



Press Release

J.D. Power Asia Pacific Reports: Improvements in Satisfaction with Factors Such as Guest Rooms and the Check-In/Check-Out Process Contribute to an Increase in Overall Satisfaction with Hotels in Japan

The Ritz-Carlton; Royal Park Hotels; Richmond Hotels; and Dormy Inn
Each Rank Highest in Satisfaction in Their Respective Segments

TOKYO: 22 March 2013 — Overall satisfaction with hotels has increased year over year in Japan, driven primarily by improvements in satisfaction with factors such as guest rooms and the check-in/check-out process, according to the J.D. Power Asia Pacific 2012 Japan Hotel Guest Satisfaction Index StudySM released today.

This study, now in its seventh year, measures hotel guest satisfaction across seven factors: reservations; check-in/check-out; guest rooms; food and beverage; hotel services; hotel facilities; and cost and fees. Hotels are evaluated in four segments, which are based on the room rate per night and guest room floor area.

The study finds that guest satisfaction in 2012 has improved from 2011 by an average of 10 points (on a 1,000-point scale). In each segment, hotels with higher overall guest satisfaction ratings have experienced an increase in satisfaction with guest rooms and check-in/check-out. Overall, hotels that have improved year over year in satisfaction with guest rooms have a higher proportion of guests who indicate they intend to stay at that same hotel again, compared with hotels that have not improved in the guest rooms factor from 2011.

“Many of the hotels that perform well in guest satisfaction are new or have had meticulous maintenance and renovations, which has contributed to improvement in satisfaction with guest rooms,” said Chie Numanami, manager at J.D. Power Asia Pacific, Tokyo. “In addition, hotel brands with high overall guest satisfaction are continuously engaged in hotel staff education, which has a positive effect on staff service quality.”

Staff service is reflected in such attributes as greeting guests with a smile; being highly attentive to guests; and treating them as an important guest.

One of the key study findings is that, while some hotels have lowered room rates to boost occupancy rates, only 30 percent of guests who selected the hotel due to a lower rate have a desire to stay at the same hotel again. However, hotels that continuously improve both tangibles—such as the building and amenities—and intangibles—such as the staff service—have higher customer loyalty, compared with hotels that have not improved in these areas.

“Hotel brands that rely on excessive price discounting may successfully attract new guests initially, but without also focusing on true customer satisfaction strategies, they don’t often benefit from creating loyal customers,” said Numanami. “Engaging in tireless improvement in both the continuous provision of the well-maintained tangibles expected of a lodging facility and personal service to guests is more likely to contribute to business expansion.”

The following hotel brands rank highest in guest satisfaction within their respective segments:

¥35,000 or More per Night Segment

The Ritz-Carlton ranks highest in the segment for a seventh consecutive year, with an overall score of 799. The Ritz-Carlton performs particularly well in the reservations, check-in/check-out, guest rooms, food and beverage,

hotel facilities, and hotel services factors. Following The Ritz-Carlton in the segment rankings is the Imperial Hotel (777), which performs particularly well in the cost and fees factor. Tied for third are the Hyatt Regency; Pan Pacific; The Prince; and Westin (723 each).

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

Royal Park Hotels ranks highest in the segment for a sixth consecutive year, with a score of 738. Royal Park Hotels performs particularly well in the check-in/check-out, guest rooms, hotel facilities, and cost and fees factors. Following Royal Park Hotels in the segment rankings are Associa Hotels & Resorts (Hotel Associa) (724), which performs particularly well in the food and beverage factor, and Hilton (714).

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

Richmond Hotels ranks highest in the segment for a seventh consecutive year, with a score of 685. Richmond Hotels performs particularly well in the check-in/check-out and guest rooms factors. Following Richmond Hotels in the segment rankings are Daiwa Roynet Hotel (679), which performs well in the check-in/check-out and guest rooms factors, and Mitsui Garden Hotel (676).

Less than ¥9,000 per Night Segment

Dormy Inn ranks highest in the segment with a score of 673. Dormy Inn performs particularly well in the reservations, guest rooms, breakfast, hotel services, and hotel facilities factors. Super Hotel ranks second in the segment with a score of 672, and performs particularly well in the check-in/check-out and cost and fees factors. Comfort ranks third (650).

The 2012 Japan Hotel Guest Satisfaction Index Study is based on responses from 25,375 guests 18 years and older who stayed in a hotel in Japan during the previous 12 months. The online study, which examines 145 hotel groups and chains nationwide, was fielded in August 2012.

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 <http://japan.jdpower.com>. Media email contact: 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 providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About The McGraw-Hill Companies

The McGraw-Hill Companies (NYSE: MHP), a financial intelligence and education company, signed an agreement to sell its McGraw-Hill Education business to investment funds affiliated with Apollo Global Management, LLC in November 2012. Following the sale closing, expected in early 2013, the Company will be renamed McGraw Hill Financial (subject to shareholder approval) and will be a powerhouse in benchmarks, content and analytics for the global capital and commodity markets. The Company's leading brands will include: Standard & Poor's, S&P Capital IQ, S&P Dow Jones Indices, Platts, Crisil, J.D. Power and Associates, McGraw-Hill Construction and Aviation Week. The Company will have approximately 17,000 employees in more than 30 countries. Additional information is available at www.mcgraw-hill.com.

