



MARKET RESEARCH PROPOSAL

Client: Marriott International

Module: Statistical Methods for Market Research

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Word limit: 3000 words (Excluding cover page, table of contents, executive summary and annexure)

Executive Summary

Marriott International has held its place as a global leader in the Hospitality industry, globally by its dedication to seamlessly adapt to its customers' needs, segment-wise.

This research proposal aims to help Marriott International gain insights in order to refine its guest satisfaction approaches, understand its customers' current or emerging preferences, explore the impact of carrying sustainability initiatives, measure the performance of its loyalty programs, and also how the travel behavior changes under varying economic conditions. This proposal approaches these problems while also incorporating the business objectives mentioned in the brief.

The following questionnaire is performed online on a target audience consisting of Marriott's customers provided by Marriott's own database and on its competitors' customers extracted using appropriate methods. Additional approaches such as focus groups and projection techniques will also be implemented to dive deeper into the subconscious expectations and opinions.

The results will be analyzed for any revealing patterns using chosen methods such as ANOVA, Cluster and Regression analyses, which will in turn be ready to be presented to the client.

Limitations and suggestions for further research will be addressed towards the end of the proposal.

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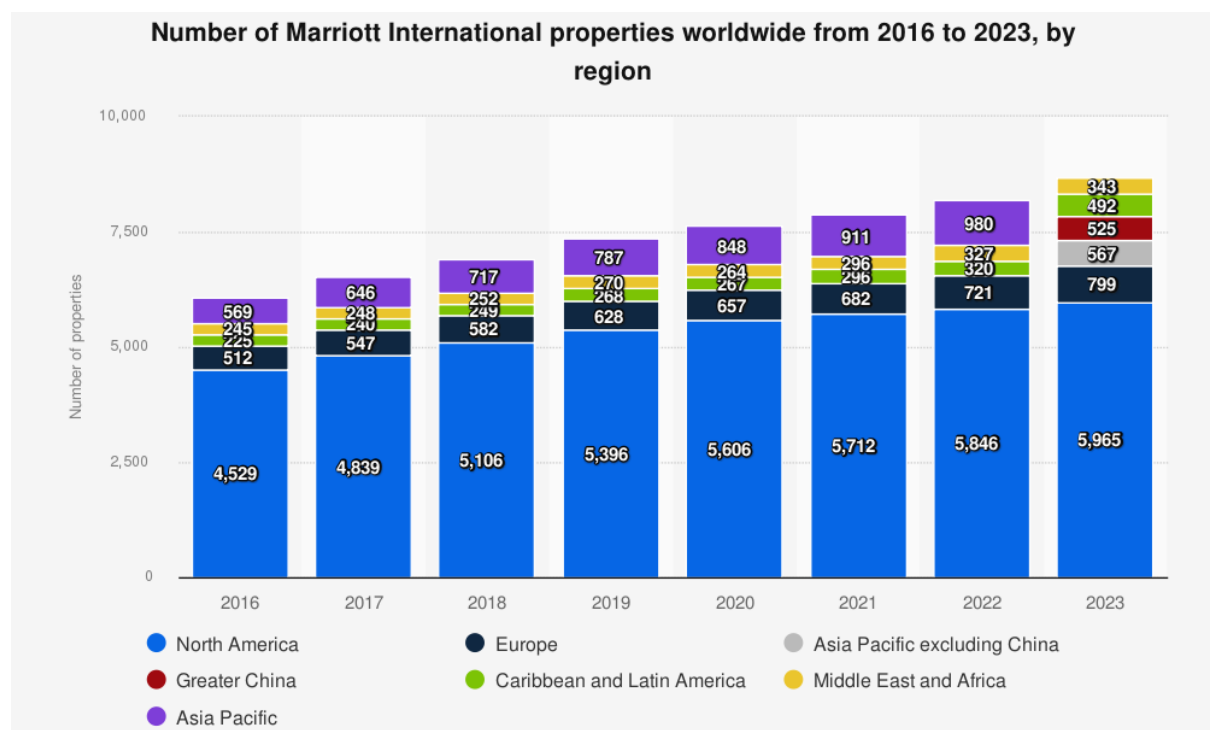
Introduction

Overview and History

With a vision “to be the World’s Favorite Travel Company”, (Parker, 2024)

Founded in 1927 with headquarters on Bethesda, Maryland. Marriott International, Inc is a global hospitality company, publicly traded under the ticker symbol **MAR**. (Overview, 2023) Managed by a diverse portfolio of 30+ brands and nearly 9100 properties, spans 142 nations and territories.

(About, 2024)



(Statista, 2024)

With initial beginnings as an A&W Root Beer stand in Washington D.C, has also been involved in cafeteria management, In-flight airline catering, Fast food chain management and theme parks.

(Our Story of Innovation, 2024)

Following its founder’s principles, “Take care of associates and they will take care of the customers”, Marriott is currently led by President and CEO, ‘Anthony Capuano’. (Board of Directros, n.d.)

Business Model

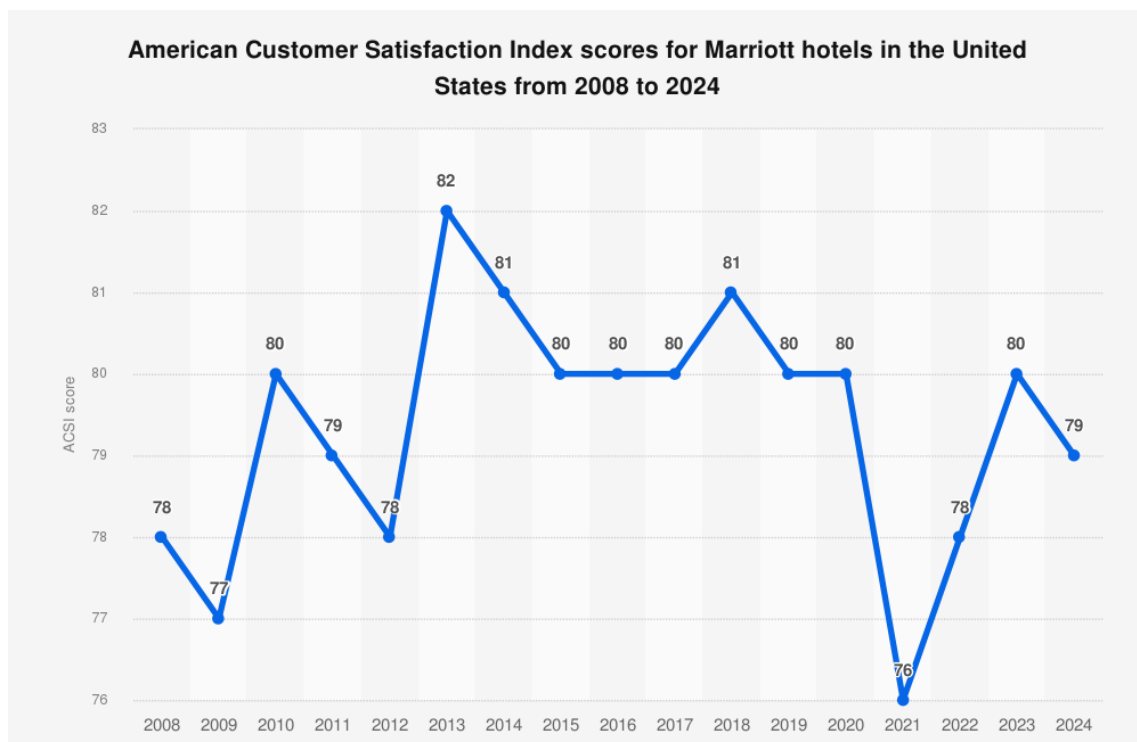
Marriott's **asset-light** model generates recurring revenue via licensing, franchising and managing ownerships. Gives extra-flexibility to enter new markets and avoid heavy capital investments, allowing shareholders to enjoy high returns and dividends. This raises barriers to entry by legally covering the hotel density for a certain area, blocking out competitors for decades.(Busch, 2023)

