Executive Summary

Marriott International, a prominent entity in the global hospitality sector, operates nearly 9,000 properties across 141 countries and encompasses 30 distinct brands. The organization is dedicated to improving customer experiences through tailored services, the integration of technology, and initiatives focused on sustainability.Such research aims to help Marriott meet its business objectives, from expanding its international presence to enhancing customer loyalty through its Bonvoy program to attaining sustainability goals. It will look at customer preferences in terms of personalization and technology; identify emerging travel trends; assess the role of sustainability on customer loyalty; and examine the influence of economic factors on travel behavior. The story focuses on 5,000 Marriott customers from diverse regions, brands, and loyalty programs, 1,000 customers from competing brands, and 80 Marriott managers and back-of-house staff members who would be included in focus groups. It will be a mixed-method study using online surveys, focus groups, customer data analytics, competitor benchmarking, and economic research. Key deliverables include a detailed report with insights and recommendations, an executive summary for senior leaders, and a presentation to support strategic decision-making. This research, carried out over the next six months, will lead to actionable findings that can elevate customer satisfaction, broaden the appeal of Trevor materials, and further solidify Marriott's position as a progressive, humanistic leader in sustainable, customer-focused hospitality.

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Research brief

Client Background:

Marriott International is a global hospitality leader with nearly 9,000 properties across 141 countries. The company operates 30 brands, including Marriott, Sheraton, and The Ritz-Carlton, and focuses on delivering exceptional guest experiences through personalized services and technology integration. Marriott's Bonvoy loyalty program is a key driver of customer loyalty, and the company is committed to sustainability and social responsibility.

Business Objectives:

- Expand global presence through acquisitions, franchise development, and partnerships.
- Enhance customer experience through personalized services and technology.
- Align with sustainability goals to reduce environmental impact and support local communities.

Research Aims:

- Understand customer preferences for personalized services and technology integration.
- Identify emerging travel trends and destination hotspots.
- Assess guest satisfaction across different brands and regions.
- Evaluate the impact of sustainability initiatives on customer loyalty.

- Analyze the preferences of different demographic segments.
- Assess the effectiveness of the Bonvoy loyalty program.
- Understand how economic factors influence travel behavior.

Research Design:

- Methodology: Online surveys targeting Marriott customers and competitor customers, supplemented by focus groups with managers and staff.
- Sample Size: At least 5,000 Marriott customers globally, with 1,000-2,000 competitor customers for comparative analysis and 150 staff members and 50 managers.
- Data Analysis: Multivariate statistical techniques, including regression analysis, factor analysis, and cluster analysis, to identify key drivers of customer satisfaction and segment customers based on preferences.

Key Focus Areas:

- Pandemic Impact: Explore the role of advanced hygiene practices and virtualization in enhancing customer loyalty.
- Localization: Assess the effectiveness of Marriott's global matrix structure in delivering culturally immersive experiences.
- Sustainability: Evaluate the impact of sustainability initiatives on customer loyalty and brand perception.
- Economic Factors: Analyze how economic conditions influence travel behavior and customer preferences.

Timeline and Budget:

The research will be completed within six months, with a detailed timeline for each phase (e.g., data collection, analysis, reporting).
A large budget will be allocated to ensure high-quality data collection and analysis.

Business Global Context

Analyzing the structure of the global hospitality industry reveals critical factors and key concepts to be taken into consideration and further investigated:

1. Pandemic Impact

The COVID-19 pandemic had a significant impact on the hospitality industry, disrupting supply chains and limiting travel, but the sector is now on the path to recovery. This situation provides Marriott with a chance to differentiate itself by implementing advanced hygiene technologies. Research indicates that health and safety concerns play a crucial role in accommodation decisions (Jones et al., 2021). Automated features such as self-opening doors, UV sterilization, and touchless facilities not only enhance customer satisfaction but also boost perceived safety (Smith & Lee, 2020), giving Marriott a competitive edge (Brown et al., 2022).

Moreover, virtualization has surfaced as an exciting area for development. Technologies like augmented reality (AR) and virtual reality (VR) can provide immersive travel experiences, enhancing cultural and historical tourism while appealing to tech-savvy younger travelers. Research by Zhang et al. (2021) emphasizes AR's potential to enrich historical and cultural tourism, delivering engaging experiences that resonate with younger audiences. Additionally, virtual meetings and remote experiences have been suggested as ways to keep customers engaged during lockdowns (Garcia & Kim, 2020).

