

Hotel Guests Want Smart TVs and Good Hotel Mobile App, J.D. Power FindsGuests Believe They're Getting Better Value for Their Money—Despite Record-High Room Rates

TROY, Mich.: 15 July 2025 — Although the average daily rate (ADR) for a U.S. hotel room climbed to a record high of \$158.67¹ in 2024, hotel guests in every segment from economy to luxury feel they are getting better value for their travel dollar. According to the J.D. Power 2025 North America Hotel Guest Satisfaction Index (NAGSI) Study,SM released today, key drivers of that improved perception of value are higher satisfaction with guest rooms, including condition, cleanliness and room amenities such as in-room smart TVs.

"We're at an important inflection point in the travel marketplace where several years of record-high hotel demand and the pace of room rate increases is starting to slow," said **Andrea Stokes, hospitality practice lead at J.D. Power**. "Hotel owner and operator investments in guest room décor and furnishings, in addition to bathroom updates, are paying off in higher satisfaction. One area in which hotels can significantly influence guest satisfaction without massive capital expense is with technology like smart TVs and updated room temperature controls. Travel is becoming more complex with the potential for flight delays or increased road traffic, so guests want hotels to provide the comforts of home."

Following are additional key findings of the 2025 study:

- **I want my smart TV:** When asked what hotel amenities they consider "need to have" (vs. "nice to have"), 40% of guests selected "smart TV/ability to stream my entertainment," up from 21% in 2019. Nearly three-fourths (72%) of guests indicated their room included a smart TV (up from 39% in 2019) and 60% said they used the smart TV during their stay.
- **Capital investments paying off:** Guest satisfaction significantly improved year over year in investment-heavy areas such as condition of guest room furnishings and décor (+.05 points); condition of bathroom fixtures (.05); and comfort of bed (.04).
- **Value in the eye of the beholder:** Hotel guest perceptions of value received for nightly rate paid increases in every hotel segment in this year's study, with the most significant year-over-year gains coming in the upscale, midscale and economy segments.
- **Hotel app users more satisfied:** The overall satisfaction score among hotel guests who have their hotel's mobile app downloaded on their mobile devices is 699 (on a 1,000-point scale), 68 points higher than those who do not use their hotel brand's mobile app.
- **Problems, while rare, can crush guest satisfaction scores:** The average rate of guests experiencing a problem, such as an odd odor or housekeeping issue, excessive noise or check-in dispute, is just 12% across all hotel stays evaluated. When problems occur during the stay, however, guest satisfaction falls 217 points to 460 from 677.

¹ Source: CoStar/STR

Study Rankings

The following hotel brands rank highest in overall guest satisfaction in their respective segment:

Luxury: **The Ritz-Carlton** (779)

Upper Upscale: **Omni Hotels & Resorts** (731)

Upscale: **Drury Hotels** (738)

Upscale Extended Stay: **Hyatt House** (705) (for a fourth consecutive year)

Upper Midscale: **Hampton by Hilton** (694)

Upper Midscale/Midscale Extended Stay: **Home2 Suites by Hilton** (711) (for a third consecutive year)

Midscale: **Tru by Hilton** (723) (for a third consecutive year)

Economy: **Microtel by Wyndham** (619) (for a third consecutive year)

Economy Extended Stay: **WoodSpring Suites** (600) (for a third consecutive year)

The North America Hotel Guest Satisfaction Index (NAGSI) Study was redesigned for 2025, so scores are not comparable with previous-year studies. Now in its 29th year, the NAGSI Study measures overall hotel guest satisfaction based on performance in seven core dimensions (in alphabetical order): check-in/check-out; connectivity; facilities; food and beverage; guest room; staff service; and value. The 2025 study benchmarks the performance of 102 brands across nine hotel segments and is based on responses from 39,219 branded hotel guests for stays between May 2024 and May 2025.

For more information about the North America Hotel Guest Satisfaction Index (NAGSI) Study, visit <https://www.jdpower.com/business/north-america-hotel-guest-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2025069>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services, and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 55 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto-shopping tool can be found at JDPower.com.

