

North American Hotel Guests Want Breakfast Back, J.D. Power Finds

Attentive Staff, Flexible Cancellation Policies Keep Hotel Guests Satisfied Despite Strains of Pandemic

TROY, Mich.: 14 July 2021 — Frontline hotel staff did not have an easy job during the past year. Tasked with enforcing mask mandates, reminding guests which services were temporarily unavailable due to the pandemic and putting their own health at risk daily, these workers still managed to keep guests happy. The hotel industry overall maintains a strong overall customer satisfaction score in the J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) Study,SM released today. But now that the pandemic is waning, hotel guests have made it clear they want breakfast and other hotel amenities.

“Frontline staff have been the real heroes of the North American hotel industry during this past year, managing to navigate a very difficult situation while holding overall hotel guest satisfaction steady and actually improving customer satisfaction with staff interactions,” said **Andrea Stokes, hospitality practice lead at J.D. Power**. “As we transition to a more normalized travel environment, however, guest expectations are growing rapidly and certain must-haves, such as smart TVs, pleasant views and balconies, are becoming increasingly important to maintaining high levels of guest satisfaction. It is also clear that guests expect breakfast service to resume, especially in limited-service hotels that usually provide complimentary hot breakfast.”

Following are additional key findings of the 2021 study:

- **Hotel staff, flexible cancellation policies save the day in crisis:** Overall hotel guest satisfaction across the study is 830 (on a 1,000-point scale), which is unchanged from 2020 and 10 points higher than in 2019. The strong performance is driven in large part by the overall hotel staff experience, which increases slightly in 2021. Hotel guests also had higher satisfaction with value for money, reflecting the reduction in room rates many hotel properties undertook to stimulate demand.
- **Satisfaction with breakfast declines:** One area that is a major drag on customer satisfaction in the study is breakfast. In all but one hotel segment, guests were particularly dissatisfied with reduced variety and quality—if breakfast was offered at all. Through the study fielding dates, 36% of hotels eliminated buffet-style serving.
- **I want my smart TV:** During the pandemic, consumers stuck at home increased subscriptions to a variety of streaming entertainment services. It is not surprising, then, that the study shows an increase in demand for smart TVs in hotel rooms. Hotel “need to haves” that have grown the most in importance since 2020 are smart TVs (+9 percentage points), balcony/views (+6 percentage points) and healthy living/wellness amenities (+5 percentage points).

Study Rankings

The following hotel brands rank highest in guest satisfaction in their respective segment:

Luxury: **The Ritz-Carlton**

Upper Upscale: **Hard Rock Hotels**

Upscale: **AC Hotels**

Upper Midscale: **Drury Hotels** (for a 16th consecutive year)
Midscale: **Tru by Hilton** (for a second consecutive year)
Economy: **SureStay by Best Western** (for a second consecutive year)

The 2021 North America Hotel Guest Satisfaction Index (NAGSI) Study, now in its 25th year, analyzes guest responses to more than 150 questions regarding branded hotel stay experiences and benchmarks the performance of 104 brands across six market segments. This year's study is based on responses from 32,963 hotel guests for stays between May 2020 and June 2021.

For more information about the 2021 North America Hotel Guest Satisfaction Index (NAGSI) Study, visit <https://www.jdpower.com/resource/jd-power-north-america-hotel-guest-satisfaction-index-study>.

To view the online press release, please visit <http://www.jdpower.com/pr-id/2021074>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](https://www.jdpower.com).

Media Relations Contacts

Geno Effler, J.D. Power; West Coast; 714-621-6224; media.relations@jdpa.com
John Roderick; East Coast; 631-584-2200; john@jroderick.com

