

MMHI Overview - July 2006 to September 2006

Hotels

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Luxury	<i>Average</i>	85.9	82	55%	8%	\$205
	Four Seasons Hotels	89.0	85	61%	4%	\$250
	Fairmont Hotels & Resorts	85.8	82	48%	4%	\$200
	W Hotels	85.0	82	58%	20%	\$220
	Intercontinental	83.7	81	53%	5%	\$150
Upper Upscale	<i>Average</i>	84.2	80	59%	9%	\$126
	Walt Disney World Resorts	88.9	85	81%	1%	\$120
	Omni Hotels	88.9	83	53%	6%	\$139
	Renaissance Hotels & Resorts	84.8	81	60%	11%	\$120
	Hyatt Hotels Worldwide	83.9	78	52%	4%	\$149
	Embassy Suites	83.7	79	67%	11%	\$119
	Hyatt Regency	83.4	79	52%	4%	\$125
	Marriott Hotels	83.4	79	64%	15%	\$120
	Doubletree	82.9	77	51%	6%	\$105
	Westin Hotels & Resorts	82.8	80	57%	11%	\$150
	Hilton International	82.2	78	59%	16%	\$120
	Sheraton Hotels & Resorts	81.2	76	52%	14%	\$119
	Upscale	<i>Average</i>	83.1	78	59%	12%
Homewood Suites		88.7	82	83%	23%	\$100
Residence Inn by Marriott		85.8	80	75%	19%	\$100
Hilton Garden Inn		85.2	80	59%	13%	\$100
SpringHill Suites		85.1	80	73%	20%	\$100
Courtyard by Marriott		82.2	77	68%	17%	\$100
Wyndham Hotels & Resorts		82.1	78	50%	8%	\$100
Radisson		82.0	77	46%	3%	\$100
AmeriSuites		81.7	75	47%	1%	\$80
Crowne Plaza		80.9	76	49%	7%	\$100
Adams Mark	77.3	75	45%	4%	\$100	

The top 10 numbers are highlighted in blue.

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Midscale w/ F&B	<i>Average</i>	79.3	72	45%	5%	\$78
	Red Lion Hotels & Inns	81.2	74	39%	2%	\$79
	Clarion Hotels & Resorts	81.0	73	43%	3%	\$80
	Holiday Inn Select	80.4	74	50%	9%	\$85
	Holiday Inn Hotels & Resorts	79.8	74	54%	10%	\$89
	Best Western	79.6	73	55%	5%	\$78
	Quality Inns, Hotels & Suites	79.2	71	46%	7%	\$70
	Ramada	77.2	71	38%	3%	\$75
	Howard Johnson	75.8	67	32%	3%	\$69
Midscale w/o F&B	<i>Average</i>	83.8	77	60%	7%	\$79
	Drury Inns	92.0	84	78%	5%	\$85
	Country Inns & Suites By Carlson	88.0	79	62%	4%	\$82
	Wingate Inns	87.4	80	59%	3%	\$85
	AmericInn	85.4	77	53%	5%	\$78
	Hampton Inns & Suites	85.2	79	75%	18%	\$89
	Sleep Inns	83.6	76	71%	14%	\$68
	Candlewood	83.1	74	52%	7%	\$79
	Fairfield Inn By Marriott	83.0	76	64%	13%	\$80
	Baymont Inns & Suites	82.7	77	57%	1%	\$70
	AmeriHost Inns & Suites	82.4	77	55%	1%	\$69
	Comfort Suites	82.0	76	60%	10%	\$80
	La Quinta Inns	82.0	75	59%	8%	\$75
	Holiday Inn Express	81.8	76	60%	12%	\$80
	Comfort Inns	79.8	73	58%	9%	\$70
	Shilo Inns & Resorts	78.8	69	41%	0%	\$90

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Economy	<i>Average</i>	77.9	71	45%	2%	\$56
	Microtel Inns & Suites	83.8	78	63%	6%	\$55
	Red Roof Inns	79.7	72	55%	6%	\$60
	Budget Inn	79.7	73	36%	1%	\$50
	America's Best Inns & Suites	78.7	71	30%	2%	\$60
	Extended Stay America	78.3	70	53%	2%	\$60
	Super 8	77.8	72	52%	5%	\$59
	Motel 6	77.3	70	55%	0%	\$45
	Days Inns	76.5	70	43%	2%	\$60
	Americas Best Value Inn	76.3	70	38%	1%	\$55
	Econo Lodge	76.3	68	37%	2%	\$60
	Knights Inn	76.2	69	38%	2%	\$49
Travelodge	74.6	66	38%	0%	\$60	

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Timeshare Accommodations	<i>Average</i>	86.1	81	63%	17%	\$95
	Disney Vacation Club	88.7	84	62%	7%	\$120
	Hilton Grand Vacation	85.9	78	63%	28%	\$99
	Marriott Vacation Club	85.6	82	64%	19%	\$100
	Fairfield Resorts	84.3	78	64%	13%	\$60

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		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Upscale Casino	<i>Average</i>	84.2	80	55%	11%	\$-
	Bellagio	86.1	84	58%	6%	\$-
	Caesar's Palace	85.9	83	65%	26%	\$-
	Treasure Island	85.7	77	50%	10%	\$-
	MGM Grand	83.4	81	57%	11%	\$-
	Luxor Hotel & Casino	82.5	79	58%	7%	\$-
	Aladdin Resort and Casino	81.3	75	39%	7%	\$-
Casino	<i>Average</i>	82.7	76	59%	17%	\$-
	Rio	87.5	83	75%	24%	\$-
	Harrah's	87.4	80	85%	56%	\$-
	Golden Nugget Hotel & Casino	87.2	80	62%	13%	\$-
	Bally's	83.6	78	65%	22%	\$-
	Fitzgeralds Casino & Hotel	83.4	73	65%	13%	\$-
	Tropicana Resort & Casino	82.0	78	56%	16%	\$-
	Flamingo Las Vegas	81.8	76	62%	18%	\$-
	Excalibur Hotel & Casino	81.1	75	46%	6%	\$-
	Stratosphere Casino Hotel & Tower	80.7	74	42%	14%	\$-
	Imperial Palace Hotel & Casino	78.4	69	50%	6%	\$-
	Circus Circus Hotel & Casino	76.6	67	40%	5%	\$-

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Car Rental Companies

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Car Rental Companies	Average	79.3	75	49%	9%	\$42
	Enterprise	82.4	79	57%	2%	\$38
	Avis	80.3	76	56%	15%	\$43
	Alamo	80.0	75	46%	2%	\$39
	Hertz	79.2	76	54%	16%	\$49
	Thrifty	79.1	73	49%	8%	\$40
	Budget	78.6	76	41%	2%	\$41
	National	78.5	77	56%	18%	\$44
	Dollar	76.2	72	34%	8%	\$43

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Airlines

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Airlines	<i>Average</i>	75.8	75	61%	16%	\$334
	Jet Blue	90.5	88	94%	6%	\$257
	Frontier	81.5	80	69%	15%	\$261
	AirTran	78.0	77	65%	11%	\$232
	Southwest	78.0	78	75%	13%	\$236
	Alaska Airlines	77.3	78	71%	22%	\$335
	Continental Airlines	76.0	75	64%	20%	\$413
	America West	73.8	74	46%	11%	\$343
	Delta Air Lines	72.1	72	51%	17%	\$401
	American Airlines	72.1	72	53%	21%	\$385
	United	70.3	71	49%	23%	\$424
	US Airways	70.0	69	47%	15%	\$335
	Northwest Airlines	69.9	70	52%	19%	\$384

The top 3 numbers are highlighted in blue.