

# 2017 Hospitality Guest Satisfaction Trends



## the **THREE MOST IMPORTANT AMENITIES** cited by guests are



Free Wi-fi



Complimentary Breakfast



Free Parking

Top 15

### Most Popular Complimentary Breakfast Items



Eggs, Sausage



Fruit



Bacon



Yogurt



Pancakes



Waffles



Bagels



Cold Cereal



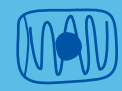
Hashbrowns



Toast



Muffins



Danish



Biscuits & Gravy



Cinnamon Rolls



Hot Cereal

Complimentary breakfast remains a primary mainstay of upper-midscale, midscale and economy hotels.<sup>2</sup>



62%  
Overall



80%  
Upper-Midscale



96%  
Midscale

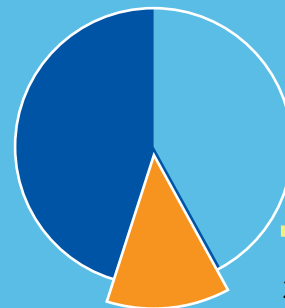


81%  
Economy

Hotel chains improve breakfast offerings in response to consumer demand for healthier fresh options and convenience.<sup>3</sup>

**TIP:**  
Offer guests, "Build Your Own" yogurt parfaits & breakfast sandwiches.

58% of hotels offer free breakfast



**+13%**  
2016 vs. 2014\*<sup>4</sup>

Ranked by Menu Importance. YE Sep'16, Lodging Free Meal/Snack, Morning Meal<sup>4</sup>

1. J.D. Power Study, The 2016 North America Hotel Guest Satisfaction Index Study
2. Amer Hotel Lodging Association (AHLA) 2016 Lodging Study. Conducted by data provider Smith Travel Research (STR)
3. The NPD Group, Inc. "Lodging Free Meal/Snack, Morning Meal"
4. American Hotel & Lodging Assn. survey 2016 The NPD Group /CREST OnSite® / YE Sep 2016