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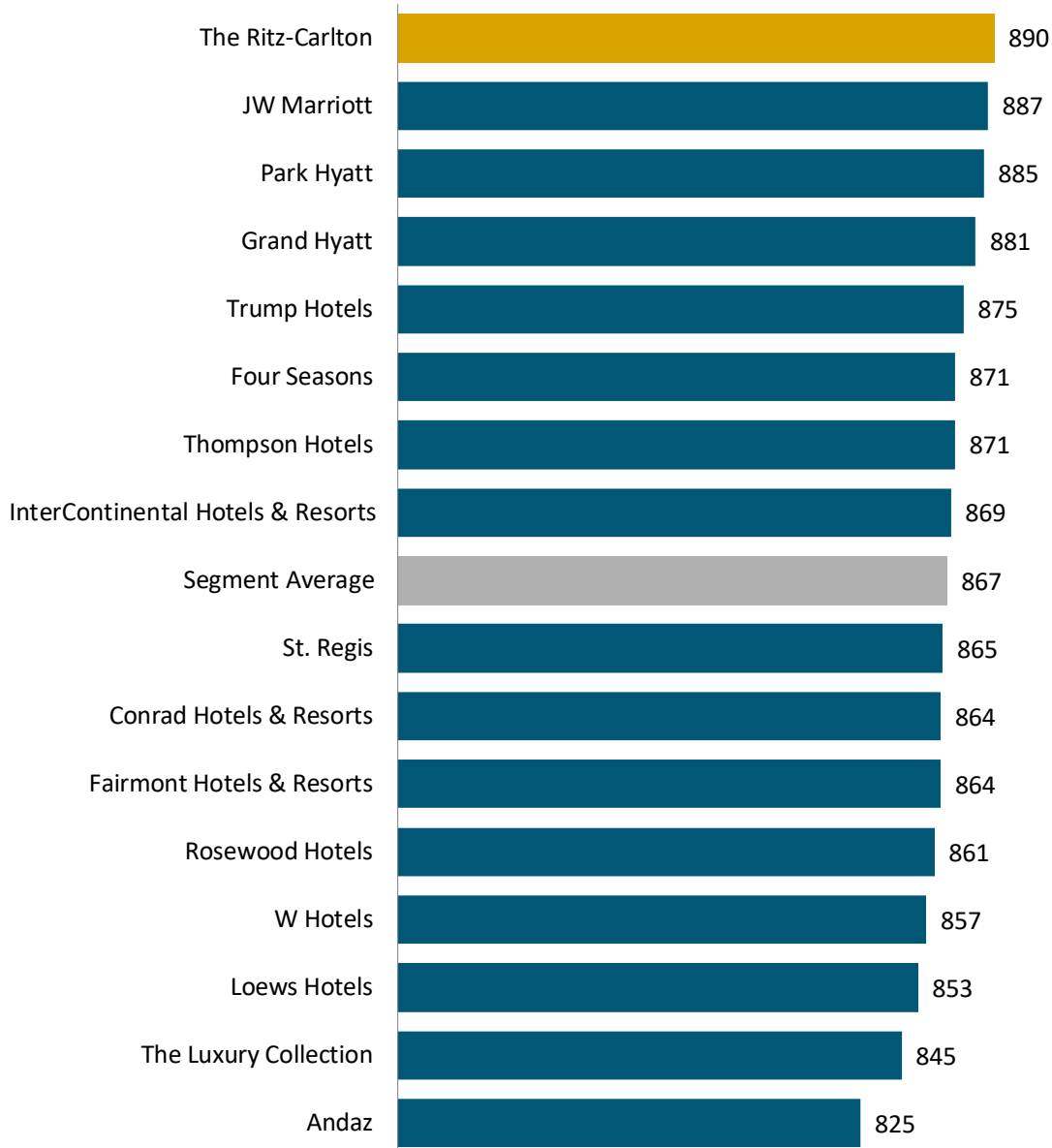
NOTE: Six charts follow.

