

Business Traveler Survey

In the past two weeks have you gone on an overnight trip for business? Yes No
travel

When traveling on business, which hotel chain do you stay at most often? _____
hotel1st

How much, on average, do you spend on a hotel room per night when traveling for business? (Please check one only).
 Less than \$75/night \$75 - \$99.99/night \$100 - \$149.99/night \$150 or more/night
spend

Who typically chooses your hotel accommodations when you conduct business travel? (Please check one only).
 I do Travel Agent My company My clients Other (please specify) _____
select

Please rank order the following hotel chains where "1" is the hotel you prefer most for business travel and "6" is the hotel you prefer least for business travel. Please rank all of the hotel chains listed. If you have not stayed at a particular hotel, please rank it based on what you may have seen, read or heard about it.

- _____ Hilton Hotels **hilrank**
- _____ Holiday Inn Hotels **holrank**
- _____ Hyatt Hotels **hyrank**
- _____ Marriott Hotels **marrank**
- _____ Radisson Hotels **radrank**
- _____ Sheraton Hotels **sherrank**

Importance of Hotel Amenities for Business Travel

For each of the following attributes listed below, please indicate how important each is to you when staying at a hotel while traveling for business. Please use the scale where "1" is Not at all Important and "5" is Extremely Important.

	Extremely Important 5	4	3	2	Not at all Important 1
Business Center Facilities/Services Available in Hotel imp1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price imp2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dedicated Telephone Line for Computer/Internet Access in Room imp3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laundry/Dry Cleaning Services imp4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mini Bar in Room imp5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special Privileges/Upgrades for Frequent Business Travelers (such as concierge lounge, room upgrade, express check-in/out, etc.) imp6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24-Hour Room Service imp7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limousine/Shuttle Bus Services to Airport/Local Attractions imp8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant on Premise imp9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient Location imp10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Satisfaction with Marriott Hotel for Business Travel

Please indicate how satisfied you are with the Marriott Hotel, when traveling on business, on each of the following attributes. Please use the scale shown below.

	Very Satisfied 5	Satisfied 4	Neither Satisfied or Dissatisfied 3	Dissatisfied 2	Very Dissatisfied 1
Overall Satisfaction with Marriott Hotels oversat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Center Facilities/Services Available in Hotel sat1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price sat2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dedicated Telephone Line for Computer/Internet Access in Room sat3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laundry/Dry Cleaning Services sat4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mini Bar in Room sat5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special Privileges/Upgrades for Frequent Business Travelers (such as concierge lounge, room upgrade, express check-in/out, etc.) sat6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24-Hour Room Service sat7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limousine/Shuttle Bus Services to Airport/Local Attractions sat8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant on Premise sat9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenient Location sat10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Classification Information

In an average week, how many hours would you say you work? _____ hours **workhrs**

In a typical month, how many days would you say you travel on business? **tripsdays**

- None
 1 to 5
 6 to 10
 11 to 15
 16 or more

In a typical month, how many nights would you say you stay in a hotel? **hotnight**

- None
 1 to 5
 6 to 10
 11 to 15
 16 or more

Gender: **gender** Female Male

In which group would you classify your age? **age**

- Younger than 30 30 – 39 40 – 49 50 – 59 60 and older

What is the highest level of education that you have completed? **educ**

- Less than high school High school Some College
 BS/BA Degree Masters/Professional Degree Post Masters/Doctorate

What is your current marital status? **marital** Married Single

Do you have a child 18 of age or younger currently living in your home? **children** Yes No

How many people in total are currently living in your household? **sizecat**

- 1 2 3 4 5 or more

What was your total annual household income for 2001? **income**

- Less than \$30,000 \$30,000 - \$49,999 \$50,000 - \$74,999
 \$75,000 - \$99,999 \$100,000 - \$149,999 \$150,000 or higher