



## Press Release

### **J.D. Power Asia Pacific Reports: Despite the Recession's Toll on Room Occupancy Rates, Hotel Customer Satisfaction Increases In Japan**

Comfort, Richmond Hotels, The Ritz-Carlton, Royal Park Hotels, and Super Hotel Each Rank Highest in Customer Satisfaction in Their Respective Segments

**TOKYO: November 26, 2009** – Competition among hotels in Japan has intensified due to lower occupancy rates, leading to an improvement in overall satisfaction from 2008, according to the J.D. Power Asia Pacific 2009 Japan Hotel Guest Satisfaction Index Study<sup>SM</sup>.

The study, now in its fourth year, measures guest satisfaction across four segments based on eight factors: reservations; check-in/check-out; guest rooms; food and beverage; hotel services; hotel facilities; hotel staff; and cost and fees. Hotels are evaluated in four segments, which are based on the room rate per night and/or the surface area of the room space.

In response to declining occupancy, many hotels have lowered room rates in order to attract customers. The study finds that customer-reported room rates have declined by approximately 10 percent in each of the four segments. In addition, many hotels have enhanced certain services in order to remain competitive, including service during the reservation process, cleanliness of guest rooms and the responsiveness of food and beverage staff. As a result, customer satisfaction has increased in all four segments in 2009, compared with 2008.

“The harsh economic environment has forced hotels to work harder and become more competitive by cutting rates and improving levels of service provided by staff,” said Chie Numanami, project manager at J.D. Power Asia Pacific, Tokyo. “It is important for hotel chains to note that reduced lodging costs do not necessarily translate into repeat hotel stays. Rather, hotels that are perceived to offer extra value in terms of bedding, amenities, breakfast, and additional facilities are those that have the greatest levels of customer loyalty.”

Rankings for each segment are as follows.

#### **¥35,000 or More per Night Segment**

Among the 12 hotel chains ranked in this segment, The Ritz-Carlton ranks highest for the fourth consecutive year with an overall satisfaction score of 819 on a 1,000-point scale. The Ritz-Carlton performs particularly well in all eight factors. Following The Ritz-Carlton in the rankings are Imperial Hotel (773) and Pan Pacific (747).

#### **¥15,000 to Less than ¥35,000 per Night Segment**

Among the 22 hotel chains ranked in this segment, Royal Park Hotels ranks highest for a third consecutive year with an overall satisfaction score of 740. Royal Park Hotels performs particularly well in the food and beverage; hotel facilities; hotel staff; and cost and fees factors. Following in the segment rankings are Associa Hotels & Resorts (735) and Rhiga Royal Hotel (714). Associa Hotels & Resorts performs particularly well in the check-in/check-out; guest rooms; and hotel services factors.

#### **¥9,000 to Less than ¥15,000 per Night Segment**

Among the 17 hotel chains ranked in this segment, Richmond Hotels ranks highest for the fourth consecutive year with a score of 725 and performs particularly well in five of eight factors: check-

in/check-out; guest rooms; hotel services; hotel staff; and cost and fees. Following Richmond Hotels in the segment rankings is Fujiya Hotel (692), and Hotel Monterey (686). Fujiya Hotel performs particularly well in the reservations, food and beverage and hotel facilities factors.

#### **Less than ¥9,000 per Night Segment**

Among the 16 hotel chains ranked in this segment, Comfort and Super Hotel rank highest in a tie, with a score of 674 each. Comfort performs particularly well in the guest rooms and hotel facilities factors while Super Hotel performs well in the check-in/check-out and cost and fees factors. Following in the segment rankings is Dormy Inn (664), which performs well in the food and beverage and hotel services factors.

The 2009 Japan Hotel Guest Satisfaction Survey is based on responses from 32,704 guests 18 years of age and older who had a hotel stay within the previous year concerning their experiences and the hotel service received. The Internet survey covering 141 hotel groups/chains throughout Japan was conducted in August 2009.