J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Luxury



Source: J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

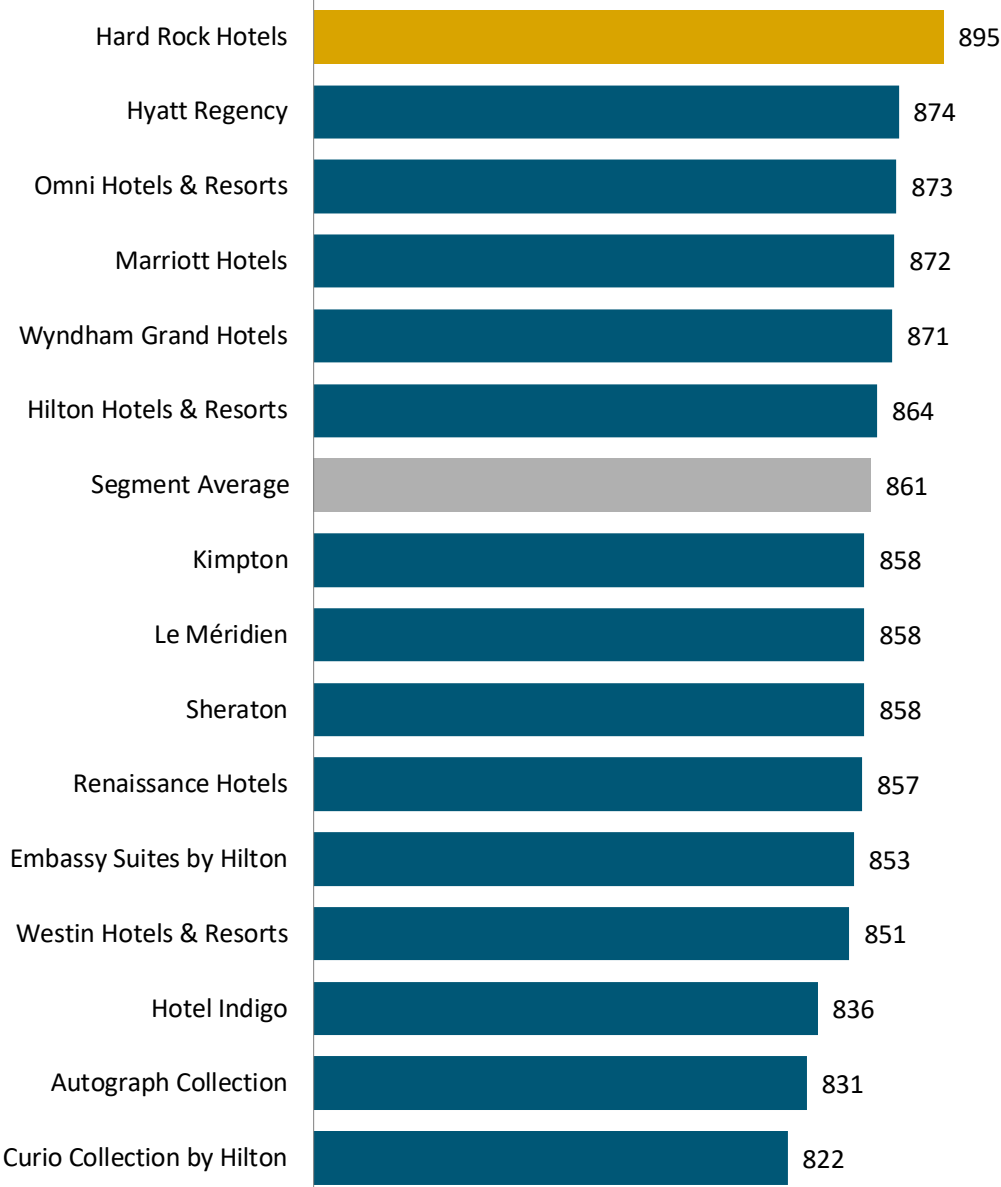
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J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Upper Upscale