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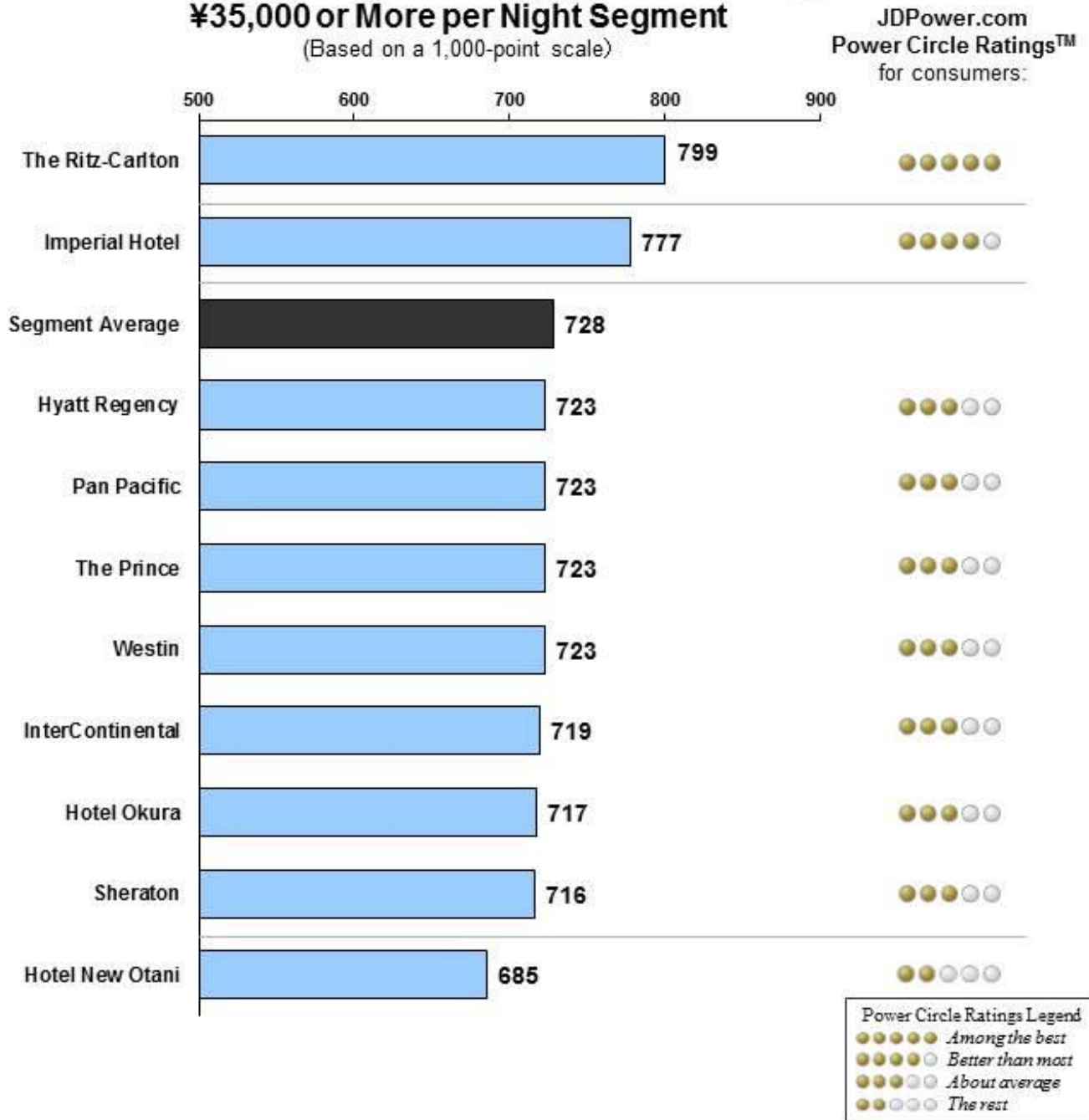
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NOTE: Eight charts follow.

J.D. Power Asia Pacific 2012 Japan Hotel Guest Satisfaction Index StudySM

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



Included in the study but not ranked due to small sample size are Brighton Hotel, Conrad, Grand Hyatt, Marriot, and The Peninsula.