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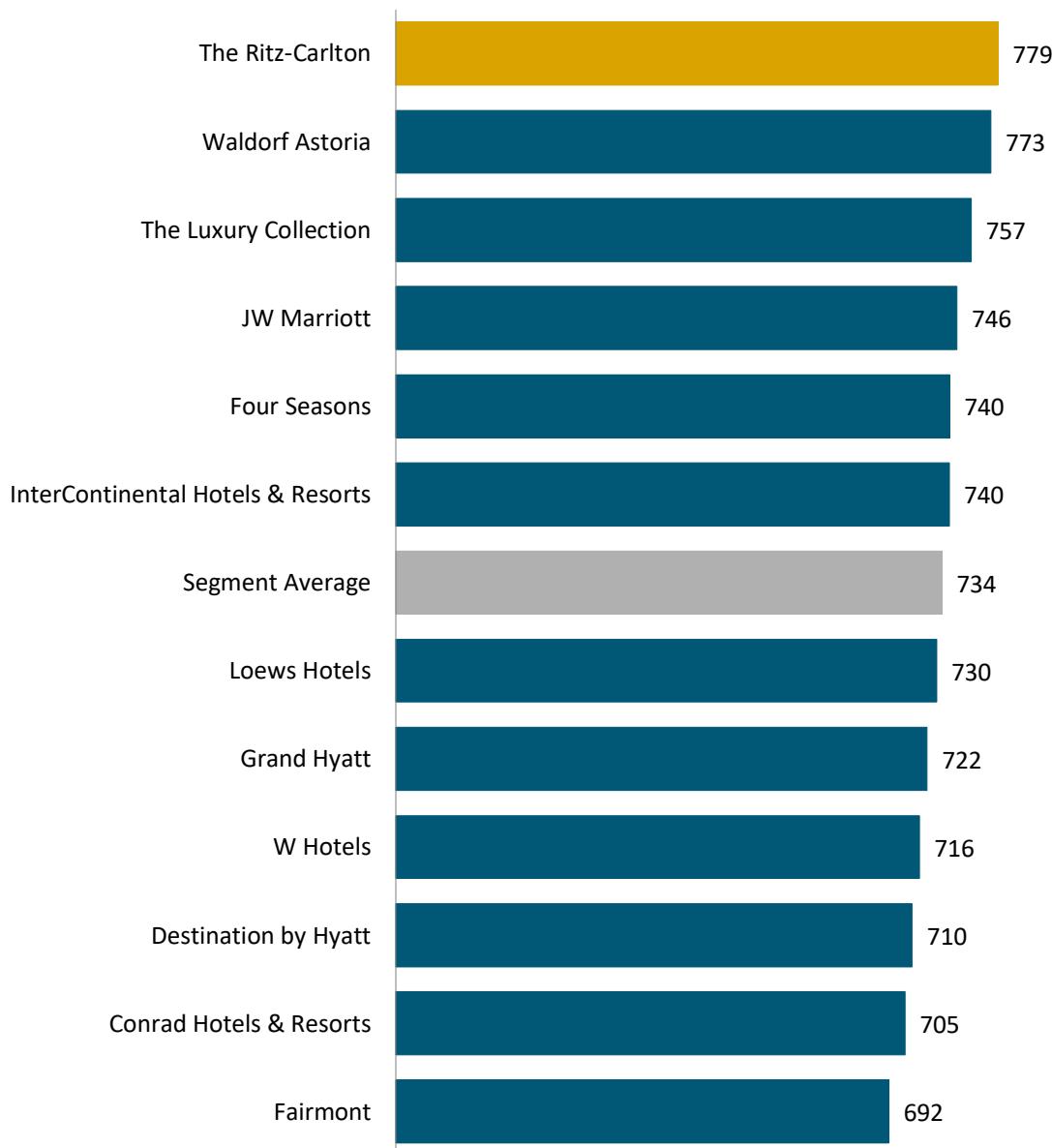
NOTE: Nine rank charts follow.

J.D. Power
2025 North America Hotel Guest Satisfaction Index (NAGSI)
StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Luxury



