

**J.D. Power Reports:  
Marriott Rewards Ranks Highest in Overall Customer Satisfaction with Hotel Loyalty/Rewards Programs**

Recommendations from Hotel Staff as well as Friends and Family are Key Drivers of Customer Awareness and Adoption of Hotel Loyalty Programs

**WESTLAKE VILLAGE, Calif.: 11 April 2014** — Marriott Rewards<sup>1</sup> ranks highest among hotel loyalty/rewards programs with an overall customer satisfaction score of 707 on a 1,000 point scale, according to the inaugural J.D. Power 2014 Hotel Loyalty/Rewards Program Satisfaction Report<sup>SM</sup> released today.

The report measures customer satisfaction by examining five factors (in order of importance): account maintenance/management (23%); ease of redeeming points/miles (22%); ease of earning points/miles (18%); reward program terms and ease of earning points/miles (16%); and customer service (5%).

### **KEY FINDINGS**

- Following Marriott Rewards in the rankings are IHG Rewards Club<sup>2</sup> (704) and Canada-based Delta Hotels' Delta Privilege (703).
- Account maintenance/management and ease of redeeming points/miles are the two most heavily weighted factors in determining loyalty/rewards program satisfaction; together, they account for nearly half of the overall index weight (45%).
- Recommendation of friends and family plays an important role in loyalty/rewards program selection. When asked why they chose one particular loyalty/rewards program over another, 19 percent of customers cite recommendation of a friend or family member as the reason.
- On average, customers who rate their loyalty/rewards program 10 on a 10-point scale provide twice as many word-of-mouth recommendations (4.0), compared to those that give any other satisfaction rating (1.8).
- When asked how they became aware of loyalty/rewards programs, customers cite the hotel employee during check-in/check-out (43%), followed by the hotel's website (25%) and promotional material received directly from the hotel (14%).

"While many hotels focus on advertising and marketing to create awareness of their loyalty programs, there is no better recruiting tool than word of mouth," said Rick Garlick, global travel and hospitality

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<sup>1</sup> Marriott Rewards is the rewards program for Marriott International, which represents the following hotel brands: AC Hotels by Marriott, Autograph Collection Hotels, Courtyard, Edition, Fairfield Inn, Gaylord Hotels, JW Marriott, Marriott Executive Apartments, Marriott Hotels & Resorts, Marriott Vacation Club, Renaissance Hotels, Residence Inn, SpringHill Suites, The Ritz-Carlton and TownePlace Suites.

<sup>2</sup> IHG Rewards Club is the rewards program for the InterContinental Hotels Group, which represents the following hotel brands: Candlewood Suites, Crowne Plaza Hotels & Resorts, Holiday Inn, Holiday Inn Express, Hotel Indigo, InterContinental Hotels & Resorts and Staybridge Suites.

practice lead at J.D. Power. “We find that 43 percent of customers learn about a particular loyalty program from a hotel employee at the point of check-in or check-out. This is significantly higher than the next most frequent source of awareness, which is the hotel brand website at 25 percent.”

According to Garlick, “Since referrals by hotel staff are so effective in fostering program awareness among customers, hotels have a tremendous opportunity to recruit guests into their loyalty programs by training staff to highlight key advantages of participating in their particular programs.”

The 2014 Hotel Loyalty/Rewards Program Satisfaction Report is based on responses from more than 3,800 consumers who have joined a hotel loyalty plan. Invitations to participate in the online survey were sent via email to panelists in March 11 through March 25, 2014.

Visit J.D. Power.com for the list of hotels that are associated with the corresponding loyalty programs ranked in the report.