Dividends have risen gradually since 1998 until complete disruption in February, 2020 due to the pandemic. (Busch, 2023)

Metrics

Based on the number of rooms, Marriott approximately accounts for a 16% share in the U.S hotel market and 4% internationally. (Annual report, 2023)






































Having surpassed its competitors in 2023 such as Galaxy Entertainment, Hilton and MGM Resorts by sales revenue, Marriott secures the top spot in the **Forbes' Global 2000**, generating \$24 billion approximately. Also shares the top spot with another major competitor, Hyatt in the **ASCI index** (American Customer Satisfaction Index) while been featuring for over a decade. (Marriott International - Statistics & Facts, 2024)



(Statista, 2024)

Marketing Mix

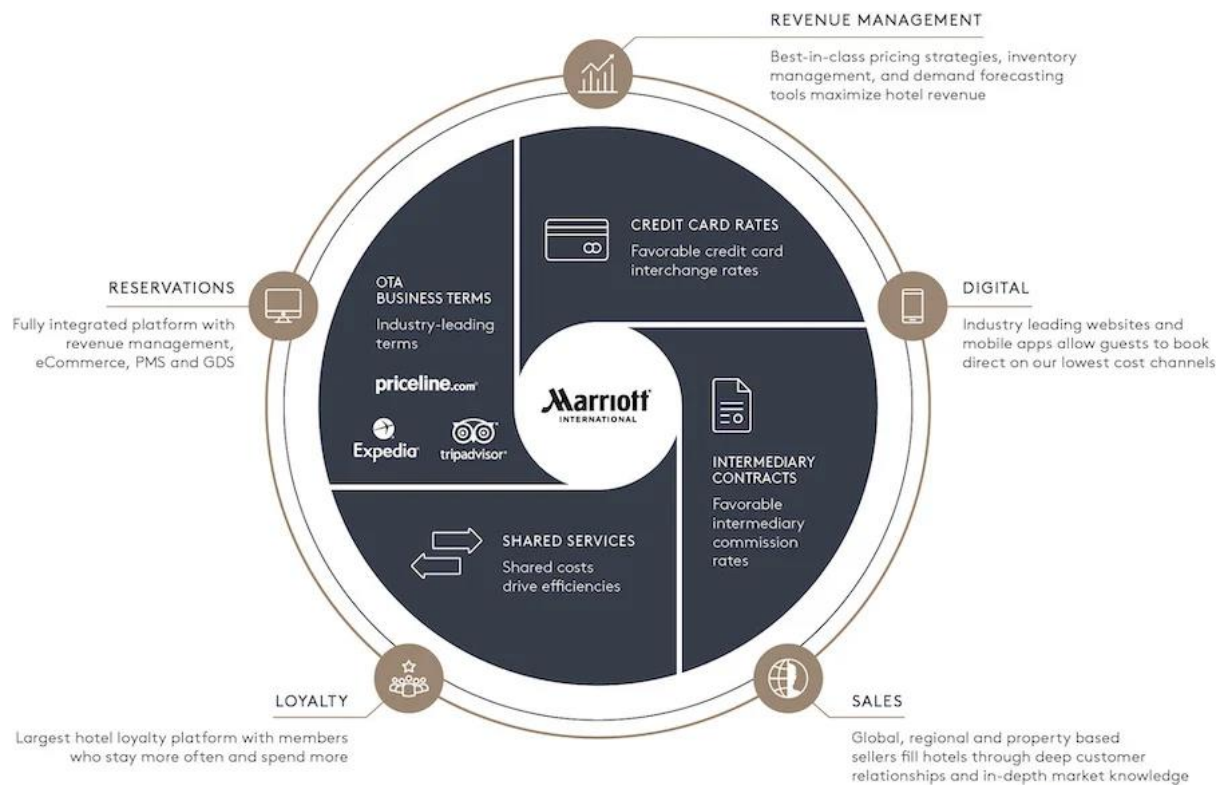
The portfolio is segregated into **2 tiers** - Classic and Distinctive, aiming on providing time-honored experiences suited for modern travelers and unique, memorable experiences respectively via **5 service levels** splitting to Luxury, Premium, Select, Midscale and Longer Stays. (Barreto & Mayya, 2022)

	CLASSIC	DISTINCTIVE
LUXURY	 THE RITZ-CARLTON  ST REGIS  JW MARRIOTT	 EDITION  THE LUXURY COLLECTION  W HOTELS  BVLGARI HOTELS & RESORTS
PREMIUM	 MARRIOTT  SHERATON  THE MARRIOTT VACATION CLUBS  DELTA HOTELS	 WESTIN  LE MERIDIEN  RENAISSANCE HOTELS  AUTOGRAPH COLLECTION HOTELS  TRIBUTE PORTFOLIO  DESIGN HOTELS  GAYLORD HOTELS  MGM COLLECTION
SELECT	 COURTYARD  FOUR POINTS  SPRINGHILL SUITES  Fairfield  PROTEA HOTELS.	 AC HOTELS by MARRIOTT  floft  moxy HOTELS
MIDSCALE	 CITY EXPRESS by MARRIOTT  FOUR POINTS FLEX	
LONGER STAYS	 Residence INN  TOWNEPLACE SUITES  Marriott EXECUTIVE APARTMENTS  STUDIOS	 ELEMENT by MARRIOTT  HOMES & VILLAS by MARRIOTT BONVOY  APARTMENTS by MARRIOTT BONVOY  Sonder by MARRIOTT BONVOY

(Brands, 2025)

Marriott Bonvoy, the loyalty program, generates recurring revenue. Members earn points using Marriott's services, benefitting off **most** future stays, airline tickets, car rentals, etc. while accounting for over 60% of global room Midnight bookings in 2023. (Annual report, 2023) Bonvoy, being the cheapest booking method, currently hosts 173 million+ members. (The Power of Marriott, 2025)

Other integrated features include 'ResLink', simplifying the reserving process via a link, requiring no codes and a 'Meeting Services App' that simplifies event planning. (Technology & Innovation, n.d.)