Source: J.D. Power 2025 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

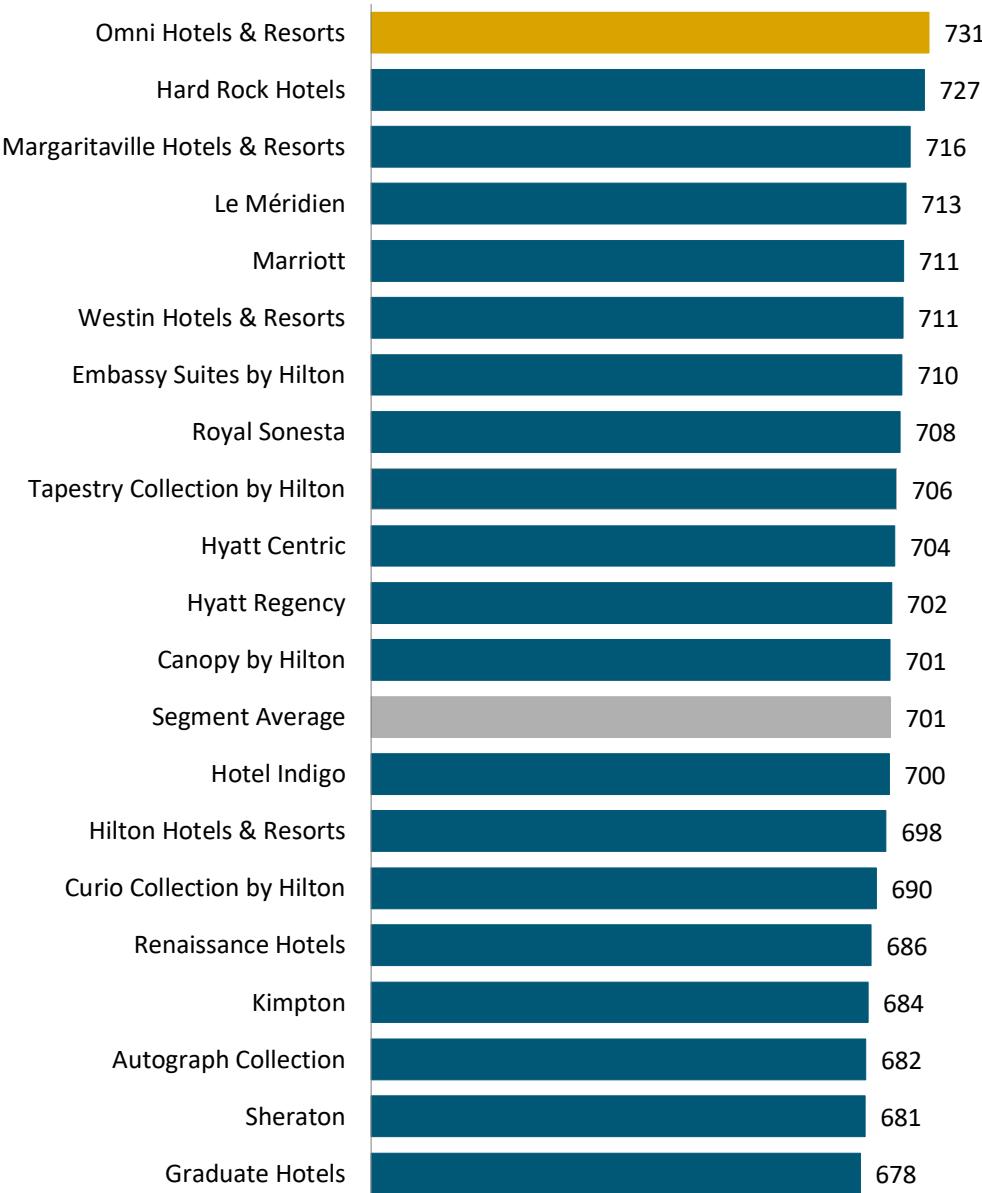
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J.D. Power
2025 North America Hotel Guest Satisfaction Index (NAGSI)
StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Upper Upscale