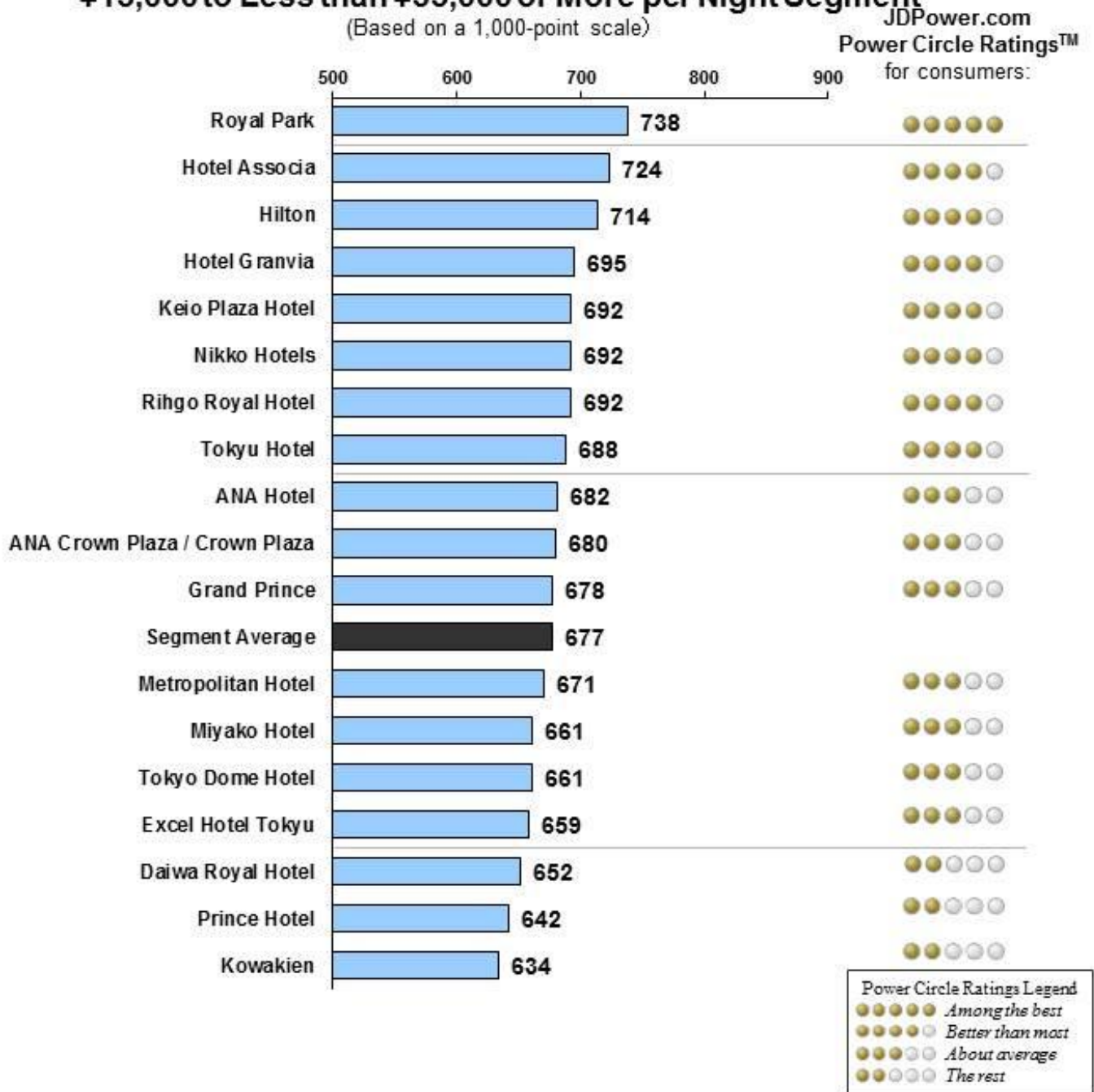
Source: J.D. Power Asia Pacific 2012 Japan Hotel Guest Satisfaction Index StudySM

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J.D. Power Asia Pacific 2012 Japan Hotel Guest Satisfaction Index StudySM

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)



Included in the study but not ranked due to small sample size are Art Hotels, Chisun Grand, Cross Hotels, La Vista, Mercure, Odakyu Hotel, Renaissance, Tobu Hotel, Tokyu Resort, and View Hotels.