#### **About J.D. Power Asia Pacific**

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide consulting services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan and Thailand. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at [www.jdpower.com](http://www.jdpower.com). Media e-mail contact: [shizue\\_hidaka@jdpower.co.jp](mailto:shizue_hidaka@jdpower.co.jp)

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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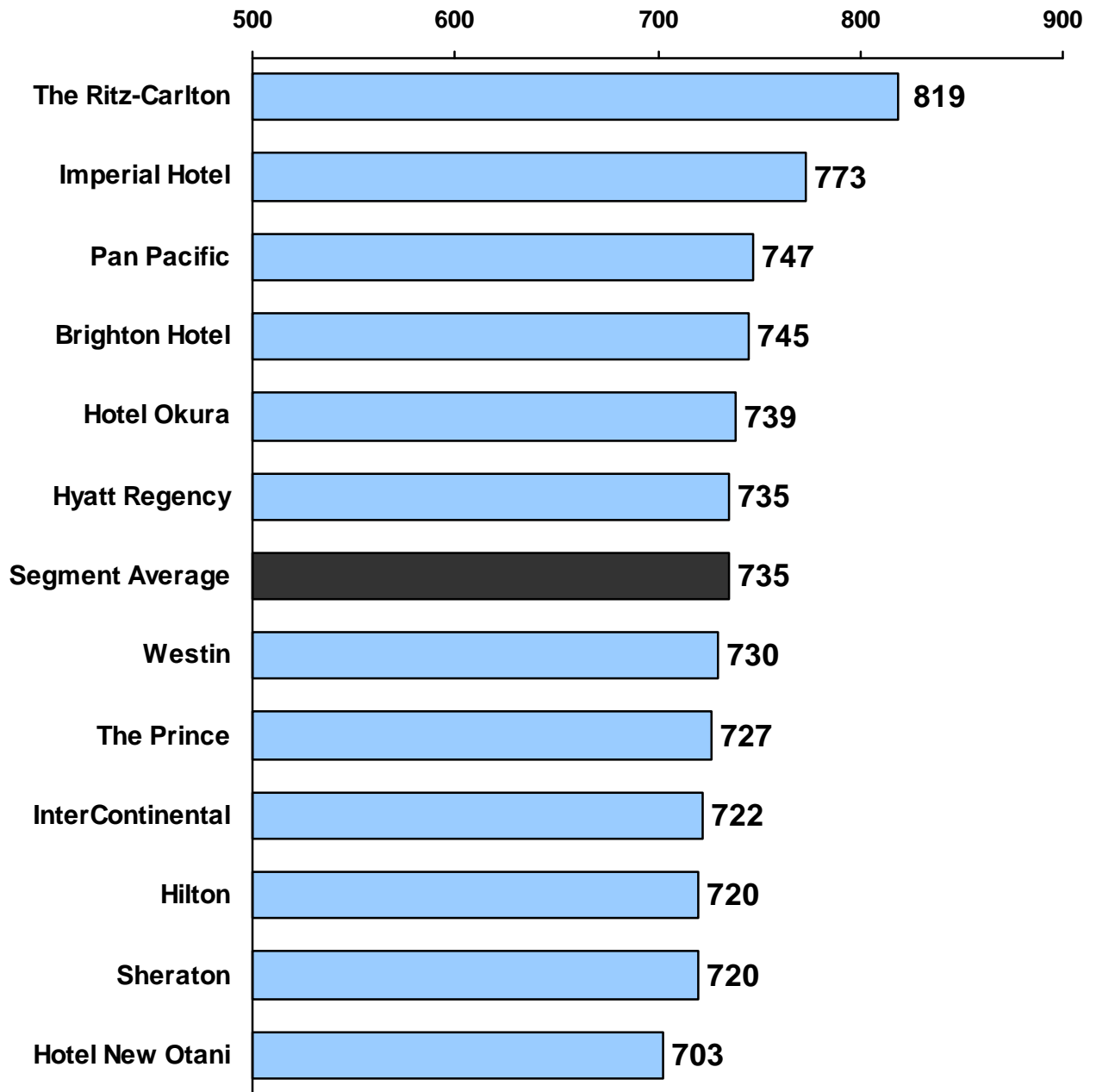
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NOTE: Four charts follow.

