

Premium Hotel Brand Image Survey Japan

■ Summary

- Approximately 30% of respondents stay in “premium hotels” one time per year or more.
 - “Hotel Okura” was the most widely known premium hotel, while the largest percentage of respondents had experience staying at a “Prince Hotel.” “Hilton” was the most highly evaluated premium hotel brand.
- Top hotels**
- “Hotel location,” followed by “atmosphere” were given as the most important criteria when selecting a hotel.

■ Background

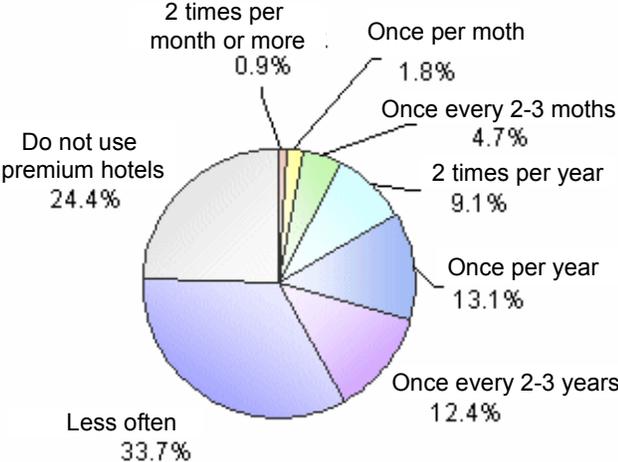
- Methodology: Online Survey
- Timing: March 1-5, 2007
- Sample: 15,526
- Source: MyVoice Online Internet community

Gender	Male	Female	Total	Age	10's	20's	30's	40's	50's+	Total
Sample	7,142	8,384	15,526	Sample	371	2,917	6,014	4,017	2,207	15,526
%	46%	54%	100%	%	2%	19%	39%	26%	14%	100%

1. Premium hotel usage frequency (All respondents)

“How frequently do you stay in premium hotels?”

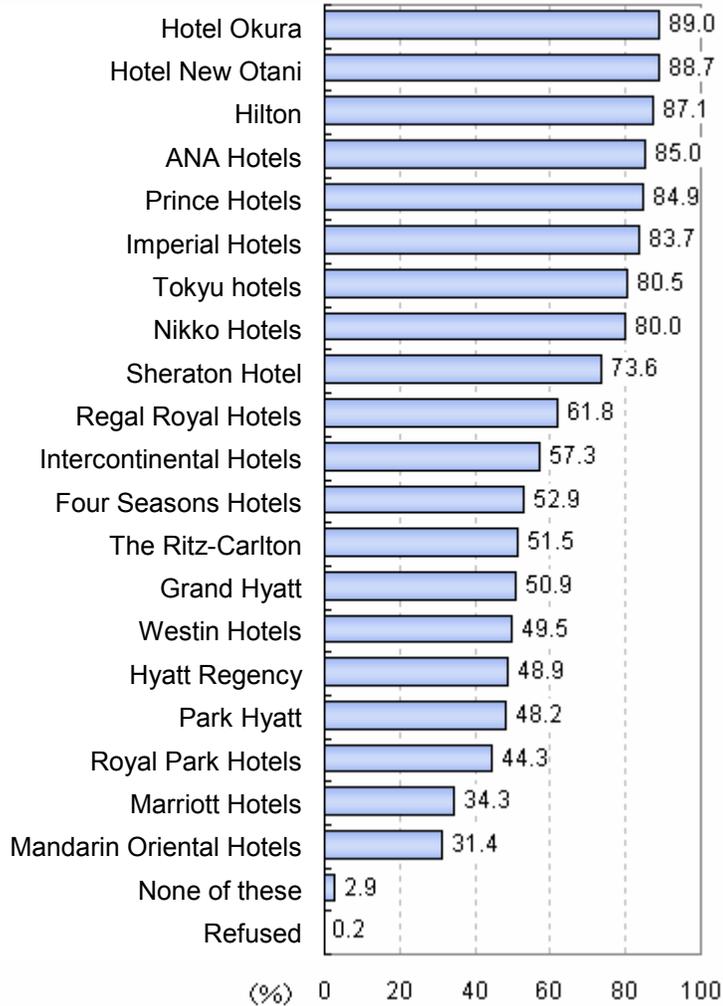
(Premium hotels are defined as hotels which offer the following types of services in addition to guestrooms: premium dining, banquet halls, swimming pool and/ or sports gym, premium shopping)



- Approximately 30% of respondents stay at premium hotels at least one time per year. Around a quarter of respondents do not use premium hotels.