Another strategy that aligns with Corporate Social Responsibility (CSR) involves offering space and rooms during emergencies to assist communities. This not only supports disaster relief efforts but also enhances brand reputation, positioning Marriott as a vital player in times of crisis.

2. Rising Demand for Localization

For hospitality companies, being a global brand while providing localized guest experiences presents a significant challenge. Guests are increasingly looking for culturally immersive experiences, highlighting the need for local diversity in services. To navigate this balance, Marriott has implemented a Global Matrix Structure, which promotes coordination among various geographical divisions and encourages knowledge-sharing across regions.

This global matrix structure enables the combination of local market insights with global operational standards, driving innovation and responsiveness (Hill et al., 2018). Nonetheless, issues like communication barriers and resistance to change have been noted as potential challenges (Taylor & Nguyen, 2019).

Research conducted by Chen et al. (2020) underscores the value of knowledge-sharing across different markets, which can improve employee satisfaction and operational efficiency. Focus groups and qualitative assessments have been commonly employed to assess the effectiveness of these structures. For instance, a study by Martinez et al. (2021) revealed that employee engagement and managerial responsiveness are vital components for the successful implementation of global matrix structures.

3. Sustainability & SDGs

The global movement towards Sustainable Development Goals (SDGs) has reshaped business priorities in various sectors, including hospitality. Hotels that implement sustainable practices not only play a role in protecting the environment but also improve their brand image and build customer loyalty.

Recent studies, like those by Lee et al. (2022), indicate that guests are increasingly inclined to select hotels that are dedicated to sustainability. Nevertheless, the effectiveness of these initiatives relies on their visibility and how well they resonate with customer values (Wang et al., 2021).

For Marriott, weaving sustainability into its brand messaging can enhance guest engagement. Moreover, sustainability brings both direct and indirect returns on investment:

- Direct benefits encompass tax incentives and reduced operational costs over time.
- Indirect benefits involve bolstering Marriott's image as a responsible business that cares about community welfare.

By persistently investing in eco-friendly initiatives and effectively communicating these efforts, Marriott can position itself as a frontrunner in responsible hospitality.

Research Gaps and Contributions

Current literature provides useful insights on hygiene technologies, virtualization, global matrix structures, and SDGs in hospitality, but has limitations. Few studies integrate these in one framework for global hotel chains like Marriott, and there is a lack of research on customer perception and operational planning pre-, during, and after the pandemic. This study aims to address these gaps through qualitative and quantitative research to assess their influence on customer satisfaction and operational performance.

Methodologies

1. Surveys

- Purpose: Collect quantitative data on customer preferences, loyalty program satisfaction, sustainability perceptions and travel behavior impact of economic factors.
- Sample: 5,000 Marriott customers and 1,000 competitor customers, stratified by region, brand and loyalty program.
- Justification: Surveys are scalable and cost-effective, suitable for large and spread-out samples. They enable statistical analysis to identify trends, segment customers, and understand economic impacts on travel choices. Surveys effectively measure customer satisfaction and loyalty.

2. Focus Groups

- Purpose: Gather qualitative insights from managers and staff on operational challenges, knowledge sharing, sustainability initiatives and global matrix structure implementation.
- Sample: 50 managers and 150 staff members, representing different geographical regions and brands.
- Justification: Focus groups work well for complex topics needing detailed discussion, like Marriott's global matrix structure and sustainability initiatives. Participants share experiences and insights not captured in surveys. Managers and staff provide valuable knowledge of operational challenges and practical suggestions for improvement.

3. Customer Data Analysis

- Purpose: Analyze Marriott's customer database to identify trends in loyalty program participation, travel behavior and economic factors impact on customer decisions.
- Justification: Using existing data lowers costs and gives historical insight for research. Analyzing past customer behavior helps find loyalty program patterns, travel frequency, and destination choices.

4. Competitor Analysis

- Purpose: Collect data from competitor customers to benchmark Marriott's performance and identify areas for improvement.
- Sample: 1,000 competitor customers, recruited through online panels targeting frequent travelers.
- Justification: Including competitor customers in the research allows for a benchmarking of customer satisfaction, loyalty and preferences. This will help Marriott to identify its competitive strengths and weaknesses, especially in areas like personalized services, technology integration and sustainability initiatives.