Source: J.D. Power 2025 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

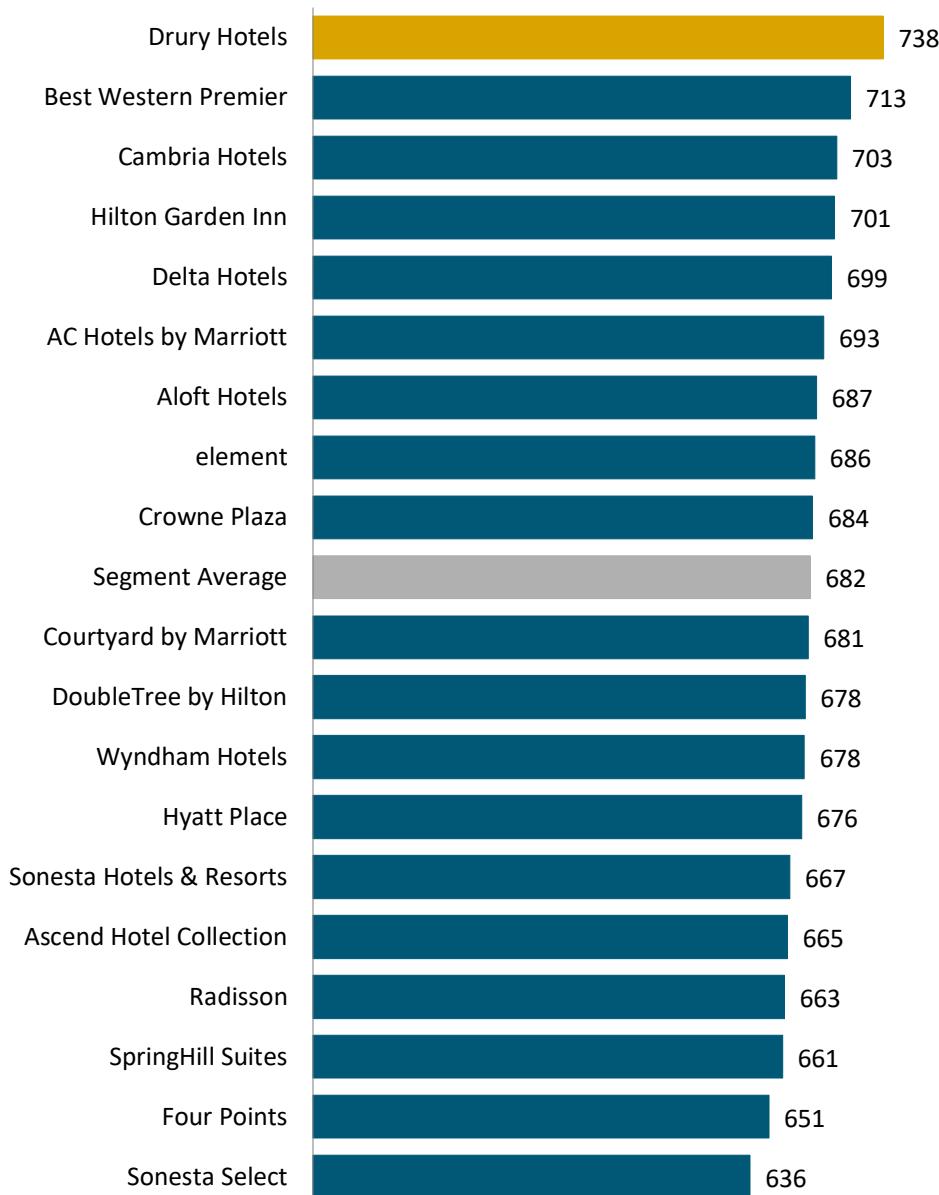
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J.D. Power
2025 North America Hotel Guest Satisfaction Index (NAGSI)
StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Upscale



Source: J.D. Power 2025 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

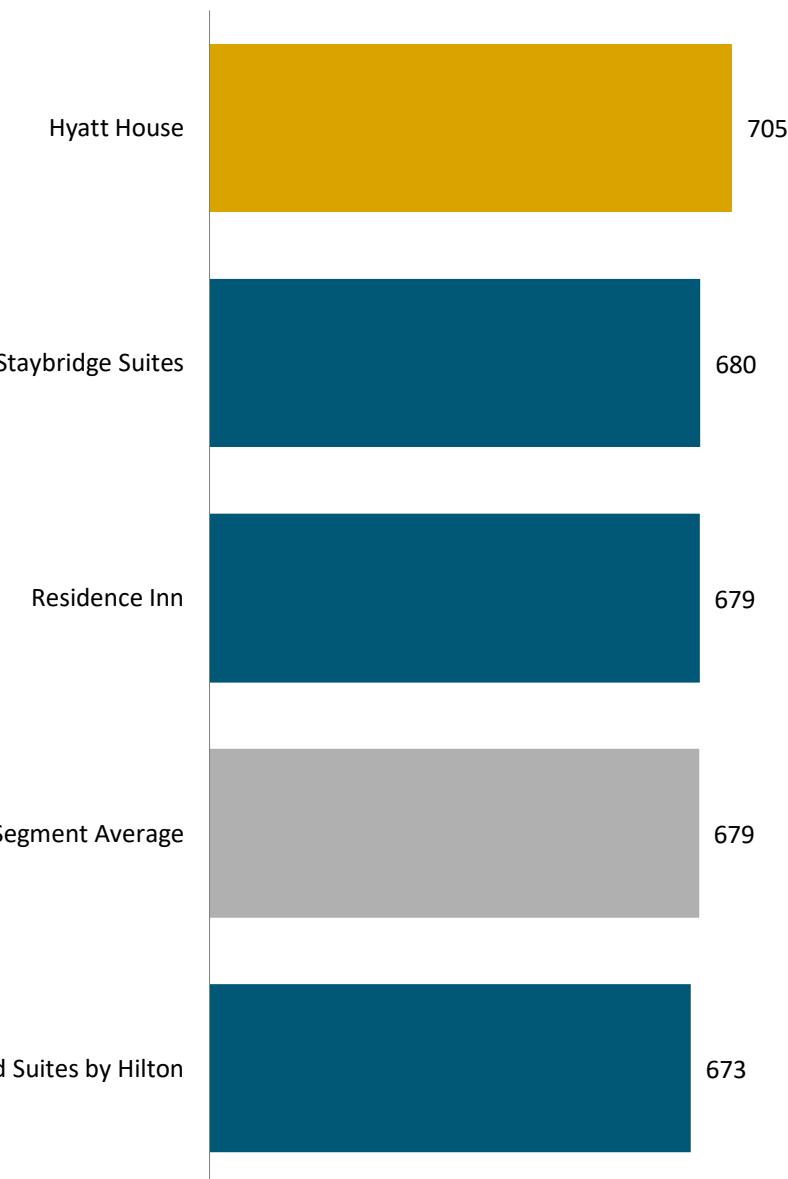
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2025 North America Hotel Guest Satisfaction Index (NAGSI)
StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Upscale Extended Stay