2. **Airline usage purposes** (All respondents)

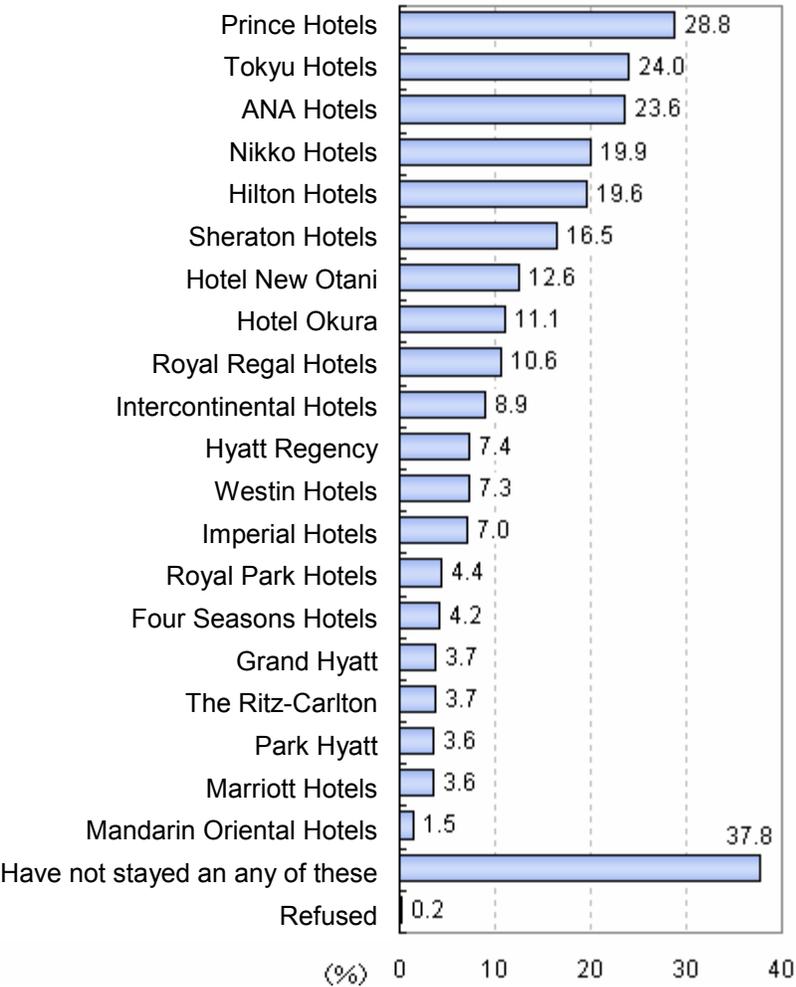
“Please select all of the hotels that you know from the list below?” (MA)



- Hotel Okura ranked as the most widely known hotel with 89% recognizing it. Hotel New Otani and Hilton Hotels followed closely behind with recognition rates of 88.7% and 87.1% respectively.

