

#### WHOIS

# PHOENIX MARKETING INTERNATIONAL



Strategic Research Consultancy with a boutique feel, but bigger-company resources



Founded in 1999, one of the fastest growing firms: Ad Age Honomichl list & AMA Gold Report Top 50 MR ranking for past 12 years



Headquartered in Rhinebeck (NY) with a network of offices across the U.S. and around the world



Specialists in Brand and Communication, Customer Experience, Advanced Analytics and Audience Research



Network of 150+ professionals from both client and agency side, with average of 20 yrs+ experience

## **BRIDGING THE GAP**

## HOW WE STACK UP

Unlike more traditional MR providers, our focus is on going beyond data delivery to become true business partners.

# PHOENIX

By applying proven marketing analytics to robust MR approaches, supported by a professional team with deep industry experience, we work with you to deliver tactical & strategic guidance that has positive impact on your business.





Traditional Market Research Firms



Management Consulting



## GLOBAL **REACH**

NORTH AMERICA

**EGYPT** 

**ISRAEL** 

SAUDI ARABIA

Experience in 55+ countries across all 5 major continents.



**MALAYSIA** 

**NEW ZEALAND** 

	CANADA USA - INCLUDING PUERTO RIC	0	ARGENTINA BRAZIL CHILE	COLOMBIA MEXICO VENEZUELA	AUSTRIA BELGIUM DENMARK FINLAND	FRANCE GERMANY GREECE IRELAND	ITALY NETHERLANDS NORWAY POLAND	NORWAY POLAND PORTUGAL RUSSIA	SPAIN SWEDEN SWITZERLAND UK	
Ī	AFRICA/ME				APAC					
	ALGERIA	SOUTH AFRICA			AUSTRALIA	KORI	-Δ Ρ	HII IPPINES		

**CHINA** 

INDIA

**JAPAN** 

**TAIWAN** 

**THAILAND** 

TURKEY

UAE

## FOCUSED BREADTH

Experienced applying various research techniques to address a range of business and marketing objectives within brand, communications and customer experience.





## Hotel SCORES™ Background

- Since their inception in the late 1970s, Hotel Frequent Guest Programs (FGPs) have evolved over time.
- Originally focused on generating brand loyalty by offering complimentary room nights for either dollars spent or nights stayed in a chain, the programs initially incorporated airline partners as an incentive.
- This was followed by adding a myriad of retail partners ranging from fast food and gas stations to upscale retailers.
- Some hotel companies began to question the bottom-line financial wisdom of loyalty programs and sought to change the parameters of earning and redeeming points.
- As programs began to stabilize, two events impacted the structure of FGPs: the merger of hotel companies (most notably, Marriott, Starwood, and Ritz Carlton), and the emergence of Millennial Travelers who are replacing the Senior and Boomer travelers of the 1980s and 1990s.
- This new audience is looking for a hotel brand relationship that goes beyond the original "earning" and "burning" focus of the loyalty programs and instead concentrates on an experiential relationship based on modern technological communication.



## Hotel SCORES™ Objectives

- The 2018 Hotel SCORES™ Syndication will continue to focus on awareness, membership, activity, elite status, and preference for a myriad of FGP Programs.
- In addition, the next wave of the study will gather information on benefit importance and individual FGP Program delivery of benefits.
- The 2018 Hotel SCORES™ study will show the value of individual programs in terms of share of room nights and impact of Programs on hotel selection. It will continue to track member travel characteristics.
- In addition to the key FGP metrics, the 2018 Hotel SCORES™ Syndication will measure other topics including (but not limited to)...
  - Consolidation of Hotel Companies and consumer perceptions/experiences with consolidation
  - Ownership and Use of Electronic Devices
  - Booking Channels
  - Preferred Booking Channel
  - Membership in Airline Frequent Flyer Programs
  - Awareness and Use of Travel Apps
  - OTA awareness and usage



