	60%	8%	\$76
	Drury Inns	91.0	83	75%	6%	\$84
	TownePlace Suites	88.1	80	68%	23%	\$76
	Country Inns & Suites By Carlson	86.0	79	62%	4%	\$82
	Wingate Inns	85.1	80	60%	3%	\$81
	Hampton Inns & Suites	84.9	79	75%	16%	\$87
	Candlewood	83.6	76	58%	13%	\$78
	Sleep Inns	83.6	75	65%	11%	\$65
	Fairfield Inn By Marriott	83.3	77	62%	16%	\$80
	AmeriHost Inns & Suites	82.3	77	49%	3%	\$71
	AmericInn	81.6	76	52%	4%	\$76
	Baymont Inns & Suites	81.6	75	54%	3%	\$68
	Comfort Suites	81.6	75	59%	10%	\$78
	La Quinta Inns	81.6	74	59%	7%	\$73
	Holiday Inn Express	81.5	76	61%	11%	\$79
	Extended Stay Deluxe	80.1	72	46%	0%	\$61
	Shilo Inns & Resorts	79.5	71	52%	1%	\$86
	Comfort Inns	79.4	73	56%	9%	\$69

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Economy	<i>Average</i>	77.8	70	45%	2%	\$58
	Jameson Inns	85.1	80	64%	1%	\$68
	Microtel Inns & Suites	82.6	76	60%	5%	\$55
	Budget Host	80.6	70	43%	0%	\$49
	GuestHouse International	80.5	74	58%	0%	\$75
	Red Roof Inns	79.5	72	53%	7%	\$57
	Extended Stay America	78.6	71	52%	1%	\$60
	America's Best Inns & Suites	78.5	72	33%	1%	\$61
	Budget Inn	78.1	72	35%	1%	\$50
	Vagabond	77.9	69	43%	3%	\$73
	Super 8	77.8	71	52%	5%	\$57
	Motel 6	77.6	71	57%	1%	\$45
	Days Inns	76.5	70	44%	3%	\$60
	Americas Best Value Inn	76.4	69	35%	2%	\$53
	Country Hearth Inns	76.3	62	37%	0%	\$63
	Econo Lodge	76.0	68	40%	2%	\$56
	Red Carpet Inns	75.4	66	33%	0%	\$53
Travelodge	74.6	67	36%	1%	\$61	
Rodeway	73.6	65	37%	0%	\$57	
Knights Inn	73.1	66	38%	2%	\$46	

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Timeshare Accommo	<i>Average</i>	86.2	82	71%	15%	\$81
	Disney Vacation Club	89.3	86	65%	8%	\$123
	Trendwest Resorts	88.6	84	88%	22%	\$25
	Fairfield Resorts	85.6	80	67%	14%	\$60
	Marriott Vacation Club	85.6	82	64%	20%	\$100
	Hilton Grand Vacation	85.4	80	63%	24%	\$100
	Embassy Vacation Resorts	85.4	82	73%	5%	\$109
	RCI (Resort Condominiums International)	83.7	78	80%	12%	\$47

