

IN:FACT Hotels

1. When choosing a hotel I: (Please choose one only) **(SC)**
- | | |
|--|----|
| Select the first ok one that I find | 1 |
| Research every hotel in the area so I know I am choosing the best one for me | 2 |
| Find out about a few comparable hotels and choose the one that will suit me best | 3 |
| I don't choose the hotels I stay at | 4 |
| I don't stay at hotels (please cease survey)..... | 5 |
| Don't know/Refused (Do not prompt) | 99 |
2. When choosing hotels for travel I usually: (Please select the one you use the most) **(SC)**
- | | |
|--|----|
| Visit a hotel's website | 1 |
| Visit hotel review sites like tripadvisor.com..... | 2 |
| Read personal travel blogs | 3 |
| Check with my travel agent..... | 4 |
| Refer to brochures/flyers | 5 |
| Read travel magazines..... | 6 |
| Ask colleagues, friends or relatives about a particular hotel..... | 7 |
| Other (Unspecify) | 97 |
| Don't know/Refused | 99 |
3. Do you agree or disagree with the following statements? (Please choose agree or disagree for the below statements) **(SC)**
- | | <u>Agree</u> | <u>Disagree</u> | <u>DK/Refuse</u> |
|---|--------------|-----------------|------------------|
| A bad hotel experience can ruin my whole trip | 1 | 2 | 99 |
| If I have a good hotel experience, I will definitely tell others about it | 1 | 2 | 99 |
| If I have a bad hotel experience, I will definitely tell others about it | 1 | 2 | 99 |
| I like trying new hotels each time I travel | 1 | 2 | 99 |
| Given the current economic situation, I will stay
at less expensive hotels | 1 | 2 | 99 |
| I prefer to stay at a hotel with a spa..... | 1 | 2 | 99 |
| I research a hotel's technology offering before I book | 1 | 2 | 99 |

4. Most hotels supply toiletry samples. Do you think (Please choose one which best matches your feelings): **(SC)**

- The y are yours; they are part of the experience 1
- You love taking them with you but always feel a shade guilty 2
- You use what you need during your stay and leave the rest 3
- You do not use them; nor do you take them..... 4
- Don't know/Refused 99

5. When it comes to hotels and their environmental policies: (Please choose one that best describes your feelings) **(SC)**

- A hotel's environmental policy is important to me, but I don't research it ahead of time..... 1
- I don't care if a hotel has an environmental policy; I will still stay there regardless..... 2
- I won't stay at a hotel unless it has an environmental policy 3
- Don't know/Refused 99

6. In my opinion, the best hotels in the world are found in: (Please choose one of the following) **(SC)**

- Asia.....1
- Europe.....2
- North America.....3
- South America4
- Africa5
- Australia/New Zealand/Pacific6
- Do not know / Refused.....99

In:Fact Hotels

Q1. When choosing a hotel I: (Please choose one only)

		Country														
		Base			Brazil			Canada			France			Indonesia		
		Gender			Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
		A	B		C	D		E	F		G	H		I	J	
When choosing a hotel I: (Please choose one only) ?	Base	6658 100%	3285 100%	3373 100%	600 100%	300 100%	300 100%	1005 100%	485 100%	520 100%	503 100%	256 100%	247 100%	1055 100%	528 100%	527 100%
	Select the first ok one that I find	636 10%	371 11% B	265 8%	20 3%	15 5% D	5 2%	74 7%	45 9% F	29 5%	55 11%	32 13%	23 9%	84 8%	44 8%	40 8%
	Research every hotel in the area so I know I am choosing the best one for me	1119 17%	563 17%	556 16%	144 24%	77 26%	67 22%	206 21%	101 21%	105 20%	84 17%	34 13%	50 20% G	66 6%	36 7%	30 6%
	Find out about a few comparable hotels and choose the one that will suit me best	3042 46%	1471 45%	1571 47%	113 19%	65 22%	48 16%	523 52%	249 51%	275 53%	348 69%	180 70%	168 68%	157 15%	81 15%	77 15%
	I don't choose the hotels I stay at	473 7%	240 7%	233 7%	25 4%	16 5%	9 3%	37 4%	17 4%	20 4%	10 2%	6 2%	4 2%	190 18%	88 17%	102 19%
	I don't stay at hotels	1255 19%	585 18%	670 20% A	293 49%	125 42%	168 56% C	139 14%	59 12%	80 15%	- -	- -	- -	546 52%	274 52%	272 52%
	Don't know/Refused	133 2%	56 2%	77 2%	5 1%	2 1%	3 1%	25 3%	14 3%	12 2%	6 1%	4 2%	2 1%	12 1%	5 1%	7 1%

In:Fact Hotels

Q1. When choosing a hotel I: (Please choose one only)

		Country								
		Base			Japan			Malaysia		
		Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female
		A	B		K	L		M	N	
When choosing a hotel I: (Please choose one only)?	Base	6658 100%	3285 100%	3373 100%	606 100%	303 100%	303 100%	1017 100%	505 100%	512 100%
	Select the first ok one that I find	636 10%	371 11%	265 8%	31 5%	19 6%	12 4%	161 16%	100 20%	60 12%
	Research every hotel in the area so I know I am choosing the best one for me	1119 17%	563 17%	556 16%	46 8%	23 8%	23 8%	159 16%	87 17%	72 14%
	Find out about a few comparable hotels and choose the one that will suit me best	3042 46%	1471 45%	1571 47%	464 77%	227 75%	237 78%	267 26%	125 25%	143 28%
	I don't choose the hotels I stay at	473 7%	240 7%	233 7%	65 11%	34 11%	31 10%	103 10%	54 11%	49 10%
	I don't stay at hotels	1255 19%	585 18%	670 20%	- -	- -	- -	277 27%	127 25%	150 29%
	Don't know/Refused	133 2%	56 2%	77 2%	- -	- -	- -	50 5%	12 2%	38 7%
									M	

