## YouGov <br> What the world thinks

## Hotels

## Fieldwork Dates: 13th - 14th September 2018

## Conducted by YouGov

On behalf of YouGov Omnibus
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## background

this spreads consent of YouGov Plc and the client named on the front cover.
Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample
隹 sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data
YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.
For further information about the results in this spreadsheet, please contact YouGov Plc +1888.729 .0773 or email omnibus.us@yougov.com quoting the surve detail

## EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1213 adults. Fieldwork was undertaken between 13th - 14th September 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged $18+$ ).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissione

YouGov is a member of the British Polling Council
Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the targe population to be considered statistically reliable. These figures will be italicised.

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018

| YouGov <br> What the world thinks | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, High school graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | ${ }^{55+}$ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
|  |  | A | B | c | D | E | F | G | H | 1 | J | к | L | m | N |
| cell_type. What kind of cell phone do you have? If you have more than one cell phone, then please think about the one you use most often. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 558 | 655 | 353 | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| Base | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Smartphone (a mobile phone with a large selection of apps easily available to install, e.g. iPhone) | 82\% | 81\% | 82\% | $\begin{gathered} 89 \% \\ E \end{gathered}$ | $\begin{gathered} 83 \% \\ E \end{gathered}$ | 75\% | 83\% | 79\% | 83\% | 82\% | 81\% | 86\% | 82\% | 77\% | 75\% |
| Standard mobile phone | 11\% | 11\% | 10\% | 4\% | $\begin{gathered} 9 \% \\ c \end{gathered}$ | $\begin{aligned} & \text { 18\% } \\ & \text { C. } \end{aligned}$ | 10\% | 13\% | 10\% | 11\% | 12\% | 6\% | 10\% | 10\% | $\begin{gathered} 14 \% \\ Q \end{gathered}$ |
| Don't know | 1\% | 1\% | 2\% | 2\% | 1\% | 1\% | 1\% | 1\% | 2\% | 0\% | 1\% | 1\% | 2\% | 1\% | 2\% |
| Not applicable - I don't have a cell phone | 7\% | 7\% | 6\% | 5\% | 7\% | 7\% | 7\% | 7\% | 6\% | 7\% | 6\% | 7\% | 6\% | 11\% | $\begin{aligned} & \text { 10\% } \\ & \text { o.p } \end{aligned}$ |

OH_q2-1. Thinking of hotels and the amenities they offer
would you prefer to use your cellphone to perform the following
ctivities or do so yourseff using traditional means? Please select
activities or do so yourself using traditio
one option on each row. - Check in/out

| Unweighted base | 1124 | 517 | 607 | 328 | 347 | 449 | 199 | 243 | 459 | 223 | 765 | 138 | 145 | 76 | 393 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 557 | 560 | 350 | 350 | 417 | 197 | 251 | 445 | 224 | 733 | 139 | 171 | 74 | 449 |
| I would prefer to be able to use my cellphone to do this | 40\% | 39\% | 42\% | $\begin{gathered} 53 \% \\ E \end{gathered}$ | $\begin{gathered} 45 \% \\ E \end{gathered}$ | 26\% | 42\% | 40\% | 38\% | 41\% | 37\% | 42\% | $\begin{gathered} 47 \% \\ J \end{gathered}$ | $\begin{gathered} 54 \% \\ \mathrm{~J}^{*} \end{gathered}$ | 36\% |
| I would prefer to do this myself using traditional means | 60\% | 61\% | 58\% | 47\% | 55\% | $\begin{aligned} & \text { 74\% } \\ & \text { C.D } \end{aligned}$ | 58\% | 60\% | 62\% | 59\% | $\begin{aligned} & \text { 63\% } \\ & \text { L.M } \end{aligned}$ | 58\% | 53\% | $46 \%$ | $\begin{gathered} 64 \% \\ 0 \end{gathered}$ |

OH_-q22.2. Thinking of hotels and the amenities they offer,
would you prefer to use your cellphone to o eefform the forlowing
otne option on each row. - Gain entry to my hotel room

| Unweighted base | 1124 | 517 | 607 | 328 | 347 | 449 | 199 | 243 | 459 | 223 | 765 | 138 | 145 | 76 | 393 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 557 | 560 | 350 | 350 | 417 | 197 | 251 | 445 | 224 | 733 | 139 | 171 | 74 | 449 |
| I would prefer to be able to use my cellphone to do this | 29\% | 28\% | 29\% | $\stackrel{37 \%}{\mathrm{E}}$ | $\begin{gathered} 30 \% \\ \mathrm{E} \end{gathered}$ | 20\% | 28\% | 26\% | 28\% | 32\% | 26\% | 32\% | 33\% | 38\% | 26\% |
| I would prefer to dot this myself using traditional means | 72\% | 72\% | 71\% | 63\% | 70\% | $\begin{aligned} & \text { 80\% } \\ & \text { C.D } \end{aligned}$ | 72\% | 74\% | 72\% | 68\% | $\begin{gathered} \text { 74\% } \\ \mathrm{M} \end{gathered}$ | 68\% | 67\% | 62\% | 74\% |

OH_q2_3. Thinking of hotels and the amenities they offer,
would you prefer to use your rellphene to perform the following
activities or do so ourself using traditional means? Please select
would you prefer to use your cellphone to perform the following
activitios or do so yourself using traditional means? Please select
one option on each row. - Access hotel appliances and utilities
one option on each row. - Access hotat
(lights, AC, entertainment system)

| Unweighted base | 1124 | 517 | 607 | 328 | 347 | 449 | 199 | 243 | 459 | 223 | 765 | 138 | 145 | 76 | 393 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone\| would prefer to be able to use my cellphone to do this | 1116 | 557 | 560 | 350 | 350 | 417 | 197 | 251 | 445 | 224 | 733 | 139 | 171 | 74 | 449 |
|  | 29\% | 30\% | 28\% | 42\% | 31\% | 17\% | 29\% | 27\% | 28\% | 32\% | 24\% | 36\% | 42\% | 31\% | 30\% |
|  |  |  |  | D.E | E |  |  |  |  |  |  | $J$ | J | * |  |
| I would prefer to dot this myself using traditional means | 71\% | 70\% | 72\% | 58\% | $\begin{gathered} \text { 69\% } \\ \mathrm{c} \end{gathered}$ | $\begin{aligned} & 83 \% \\ & \text { C.D } \end{aligned}$ | 71\% | 73\% | 72\% | 68\% | $76 \%$ K.L | 64\% | 58\% | ${ }^{69 \%}$ | 70\% |

OH_q24. Thinking of hotels and the amenities they offer
would you prefer to use your cellphone e to perform the forlowing
activities or do so yourself using traditional means? Please select
activites or do se yourself using traditional means? Please
one option on each row. - Request and order room service

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018

| YouGov <br> What the world thinks | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Some college, } 2 \text { - } \\ \text { year } \end{gathered}$ | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under S 40 k | \$40k to \$80k | \$80k+ |
|  |  | - | P | Q | R | s | T | $u$ | v | w | x | Y | z | AA | AB |
| cell_type. What kind of cell phone do you have? If you have more than one cell phone, then please think about the one you use most often. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| Base | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Smartphone (a mobile phone with a large selection of apps easily avail able to install, e.g. iPhone) | 82\% | $\begin{gathered} 85 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 87 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 90 \% \\ \mathrm{~N} \end{gathered}$ | 81\% | 84\% | 75\% | 78\% | $\begin{gathered} 86 \% \\ \mathrm{~T} \end{gathered}$ | 85\% | $\begin{gathered} 87 \% \\ y \end{gathered}$ | 80\% | 79\% | $\begin{aligned} & 84 \% \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 90 \% \\ \text { z.AA.AC } \end{gathered}$ |
| Standard mobile phone | 11\% | 9\% | 9\% | 5\% | $\begin{gathered} \text { 12\% } \\ \mathrm{v} \end{gathered}$ | 16\% | $\begin{aligned} & \text { 15\% } \\ & \text { v.w } \end{aligned}$ | $\begin{aligned} & \text { 19\% } \\ & v . w^{*} \end{aligned}$ | 7\% | 5\% | 7\% | $\begin{gathered} 12 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 13 \% \\ \text { AB } \end{gathered}$ | 10\% | 6\% |
| Don't know | 1\% | 1\% | 1\% | - | 1\% |  | 1\% |  | 2\% | 1\% | 1\% | 1\% | 1\% | 1\% | 1\% |
| Not applicable - Idon't have a cell phone | 7\% | 4\% | 4\% | 4\% | 7\% | $\div$ | 9\% | $2 \%$ | 5\% | $8 \%$ | 5\% | 7\% | $\begin{aligned} & 7 \% \\ & \mathrm{AB} \end{aligned}$ | 5\% | 3\% |

OH_92_. Thinking of hotels and the amenities they offer
would you prefer to use your cellphone to perform the following
activities or do so yourself using traditional means? Please select
activities or do so yourself using traditio
one option on each row. - Check in/out

| Unweighted base | 1124 | 388 | 223 | 120 | 538 | 17 | 122 | 45 | 334 | 68 | 310 | 814 | 394 | 328 | 255 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 359 | 198 | 111 | 525 | 17 | 114 | 42 | 353 | 66 | 309 | 807 | 410 | 321 | 245 |
| I would prefer to be able to use my cellphone to do this | 40\% | 44\% | 43\% | 40\% | 34\% | 53\% | 39\% | 33\% | 49\% | 45\% | 46\% | 38\% | 41\% | 45\% | 39\% |
|  |  | N |  |  |  | * |  | * | R | * | Y |  | AC | AC | AC |
| I would prefer to do this myself using traditional means | 60\% | 56\% | 57\% | 60\% | $66 \%$ | $\stackrel{47 \%}{* *}$ | 61\% | $67 \%$ | 51\% | 55\% | 54\% | $\begin{gathered} 62 \% \\ x \end{gathered}$ | 59\% | 55\% | 61\% |

OH_-922.2.2 Thinking of hotels and the amenities they offer,
vould you prefer to use your cellphone to perform the following
one option on each row. - Gain entry to my hotel room

| Unweighted base | 1124 | 388 | 223 | 120 | 538 | 17 | 122 | 45 | 334 | 68 | 310 | 814 | 394 | 328 | 255 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 359 | 198 | 111 | 525 | 17 | 114 | 42 | 353 | 66 | 309 | 807 | 410 | 321 | 245 |
| I would prefer to be able to use my cellphone to do this | 29\% | 29\% | 31\% | 33\% | 24\% | 30\% | 28\% | $31 \%$ | $\begin{gathered} 35 \% \\ R \end{gathered}$ | 28\% | 32\% | 27\% | 29\% | 27\% | ${ }^{33 \%}$ |
| I would prefer to do this myself using traditional means | 72\% | 71\% | 69\% | 67\% | $\begin{gathered} 76 \% \\ \mathrm{v} \end{gathered}$ | 70\% | 72\% | 69\% | 65\% | $\stackrel{72 \%}{*}$ | 68\% | 73\% | 71\% | 73\% | 67\% |

OH_q2_3. Thinking of hotels and the amenities they offer,
would you prefer to use your rellphene to perform the following
activities or do so ourself using traditional means? Please select

one option on each row. - Accesss h
(lights, $A C$, entertainment system)

| Unweighted base | 1124 | 388 | 223 | 120 | 538 | 17 | 122 | 45 | 334 | 68 | 310 | 814 | 394 | 328 | 255 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 359 | 198 | 111 | 525 | 17 | 114 | 42 | 353 | 66 | 309 | 807 | 410 | 321 | 245 |
| I would prefer to be able to use my cellphone to do this | 29\% | 29\% | 27\% | 25\% | 26\% | 22\% | 23\% | 21\% | 34\% | 39\% | 35\% | 27\% | 33\% | 29\% | 29\% |
|  |  |  |  |  |  | ** |  | * | R.T | R.T** | y |  | AC | AC | AC |
| I would prefer to do this myself using traditional means | 71\% | 71\% | 73\% | 75\% | 74\% | 78\% | 77\% | 79\% | 66\% | 61\% | 65\% | 73\% | 67\% | 71\% | 71\% |
|  |  |  |  |  | v.w | ** | v.w | * |  | * |  | x |  |  |  |

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## YouGov Omnibus

Hotels
Us_nat Sample: 13th - 14th September 2018

cell type. What kind of call phone do you have 7 f you have morer
than one cell phone, then ploase think about the one you use
ast oftell phone, then please think about the one you use


