

**Future Partners**

**Hotel and Attraction  
Partnership Research**



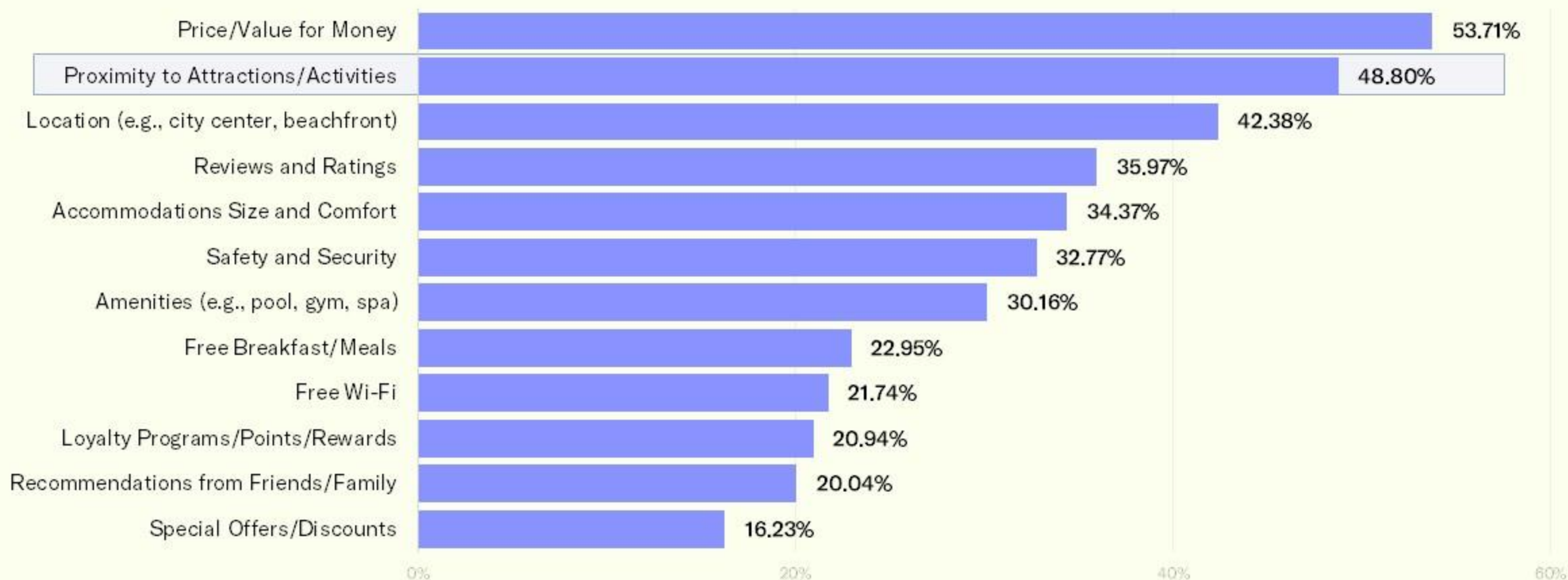
# Overview & Methodology

- Study of a demographically representative group of adult American travelers who recently stayed in a hotel and were responsible for finding and selecting the hotel they stayed in
- 1,014 unique completed surveys collected
- Multifaceted survey questionnaire addressing diverse set of questions related to recent trip lodging selection, attractions and activities selection, trip budget, satisfaction with selections, and decision-making process from inspiration to post-trip
- Topline findings reflect data collected September 8<sup>th</sup> – 11<sup>th</sup>



# Outside of price/value, proximity to attractions is a key decision factor for lodging choice

Which are some of the reasons you selected the lodging you did?