In:Fact Hotels

Q1. When choosing a hotel I: (Please choose one only)

		Country											
		Base			Netherlands			UAE			USA		
		Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
	A	B		O	P		Q	R		S	T		
When choosing a hotel I: (Please choose one only) ?	Base	6658 100%	3285 100%	3373 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	Select the first ok one that I find	636 10%	371 11% B	265 8%	77 10%	52 14% P	25 7%	104 17%	44 14%	60 19%	30 6%	19 8% T	11 4%
	Research every hotel in the area so I know I am choosing the best one for me	1119 17%	563 17%	556 16%	60 8%	27 7%	34 9%	246 39%	137 44% R	109 35%	108 21%	41 18%	67 24%
	Find out about a few comparable hotels and choose the one that will suit me best	3042 46%	1471 45%	1571 47%	556 75%	258 71%	298 79% O	275 44%	130 42%	145 46%	337 67%	156 67%	181 66%
	I don't choose the hotels I stay at	473 7%	240 7%	233 7%	21 3%	15 4%	7 2%	- -	- -	- -	22 4%	10 4%	12 4%
	I don't stay at hotels	1255 19%	585 18%	670 20% A	- -	- -	- -	- -	- -	- -	- -	- -	- -
	Don't know/Refused	133 2%	56 2%	77 2%	26 3%	13 4%	13 3%	- -	- -	- -	9 2%	6 3%	3 1%

In:Fact Hotels

Q2. When choosing hotels for travel I usually: (Please select the one you use the most)

		Country														
		Base			Brazil			Canada			France			Indonesia		
		Gender			Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		C	D		E	F		G	H		I	J
When choosing hotels for travel I usually: (Please select the one you use the most)	Base	5403 100%	2700 100%	2703 100%	307 100%	175 100%	132 100%	866 100%	426 100%	440 100%	503 100%	256 100%	247 100%	509 100%	255 100%	254 100%
	Visit a hotel's website	1720 32%	865 32%	854 32%	80 26%	55 31%	25 19%	380 44%	188 44%	192 44%	277 55%	136 53%	141 57%	25 5%	18 7%	7 3%
	Visit hotel review sites like tripadvisor.com	986 18%	499 18%	487 18%	49 16%	29 17%	20 15%	161 19%	77 18%	84 19%	41 8%	22 9%	19 8%	9 2%	5 2%	5 2%
	Read personal travel blogs	143 3%	71 3%	72 3%	8 3%	3 2%	5 4%	12 1%	8 2%	4 1%	6 1%	2 1%	4 2%	4 1%	2 1%	2 1%
	Check with my travel agent	423 8%	217 8%	206 8%	25 8%	18 10%	7 5%	56 6%	38 9%	18 4%	13 3%	4 2%	9 4%	44 9%	22 9%	22 9%
	Refer to brochures/flyers	336 6%	168 6%	168 6%	5 2%	4 2%	1 1%	37 4%	17 4%	21 5%	11 2%	6 2%	5 2%	85 17%	44 17%	41 16%
	Read travel magazines	274 5%	149 6%	125 5%	13 4%	7 4%	6 5%	8 1%	3 1%	4 1%	53 11%	34 13%	19 8%	28 6%	15 6%	13 5%
	Ask colleagues, friends or relatives about a particular hotel	1005 19%	504 19%	501 19%	95 31%	43 25%	52 39%	114 13%	48 11%	66 15%	43 9%	27 11%	16 6%	213 42%	106 42%	106 42%
	Other (Unspecify)	219 4%	105 4%	114 4%	22 7%	13 7%	9 7%	56 6%	27 6%	29 7%	8 2%	5 2%	3 1%	21 4%	11 4%	10 4%
	Do not know / Refused	297 5%	120 4%	176 7%	10 3%	3 2%	7 5%	42 5%	20 5%	22 5%	51 10%	20 8%	31 13%	80 16%	32 12%	49 19%

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Q2. When choosing hotels for travel I usually: (Please select the one you use the most)

		Country								
		Base			Japan			Malaysia		
		Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female
	A	B		K	L		M	N		
When choosing hotels for travel I usually: (Please select the one you use the most)	Base	5403 100%	2700 100%	2703 100%	606 100%	303 100%	303 100%	740 100%	378 100%	362 100%
	Visit a hotel's website	1720 32%	865 <i>32%</i>	854 <i>32%</i>	138 23%	64 <i>21%</i>	74 <i>24%</i>	137 18%	76 <i>20%</i>	61 <i>17%</i>
	Visit hotel review sites like tripadvisor.com	986 18%	499 <i>18%</i>	487 <i>18%</i>	329 54%	167 <i>55%</i>	162 <i>53%</i>	32 4%	20 <i>5%</i>	12 <i>3%</i>
	Read personal travel blogs	143 3%	71 <i>3%</i>	72 <i>3%</i>	9 1%	4 <i>1%</i>	5 <i>2%</i>	31 4%	20 <i>5%</i>	11 <i>3%</i>
	Check with my travel agent	423 8%	217 <i>8%</i>	206 <i>8%</i>	13 2%	6 <i>2%</i>	7 <i>2%</i>	81 11%	40 <i>11%</i>	40 <i>11%</i>
	Refer to brochures/flyers	336 6%	168 <i>6%</i>	168 <i>6%</i>	63 10%	32 <i>11%</i>	31 <i>10%</i>	73 10%	31 <i>8%</i>	42 <i>12%</i>
	Read travel magazines	274 5%	149 <i>6%</i>	125 <i>5%</i>	28 5%	14 <i>5%</i>	14 <i>5%</i>	40 5%	27 <i>7%</i> N	13 <i>4%</i>
	Ask colleagues, friends or relatives about a particular hotel	1005 19%	504 <i>19%</i>	501 <i>19%</i>	15 2%	9 <i>3%</i>	6 <i>2%</i>	259 35%	133 <i>35%</i>	126 <i>35%</i>
	Other (Unspecify)	219 4%	105 <i>4%</i>	114 <i>4%</i>	11 2%	7 <i>2%</i>	4 <i>1%</i>	28 4%	13 <i>3%</i>	14 <i>4%</i>
	Do not know / Refused	297 5%	120 <i>4%</i>	176 <i>7%</i> A	- -	- -	- -	60 8%	19 <i>5%</i>	41 <i>11%</i> M