Source: J.D. Power 2025 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

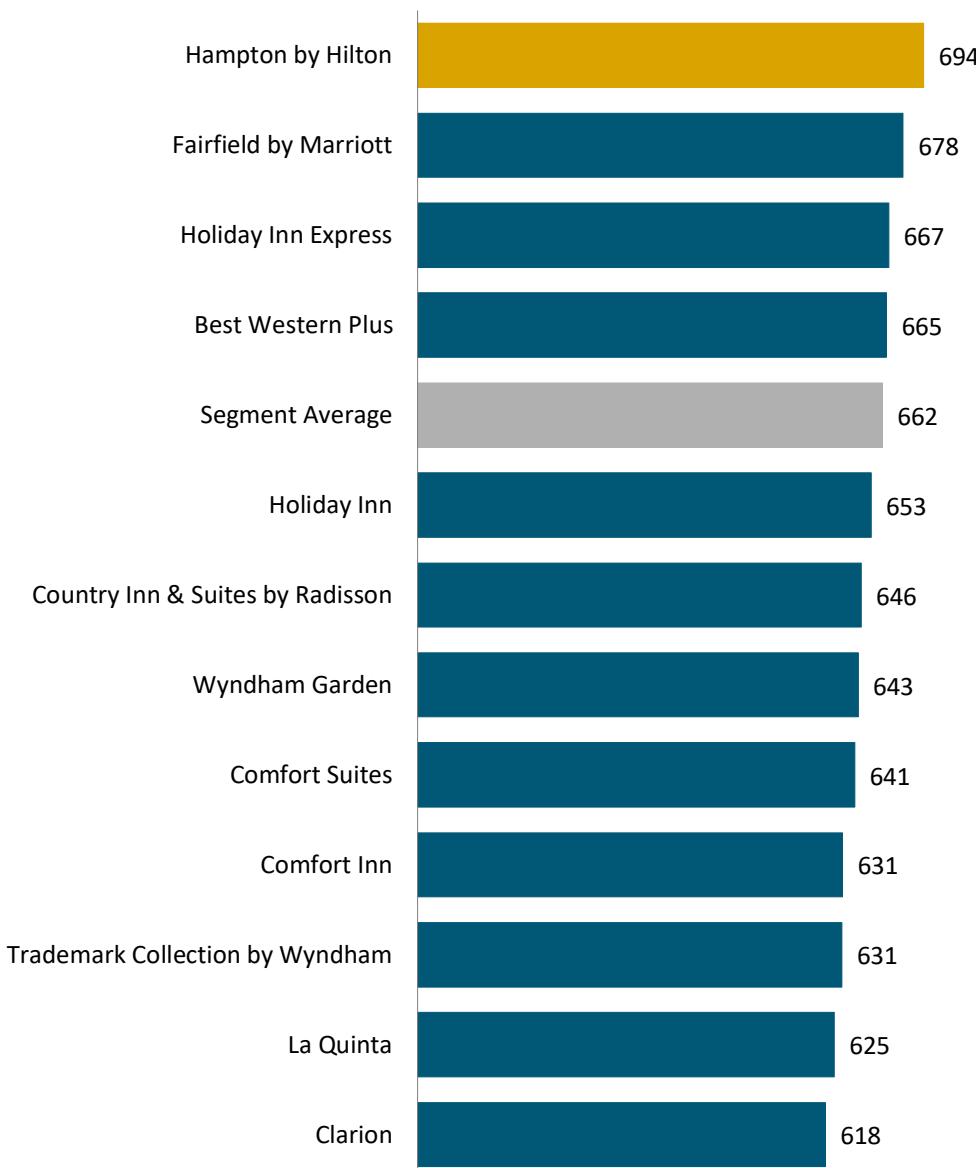
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J.D. Power
2025 North America Hotel Guest Satisfaction Index (NAGSI)
StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Upper Midscale