Source: J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

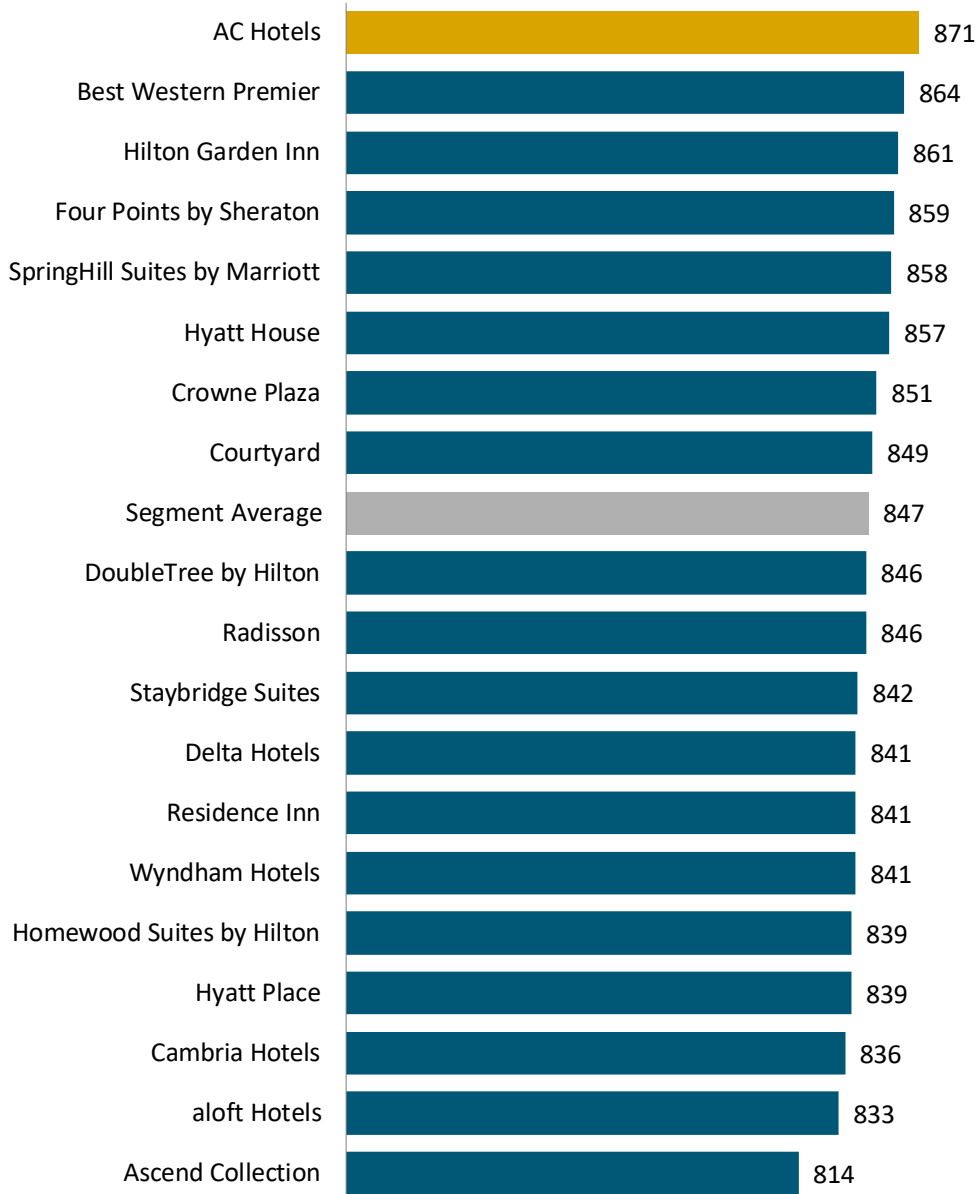
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J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Upscale



Source: J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

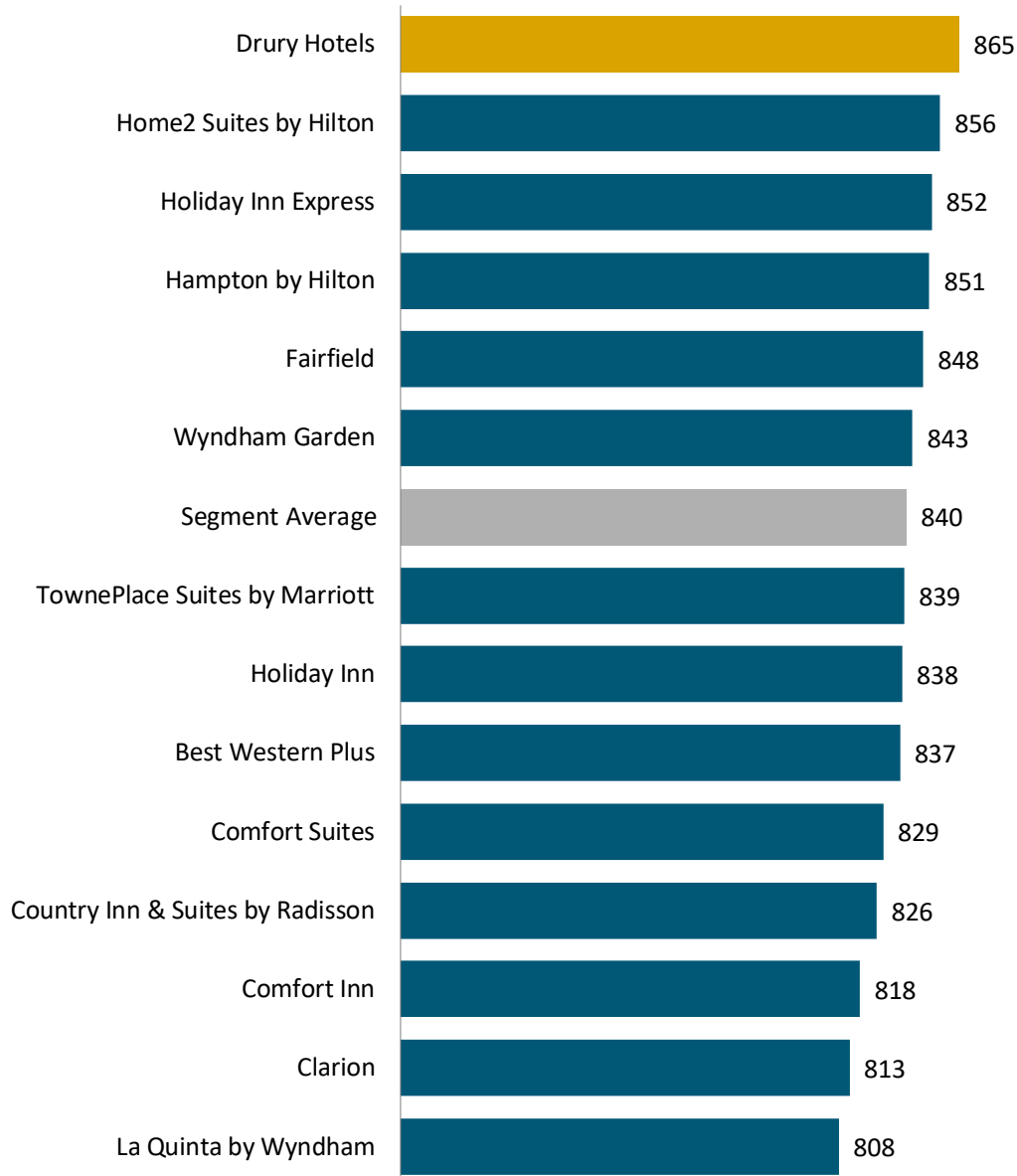
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J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Upper Midscale