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Q2. When choosing hotels for travel I usually: (Please select the one you use the most)

		Country											
		Base			Netherlands			UAE			USA		
		Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
	A	B		O	P		Q	R		S	T		
When choosing hotels for travel I usually: (Please select the one you use the most)	Base	5403 100%	2700 100%	2703 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	Visit a hotel's website	1720 32%	865 32%	854 32%	301 41%	142 39%	159 42%	152 24%	83 27%	69 22%	230 45%	104 45%	126 46%
	Visit hotel review sites like tripadvisor.com	986 18%	499 18%	487 18%	195 26%	114 31% P	80 21%	61 10%	24 8%	37 12%	109 22%	42 18%	67 24%
	Read personal travel blogs	143 3%	71 3%	72 3%	8 1%	2 1%	5 1%	61 10%	29 9%	32 10%	4 1%	1 *	3 1%
	Check with my travel agent	423 8%	217 8%	206 8%	80 11%	36 10%	45 12%	105 17%	49 16%	56 18%	6 1%	4 2%	2 1%
	Refer to brochures/flyers	336 6%	168 6%	168 6%	22 3%	11 3%	11 3%	35 6%	20 6%	15 5%	5 1%	4 2%	1 *
	Read travel magazines	274 5%	149 6%	125 5%	5 1%	3 1%	2 1%	35 6%	20 6%	15 5%	65 13%	27 12%	38 14%
	Ask colleagues, friends or relatives about a particular hotel	1005 19%	504 19%	501 19%	46 6%	16 4%	29 8%	160 26%	83 27%	77 25%	61 12%	38 16% T	23 8%
	Other (Unspecify)	219 4%	105 4%	114 4%	51 7%	21 6%	30 8%	9 1%	2 1%	7 2%	14 3%	6 3%	8 3%
Do not know / Refused	297 5%	120 4%	176 7% A	35 5%	20 5%	15 4%	7 1%	1 *	6 2%	12 2%	6 3%	6 2%	

In:Fact Hotels

Q3. Do you agree or disagree with the following statements? (Please choose agree or disagree for the below statements)

		Country														
		Base			Brazil			Canada			France			Indonesia		
		Gender			Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		C	D		E	F		G	H		I	J
A bad hotel experience can ruin my whole trip :	Base	5403 100%	2700 100%	2703 100%	307 100%	175 100%	132 100%	866 100%	426 100%	440 100%	503 100%	256 100%	247 100%	509 100%	255 100%	254 100%
	Agree	3849 71%	1916 71%	1934 72%	225 73%	137 78% D	88 67%	663 77%	334 78%	329 75%	418 83%	205 80%	213 86%	313 61%	147 58%	165 65%
	Disagree	1400 26%	715 26%	685 25%	80 26%	38 22%	42 32% C	203 23%	92 22%	110 25%	70 14%	45 18% H	25 10%	160 31%	92 36% J	68 27%
	DK/ Refused (Do not prompt)	153 3%	69 3%	84 3%	2 1%	- -	2 2%	- -	- -	- -	- -	15 3%	6 2%	9 4%	37 7%	16 6%
'If I have a good hotel experience, I will definitely tell others about it':	Base	5403 100%	2700 100%	2703 100%	307 100%	175 100%	132 100%	866 100%	426 100%	440 100%	503 100%	256 100%	247 100%	509 100%	255 100%	254 100%
	Agree	4821 89%	2360 87%	2461 91% A	296 96%	168 96%	128 97%	830 96%	400 94%	430 98% E	488 97%	246 96%	242 98%	328 64%	165 65%	163 64%
	Disagree	465 9%	278 10% B	188 7%	9 3%	7 4%	2 2%	36 4%	26 6% F	10 2%	10 2%	7 3%	3 1%	141 28%	68 27%	73 29%
	DK/ Refused (Do not prompt)	117 2%	63 2%	54 2%	2 1%	- -	2 2%	- -	- -	- -	- -	5 1%	3 1%	2 1%	40 8%	21 8%

