



READERSHIP SURVEY 2011

hotel

THE LEADING HOSPITALITY NEWS AUTHORITY SINCE 1875

MANAGEMENT

The **MOST** widely read magazine in the industry

The **MOST** trusted source of original content and in-depth analysis for hospitality professionals

As the #1 trusted source of hospitality news for over 136 years, Hotel Management is published **15X** per year in print and available daily with online in-depth analysis, original content, trends and stats online and through its newsletters.

Hotel Management is truly a publication that has its finger on the pulse of the industry and is the most respected publication in the industry.



THE HOSPITALITY GROUP SUBSCRIBER SNAPSHOT*

Hotel Management magazine:	45,708	Guestroom Focus Newsletter:	3,151
HA+D magazine	20,004	Luxury Focus Newsletter:	9,917
The Daily:	16,565	Sales & Marketing Focus Newsletter:	25,327
Boutique Focus newsletter:	3,965	Technology Focus Newsletter:	15,347
HA+D Online Newsletter:	20,333	Hotel Investment News:	9,037
Green Focus Newsletter:	5,372		

Total Aggregate Reach: **174,726**

Total Unique Reach: **95,457**

Survey Methodology

Instrument: The corporate research department drafted and fielded a reader survey questionnaire. All Hotel Management readers were invited to participate in the survey. Survey yielded 651 responses and was launched in June 2011.

* Source: Verified Audit Circulation Statement, Numbers reported from the actual analyzed issue
 ** Source: Publisher's own data

HOTEL MANAGEMENT READER PROFILE

92%

of readers like the newly enhanced design and refocus of Hotel Management.

(Hotel & Motel Management magazine re-launched as Hotel Management magazine as of January 2011)



YES

I believe Hotel Management has made impressive changes that have improved the look and feel of the magazine since the beginning of 2011.



YES

I am satisfied by the updates made by Hotel Management.



YES

I like the new look of the magazine and feel that it is better suited to my job than ever before.

READER FEEDBACK ON HOTEL MANAGEMENT

I like the **information** in the articles that keeps me up to date on industry trends.

Hotel Management is **THE source for information**, and the first to bring it to me. I find that the "news" in everyone else's magazines is a *couple of weeks behind yours!*

I find that having the **perspective** of other managers, owners and CEOs truly help to educate me and make me a more knowledgeable and better manager.

Hotel Management is a magazine **dedicated** to our industry, written by people who understand our industry.

The articles get right **to the point** and can be read while waiting for a plane.

I like the columns written by **industry veterans**, those that have been in the trenches and speak from **first-hand experience**.

I like the ads for **relevant** products, but also the **insight** into current thinking about management trends.

Hotel Management **keeps all hoteliers informed** about industry issues that have-or-impact on operations.

I like everything about it! It helps me stay in touch with our industry and trends.

I enjoy the editorial information tremendously. The vendors that are featured also give me **opportunities** to speak with people about the **new technologies** of the industry.

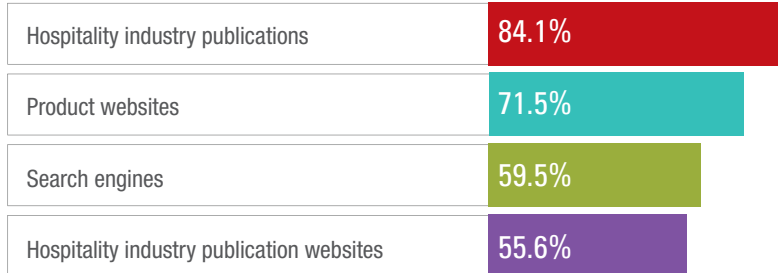
Hotel Magazine **focuses on all aspects of the hotel** where other publications seem to focus on just bits and pieces and not the entire property and brand.

Hotel Management has good information that is **up to date**. It has easy to read articles and is very well put together. I love the graphics and photos.

Hotel Management Readers Speak Out!

PURCHASING HABITS:

Which information sources have you viewed to evaluate/purchase products in the last 3 months?



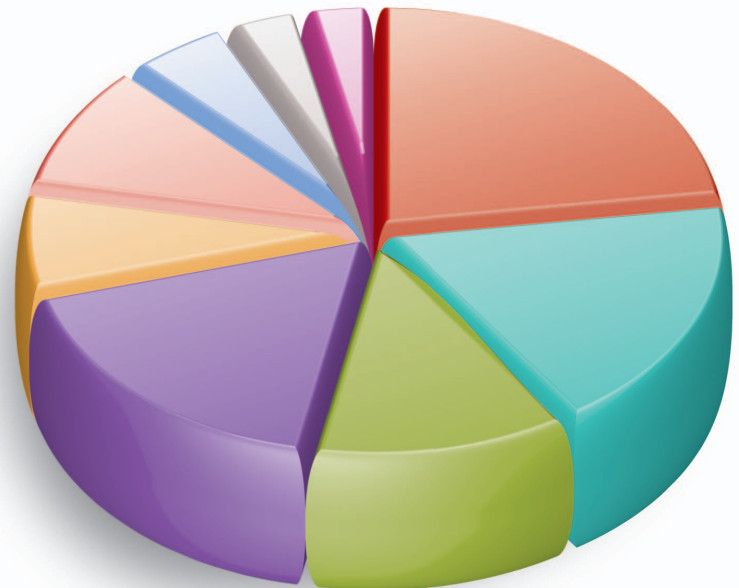
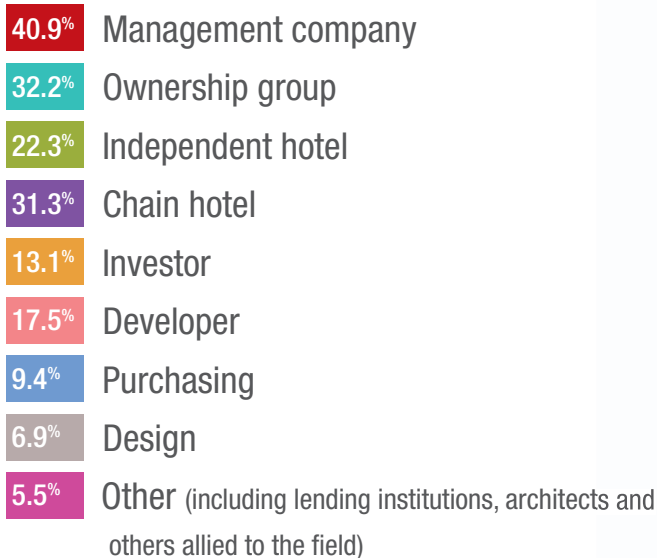
Actions taken based on advertising seen in Hotel Management:



The average respondent:

- ✓ Keeps Hotel Management for future reference (6 months to 2 years+)
- ✓ Passes along their copy for Hotel Management to 1-3 colleagues for a maximum reach of 137,124 hospitality professionals
- ✓ Finds Hotel Management useful/very useful as a source of information about new and existing products
- ✓ Chose Hotel Management as the #1 publication that best helps them with their daily professional tasks

WHO SUBSCRIBES TO HOTEL MANAGEMENT



Based on the 651 respondent sample size as part of the readership survey