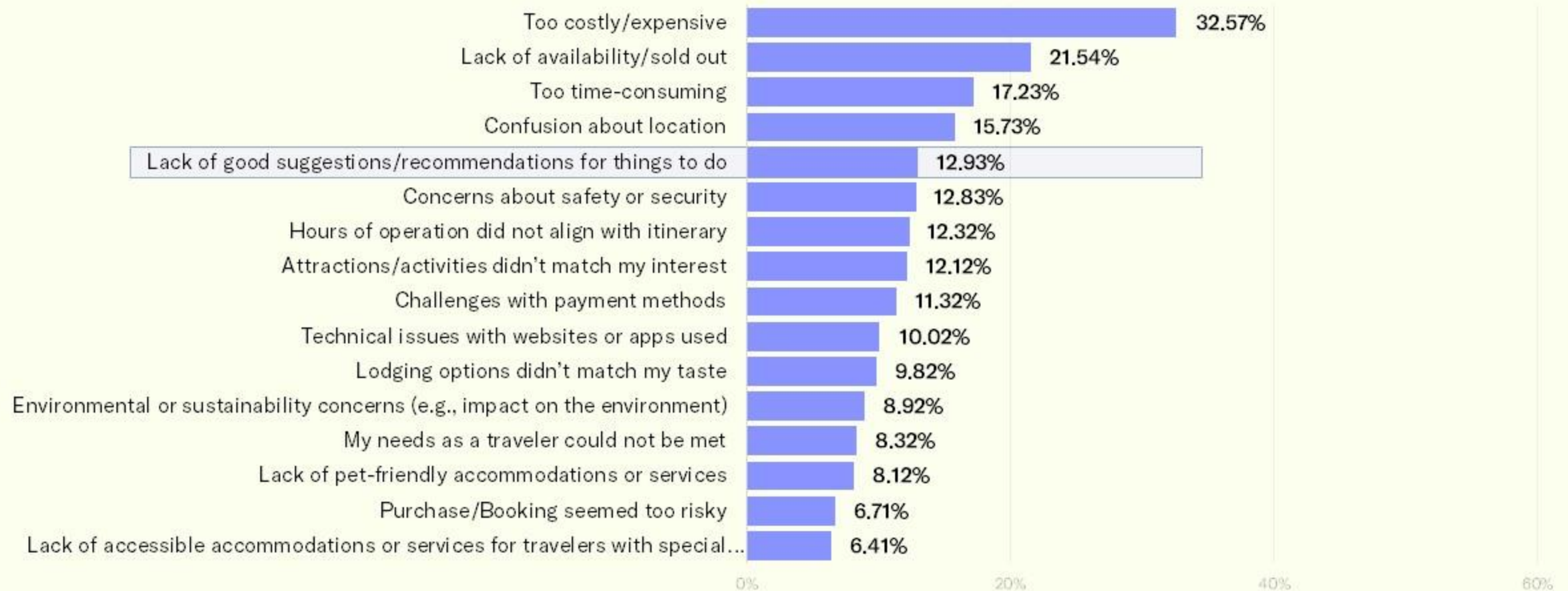
# Attraction choice is commonly influenced by personal interests, recommendations, and a desire for entertainment, relaxation, and scenic views

Which are some of the reasons you chose the attractions and activities you did on this trip?



