

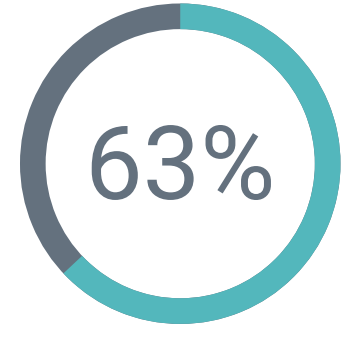
# It's Time

..... for .....

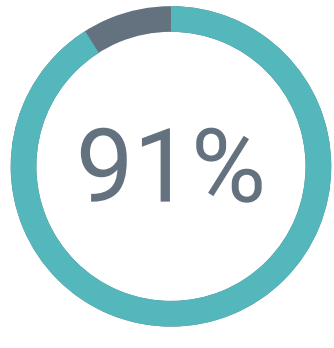
## 2018 Business Plans

### Do you know the latest?

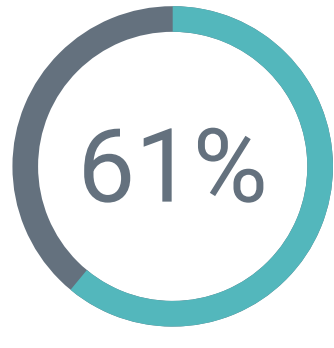
#### CURRENT OUTLOOK



63% of consumers use a **search engine** to find a hotel/reviews vs. 47% go directly to the Brand site for reviews



91% of consumers read **online reviews** before making their decision



People who use **Mobile Internet** to read reviews jumped to 61% - 23% increase YOY



59% of consumers look at **2-3 sites** before making a decision about their stay

## Did you know...

Based on latest statistics!

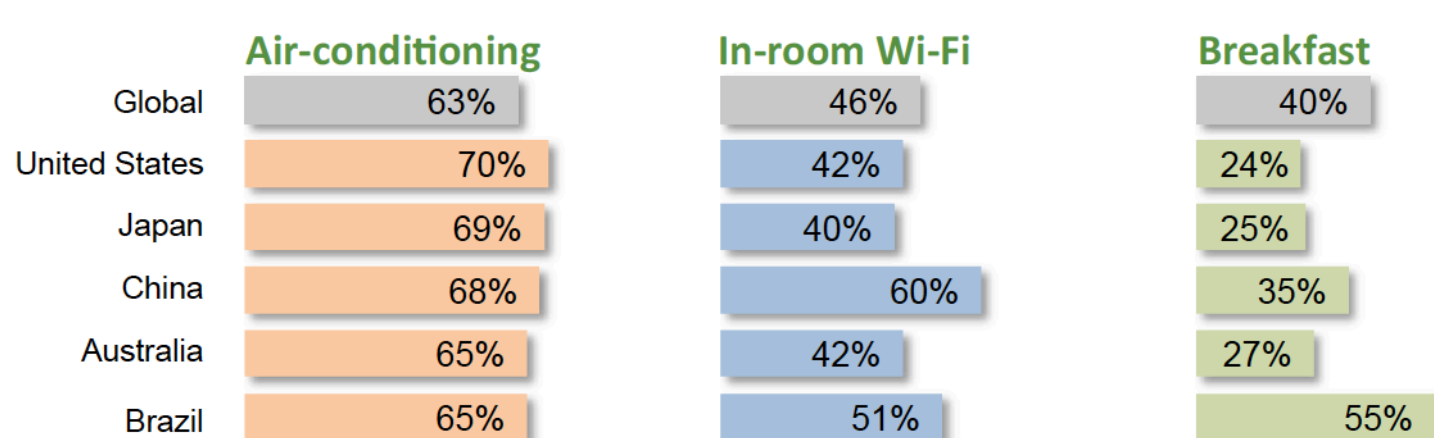
### 01



#### Per TripAdvisor findings;

Complimentary Breakfast is no longer the top decision making factor for travelers?

