MEDALLIA

Hotel Social Media Report

By analyzing 2013 Q2 data across many different social media sources, Medallia identifies Four Seasons, Omni, Cambria Suites, Hampton Inn & Suites, Candlewood, and Microtel Inn & Suites as the top-rated brands in their respective tiers this quarter. This report compares scores to those from a year ago and highlights the most improved brands and properties of the quarter.

2013 Q2: Luxury

Brand Ranking

Rank	Brand	Sample Size	% Positive	vs Q2 '12 %
1	Four Seasons	2372	91	0
2	Park Hyatt	133	91	-2
3	Sofitel	1765	90	+1
4	Las Vegas Sands Corp.	2559	89	+3
5	St. Regis	380	89	+5
6	Conrad	369	89	-2
7	Andaz	398	88	0
8	Leading Hotels	2066	88	+9
9	Orient Express	443	87	0
10	Grand Hyatt	3099	87	+4
11	InterContinental Hotels	3439	86	+1
12	JW Marriott Hotels & Resorts	2322	84	-2
13	Ritz-Carlton	3087	84	0
14	Luxury Collection	1318	83	-1
15	Waldorf Astoria	2452	79	-2
16	W Hotels	2934	77	+4

Information for this study was pulled from some of the world's most visited and used travel and hospitality review sites. Results are only included from multi-property brands in the U.S.

Most Improved Brand

Leading Hotels

For the third quarter in a row, Leading Hotels is the most improved brand on social media sites compared to the same quarter a year ago. Medallia Text Analytics reveals that Leading Hotels is seeing a substantial increase in guests' perception of the check-in and check-out experiences.

Property of the Quarter

Four Seasons Hotel Denver
Denver, CO

This luxury property received an overall perfect score from 65 out of 71 social media reviewers this quarter. On TripAdvisor, it earned an average rating of 5.0 for service, rooms, an cleanliness and an average rating of 4.9 for sleep quality and location.

jc2626 (via TripAdvisor):
"I felt as if we were swept away by a magic carpet of staff from valets to bellboys to reception staff. It was so smooth I barely remember leaving the car and how we arrived to our room."

Icnizza (via TripAdvisor):
"You will love the personalized service and beautiful rooms."

2013 Q2: Upper Upscale

Brand Ranking

Rank	Brand	Sample Size	% Positive	vs Q2 '12 %
1	Omni	5904	86	+1
2	Autograph Collection	302	85	-3
3	Le Meridien	780	83	-1
4	Renaissance	7856	81	0
5	Hyatt	2287	81	-1
6	Hyatt Regency	13655	81	+3
7	Westin	11883	80	+2
8	Embassy Suites	17828	80	-2
9	Marriott Hotels	27302	79	-1
10	Hilton	31529	76	-1
11	Sheraton	19875	74	+1
12	Hard Rock	1271	72	-6

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Most Improved Brand

Hyatt Regency

Hyatt Regency is seeing a distinct increase in customer satisfaction across most categories. It has significantly improved the three areas (room, facilities, and reservations) which used to lower its overall score. Medallia Text Analytics now shows that compared to Q2 2012, guests are sharing their appreciation more vocally for the rooms and facilities.

Property of the Quarter

Embassy Suites
Palmdale, CA

This upper upscale property earned positive ratings from all but one of the 61 guests who posted reviews this quarter, achieving an average rating of 4.7 (out of 5).

A verified traveller (via Expedia):
"In short, simply marvelous!!!!!!!!!!!!!!!!!!! Nothing more needs to be said, again simply marvelous."

Peter G (via TripAdvisor):
"We had an incredible experience at the Embassy Suites of Palmdale. The rooms are gorgeous and comfortable. When we return to the area in a couple of years we WILL stay here again. Awesome job Embassy Suites!"

2013 Q2: Upscale

Brand Ranking

Rank	Brand	Sample Size	% Positive	vs Q2 '12 %
1	Cambria Suites	826	90	0
2	Hyatt House	2305	90	0
3	Outrigger	245	89	+5
4	Homewood	11402	89	+1
5	Staybridge Suites	4444	89	+2
6	Best Western Premier	1409	87	+4
7	Hyatt Place	10575	87	-1
8	Residence Inn	14385	87	+1
9	Springhill Suites	11936	87	0
10	Hilton Garden Inn	25951	85	-1
11	Element Hotels	345	85	0
12	Courtyard	30720	83	-1
13	Hotel Indigo	1799	82	+1
14	Ascend Collection	2676	79	-1
15	Aloft Hotels	2412	77	-4
16	DoubleTree	20715	76	0
17	Crowne Plaza	10699	72	0
18	Radisson	7120	70	0
19	Four Points	4645	68	-2

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Most Improved Brand

Outrigger

Medallia Text Analytics shows that Outrigger hotels are scoring higher in comment trends for check-in, bed comfort and size of room than they did last year during the same quarter. Their restaurants have also greatly improved according to customer reviews.

Property of the Quarter

Staybridge Suites Fort Worth Fort Worth, TX

This upscale property received perfect overall scores from all 20 guests who reviewed it in Q2 2013 on TripAdvisor, Expedia, and Priceline.

690Taylor (via TripAdvisor):
"I would advise anyone looking for a place to stay on this side of town to take the time and look this place up. Oh and did I mention the breakfast? It was a 5 star affair!!!!"

Mary Ann P (via TripAdvisor):
"This hotel was outstanding from the moment we checked in. Great family place also with a home movie theater lounge. Would we be back? In a heartbeat!"

