

Fabrizio Ward +

TRSA[®]
STRONGER TOGETHER

National Online Survey of Consumers

March 2015

Methodology

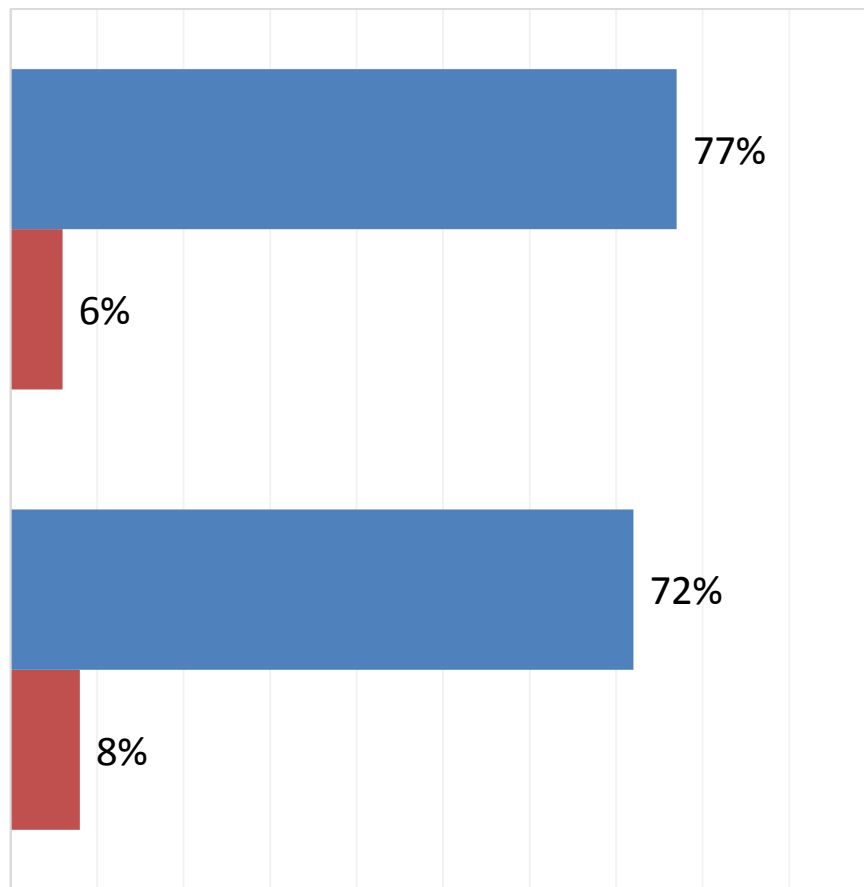
- National survey of consumers conducted online using an online sample panel.
- n=700 adults
- Conducted March 6-9, 2015
- Interviews were stratified into geographic units that reflect the national population.
- Gender, age, and race weighted to match Census demographics.

When choosing a hotel, sheets, not surprisingly, take a back seat to hotel price, location and amenities. Consumers expect sheets and linens to correspond with the type of hotel, but are not a main factor in deciding where to stay.

Statement Agreement

Among Consumers

Price, location, and amenities are more important when choosing a hotel than the type of sheets and linens the hotel uses.



I expect sheets and linens to correspond with the type of hotel I choose, but they are not a main factor when I decide where to stay.

