	Jimasif Ch	owdhury	Adam	ralich	Mariar	nn Huff	Nicole	Lash
	Muneer	Basil	Katie	Harry	Allison	Austin	Steve	Cia
Video links:								
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Demographic Info								
What is your age?	28	27	25	54		26	69	75
What is your profession?	Consultant	Procurement Analyst	Higher Education / Coordinator	Nurse (RN) / Case Management	Human Resources Manager	Software Developer	Consultant	Floral Designer
How far away is the closest airport to where you live?	1 h	1 h	90 minutes	50 miles/60 minutes and another 78 miles/90 minutes	20 miles / 30 minutes	10-15 minutes	25 minutes	30 minutes
What is your level of experience using a computer?	advanced	advanced	Average	"Comfortable" / average	Average	Very experienced	Experienced	Below average
What type of device do you typically use when searching for places to stay while away? (such as a laptop, tablet, or cell phone)	laptop	laptop or phone	Cell phone (iPhone)	Cell phone (iPhone)	Phone, laptop	Phone, tablet, laptop	laptop	laptop or phone
What browser do you most commonly use to search for places to stay while away?	chrome	chrome	Safari	Safari	Safari / Chrome	Safari / Chrome	Chrome	Chrome
When was the last time you traveled for business reasons?	August 2022	August 2022	Never	2010	2019	Never	August 2022	September 2021
When was the last time you traveled for personal reasons?	August 2022	July 2022	July 2022	2020	June 2022	Sept 2022	May 2022	September 2022
In a year, how often do you travel and stay in a hotel?	5-6x year	12-15x	Not often; 1x/year	1-2x/year	2-3x/year	1-2x/year	15x/year	4x/year
What hotel chains do you typically stay at or prefer?	Marriot, Hilton	Hilton	No preference, but last one was Double Tree/Hilton	No preference, but last one was Hyatt	Marriott, Holiday Inn	Holiday Inn, Marriott	Mariott	Mariott because h husband is a loyal member
In a year, how often do you travel and stay in an AirBnB type place?	1x year	1-2x	Never	2-3x/year	Never	Never	Never	Never
Theme 1 Questions								
Have you ever signed up for a hotel customer loyalty program?	yes	no	No	Yes	Yes	Yes	Yes	Yes
If yes, what features motivated you to sign up?	Redeemable points		N/A	Upgrade to different room (fee waived); free continental breakfast; shuttle services; rewards for next stay	Earning free hotel stays		Point accumulation and the ability to get various perks, frequency of the stay, upgraded to concierge lounge floor, no parking fee, free breakfast	Point accumulatio benefits and the experience has al been positive
If yes, what was your main reason for signing up?	Redeemable points		N/A	Free or reduced room upgrades		Discounted rates	Various perks	Perks
If no, what were some reasons you didn't sign up?		Work pays for travel, goes through the hassel of signing up, work takes care of it	Don't travel enough to know if there is a benefit. Have never thought about it.	N/A	N/A	N/A	N/A	N/A
f you had the ability to define your own oyalty program features, what would it nclude?	Redeemable points, ability to upgrade without fees, complimentary food at the hotel	Rewards system, free, discount, upgrades	Discount rates; easier check-in process; ability to/easier to extend stay; partnerships with airlines and rideshares (Uber/Lyft)	% off of next stay; % off of local restaurants; % off of flights; room upgrades	Earn points towards meals and local entertainment venue discounts.	Discounted rates, free stays, free items in lobby, free SWAG items	Room upgrades, free meals and free parking	Free parking, fine restaurants, nice with separate are adults and childre great bar with ambiance, she lik fresh air, patio off bedroom, cleanlin staff and service, available staff

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When traveling for business, what features or amenities do you look for or prefer in a hotel?	Proximity to work location (walking distance), reviews, best view	Iron and ironing board, tv for downtime	Proximity to work- related event, airports, shuttles, and ride share services. Also breakfast options.	Plugins for computer and phone; shuttle services to airport and local attractions; if driving, a place to leave car; conference rooms; onsite/close restaurants	Wifi included, location to business center, on- site restaurant	N/A	Breakfast in the morning, coffee in the lobby 24/7, free waters upon check-in, ability to have fresh air	Conference room meetings, nice bar restaurants to soc with colleagues, convenience, concierge floor wh you can meet for cocktails, basically hotel that offers various meeting settings
When traveling for business, what do you look for in the hotel property itself?	Age of hotel, ex: technology in hotel, robot delivers to room, newer building, technology integration	Pool, gym, clean, not run down, not old, safe comfortable	Close proximity or accessibility to other places and restaurants; reliable wifi; working spaces/office share type spaces	Gym or gym closeby; pool; jacuzzi; steam room; massages; safety; good employees; cleanliness; close to everything (restaurants, meetings, airport)	Meal service, business center for printing / laptop access	N/A	Cost, availability and location that is close to the office or company that he's going to be working with	Accessibility for b and transportation from hotel to airpo hotel environmen will make the bus meetings convenin restaurant and conference room
When traveling for business, what are your top three must-haves about the hotel?	Distance of client, comfort, distance of food	Fridge, nice shower- feel comfortable, iron/iron board	Wifi (preferably free); easy accessibility to airport and restaurants; flexibility with check-in/-out times	Receptive staff; safety/secure facility; bar	On-site restaurant, wifi services, gym / spa	N/A	Coffee, free breakfast, available on-site restaurant, room selection and king size bed	Cleanliness, frien staff, area for faxing/office spac work and technolo support