(The Power of Marriott, 2025)

Investments include website and SEO optimization, customer lists, Email campaigns, digital advertisements, content marketing, and even, traditional methods such as radio, Television and outdoor commercials. (Team TBH, 2023) Regardless, faces competition from popular search engines and from online services like Booking.com, Priceline.com, etc. (Annual report, 2023)

Survival against crisis

Recovery from the 9/11 attack, the financial crisis in 2008, etc. credits to strategizing globally through its diverse brands and experimenting its business structure to optimize cost burdens whilst unaffected the experience. Key was to focus on the new generation and hotel owners than on their existing customer base. (Tillery, Sheppard, & Ayoun, 2023)

Having repeated in the past, the most recent major data breach affected 5.2 million in 2020, exposing guests' personal information (Names, addresses, employer, and loyalty account numbers) (Lyngaas, 2020)

ESG and Awards

Committed to achieving net-zero by 2050, setting short & long-term science-based targets involving biodiversity projects, green building infrastructures and sustainable supply chains. Continues to develop EV charging partnerships with 7000+ chargers installed, totaling a current progress of 9.7%, shows plans to attain 'LEED certification'.

More global executive positions are represented by women, people of color and minorities with more equality on gender-pays. (ESG Report(2023), 2024)

Partnerships

Marriott in 2023, has had 80 new hotel contracts in the Asia-Pacific excluding China, via partnerships. (Global Expat, 2024) Other collaborations with organizations such as 'Rappi', 'Rakuten', 'Ant group', 'World Central Kitchen', 'The Ocean cleanup' enables Marriott to reach diverse audiences and upgrade experiences while engaging with communities. (Team TBH, 2023)

Research Purpose

Business Objectives

- Seeks to expand its global presence by increasing the number of hotel properties and by enhancing brand diversity.
- To deliver exceptional guest experiences by leveraging technology and personalized services.
- Prioritize sustainability and social responsibility by setting goals to reduce environmental impact and by supporting local communities.
- Drive growth through acquisitions, franchise development, and partnerships.
- Work towards Innovation, operational efficiency, and a strong brand portfolio.

Research aims

- Identify emerging travel trends, destination hotspots, and assess guest satisfaction across different brands and regions.
- Understand guest (customer) preferences for personalized services and technology integration.
- Explore the impact of sustainability initiatives on customer loyalty.
- Analyze the preferences of different demographic segments, and evaluate the effectiveness of their loyalty programs.
- Understand how economic factors influence on travel behavior could help the company adapt to varying market conditions.

Market context

For the year of 2023, the broader **travel and tourism industry** contributes 9.1% of the global GDP, (WTTC, 2025)

The **hospitality industry's** market size in 2024 was estimated at a little over \$5.5 trillion, with expectations to reach \$18.3 trillion by 2032 at a CAGR of 16.13%. (The State of the Hospitality Market, 2024). Under the prior industry, the **hotel and resort industry**, was estimated at \$1.5 trillion in 2023, estimating a 5% growth relative to the previous year. (Statista, 2024)

With current preferences, the 'Solo travelers' segment leads the market share relative to the Family segment, though the latter shows promising growth. North America leads geographic sales, followed by Europe, Asia Pacific, Latin America and the Middle East. (The State of the Hospitality Market, 2024)

The latest trends include the use of AI to integrate contactless services, robotic systems, AR-based staff pre-training to simplify and optimize interactions between the guests and staff further. Others include the concept of ghost kitchens, hyper personalization, influencer marketing, setup of instagrammable atmospheres with attempts to adopt a 360-degree strategy and exceed sustainability expectations by achieving **net positive**. (Top 10 Trends in the Hospitality Industry in 2025, 2024) 'Blockchain' integration to digital systems are been expected. (Blengini & Heo, 2020)

Sustainable practices such as green certifications, renewable energy, use of locally sourced materials are being implemented to attract customers. Luxury property investments include biophilic design featuring solar-powered operations.

Studies indicate that personalization could enhance revenue by over 5%, while Hoteliers are projected to increase their tech spending by 16% over the next year. (Travel Technology Investment Trends 2024, n.d.)

Increased room demand due to extended stays impacts financials in 2 ways, 'Base Management Fees' based on hotel revenue and 'Incentive Fees' depending on profits. (Busch, 2023)

(Mwale, Luke, & Pisa, 2022) reviews age, gender, family size, income, work status, education, cost, and travel mode availability to mostly influence travel demand in developing cities."

Macroeconomic factors include exchange rates, Income levels, Inflation, Oil Prices, Real GDP of the country, regional tourist lifestyles. **Microeconomic factors** consist of pricing strategies and consumer preferences. Latest additions include politics, socials due to evolving globalization. (Blengini & Heo, 2020)

In 2024, higher digital wallet usage has been noted among Gen Z and Millennials relative to other age groups. (Best, 2024)

Problem Definition

Marketing Decision Problem

- In what locations and times should Marriott expand its global presence?
- How to deliver exceptional guest experiences by leveraging technology and personalized services to different customer segments?
- How and what sustainability practices can the company incorporate that are feasible?
- Which combinations of acquisitions, franchise development, and partnerships will drive growth?
- How can Marriott integrate innovation and operational efficiency to complement its brand portfolio?

Marketing Research Problem

- What are the in-demand travel trends, destination hotspots, and how does **guest satisfaction** differ across offered brands and current geographic regions?
- What specific **personalized services and technology integrations** do customers prioritize?
- To what extent do **sustainability initiatives** influence customer loyalty or can be aligned?
- How do **preferences differ between demographic groups** and how do loyalty programs perform against these groups?
- Which **economic factors** influence travel behavior the most and by means of what strategies can the company face these?