OH_q2_1. Thinking of hotels and the amenities they offer
would you prefer to use your cellphone to perform the following
activities or do so yourseff using traditional means? Please select
one option on each row. - Check in/out

| Unweighted base | 1124 | 147 |
| :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 140 |
| I would prefer to be able to use my cellphone to do this | 40\% | 28\% |
| I would prefer to do this myself using traditional means | 60\% | 72\% |
|  |  | z.A.AB |

OH_- 22 2. Thinking of hotels and the amenities they offer,
vould you prefer to use your cellphone to perform the following
one option on each row. - Gain entry to my hotel room

| Unweighted base | 1124 | 147 |
| :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 140 |
| I would prefer to be able to use my cellphone to do this | 29\% | 22\% |
| I would prefer to do this myself using traditional means | 72\% | 78\% |
|  |  | AB |

OH_q2_3. Thinking of hotels and the amenities they offer
would you prefer to use your cellphone to perform the following
would you prefer to use your celiphone to perform the following
activitios or do so yourself using traditional means? Please select
one option on each row. - Access hotel appliances and utilities
one option on each row. - Access
(lights, AC, entertainment system)

| Unweighted base | 1124 | 147 |
| ---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 140 |
| I would prefer to be able to use my cellphone to do this | $29 \%$ | $16 \%$ |
| I would prefer to do this myself using traditional means | $71 \%$ | $84 \%$ <br> Z.A.AB |

OOH_- 2 4. Thinking of hotels and the amenities they offer
would you prefer to use your cellphone to perform the forlowing
one option on each row. - Request and order room service

$$
\begin{array}{l|l|l|}
\hline \text { Unweighted base } & 1124 & 147 \\
\hline
\end{array}
$$

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018
YouGov
be able to use my cellphone to do this
I would prefer to do this myself using traditional means

|  |  |
| :--- | :--- |
|  | Total |
| ne | 1116 |
| this | $43 \%$ |
| eans | $57 \%$ |
|  |  |


| Gender |  | Age |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Male | Female | 18 to 34 | 35 to 54 |  |
| 557 | 560 | 350 | 350 |  |
| $41 \%$ | $44 \%$ | $60 \%$ | $45 \%$ |  |
| $59 \%$ | $56 \%$ | D.E | E |  |
|  |  |  | $55 \%$ <br> $C$ |  |

would you prefer to use your cellphone to perform the following
oct
unoccupied for cleaning

| Unweighted base | 1124 | 517 | 607 | 328 | 347 | 449 | 199 | 243 | 459 | 223 | 765 | 138 | 145 | 76 | 393 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 557 | 560 | 350 | 350 | 417 | 197 | 251 | 445 | 224 | 733 | 139 | 171 | 74 | 449 |
| I would prefere to be able to use my cellphone to do this | 40\% | 36\% | $\begin{gathered} 43 \% \\ \mathrm{~A} \end{gathered}$ | $\begin{gathered} 50 \% \\ E \end{gathered}$ | $\underset{E}{44 \%}$ | 27\% | 41\% | 36\% | 39\% | 43\% | 37\% | 45\% | 42\% | 48\% | 37\% |
| I would prefer to do this myself using tratitional means | 60\% | $\begin{gathered} 64 \% \\ B \end{gathered}$ | 57\% | 50\% | 56\% | $\begin{aligned} & 73 \% \\ & \text { C.D } \end{aligned}$ | 59\% | 64\% | 61\% | 57\% | 63\% | 55\% | 58\% | 52\% | 63\% |

H_q2 6 . Thinking of hotels and the amenities they offer,
would you prefer to use your cellphone to perform the following
would you prefer to use your cellphone to perform the following
activities or do so oourseff using traditional Imeans? Please select
one option on each row. - Reach hotel staff for

| Unweighted base | 1124 | 517 | 607 | 328 | 347 | 449 | 199 | 243 | 459 | 223 | 765 | 138 | 145 | 76 | 393 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 557 | 560 | 350 | 350 | 417 | 197 | 251 | 445 | 224 | 733 | 139 | 171 | 74 | 449 |
| I would prefer to be able to use my cellphone to do this | 38\% | 38\% | 39\% | 51\% | 38\% | 27\% | 42\% | 36\% | 39\% | 37\% | 36\% | 48\% | 40\% | 38\% | 38\% |
|  |  |  |  | D.E | E |  |  |  |  |  |  | J |  | * |  |
| I would prefer to do this myself using traditional means | 62\% | 62\% | 61\% | 49\% | 62\% | 73\% | 59\% | 64\% | 61\% | 63\% | 64\% | 52\% | 60\% | 62\% | 62\% |

OH 92 7 . Thinking of hotels and the amenities they offer,
would you prefer to use your cellphone to to perform the forlowing
activities or do so yourseff using traditional means? Please select
activities or do so yourseff using tradition al means? Please si
one option on each row. - Book h hotel restaurant reservatio

| Unweighted base | 1124 | 517 | 607 | 328 | 347 | 449 | 199 | 243 | 459 | 223 | 765 | 138 | 145 | 76 | 393 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 557 | 560 | 350 | 350 | 417 | 197 | 251 | 445 | 224 | 733 | 139 | 171 | 74 | 449 |
| I would prefer to be able to use my cellphone to do this | 58\% | 57\% | 59\% | $\begin{gathered} 71 \% \\ \text { D.E } \end{gathered}$ | $\begin{gathered} \text { 63\% } \\ \mathrm{E} \end{gathered}$ | 43\% | 56\% | 59\% | 60\% | 54\% | 55\% | $\begin{gathered} 67 \% \\ J \end{gathered}$ | 62\% | ${ }^{65 \%}$ | 54\% |
| I would prefer to dot this myself using traditional means | 42\% | 43\% | 41\% | 29\% | $37 \%$ $c$ | $\begin{aligned} & 57 \% \\ & \text { C.D } \end{aligned}$ | 44\% | 41\% | 40\% | 46\% | $\begin{gathered} 45 \% \\ \mathrm{k} \end{gathered}$ | 33\% | 38\% | 35\% | $\begin{gathered} 46 \% \\ 0 \end{gathered}$ |

OH_q2_8. Thinking of hotels and the amenities they offer
would you prefer to use your cellphone to perform the following
ctivities or do so yourself using traditional means? Please select
ne option on each row. - Access a map of the hotellsurrounding

$$
\begin{aligned}
& \text { Unweighted base } \\
& \text { Base: US Adults with Cellphone }
\end{aligned}
$$

I would prefer to do this myself using traditional means

| 1124 | 517 | 607 |
| :--- | :--- | :--- |
| 1116 | 557 | 560 |
| $63 \%$ | $62 \%$ | $65 \%$ |
| $37 \%$ | $38 \%$ | $35 \%$ |


| 328 | 347 | 449 |
| :---: | :---: | :---: |
| 350 | 350 | 417 |
| $72 \%$ | $70 \%$ | $51 \%$ |
| E | E |  |
| $28 \%$ | $30 \%$ | $49 \%$ |
|  |  | $C D$ |


| 199 | 243 | 459 |
| :---: | :---: | :---: |
| 197 | 251 | 445 |
| $64 \%$ | $62 \%$ | $64 \%$ |
| $36 \%$ | $38 \%$ | $36 \%$ |


| 223 |
| :--- |
| 224 |
| $64 \%$ |
| $36 \%$ |


| 765 |
| :--- |
| 733 |
| $62 \%$ |
| $38 \%$ |


| 38 | 145 |
| :--- | :--- |
| 39 | 171 |
| $\%$ | $63 \%$ |
| $3 \%$ | $37 \%$ |


| 76 | 393 |
| :---: | :---: |
| 74 | 449 |
| $70 \%$ | $59 \%$ |
| $*$ |  |
| $30 \%$ | $41 \%$ |
| $*$ | 0.0 |

## YouGov Omnibus <br> Hotels

Us_nat Sample: 13th - 14th September 2018
YouGov'
able to use my cellphone to do this
I would prefer to do this myself using traditional means

|  |  |
| :--- | :--- |
|  | Total |
| one | 1116 |
| this | $43 \%$ |
|  | $57 \%$ |
|  |  |


| Education |  |  |
| :---: | :---: | :---: |
| Some college, 2- <br> year | 4 -year | Post Grad |
| 359 | 198 | 111 |
| $47 \%$ | $42 \%$ | $41 \%$ |
| $53 \%$ | $58 \%$ | $59 \%$ |


|  |  |  |
| :---: | :---: | :---: |
|  |  |  |
|  | Married | Separated |
|  |  |  |
|  | 525 | 17 |
|  | $38 \%$ | $46 \%$ |
|  | $\cdots$ |  |
|  | $62 \%$ | $55 \%$ |
|  | V | $\cdots$ |
|  |  |  |

- 


would you prefer to use your cellphone to perform the follo
activities or or of so so ourselff using traditional means? Please select
activities or do so yourseff using traditional means? Please se
one option on each row. - Notify
staff when the room will be
unoccupied for cleaning

| Unweighted base | 1124 | 388 | 223 | 120 | 538 | 17 | 122 | 45 | 334 | 68 | 310 | 814 | 394 | 328 | 255 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 359 | 198 | 111 | 525 | 17 | 114 | 42 | 353 | 66 | 309 | 807 | 410 | 321 | 245 |
| I would prefere to be able to use my cellphone to do this | 40\% | 41\% | 40\% | 43\% | 36\% | $39 \%$ | 40\% | $36 \%$ | $\begin{gathered} 43 \% \\ R \end{gathered}$ | $\begin{aligned} & \text { 54\% } \\ & \mathrm{R}^{*} \end{aligned}$ | $\begin{gathered} 47 \% \\ y \end{gathered}$ | 37\% | $\begin{aligned} & 43 \% \\ & \text { AC } \end{aligned}$ | 38\% | 39\% |
| I would prefer to do this myself using tratitional means | 60\% | 59\% | 60\% | 57\% | $\begin{aligned} & 64 \% \\ & \text { v.w } \end{aligned}$ | $61 \%$ | 60\% | $64 \%$ | 57\% | 46\% | 53\% | $\begin{gathered} 63 \% \\ \mathrm{x} \end{gathered}$ | 57\% | 62\% | 61\% |

_q2_6. Thinking of hotels and the amenities they offer,
would you prefer to use your cellphone to perform the following
activities or do so yourself using tratitional means? Please select
ne option on each row. - Reach hotel staff for


GOH_92_7. Thinking of hotels and the amenities they offer,
would you prefer to use your cellphone to perform the following
cctivities or do so yourself using traditional means? Please select
one option on each row. - Book a hotel restaurant reservation

| Unweighted base | 1124 | 388 | 223 | 120 | 538 | 17 | 122 | 45 | 334 | 68 | 310 | 814 | 394 | 328 | 255 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 359 | 198 | 111 | 525 | 17 | 114 | 42 | 353 | 66 | 309 | 807 | 410 | 321 | 245 |
| I would prefer to be able to use my cellphone to do this | 58\% | 61\% | 61\% | 60\% | 53\% | 73\% | 57\% | 46\% | $\begin{aligned} & \text { 65\% } \\ & \text { R } \end{aligned}$ | $67 \%$ | 66\% | 55\% | 59\% | 61\% | 59\% |
| I would prefer to do this myself using traditional means | 42\% | 39\% | 39\% | 40\% | $\begin{aligned} & 47 \% \\ & \text { v.w } \end{aligned}$ | $\stackrel{27 \%}{* *}$ | 43\% | 54\% | 35\% | 33\% | 34\% | $45 \%$ $\times$ | 41\% | 39\% | 42\% |

K_q2_. Thinking of hotels and the amenities they offer
vould you prefer to use your cellphone to perform the following
ctivities or do so yourself using traditional means? Please select
ne option on each row. - Access a map of the hotellsurrounding
Base: US Adults with Cellphone

I would prefer to do this myself using traditional means

| 1124 | 388 | 223 | 120 | 538 | 17 | 122 | 45 | 334 | ${ }^{68}$ | 310 | 814 | 394 | 328 | 255 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1116 | 359 | 198 | 111 | 525 | 17 | 114 | 42 | 353 | 66 | 309 | 807 | 410 | 321 | 245 |
| 63\% | $\begin{gathered} \text { 66\% } \\ \mathrm{N} \end{gathered}$ | 64\% | $\begin{gathered} 73 \% \\ \mathrm{~N} \end{gathered}$ | 60\% | $\begin{aligned} & 77 \% \end{aligned}$ | 61\% | 52\% | 66\% | $\begin{aligned} & \text { 78\% } \\ & \text { R.T.U* } \end{aligned}$ | $\begin{gathered} 69 \% \\ y \end{gathered}$ | 61\% | $\begin{aligned} & 64 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 65 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 65 \% \\ & \text { AC } \end{aligned}$ |
| 37\% | 34\% | 36\% | 28\% | $40 \%$ | 23\% | $\begin{gathered} \text { 39\% } \\ \mathrm{w} \end{gathered}$ | $\begin{gathered} 48 \% \\ w^{*} \end{gathered}$ | 34\% | $22 \%$ | 31\% | $\begin{gathered} 39 \% \\ x \end{gathered}$ | 36\% | 35\% | 35\% |