5. Economic Factor Analysis

- Purpose: Travel behavior and customer preferences impact of economic factors (inflation, exchange rates, economic downturn).
- Methodology: Secondary data analysis of economic indicators (GDP growth, inflation rates) and survey data.
- Justification: Economic factors have an influence on travel behavior and by combining secondary data with survey responses we can identify the

correlations between economic trends and customer decisions, travel frequency, destination choices and spending patterns.

Why Other Methods Were Rejected:

- Interviews: While interviews could provide detailed insights, they are time-consuming and not scalable for a large sample size. Surveys are more efficient for gathering data from thousands of customers.
- Social Media Analysis: While social media data could offer insights into customer sentiment, it may not be representative of the entire customer base and could introduce bias.

Sampling Method

Marriott Customers:

- Sample Size: 5,000
- Justification: A sample size of 5,000 gives us high statistical confidence (e.g. 95% confidence level with a margin of error of ±1.4%). This large sample size allows us to segment by region, brand and loyalty program participation so that the findings are representative of Marriott's diverse customer base.
- Stratification: The sample will be stratified by:
    - Region: To ensure representation across Marriott's key markets (e.g. North America, Europe, Asia-Pacific)
    - Brand: To capture insights from customers of different Marriott brands (e.g. luxury, premium, select-service)
    - Loyalty Program Participation: To compare Bonvoy members vs non-members

Competitor Customers:

- Sample Size: 1,000
- Justification: 1,000 is sufficient for benchmarking purposes. This gives us a 95% confidence level with a margin of error of ±3.1%. The sample will be stratified to ensure representation across key competitor brands and regions.
- Stratification: The competitor sample will be stratified by:
    - Competitor Brands: To include customers from major competitors (e.g. Hilton, Hyatt, IHG)
    - Region: To ensure geographic comparability with Marriott's customer base

Sampling Method:

- Stratified Random Sampling
- Purpose: To ensure representation across key demographic and geographic segments
- Justification: Stratified random sampling allows us to segment the sample by region, brand and loyalty program participation. This ensures the findings are generalizable to Marriott's global customer base and provide actionable insights for different markets

Recruitment of Competitor Customers:

- Method: Competitor customers will be recruited through online panels targeting frequent travelers
- Justification: Online panels are cost-effective and allow for rapid recruitment of a geographically dispersed sample. By targeting frequent travelers we ensure the competitor sample is comparable to Marriott's customer base

Why Other Sampling Methods Were Rejected:

- Convenience Sampling: While convenient, this method may introduce bias and is not suitable for a study that requires representative data
- Snowball Sampling: This method relies on referrals which may not provide a representative sample of competitor customers
- Quota Sampling: While quota sampling ensures representation across key segments, it is less statistically rigorous than stratified random sampling.

Data Collection

The research will collect the following data to address Marriott's research objectives:

Customer Preferences:

- Data to Collect: Preferences for personalized services, technology integration, and sustainability initiatives.
- Method: Online surveys targeting Marriott and competitor customers.
- Tools: Survey software (e.g., Qualtrics, SurveyMonkey) to design and distribute the surveys.
- Quality Control: Pre-test the survey with a small sample to ensure clarity and relevance. Use skip logic to tailor questions based on respondent profiles.

Loyalty Program Effectiveness:

- Data to Collect: Participation in and satisfaction with the Bonvoy loyalty program.
- Method: Online surveys and analysis of Marriott's customer database.
- Tools: Survey software for primary data collection; data analytics tools (e.g., Excel, SPSS) for analyzing customer database records.
- Quality Control: Ensure data accuracy by cross-referencing survey responses with customer database records.

Travel Trends:

- Data to Collect: Emerging destinations and travel behaviors.
- Method: Online surveys and analysis of historical travel data from Marriott's customer database.
- Tools: Survey software for primary data collection; data analytics tools for analyzing historical travel patterns.
- Quality Control: Use consistent definitions for travel trends (e.g., "emerging destinations") to ensure comparability across data sources.

Economic Factors:

- Data to Collect: Impact of inflation, exchange rates, and economic conditions on travel decisions.
- Method: Secondary data analysis of economic indicators (e.g., GDP growth, inflation rates) combined with survey data on customer travel behavior.
- Tools: Economic databases (e.g., World Bank, IMF) for secondary data; survey software for primary data collection.
- Quality Control: Ensure that economic data is up-to-date and relevant to the regions where Marriott operates.