Literature review

According to a study on a specific Marriott property, minimal waiting times, atmosphere/location and friendly staff, have proven to be very influential on guest satisfaction. (Fagyas & Datta, 2023)

Surveys show engagement in positive chatter to be a trend in building brand loyalty amongst developing countries (Norton, 2024) with 63% willing to explore new travel ventures. (Ma & Srinivasan, 2023) European consumers consider online hotel reviews over star ratings when booking accommodation online. (Hinton, 2022)

Other growing trends include **Destination dupes** providing similar experiences to iconic locations and **Bleisure**, extending business trips for leisure with values toward spa, mobile-first customer service, Wi-Fi reliability, lounge-access, flexible checkout, etc. (Loyalty , 2024)

A strong link between personalization and overall satisfaction with 61% willing to spend more when offered customized experiences. (Hertzfield, 2024) 85% of consumers prefer personalized services and are prepared to share necessary data. (Ma & Srinivasan, 2023) Willingness to pay varies, hence segmentation is preferred over individual personalization. (Tomczyk, 2022)

Tech-integrations include customizable Google Home & Alexa gadgets depending on the brand. Avoided usage of telephones enable them to reduce the receptionist-count to zero. (Barreto & Mayya, 2022)

“Sustainable practices in the hospitality industry, such as energy conservation, waste reduction, and the use of eco-friendly products, are increasingly influencing hotel brand loyalty.”

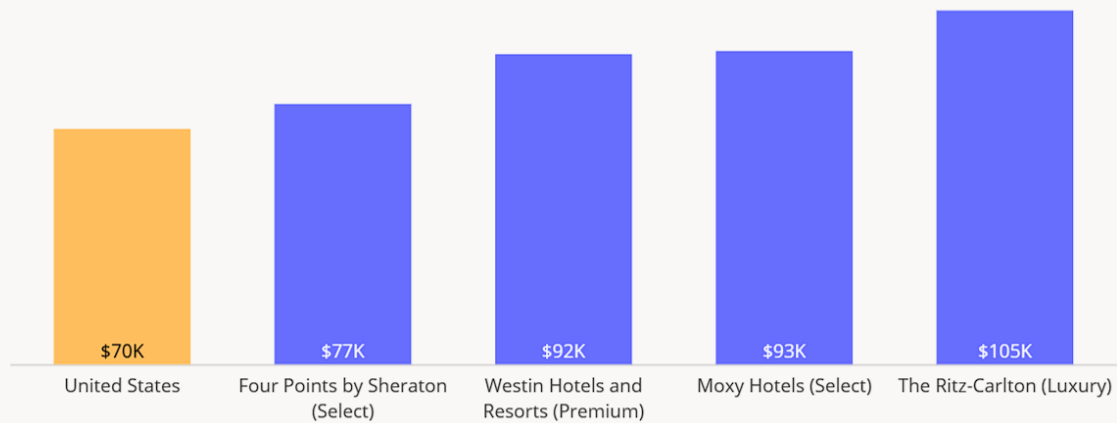
Several surveys express the importance of communicating its green practices with audiences to positively impact brand perception. (Norton, 2024)

(Raina, Bathla, & Rana, 2023) also show that sustainability initiatives increase customer happiness leading to increased loyalty, translating to customers willingness to pay for premiums.

‘Four Points’ delivers as a prime destination for families with children, and older couples. Moxy attracts ‘Young City Solos’.

Marriott Visitors Tend to be More Affluent Than the Average American

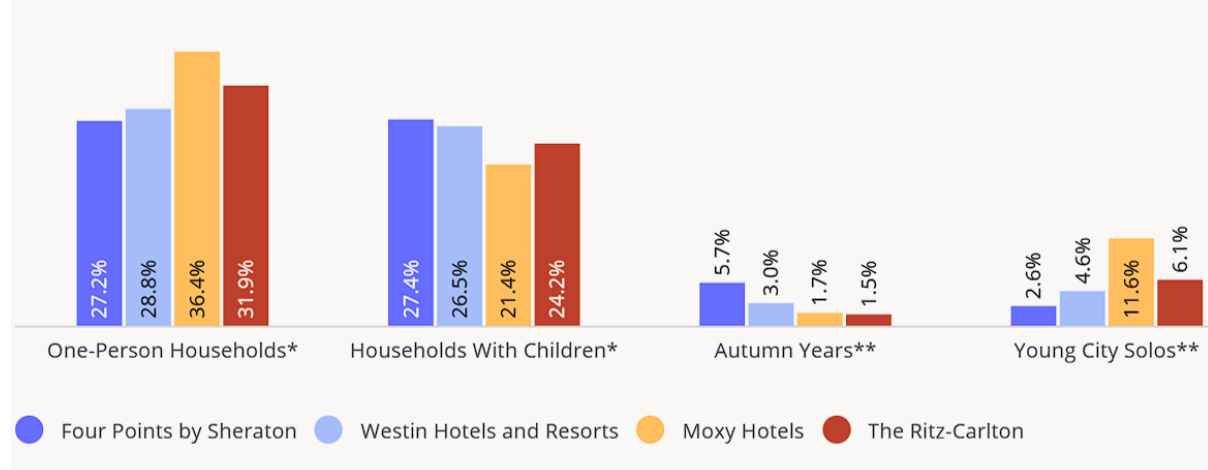
Median Household Incomes* of Various Marriott Brands' Captured Markets, Jan-Jun 2023



Budget-friendly offerings such as Four Points by Sheraton attract wealthier audiences, while certain Select tier destinations, like Marriott’s Millennial and Gen Z oriented Moxy hotels, draw higher-HHI (Household Income travelers) over some Premium brands.

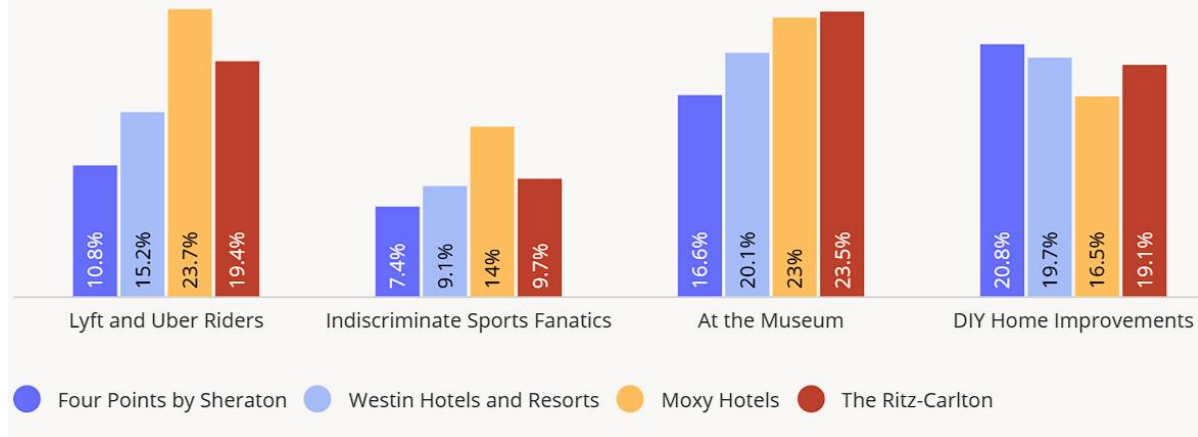
Each Marriott Chain Attracts a Distinct Customer Base