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018


OH_-22 5. Thinking of hotels and the amenities they offer
would you prefer to use your cellphone to perform the following
activities or do so yourself using traditional means? Please select
activities or do so yourself using tranitional means? Please seslect
one option on each row. - Notify staff when the rom will be
one option on each row. - Notify staff when the room will be
unoccupied for cleaning

| Unweighted base | 1124 | 147 |
| :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 140 |
| I would prefer to be able to use my cellphone to do this | 40\% | 33\% |
| I would prefer to do this myself using traditional means | 60\% | 67\% |
|  |  | z |

OH_q2_6. Thinking of hotels and the amenities they offer
would you prefer to use your cellphone to perform the following
activities or do so yourself using traditional means? Please select
would you prefer to use your celiphone to perform the foliowing
activities or do so yourself using traditional means? Please select
one option on each row. - Reach hotel staff for
recommendations and help

| Unweighted base | 1124 | 147 |
| :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 140 |
| I would prefer to be able to use my cellphone to do this | 38\% | 34\% |
| I would prefer to do this myself using traditional means | 62\% | 66\% |

GOH_q2_7. Thinking of hotels and the amenities they offer,
could you prefer to use your cellphone to perform the following
one option on each row. - Book a hotel restaurant reservation

| Unweighted base | 1124 | 147 |
| :---: | :---: | :---: |
| Base: US Adults with Cellphone | 111 | 140 |
| I would prefer to be able to use my cellphone to do this | 58\% | 47\% |
|  |  |  |
| I would prefer to do this myself using traditional means | 42\% | 3\% |
|  |  |  |

$f$ hotels and the amenities they offer would you prefer to use your cellphone to perform the following
activities or do so yourseff using traditional means? Please select one option on each row. - Access a map of the hotellsurrounding

| Unweighted base | 1124 | 147 |
| :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 140 |
| I would prefere to be able to use my cellphone to do this | 63\% | 53\% |
| I would prefer to do this myself using traditional means | 37\% | 47\% |
|  |  | z.AA.AB |

## YouGov Omnibus

Hotels
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YouGov

OH_q2-9. Thinking of hotels and the amenities they offer would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select
one option on each row - Monito one option on each row. - Monitor and pay for purchases around he hotel ( e.g, drinks at the bar)

| Unweighted base | 1124 | 517 | 607 | 328 | 347 | 449 | 199 | 243 | 459 | 223 | 765 | 138 | 145 | 76 | 393 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 557 | 560 | 350 | 350 | 417 | 197 | 251 | 445 | 224 | 733 | 139 | 171 | 74 | 449 |
| I would prefer to be able to use my cellphone to do this | 38\% | 37\% | 38\% | $\begin{aligned} & 54 \% \\ & \text { D.E } \end{aligned}$ | $\stackrel{41 \%}{E}$ | 21\% | 35\% | 35\% | 39\% | 42\% | 35\% | $\begin{gathered} \text { 46\% } \\ j \end{gathered}$ | 41\% | $44 \%$ | 33\% |
| I would prefer to dot this myself using traditional means | 62\% | 63\% | 62\% | 46\% | 59\% | 79\% | 65\% | 65\% | 61\% | 58\% | 65\% | 54\% | 59\% | 56\% | 67\% |

GOH 92 10. Thinking of hotes and the amenties they ofter, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select ne option on each row. - Book tours/cruises/activities affiliated with the hotel

| Unweighted base | 1124 | 517 | 607 | 328 | 347 | 449 | 199 | 243 | 459 | 223 | 765 | 138 | 145 | 76 | 393 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 557 | 560 | 350 | 350 | 417 | 197 | 251 | 445 | 224 | 733 | 139 | 171 | 74 | 449 |
| I would prefere to be able to use my cellphone to do this | 48\% | 48\% | 48\% | $\begin{aligned} & \text { 64\% } \\ & \text { D.E } \end{aligned}$ | $\stackrel{51 \%}{\mathrm{E}}$ | 32\% | 47\% | 45\% | 49\% | 48\% | 43\% | $\begin{gathered} \text { 62\% } \\ J \end{gathered}$ | 50\% | $\begin{gathered} \text { 59\% } \\ \mathrm{J}^{*} \end{gathered}$ | 45\% |
| I would prefer to do this myself using traditional means | 52\% | 52\% | 52\% | 36\% | $49 \%$ | $\begin{aligned} & 68 \% \\ & \text { C.D } \end{aligned}$ | 53\% | 55\% | 51\% | 52\% | $\begin{aligned} & 57 \% \\ & \text { K.M } \end{aligned}$ | 38\% | 51\% | $41 \%$ | $\begin{gathered} \text { 55\% } \\ \hline \end{gathered}$ |

GOH-q3.1. Thinking of the next time you book a hotel, to what rovided, for an additional charge? Please select one option on
ach row. - Flexible check-inhcheck-out times
in)

OH_-93_2. Thinking of the next time you book a hotel, to wha extent, if at all, would you be interested in the following being
provided, for an additional charge? Please select one option on
provided, for an additional charge? Please select one option

| Unweighted base | 1213 | 558 | 655 | 353 | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Very interested | 25\% | 24\% | 26\% | $\underset{E}{32 \%}$ | $\stackrel{29 \%}{\mathrm{E}}$ | 17\% | 23\% | 20\% | $\begin{gathered} 27 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 29 \% \\ G \end{gathered}$ | 22\% | $\begin{gathered} 33 \% \\ J \end{gathered}$ | $\begin{gathered} 34 \% \\ J \end{gathered}$ | $23 \%$ | 24\% |
| Somewhat interested | $32 \%$ | 30\% | 34\% | $\underset{E}{33 \%}$ | $\begin{gathered} 37 \% \\ E \end{gathered}$ | 26\% | 29\% | $36 \%$ | 33\% | 25\% | 31\% | 31\% | 33\% | 37\% | 30\% |
| Not very interested | 20\% | 20\% | 19\% | 18\% | 15\% | $\begin{gathered} \text { 24\% } \\ \mathrm{D} \end{gathered}$ | 22\% | 20\% | 18\% | 20\% | $\begin{gathered} \text { 22\% } \\ \text { к } \end{gathered}$ | 14\% | 15\% | 18\% | 20\% |
| Not interested at all | 24\% | 26\% | 21\% | 16\% | 20\% | 33\% | 26\% | 25\% | 21\% | 25\% | 25\% | 23\% | 18\% | 23\% | 26\% |

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018

| YouGov <br> What the world thinks | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{aligned} & \text { Some college, } 2- \\ & \text { year } \end{aligned}$ | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |
| GOH_q2_9. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on each row. - Monitor and pay for purchases around the hotel (e.g., drinks at the bar) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1124 | 388 | 223 | 120 | 538 | 17 | 122 | 45 | 334 | 68 | 310 | 814 | 394 | 328 | 255 |
| Base: US Adults with Cellphone | 1116 | 359 | 198 | 111 | 525 | 17 | 114 | 42 | 353 | 66 | 309 | 807 | 410 | 321 | 245 |
| I would prefer to be able to use my cellphone to do this | 38\% | $\begin{gathered} \text { 42\% } \\ \mathrm{N} \end{gathered}$ | 38\% | 41\% | 31\% | $50 \%$ | 38\% | 35\% | $\begin{gathered} 46 \% \\ R \end{gathered}$ | $\begin{gathered} \text { 45\% } \\ \mathrm{R}^{*} \end{gathered}$ | $\begin{gathered} 47 \% \\ Y \end{gathered}$ | 34\% | $\begin{aligned} & 39 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 41 \% \\ & A C \end{aligned}$ | 36\% |
| I would prefer to do this myself using traditional means | 62\% | 58\% | 62\% | 59\% | 69\% v.w | 50\% | 62\% | 65\% | 54\% | 55\% | 53\% | $\begin{gathered} 66 \% \\ \mathrm{x} \end{gathered}$ | 61\% | 59\% | 64\% |

OH_q2_10. Thinking of hotels and the amenities they offer, would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select one option on
with the hotel

| Unweighted base | 1124 | 388 | 223 | 120 | 538 | 17 | 122 | 45 | 334 | 68 | 310 | 814 | 394 | 328 | 255 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 359 | 198 | 111 | 525 | 17 | 114 | 42 | 353 | 66 | 309 | 807 | 410 | 321 | 245 |
| I would prefer to be able to use my cellphone to do this | 48\% | 52\% | 47\% | 47\% | 43\% | 61\% | 46\% | 38\% | 54\% | 60\% | 57\% | 44\% | 50\% | \% | 44\% |
|  |  | N |  |  |  | * |  |  | R | R.U* | Y |  | AC | AC |  |
| I would prefer to dot this myself using traditional means | 52\% | 48\% | 53\% | 53\% | $\begin{aligned} & 57 \% \\ & \text { v.w } \end{aligned}$ | 39\% | 54\% | $\begin{gathered} 62 \% \\ w^{*} \end{gathered}$ | 46\% | 40\% | 43\% | $\begin{gathered} 56 \% \\ x \end{gathered}$ | 50\% | 48\% | 56\% |

©0H_q31. Thinking of the next time you book a hotel, to what extent, if at al, would you be interested in the following being
provided, for an additional charge? Please select one option on
each row. - Flexible check-in/check-out times e. (e.g. 24-hour check
in)

OH_93_2. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being
provided, for an additional charge? Please select one option on
provided, for an additional charge? Please select one option
each row. - Pillowlbed upgrades (e.g, memory foam pillows)

| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Very interested | 25\% | 29\% | 22\% | 25\% | 23\% | $\begin{aligned} & 32 \% \\ & * \end{aligned}$ | 17\% | $\begin{gathered} 36 \% \\ T^{*} \end{gathered}$ | $\begin{gathered} \text { 28\% } \\ \mathrm{T} \end{gathered}$ | $\begin{gathered} 31 \% \\ T^{*} \end{gathered}$ | $\begin{gathered} 32 \% \\ r \end{gathered}$ | 23\% | 27\% | 24\% | 26\% |
| Somewhat interested | 32\% | 34\% | 32\% | 32\% | 33\% | 33\% | 33\% | 22\% | 30\% | 35\% | 35\% | 31\% | 33\% | 30\% | 35\% |
| Not very interested | 20\% | 16\% | $\begin{aligned} & 26 \% \\ & 0.0 \end{aligned}$ | 16\% | 19\% | $\begin{gathered} \text { 12\% } \\ \cdots \end{gathered}$ | 22\% | 20\% | 21\% | 15\% | 17\% | 20\% | 19\% | 21\% | 19\% |
| Not interested at all | 24\% | 21\% | 19\% | 27\% | 25\% | 23\% | 28\% | 22\% | 20\% | 19\% | 16\% | 26\% | 22\% | 25\% | 20\% |

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018

\section*{YouGov <br> OH_-q2 9 . Thinking of hotels and the amenities they offer <br> would you prefer to use your cellphone to perform the following activities or do so yourself using traditional means? Please select

one option on each row. - Monitor and pay for purchases around he hotel (e.g, drinks at the bar) <br> | Unweighted base | 1124 | 147 |
| :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 140 |
| I would prefer to be able to use my cellphone to do this | 38\% | 29\% |
| I would prefer to do this myself using traditional means | 62\% | 71\% |
|  |  | Z.AA |

OH_q2_10. Thinking of hotels and the amenities they offer,
would you prefer to use your cellphone to perform the following
activities or do so yourself using traditional means? Please select
cetivities or do so yourself using traditional means? Please select
with option otel

| Unweighted base | 1124 | 147 |
| :---: | :---: | :---: |
| Base: US Adults with Cellphone | 1116 | 140 |
| I would prefer to be able to use my cellphone to do this | 48\% | 37\% |
| I would prefer to do this myself using traditional means | 52\% | 63\% |
|  |  | Z.AA |