Source: J.D. Power 2025 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

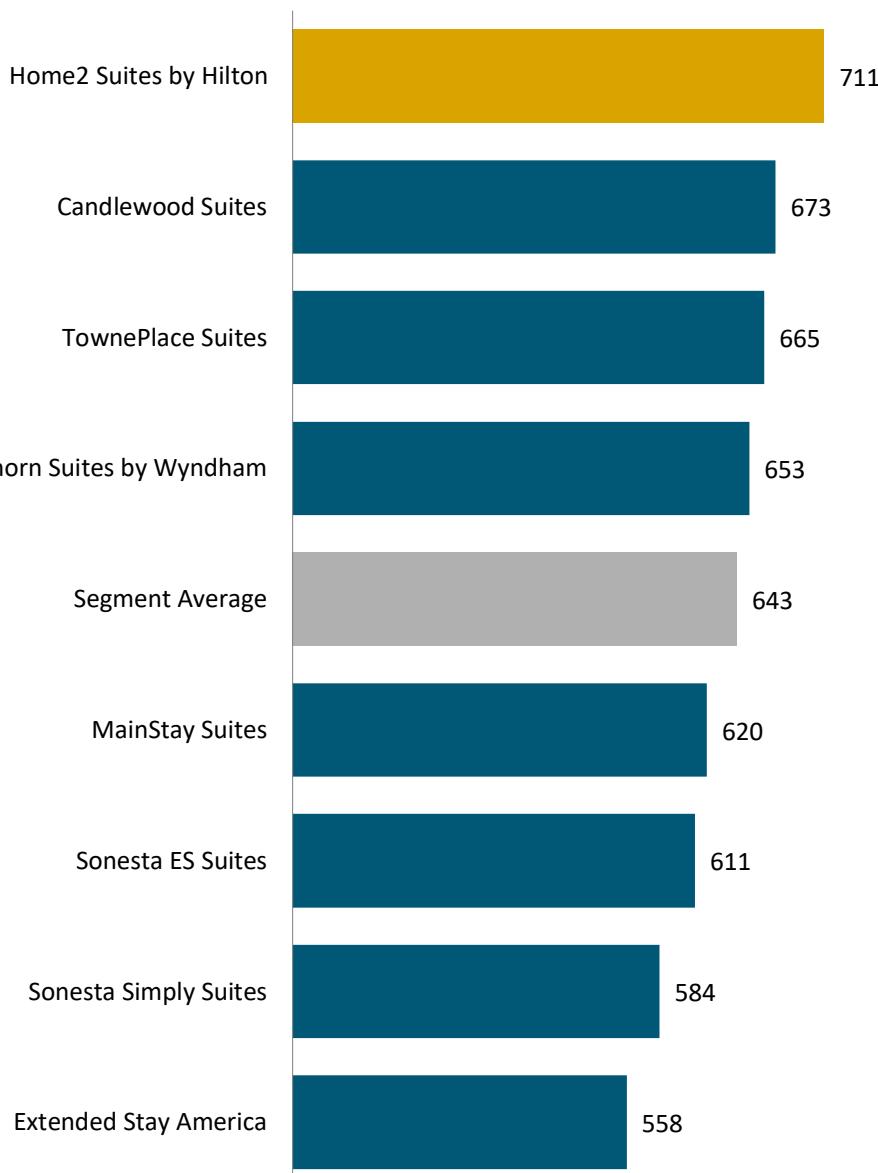
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J.D. Power
2025 North America Hotel Guest Satisfaction Index (NAGSI)
StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Upper Midscale and Midscale Extended Stay