Captured Market Household Profiles for Various Marriott Chains, Jan-Jun 2023



Each Marriott Chain Attracts a Distinct Customer Base

Captured Market Consumer Preferences for Various Marriott Chains, Jan-Jun 2023



(Margalit, 2023)

A Marriott Bonvoy survey across 10 APEC markets on Gen Z and millennials, show preference towards one comprehensive loyalty travel program. Enrolment via digital channels have grown by 25%, with mobile app downloads and active users up 55% in 2023, relative to 2022 (pre-pandemic levels). 80% use a travel-linked credit card for everyday purchases, with 67% using a travel loyalty program to book for local experiences. (Loyalty , 2024)

An Indian study reveals that single, urban residents with higher income correlates to higher purchases. (Kumar, 2023)

Present points and rewards have made 60% of members make travel decisions, with 40% of committed younger travelers. However overall satisfaction from loyalty programs have reduced among older travelers. (R, 2025)

The median household income for US in 2023 is \$80,610" (Guzman & Kollar, 2024) Millennials spend more than \$5,000 per annum with Gender-ratio, almost balanced for 2022 favoring females. (Ma & Srinivasan, 2023)

Affordable and fuel-efficient public transport methods still positively influence travelers with lower income. (Shah & Shariff, 2008) Companies should figure out why their service was chosen and the

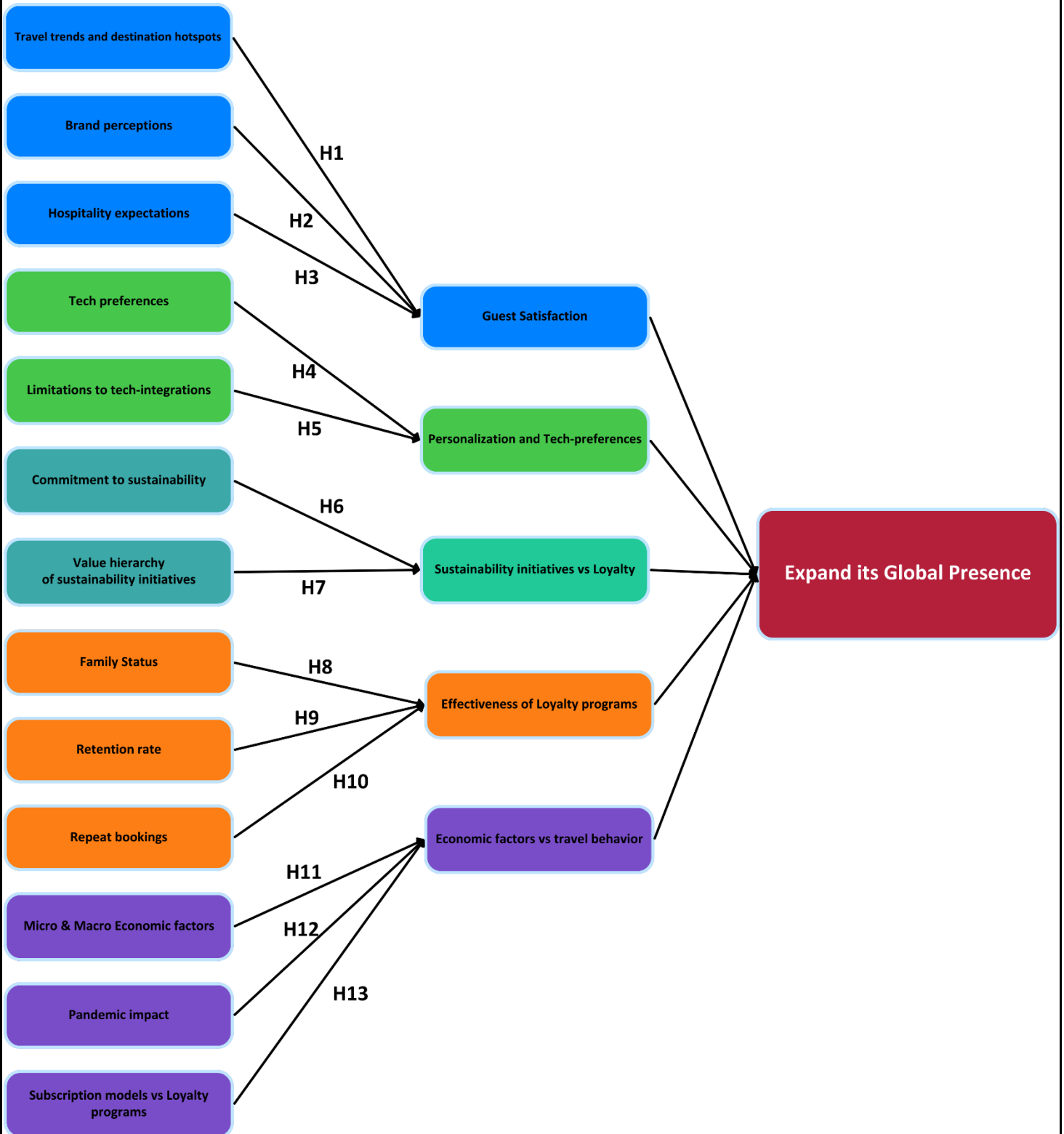
purpose of travel. Success across digital platforms display high correlations between bookings and the number of channels/feeds. (Leitner, 2024)

Subscription-based models were introduced by a hospitality brand, 'Ennismore', for \$216/annum avoiding the need to be consistently use services in order to gain benefits. (O'Neill, 2024)

Research questions

1. What specific travel trends influence customers to give rise to new destination hotspots?
2. How do brand perceptions affect guest satisfaction?
3. How do expectations of hospitality services differ across geographic regions (cultures, lifestyle backgrounds, etc.) and how can Marriott use this data to effectively expand?
4. Which personalized services or tech-integrations are valued depending on the type of traveler?
5. To what extent do consumers prefer technological replacements over conventional human methods (welcome process, in room, customer-services, etc.)?
6. To what extent does a hotel's commitment to sustainability, affect booking decisions?
7. Which sustainability initiatives are most valued by customers?
8. How do preferences for personalization, technology, and sustainability vary with family-status?
9. Do retention rates(loyalty) vary among different age groups?
10. How effective are loyalty programs between different age groups (Gen Z, Millennials, etc.) in motivating repeat bookings?
11. Which microeconomic (income, travel costs, etc.) and macroeconomic factors (inflation, interest rates, etc.) affect travel decisions the most?
12. Has the pandemic affected consumers' travel behavior?
13. Which pricing strategies can motivate travel decisions, even in times of economic uncertainty?