OH-q3.1. Thinking of the next time you book a hotel, to wh extent, if at all, would you be interested in the following being
provided, for an additional charge? Please select one option on each row. - Flexible check-in/check-out times (e.g. 24 -hour check
in)

| Unweighted base | 1213 | 169 |
| ---: | :--- | :--- |
| Base: All US Adults | 1210 | 165 |
| Very interested | $41 \%$ | $35 \%$ |
| Somewhat interested | $33 \%$ | $31 \%$ |
| Not very interested | $10 \%$ | $9 \%$ |
| Not interested at all | $16 \%$ | $25 \%$ <br> Z.AA.AB <br> Net: Interested |
| $74 \%$ | $66 \%$ |  |

OH_93_2. Tinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being
provided, for an additional charge? Please select one option on
provided, for an additional charge? Please select one option o
each row. - Pillowlbed upgrades (e.g, memory foam pillows)

| Unweighted base | 1213 | 169 |
| ---: | :--- | :--- |
| Base: All US Adults | 1210 | 165 |
| Very interested | $25 \%$ | $20 \%$ |
| Somewhat interested | $32 \%$ | $27 \%$ |
| Not very interested | $20 \%$ | $20 \%$ |
| Not interested at all | $24 \%$ | $32 \%$ |

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018


OH_-q3 5. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being
provided, for an additional charge? Please select one option on provided, for an additional charge? Pleases $s$
each row. - Pet concierge (i.e., dog walkers)

| Unweighted base | 1213 | 558 | 655 | 353 | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Very interested | 11\% | 10\% | 13\% | $\begin{aligned} & \text { 18\% } \\ & \text { D.E } \end{aligned}$ | 10\% | 7\% | 13\% | 8\% | 13\% | 10\% | 9\% | 13\% | $\begin{aligned} & \text { 21\% } \\ & \text { J.M } \end{aligned}$ | 10\% | $\begin{gathered} \text { 13\% } \\ \text { P } \end{gathered}$ |
| Somewhat interested | 16\% | 16\% | 17\% | $\begin{gathered} \text { 19\% } \\ \mathrm{E} \end{gathered}$ | $\underset{\mathrm{E}}{20 \%}$ | 11\% | 17\% | 16\% | 17\% | 14\% | 14\% | 16\% | 25\% | $18 \%$ | 15\% |
| Not very interested | 20\% | 18\% | 21\% | 23\% | 17\% | 20\% | 18\% | 21\% | 18\% | 24\% | 21\% | 18\% | 14\% | 23\% | 22\% |
| Not interested a a all Net. Interested | 53\% 28\% | $\begin{gathered} 56 \% \\ \text { B } \\ 25 \% \end{gathered}$ | $49 \%$ $30 \%$ | $41 \%$ $37 \%$ | $\begin{gathered} 53 \% \\ c \\ \text { 30\% } \end{gathered}$ | $\begin{aligned} & 62 \% \\ & \text { C.D } \\ & 18 \% \end{aligned}$ | $51 \%$ $31 \%$ | 55\% <br> 25\% | 53\% 29\% | 52\% 24\% | $\begin{gathered} 56 \% \\ \stackrel{5}{1} \\ 23 \% \end{gathered}$ | $\begin{gathered} 54 \% \\ \stackrel{L}{L} \\ 29 \% \end{gathered}$ | $41 \%$ $46 \%$ | $\begin{gathered} 50 \% \\ \stackrel{27 \%}{*} \\ \hline \end{gathered}$ | 50\% 28\% |

## YouGov Omnibus

Hotels
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YouGov

|  | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Some college, } 2- \\ \text { year } \end{gathered}$ | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under 540k | \$40k to \$80k | \$80k+ |
| Net: Interested | 57\% | 63\% N.P | 55\% | 57\% | 56\% | $65 \%$ | 50\% | 58\% | 58\% | $\begin{gathered} \text { 66\% } \\ \mathrm{T}^{*} \end{gathered}$ | $\begin{gathered} 67 \% \\ y \end{gathered}$ | $\begin{gathered} x \\ 53 \% \end{gathered}$ | $\begin{aligned} & \text { 60\% } \\ & \text { AC } \end{aligned}$ | 55\% | $\begin{aligned} & 61 \% \\ & \text { AC } \end{aligned}$ |

COH_q3.3. Thinking of the next time you book hotel, to what
extent, if at all, would you be interested in the following being
provided, for an additional charge? Please select one option on
each row. - Borrow books from hotell library

| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Very interested | 13\% | 15\% | 11\% | 11\% | 12\% | 11\% | 9\% | $7 \%$ | 18\% | 16\% | $19 \%$ | 11\% | 15\% | 14\% | 12\% |
| Somewhat interested | 21\% | 23\% | 24\% | 20\% | 19\% | 32\% | 19\% | $25 \%$ | 23\% | 20\% | 23\% | 20\% | $\begin{aligned} & 24 \% \\ & \text { AC } \end{aligned}$ | 18\% | 22\% |
| Not very interested | 25\% | 25\% | $\stackrel{31 \%}{\mathrm{~N}}$ | 23\% | 25\% | 35\% | 31\% | $27 \%$ | 25\% | 19\% | 24\% | 26\% | 26\% | 25\% | 28\% |
| Not interested atall | 40\% | 37\% | 34\% | $\begin{gathered} 46 \% \\ \mathrm{P} \end{gathered}$ | $\begin{gathered} 44 \% \\ v \end{gathered}$ | $22 \%$ | 42\% | $41 \%$ | 35\% | $46 \%$ | 34\% | $\begin{gathered} 43 \% \\ x \end{gathered}$ | 35\% | $\begin{gathered} 43 \% \\ z \end{gathered}$ | 38\% |
| Net: Interested | $34 \%$ | 38\% | 35\% | 30\% | 31\% | $43 \%$ | 28\% | $\stackrel{33 \%}{*}$ | $\begin{aligned} & \text { 41\% } \\ & \text { R.T } \end{aligned}$ | 36\% | $\begin{gathered} 42 \% \\ Y \end{gathered}$ | 31\% | 39\% A.AC | 32\% | $\begin{aligned} & 34 \% \\ & \text { AC } \end{aligned}$ |

OH-q3.4. Thinking of the next time you book a hotel, to wh
xtent, if at all, would you be interested in the following being
each row. - Rain showers (i.e., showerhead is on the epiling of the
shower and "rains" straight down on you

| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Very interested | 23\% | 24\% | 22\% | 16\% | 21\% | 18\% | 15\% | $15 \%$ | $\begin{aligned} & \text { 28\% } \\ & \text { R.T } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 34 \% \\ \text { R.T.U* } \end{array} \end{aligned}$ | $\begin{gathered} 30 \% \\ y \end{gathered}$ | 20\% | $\begin{aligned} & \text { 26\% } \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & \text { 24\% } \\ & \text { AC } \end{aligned}$ | 21\% |
| Somewhat interested | 30\% | 31\% | 32\% | $\begin{gathered} \text { 36\% } \\ \mathrm{N} \end{gathered}$ | 31\% | $31 \%$ | 23\% | 28\% | 28\% | $34 \%$ | 31\% | 29\% | $\begin{gathered} 32 \% \\ \text { AA } \end{gathered}$ | 24\% | $\begin{gathered} 35 \% \\ \text { AA } \end{gathered}$ |
| Not very interested | 22\% | 21\% | 24\% | 19\% | $\begin{gathered} \text { 21\% } \\ \mathrm{w} \end{gathered}$ | $\begin{aligned} & \text { 17\% } \end{aligned}$ | $\begin{gathered} \quad 31 \% \\ \text { R.v.W } \end{gathered}$ | $\begin{gathered} 30 \% \\ w^{*} \end{gathered}$ | 21\% | 11\% | 19\% | 23\% | 20\% | 24\% | 22\% |
| Not interested at all | 26\% | 24\% | 22\% | 30\% | 27\% | 34\% | 31\% | $27 \%$ | 22\% | 20\% | 19\% | $\begin{gathered} \text { 28\% } \\ \times \end{gathered}$ | 22\% | 28\% | 22\% |
| Net: Interested | 53\% | 55\% | 54\% | 52\% | $\begin{gathered} \text { 52\% } \\ \mathrm{T} \end{gathered}$ | 49\% <br> .. | 38\% | 43\% | $\begin{gathered} \text { 56\% } \\ \mathrm{T} \end{gathered}$ | $\begin{gathered} \text { 68\% } \\ \text { R.T.U* } \end{gathered}$ | $\begin{aligned} & 62 \% \\ & y \end{aligned}$ | 49\% | 58\% AA.AC | 48\% | $\begin{aligned} & 57 \% \\ & \text { AC } \end{aligned}$ |

ning of the next time you book a hotel, to what extent, if at all, would you be interested in the following being
rovided, for an additional charge? Please select one option o provided, for an additional charge? Please $s$
each row. - Pet concierge (i.e., dog walkers)

| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults Very interested | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
|  | 11\% | 13\% | 7\% | 7\% | 9\% | 6\% | 6\% | 14\% | 15\% | 20\% | 14\% | 10\% | 15\% | 9\% | 10\% |
|  |  | P |  |  |  | ** |  | * | R.T | R.T** |  |  | AA |  |  |
| Somewhat interested | 16\% | 18\% | 18\% | 14\% | 18\% | 28\% | 10\% | 8\% | 16\% | 12\% | 20\% | 15\% | 17\% | $19 \%$ | 14\% |
| Not very interested | 20\% | 17\% | 20\% | 19\% | 18\% | $\begin{gathered} 17 \% \\ \cdots \end{gathered}$ | 20\% | 28\% | 21\% | 20\% | 19\% | 20\% | $\underset{A A}{22 \%}$ | 16\% | 21\% |
| Not interested at allNet: Interested | 53\% | 53\% | 55\% | 60\% | 54\% | 49\% | $63 \%$ | 51\% | 48\% | 49\% | 46\% | $\begin{gathered} 55 \% \\ x \end{gathered}$ | 46\% | $\begin{gathered} 56 \% \\ z \end{gathered}$ | $\begin{gathered} 55 \% \\ z \end{gathered}$ |
|  | 28\% | 30\% | 25\% | 21\% | 27\% | 34\% | 17\% | 22\% | 31\% | 31\% | 35\% | 25\% | $32 \%$ | 28\% | 24\% |

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018

| YouGov <br> What the world thinks | Total | Prefer not to say |
| :---: | :---: | :---: |
|  |  | z.AB |
| Net: Interested | 57\% | 48\% |
| GOH_q3_3. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row. - Borrow books from hotel library |  |  |
| Unweighted base | 1213 | 169 |
| Base: All US Adults | 1210 | 165 |
| Very interested | 13\% | 9\% |
| Somewhat interested | 21\% | 16\% |
| Not very interested | 25\% | 22\% |
| Not interested at all | 40\% | $\begin{gathered} 53 \% \\ \text { z.AA.AB } \end{gathered}$ |
| Net: Interested | 34\% | 25\% |
| GOH_q3_4. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row. - Rain showers (i.e., showerhead is on the ceiling of the shower and "rains" straight down on you) |  |  |
| Unweighted base | 1213 | 169 |
| Base: All US Adults | 1210 | 165 |
| Very interested | 23\% | 15\% |
| Somewhat interested | 30\% | 26\% |
| Not very interested | 22\% | 23\% |
| Not interested at all | 26\% | 36\% |
|  |  | z.AB |
| Net: Interested | 53\% | 41\% |
| GOH_93_5. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row. - Pet concierge (i.e., dog walkers) |  |  |
| Unweighted base | 1213 | 169 |
| Base: All US Adults | 1210 | 165 |
| Very interested | 11\% | 9\% |
| Somewhat interested | 16\% | 12\% |
| Not very interested | 20\% | 17\% |
| Not interested at all | 53\% | $\begin{gathered} 61 \% \\ z \end{gathered}$ |
| Net: Interested | 28\% | 21\% |

