



DJIA	11111.11	11.11
S&P 500	111.11	1.11
NASDAQ	1111.11	11.11

Hampton Inn - Overview

- Flight:** October 2009
- Market:** Atlanta, Chicago, Dallas, Houston, New York, Philadelphia and Washington, DC
- Description:** Hampton Inn partnered with The Wall Street Journal Office Network in effort to reach business professionals when and where they are making business travel purchase decisions.
- Study:** The Wall Street Journal Office Network commissioned Brand Keys to execute a post-campaign awareness and intent to purchase study among 150 WSJ Office Network building tenants in Atlanta, Chicago and Washington, DC.

Thursday, November 12, 2009 5:39 pm

THE WALL STREET JOURNAL.
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DJIA	10297.47	-93.79
S&P 500	1087.24	-11.27
Nasdaq	2149.02	-17.88

WHAT'S NEWS MARKETPLACE MONEY & INVESTING PERSONAL JOURNAL

Chip rivals Intel and AMD announced a legal settlement that includes a \$1.25 billion payment by Intel and a new set of rules for how Intel conducts business.

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Hampton Inn – Case Study Results

Hampton Inn’s total ad awareness was the strongest (23%) among its competitive set.

Question: (Unaided): What Hotels have you seen or heard advertised recently?

(Aided): Have you seen or heard advertising recently for. . . ?

	Unaided Ad Awareness	Aided Ad Awareness	Total Ad Awareness
Hampton Inn or Hampton Inn & Suites	3%	20%	23%
Fairfield Inn by Marriott	2%	10%	12%
Holiday Inn Express	2%	18%	20%
Comfort Inn or Comfort Suites	2%	14%	16%
Courtyard by Marriott	4%	16%	20%



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Friday, February 26, 2010
1:54 PM

Hampton Inn – Case Study Results

Recall of the Hampton Inn campaign on The WSJ Office Network was the same as TV (55%), exceeding recall of on-line, magazine, outdoor and radio.

Where did you most recently see or hear the advertising for Hampton Inn?	
WSJ Office Network (in building)	55%
TV	55%
On-line	36%
Magazine	18%
Outdoor	9%
Radio	9%

Source: Brand Keys, WSJON Hampton Inn, November 2009



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Hampton Inn – Case Study Results

40% of the WSJON audience reported being extremely/somewhat likely to consider Hampton Inn the next time they book a hotel. 8% above the hotel brand average of 32%.

Question: Based upon your exposure to advertising on the WSJ Office Network, how likely would you be to consider a Hampton Inn or Hampton Inn & Suites hotel the next time you need to book a hotel for business or pleasure?

Extremely Likely	Somewhat Likely	Neither Likely nor Unlikely	Not Very Likely	Not at All Likely
10%	30%	40%	20%	0%

40%