# Cost and availability are the biggest barriers in the Trip Inspiration phase

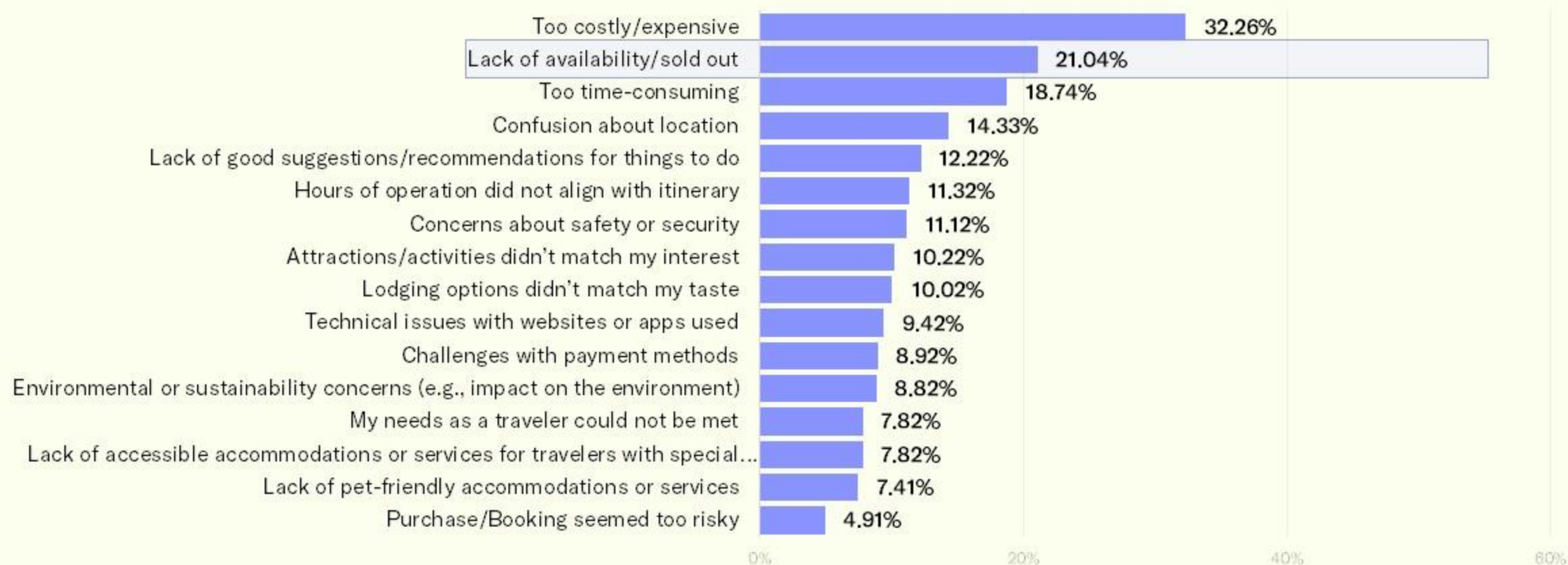
Which of these barriers, concerns or issues did you encounter in the Inspiration & Planning Phase of your trip (if any)?