Source: J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

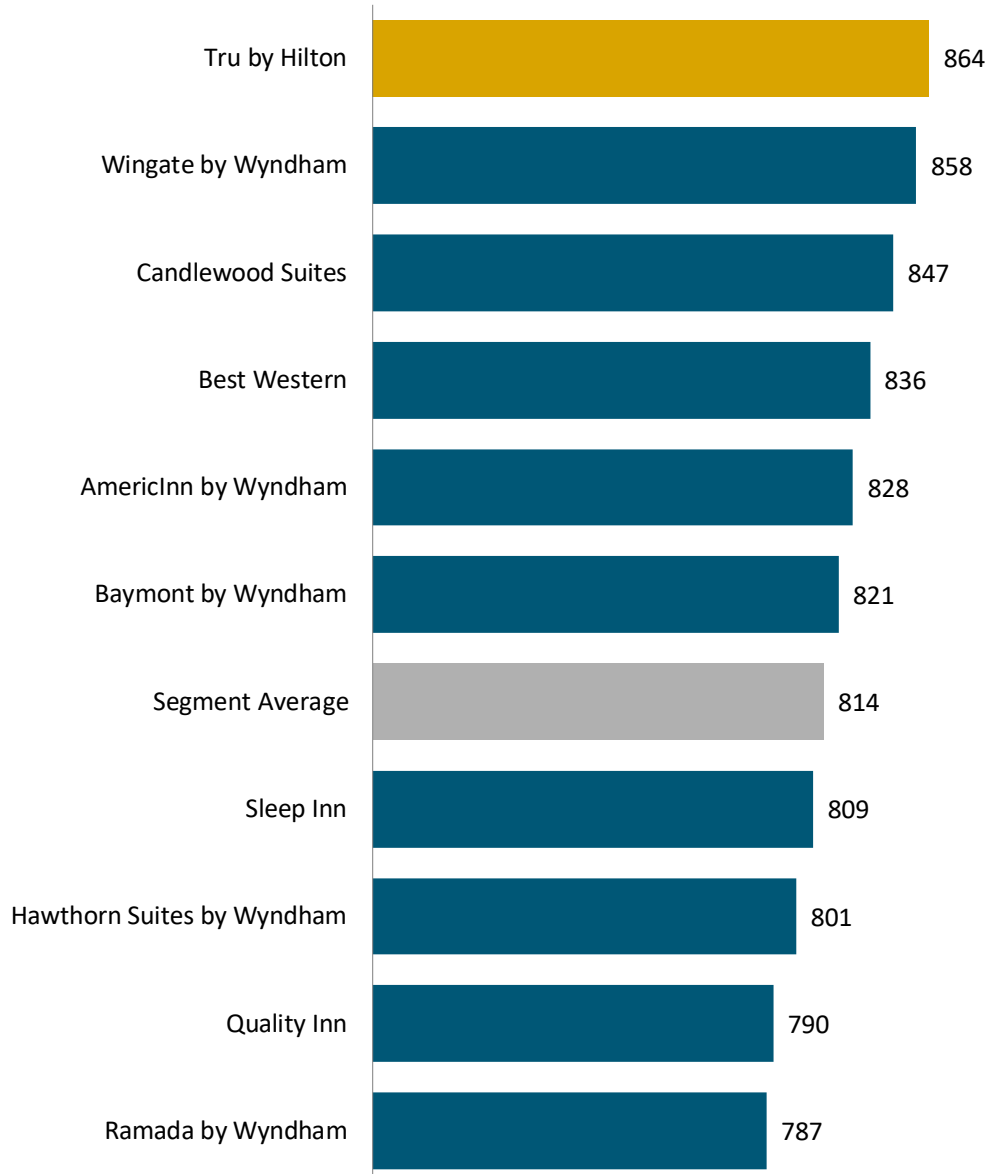
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J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midscale