		Country														
		Base			Brazil			Canada			France			Indonesia		
		Gender			Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		C	D		E	F		G	H		I	J
'If I have a bad hotel experience, I will definitely tell others about it':	Base	5403 100%	2700 100%	2703 100%	307 100%	175 100%	132 100%	866 100%	426 100%	440 100%	503 100%	256 100%	247 100%	509 100%	255 100%	254 100%
	Agree	4514 84%	2219 82%	2295 85% A	278 91%	160 91%	118 89%	829 96%	401 94%	428 97% E	488 97%	247 96%	241 98%	302 59%	148 58%	154 61%
	Disagree	762 14%	415 15% B	347 13%	26 8%	14 8%	12 9%	37 4%	25 6% F	12 3%	9 2%	6 2%	3 1%	175 34%	86 34%	89 35%
	DK/ Refused (Do not prompt)	127 2%	66 2%	61 2%	3 1%	1 1%	2 2%	- -	- -	- -	6 1%	3 1%	3 1%	32 6%	21 8%	11 4%
I like trying new hotels each time I travel :	Base	5403 100%	2700 100%	2703 100%	307 100%	175 100%	132 100%	866 100%	426 100%	440 100%	503 100%	256 100%	247 100%	509 100%	255 100%	254 100%
	Agree	3043 56%	1470 54%	1574 58% A	188 61%	106 61%	82 62%	434 50%	210 49%	224 51%	281 56%	133 52%	148 60%	307 60%	150 59%	156 61%
	Disagree	2070 38%	1098 41% B	973 36%	114 37%	69 39%	45 34%	432 50%	216 51%	216 49%	189 38%	101 39%	88 36%	169 33%	86 34%	83 33%
	DK/ Refused (Do not prompt)	289 5%	133 5%	156 6%	5 2%	- -	5 4% C	- -	- -	- -	33 7%	22 9%	11 4%	34 7%	19 7%	15 6%

		Country														
		Base			Brazil			Canada			France			Indonesia		
		Gender			Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		C	D		E	F		G	H		I	J
Given the current economic situation, I will stay at less expensive hotels' :	Base	5403 100%	2700 100%	2703 100%	307 100%	175 100%	132 100%	866 100%	426 100%	440 100%	503 100%	256 100%	247 100%	509 100%	255 100%	254 100%
	Agree	3719 69%	1858 69%	1860 69%	268 87%	149 85%	119 90%	634 73%	311 73%	323 73%	347 69%	170 66%	177 72%	324 64%	168 66%	156 61%
	Disagree	1422 26%	731 27%	691 26%	35 11%	26 15% D	9 7%	232 27%	115 27%	117 27%	127 25%	70 27%	57 23%	141 28%	69 27%	73 29%
	DK/ Refused (Do not prompt)	262 5%	110 4%	151 6% A	4 1%	- -	4 3% C	- -	- -	- -	- -	29 6%	16 6%	13 5%	44 9%	18 7%
I prefer to stay at a hotel with a spa :	Base	5403 100%	2700 100%	2703 100%	307 100%	175 100%	132 100%	866 100%	426 100%	440 100%	503 100%	256 100%	247 100%	509 100%	255 100%	254 100%
	Agree	2069 38%	1017 38%	1052 39%	76 25%	45 26%	31 23%	215 25%	100 23%	115 26%	132 26%	53 21%	79 32% G	290 57%	143 56%	148 58%
	Disagree	3035 56%	1524 56%	1511 56%	222 72%	126 72%	96 73%	651 75%	326 77%	325 74%	307 61%	156 61%	151 61%	184 36%	94 37%	90 35%
	DK/ Refused (Do not prompt)	298 6%	159 6%	139 5%	9 3%	4 2%	5 4%	- -	- -	- -	- -	64 13%	47 18% H	17 7%	35 7%	18 7%

		Country														
		Base			Brazil			Canada			France			Indonesia		
		Gender			Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
		A	B		C	D		E	F		G	H		I	J	
I research a hotel's technology offering before I book :	Base	5403 100%	2700 100%	2703 100%	307 100%	175 100%	132 100%	866 100%	426 100%	440 100%	503 100%	256 100%	247 100%	509 100%	255 100%	254 100%
	Agree	2482 46%	1337 50% B	1145 42%	209 68%	120 69%	89 67%	337 39%	194 45% F	143 33%	161 32%	89 35%	72 29%	300 59%	157 62%	143 56%
	Disagree	2675 50%	1261 47%	1415 52% A	94 31%	53 30%	41 31%	529 61%	232 55%	297 67% E	298 59%	143 56%	155 63%	168 33%	82 32%	86 34%
	DK/Refused (Do not prompt)	246 5%	103 4%	143 5% A	4 1%	2 1%	2 2%	- -	- -	- -	44 9%	24 9%	20 8%	41 8%	15 6%	25 10%

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Q3. Do you agree or disagree with the following statements? (Please choose agree or disagree for the below statements)

		Country								
		Base			Japan			Malaysia		
		Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		K	L		M	N
A bad hotel experience can ruin my whole trip :	Base	5403 100%	2700 100%	2703 100%	606 100%	303 100%	303 100%	740 100%	378 100%	362 100%
	Agree	3849 71%	1916 71%	1934 72%	478 79%	237 78%	241 80%	519 70%	265 70%	255 70%
	Disagree	1400 26%	715 26%	685 25%	128 21%	66 22%	62 20%	198 27%	105 28%	93 26%
	DK/Refused (Do not prompt)	153 3%	69 3%	84 3%	- -	- -	- -	22 3%	8 2%	14 4%
'If I have a good hotel experience, I will definitely tell others about it' :	Base	5403 100%	2700 100%	2703 100%	606 100%	303 100%	303 100%	740 100%	378 100%	362 100%
	Agree	4821 89%	2360 87%	2461 91%	479 79%	219 72%	260 86%	674 91%	345 91%	329 91%
	Disagree	465 9%	278 10%	188 7%	127 21%	84 28%	43 14%	48 7%	26 7%	22 6%
	DK/Refused (Do not prompt)	117 2%	63 2%	54 2%	- -	- -	- -	17 2%	7 2%	10 3%
'If I have a bad hotel experience, I will definitely tell others about it' :	Base	5403 100%	2700 100%	2703 100%	606 100%	303 100%	303 100%	740 100%	378 100%	362 100%
	Agree	4514 84%	2219 82%	2295 85%	426 70%	198 65%	228 75%	583 79%	305 81%	277 77%
	Disagree	762 14%	415 15%	347 13%	180 30%	105 35%	75 25%	139 19%	65 17%	74 20%
	DK/Refused (Do not prompt)	127 2%	66 2%	61 2%	- -	- -	- -	18 2%	7 2%	10 3%