# J.D. Power Asia Pacific 2009 Japan Hotel Guest Satisfaction Index Study <sup>SM</sup>

## Overall Hotel Guest Satisfaction Index Ranking ¥35,000 or More per Night Segment (Based on a 1,000-point scale)



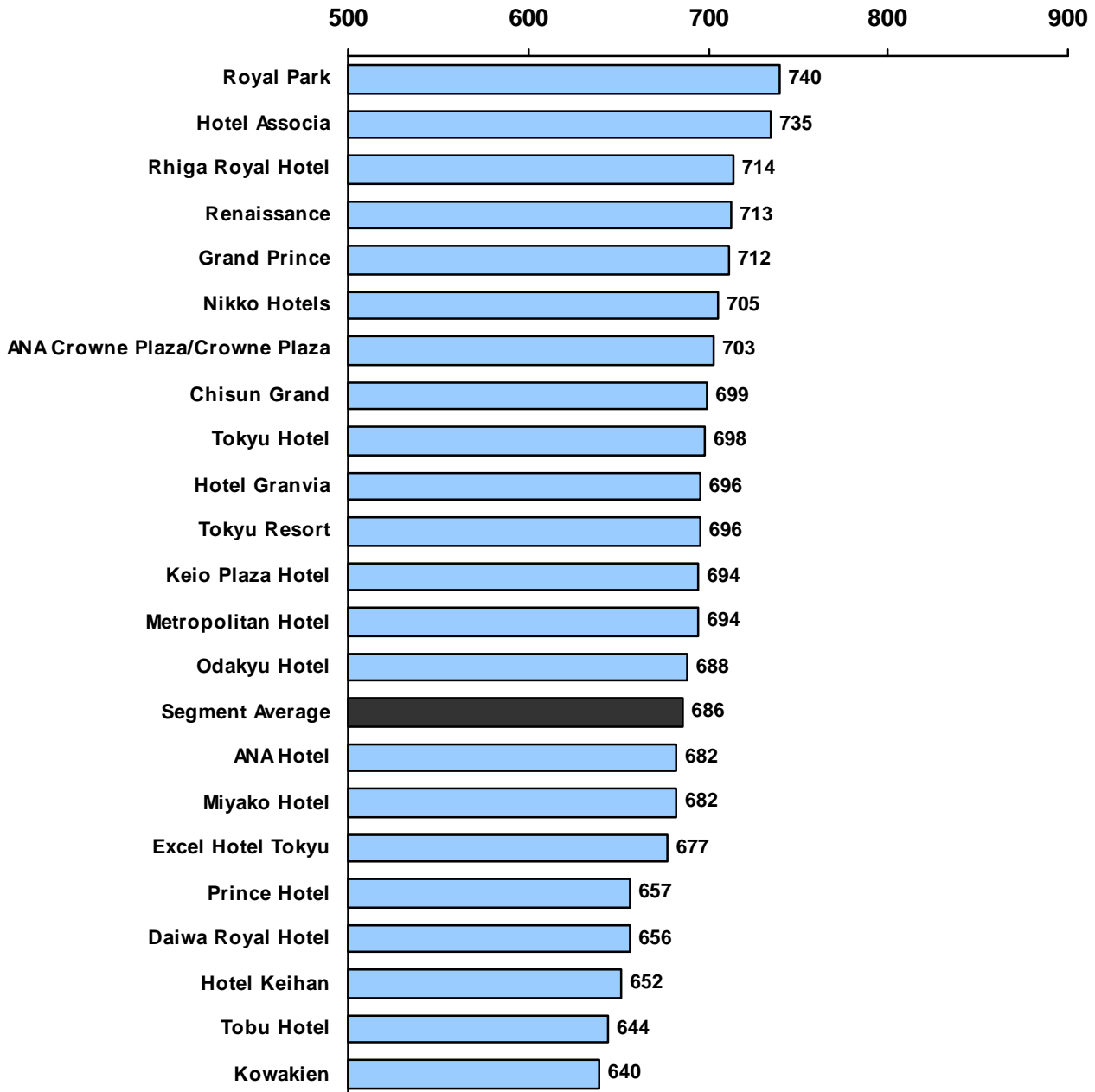
Note: Included in the study but not ranked due to small sample size are: Conrad, Four Seasons Hotel, Grand Hyatt, Mandarin Oriental Hotel, Marriott, Park Hyatt and The Peninsula.

Source: J.D. Power Asia Pacific 2009 Japan Hotel Satisfaction Index Study<sup>SM</sup>

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power Asia Pacific as the publisher and the J.D. Power Asia Pacific 2009 Japan Hotel Guest Satisfaction Index Study<sup>SM</sup> as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power Asia Pacific study results without the express prior written consent of J.D. Power Asia Pacific.

# J.D. Power Asia Pacific 2009 Japan Hotel Guest Satisfaction Index Study <sup>SM</sup>

## Overall Hotel Guest Satisfaction Index Ranking ¥15,000 to Less than ¥35,000 or More per Night Segment (Based on a 1,000-point scale)