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		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Upscale Casino	Average	85.0	81	54%	9%	\$-
	The Venetian Resort Hotel Casino	91.2	88	66%	9%	\$-
	Hard Rock Hotel and Casino	90.1	87	56%	8%	\$-
	Wynn Las Vegas	90.0	87	58%	8%	\$-
	Bellagio	87.6	86	63%	5%	\$-
	The Mirage	85.7	82	50%	14%	\$-
	Caesar's Palace	85.6	82	64%	24%	\$-
	Paris Las Vegas	84.6	81	59%	17%	\$-
	Mandalay Bay Resort & Casino	84.5	81	51%	5%	\$-
	New York-New York Hotel & Casino	84.2	79	53%	11%	\$-
	MGM Grand	83.9	80	59%	12%	\$-
	Atlantis Bahamas	83.7	83	48%	4%	\$-
	Las Vegas Hilton	83.3	79	56%	9%	\$-
	Treasure Island	83.2	78	47%	8%	\$-
	Monte Carlo Resort & Casino	81.8	76	50%	2%	\$-
	Aladdin Resort and Casino	81.4	76	43%	6%	\$-
	Luxor Hotel & Casino	79.7	75	46%	5%	\$-
Casino	Average	82.6	76	59%	16%	\$-
	Borgata Casino	87.9	86	81%	30%	\$-
	Rio	87.6	83	75%	35%	\$-
	Harrah's	86.7	80	85%	56%	\$-
	Palace Station	86.3	78	62%	10%	\$-
	Grand Casinos	85.4	80	76%	29%	\$-
	Stardust	84.7	80	47%	20%	\$-
	Isle of Capri	84.6	80	78%	22%	\$-
	Binion's Horseshoe	84.5	79	69%	24%	\$-
	Silver Legacy	83.9	79	62%	8%	\$-
	Golden Nugget Hotel & Casino	83.3	76	60%	9%	\$-
	Atlantis Reno	83.2	76	55%	15%	\$-
	Fitzgeralds Casino & Hotel	82.9	74	65%	18%	\$-
	Orleans	82.8	77	59%	6%	\$-
	Bally's	82.7	77	60%	20%	\$-
	Stratosphere Casino Hotel & Tower	82.0	75	46%	9%	\$-
	Four Queens	81.8	74	62%	10%	\$-
	Tropicana Resort & Casino	81.8	77	59%	17%	\$-
	Flamingo Las Vegas	81.6	75	57%	16%	\$-
	Gold Coast	81.3	75	55%	5%	\$-
Excalibur Hotel & Casino	79.2	73	44%	5%	\$-	
Imperial Palace Hotel & Casino	79.2	70	47%	8%	\$-	
Riviera	78.2	72	41%	6%	\$-	
Sahara	76.0	69	35%	3%	\$-	
Circus Circus Hotel & Casino	75.9	67	41%	7%	\$-	

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MMHI Overview - January 2006 to December 2006

Car Rental Companies

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Car Rental	Average	78.9	75	49%	8%	\$41
	Enterprise	82.9	80	61%	2%	\$38
	Avis	80.8	77	57%	15%	\$44
	Hertz	80.4	77	55%	15%	\$47
	Alamo	80.0	75	47%	3%	\$38
	National	79.6	76	57%	18%	\$43
	Budget	78.9	75	46%	4%	\$40
	Dollar	78.2	73	41%	7%	\$40
	Thrifty	77.2	74	47%	8%	\$39
	Advantage	76.1	74	37%	5%	\$43
Payless Car Rental	75.1	73	42%	3%	\$37	

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Airlines

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Airlines	<i>Average</i>	78.5	77	63%	12%	\$377
	JetBlue	89.1	87	89%	10%	\$251
	Midwest Airlines	85.6	84	82%	15%	\$301
	Sun Country	84.9	83	80%	2%	\$333
	British Airways	84.5	84	59%	5%	\$830
	Allegiant Air	82.7	82	74%	2%	\$223
	Frontier	82.4	80	66%	12%	\$279
	Hawaiian Airlines	81.8	80	65%	27%	\$429
	Spirit Airlines	81.6	80	67%	4%	\$223
	Aloha Airlines	81.3	80	79%	14%	\$300
	Lufthasana	80.7	78	54%	4%	\$950
	Southwest	78.4	78	77%	12%	\$226
	AirTran	77.8	77	66%	11%	\$233
	Alaska Airlines	77.2	76	70%	21%	\$328
	American Trans Air (ATA)	76.1	75	38%	0%	\$315
	Air Canada	75.9	72	48%	4%	\$473
	Continental Airlines	74.9	74	62%	20%	\$394
America West	73.9	73	48%	10%	\$325	
Delta Air Lines	73.1	73	52%	16%	\$376	
American Airlines	72.6	72	54%	20%	\$373	
US Airways	71.1	71	49%	15%	\$337	
United	71.1	71	48%	20%	\$405	
Northwest Airlines	70.9	71	55%	19%	\$384	

The top 3 numbers are highlighted in blue.