

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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| 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 |
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| Upscale Casino | Average | 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 | Average | 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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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.