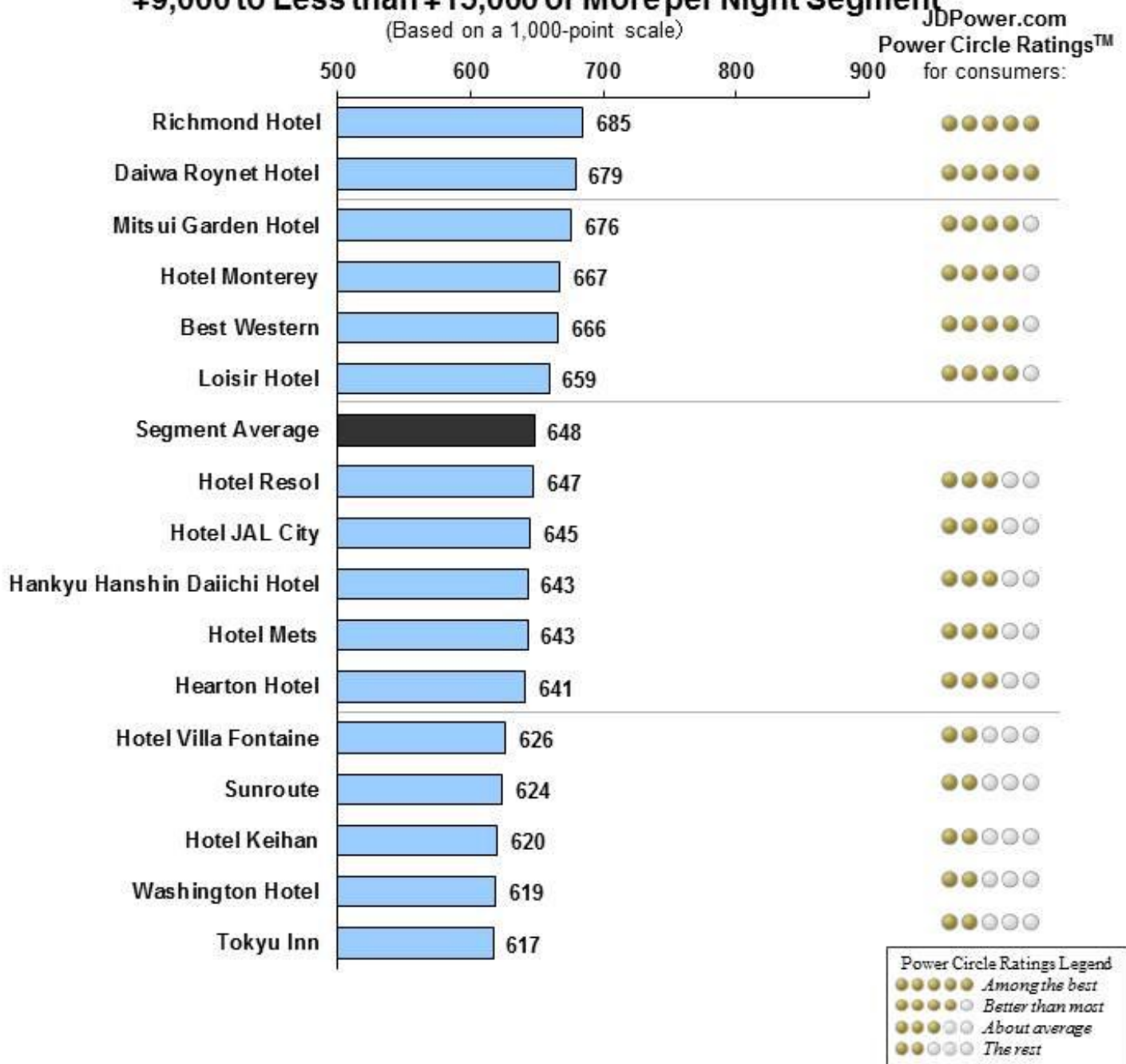
Source: J.D. Power Asia Pacific 2012 Japan Hotel Guest Satisfaction Index StudySM

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J.D. Power Asia Pacific 2012 Japan Hotel Guest Satisfaction Index StudySM

Overall Hotel Guest Satisfaction Index Ranking ¥9,000 to Less than ¥15,000 or More per Night Segment

(Based on a 1,000-point scale)



Included in the study but not ranked due to small sample size are Fujiya Hotel, Hotel Gracery, Hotel Marroad, Hotel Tokyu Bizfort, Hotel Unizo, Leoplace Hotel, Okura Frontier Hotel, Remm, and the b.