2013 Q2: Upper Midscale

Brand Ranking

Rank	Brand	Sample Size	% Positive	vs Q2 '12 %
1	Hampton Inn & Suites	24778	89	0
2	Hampton Inn	41372	85	0
3	Towneplace Suites	3427	84	0
4	Fairfield Inn & Suites	17872	82	-1
5	Home2 Suites	296	81	-7
6	AmericInn	2077	81	-4
7	Holiday Inn Express	32230	81	+1
8	Country Inns & Suites	14168	80	-1
9	Comfort Suites	14479	79	-2
10	Best Western Plus	31851	78	-2
11	Holiday Inn SunSpree Resorts	567	77	+1
12	Holiday Inn	24979	72	+1
13	Holiday Inn Select	1042	71	+6
14	Comfort Inn	28588	69	-1
15	Clarion	6109	59	-2
16	Park Inn	142	45	+2

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Most Improved Brand

Holiday Inn Select

Holiday Inn Select showed an impressive improvement of six points in its percentage positive score. The second-most-improved brand made a two-point increase. Medallia Text Analytics shows that customers' satisfaction with rooms—specifically housekeeping, cleanliness, and bathrooms—is trending strongly upward.

Property of the Quarter

Hampton Inn Caryville
Caryville, TN

This upper midscale property received a perfect overall score from 34 of 36 guests who reviewed it in Q2 2013 and a positive score from all. On TripAdvisor, all guests were extremely satisfied with cleanliness.

lewis concrete pumping (via Hotels.com):
"Loved it. Will stay there again."

Martin C (via TripAdvisor):
"I don't believe we have ever received such hospitality at a hotel as what we received here. The view of the mountains and the lake are beautiful, and we always enjoy the llamas. Awesome hotel!"

2013 Q2: Midscale

Brand Ranking

Rank	Brand	Sample Size	% Positive	vs Q2 '12 %
1	Candlewood	4215	80	0
2	Wingate by Wyndham	11009	78	-5
3	Sleep Inn	8908	73	-3
4	Best Western Best	30090	71	0
5	La Quinta Inn & Suites	30925	71	-2
6	MainStay Suites	572	70	+1
7	Hawthorn Suites	4111	67	-6
8	Quality	23591	60	-2
9	Ramada	26792	51	-4
10	Howard Johnson	13434	49	-1

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Most Improved Brand

MainStay Suites

For the third quarter in a row, MainStay Suites is the most improved brand in the midscale category. This is an impressive feat considering that all other brands lowered their scores. Detecting guest comment trends for MainStay Suites with Medallia Text Analytics, we see a strong increase in guests commenting positively about rooms, facilities, and service.

Property of the Quarter

La Quinta Inn & Suites Cleveland
Cleveland, TX

All of the 21 guests who reviewed this property in Q2 2013 gave it a perfect overall score. On TripAdvisor, guests gave particularly high ratings to sleep quality, service, rooms, and cleanliness.

Ryan (via Expedia):
"Brand new, friendly staff, insanely low price, good breakfast, pet friendly with no issues whatsoever, nice fitness equipment. You name it ... this place has it."

heyfortunato (via TripAdvisor):
"Wow...to quote the front desk staff as I checked into this hotel, 'This hotel is loved by its owners.' and apparently, by the staff too."

2013 Q2: Economy

Brand Ranking

Rank	Brand	Sample Size	% Positives	vs Q2 '12 %
1	Microtel Inn & Suites	14303	62	-6
2	Studio 6	182	62	+8
3	Extended Stay America	9753	57	+6
4	Extended Stay Deluxe	588	56	-2
5	Super 8	41648	55	-4
6	Value Place	150	55	+8
7	Suburban	784	54	-2
8	Travelodge	14215	50	-3
9	Homestead Studio Suites	991	50	+2
10	Econo Lodge	11930	50	-1
11	Days Inn	50696	49	-3
12	StudioPLUS	66	49	-5
13	Motel 6	6768	47	+1
14	Rodeway Inn	7514	47	-2
15	Knights Inn	3465	45	-2
16	Crossland	768	39	+3

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Property of the Quarter

Days Inn Mineral Wells
Mineral Wells, TX

This economy property earned an overall average rating of 4.7 this quarter, with 100% positive reviews. On TripAdvisor, it earned a perfect score for service.

Mary (via Hotels.com):
"Our bed was wonderful. Hot breakfast was free and excellent. Service was great."

FarrWest (via TripAdvisor):
"Priced right, comfortable bed, good breakfast. A diamond in the rough!"

Most Improved Brand

Value Place

Medallia Text Analytics shows that Value Place has improved in 9 out of the 10 major tracked categories. Results reflect a dramatic improvement in scores given by guests mentioning the rooms, services, and facilities in their comments.

Reviews include those posted on the above sites from April through June 2013. % positive counts reviews in the top 20% of the scale (4+ out of 5 points). Classification tiers are based on the STR chain scales. This report covers the U.S. market only.

About Medallia

Medallia is the customer experience management company. Founded in 2001, the company is trusted by the world's leading brands, including Best Western, Four Seasons, Gold's Gym, Sephora, Sony, and Verizon, to improve customer experiences. Medallia provides a SaaS platform, which captures feedback across Web, social, mobile, and contact center channels, analyzes it in real time, and enables companies to take action to drive business results. Learn more at www.Medallia.com and follow the company at blog.medallia.com, on Twitter @Medallia, and at Facebook.com/MedalliaInc.

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