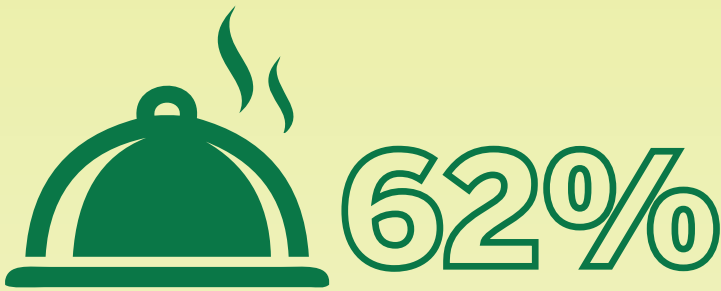


MAJOR FINDINGS: GUEST SERVICES

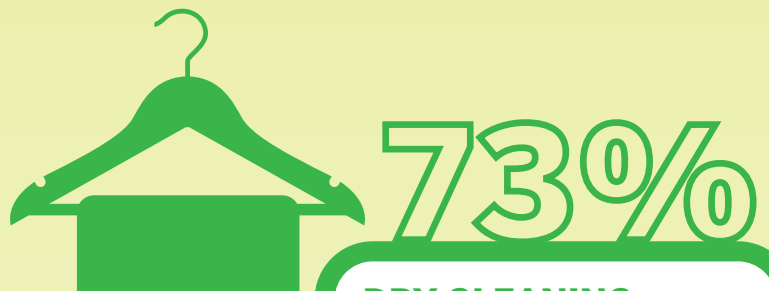
Guests always have been, and always will be, a central driver in the hospitality industry.

Their happiness and comfort is paramount to the industry's continued success. Offering perks, such as complimentary breakfast, dry cleaning, smoke-free facilities and valet parking are common features found at hotels.



COMPLIMENTARY BREAKFAST

Complimentary breakfast (62% overall) remains a primary mainstay of upper-midscale (80%), midscale (96%) and economy (81%) hotels.



DRY CLEANING

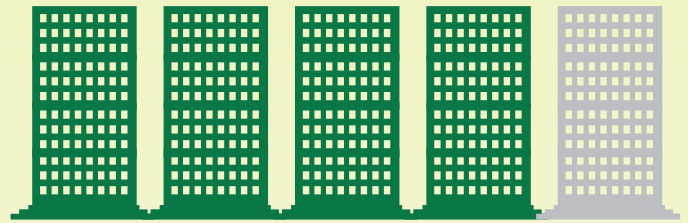
73% of hotels overall offer dry cleaning, while almost all luxury, upper-upscale and upscale properties provide this service.

85%



NON-SMOKING ROOMS

85% of hotels now offer all non-smoking rooms.



4 OF 5

The proportion of hotels offering non-smoking rooms reaches an all-time high of 97% in 2016; **Four out of five economy hotels were smoke-free.**



SHUTTLE SERVICE

Free airport shuttle service is provided by 85% of hotels located at an airport location.



100%

VALET PARKING

At 100%, valet parking is the standard among luxury scale properties (100%), with upper-upscale trailing at 64% and a quarter of independents reporting valet parking in 2016.



DISAPPEARING RESORT FEES

Resort fees were reported by only 4% of hotels nationally.

4%