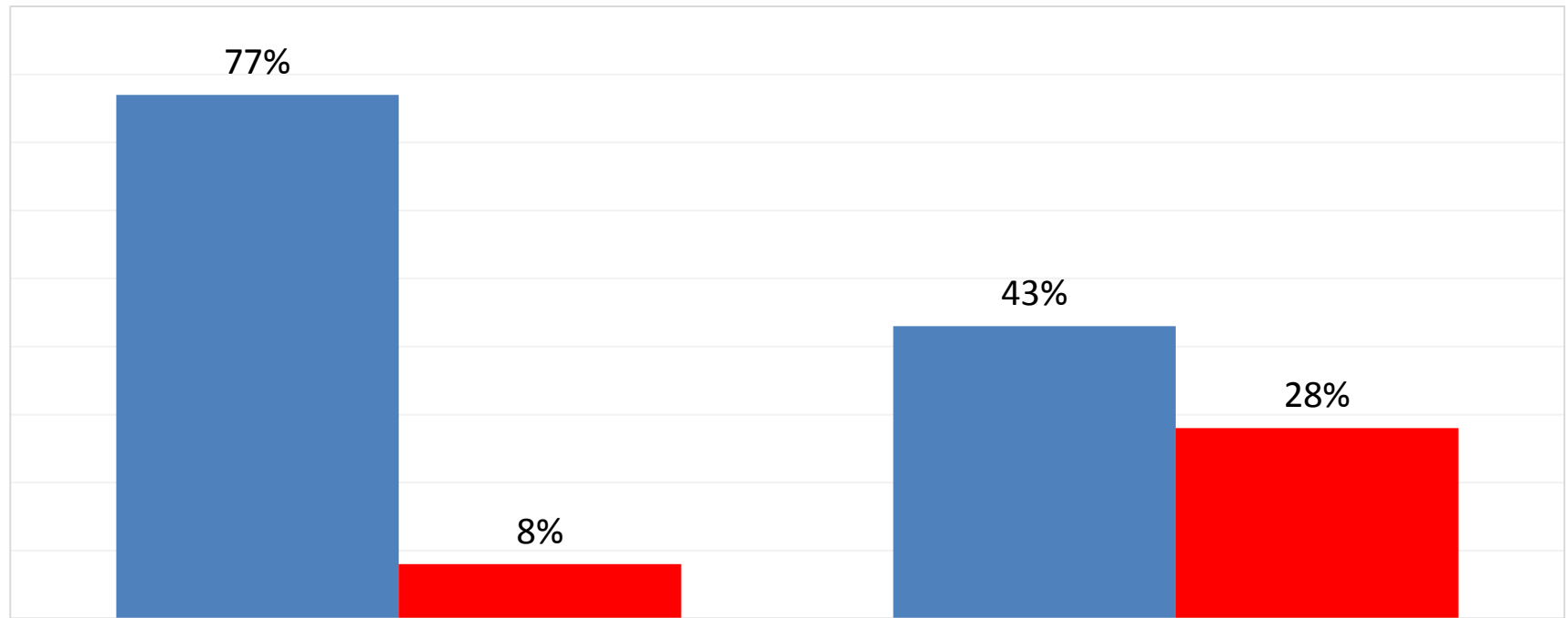
■ Agree ■ Disagree

Q68-69. The following statements are about how linens and sheets factor into your decision on choosing a hotel. For each statement, please indicate the response that most accurately reflects your opinion.

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More consumers believe hotels are trying to save money from conservation programs than trying to protect the environment.

View of Hotel Conservation Programs Among Consumers



The real reason hotels are pressuring guests to reuse their linens and towels is to save money by cutting utility and laundry costs.

The real reason hotels are pressuring guests to reuse their linens and towels is to protect the environment.