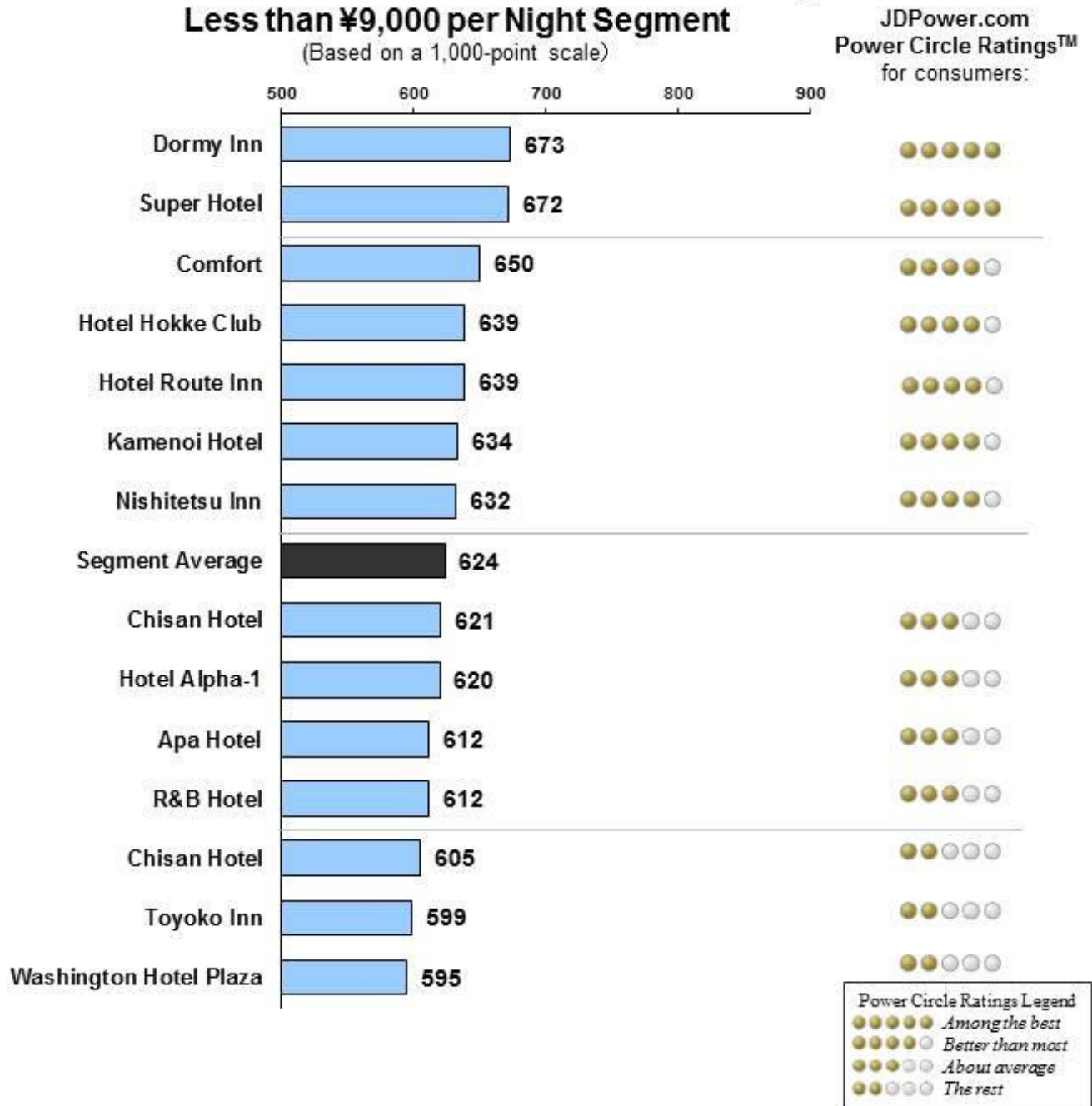
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J.D. Power Asia Pacific 2012 Japan Hotel Guest Satisfaction Index StudySM

Overall Hotel Guest Satisfaction Index Ranking Less than ¥9,000 per Night Segment

(Based on a 1,000-point scale)



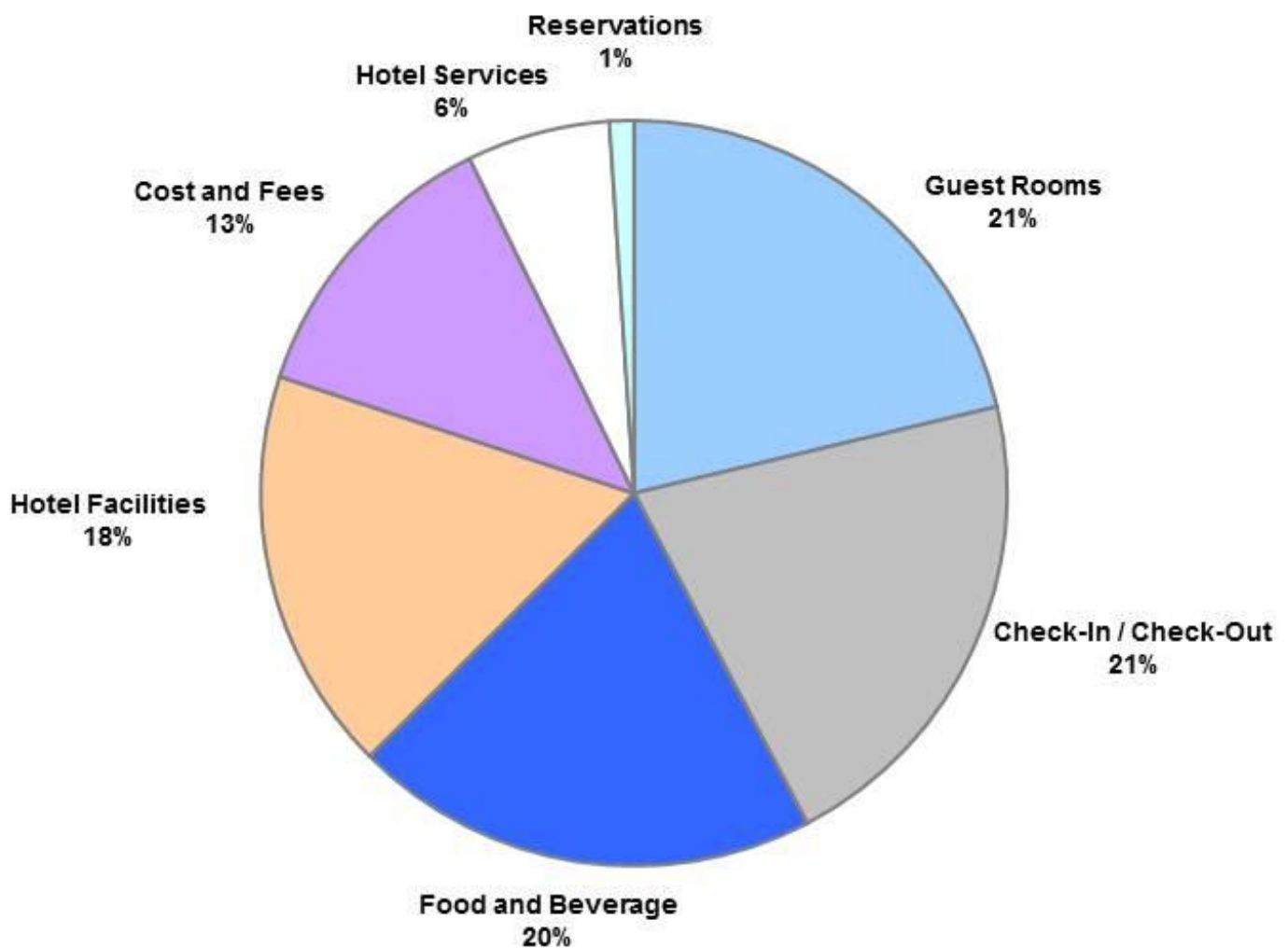
Included in the study but not ranked due to small sample size are Ark Hotel, BlueWave Inn, Candeo Hotels, Greenrich Hotel, Hotel 1-2-3, Hotelcoms, Hotel Econo, Hotel Grandia, Hotel Paipunokemuri, Hotel Pearl City, Hotel Wing International, JR Kyushu Hotel, Keikyu EX Inn, Rich Hotels, Smile Hotel, Urban Hotel, and Viainn Hotel.

