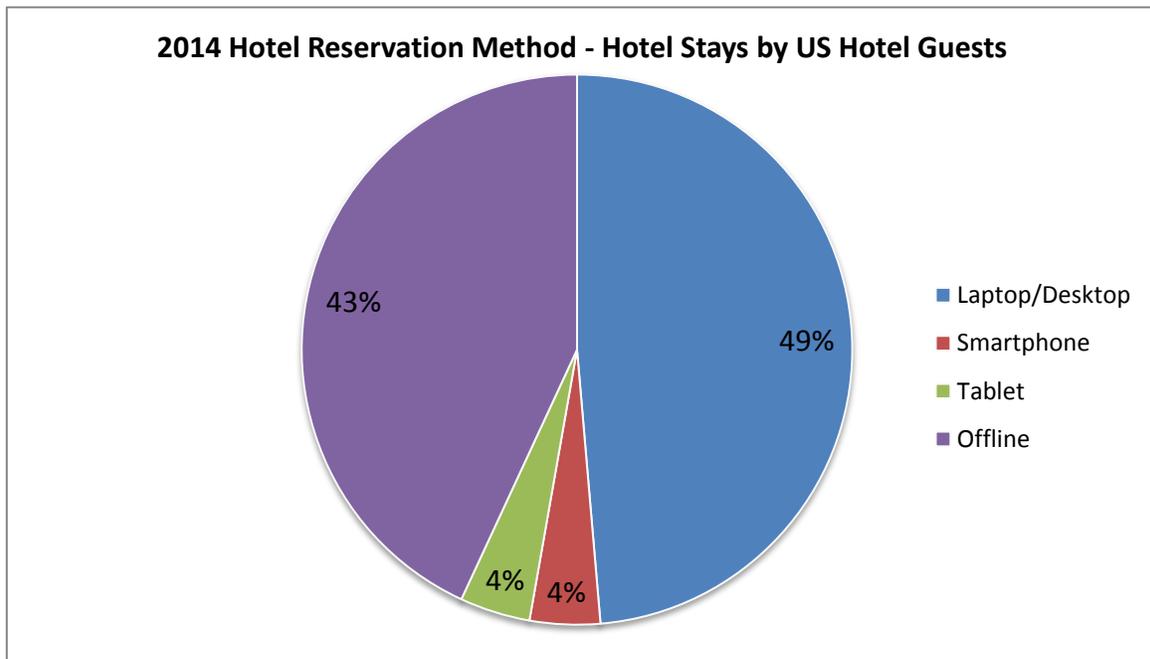


Making Hotel Reservations - Is Mobile Living Up to the Hype?

McLean, VA, April 24, 2015 - No, according to a national study by D.K. Shifflet and Associates. The study found that less than 10% of hotel reservations made in 2014 were done so using a hand held device. Further, while the majority of hotel reservations were made using laptops or desktops, more than 1 in 4 travelers still use traditional, non-electronic, methods for reserving their hotel rooms.

“While many marketers focus their efforts on mobile, it is important to know that most travelers are using other methods to make their reservations including a large majority who still make reservations in more traditional ways,” notes Chris Klauda, Vice President at D.K. Shifflet & Associates.

When developing hotel marketing plans it is critical to understand the type of traveler using each method and how your hotel brand is positioned. Profiles of reservation methods used for specific hotel brands and/or traveler segments are available through D.K. Shifflet & Associates.



Source: DKSA's 2014 TRAVEL PERFORMANCE/MonitorSM

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DKSA's TRAVEL PERFORMANCE/MonitorSM is a comprehensive study measuring the travel behavior of US residents. DKSA contacts an average of 50,000 distinct U.S. households monthly and has done so since 1991. DKSA is able to provide current behavior and long term trended analyses on a wide range of travel.

DKSA data are collected using an online methodology employing KnowledgePanel[®], an address based sample panel offered by GfK. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census.

Media Contact: Jim Caldwell | 703.536.0933 | jcaldwell@dksa.com | www.dksa.com
Research Contact: Chris Klauda | 703.536.0583 | cklauda@dksa.com | www.dksa.com