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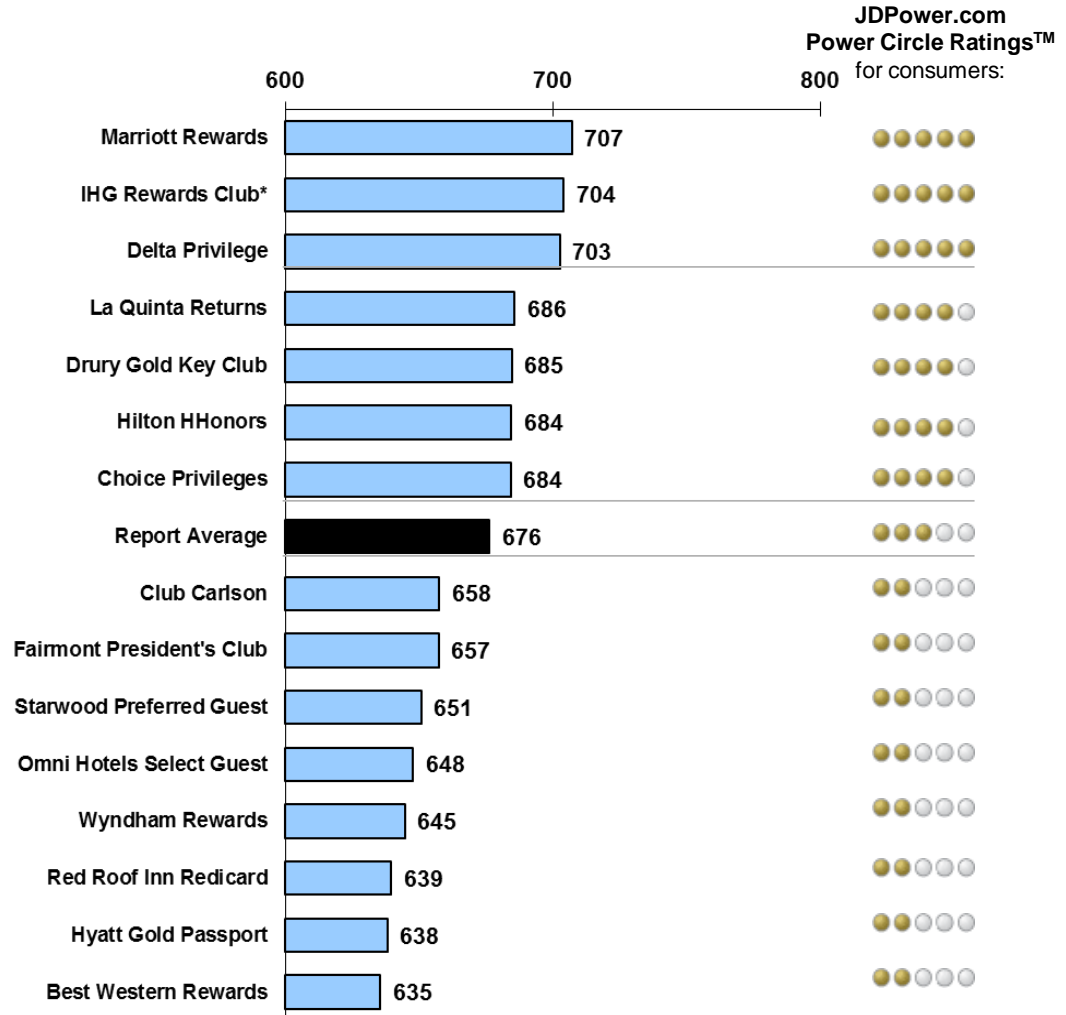
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Note: One ranking chart follows.

# J.D. Power 2014 Hotel Loyalty/Rewards Program Satisfaction Report<sup>SM</sup>

## Overall Index Rankings

(Based on a 1,000-point scale)



**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power 2014 Hotel Loyalty/Rewards Program Satisfaction Report<sup>SM</sup>

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## 2014 Hotel Loyalty/Rewards Program Satisfaction Report<sup>SM</sup>

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### **Hotels Associated with the Corresponding Hotel Loyalty Programs**

**Choice Privileges** is the rewards program for Choice Hotels, which represents the following hotel brands: Ascend, Cambria Suites, Clarion, Comfort Inn, Comfort Suites, Econo Lodge, MainStay Suites, Quality, Rodeway Inn, Sleep Inn and Suburban Extended Stay.

**Club Carlson** is the rewards program for Carlson Rezidor, which represents the following hotel brands: Country Inns & Suites, Park Inn by Radisson, Park Plaza, Radisson and Radisson Blu.

**Hilton HHonors** is the rewards program for Hilton, which represents the following hotel brands: Conrad Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hampton Inn & Hampton Inn & Suites, Hilton Garden Inn, Hilton Grand Vacations, Hilton Hotels & Resorts, Home2 Suites by Hilton, Homewood Suites and Waldorf Astoria Hotels & Resorts.

**Hyatt Gold Passport** is the rewards program for HyattGrand Hyatt, which represents the following hotel brands: Andaz, Hyatt Hotels & Resorts, Hyatt House, Hyatt Place, Hyatt Regency, Hyatt Residence Club, Hyatt Zilara and Hyatt Ziva and Park Hyatt Hotels.

**IHG Rewards Club** is the rewards program for the InterContinental Hotels Group, which represents the following hotel brands: Candlewood Suites, Crowne Plaza Hotels & Resorts, Holiday Inn, Holiday Inn Express, Hotel Indigo, InterContinental Hotels & Resorts and Staybridge Suites.

**Marriott Rewards** is the rewards program for Marriott International, which represents the following hotel brands: AC Hotels by Marriott, Autograph Collection Hotels, Courtyard, Edition, Fairfield Inn, Gaylord Hotels, JW Marriott, Marriott Executive Apartments, Marriott Hotels & Resorts, Marriott Vacation Club, Renaissance Hotels, Residence Inn, SpringHill Suites, The Ritz-Carlton and TownePlace Suites.

**Starwood Preferred Guest** is the rewards program for Starwood, which represents the following hotel brands: aloft, element, Four Points by Sheraton, Le Méridien, Sheraton Hotels & Resorts, St. Regis Hotels & Resorts, The Luxury Collection, W Hotels and Westin Hotels & Resorts.

**Wyndham Rewards** is the rewards program for Wyndham, which represents the following hotel brands: Baymont Inn & Suites, Days Inn, Dream Hotels, Hawthorn Suites by Wyndham, Howard Johnson, Howard Johnson Express, Knights Inn, Microtel Inn & Suites by Wyndham, Night, Ramada, Ramada Limited, Ramada Plaza, Super 8 Motel, Travelodge, Tryp by Wyndham, Wingate by Wyndham, Wyndham Garden Hotels, Wyndham Grand Hotels and Resorts and Wyndham Hotels & Resorts.

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