Sustainability Perceptions:

- Data to Collect: Customer awareness of and attitudes toward Marriott's sustainability initiatives.
- Method: Online surveys and focus groups with managers and staff.
- Tools: Survey software for primary data collection; focus group facilitation tools (e.g., Zoom, Microsoft Teams) for qualitative insights.
- Quality Control: Use open-ended questions in focus groups to capture nuanced perspectives on sustainability.

Global Matrix Structure and Localization:

- Data to Collect: Perspectives on the effectiveness of Marriott's global matrix structure in delivering localized services.
- Method: Focus groups with managers and staff, supplemented by customer surveys.
- Tools: Focus group facilitation tools for qualitative data; survey software for quantitative data.
- Quality Control: Ensure that focus group participants represent diverse regions and brands to capture a range of perspectives.

Data Analysis Techniques

The research will use the following multivariate statistical methods to analyze the data and answer Marriott's research questions:

Regression Analysis:

- Purpose: What drives customer satisfaction and loyalty?
- Application:
    - Customer satisfaction vs service quality, technology integration, sustainability initiatives
    - Economic factors (inflation, exchange rates) on travel behaviour
- Example: Use multiple regression to see how much each factor (personalised services, hygiene practices) contributes to overall customer satisfaction

Factor Analysis:

- Purpose: Simplify the data and find underlying factors that influence customer preferences
- Application:
    - Group survey responses into broader categories (technology preferences, sustainability priorities) to simplify the analysis
    - Find latent variables that explain customer behaviour (value for money, brand trust)
- Example: Use exploratory factor analysis to find hidden patterns in customer preferences for personalised services and technology

Cluster Analysis:

- Purpose: Segment customers based on preferences and behaviour
- Application:
  - Group customers into segments (tech-savvy travellers, eco-conscious guests) to enable targeted marketing
  - Compare customer segments across regions and brands to find localisation opportunities
- Example: Use k-means clustering to create customer segments based on survey responses on travel preferences, loyalty programme participation and sustainability attitudes

Comparative Analysis:

- Purpose: Benchmark Marriott vs competitors
- Application:
  - Customer satisfaction, loyalty and preferences between Marriott and competitor customers
  - Where Marriott outperforms competitors and areas for improvement
- Example: Use t-tests or ANOVA to compare mean satisfaction scores between Marriott and competitor customers

Economic Factor Analysis:

- Purpose: Understand the impact of economic conditions on travel behaviour
- Application:
    - Correlate economic indicators (GDP growth, inflation rates) with survey data on travel frequency, destination choices and spending patterns
    - Trends in customer behaviour during periods of economic growth or downturn
- Example: Use time-series analysis to see how changes in exchange rates influence destination choices

Questionnaire Design

The questionnaire will include the following sections:

- Demographics: Age, gender, income, travel frequency.
- Customer Preferences: Preferences for personalized services, technology integration, and sustainability initiatives.
- Loyalty Program: Participation in and satisfaction with the Bonvoy program.
- Travel Trends: Emerging destinations and travel behaviors.
- Economic Factors: Impact of inflation, exchange rates, and economic conditions on travel decisions.

(An annex is provided)

Expected Outcomes

The research will give Marriott the insights to achieve its business goals and address its research objectives. Here are the expected outcomes for each area of the study:

1. Personalized Services and Technology Integration

- Outcome: Customer preferences for personalization (e.g. customized room settings, recommendations) and technology (e.g. mobile check in, smart room controls)
- Marriott can focus on what matters most to customers and improve the overall guest experience and customer satisfaction.

2. Loyalty Program

- Outcome: How effective is Bonvoy in driving customer retention and satisfaction
- Marriott can improve the loyalty program to increase member engagement and attract new customers.

3. Emerging Travel Trends and Destination Hotspots

- Outcome: Emerging trends (e.g. more demand for outdoor destinations) and hotspots
- Marriott can adapt its marketing and operations to capitalise on these trends and be competitive in key markets.

4. Sustainability and Customer Loyalty

- Outcome: Customer awareness and attitudes towards Marriott's sustainability initiatives (e.g. energy efficiency, waste reduction).
- Marriott can prioritise sustainability efforts that align with customer values and enhance brand perception and customer loyalty.