Source: J.D. Power 2025 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

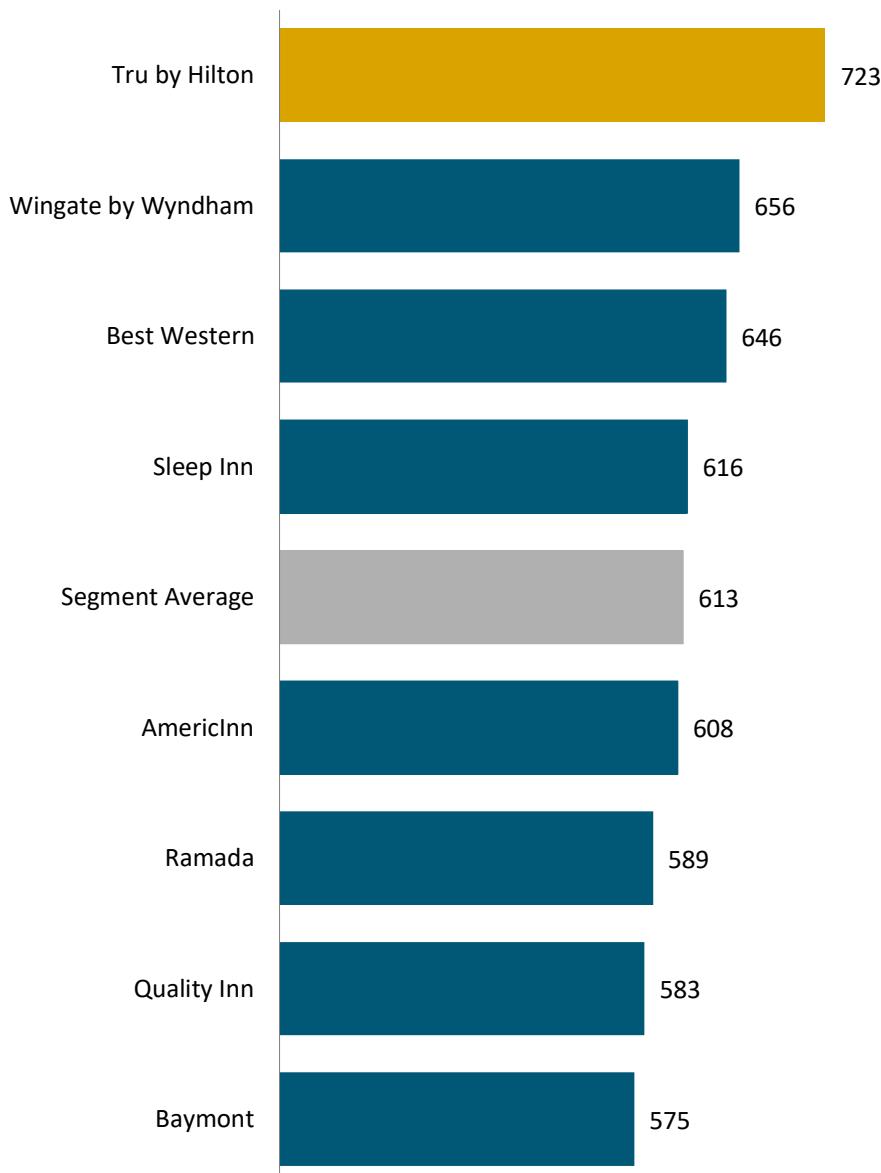
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J.D. Power
2025 North America Hotel Guest Satisfaction Index (NAGSI)
StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Midscale



Source: J.D. Power 2025 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

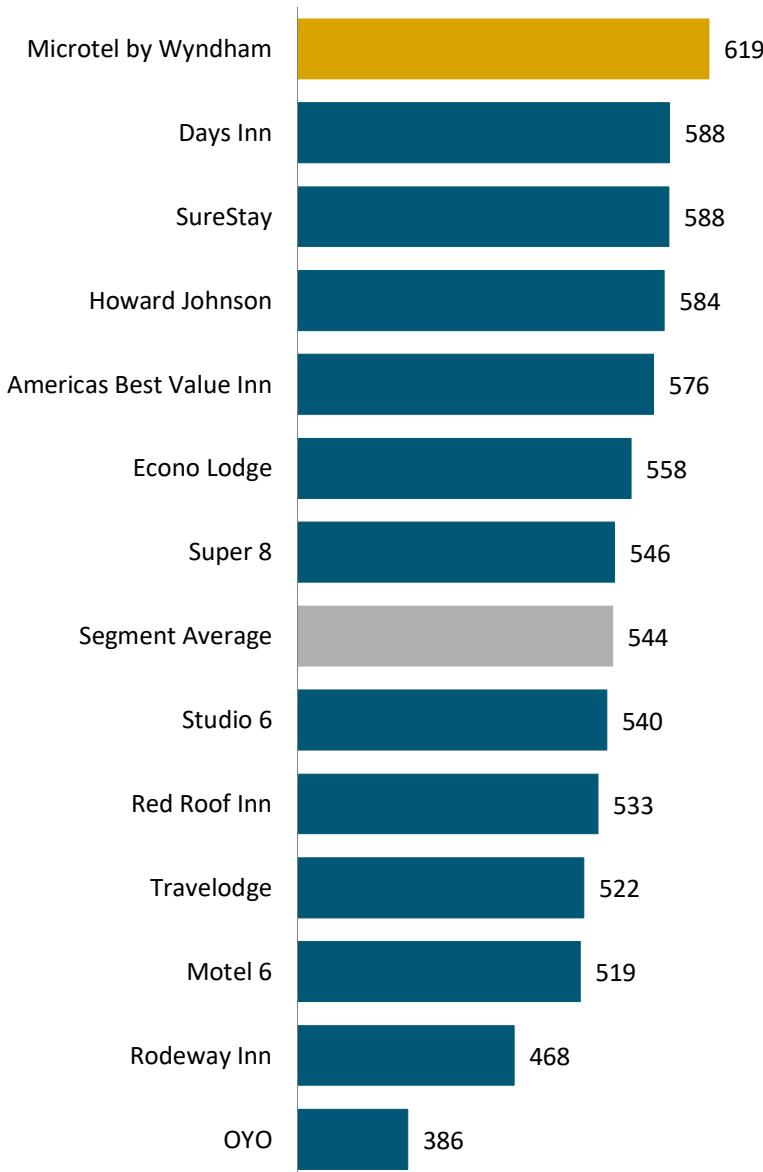
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2025 North America Hotel Guest Satisfaction Index (NAGSI)
StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Economy