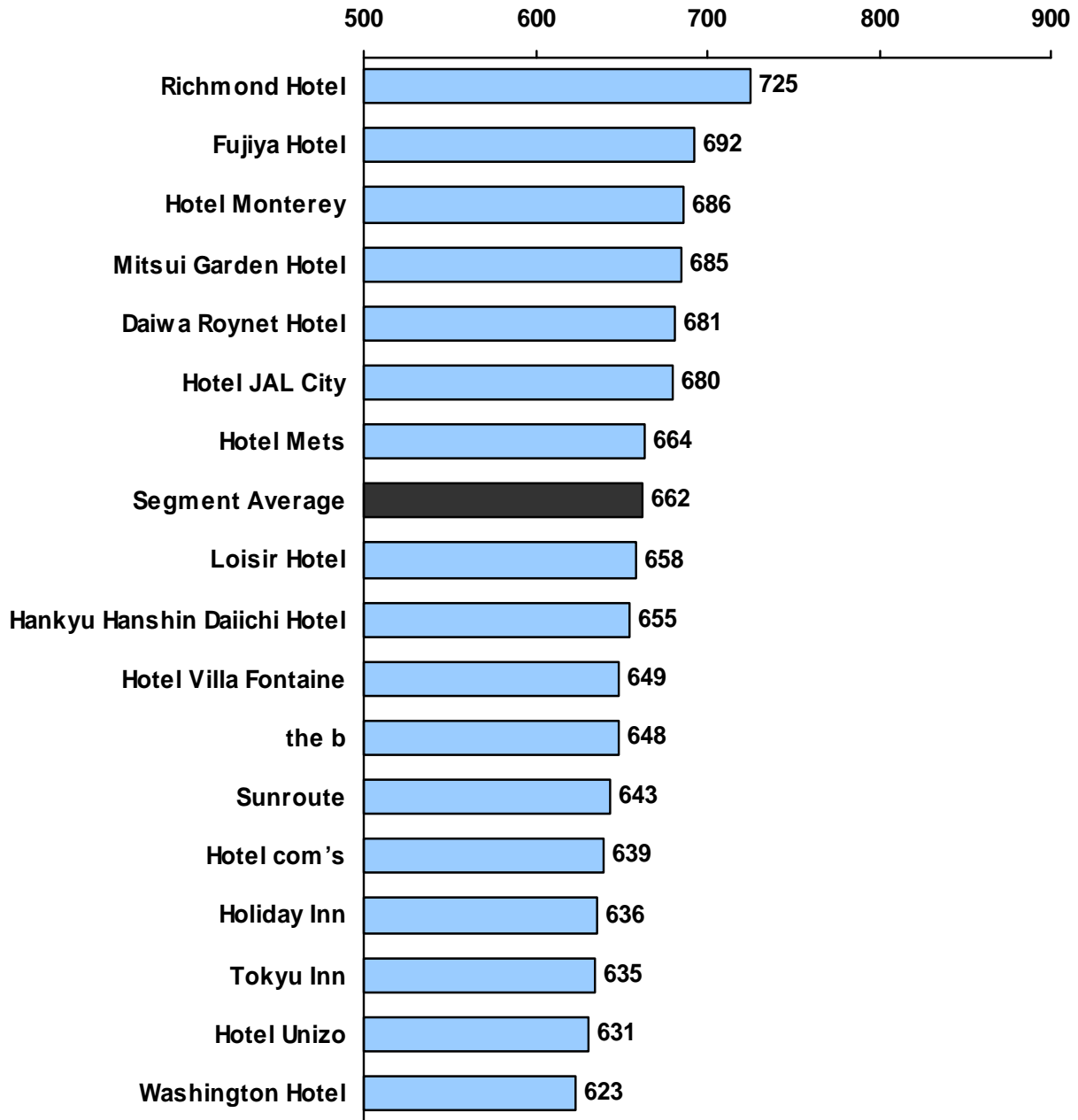
*Note: Included in the study but not ranked due to small sample size are: Art Hotels, Chisun Resort, Cross Hotel, Hotel Fujita, Korakuen Hotel, La Vista, Novotel, Royal Pines, and View Hotel.*

*Source: J.D. Power Asia Pacific 2009 Japan Hotel Satisfaction Index Study<sup>SM</sup>*

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# J.D. Power Asia Pacific 2009 Japan Hotel Guest Satisfaction Index Study <sup>SM</sup>

## **Overall Hotel Guest Satisfaction Index Ranking ¥9,000 to Less than ¥15,000 per Night Segment** (Based on a 1,000-point scale)