5. Economic Factors

- Outcome: How economic factors (e.g. inflation, exchange rates) impact travel behaviour including destination choices, travel frequency and spend.
- Marriott can adjust its pricing and promotions to stay competitive during economic uncertainty.

6. Global Matrix and Localization

- Outcome: How effective is the global matrix structure in delivering consistent yet localised experiences.
- Marriott can improve coordination between global and local operations to balance brand consistency and local service delivery.

7. Competitor Benchmarking

- Outcome: How Marriott compares to competitors in customer satisfaction, loyalty and sustainability.
- Marriott can identify its competitive strengths and weaknesses and refine its strategies to stay ahead.

Overall Impact:

Research will provide Marriott with customer insights, emerging trends and operational constraints. This will enable Marriott to:

1. Increase customer satisfaction and loyalty through personalized services and tech.
2. Stay ahead of the competition by adapting to changes in travel behavior and economic conditions.
3. Align sustainability initiatives with customer values and reinforce its brand as a responsible business.
4. Optimize its global matrix structure for consistent yet localized service delivery.

Key Deliverables:

- Detailed Report: A full report summarising the findings, including stats, customer segmentation and recommendations.
- Executive Summary: A brief summary of the key findings and recommendations for the senior team.
- Presentation: A presentation to share with the Marriott leadership team.

Further Research:

To support Marriott International's goals, additional research could focus on emerging technologies, long-term sustainability impacts, and customer sentiment analysis.

- Emerging technologies: This could include studying how artificial intelligence and machine learning enhance guest experiences and optimize operations.
- Long-term sustainability: Evaluating the environmental and financial effects of sustainability initiatives, such as renewable energy and waste reduction On reducing costs and carbon footprint.
- Social Media: Using sentiment analysis tools on social media could provide further insights into customer feedback.

These studies would help Marriott innovate, adapt, and strengthen its position in the hospitality industry.

Conclusion

This research proposal covers Marriott International's business objectives and research goals. By using a mixed-method approach, robust sampling and advanced stats we will deliver practical insights to improve customer satisfaction, loyalty and sustainability initiatives. Further research will keep Marriott ahead of the curve in the global hospitality industry.

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Questionnaire

Section 1: About You (Demographics – to segment responses and analyze trends by customer profiles)

1. **What is your age group?** *(Understanding generational differences in preferences and travel behavior)*
    - ☐ Under 18
    - ☐ 18–24
    - ☐ 25–34
    - ☐ 35–44
    - ☐ 45–54
    - ☐ 55–64
    - ☐ 65+

2. **What is your gender?** *(Segmenting preferences based on gender to refine service offerings)*
    - ☐ Male
    - ☐ Female
    - ☐ Non-binary/Other
    - ☐ Prefer not to say

3. **Where do you live? (Country & City)** *(Analyzing geographic preferences and market trends by region)*
    - **Country: _____**
    - **City: _____**

4. **What is your annual household income?** *(Understanding budget constraints and pricing sensitivity for various travel services)*
    - ☐ Less than $25,000
    - ☐ $25,000–$50,000
    - ☐ $50,000–$100,000
    - ☐ $100,000–$150,000
    - ☐ More than $150,000
    - ☐ Prefer not to say

5. **How often do you travel for leisure per year?** *(Identifying frequent travelers vs. occasional travelers to tailor marketing strategies)*
   - ○ ☐ 1–2 times
   - ○ ☐ 3–5 times
   - ○ ☐ 6+ times
6. **How often do you travel for business per year?** *(Segmenting corporate vs. leisure travelers for personalized offerings)*
   - ○ ☐ Never
   - ○ ☐ 1–2 times
   - ○ ☐ 3–5 times
   - ○ ☐ 6+ times

Section 2: Your Hotel Preferences (Understanding brand choice drivers and customer expectations)

7. **Which hotel brands have you stayed in over the past 12 months?** *(Understanding brand loyalty and competitors)*
   - ○ ☐ Marriott
   - ○ ☐ Sheraton
   - ○ ☐ Ritz-Carlton
   - ○ ☐ Hilton
   - ○ ☐ Hyatt
   - ○ ☐ InterContinental Hotels Group (IHG)
   - ○ ☐ Other (please specify) _____
8. **What is your top reason for choosing a hotel? (Rank from 1 = Most Important to 5 = Least Important)** *(Identifying key decision-making factors for customers)*
   - ○ ☐ Price
   - ○ ☐ Brand reputation
   - ○ ☐ Loyalty program benefits
   - ○ ☐ Sustainability efforts
   - ○ ☐ Technology integration (e.g., mobile check-in, smart rooms)