Source: J.D. Power Asia Pacific 2012 Japan Hotel Guest Satisfaction Index StudySM

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**J.D. Power Asia Pacific
2012 Japan Hotel Guest Satisfaction Index StudySM**

**Factors Contributing to Overall Satisfaction
¥35,000 or More per Night Segment**

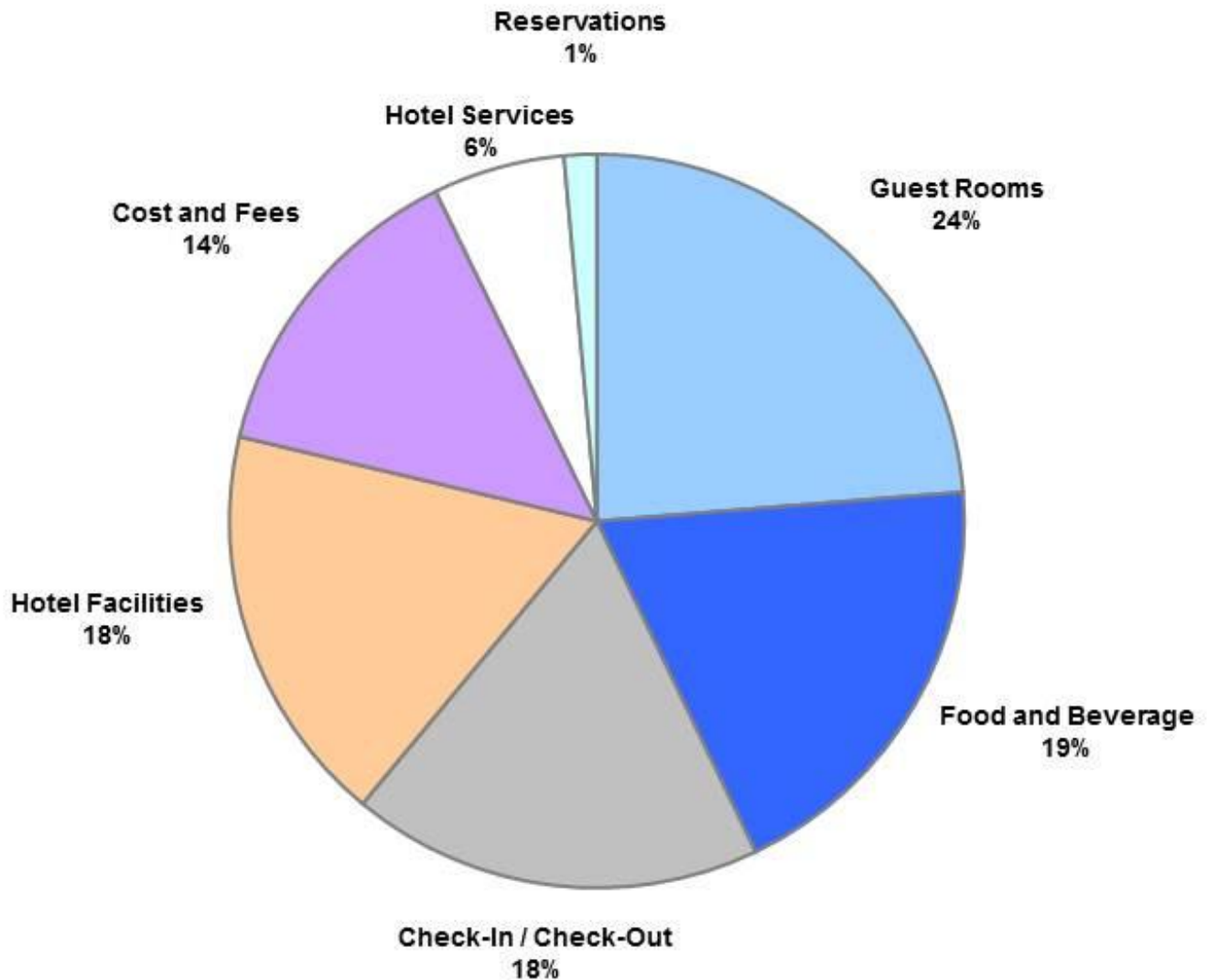


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**J.D. Power Asia Pacific
2012 Japan Hotel Guest Satisfaction Index StudySM**

**Factors Contributing to Overall Satisfaction
¥15,000 to Less than ¥35,000 per Night Segment**

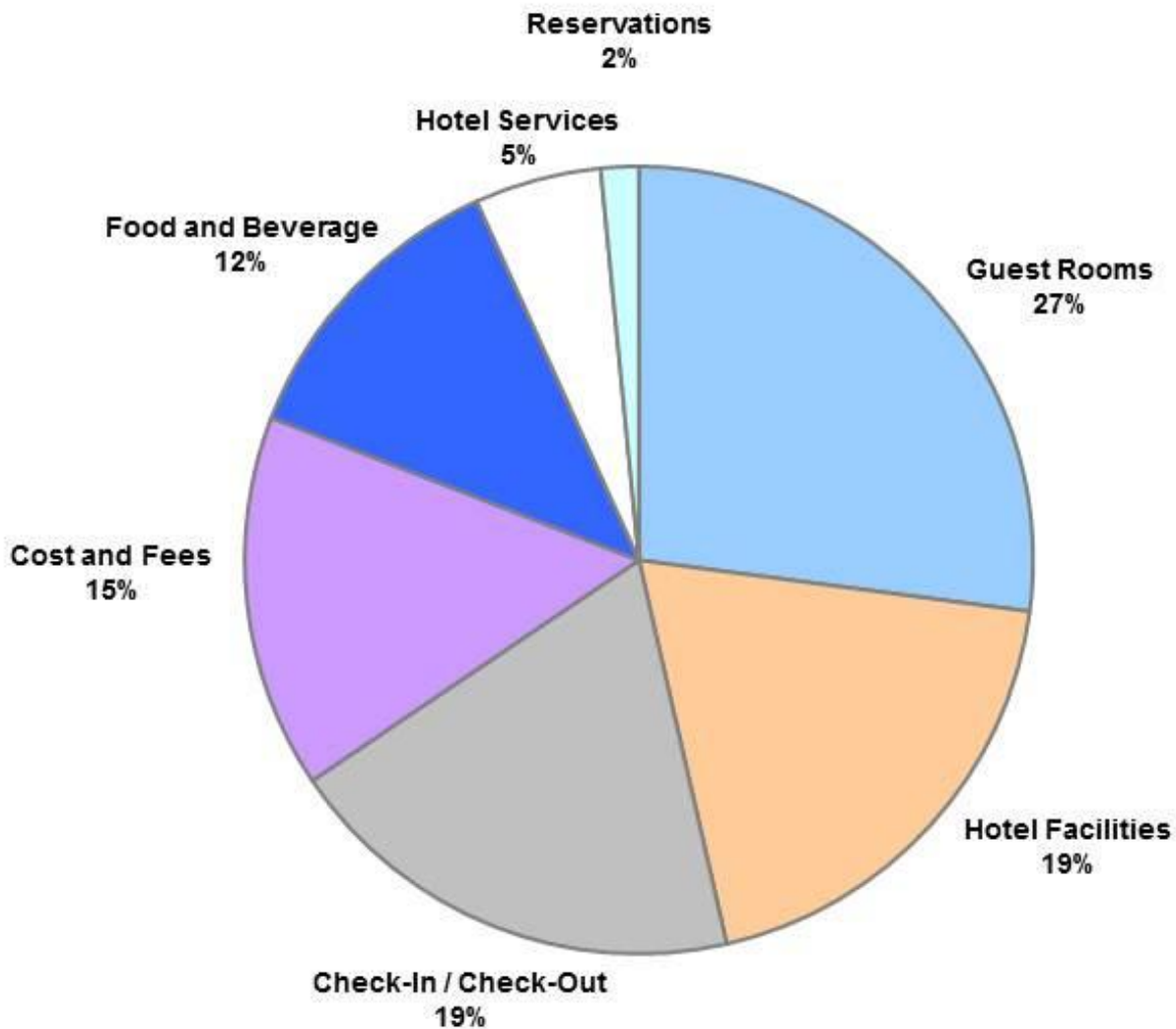


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**J.D. Power Asia Pacific
2012 Japan Hotel Guest Satisfaction Index StudySM**