##### Must-have amenities (top 3)



### 02



#### "old habits don't die"

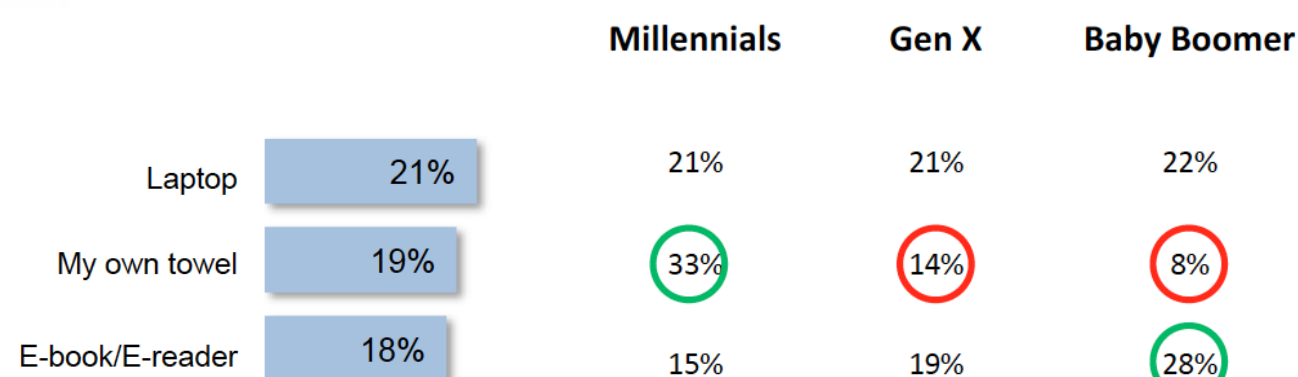
Price is still the #1 decision factor when booking a hotel room on-line  
2nd decision factor - "I usually book this way, this hotel..."

### 03



#### Generational Behavior

"My own towel" has become just as important as "my laptop" or "e-book" while traveling