When traveling for business, what is your overall goal?	Close to the client, walk to client – no rush	Plenty of rest, not for socializing, get facetime with people you work- building relationship with clients	For everything to go as smoothly as possible; easy check-in/-out; paying up front	Comfortable; get a good rest; and able to conduct business	Safe location, be comfortable (especially when you're out of your routine)	N/A	To have a comfortable stay	To be comfortable have a lot of thing available that she used to and cleanliness
Thinking back on your previous hotel experiences while traveling for business, can you describe for me a time when you were disappointed?	Stayed old hotel -a/c makes noises – nothing that can be done about it	The rooms aren't clean, cockroach, centipede, shower has weak water pressure, doesn't feel clean – cleanliness	N/A (never)	Looked better in pictures; didn't smell good; facility was old/dated (furniture/bedding) vs the pictures; not close to anything; "bad" gym and pool	Breakfast service took too long, we had to leave before getting our food so that we didn't miss the morning meeting.	N/A	There was no lobby coffee, the iron didn't work in the room, no lotion amentities, little conveniences were missing and the room didn't feel clean	She walked into a room and it wasn what she was expecting, it wasn clean and didn't ff taken care of and a corner room an asked for someth else
Theme 3 Questions								
When traveling for leisure, what features or amenities do you look for or prefer in a hotel?	Price, complimentary services (breakfast, spa, etc.), distance from location	Clean shower, iron/ iron board,, a comfortable bed- plenty of room, travels with friends/ family - roomy bed, price is a huge factor, money coming out of own pocket instead of company	Proximity to attractions - don't want to spend a lot of time at the hotel because it's really just for sleep; cleanliness; well established	Restaurant onsite; gym; pool; shopping attached to hotel or close by; shuttle to local places and airport	Close proximity to local attractions, meal service, pool	Clean room, good reviews, free breakfast, safe location, proximity to safe surroundings	Balcony with a view, on site restaurants, ambiance/setting/view, pool	An area for a poo hotel is pretty and taken care of, ser and drinks, music playing in the lobi lively hotel, welcc people, everyone so nice in her last experience and th people made it sy location is key, sh likes to stay wher can walk places
When traveling for leisure, what do you ook for in the hotel property itself?	Age of hotel, ex: technology in hotel, robot delivers to room, newer building, technology integration	Pool – fun to hang out with friends, family, clean and comfortable - safe	Breakfast bar; not interested in swimming or bars	Safety; cleanliness; up-to-date/modern; restaurant onsite; bar onsite; pool	Amenities, safe location, easy to get into, on-site parking, shuttle service, food amenities	In a good area, good parking, lighted parking lot	Size of room, balcony, pool, quality of the grounds, service, 24 hour room service, valet for check-in	Appearance of th hotel, aesthetics, view and scenery make her feel at and comfortable

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	Price, distance from location, user ratings	Fridge, iron/iron board, tv	Within walking distance to most attractions; if bringing my car; good safe parking preferable covered; restaurants on site or close by	Cleanliness; security; restaurant onsite	Location, on-site parking, pool	Cleanliness, good location, friendliness of staff	Customer service, room type with king size bed and balcony	Cleanliness, wonderf staff and view
when traveling for leisure, what is your	Place to sleep, can compromise in other areas, needs a decent bed	Have much fun, have experience at the location, hotel a lot of less for leisure than business	Finding a comfortable and clean space	To relax and enjoy local activities	Safety, brand with good reviews / ratings, cleanliness of rooms, good staff	Relax, have time to myself, do something out of the normal routine	Relaxation, no stress and easily be able to wind down	To have a great time, sleep in and stay out late, go out for the evening and come back to have options do things fun at night at the bar, pool, fire pi etc.
experiences while traveling for leisure, can	Plumbing issues, roaches, maintenance not kept up to date	Small bathroom- not room, cramp, give more soap- shampoo dispenser, doesn't feel comfortable using small products	On a group trip, the friend that made the reservations couldn't go due to contracting COVID this made the checking-in process complicated	Similar business encounter; pictures didn't match reality; location and proximity to things wasn't accurate; bad smells	Cost of restaurants and other attractions within the hotel itself were insanely expensive. Nothing seemed affordable	Walked into a room with a musty smell, damp room. Couldn't get it to smell better even with air freshners	The main restaurant was closed during their stay and they had to go elsewhere for food. Used google to find another restaurant, felt like a hassle	She doesn't like bathrooms with bad lighting or hair dryers that are not up to dat so she brings her ow but usually Mariott ha everything up to date so she doesn't need bring her own supplie one negative experience was wher the bathroom lighting wasn't great and ther wasn't enough counter space