		Country								
		Base			Japan			Malaysia		
		Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		K	L		M	N
I like trying new hotels each time I travel :	Base	5403 100%	2700 100%	2703 100%	606 100%	303 100%	303 100%	740 100%	378 100%	362 100%
	Agree	3043 56%	1470 54%	1574 58%	385 64%	166 55%	219 72%	457 62%	237 63%	220 61%
	Disagree	2070 38%	1098 41%	973 36%	221 36%	137 45%	84 28%	249 34%	132 35%	116 32%
	DK/Refused (Do not prompt)	289 5%	133 5%	156 6%	- -	- -	- -	35 5%	9 2%	25 7%
'Given the current economic situation, I will stay at less expensive hotels' :	Base	5403 100%	2700 100%	2703 100%	606 100%	303 100%	303 100%	740 100%	378 100%	362 100%
	Agree	3719 69%	1858 69%	1860 69%	421 69%	217 72%	204 67%	612 83%	320 85%	292 81%
	Disagree	1422 26%	731 27%	691 26%	185 31%	86 28%	99 33%	97 13%	47 13%	50 14%
	DK/Refused (Do not prompt)	262 5%	110 4%	151 6%	- -	- -	- -	30 4%	10 3%	20 6%
I prefer to stay at a hotel with a spa :	Base	5403 100%	2700 100%	2703 100%	606 100%	303 100%	303 100%	740 100%	378 100%	362 100%
	Agree	2069 38%	1017 38%	1052 39%	477 79%	238 79%	239 79%	299 40%	164 43%	135 37%
	Disagree	3035 56%	1524 56%	1511 56%	129 21%	65 21%	64 21%	403 54%	199 53%	203 56%
	DK/Refused (Do not prompt)	298 6%	159 6%	139 5%	- -	- -	- -	38 5%	15 4%	23 6%

		Country								
		Base			Japan			Malaysia		
		Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		K	L		M	N
I research a hotel's technology offering before I book :	Base	5403 100%	2700 100%	2703 100%	606 100%	303 100%	303 100%	740 100%	378 100%	362 100%
	Agree	2482 46%	1337 50%	1145 42%	221 36%	129 43%	92 30%	477 64%	250 66%	227 63%
	Disagree	2675 50%	1261 47%	1415 52%	385 64%	174 57%	211 70%	227 31%	117 31%	111 31%
	DK/Refused (Do not prompt)	246 5%	103 4%	143 5%	- -	- -	- -	35 5%	11 3%	25 7%

In:Fact Hotels

Q3. Do you agree or disagree with the following statements? (Please choose agree or disagree for the below statements)

		Country											
		Base			Netherlands			UAE			USA		
		Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		O	P		Q	R		S	T
A bad hotel experience can ruin my whole trip :	Base	5403 100%	2700 100%	2703 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	Agree	3849 71%	1916 71%	1934 72%	378 51%	195 54%	183 49%	468 75%	233 75%	235 75%	387 76%	163 70%	224 82% S
	Disagree	1400 26%	715 26%	685 25%	328 44%	154 42%	174 46%	133 21%	64 21%	69 22%	100 20%	59 25% T	41 15%
	DK/Refused (Do not prompt)	153 3%	69 3%	84 3%	35 5%	15 4%	19 5%	24 4%	14 5%	10 3%	19 4%	10 4%	9 3%
'If I have a good hotel experience, I will definitely tell others about it':	Base	5403 100%	2700 100%	2703 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	Agree	4821 89%	2360 87%	2461 91% A	696 94%	335 92%	362 96%	550 88%	269 86%	281 89%	479 95%	213 92%	266 97% S
	Disagree	465 9%	278 10% B	188 7%	24 3%	17 5%	7 2%	57 9%	32 10%	25 8%	13 3%	10 4% T	3 1%
	DK/Refused (Do not prompt)	117 2%	63 2%	54 2%	20 3%	13 3%	8 2%	18 3%	10 3%	8 3%	14 3%	9 4%	5 2%

		Country											
		Base			Netherlands			UAE			USA		
		Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		O	P		Q	R		S	T
'If I have a bad hotel experience, I will definitely tell others about it' :	Base	5403 100%	2700 100%	2703 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	Agree	4514 84%	2219 82%	2295 85% A	675 91%	326 89%	349 93%	463 74%	224 72%	239 76%	470 93%	210 91%	260 95%
	Disagree	762 14%	415 15% B	347 13%	38 5%	22 6%	17 4%	134 21%	76 24%	58 18%	24 5%	16 7% T	8 3%
	DK/Refused (Do not prompt)	127 2%	66 2%	61 2%	28 4%	17 5%	11 3%	28 4%	11 4%	17 5%	12 2%	6 3%	6 2%
I like trying new hotels each time I travel :	Base	5403 100%	2700 100%	2703 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	Agree	3043 56%	1470 54%	1574 58% A	399 54%	189 52%	210 56%	393 63%	202 65%	191 61%	200 40%	77 33%	123 45% S
	Disagree	2070 38%	1098 41% B	973 36%	264 36%	139 38%	125 33%	185 30%	88 28%	97 31%	248 49%	130 56% T	118 43%
	DK/Refused (Do not prompt)	289 5%	133 5%	156 6%	78 11%	37 10%	41 11%	47 8%	21 7%	26 8%	58 11%	25 11%	33 12%