## YouGov Omnibus

Hotels
Us_nat Sample: 13th - 14th September 201
YouGov

OH_93-6. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being
provided, for an additional lharge? Please select one otion on provided, for an addiditonal charge? Please select one option on each row. Access to digital, 24-hour concierge

| Unweighted base | 1213 | 558 | 655 | 353 | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Very interested | 17\% | 17\% | 17\% | $\stackrel{24 \%}{\mathrm{E}}$ | $\begin{gathered} 18 \% \\ E \end{gathered}$ | 11\% | 17\% | 13\% | $\begin{gathered} 20 \% \\ \mathrm{G} \end{gathered}$ | 17\% | 13\% | $\underset{j}{23 \%}$ | $\underset{j}{27 \%}$ | 20\% | 15\% |
| Somewhat interested | 30\% | 27\% | 32\% | $\begin{gathered} 31 \% \\ E \end{gathered}$ | $\underset{\mathrm{E}}{\stackrel{34 \%}{ }}$ | 24\% | 30\% | 30\% | $31 \%$ | 26\% | 27\% | 34\% | 34\% | $\underset{\substack{38 \% \\{ }^{3 *}}}{ }$ | 28\% |
| Not very interested | 25\% | 25\% | 26\% | 23\% | 23\% | 29\% | 26\% | 30\% | 23\% | 25\% | $\begin{aligned} & \text { 29\% } \\ & \text { L.M } \end{aligned}$ | 21\% | 17\% | 15\% | 25\% |
| Not interested at all Net. Interested | $28 \%$ $47 \%$ | $30 \%$ $45 \%$ | $25 \%$ $49 \%$ | 21\% <br> 55\% <br> E | $\begin{gathered} 24 \% \\ 53 \% \\ E \end{gathered}$ | $\begin{aligned} & 36 \% \\ & \text { C.D } \\ & 35 \% \end{aligned}$ | $27 \%$ 48\% | $27 \%$ $43 \%$ | 27\% 50\% | $32 \%$ $43 \%$ | $\begin{aligned} & 30 \% \\ & \text { K.L } \\ & 40 \% \end{aligned}$ | 22\% <br> 57\% <br> J | 22\% <br> 61\% <br> J | $\begin{gathered} 27 \% \\ * \\ 58 \% \\ J^{*} \end{gathered}$ | $\begin{gathered} 32 \% \\ \stackrel{\rightharpoonup}{P} \\ 43 \% \end{gathered}$ |

OH_93_7. Thinking of the next time you booka hotel, to what
extent if a alll, would you be interested in the following being
provided, for an additional charge? Please select one opt
each row. - Paperless check-in (i.e., self check-in kiosk)

| Unweighted base | 1213 | 558 | 655 | ${ }^{353}$ | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Very interested | 24\% | 26\% | 23\% | $\stackrel{33 \%}{E}$ | $\stackrel{28 \%}{\mathrm{E}}$ | 14\% | 22\% | 22\% | 27\% | 24\% | 22\% | $\begin{gathered} 31 \% \\ J \end{gathered}$ | 29\% | $23 \%$ | 20\% |
| Somewhat interested | 33\% | 32\% | 34\% | $\begin{gathered} 36 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 36 \% \\ \mathrm{E} \end{gathered}$ | 29\% | 35\% | 34\% | 32\% | 34\% | 31\% | 35\% | 38\% | 38\% | 31\% |
| Not very interested | 18\% | 17\% | 19\% | 15\% | 15\% | $\begin{aligned} & 23 \% \\ & \text { c.D } \end{aligned}$ | 18\% | 19\% | 17\% | 19\% | $\begin{gathered} \text { 21\% } \\ \mathrm{K} \end{gathered}$ | 10\% | 13\% | 17\% | 20\% |
| Not interested at all | 24\% | 25\% | 24\% | 16\% | 21\% | $\begin{aligned} & 34 \% \\ & \text { C.D } \end{aligned}$ | 25\% | 26\% | 24\% | 23\% | 26\% | 24\% | 20\% | $22 \%$ | $\begin{aligned} & 30 \% \\ & 0 . P \end{aligned}$ |
| Net: Interested | 58\% | 58\% | 58\% | $\begin{gathered} \text { 69\% } \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} \text { 64\% } \\ \mathrm{E} \end{gathered}$ | 43\% | 57\% | 56\% | 59\% | 58\% | 54\% | 66\% | $\begin{gathered} \text { 66\% } \\ \mathrm{J} \end{gathered}$ | 61\% | 51\% |
| GOH_q4_1. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row. - GoPro cameras |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 558 | 655 | ${ }^{353}$ | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Very interested | 11\% | 12\% | 11\% | $\begin{aligned} & 20 \% \\ & \text { D.E } \end{aligned}$ | $\stackrel{11 \%}{\mathrm{E}}$ | 5\% | 11\% | 8\% | $\begin{gathered} 14 \% \\ G \end{gathered}$ | 11\% | 9\% | 13\% | $\begin{aligned} & 23 \% \\ & \text { J.K.M } \end{aligned}$ | $9 \%$ | 12\% |
| Somewhat interested | 23\% | 22\% | 24\% | $\begin{gathered} 30 \% \\ \text { D.E } \end{gathered}$ | $\stackrel{22 \%}{\mathrm{E}}$ | 17\% | 21\% | 18\% | 22\% | $\begin{aligned} & 30 \% \\ & \text { G.H } \end{aligned}$ | 20\% | $\begin{gathered} 29 \% \\ j \end{gathered}$ | 25\% | $\underset{\substack{32 \% \\ \mathrm{~s}^{*}}}{ }$ | 20\% |
| Not very interested | 27\% | 24\% | $\begin{gathered} 30 \% \\ \mathrm{~A} \end{gathered}$ | 22\% | 27\% | $\begin{gathered} 30 \% \\ c \end{gathered}$ | 30\% | 27\% | 26\% | 24\% | 27\% | 28\% | 24\% | $23 \%$ | 27\% |
| Not interested at all | 39\% | $\begin{gathered} 42 \% \\ B \end{gathered}$ | 36\% | 28\% | $\begin{gathered} 39 \% \\ c \end{gathered}$ | $\begin{aligned} & \text { 49\% } \\ & \text { C.D } \end{aligned}$ | 37\% | $\begin{gathered} 47 \% \\ \text { H.I } \end{gathered}$ | 38\% | 36\% | $\begin{aligned} & 44 \% \\ & \text { K.L } \end{aligned}$ | 30\% | 28\% | 36\% | 41\% |
| Net: Interested | 34\% | 34\% | 34\% | $\begin{gathered} \text { 49\% } \\ \text { D.E } \end{gathered}$ | $\stackrel{34 \%}{\mathrm{E}}$ | 22\% | 32\% | 26\% | $\begin{gathered} 36 \% \\ G \end{gathered}$ | $\begin{gathered} \text { 40\% } \\ \mathrm{G} \end{gathered}$ | 28\% | $\begin{gathered} 42 \% \\ j \end{gathered}$ | $\begin{gathered} 48 \% \\ j \end{gathered}$ | $\begin{gathered} 41 \% \\ \mathrm{~J}^{4} \end{gathered}$ | 32\% |

OH_94_2. To what extent, if at al, would you be interested in a
otel selling or renting out each of the following things? Pleas
select one option on each row. - Pre-paid phones/sim-cards

## YouGov Omnibus

Hotels
Us_nat Sample: 13th - 14th September 2018

| YouGov <br> What the world thinks | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Some college, 2- year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under S40k | \$40k to \$80k | \$80k+ |
|  |  | Q |  |  | T | * |  | * | T | T* | Y |  | AB.AC |  |  |
| GOH_q3_6. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row. - Access to digital, 24-hour concierge |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Very interested | 17\% | 20\% | 16\% | 18\% | 15\% | 18\% | 11\% | 16\% | $\begin{aligned} & \text { 22\% } \\ & \text { R.T } \end{aligned}$ | $\begin{gathered} \text { 22\% } \\ \mathrm{T}^{*} \end{gathered}$ | $\begin{gathered} 21 \% \\ y \end{gathered}$ | 16\% | $\begin{aligned} & 20 \% \\ & \text { AC } \end{aligned}$ | 16\% | 18\% |
| Somewhat interested | 30\% | 32\% | 29\% | 27\% | 28\% | 32\% | $34 \%$ | $31 \%$ | 29\% | $32 \%$ | $\begin{gathered} 35 \% \\ y \end{gathered}$ | 27\% | 32\% | 26\% | 31\% |
| Not very interested | 25\% | 21\% | $\begin{gathered} 31 \% \\ 0 \end{gathered}$ | 29\% | 27\% | $21 \%$ | 27\% | 22\% | 23\% | 23\% | 23\% | 26\% | 21\% | $\begin{gathered} 29 \% \\ z \end{gathered}$ | 27\% |
| Not interested at all | 28\% | 26\% | 23\% | 26\% | 30\% | 29\% | 28\% | 30\% | 25\% | $23 \%$ | 20\% | $\begin{gathered} 31 \% \\ x \end{gathered}$ | 27\% | 29\% | $24 \%$ |
| Net: Interested | 47\% | $\begin{gathered} 53 \% \\ \mathrm{~N} \end{gathered}$ | 46\% | 45\% | 43\% | 50\% | 45\% | $47 \%$ | $\begin{gathered} 52 \% \\ \mathrm{R} \end{gathered}$ | 555 | $\begin{gathered} 57 \% \\ Y \end{gathered}$ | 43\% | $\begin{gathered} 52 \% \\ \text { AA.AC } \end{gathered}$ | 42\% | 48\% |
| GOH_q3_7. Thinking of the next time you book a hotel, to what extent, if at all, would you be interested in the following being provided, for an additional charge? Please select one option on each row. - Paperless check-in (i.e., self check-in kiosk) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Very interested | 24\% | $\begin{gathered} \text { 30\% } \\ \mathrm{N} \end{gathered}$ | 24\% | 28\% | 23\% | $34 \%$ | 22\% | $26 \%$ | 26\% | 30\% | 33\% | 21\% | 26\% | 25\% | 22\% |
| Somewhat interested | 33\% | 30\% | $\begin{aligned} & 44 \% \\ & \text { N.O } \end{aligned}$ | 33\% | 34\% | $37 \%$ | 25\% | 30\% | $\begin{gathered} 36 \% \\ \mathrm{~T} \end{gathered}$ | $31 \%$ | 39\% | 31\% | $\begin{aligned} & 34 \% \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 33 \% \\ A C \end{gathered}$ | $\begin{gathered} 41 \% \\ \text { AA.AC } \end{gathered}$ |
| Not very interested | 18\% | 17\% | 16\% | 16\% | 18\% | 17\% | 20\% | $24 \%$ | 17\% | 15\% | 12\% | $\begin{gathered} 20 \% \\ \times \end{gathered}$ | 16\% | 19\% | 18\% |
| Not interested at all Net: Interested | $24 \%$ $58 \%$ | $\begin{gathered} 22 \% \\ 60 \% \\ \mathrm{~N} \end{gathered}$ | $16 \%$ <br> 68\% <br> N | $23 \%$ $61 \%$ | $\begin{gathered} 25 \% \\ 57 \% \\ T \end{gathered}$ | $\begin{gathered} 12 \% \\ * * \\ 71 \% \\ * * \end{gathered}$ | $\begin{gathered} 33 \% \\ v \\ 47 \% \end{gathered}$ | 20\% $56 \%$ | $\begin{gathered} 22 \% \\ 62 \% \\ \mathrm{~T} \end{gathered}$ | 24\% <br> 61\% | $\begin{gathered} 15 \% \\ 72 \% \\ Y \end{gathered}$ | $\begin{gathered} 28 \% \\ \times \\ 52 \% \end{gathered}$ | 24\% <br> 60\% <br> AC | 23\% <br> 58\% <br> AC | 19\% <br> 64\% <br> AC |
| GOH_q4_1. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row. - GoPro cameras |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Very interested | 11\% | 12\% | 11\% | 6\% | 10\% | 18\% | 9\% | 8\% | $\begin{gathered} \text { 15\% } \\ \text { R } \end{gathered}$ | 11\% | $\begin{gathered} 17 \% \\ y \\ y \end{gathered}$ | 9\% | $\begin{gathered} 15 \% \\ \text { AB } \end{gathered}$ | 11\% | 8\% |
| Somewhat interested | 23\% | 23\% | $\begin{gathered} \text { 28\% } \\ \mathrm{N} \end{gathered}$ | 24\% | 20\% | $44 \%$ | 18\% | 17\% | $\begin{gathered} 27 \% \\ R \end{gathered}$ | 30\% | 26\% | 21\% | 24\% | 21\% | 25\% |
| Not very interested | 27\% | 28\% | 26\% | 22\% | 28\% | 11\% | 26\% | 30\% | 23\% | 33\% | 24\% | 28\% | 27\% | 27\% | 29\% |
| Not interested at all | 39\% | 37\% | 35\% | $\begin{gathered} 48 \% \\ 0 . P \end{gathered}$ | $\begin{gathered} 42 \% \\ \mathrm{w} \end{gathered}$ | $26 \%$ | $\begin{aligned} & \text { 47\% } \\ & \text { v.w } \end{aligned}$ | 45\% | 35\% | $27 \%$ | 33\% | $\begin{gathered} 41 \% \\ \times \end{gathered}$ | 34\% | $\begin{gathered} 41 \% \\ z \end{gathered}$ | 38\% |
| Net: Interested | 34\% | 35\% | 39\% | 30\% | 30\% | 62\% <br> . | 27\% | 25\% | $\begin{aligned} & \text { 41\% } \\ & \text { R.T.U } \end{aligned}$ | 40\% | $\begin{gathered} 43 \% \\ y \end{gathered}$ | 31\% | 39\% A.AC | 32\% | 33\% |