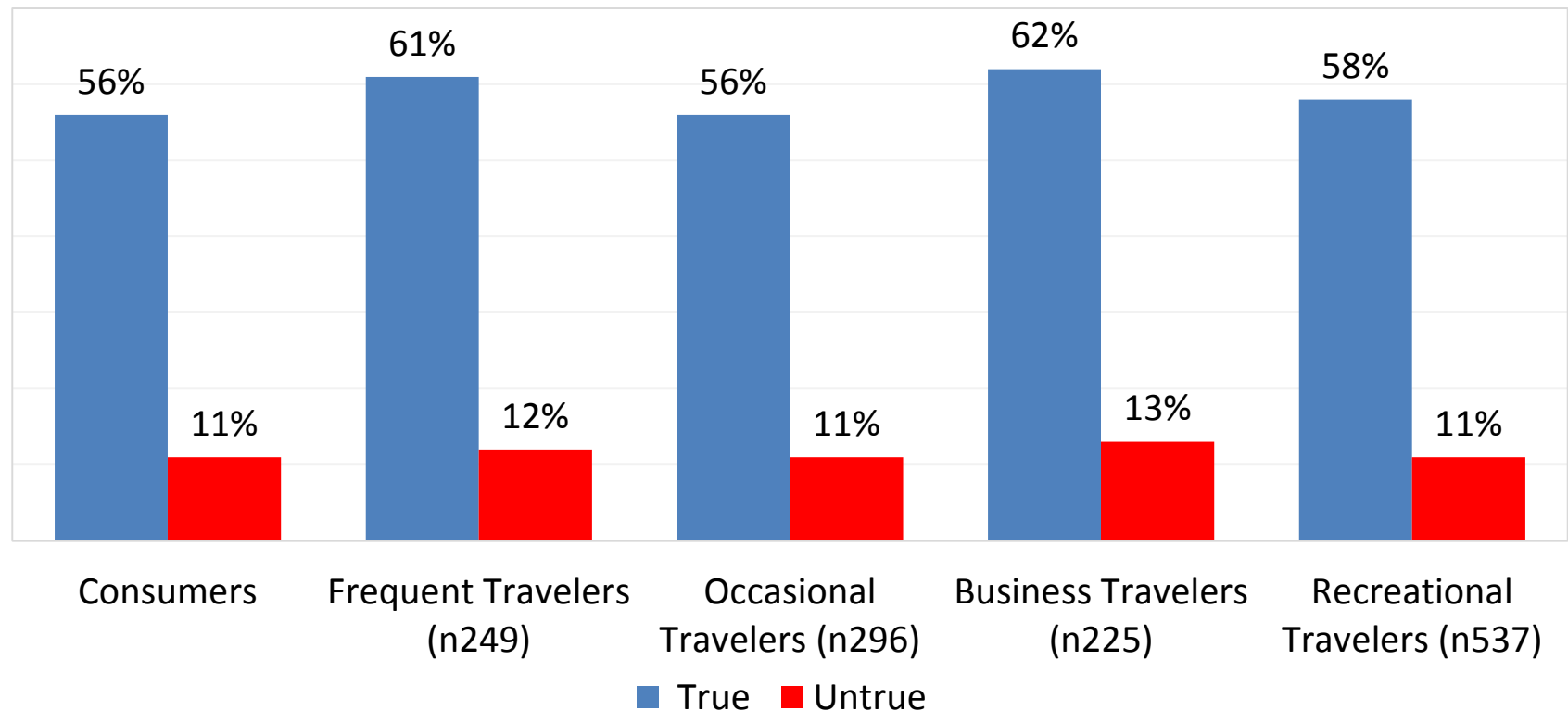
■ True ■ Untrue

Q72-73. For each statement below, indicate the degree to which you think it is true or untrue:

Travelers prefer the use of a more environmentally friendly laundry than being pressured to reuse their linen and towels.

Want Hotels to Launder in a More Environmentally Manner Among Consumers

“Instead of pressuring guests to reuse their linens and towels, I’d prefer the hotel to have their linens and towels laundered in a more environmentally friendly manner.”