Source: J.D. Power 2025 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

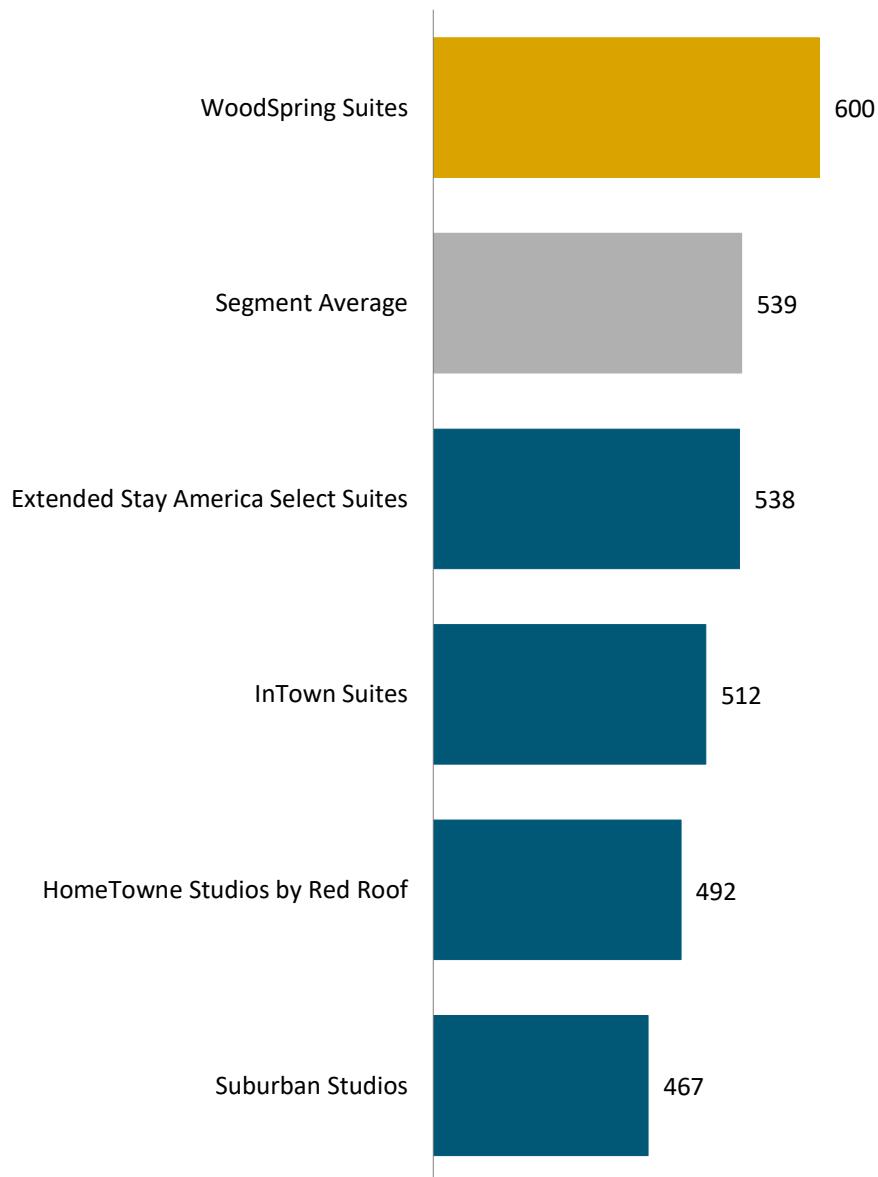
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J.D. Power
2025 North America Hotel Guest Satisfaction Index (NAGSI)
StudySM

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Economy Extended Stay



Source: J.D. Power 2025 North America Hotel Guest Satisfaction Index (NAGSI) StudySM

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