		Country											
		Base			Netherlands			UAE			USA		
		Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		O	P		Q	R		S	T
Given the current economic situation, I will stay at less expensive hotels' :	Base	5403 100%	2700 100%	2703 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	Agree	3719 69%	1858 <i>69%</i>	1860 <i>69%</i>	390 53%	175 <i>48%</i>	215 <i>57%</i>	327 52%	169 <i>54%</i>	158 <i>50%</i>	395 78%	179 <i>77%</i>	216 <i>79%</i>
	Disagree	1422 26%	731 <i>27%</i>	691 <i>26%</i>	270 36%	150 <i>41%</i>	120 <i>32%</i>	253 40%	126 <i>41%</i>	127 <i>40%</i>	82 16%	42 <i>18%</i>	40 <i>15%</i>
	DK/Refused (Do not prompt)	262 5%	110 <i>4%</i>	151 <i>6%</i>	81 11%	39 <i>11%</i>	41 <i>11%</i>	45 7%	16 <i>5%</i>	29 <i>9%</i>	29 6%	11 <i>5%</i>	18 <i>7%</i>
I prefer to stay at a hotel with a spa :	Base	5403 100%	2700 100%	2703 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	Agree	2069 38%	1017 <i>38%</i>	1052 <i>39%</i>	124 17%	52 <i>14%</i>	71 <i>19%</i>	347 56%	177 <i>57%</i>	170 <i>54%</i>	109 22%	45 <i>19%</i>	64 <i>23%</i>
	Disagree	3035 56%	1524 <i>56%</i>	1511 <i>56%</i>	549 74%	281 <i>77%</i>	268 <i>71%</i>	259 41%	126 <i>41%</i>	133 <i>42%</i>	332 66%	151 <i>65%</i>	181 <i>66%</i>
	DK/Refused (Do not prompt)	298 6%	159 <i>6%</i>	139 <i>5%</i>	68 9%	31 <i>8%</i>	37 <i>10%</i>	19 3%	8 <i>3%</i>	11 <i>4%</i>	65 13%	36 <i>16%</i>	29 <i>11%</i>
I research a hotel's technology offering before I book :	Base	5403 100%	2700 100%	2703 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	Agree	2482 46%	1337 <i>50%</i>	1145 <i>42%</i>	274 37%	150 <i>41%</i>	124 <i>33%</i>	309 49%	157 <i>50%</i>	152 <i>48%</i>	194 38%	90 <i>39%</i>	104 <i>38%</i>
	Disagree	2675 50%	1261 <i>47%</i>	1415 <i>52%</i>	422 57%	194 <i>53%</i>	228 <i>61%</i>	286 46%	145 <i>47%</i>	141 <i>45%</i>	265 52%	120 <i>52%</i>	145 <i>53%</i>
	DK/Refused (Do not prompt)	246 5%	103 <i>4%</i>	143 <i>5%</i>	45 6%	20 <i>5%</i>	25 <i>7%</i>	30 5%	9 <i>3%</i>	21 <i>7%</i>	47 9%	22 <i>9%</i>	25 <i>9%</i>

In:Fact Hotels

Q4. Most hotels supply toiletry samples. Do you think (Please choose one which best matches your feelings):

		Country														
		Base			Brazil			Canada			France			Indonesia		
		Gender			Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		C	D		E	F		G	H		I	J
Most hotels supply toiletry samples. Do you think (Please choose one which best matches your feelings):	Base	5403 100 %	2700 100%	2703 100%	307 100%	175 100%	132 100%	866 100%	426 100%	440 100%	503 100%	256 100%	247 100%	509 100%	255 100%	254 100%
	They are yours; they are part of the experience	1573 29%	753 28%	820 30%	52 17%	28 16%	24 18%	294 34%	142 33%	152 34%	207 41%	99 39%	108 44%	91 18%	51 20%	40 16%
	You love taking them with you but always feel a shade guilty	531 10%	223 8%	308 11% A	20 7%	9 5%	11 8%	105 12%	34 8%	71 16% E	84 17%	33 13%	51 21% G	19 4%	11 4%	8 3%
	You use what you need during your stay and leave the rest	2653 49%	1416 52% B	1237 46%	158 51%	98 56%	60 45%	400 46%	221 52% F	179 41%	178 35%	107 42% H	71 29%	332 65%	162 63%	171 67%
	You do not use them; nor do you take them	566 10%	277 10%	289 11%	74 24%	38 22%	36 27%	55 6%	21 5%	35 8%	30 6%	15 6%	15 6%	58 11%	27 10%	31 12%
	Don't know/ Refused	79 1%	31 1%	49 2%	3 1%	2 1%	1 1%	11 1%	7 2%	4 1%	4 1%	2 1%	2 1%	9 2%	4 2%	5 2%

In:Fact Hotels

Q4. Most hotels supply toiletry samples. Do you think (Please choose one which best matches your feelings):