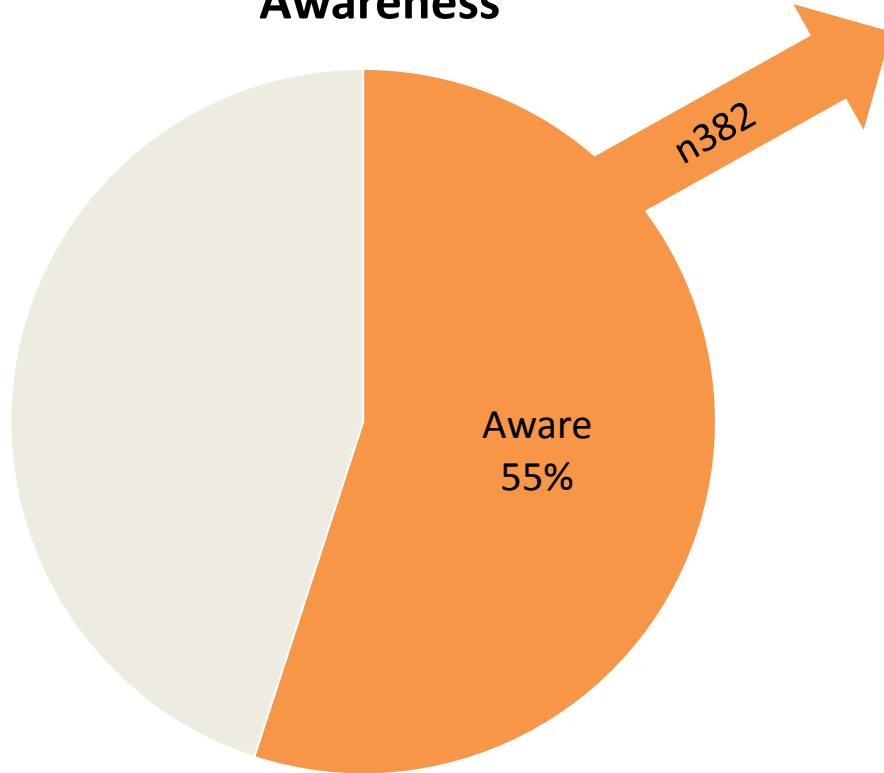


Q74. For each statement below, indicate the degree to which you think it is true or untrue:

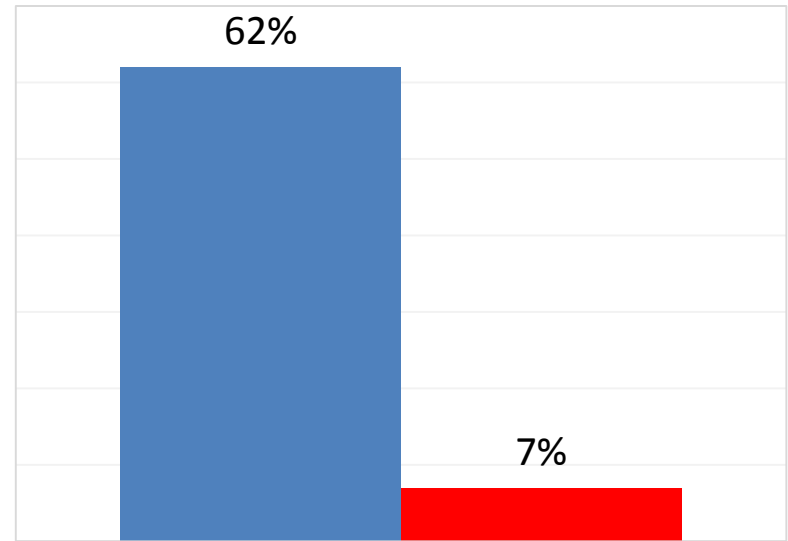
A majority of consumers are aware of hotel's having textile conservation programs. Most of those aware have a more favorable image of the hotel for having the program.

Among Consumers

Hotel Conservation Program Awareness



Impact of Conservation Awareness



Hotel's Image
■ More Favorable ■ Less Favorable

Q70. Some hotels have started conservation programs when washing their sheets and towels. The following is an example. Every day tons of detergent and millions of gallons of water are used to wash towels that have been used only once. If you would like to be environmentally friendly please adopt the following procedure: Towels on the floor mean – “Please change” Towels on the rail mean – “I’ll use them again” Thank you for your co-operation

Have you ever noticed a sign at a hotel that encourages you to reuse your towels or sheets?

Q71. What impact did the water conservation program you recall have on your opinion of the hotel promoting it?