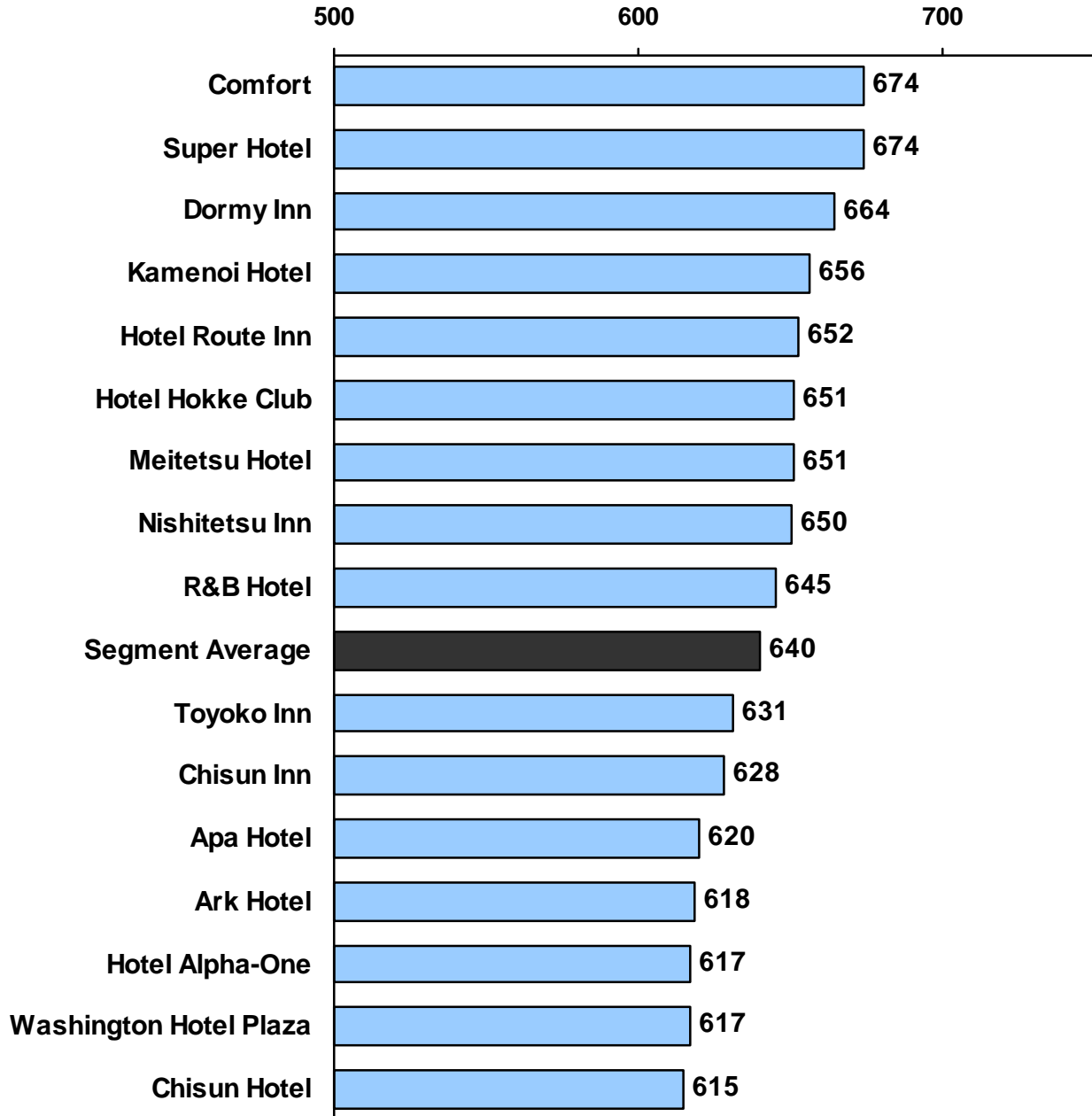
*Note: Included in the study but not ranked due to small sample size are: Best Western, Hearton Hotel, Hotel 330, Hotel Gracely, Hotel Grantia, Hotel Marroad, Hotel Trusty, Okura Frontier, and Ramada.*

*Source: J.D. Power Asia Pacific 2009 Japan Hotel Satisfaction Index Study <sup>SM</sup>*

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# J.D. Power Asia Pacific 2009 Japan Hotel Guest Satisfaction Index Study <sup>SM</sup>

## Overall Hotel Guest Satisfaction Index Ranking Less than ¥9,000 per Night Segment (Based on a 1,000-point scale)



*Note: Included in the study but not ranked due to small sample size are: Blue Wave Inn, Candeo Hotels, Court Hotel, E Hotel, Hotel 1-2-3, Hotel Econo, Hotel Fino, Hotel Paipunokemuri, Hotel Pearl City, Hotel Sky Court, JR Kyushu Hotel, Leo Palace Hotel, Urban Hotel, Sleep Inn, Smile Hotel, Toko City Hotel, and Wing International.*

Source: J.D. Power Asia Pacific 2009 Japan Hotel Satisfaction Index Study <sup>SM</sup>

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