COH_94_2. To what extent, if at al, would you be interested in a
hotel selling or renting out each of the following things? Pleas
select one option on each row. - Pre-paid phones/sim-cards

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018

## YouGov

OH_-93.6. Thinking of the next time you book a hotel, to what
extent, if at all, would you be interested in the following being
each row. - Access to digitita, 24-hour concierge

| Unweighted base | 1213 | 169 |
| ---: | :--- | :--- |
| Base: All US Adults | 1210 | 165 |
| Very interested | $17 \%$ | $13 \%$ |
| Somewhat interested | $30 \%$ | $28 \%$ |
| Not very interested | $25 \%$ | $26 \%$ |
| Not interested at all | $28 \%$ | $33 \%$ |
| Net: Interested | $47 \%$ | $41 \%$ |
|  |  |  |

OH_93_7. Thinking of the next time you book a hotel, to what
extent, if at all, would you be interested in the following being
provided, for an additional charge? Please select one opt
each row. . Paperless check-in (i.e., self check-in kiosk)

| Unweighted base | 1213 | 169 |
| :---: | :---: | :---: |
| Base: All US Adults | 1210 | 165 |
| Very interested | 24\% | 22\% |
| Somewhat interested | 33\% | 19\% |
| Not very interested | 18\% | 22\% |
| Not interested at all | 24\% | 36\% |
|  |  | Z.AA.AB |
| Net: Interested | 58\% | 42\% |

GOH_q4_1. To what extent, if at all, would you be interested in a
select one option on each row. - GoPro cameras

| Unweighted base | 1213 | 169 |
| :---: | :---: | :---: |
| Base: All US Adults | 1210 | 165 |
| Very interested | 11\% | 9\% |
| Somewhat interested | 23\% | 19\% |
| Not very interested | 27\% | 21\% |
| Not interested atall | 39\% | 52\% |
|  |  | z.A.AB |
| Net: Interested | 34\% | 28\% |

CoH-94_2. To what extent, if at all, would you be interested in a
otel selling or renting out each of the following things? Ple
select one option on each row. - Pre-paid phones/sim-cards

## YouGov Omnibus

Hotels
S__nat Sample: 13th - 144th September 2018
YouGov

|  | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, High school graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
| Unweighted base | 1213 | 558 | 655 | 353 | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Very interested | 11\% | 11\% | 10\% | $\begin{gathered} \text { 17\% } \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} \text { 12\% } \\ \mathrm{E} \end{gathered}$ | 4\% | 12\% | 7\% | $\begin{gathered} 13 \% \\ G \end{gathered}$ | 9\% | 8\% | $\begin{gathered} 19 \% \\ \mathrm{~J} \end{gathered}$ | $\begin{gathered} \text { 16\% } \\ \text { J } \end{gathered}$ | 10\% | $\begin{gathered} 12 \% \\ Q \end{gathered}$ |
| Somewhat interested | 19\% | 19\% | 20\% | $\begin{aligned} & 27 \% \\ & \text { D.E } \end{aligned}$ | 18\% | 14\% | $\begin{gathered} 23 \% \\ G \end{gathered}$ | 14\% | 19\% | $\begin{gathered} 23 \% \\ G \end{gathered}$ | 14\% | $\begin{gathered} \text { 25\% } \\ j \end{gathered}$ | $\begin{gathered} \text { 29\% } \\ \text { J } \end{gathered}$ | $\begin{gathered} 33 \% \\ \mathrm{~J}^{2} \end{gathered}$ | 19\% |
| Not very interested | 27\% | 25\% | 29\% | 23\% | 27\% | 29\% | 26\% | 27\% | 26\% | 28\% | 28\% | 24\% | 25\% | $27 \%$ | 26\% |
| Not interested at all | 43\% | 45\% | 42\% | 33\% | $\begin{gathered} 43 \% \\ c \end{gathered}$ | $\begin{aligned} & 53 \% \\ & \text { C.D } \end{aligned}$ | 39\% | $\begin{aligned} & 51 \% \\ & \text { F.н.I } \end{aligned}$ | 43\% | 41\% | $\begin{aligned} & \text { 50\% } \\ & \text { K.L.M } \end{aligned}$ | 32\% | 30\% | 30\% | 42\% |
| Net: Interested | 30\% | 30\% | 30\% | $\begin{aligned} & 44 \% \\ & \text { D.E } \end{aligned}$ | $\underset{\mathrm{E}}{30 \%}$ | 18\% | $\begin{gathered} 34 \% \\ \mathrm{G} \end{gathered}$ | 22\% | $\begin{gathered} 31 \% \\ G \end{gathered}$ | $\begin{gathered} 32 \% \\ G \end{gathered}$ | 22\% | $\begin{gathered} 44 \% \\ j \end{gathered}$ | $\begin{gathered} 45 \% \\ j \end{gathered}$ | $\begin{gathered} 43 \% \\ \mathrm{~J}^{4 *} \end{gathered}$ | $\begin{gathered} 31 \% \\ Q \end{gathered}$ |

OH_-943. To what extent, if at all, would you be interested in a
hotel selling or renting out each of the following things? Pleas

| Unweighted base | 1213 | 558 | 655 | 353 | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Very interested | 17\% | 17\% | 18\% | $\begin{gathered} 25 \% \\ E \end{gathered}$ | $\begin{gathered} \text { 19\% } \\ \mathrm{E} \end{gathered}$ | 10\% | $\begin{gathered} 21 \% \\ 6 \end{gathered}$ | 13\% | $\begin{gathered} 19 \% \\ G \end{gathered}$ | 17\% | 16\% | 22\% | 22\% | 16\% | 15\% |
| Somewhat interested | 36\% | 33\% | $\begin{gathered} 39 \% \\ \text { A } \end{gathered}$ | $37 \%$ | 39\% | 34\% | 34\% | 38\% | 35\% | 39\% | 34\% | 40\% | 40\% | $43 \%$ | 34\% |
| Not very interested | 21\% | 22\% | 21\% | 20\% | 21\% | 23\% | 24\% | 21\% | 21\% | 20\% | 22\% | 17\% | 23\% | 20\% | 20\% |
| Not interested at all | 25\% | $\begin{gathered} 28 \% \\ { }_{8}^{2 \%} \end{gathered}$ | 21\% | 18\% | 22\% | $\begin{aligned} & 33 \% \\ & \text { C.D } \end{aligned}$ | 21\% | 28\% | 26\% | 23\% | $28 \%$ | 21\% | 15\% | $21 \%$ | $\begin{aligned} & 30 \% \\ & \text { O.P } \end{aligned}$ |
| Net: Interested | 54\% | 50\% | $\begin{gathered} 58 \% \\ \text { A } \end{gathered}$ | $\begin{gathered} 62 \% \\ \mathrm{E} \end{gathered}$ | $\underset{\mathrm{E}}{58 \%}$ | 44\% | 56\% | 51\% | 53\% | 57\% | 50\% | $\begin{gathered} 62 \% \\ j \end{gathered}$ | $\begin{gathered} 62 \% \\ \mathrm{~J} \end{gathered}$ | $\stackrel{59 \%}{*}$ | 50\% |
| GOH_94_4. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row. - Local produce (fruits, vegetables) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 558 | 655 | 353 | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Very intersted | 23\% | 21\% | 25\% | $\underset{\mathrm{E}}{29 \%}$ | $\stackrel{26 \%}{\mathrm{E}}$ | 16\% | 20\% | 17\% | $\begin{gathered} 26 \% \\ G \end{gathered}$ | $\begin{gathered} 27 \% \\ G \end{gathered}$ | 20\% | 24\% | $\begin{gathered} \text { 32\% } \\ j \end{gathered}$ | $29 \%$ | 23\% |
| Somewhat interested | 41\% | 37\% | $\begin{gathered} 46 \% \\ A \end{gathered}$ | 44\% | 41\% | 40\% | 43\% | $\begin{gathered} 51 \% \\ \text { H.I } \end{gathered}$ | 37\% | 38\% | 41\% | 47\% | 38\% | 38\% | 37\% |
| Not very interested | 16\% | $\begin{gathered} \text { 19\% } \\ \text { B } \end{gathered}$ | 13\% | 14\% | 15\% | 18\% | 17\% | 13\% | 17\% | 15\% | 17\% | 13\% | 15\% | $13 \%$ | 17\% |
| Not interested at all Net: Interested | 20\% 64\% | $\begin{gathered} 24 \% \\ \text { B } \\ 58 \% \end{gathered}$ | $\begin{gathered} 16 \% \\ 71 \% \\ \text { A } \end{gathered}$ | $\begin{gathered} 13 \% \\ \begin{array}{c} 12 \% \\ E \end{array} \end{gathered}$ | $\begin{gathered} 19 \% \\ 67 \% \\ E \end{gathered}$ | $\begin{aligned} & \text { 26\%\% } \\ & \text { C.D } \\ & \text { 56\% } \end{aligned}$ | 20\% 63\% | $19 \%$ 68\% | $20 \%$ 63\% | 20\% 65\% | $21 \%$ 62\% | $17 \%$ 70\% | $15 \%$ 69\% | $20 \%$ <br> 67\% | $\begin{aligned} & 23 \% \\ & 0 . P \\ & \text { 59\% } \end{aligned}$ |
| GOH_q4_5. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row. - Tickets to local shows/events |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 558 | 655 | 353 | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Very interested | 23\% | 23\% | 24\% | $\begin{aligned} & 31 \% \\ & \text { D.E } \end{aligned}$ | $\stackrel{23 \%}{{ }_{E}^{23 \%}}$ | 17\% | 24\% | 18\% | $\begin{gathered} 25 \% \\ G \end{gathered}$ | 25\% | 19\% | $\begin{gathered} \text { 29\% } \\ j \end{gathered}$ | $\begin{aligned} & 37 \% \\ & \text { J.M } \end{aligned}$ | 19\% | 23\% |
| Somewhat interested | 46\% | 42\% | 50\% | 46\% | 47\% | 47\% | 48\% | 47\% | 45\% | 46\% | 49\% | 43\% | 40\% | 42\% | 37\% |

## YouGov Omnibus

Hotels
Us_nat Sample: 13th - 14th Sepptember 2018
YouGov

|  | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{aligned} & \text { Some college, } 2- \\ & \text { year } \end{aligned}$ | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under S40k | \$40k to \$80k | \$80k+ |
| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Very interested | 11\% | $\begin{gathered} \text { 10\% } \\ \mathrm{Q} \end{gathered}$ | $\begin{gathered} 12 \% \\ Q \end{gathered}$ | 3\% | 7\% | $24 \%$ | 6\% | 4\% | $\begin{aligned} & \text { 18\% } \\ & \text { R.T.U } \end{aligned}$ | $\begin{aligned} & \text { 14\% } \\ & \text { R.T* } \end{aligned}$ | 13\% | 9\% | $\begin{aligned} & 15 \% \\ & \text { AA.AB } \end{aligned}$ | 7\% | 7\% |
| Somewhat interested | 19\% | 21\% | 17\% | 17\% | 17\% | $29 \%$ | 16\% | $21 \%$ | $\begin{gathered} 23 \% \\ \mathrm{R} \end{gathered}$ | 20\% | 20\% | 19\% | $\begin{gathered} 22 \% \\ { }_{\text {AC }} \end{gathered}$ | 20\% | 18\% |
| Not very interested | 27\% | 28\% | 28\% | 23\% | 26\% | $27 \%$ | 29\% | 28\% | 25\% | $\begin{aligned} & 37 \% \\ & \text { R.V } \end{aligned}$ | 25\% | 27\% | 29\% | 26\% | 26\% |
| Not interested at all Net: Interested | $43 \%$ $30 \%$ | $\begin{gathered} 41 \% \\ 31 \% \\ Q \end{gathered}$ | $44 \%$ $29 \%$ | $\begin{aligned} & \text { 56\% } \\ & \text { N.O.P } \\ & \text { 20\% } \end{aligned}$ | $\begin{aligned} & 50 \% \\ & \text { v.w } \\ & \text { 23\% } \end{aligned}$ | $\begin{gathered} 21 \% \\ * * \\ 52 \% \\ * * \end{gathered}$ | $\begin{aligned} & 50 \% \\ & \text { v.w } \\ & \text { 21\% } \end{aligned}$ | $47 \%$ <br> $W^{*}$ <br> 25\% | $34 \%$ <br> 41\% <br> R.T.U | 29\% <br> 34\% <br> R* | $41 \%$ $34 \%$ | $44 \%$ 28\% | 33\% <br> 37\% AA.AB.AC | $\begin{gathered} 48 \% \\ z \\ z 6 \\ 26 \% \end{gathered}$ | $\begin{gathered} 50 \% \\ z \\ 25 \% \end{gathered}$ |