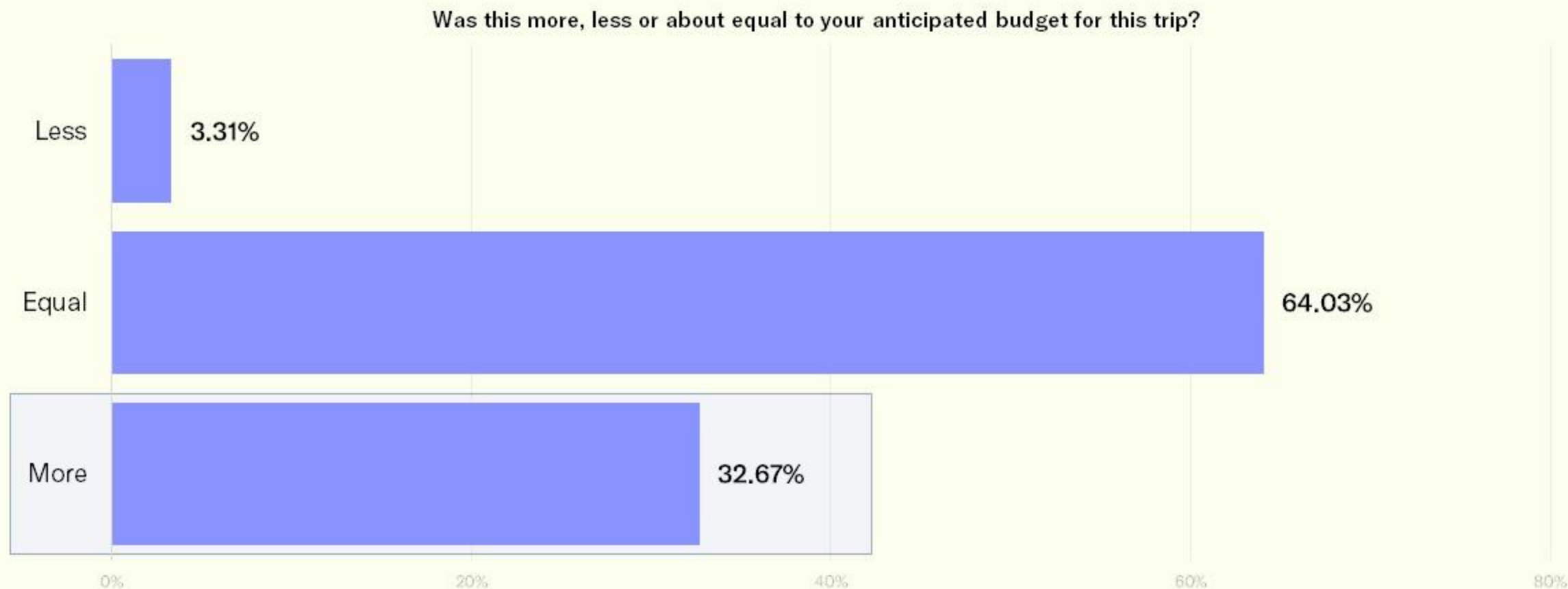


# Cost and availability—as well as feelings of being too time consuming—are the biggest barriers in the Booking phase

Which of these barriers, concerns or issues did you encounter in the Booking & Decision-Making Phase of your trip (if any)?

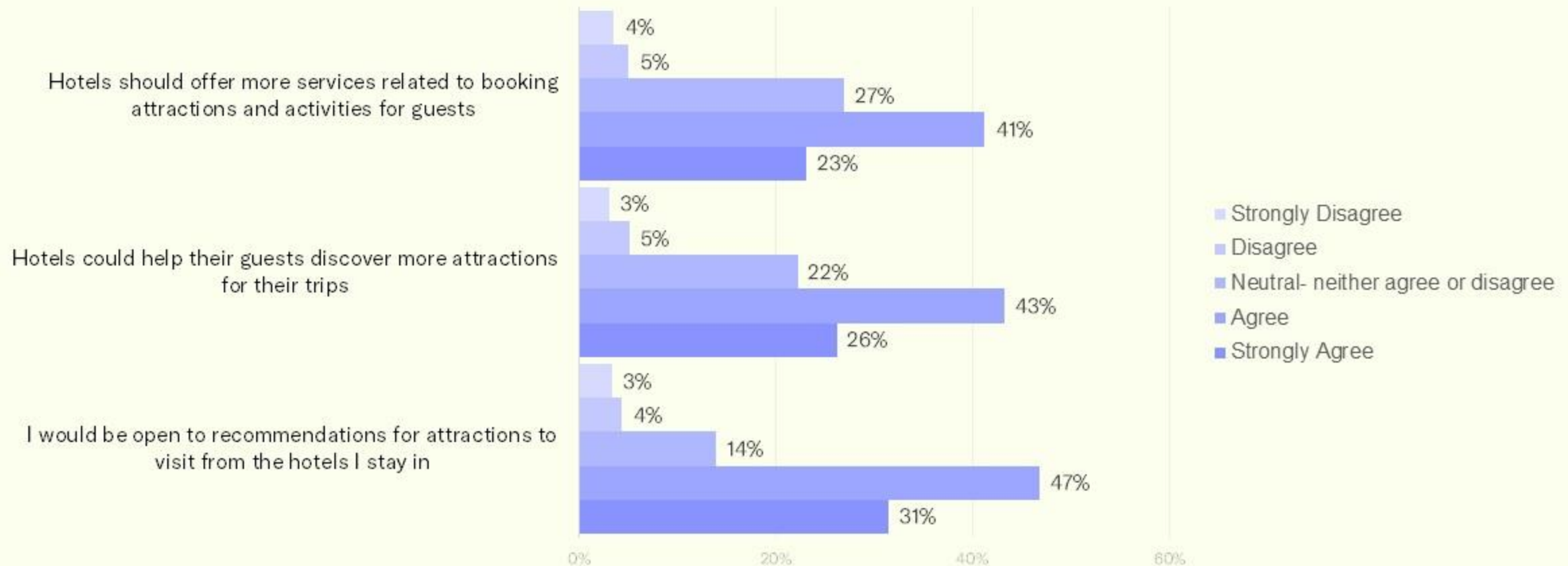


# One-third of travelers spent more than their anticipated budget on their last trip



# Travelers are very open to—and, in fact desire—hotels introducing them to attractions

How much do you agree with the following statements?







# Key Takeaway

**Hotels and attractions can work together to increase the number of activities an average travel party participates in during their trip.**



# Key Takeaway

**Destination organizations can bring hotels and attractions together. This collaboration among stakeholders can positively impact the travel economy in a community.**

# Thank You!

