

# THE TRUTH ABOUT MANDATORY RESORT FEES



Mandatory resort fees were created in an effort to provide consumers with the best value by grouping amenity fees into one cost.

80% of consumers are willing to pay for mandatory resort fees if the amenities are worth it



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FITNESS CENTERS

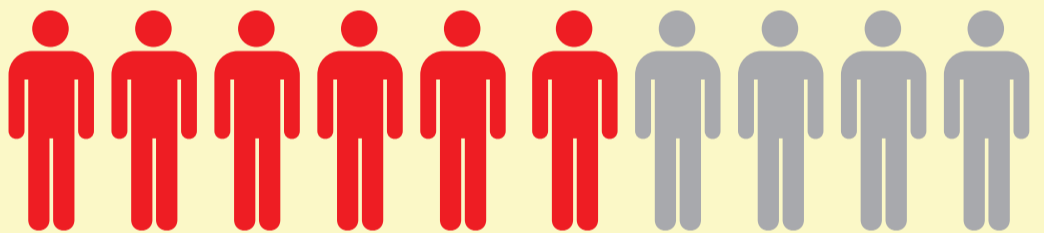


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and the majority consider the amenities a key factor when booking a hotel.

Meanwhile, most (63%) consumers have never even stayed at the mere 7%<sup>1</sup> of hotels that charge resort fees.



By using the consumer's preferred (55%) method of breaking out the mandatory resort fee from the room price, consumers are well aware of what they are paying and what it is going towards.

## WHAT DO CONSUMERS SAY?

Consumers overwhelmingly (70%) approve of the practice of breaking apart mandatory resort fees from the cost of the room, describing them as:

EASIER

TRANSPARENT

DIRECT

SOURCE: Axis Research, Inc. Nationwide Public Opinion Poll, conducted April 6-10, 2016.

1 STR, "The 2014 Lodging Study Hotel Trends: An Inside Look at Popular Amenities and Guest Services."

# PACKAGING VALUE & GUEST SATISFACTION WITH RESORT FEES

RESORTS PROVIDE A BETTER VALUE FOR THEIR GUESTS BY OFFERING A FULL RANGE OF AMENITIES AT ONE SET PRICE.

Average Price Per Day Saved by Packaging Amenity Fees =

\$100

In some cases, guests could save as much as

\$300

## WHAT DOES IT COVER?

By packaging amenities like these together into one fee each day, guests receive an approximate **\$100+ value for only \$25 - \$30.**

Amenities vary by property, but the most common amenities/services included are:



WI-FI OR HIGH SPEED INTERNET



FITNESS CENTER/ FITNESS CLASSES



PHONE



FOOD/BEVERAGE



VALET/PARKING



NEWSPAPER



RECREATIONAL ACTIVITIES



SHUTTLE SERVICE



BEACH ACCESS OR SERVICES



POOL



**MAXIMUM AMENITIES = MAXIMUM GUEST SATISFACTION**

Hotels that charge resort fees have an average customer satisfaction rate of

**90%**

# AMENITIES MATTER

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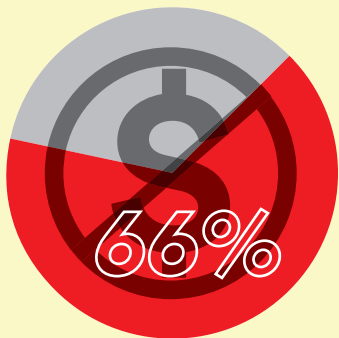
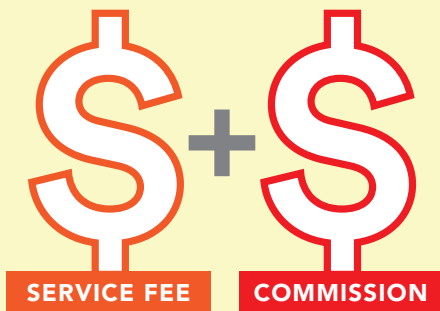
## CONSUMERS WANT TRANSPARENCY – BY BREAKING OUT THE MANDATORY RESORT FEE

A majority (**55%**) of guests that have stayed at hotels with mandatory resort fees prefer the hotels' current method of having the hotel break out the mandatory resort fee separately from the room price.

*SOURCE: Axis Research, Inc. Nationwide Public Opinion Poll, conducted April 6-10, 2016.*

# HERE'S HOW ONLINE TRAVEL AGENCIES ARE DOUBLE DIPPING INTO YOUR VACATION FUND...

Most consumers are unaware that online travel agencies are charging them a service fee for booking the room, on top of the commission they are already receiving from the hotel.



A strong majority (**66%**) of consumers say online travel agencies should not receive a service fee when learning they also receive a commission.

To make matters worse, the OTA's do not always pay all of their taxes, depriving communities of much needed revenue.



Are online travel agencies nickel and diming consumers, hotels, the government and the communities they operate in? **You decide.**