GOH_- 44 .3. To what extent, if at all, would you be interested in a
hotel selling or renting out each of the following things? Please
hotel selling or renting out each of the following things? Pleas
select one option on each row. - Local art andlor souvenirs

| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults Very interested | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
|  | 17\% | 20\% | 21\% | 12\% | 16\% | 23\% | 13\% | 13\% | 23\% | 11\% | 22\% | 16\% | 20\% | 17\% | 15\% |
|  |  | Q | Q |  |  | ** |  | * | R.T.w | * | r |  |  |  |  |
| Somewhat interested | 36\% | 36\% | 40\% | 40\% | 36\% | 50\% | 35\% | $41 \%$ | 34\% | $\begin{gathered} 47 \% \\ \mathrm{v}^{4 \%} \end{gathered}$ | 40\% | 35\% | 38\% | 36\% | 37\% |
| Not very interested | 21\% | 22\% | 22\% | 24\% | 21\% | 10\% | 22\% | 20\% | 23\% | 18\% | 19\% | 22\% | 21\% | 22\% | 24\% |
| Not interested atall | 25\% | 22\% | 17\% | 24\% | 27\% | 17\% | 29\% | 26\% | 20\% | 23\% | 19\% | 27\% | 21\% | 25\% | 25\% |
| Net: Interested | 54\% | 56\% | $\begin{gathered} 61 \% \\ \mathrm{~N} \end{gathered}$ | 52\% | 51\% | 73\% | 48\% | $\stackrel{54 \%}{*}$ | 57\% | $\stackrel{59 \%}{*}$ | $\begin{gathered} 62 \% \\ y \end{gathered}$ | 51\% | $\begin{aligned} & 58 \% \\ & \text { AC } \end{aligned}$ | 53\% | 52\% |

期 selling or renting out each of the fowing things? Please
select one option on each row. - Local produce (fruits,

| ables) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Unweighted base | 1213 | 412 | 234 | ${ }^{126}$ | 582 | 17 | 134 | 46 | 359 | ${ }^{75}$ | ${ }^{330}$ | ${ }^{883}$ | 430 | 349 | 265 |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Very interested | 23\% | 24\% | 26\% | 17\% | 22\% | $36 \%$ | 20\% | 15\% | 25\% | $32 \%$ | $29 \%$ | 21\% | $26 \%$ | 24\% | 18\% |
| Somewhat interested | 41\% | $\begin{gathered} \text { 46\% } \\ N \end{gathered}$ | 43\% | 41\% | 42\% | $41 \%$ | 41\% | $44 \%$ | 41\% | 36\% | 44\% | 40\% | 41\% | 42\% | 44\% |
| Not very interested | 16\% | 14\% | 16\% | 16\% | 16\% | 5\% | 15\% | 18\% | 16\% | 18\% | 13\% | 17\% | 16\% | $\begin{aligned} & \text { 17\% } \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & \text { 18\% } \\ & \text { AC } \end{aligned}$ |
| Not interested at all | 20\% | 16\% | 15\% | 26\% | 20\% | 18\% | 24\% | $24 \%$ | 19\% | 14\% | 14\% | 22\% | 17\% | 17\% | 20\% |
| Net: Interested | 64\% | $\begin{aligned} & \text { 70\% } \\ & \text { N.Q } \end{aligned}$ | $\begin{gathered} \text { 69\% } \\ \mathrm{N} \end{gathered}$ | 58\% | 64\% | 77\% | 61\% | 58\% | 65\% | 68\% | $\begin{gathered} 73 \% \\ Y \end{gathered}$ | 61\% | $\begin{aligned} & 67 \% \\ & { }_{A C} \end{aligned}$ | $\begin{aligned} & \text { 66\% } \\ & \text { AC } \end{aligned}$ | 62\% |
| GOH_q4_5. To what extent, if at all, would you be interested in a hotel selling or renting out each of the following things? Please select one option on each row. - Tickets to local shows/events |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Very interested | 23\% | 24\% | 24\% | 20\% | 22\% | 18\% | 18\% | 15\% | $\begin{gathered} \text { 27\% } \\ \mathrm{T} \end{gathered}$ | 28\% | $\begin{gathered} 29 \% \\ Y \end{gathered}$ | 21\% | 23\% | 25\% | 24\% |
| Somewhat interested | 46\% | 50\% | 59\% | 53\% | 48\% | 64\% | 46\% | 50\% | 42\% | 54\% | 50\% | 45\% | 46\% | 47\% | 49\% |

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018

| YOUGGOV <br> What the world thinks |  |  |  |
| ---: | :---: | :---: | :---: |
|  |  | Total | Prefer not to say |

OH_- 94 -3. To what extent, if at all, would you be interested in a
otel selling or renting out each of the following things? Plea hotel selling or renting out each of the following things? Plea
select one option on each row. - Local art and/or souvenirs

| Unweighted base | 1213 | 169 |
| :---: | :---: | :---: |
| Base: All US Adults | 1210 | 165 |
| Very interested | 17\% | 15\% |
| Somewhat interested | 36\% | 33\% |
| Not very interested | 21\% | 18\% |
| Not interested at all | 25\% | $\begin{gathered} 34 \% \\ \text { z.AA.AB } \end{gathered}$ |
| Net: Interested | 54\% | 48\% |

OH_q44. To what extent, if at all, would you be interested in a
hotel selling or renting out each of the following things? Ple
select one option on each row. - Local produce (fruits,


GOH_q4_5. To what extent, if at all, would you be interested in a
otel selling or renting out each of the following things? Please


## YouGov Omnibus

Hotels
U_nat Sample: 13th - 14th September 201
YouGov

|  | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, High school graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
|  |  |  | A |  |  |  |  |  |  |  | L |  |  | * |  |
| Not very interested | 13\% | 15\% | 12\% | 12\% | 15\% | 14\% | 13\% | 16\% | 13\% | 13\% | 13\% | 10\% | 14\% | $\begin{gathered} \text { 20\% } \\ \mathrm{k}^{*} \end{gathered}$ | $\begin{gathered} \text { 16\% } \\ \text { P } \end{gathered}$ |
| Not interested at all | 17\% | 20\% | 14\% | 12\% | 15\% | 23\% | 14\% | 20\% | 17\% | 16\% | 18\% | 18\% | 9\% | 19\% | 24\% |
|  |  | в |  |  |  | C.D |  |  |  |  | L | L |  | L* | o.P.Q |
| Net: Interested | 70\% | 65\% | $\begin{gathered} 74 \% \\ \mathrm{~A} \end{gathered}$ | $\begin{gathered} 77 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} \text { 70\% } \\ \mathrm{E} \end{gathered}$ | 63\% | 73\% | 65\% | 70\% | 71\% | 68\% | 72\% | $\begin{aligned} & 77 \% \\ & \mathrm{~J} . \mathrm{M} \end{aligned}$ | 61\% | 60\% |

Ceisision to Which, if any, of the following factors would affect you decision to book an anonymous hotel online (i.e., where the hote discounted price? Please select all that apply.

| Unweighted base | 1213 | 558 | 655 | 353 | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| The rating of the hotel | 45\% | 44\% | 46\% | 47\% | 47\% | 42\% | 38\% | 44\% | $\begin{gathered} \text { 46\% } \\ F \end{gathered}$ | $\begin{gathered} 51 \% \\ F \end{gathered}$ | 45\% | 51\% | 39\% | $53 \%$ | 36\% |
| positive writen reviews | 45\% | 43\% | 46\% | $\begin{gathered} 50 \% \\ \mathrm{E} \end{gathered}$ | $\stackrel{46 \%}{\mathrm{E}}$ | 39\% | 47\% | 38\% | $\begin{gathered} 47 \% \\ G \end{gathered}$ | 45\% | 43\% | 49\% | 42\% | $\begin{gathered} 55 \% \\ \mathrm{~J}^{*} \end{gathered}$ | 35\% |
| The price is right | 55\% | 56\% | 55\% | 58\% | $\underset{\mathrm{E}}{59 \%}$ | 51\% | 53\% | 55\% | 54\% | 60\% | 54\% | 61\% | 53\% | $63 \%$ | 47\% |
| actions/activitieslairports | 45\% | 46\% | 44\% | 47\% | 45\% | 44\% | 49\% | 44\% | 43\% | 47\% | 45\% | 50\% | 42\% | $47 \%$ | 36\% |
| Other | $3 \%$ | 4\% | 2\% | $3 \%$ | $3 \%$ | $3 \%$ | 4\% | $2 \%$ | 4\% | 2\% | $3 \%$ | 1\% | $\begin{gathered} \text { 6\% } \\ \mathrm{K} \end{gathered}$ | 1\% | 3\% |
| book an anonymous hotel | 30\% | 29\% | 30\% | 21\% | 27\% | $\begin{aligned} & 39 \% \\ & \text { C.D } \end{aligned}$ | $\begin{gathered} 34 \% \\ 1 \end{gathered}$ | 32\% | 29\% | 25\% | $\begin{gathered} 33 \% \\ \mathrm{M} \end{gathered}$ | 24\% | 26\% | $20 \%$ | $\begin{aligned} & 37 \% \\ & \text { O.P.Q } \end{aligned}$ |

OH q6. Thinking of a time you booked a hotel, how often do you tend to verify prices andlor reviews against at least one othe
travel sevice/website? Please select the option that best applies.

| Unweighted base | 1213 | 558 | 655 | 353 | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Always | 33\% | 33\% | $32 \%$ | 35\% | ${ }^{37 \%}$ | 27\% | 35\% | 29\% | 36\% | 29\% | 31\% | 35\% | 38\% | 35\% | 26\% |
| Often | 23\% | 23\% | 23\% | 26\% | 21\% | 24\% | 21\% | 23\% | 23\% | 26\% | 24\% | 22\% | 23\% | 25\% | 21\% |
| Sometimes | 21\% | 19\% | 23\% | 23\% | 20\% | 21\% | 20\% | 21\% | 20\% | 23\% | 21\% | 20\% | 22\% | 20\% | 20\% |
| Rarely | 10\% | 11\% | 10\% | 7\% | 10\% | $\begin{gathered} \text { 12\% } \\ c \end{gathered}$ | 7\% | 11\% | 9\% | $\begin{aligned} & \text { 14\% } \\ & \text { F.H } \end{aligned}$ | 11\% | 10\% | 8\% | $7 \%$ | $\begin{gathered} 13 \% \\ \circ \end{gathered}$ |
| Never | 13\% | 14\% | 12\% | 9\% | 13\% | $\begin{gathered} 16 \% \\ c \end{gathered}$ | $16 \%$ 1 | $\begin{gathered} 15 \% \\ 1 \end{gathered}$ | 12\% | 8\% | 14\% | 14\% | 9\% | 13\% | $21 \%$ O.P.Q |

OH_- 9 . And thinking of hotel housekeeping, which of the
following ways are you likely to tip those cleaning your room?
Please select all that apply.

| Unweighted base | 1213 | 558 | 655 | 353 | 377 | 483 | 213 | 263 | 496 | 241 | 820 | 149 | 157 | 87 | 441 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 603 | 607 | 378 | 380 | 451 | 214 | 272 | 482 | 241 | 789 | 151 | 186 | 84 | 505 |
| Leave cash in the room | 47\% | 44\% | 50\% | 37\% | 47\% | 55\% | 54\% | 45\% | 44\% | 47\% | 49\% | 47\% | 34\% | 55\% | 38\% |
|  |  |  | A |  | c | C.D | н |  |  |  | L | L |  | L* |  |
| Pay for it with a card during the booking process | 11\% | 16\% | 7\% | 21\% | 10\% | 5\% | 8\% | 13\% | 13\% | 8\% | 9\% | 15\% | 19\% | 6\% | 13\% |
|  |  | в |  | D.E | E |  |  |  |  |  |  | J | Ј.M | * |  |
| Pay for it with a card when I check-out | 18\% | 18\% | 18\% | 24\% | 18\% | 12\% | 14\% | 17\% | 18\% | 21\% | 16\% | 16\% | 26\% | 14\% | 17\% |