Source: J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

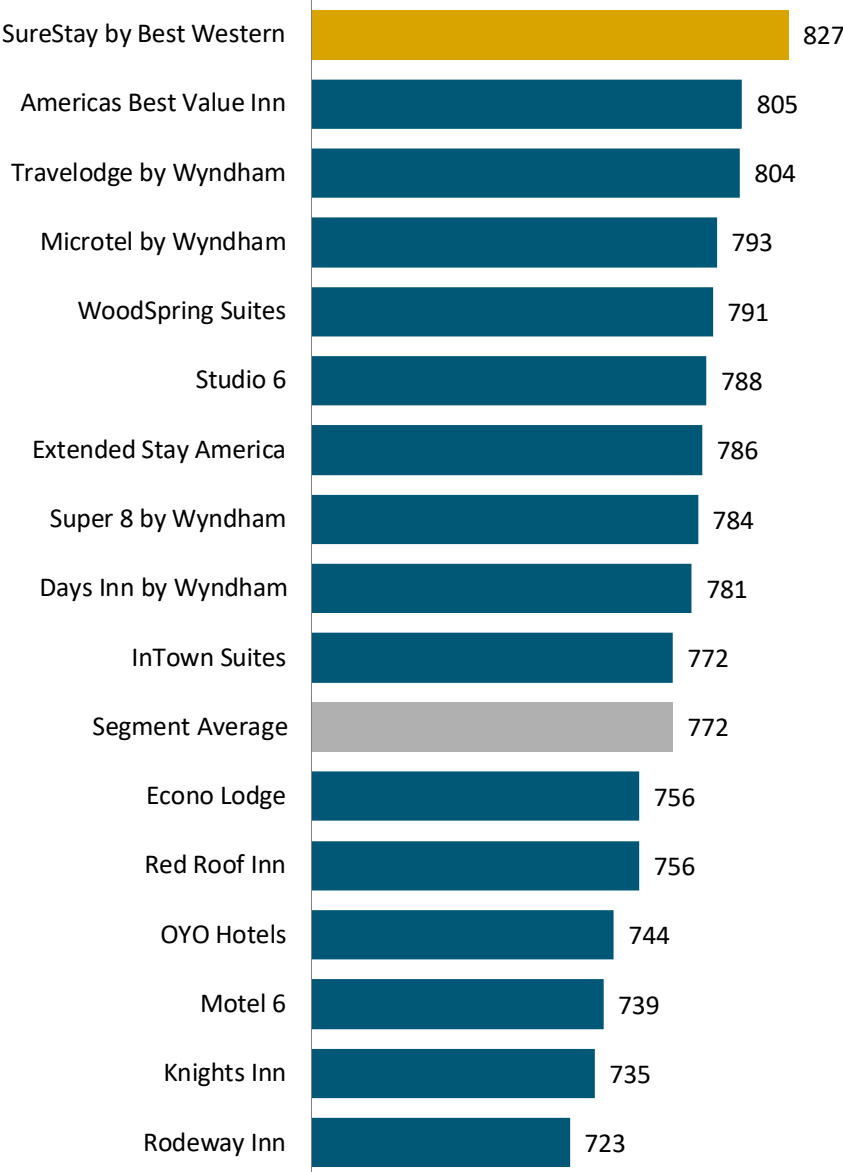
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J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Economy



Source: J.D. Power 2021 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

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