		Country								
		Base			Japan			Malaysia		
		Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		K	L		M	N
Most hotels supply toiletry samples. Do you think (Please choose one which best matches your feelings):	Base	5403 100%	2700 100%	2703 100%	606 100%	303 100%	303 100%	740 100%	378 100%	362 100%
	They are yours; they are part of the experience	1573 29%	753 28%	820 30%	258 43%	115 38%	143 47%	91 12%	54 14%	37 10%
	You love taking them with you but always feel a shade guilty	531 10%	223 8%	308 11%	54 9%	27 9%	27 9%	64 9%	36 9%	29 8%
	You use what you need during your stay and leave the rest	2653 49%	1416 52%	1237 46%	271 45%	152 50%	119 39%	429 58%	223 59%	206 57%
	You do not use them; nor do you take them	566 10%	277 10%	289 11%	23 4%	9 3%	14 5%	132 18%	58 15%	74 20%
	Don't know/Refused	79 1%	31 1%	49 2%	- -	- -	- -	23 3%	7 2%	16 4%

In:Fact Hotels

Q4. Most hotels supply toiletry samples. Do you think (Please choose one which best matches your feelings):

		Country											
		Base			Netherlands			UAE			USA		
		Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		O	P		Q	R		S	T
Most hotels supply toiletry samples. Do you think (Please choose one which best matches your feelings):	Base	5403 100%	2700 100%	2703 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	They are yours; they are part of the experience	1573 29%	753 28%	820 30%	207 28%	97 27%	110 29%	126 20%	63 20%	63 20%	246 49%	103 44%	143 52%
	You love taking them with you but always feel a shade guilty	531 10%	223 8%	308 11% A	51 7%	17 5%	34 9%	82 13%	41 13%	41 13%	52 10%	15 6%	37 14% S
	You use what you need during your stay and leave the rest	2653 49%	1416 52% B	1237 46%	383 52%	203 56%	180 48%	323 52%	151 49%	172 55%	179 35%	99 43% T	80 29%
	You do not use them; nor do you take them	566 10%	277 10%	289 11%	83 11%	44 12%	39 10%	85 14%	53 17% R	32 10%	26 5%	13 6%	13 5%
	Don't know/Refused	79 1%	31 1%	49 2%	17 2%	3 1%	14 4%	9 1%	3 1%	6 2%	3 1%	2 1%	1 *

In:Fact Hotels

Q5. When it comes to hotels and their environmental policies: (Please choose one that best describes your feelings)

		Country														
		Base			Brazil			Canada			France			Indonesia		
		Gender			Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
		A	B	C	D	E	F	G	H	I	J					
When it comes to hotels and their environmental policies: (Please choose one that best describes your feelings)	Base	5403 100%	2700 100%	2703 100%	307 100%	175 100%	132 100%	866 100%	426 100%	440 100%	503 100%	256 100%	247 100%	509 100%	255 100%	254 100%
	A hotel's environmental policy is important to me, but I don't research it ahead of time	2936 54%	1433 53%	1503 56%	172 56%	100 57%	72 55%	492 57%	230 54%	262 60%	317 63%	152 59%	165 67%	289 57%	143 56%	146 57%
	I don't care if a hotel has an environmental policy; I will still stay there regardless	1617 30%	891 33% B	726 27%	78 25%	48 27%	30 23%	270 31%	159 37% F	111 25%	133 26%	81 32% H	52 21%	100 20%	56 22%	44 17%
	I won't stay at a hotel unless it has an environmental policy	518 10%	267 10%	251 9%	47 15%	26 15%	21 16%	31 4%	13 3%	18 4%	20 4%	9 4%	11 4%	85 17%	47 18%	39 15%
	Don't know/Refused	332 6%	109 4%	223 8% A	10 3%	1 1%	9 7% C	73 8%	24 6%	48 11% E	33 7%	14 5%	19 8%	35 7%	9 4%	26 10% I

In:Fact Hotels

Q5. When it comes to hotels and their environmental policies: (Please choose one that best describes your feelings)

		Country								
		Base			Japan			Malaysia		
		Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		K	L		M	N
When it comes to hotels and their environmental policies: (Please choose one that best describes your feelings)	Base	5403 100%	2700 100%	2703 100%	606 100%	303 100%	303 100%	740 100%	378 100%	362 100%
	A hotel's environmental policy is important to me, but I don't research it ahead of time	2936 54%	1433 53%	1503 56%	426 70%	204 67%	222 73%	321 43%	161 43%	160 44%
	I don't care if a hotel has an environmental policy; I will still stay there regardless	1617 30%	891 33%	726 27%	158 26%	83 27%	75 25%	172 23%	94 25%	79 22%
	I won't stay at a hotel unless it has an environmental policy	518 10%	267 10%	251 9%	22 4%	16 5%	6 2%	201 27%	105 28%	96 26%
	Don't know/Refused	332 6%	109 4%	223 8%	- -	- -	- -	46 6%	18 5%	27 8%

In:Fact Hotels

Q5. When it comes to hotels and their environmental policies: (Please choose one that best describes your feelings)

		Country											
		Base			Netherlands			UAE			USA		
		Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
	A	B		O	P		Q	R		S	T		
When it comes to hotels and their environmental policies: (Please choose one that best describes your feelings)	Base	5403 100%	2700 100%	2703 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	A hotel's environmental policy is important to me, but I don't research it ahead of time	2936 54%	1433 53%	1503 56%	334 45%	158 43%	176 47%	331 53%	177 57% R	154 49%	254 50%	108 47%	146 53%
	I don't care if a hotel has an environmental policy; I will still stay there regardless	1617 30%	891 33% B	726 27%	331 45%	183 50% P	148 39%	186 30%	85 27%	101 32%	188 37%	103 44% T	85 31%
	I won't stay at a hotel unless it has an environmental policy	518 10%	267 10%	251 9%	11 2%	2 1%	9 2%	87 14%	43 14%	44 14%	14 3%	7 3%	7 3%
	Don't know/Refused	332 6%	109 4%	223 8% A	65 9%	22 6%	43 11% O	21 3%	6 2%	15 5% Q	50 10%	14 6%	36 13% S