# Hotel SCORES<sup>™</sup> Objectives To Be Refined By <u>All</u> Syndication Partners

- Measure awareness and membership in hotel FGP programs
- Measure hotel brand awareness within FGP programs
- Determine the activity level of FGP members
- Elite member recognition
- Quantify program preference
- Awareness and usage of online travel agencies (OTA)
- Awareness and use of FGP apps
- Measure awareness, membership and usage in online travel agency loyalty programs
- Net Promoter Scores (NPS)\* for FGPs and OTA loyalty programs
- Ascertain the ability of hotel FGP programs to influence lodging selection and share-of-room nights
- Determine those FGP program elements or features that are most important to members
- Quantify the degree to which active program members perceive individual hotel programs to deliver against program features
- Determine past 12-month redemption
- Ascertain current usage of hotel FGP co-branded credit cards
- Booking Channels used
- Membership in other Travel & Leisure Frequent Traveler Programs
- Types of stays (group travel or travel packages)





## Hotel SCORES™ Methodology

- Online survey... approximately 20 minutes in length.
- We will complete more than 15,000 global interviews... a full breakdown of the number of completes can be found on page 17 of this document.
- The 2018 Hotel SCORES™ Syndication will be fielded in early February 2018 in the countries to the right (as always, additional countries may be added at the request of Syndication Partners).
- In order to qualify for the study, respondents must have stayed in a hotel in 2017, be an active member of a Hotel Frequent Guest Program, and be 21 years-of-age or older.
- Even though Hotel SCORES™ is a "syndicated" study, we like to consider it a "customizable syndication". The questionnaire is almost 100% client driven. We add or remove questions, add or remove brands, add or remove topics... all dependent on what our client/partner needs. If there is a specific set of brands or topics you are interested in, please let us know during the questionnaire revision phase (usually in December).

North America	Central / South America	EMEA	Asia / Pacific	
Canada	Argentina	UK	China	
USA	Brazil	France	Australia	
	Chile	Germany	Hong Kong	
	Colombia	Italy	India	
	Mexico	Netherlands	Japan	
	Peru	Russia	New Zealand	
		South Africa	Thailand	
		Spain		
		UAE		



# Hotel SCORES™ Methodology Hotel Frequent Guest Programs Included in 2018 Study

Best Western Rewards	Fairmont President's Club	La Quinta Returns	Omni Select Guest	Shangri-La Golden Circle
Choice Privileges	Fiesta Rewards	Le Club Accorhotels	One Harmony	Sonesta Travel Pass
CirculoReal	GHA Discovery	Leading Hotels of the World Leaders Club	Raffles Ambassadors	Starwood Preferred Guest
Club Carlson	Golden Tulip Flavours	Loews YouFirst Rewards	Red Lion Hello Rewards	Steigenberger Award World
Club Quarters Gold Rewards	Hilton Honors	Marriott Rewards	Red Roof RediCard	Swissôtel Circle
Coast Rewards	World of Hyatt	Meliá Rewards	Ritz Carlton Rewards	Taj Inner Circle
Drury Gold Key Club	IHG Rewards Club	New Otani Club International	Scandic's Friends	T RUMP CARD Privileges
Dusit Gold	Kimpton Karma Rewards	NH Hotel Group Rewards	Seibu Prince Club emi	Wyndham Rewards





## Hotel SCORES™ Deliverables

#### **Standard Deliverables**

- Individual Country Reports.
  - For each Country, you will receive a set of data tabulations consisting of one standard demographic banner and an FGP Program Banner.
- Complimentary regional roll-up report will be provided to any partner who purchases 3 or more countries from a region.
- Standard presentation via phone or in-person (travel for two (2) billed at cost, if in-person).

#### **Optional Requests**

- Custom presentation, if a Syndication Partner desires to customize a presentation, for example, to focus on key business objectives or multi-country view, this can be accommodated.
- Any Syndication Partner can add a reasonable number of custom questions to the survey. There will be a cost for these questions... and the questions will be proprietary to the company adding them.
- Any Syndication Partner can provide sample lists of customers or members to be run through the 2018 Hotel SCORES™ survey. There will be a cost for these additional completes... and the results will be proprietary to the company adding them.
- Deep Dive Reports... using the 2018 Hotel SCORES™ data, we will create deep-dive reports focusing on Millennials, Economy Travelers, Mid-Scale Travelers, Upscale Travelers, and Affluent Travelers.



## For More Information, contact:

John Antonello Managing Director (732) 563-8501

John.Antonello@phoenixmi.com

David Pluchino

Vice President (732) 563-8504

David.Pluchino@phoenixmi.com

# THANK YOU