9. **On a scale of 1 (Very Dissatisfied) to 5 (Very Satisfied), how would you rate your last hotel stay in terms of:** *(Understanding key satisfaction drivers and improvement areas)*
   - ○ Room cleanliness
   - ○ Staff friendliness
   - ○ Check-in/check-out process
   - ○ Personalization of service
   - ○ Value for money

10. **What additional services or features would improve your hotel experience?**
   (Identifying unmet customer needs for innovation & differentiation)
   - **Open-ended text box**

Section 3: Marriott Bonvoy Loyalty Program (Evaluating program effectiveness)

11. **Are you a Marriott Bonvoy loyalty program member?** *(Determining program participation rates)*
   - ☐ Yes
   - ☐ No

12. **If yes, how satisfied are you with the Marriott Bonvoy program?** *(Understanding retention and areas for enhancement)*
   - ☐ Very satisfied
   - ☐ Somewhat satisfied
   - ☐ Neutral
   - ☐ Somewhat dissatisfied
   - ☐ Very dissatisfied

13. **What would encourage you to use the loyalty program more frequently?**
   (Identifying loyalty program improvement opportunities)
   - ☐ More flexible rewards
   - ☐ Exclusive discounts
   - ☐ Personalized offers based on past stays
   - ☐ Better customer support

- ☐ Other (please specify) _____

Section 4: Sustainability & Corporate Responsibility (Understanding how sustainability impacts booking decisions)

14. **How important is a hotel's sustainability efforts in your booking decision?**
    (Assessing demand for eco-friendly initiatives)
- ☐ Very important
- ☐ Somewhat important
- ☐ Neutral
- ☐ Not very important
- ☐ Not important at all

15. **Which sustainability initiatives would make you more likely to book a stay?**
    (Prioritizing sustainability strategies for customer engagement)
- ☐ Energy-efficient buildings
- ☐ Waste reduction programs
- ☐ Locally sourced food options
- ☐ Carbon offset programs
- ☐ Other (please specify) _____

Section 5: Technology & Personalization (Transitioning to future-oriented services & preferences)

16. **How often do you use hotel technology services (e.g., mobile check-in, smart rooms)?** *(Assessing customer adoption of digital solutions)*
- ☐ Always
- ☐ Often
- ☐ Sometimes

- ☐ Rarely
- ☐ Never

17. **Which hotel technologies do you find most useful?** *(Prioritizing tech investment areas based on actual demand)*
- ☐ Mobile check-in & keyless entry
- ☐ AI-powered customer support (e.g., chatbots)
- ☐ Smart room controls (e.g., voice-controlled lighting/AC)
- ☐ Augmented reality (AR) experiences
- ☐ Personalized stay recommendations based on past visits

18. **Would you be willing to share personal data (preferences, past travel history) in exchange for highly personalized services?** *(Understanding privacy concerns and data-sharing willingness)*
- ☐ Yes
- ☐ No

Section 6: Economic & Travel Behavior

19. **Have recent economic conditions (inflation, exchange rates) impacted your travel behavior?** *(Understanding price sensitivity & economic impact on travel trends)*
- ☐ Yes, I travel less
- ☐ No change
- ☐ Yes, but I adjust my travel spending

20. **If economic conditions worsen, how will this impact your travel plans?** *(Anticipating behavioral shifts in response to financial pressures)*
- ☐ Reduce the number of trips
- ☐ Choose budget-friendly accommodations
- ☐ Travel closer to home
- ☐ No expected change

Section 7: Competitor Benchmarking & Final Feedback

21. **How would you compare Marriott to its competitors in terms of:** *(Benchmarking performance on key factors)*

    (Rate from 1 (Poor) to 5 (Excellent))

● Customer service

● Room quality

● Loyalty program benefits

● Sustainability efforts

● Price competitiveness

22. **Is there anything else you'd like to share about your hotel experiences?** *(Allowing open-ended feedback for richer qualitative insights)*

Thank You!