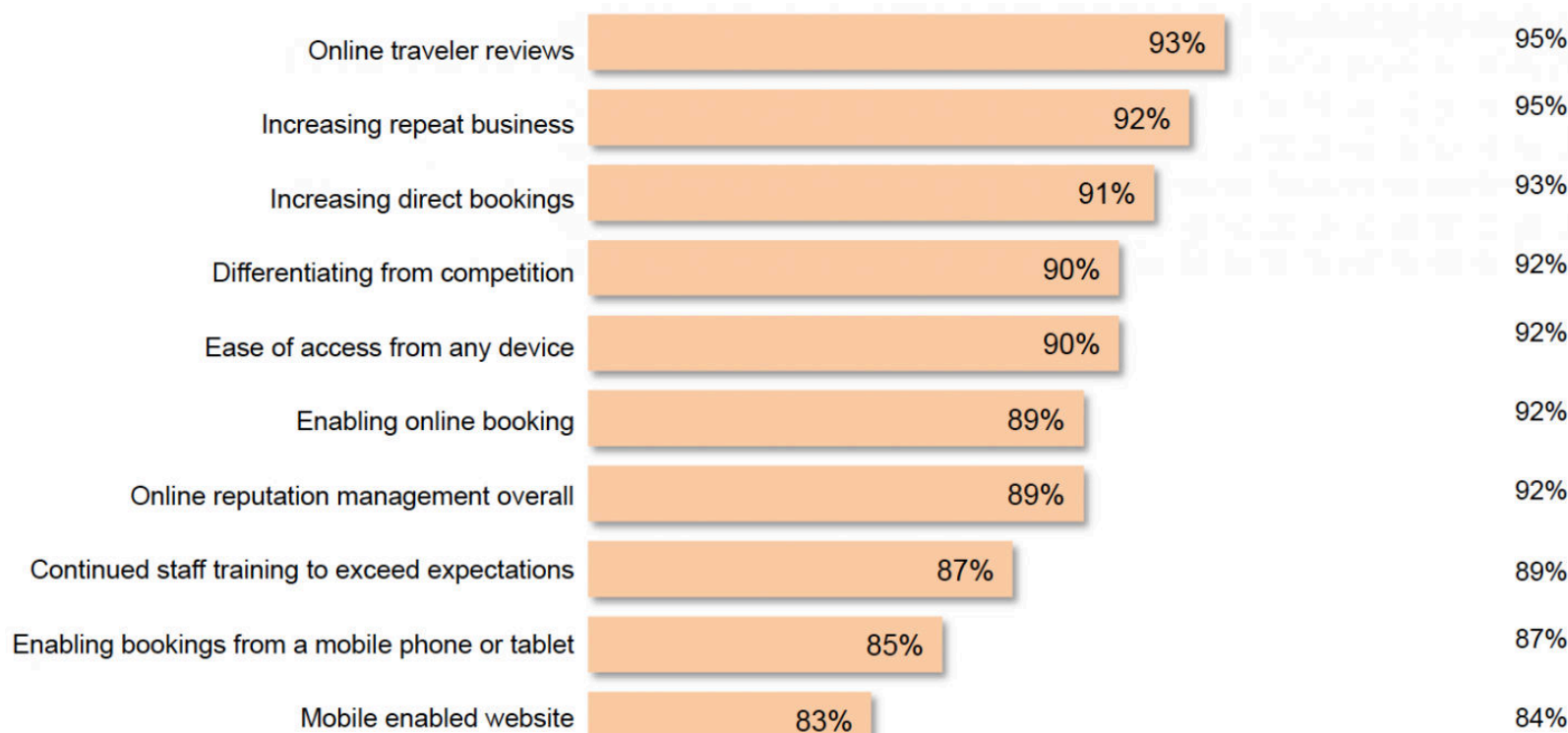


### 04



#### Importance to the future of Hotels:

When asked "How important do you think each of the following is for the future of your Hotel"...feedback remains consistent with last year's TripBarometer results

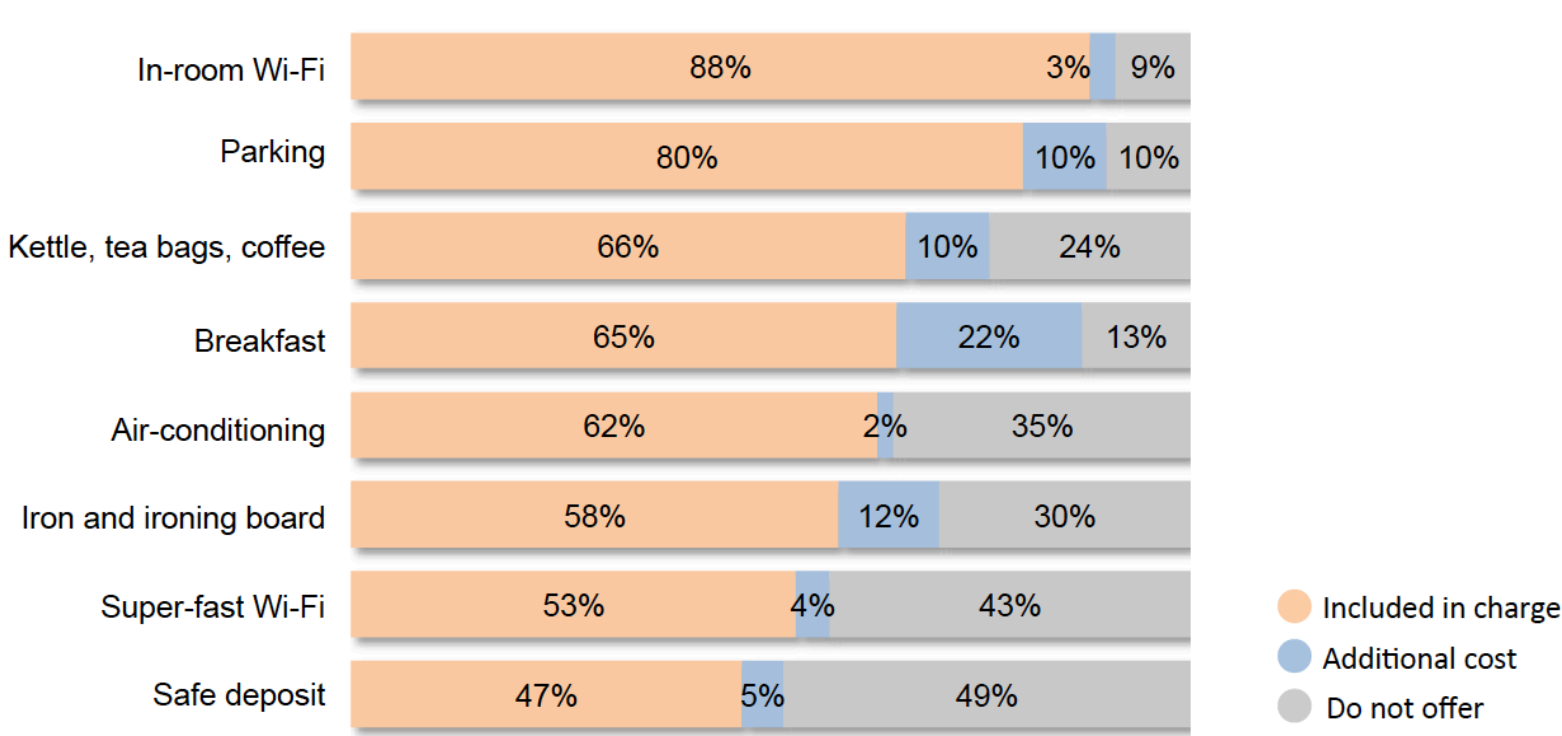


### 05



#### Are you charging for services?

Guests have come to expect "free" items included in their nightly rate. How do you fair compared to your peers in charging for services?



