



# D.K. Shifflet & Associates Ltd.

Excellence in Travel Intelligence®

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## FOR IMMEDIATE RELEASE

### Online Hotel Booking : Chain Website Reaches Top in Popularity

Falls Church, VA, 31 March 2005:

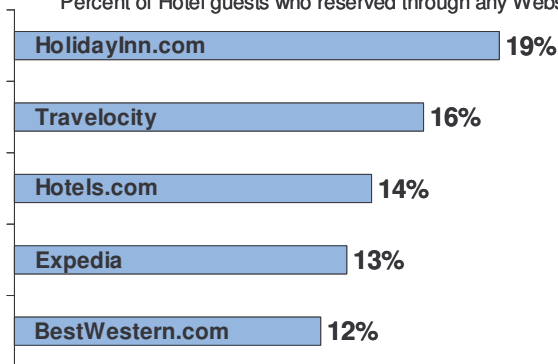
A new study by D.K. Shifflet & Associates has found that 19% of guests booking online used HolidayInn.com ranking it number one, above traditional third-party websites such as Expedia and Travelocity. This is the first time a hotel chain website has been ranked number one as a source for online reservations.

The consumer shift towards booking via hotel chain websites is also supported by the 12% of online guests who reported booking through BestWestern.com, ranking it fifth. The results are based on 1200 hotel guests from DKS&A's January **LODGING IMAGE/Monitor<sup>SM</sup>**, a monthly study of Hotel brand perception.

"This marks a new stage in the Internet travel booking environment", Ed McWilliams Senior VP of Account Services at D.K. Shifflet & Associates Ltd. said, "signaling the successful shift in hotel chains' efforts to regain control of their inventory/pricing in the online environment". While traditional leaders such as Expedia and Travelocity battle to retain their positions, they face an array of market difficulties, including hotels chains aggressive online campaign strategies and website "Best Rate Guarantees".

#### Chain Websites Top in Popularity

Percent of Hotel guests who reserved through any Website



Source : DKSA LODGING IMAGE/Monitor<sup>SM</sup>

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For over 20 years D.K. Shifflet & Associates Ltd., a leading travel research firm, located in Falls Church, VA, has provided the most complete consumer based travel data on U.S. citizens and their travel worldwide. DKS&A's **DIRECTIONS® Travel Intelligence System<sup>SM</sup>** collects detailed travel data from over 60,000 households for each month of the year. The DKS&A satisfaction and value brand benchmarks for all hotel chains, airlines, rental cars, cruise lines and destination cities have become the industry standards.

DKS&A is known for **Excellence in Travel Intelligence®**

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