

MMHI Overview - April 2006 to June 2006

Hotels

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Luxury	<i>Average</i>	86.7	83	57%	8%	\$206
	Fairmont Hotels & Resorts	89.1	85	57%	10%	\$175
	Four Seasons Hotels	88.0	85	54%	4%	\$275
	Loews Hotels	86.5	83	59%	11%	\$200
	Intercontinental	83.3	81	60%	9%	\$175
Upper Upscale	<i>Average</i>	83.5	79	58%	8%	\$124
	Walt Disney World Resorts	86.9	84	78%	4%	\$130
	Omni Hotels	85.9	81	56%	6%	\$125
	Renaissance Hotels & Resorts	85.3	81	60%	10%	\$130
	Marriott Hotels	84.0	79	64%	15%	\$120
	Westin Hotels & Resorts	83.1	80	55%	10%	\$150
	Doubletree	83.1	78	52%	5%	\$104
	Embassy Suites	83.0	79	67%	8%	\$120
	Hilton International	82.2	78	56%	15%	\$120
	Hyatt Regency	82.1	78	52%	5%	\$120
	Sheraton Hotels & Resorts	82.1	78	53%	10%	\$120
	Hyatt Hotels Worldwide	81.1	78	45%	0%	\$120
	Upscale	<i>Average</i>	82.2	77	55%	10%
Homewood Suites		87.3	83	74%	21%	\$100
SpringHill Suites		84.6	80	64%	10%	\$100
Hilton Garden Inn		84.2	79	60%	15%	\$100
Residence Inn by Marriott		84.0	79	70%	19%	\$109
Courtyard by Marriott		82.5	78	68%	19%	\$100
Adams Mark		82.0	77	43%	1%	\$100
AmeriSuites		81.5	76	47%	2%	\$80
Radisson		80.9	76	46%	2%	\$99
Crowne Plaza		80.6	76	46%	7%	\$100
Four Points		80.2	77	57%	9%	\$95
Wyndham Hotels & Resorts		79.7	74	42%	5%	\$109
Hawthorn Suites	78.7	73	47%	5%	\$85	

The top 10 numbers are highlighted in blue.

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Midscale w/ F&B	<i>Average</i>	78.4	73	47%	5%	\$78
	Best Western	79.6	74	53%	4%	\$75
	Clarion Hotels & Resorts	79.5	73	42%	3%	\$89
	Red Lion Hotels & Inns	79.5	75	51%	3%	\$80
	Holiday Inn Hotels & Resorts	79.0	74	52%	10%	\$86
	Quality Inns, Hotels & Suites	79.0	72	52%	7%	\$70
	Holiday Inn Select	78.9	73	46%	9%	\$89
	Ramada	77.2	71	41%	1%	\$70
	Howard Johnson	74.7	67	39%	1%	\$65
Midscale w/o F&B	<i>Average</i>	82.9	77	61%	9%	\$77
	Drury Inns	89.2	81	72%	8%	\$85
	Country Inns & Suites By Carlson	86.9	79	63%	4%	\$85
	Hampton Inns & Suites	85.0	79	75%	16%	\$87
	Sleep Inns	83.3	76	65%	17%	\$63
	Fairfield Inn By Marriott	83.2	77	62%	18%	\$80
	Wingate Inns	82.5	80	64%	7%	\$80
	AmeriHost Inns & Suites	82.4	79	50%	3%	\$75
	Baymont Inns & Suites	82.4	75	55%	5%	\$70
	Comfort Suites	81.8	76	60%	10%	\$78
	Holiday Inn Express	81.8	76	60%	10%	\$80
	La Quinta Inns	81.2	75	58%	7%	\$75
	Comfort Inns	79.1	72	55%	8%	\$70
	AmericInn	78.7	75	57%	4%	\$70

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Economy	<i>Average</i>	76.6	69	43%	3%	\$55
	Microtel Inns & Suites	81.6	73	54%	7%	\$55
	Red Roof Inns	79.1	72	53%	7%	\$55
	America's Best Inns & Suites	77.9	73	40%	3%	\$60
	Americas Best Value Inn	77.8	69	29%	1%	\$50
	Motel 6	77.7	71	57%	1%	\$45
	Budget Inn	77.3	70	35%	1%	\$50
	Extended Stay America	77.2	70	48%	1%	\$65
	Super 8	77.1	71	52%	4%	\$59
	Days Inns	75.9	70	45%	3%	\$60
	Travelodge	74.8	68	38%	2%	\$60
	Econo Lodge	74.4	67	37%	2%	\$55
Knights Inn	68.5	61	29%	3%	\$45	

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		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Timeshare Accommodations	<i>Average</i>	86.9	81	66%	16%	\$95
	Disney Vacation Club	90.5	85	66%	7%	\$120
	Fairfield Resorts	87.0	81	71%	14%	\$60
	Marriott Vacation Club	86.9	82	65%	23%	\$100
	Hilton Grand Vacation	83.2	77	63%	21%	\$100

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		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Upscale Casino	<i>Average</i>	83.7	80	61%	11%	\$-
	Bellagio	87.5	86	65%	4%	\$-
	Caesar's Palace	84.0	82	71%	25%	\$-
	MGM Grand	83.3	78	59%	9%	\$-
	Luxor Hotel & Casino	80.0	74	50%	5%	\$-
Casino	<i>Average</i>	81.5	75	58%	20%	\$-
	Harrah's	86.1	79	83%	58%	\$-
	Rio	85.4	82	74%	36%	\$-
	Imperial Palace Hotel & Casino	82.1	72	52%	4%	\$-
	Bally's	81.8	80	61%	24%	\$-
	Tropicana Resort & Casino	81.5	76	60%	21%	\$-
	Golden Nugget Hotel & Casino	80.8	75	51%	5%	\$-
	Flamingo Las Vegas	80.4	74	48%	8%	\$-
	Excalibur Hotel & Casino	79.9	76	46%	6%	\$-
Circus Circus Hotel & Casino	76.0	67	47%	12%	\$-	

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MMHI Overview - April 2006 to June 2006

Car Rental Companies

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Car Rental Companies	Average	80.7	76	52%	9%	\$41
	Enterprise	84.1	81	64%	1%	\$38
	Dollar	83.0	74	48%	10%	\$37
	Avis	81.3	77	57%	12%	\$44
	Hertz	80.9	77	55%	15%	\$47
	Alamo	80.8	74	47%	4%	\$38
	National	78.9	76	56%	19%	\$41
	Thrifty	78.4	75	45%	6%	\$39
	Budget	78.1	73	48%	5%	\$41

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Airlines

		Customer Satisfaction	Emotions	Very Likely To Return	Loyalty Program Strength	Reported Price
Airlines	Average	76.8	76	64%	16%	\$327
	Jet Blue	89.6	88	88%	10%	\$245
	Midwest Airlines	83.6	83	81%	26%	\$300
	Frontier	81.7	80	60%	13%	\$291
	Southwest	78.8	77	80%	13%	\$231
	AirTran	78.8	78	63%	11%	\$239
	Alaska Airlines	78.1	76	78%	21%	\$336
	Continental Airlines	74.4	74	64%	20%	\$393
	America West	74.2	73	50%	8%	\$334
	Delta Air Lines	73.3	73	54%	17%	\$367
	American Airlines	72.6	72	56%	19%	\$362
	Northwest Airlines	71.8	71	59%	18%	\$391
	United	71.3	71	49%	20%	\$397
US Airways	69.9	70	48%	16%	\$368	

The top 3 numbers are highlighted in blue.