### 06

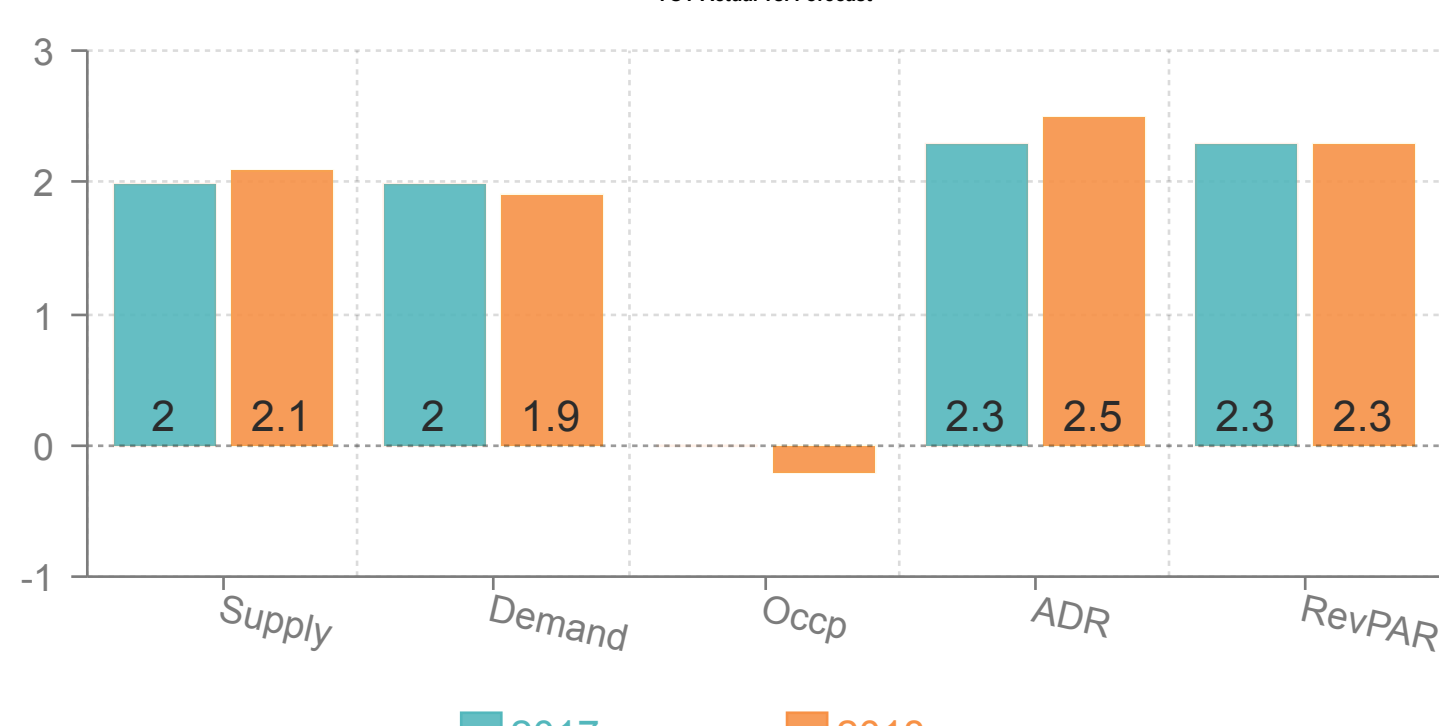


#### 2018 Outlook:

This just in from STR...

##### STR Outlook

YOY Actual vs. Forecast



#### SOURCES

<https://www.tripadvisor.com/TripAdvisorInsights/n2741/tripbarometer-tripadvisor>  
<http://www.hotelnewsnow.com/Articles/215652/Freitags-5-US-July-numbers-might-tease-cycles-end>

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