Analytical Model



Hypotheses

H1: There is a significant correlation between in-demand trends and new destination hotspots.

H2: Level of brand perception affects guest satisfaction.

H3: Hospitality expectations differ across geographic regions.

H4: Business travelers value personalized services and tech-integrations over leisure travelers.

H5: Travelers mostly prefer technological replacement over conventional human methods.

H6: Hotel's commitment to sustainability, positively influences booking decisions.

H7: There is a significant hierarchy to customers' value on sustainability preferences.

H8: Family-status significantly affects preferences.

H9: Older travelers have higher retention rates than younger travelers.

H10: Younger travelers are more motivated towards repeat bookings based on incentives.

H11: There is significant impact from micro and macro-economic factors on travel behavior.

H12: The Pandemic has significantly affected economic shifts on travel behavior.

H13: Subscription models interest customers more than loyalty programs in times of economic uncertainty.

Research design

Exploratory research

Guided by secondary data, including case studies and research publications, was conducted to gain insights into background information, market context and literature review sections to assist the formation of hypotheses relevant to research and business priorities.

Descriptive research

Given a time-constraint of 6 months, a longitudinal study would not be fit for data collection, since consumers preferences and changes in behavior cannot be studied over different seasons, climates as they vary across geographic locations, making a cross-sectional study the preferred choice.

It is required to analyze samples of both Marriott and non-Marriott customers; hence a single cross-sectional study would not be suitable, making a **multiple cross-sectional study**, the winner for this scenario. Data will be collected only once per sample from both groups and, will be analyzed separately.

Causal research

To support hypotheses and test relationships between variables in the analytical model.

Sampling design

Target population

Consists of Marriott's customers and its competitors' customers, getting sampled from several demographic groups to obtain a representative sample within a 6-month timeframe.

Sampling frame

Marriott customers – Utilizing Marriott's customer database from the client.

Non-Marriott customers – Through Access panels and web scraping.

Sampling technique

In order to ensure representativeness, **Simple Stratified sampling**, a probability sampling technique, will be applied to both, Marriott and its competitors' customers with regards to extending conclusions to the population, given a large budget allocation.

Target populations will be split into heterogeneous sub-populations aka 'strata' based on Geographic region, Customer type (leisure or Business), Age-group (i.e., Gen Z, Millennials, etc.), Membership status and Income level, which will be homogenous within. Simple random sampling will be used to select samples from each stratum.

Sample size

5000 customers from Marriott's customer database will be taken, satisfying the client's requirement. 2500 of competitor customers will be selected based on the recommended range of 1000-2500. (Malhotra, Nunan, & Birks, 2017) .

Completion rate will be based on the findings of (Wu, Zhao, & Aime, 2022) and incidence rates will be assumed.

$$\text{Initial sample size} = \frac{\text{Final sample size}}{\text{Incidence rate} \times \text{Completion rate}}$$

Customer Segmentation	Incidence rate (%)	Completion rate (%)	Initial sample size
Marriott	60	44.1	18,897
Non-Marriott	25	44.1	22,676

Data collection techniques/methods

Web-based Surveys

Access to the client's database on its previous customers will provide the sampling frame. Due to inaccessibility of competitor databases, data for non-Marriott customers will be extracted through web-scraping social media, online travel communities, booking platforms and LinkedIn B2B advertisements.

Scalability, cost-efficiency and free of biasness from interviewers makes it a more practical approach compared to alternatives.

Given its global operation in 142 nations, makes it the most suitable so that customers' responses can be analyzed through different geographic and demographic regions conveniently. Marriott or its competitors' customers won't be approached at checkouts/check-ins to avoid any negative impact on overall guest satisfaction.

Online Focus Groups

Will be used to extract information on areas, such as opinions towards sustainability initiatives on loyalty or technological preferences at a deeper level that surveys wouldn't, encouraging dynamic interactions to potentially expose useful insights that the researcher might have not expected to. Separate group discussions will compare 3 distinct parties (Marriott, Non-Marriott and Dual)

Projection techniques

Methods such as Association, Completion or Constructive techniques will be used to extract answers for indirect or sensitive questions. This process should ensure participants to access their preferences at a subconscious level.

Note: Additional expenses will be allocated in hiring multilingual specialists to make questionnaires more impactful across different regions and culturally-diverse moderators to make group discussions and projection implementations more engaging.

Data Analysis

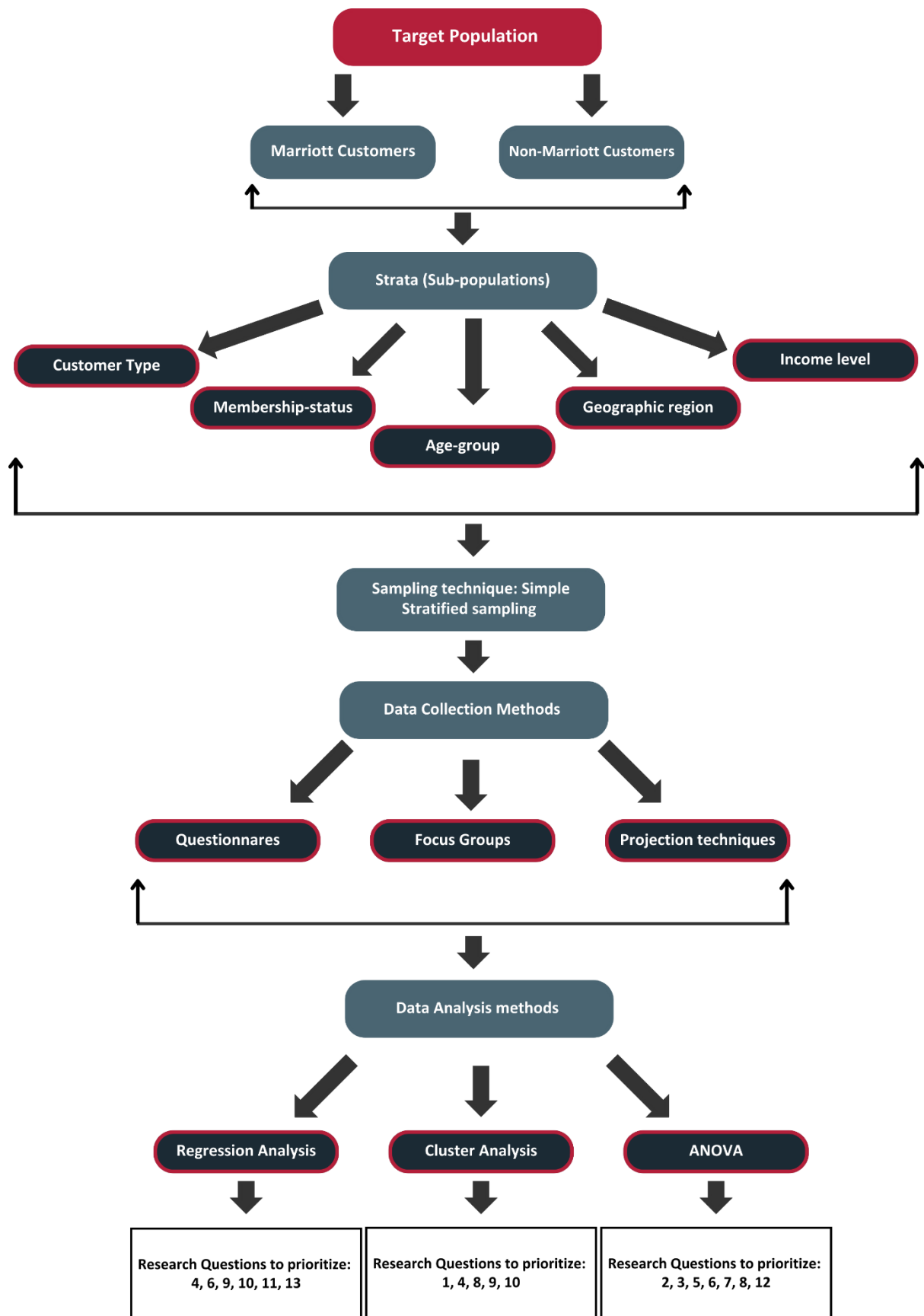
Regression Analysis to generalize findings and predict relationships between brand perceptions and satisfaction, etc.