## YouGov Omnibus

Hotels
S__nat Sample: 13th - 14th September 2018
YouGov

|  | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Some college, 2 - | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under S40k | \$40k to \$80k | \$80k+ |
|  |  | N | N. 0 | N |  | * |  | * |  | v* |  |  |  |  |  |
| Not very interested | 13\% | 12\% | 9\% | 15\% | 12\% | 10\% | 14\% | 18\% | $\begin{gathered} \text { 16\% } \\ \mathrm{R} \end{gathered}$ | 11\% | 10\% | $\begin{gathered} \text { 15\% } \\ \times \end{gathered}$ | 15\% | 10\% | 14\% |
| Not interested at all | 17\% | $\begin{gathered} \text { 14\% } \\ \mathrm{P} \end{gathered}$ | 8\% | 12\% | $\begin{gathered} \text { 18\% } \\ \mathrm{w} \end{gathered}$ | $8 \%$ | $\begin{aligned} & 23 \% \\ & \text { v.w } \end{aligned}$ | 17\% | 15\% | $7 \%$ | 11\% | $\begin{gathered} 19 \% \\ \mathrm{x} \end{gathered}$ | 16\% | 18\% | 12\% |
| Net: Interested | 70\% | $\begin{gathered} 74 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{aligned} & 83 \% \\ & \text { N.O.Q } \end{aligned}$ | $\begin{gathered} \mathrm{7} 3 \% \\ \mathrm{~N} \end{gathered}$ | 70\% | 82\% | 64\% | $65 \%$ | 69\% | $\begin{gathered} 82 \% \\ \text { R.T.U.V** } \end{gathered}$ | $\begin{gathered} 79 \% \\ y \\ \hline \end{gathered}$ | 66\% | 69\% | $\begin{aligned} & \text { 72\% } \\ & \text { AC } \end{aligned}$ | $74 \%$ AC |

Cot_95. Which, if any, of the following factors would affect you would be revealed immediately after booking) if it was offered at discounted price? Please select all that apply.

| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| The rating of the hotel | 45\% | 50\% | 54\% | 55\% | 47\% | 46\% | 40\% | $38 \%$ | 44\% | $51 \%$ | 54\% | 42\% | 38\% | $51 \%$ | $54 \%$ |
|  |  | $\underset{480}{N}$ | $\underset{54 \%}{N}$ | $\underset{57 \%}{N}$ |  |  |  | * |  | ${ }_{55 \%}^{*}$ | $\begin{gathered} Y \\ 52 \% \end{gathered}$ |  |  | Z.AC | $\begin{aligned} & \text { Z.AC } \\ & 50 \% \end{aligned}$ |
| The hotel has positive writter reviews | 45\% | $\begin{gathered} \text { 48\% } \\ \mathrm{N} \end{gathered}$ | $\begin{gathered} 54 \% \\ \mathrm{~N} \end{gathered}$ | $\begin{gathered} 57 \% \\ \mathrm{~N} \end{gathered}$ | 46\% | $44 \%$ | 37\% | 33\% | 45\% | $\begin{aligned} & 55 \% \\ & \text { T.U* } \end{aligned}$ | $\begin{gathered} 52 \% \\ Y \end{gathered}$ | 42\% | 37\% | $\begin{aligned} & 50 \% \\ & \text { z.AC } \end{aligned}$ | $\begin{aligned} & 53 \% \\ & \text { z.AC } \end{aligned}$ |
| The price is right | 55\% | $\begin{gathered} \text { 60\% } \\ \mathrm{N} \end{gathered}$ | $\begin{gathered} \text { 64\% } \\ \mathrm{N} \end{gathered}$ | $\begin{gathered} \text { 62\% } \\ \mathrm{N} \end{gathered}$ | 54\% | $67 \%$ | 52\% | $47 \%$ | 57\% | 60\% | $\begin{gathered} \text { 61\% } \\ \text { Y } \end{gathered}$ | 53\% | $\begin{aligned} & 55 \% \\ & \text { AC } \end{aligned}$ | $\begin{gathered} 59 \% \\ \text { AC } \end{gathered}$ | $\begin{aligned} & 59 \% \\ & \text { AC } \end{aligned}$ |
| The hotel is the right distance from atrractions/activities/airports | 45\% | $\begin{gathered} \text { 47\% } \\ \mathrm{N} \end{gathered}$ | $\begin{aligned} & 56 \% \\ & \text { N.O } \end{aligned}$ | $\begin{aligned} & \text { 58\% } \\ & \text { N.O } \end{aligned}$ | 45\% | ${ }^{52 \%}$ | 46\% | 38\% | 45\% | $\stackrel{48}{*}$ | 48\% | 44\% | 40\% | $\begin{aligned} & 51 \% \\ & \text { z.AC } \end{aligned}$ | $\begin{aligned} & 53 \% \\ & \text { z.AC } \end{aligned}$ |
| Other | 3\% | $3 \%$ | 5\% | 1\% | 2\% | 11\% | 1\% | $2 \%$ | $4 \%$ | 5\% | 4\% | 3\% | 2\% | $2 \%$ | $\begin{gathered} 5 \% \\ z \end{gathered}$ |
| Not appicable- I would not book an anonymous hotel | 30\% | 26\% | 23\% | 25\% | 30\% | $16 \%$ | 36\% | $\begin{gathered} 41 \% \\ w^{*} \end{gathered}$ | 29\% | 22\% | 17\% | $\begin{gathered} 34 \% \\ x \end{gathered}$ | 31\% | 25\% | 25\% |

OH_q6. Thinking of a time you booked a hotel, how often do you tend to verify prices andlor reviews against at least one othe
travel sevice/website? Please select the option that best applies.

| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Always | 33\% | 37\% | 36\% | 44\% | 35\% | 21\% | 30\% | 19\% | 33\% | 27\% | 40\% | 30\% | 30\% | 39\% | 33\% |
|  |  | N | N | N | $u$ | * |  | * |  | * | Y |  |  | z.AC |  |
| Offen | 23\% | 25\% | $\begin{gathered} \text { 28\% } \\ \mathrm{N} \end{gathered}$ | 20\% | 25\% | $31 \%$ | 18\% | $26 \%$ | 20\% | $\begin{gathered} 36 \% \\ \text { R.T. }{ }^{*} \end{gathered}$ | 27\% | 22\% | 23\% | 23\% | 28\% AC |
| Sometimes | 21\% | 20\% | 24\% | 24\% | 19\% | 36\% | 20\% | $20 \%$ | 24\% | 18\% | 19\% | 22\% | 20\% | 21\% | 23\% |
| Rarely | 10\% | 7\% | 8\% | 9\% | 10\% | 12\% | 12\% | $\begin{aligned} & 23 \% \\ & R . v^{*} \end{aligned}$ | $8 \%$ | 10\% | 9\% | 10\% | 11\% | 9\% | 10\% |
| Never | 13\% | $\begin{aligned} & \text { 10\% } \\ & \text { P.Q } \end{aligned}$ | 4\% | 3\% | 11\% | * | $\begin{aligned} & \text { 20\% } \\ & \text { R.w } \end{aligned}$ | 13\% | 14\% | 8\% | 6\% | $\begin{gathered} 15 \% \\ x \end{gathered}$ | $\begin{gathered} 16 \% \\ \text { AA.AB } \end{gathered}$ | 9\% | 7\% |

©OH_97. And thinking of hotel housekeeping, which of the
ollowing ways are you likely to tip those cleaning your room?
Please select all that apply.

| Unweighted base | 1213 | 412 | 234 | 126 | 582 | 17 | 134 | 46 | 359 | 75 | 330 | 883 | 430 | 349 | 265 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US Adults | 1210 | 381 | 208 | 116 | 570 | 17 | 127 | 43 | 381 | 73 | 330 | 880 | 447 | 343 | 255 |
| Leave cash in the room | 47\% | 49\% | 54\% | 63\% | 52\% | 58\% | 45\% | 47\% | 39\% | 44\% | 47\% | 46\% | 40\% | 51\% | 60\% |
|  |  | N | N | N.O | v | ** |  | * |  | * |  |  |  | z.AC | z.AA.AC |
| Pay for it with a card during the booking process | 11\% | 11\% | 10\% | 7\% | 10\% | 12\% | 6\% | 2\% | 15\% | 14\% | 13\% | 11\% | 13\% | 12\% | 9\% |
|  |  |  |  |  |  | ** |  | * | т.U | U* |  |  | AC | AC |  |
| Pay for it with a card when I check-out | 18\% | 19\% | 20\% | 14\% | 15\% | 15\% | 14\% | 23\% | 22\% | 21\% | 26\% | 14\% | 22\% | 16\% | 14\% |

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 1 4th September 2018
YouGov

|  | Total | Prefer not to say |
| :---: | :---: | :---: |
| Not very interested | 13\% | 13\% |
| Noti interested at all | 17\% | 26\% |
|  |  | z.AA.AB |
| Net: Interested | 70\% | 61\% |

OH_q5. Which, if any, of the following factors would affect you decision to book an anonymuous hotel online (i.e., where the hotel would be revealed immediately after bookings) if it was offered at
discounted price? Please select all that apply discounted price? Please select all that apply.

| Unweighted base | 1213 | 169 |
| :---: | :---: | :---: |
| Base: All US Adults | 1210 | 165 |
| The rating of the hotel | 45\% | 37\% |
| has positive writen reviews | 45\% | 40\% |
| The price is right | 55\% | 44\% |
| rractions/activities/airports | 45\% | 36\% |
| Other | 3\% | 5\% |
| book an anonymous hotel | 30\% | 42\% |
|  |  | z.AA.AB |

OH_q6. Thinking of a time you booked a hotel, how often do
you tend to verify prices and/or reviews against at least one other
ravel servicelwebsite? Please select the option that best applies.

| Unweighted base | 1213 | 169 |
| :---: | :---: | :---: |
| Base: All US Adults | 1210 | 165 |
| Always | 33\% | 28\% |
| Often | 23\% | 17\% |
| Sometimes | 21\% | 23\% |
| Rarely | 10\% | $9 \%$ |
| Never | 13\% | 23\% |
|  |  | AA.AB |

GOH_-77. And thinking of hotel housekeeping, which of the
following ways are you like
Please select all that apply.

| Unweighted base | 1213 | 169 |
| :---: | :---: | :---: |
| Base: All US Adults | 1210 | 165 |
| Leave cash in the room | 47\% | 36\% |
| Pay for it with a card during the booking process | 11\% | 6\% |
| Pay for it with a card when I check-out | 18\% | 14\% |

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018
YouGov

| thinks | Total | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | No HS, High school graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | D.E | E |  |  |  |  |  |  |  | J.M | * |  |
| Other | 1\% | 1\% | 1\% | 2\% | 1\% | 0\% | 1\% | 0\% | 2\% | 0\% | 1\% | 2\% | 1\% | 3\% | 1\% |
| Don't know | 9\% | 7\% | 10\% | 8\% | 9\% | 9\% | 7\% | 8\% | 8\% | 11\% | 8\% | 11\% | 9\% | 5\% | $\begin{gathered} \text { 11\% } \\ \text { P } \end{gathered}$ |
| Not applicable - I never tip for housekeeping services | 23\% | 24\% | 21\% | 23\% | 22\% | 23\% | 21\% | 24\% | 23\% | 21\% | 24\% | 20\% | 19\% | 21\% | 27\% |



## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018
YouGov


Cell Contents (Col

## YouGov Omnibus

Hotels
US_nat Sample: 13th - 14th September 2018
YouGov

| fd thinks | Total | Prefer not to say |
| :---: | :---: | :---: |
| Other | 1\% | 2\% |
| Don't know | 9\% | 19\% |
|  |  | z.AA.AB |
| Not applicable - I never tip for housekeeping services | 23\% | 27\% |

Cell Contents (Col


[^0]:    OH_-q24.4 Thinking of hotels and the amenities they offer,
    would you prefer to use your cellphone to perform the following
    activities or do so yourself using traditional means? Please
    one option on each row. - Request and order room service

