



## 2015 Hotel BASE™ Brand Awareness and Share Evaluation

United States  
Canada  
Custom Locations



- Hotel BASE™ is a monthly brand tracker with quarterly reporting designed by Phoenix Marketing International and our hotel partners that:
  - Evaluates and tracks your brand(s) awareness, penetration and room night share along with your competition;
  - For a fraction of the cost for a comparable custom designed study;
  - With all the value and insight of a custom study.
- Since 2003, Hotel BASE™ has been conducted in the United States.
- In 2006, Hotel BASE was expanded to include hotel guests in Canada.
- Other countries available on a per request basis.
- Data is available two weeks after the close of a quarter.

# Why Should I Invest in Hotel BASE™?



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- In the challenging environment in which we live and work, reliable and timely information is a key to success. Hotel BASE™ permits lodging companies to quickly understand the dynamic that impacts the market.
- Compared to other information sources Hotel BASE™ provides:
  - More timely delivery,
  - Of a larger sample of completed interviews,
  - At a more competitive price,
  - Backed by superior service and industry insight.
- Hotel BASE™ partners can use their information in a variety of ways:
  - To measure awareness, penetration and usage of their brand(s);
  - To guide direction and budgeting for advertising and direct marketing campaigns;
  - To track the impact of competitor advertising and marketing programs on awareness, penetration, and share of room nights;
  - To restructure and redesign marketing programs so as to effectively allocate resources and maximize ROI.



## Hotel BASE™ provides:

- Delivery of data and reports within two weeks of the close of a quarter.
- Outstanding customer service, we value and appreciate the decision to partner with us.
- Great value for the money.
- All the benefits of a syndicated study plus the opportunity of including custom, proprietary questions.



## How frequently is the study conducted?

- Hotel BASE™ collects data on a monthly basis throughout the year. Two-weeks following the close of a quarter, data are delivered. Brand trends are tracked quarterly and on a four quarter roll-up basis.

## How do you collect the data?

- We use online interviewing as the data collection vehicle. In the U.S., we speak with consumers who have stayed in a hotel in the past 3 months, 6 months and 12 months and complete 1,000 interviews per month among a random sample of recent business and leisure travelers. These interviews are distributed across the Economy, Moderate, and Upscale lodging sectors as defined by STR price points.
- In Canada, a total of 400 online interviews are conducted each month among past 12 month hotel users. Both business and leisure travelers are represented.

# What Types of Questions are Included?



The current survey contains the following question areas:

- Past 12-month hotel usage;
- Past 12-month room nights;
- Traveler lodging tier classification;
- Unaided brand awareness (first mention);
- Unaided brand awareness (all other mentions);
- Aided brand awareness;
- Distribution of business and leisure room nights by chain (brand penetration);
- Likelihood to recommend;
- Brand advertising awareness (unaided and aided);
- Source of advertising awareness;
- FGP Membership; and
- Traveler demographics;
- Client Flex module which allows study partners the opportunity of adding custom, proprietary questions.

# Which Hotel Brands are Included? North America



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Ace	Embassy Suites	Hyatt Place	Red Carpet Inn
Aloft	Extended Stay America / Extended Stay	Hyatt Regency	Red Roof
America's Best Inns & Suites	Fairfield Inn	Hyatt House	Renaissance Hotels
America's Best Value Inns & Suites	Fairmont	InterContinental	Residence Inn
Americinn	Four Points by Sheraton	Jameson Inns	Ritz Carlton
Baymont Inn & Suites	Four Seasons	Joie de Vivre	Rodeway Inn
Best Western	Grand Hyatt Hotels	Kimpton	Sandman
Best Western Plus	GuestHouse Inns	Knights Inn	Sheraton
Best Western Premier	Hampton Inn	La Quinta	Shoney's Inn
Cambria Suites	Hampton Inn & Suites	Mainstay Suites	Sleep Inn
Candlewood	Hard Rock Café Hotels	Marriott	SpringHill Suites
Clarion	Hawthorn Suites by Wyndham	Microtel by Wyndham	Staybridge Suites
Coast Hotels	Hilton	Monte Carlo Inns	Studio Plus
Comfort Inn	Hilton Garden Inn	Motel 6	Suburban Lodge
Comfort Suites	Holiday Inn	Night	Super 8
Country Inns & Suites	Holiday Inn Express	NYLO	Thompson
Courtyard by Marriott	Holiday Inn Select	Omni	TownePlace
Crossland	Homestead Studio Suites Hotels	Park Inn	Travelodge
Crowne Plaza	Homewood Suites	Planet Hollywood Hotels	TRYP by Wyndham
Days Inn	Hotel Des Gouverneurs	Quality Inn	Vagabond Hotels
Delta	Hotel Indigo	Quality Suites	W Hotels
DoubleTree Hotel	Howard Johnson Hotels	Radisson	Westin
DoubleTree Guest Suites	Howard Johnson Express	Radisson Blu	Wingate by Wyndham
Dream Hotels	Howard Johnson Inns	Ramada Inn	Wyndham Hotels & Resorts
Drury Inns	Howard Johnson Plazas	Ramada Limited	Wyndham Garden Hotel
EconoLodge	Hyatt	Ramada Plaza	Wyndham Grand Hotels & Resorts



- At client request, we can broaden Hotel BASE™ coverage and include any of the following countries:

Australia

Germany

Russia

Brazil

India

Turkey

China

Italy

UAE

Egypt

Japan

UK

France





- How many interviews are completed each quarter?
  - In the U.S., approximately 3,000 interviews a quarter (12,000 per year) including representation among each of three lodging segments - Economy, Moderate, and Upscale hotel users.
  - In Canada, 1,200 interviews a quarter (4,800 per year).
- Where does Phoenix Marketing International obtain the sample?
  - We use several online household panels as the sample source for data collection. Every month, we select a random sample of panel members for inclusion in the study. Invitations are mailed to the sample and information is collected throughout the month.
  - Phoenix is responsible for hosting the Hotel BASE™ survey.
- What is the accuracy level or reliability of the data?
  - The 3,000 Quarterly interviews have an accuracy of +/- 1.8-points.
  - The 12,000 Annual interviews have an accuracy of +/- .89-points.
  - The 4,800 Annual interviews in Canada have an accuracy of +/- 1.4-points.

# What Deliverables can I Expect?



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- An easy to read report for each participating brand which highlights awareness of the brand, penetration among travelers, and share of room nights (Total, Business, and Leisure).
- Brand trends are tracked quarterly, YTD and on a four quarter roll-up basis.
- Where a lodging company has multiple brands we provide company summary of awareness, penetration and room night share.

# What is the Cost to Subscribe to Hotel BASE™?



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- A 12 month contract for U.S. Hotel BASE is \$175,000.
- The 12 month fee for Hotel BASE Canada is \$50,000.
- Companies have the option of purchasing countries separately or purchasing both countries at a reduced rate.
- The option of purchasing Hotel BASE Lite which provides limited data at a reduced price. Let us know which specific key metrics you are looking for and we will customize it to fit your needs and budget.
- The BASE cost can be distributed among all brands within your company's portfolio that wish to participate.
- The Client Flex module section is an additional cost based on the number of questions to be added and the frequency of switching out questions.

Thank You!



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Phoenix Marketing International  
Travel and Leisure

John Antonello

Managing Director

[John.antonello@phoenixmi.com](mailto:John.antonello@phoenixmi.com)

732 563 8501