Cluster analysis to segment customers-based demographics, preferences, etc.

ANOVA will be used to assess the effect of multiple segments of a categorical factor's (brands, regions, and other demographics, etc.) effect on dependent variables (customer satisfaction levels, preferences based on number scales, etc.)

(Malhotra, Nunan, & Birks, 2017)

Summary of Research Design



Limitations

The 6-month timeframe prevents the ability to answer certain research questions accurately in cases where alternatives like longitudinal surveys would have suited better to analyze behaviors and inconsistencies in the long term. The timeframe could also present challenges to cover the territory of Marriott's global clientele. The effectiveness of focus groups on results might depend on the ability of the moderator to adjust to the time factor, and could be difficult to generalize to the population since its performed on small groups. Due to the fast-paced evolution of technology, results may get outdated by the time of completion.

Further Research Areas

The Marriott Bonvoy app can be used to perform a census on the Marriott members. A longitudinal study can be performed with a relaxed timeframe, given the budget wouldn't be a critical constraint. This allows the behaviors to be analyzed through different seasons.

Questionnaire

Thank you for sparing your time to take part with in Marriott International's questionnaire. We highly appreciate your honest views, as it will help us improve our services as soon as possible. Note that this information will only be used for research purposes and that any information will be kept confidential.

A \$20 gift card from Amazon will be awarded upon successful completion and can be completed.

Estimated time: 15-20 minutes

PART A: General

01. (a) Place a **✗** on this 7-point scale that best describes your travel purposes.

1 2 3 4 5 6 7

(Strictly Business) (Leisure Only)

(b) How important are personalized services when choosing a hotel?

- ☐ Not at all important
- ☐ Slightly important
- ☐ Moderately important
- ☐ Very important
- ☐ Extremely important

02. How often do you travel to newly trending destinations per year?

- ☐ Not at all
- ☐ 1 – 5
- ☐ 6 – 10
- ☐ 10 - 15
- ☐ >15 times

03. (a) Emerging travel trends influence my destination choices.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

(b) Which trends have the most influence? *(Select all that apply)*

- ☐ Solo travel
- ☐ Bleisure travel (Business trips extended for leisure purposes)
- ☐ Destination dupes (Lesser-known places that provide similar experiences to popular locations)
- ☐ Sustainability focused travel
- ☐ New technological experiences
- ☐ Traditional human customer services (Preference over technology-based services)

Other trends:

04. How does your view *(positive or negative)* on a hospitality brand affect your expectations?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

05. How likely are your preferences to change depending on the travel purpose (Business or Leisure)?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

06. How does a hospitality brand's image influence your decision to stay at its properties?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

Part B: Marriott Customers

01. (a) On a scale of 1-10, what is your overall satisfaction during your stays at Marriott properties?

(1 = Not satisfied at all, 10 = Extremely satisfied)

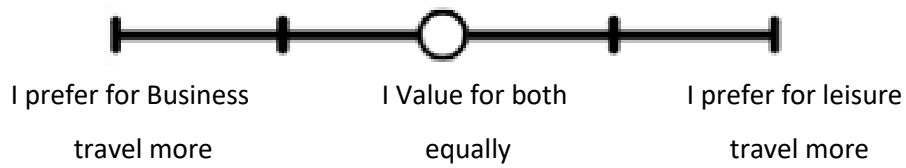
Enter a number between 1 and 10:

(b) On a scale of 1-10, how satisfied are you with the following?

(1 = Not satisfied at all, 10 = Extremely satisfied)

Cleanliness	
Customer service	
Affordability	
Room comfort	
Guest Check-in/Check-out	
Sustainable usage/practices	
Personalized services	
Loyalty benefits	
Wi-Fi quality and speed	
In-room technology usage	
Environment	
Overall experience	

02. Adjust the sliders position to indicate, for which purpose of travel you would value each feature the most.



Service	
Wi-Fi quality and speed	
Location/Atmosphere	
Check-in/Check-out	
Ghost kitchen (<i>Food delivery and pickup only</i>)	
Transportation services	
Others (<i>Please specify</i>) +	

03. (a) Marriott's involvement in sustainability initiatives influence my booking decisions.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

(b) Rank the following sustainability initiatives from 1 to 9.

NOTE: (1 being the most important and 9 being the least)

Reducing Green-house gas emissions	
Energy efficiency	
Sustainable sourcing	
Water conservation	
Protecting natural resources (Biodiversity, Reforestation projects, etc.)	
Community engagement	
Sustainable transportation	

04. Which Marriott brands have you used before? *(Select all that apply)*

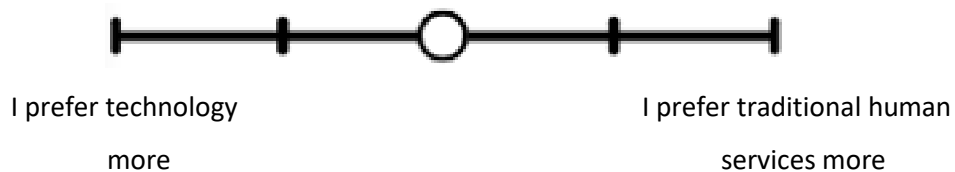


05. Have any Marriott brands failed to live up to your expectations?

- ☐ Yes
- ☐ No

Explain: *Please specify if YES: Specific Brands, Locations, Complaint codes if was reported through our app, Reasons for any frustrations, etc.*

06. Adjust the slider based on your preference to being served using technology or traditional human services methods for the following services.