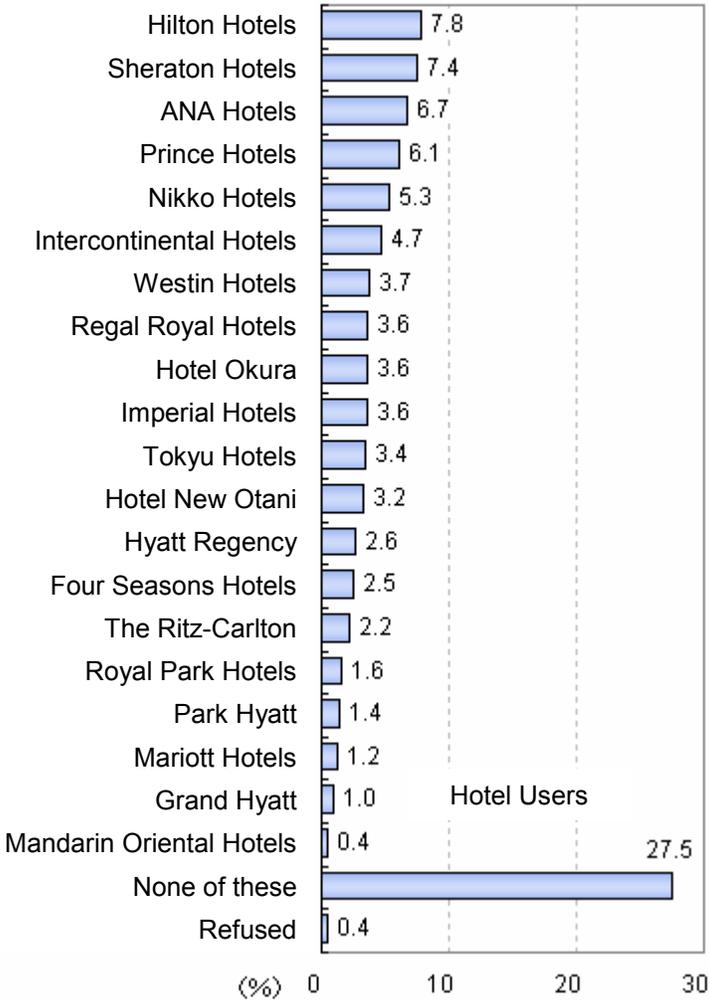
3. Hotel usage experience (All respondents)

“Which of the following hotels (hotel chains) have you stayed in domestically?” (MA)



- Prince Hotels ranked as the chain that respondents have the most experience with domestically (28.8%), followed by Tokyu Hotels (24.0% and ANA Hotels (23.6%).

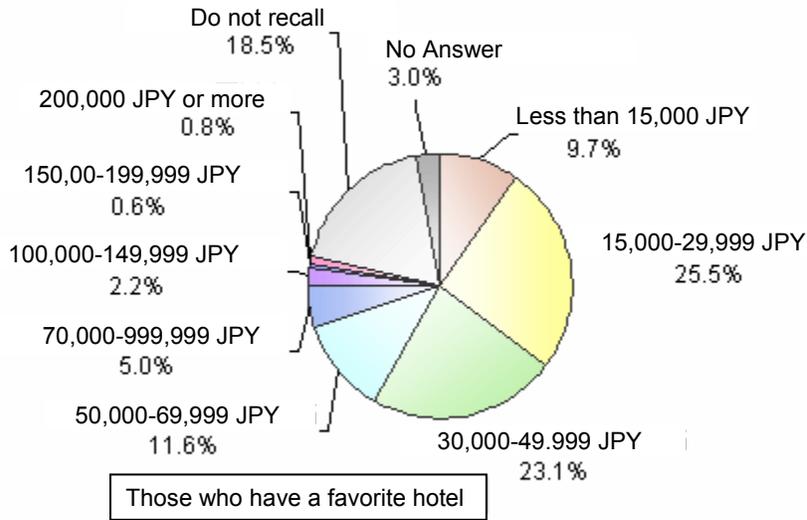
4. **Favorite Hotel** (Those who have stayed at a premium hotel (Q3)).
 “Please indicated the hotel that you like the most.” (SA)



- “Hilton” was selected as the single hotel that respondents like the most (7.8%), followed by Sheraton (7.4%) and ANA hotels (6.7%).

5. Favorite Hotel (Those who have a favorite hotel (Q4)).

“Please indicate the amount you spent per person the most recent time you stayed at your favorite premium hotel. (Amount includes all services including dining etc.) ” (SA)



- The majority of respondents spent between 15,000 and 50,000 JPY. Approximately 20% of respondents spent 50,000 JPY or more per person on their last visit to their favorite hotel.

6. Hotel selection Criteria: (Those who have a favorite hotel (Q4))
 “Please indicated the reasons why you selected the last premium hotel you stayed at.”



- “Location” (45.7%) was given as the single most important criteria for hotel selection, followed by “Hotel atmosphere” (30.8%).