**Factors Contributing to Overall Satisfaction
¥9,000 to Less than ¥15,000 per Night Segment**



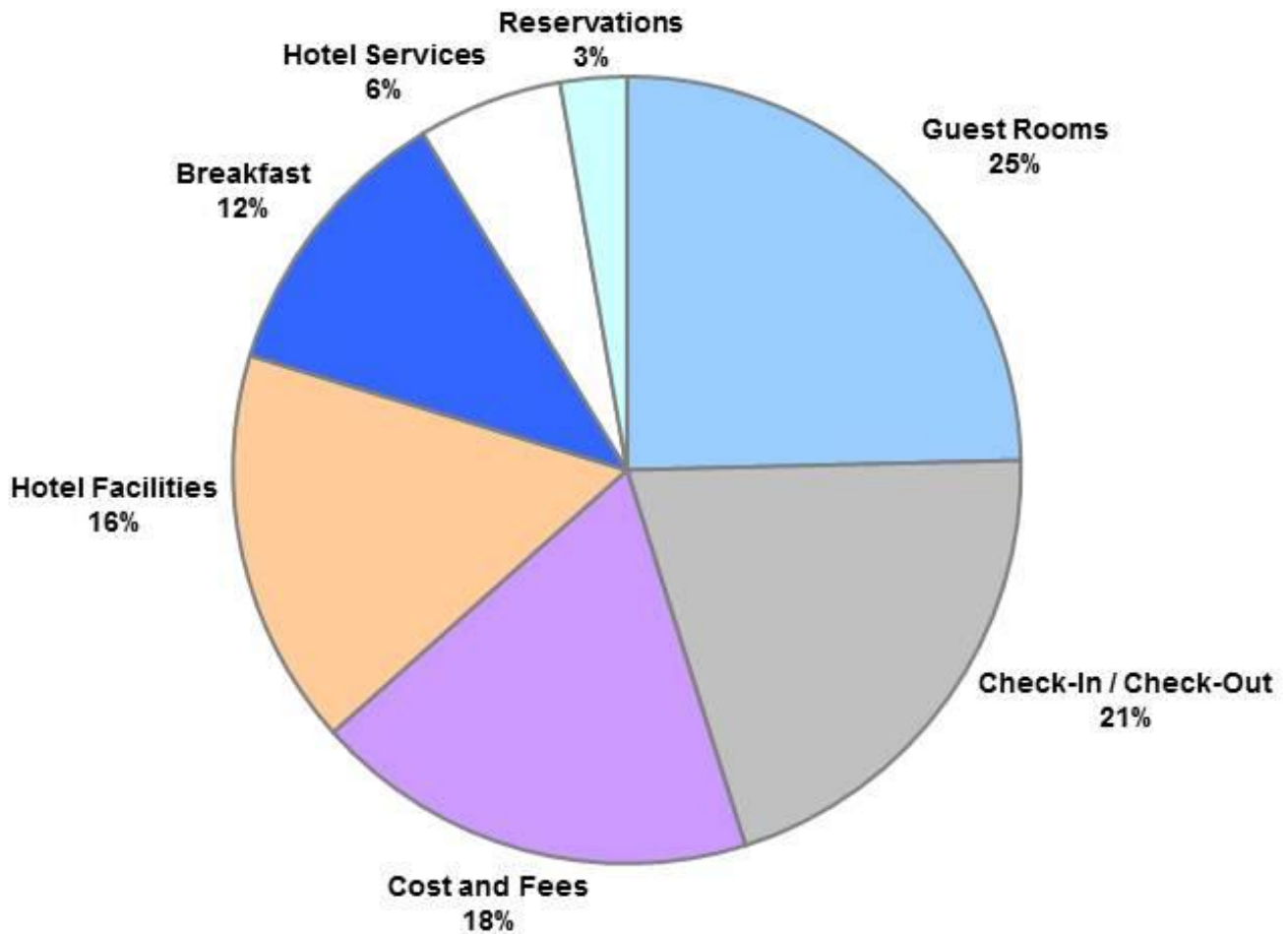
Note: The percentages shown in the chart may not total 100 due to rounding.

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2012 Japan Hotel Guest Satisfaction Index StudySM**

**Factors Contributing to Overall Satisfaction
Less than ¥9,000 per Night Segment**



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