Service	
Guest check-in	
Guest check-out	
Room service	
Hotel or room reservations	
Customer support	
Other <i>(Please specify)</i> +	

07. How likely are you to return to a Marriott property within the next 12 months?

- ☐ Very unlikely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very Unlikely

08. Have you ever considered switching from Marriott Bonvoy to an alternative loyalty program?

- ☐ Yes
- ☐ No

If Yes: I have considered switching to _____ because of _____.

09. What level of dissatisfaction, if any, will cause you to switch to an alternate loyalty program?

- ☐ A minor or the smallest inconvenience
- ☐ Repetitive minor inconveniences
- ☐ A major inconvenience
- ☐ Better incentives by competitors
- ☐ I am loyal to Marriott

10. How satisfied are you with Marriott's loyalty programs incentive offers?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

11. Have you ever booked a stay based on incentives?

- ☐ Yes
- ☐ No

If Yes: *Please specify: Hospitality provider's name:*
Brand:
Year and month:
Description of the particular incentive:

12. Listed below are some of the global hospitality companies. How would you rank them with Marriott included?

(1 being the **Best** and 6 being the **Worst**)

Marriott International		
Hilton hotels		
Galaxy entertainment Group		
MGM Resorts International		
IHG Hotels and Resorts	IHG	
Hyatt		

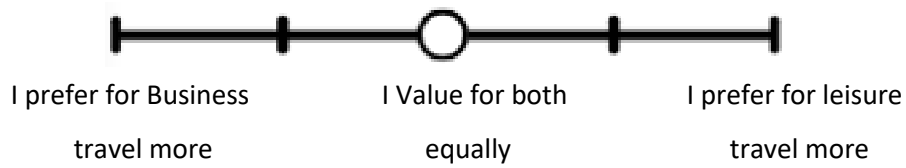
Part C: Non-Marriott Customers

01. On a scale of 1-10, how important are you with the following when booking your stay?

(1 = Not at all, 10 = Extremely important)

Cleanliness	
Customer service	
Affordability	
Room comfort	
Guest Check-in/Check-out	
Sustainable usage/practices	
Personalized services	
Loyalty benefits	
Wi-Fi	
In-room technology usage	
Environment	
Overall experience	

02. Adjust the sliders position to indicate, for which purpose of travel you would value each feature the most.



Service	
Wi-Fi quality and speed	
Location/Atmosphere	
Check-in/Check-out	
Ghost kitchen (<i>Food delivery and pickup only</i>)	
Transportation services	
Others (<i>Please specify</i>) +	

03. (a) A hotel's effort in sustainability initiatives influence my booking decisions?

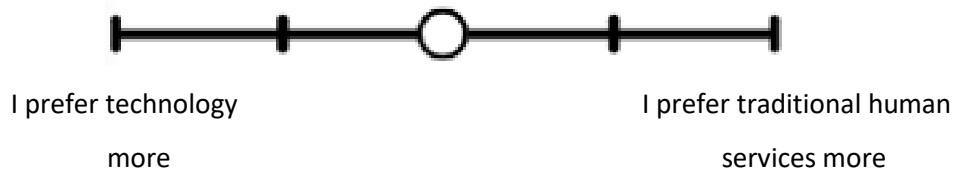
- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

(b) Rank the following sustainability initiatives from 1 to 9.

NOTE: (1 being the most important and 9 being the least)

Reducing Green-house gas emissions	
Energy efficiency	
Sustainable sourcing	
Water conservation	
Protecting natural resources (Biodiversity, Reforestation projects, etc.)	
Community engagement	
Sustainable transportation	

04. Adjust the slider based on your preference to being served using technology or traditional human services methods for the following services.



Service	
Guest check-in	
Guest check-out	
Room service	
Hotel or room reservations	
Customer support	
Other (<i>Please specify</i>) +	

05. Have you visited Marriott before?

- ☐ Yes
- ☐ No

06. How likely are you to return to a Marriott property within the next 12 months?

- ☐ Very unlikely
- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Very Unlikely

07. Have you ever booked a stay based on incentives?

- ☐ Yes
- ☐ No

If Yes:

Please specify: Hospitality provider's name:

Brand:

Year and month:

Description of the particular incentive:

08. Listed below are some of the global hospitality companies. How would you rank them with Marriott included?

(1 being the **Best** and 6 being the **Worst**)

Marriott International		
Hilton hotels		
Galaxy entertainment Group		
MGM Resorts International		
IHG Hotels and Resorts	IHG	
Hyatt		

PART D: Demographics

01. (a) What is your family-status?

- ☐ Single
- ☐ Married
- ☐ Other:

(b) Number of children:

02. How often do you travel per year with your family?

- ☐ Not at all
- ☐ 1-2 times
- ☐ 3-5 times
- ☐ >5 times

03. On average, how many people travel with you? (*Business clients, family or friends*)

- ☐ I mostly travel alone
- ☐ 1-2
- ☐ 3-4
- ☐ 5-7
- ☐ >8

04. Which age group do you fall?

- ☐ 18-21
- ☐ 22-24
- ☐ 25-29
- ☐ 30-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ Over 65

05. State your gender.

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

06. What is your annual income?

- ☐ <\$40,000
- ☐ \$40,000 - \$79,999
- ☐ \$80,000 - \$119,999
- ☐ \$120,000+
- ☐ Prefer not to say

07. Country of residence:

PART E: Economic factors

01. (a) How has the current economic conditions affected your travel behavior?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

(b) Rate each factor's influence on your travel behavior, with a number between 1 and 10 *inclusive*.

NOTE: (1: Doesn't affect my travel behavior and 10: Highly influences my travel behavior)

Annual Income	
Travelling costs	
Exchange rates	
Inflation	
Interest rates	
Age	
Education	
Travel availability	
Tourist lifestyles	

02. Which program would you prefer in times of an economic uncertainty?

- ☐ Loyalty programs
- ☐ Subscription based programs
- ☐ Neutral

Reason:

Take your time to picture the scenario and explain why you would prefer one program over the other in this situation of an economic uncertainty.

03. To what extent do you think has the pandemic changed your travel behavior?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very
- ☐ Extremely

-----THE END-----

Thank you for completing the survey, hope to cater you soon!

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