In:Fact Hotels

Q6. In my opinion, the best hotels in the world are found in: (Please choose one of the following)

		Country														
		Base			Brazil			Canada			France			Indonesia		
		Gender			Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		C	D		E	F		G	H		I	J
In my opinion, the best hotels in the world are found in: (Please choose one of the following)	Base	5403 100%	2700 100%	2703 100%	307 100%	175 100%	132 100%	866 100%	426 100%	440 100%	503 100%	256 100%	247 100%	509 100%	255 100%	254 100%
	Asia	991 18%	543 20% B	448 17%	18 6%	14 8%	4 3%	31 4%	21 5% F	10 2%	33 7%	19 7%	14 6%	172 34%	88 35%	84 33%
	Europe	1551 29%	853 32% B	698 26%	110 36%	69 39%	41 31%	107 12%	65 15% F	42 10%	209 42%	118 46% H	91 37%	181 35%	99 39%	81 32%
	North America	785 15%	412 15%	373 14%	27 9%	19 11%	8 6%	320 37%	170 40%	150 34%	31 6%	12 5%	19 8%	28 5%	13 5%	15 6%
	South America	147 3%	83 3%	64 2%	55 18%	29 17%	26 20%	9 1%	6 1%	3 1%	3 1%	1 *	2 1%	21 4%	13 5%	7 3%
	Africa	63 1%	32 1%	31 1%	9 3%	4 2%	5 4%	3 *	3 1%	- -	5 1%	1 *	4 2%	1 *	* *	1 *
	Australia /New Zealand /Pacific	234 4%	118 4%	116 4%	8 3%	5 3%	3 2%	8 1%	6 1%	2 *	21 4%	10 4%	11 4%	27 5%	12 5%	15 6%
	Do not know / Refused	1632 30%	659 24%	973 36% A	80 26%	35 20%	45 34% C	387 45%	153 36%	234 53% E	201 40%	95 37%	106 43%	80 16%	28 11%	52 20% I

In:Fact Hotels

Q6. In my opinion, the best hotels in the world are found in: (Please choose one of the following)

		Country								
		Base			Japan			Malaysia		
		Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female
	A	B		K	L		M	N		
In my opinion, the best hotels in the world are found in: (Please choose one of the following)	Base	5403 100%	2700 100%	2703 100%	606 100%	303 100%	303 100%	740 100%	378 100%	362 100%
	Asia	991 18%	543 20% B	448 17%	142 23%	76 25%	66 22%	222 30%	133 35% N	88 24%
	Europe	1551 29%	853 32% B	698 26%	356 59%	175 58%	181 60%	120 16%	66 18%	54 15%
	North America	785 15%	412 15%	373 14%	51 8%	27 9%	24 8%	39 5%	25 7%	15 4%
	South America	147 3%	83 3%	64 2%	6 1%	3 1%	3 1%	19 3%	12 3%	7 2%
	Africa	63 1%	32 1%	31 1%	10 2%	6 2%	4 1%	9 1%	4 1%	5 1%
	Australia/New Zealand/Pacific	234 4%	118 4%	116 4%	41 7%	16 5%	25 8%	82 11%	42 11%	41 11%
	Do not know / Refused	1632 30%	659 24% A	973 36%	- -	- -	- -	248 33%	96 25%	152 42% M

In:Fact Hotels

Q6. In my opinion, the best hotels in the world are found in: (Please choose one of the following)

		Country											
		Base			Netherlands			UAE			USA		
		Gender			Gender			Gender			Gender		
		Base	Male	Female	Base	Male	Female	Base	Male	Female	Base	Male	Female
			A	B		O	P		Q	R		S	T
In my opinion, the best hotels in the world are found in: (Please choose one of the following)	Base	5403 100%	2700 100%	2703 100%	741 100%	364 100%	377 100%	625 100%	311 100%	314 100%	506 100%	232 100%	274 100%
	Asia	991 18%	543 20%	448 17%	94 13%	58 16%	36 10%	270 43%	126 41%	144 46%	9 2%	7 3%	2 1%
	Europe	1551 29%	853 32%	698 26%	242 33%	139 38%	103 27%	185 30%	98 32%	87 28%	41 8%	24 10%	17 6%
	North America	785 15%	412 15%	373 14%	44 6%	16 4%	28 7%	59 9%	30 10%	29 9%	186 37%	100 43%	86 31%
	South America	147 3%	83 3%	64 2%	- -	- -	- -	33 5%	18 6%	15 5%	1 *	- -	1 *
	Africa	63 1%	32 1%	31 1%	10 1%	4 1%	6 2%	14 2%	8 3%	6 2%	1 *	1 *	- -
	Australia/New Zealand/Pacific	234 4%	118 4%	116 4%	7 1%	2 1%	4 1%	35 6%	22 7%	13 4%	5 1%	3 1%	2 1%
	Do not know / Refused	1632 30%	659 24%	973 36%	344 46%	146 40%	198 53%	29 5%	9 3%	20 6%	263 52%	97 42%	166 61%