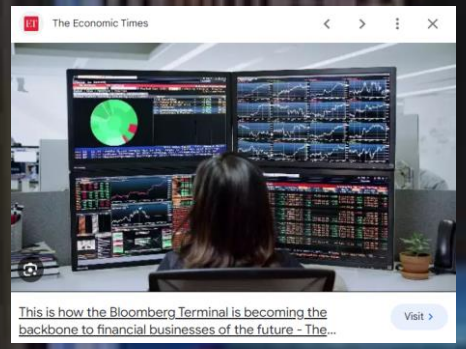
USA – FOUR of AMERICA'S Top Upscale HOTELS in 2023

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of FOUR of the USA's Top Upscale Hotel Brands based on Unique P18+ past 12 month 1+ Overnight Guests.



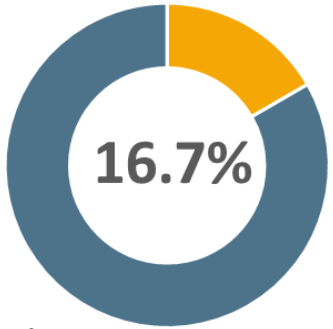


And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Hotel/motels past 12 months: Hilton *Hotel/motels past 12 months: Marriott* *Hotel/motels past 12 months: Hyatt* *Hotel/motels past 12 months: Westin*

16.7% or 43,730,606 of USA Adults 18 or older Stayed Overnight 1+Nights at a HILTON Hotel past 12mos. Typical Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos are 46.4 years old (3.8% younger than average) and have a $115,163 (28.3% higher than average) annual household income.

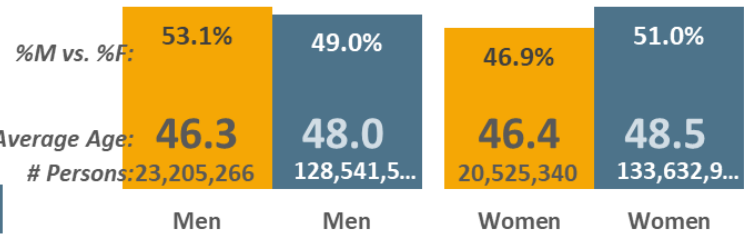
Percent of Market: Adults 18 or older



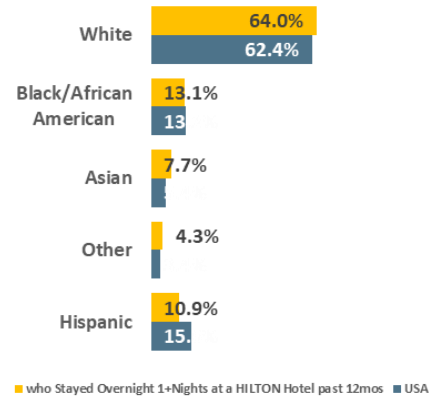
Total Persons:



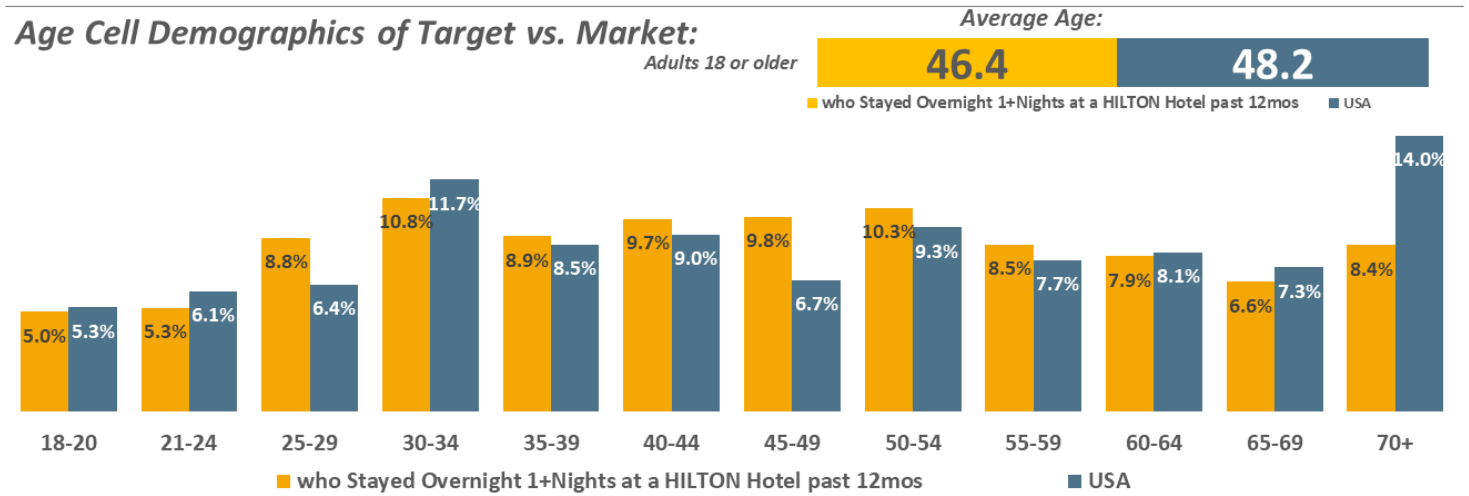
Gender of Target vs. Market: Adults 18 or older



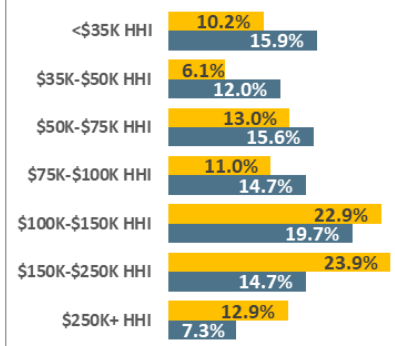
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $115,163 $89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

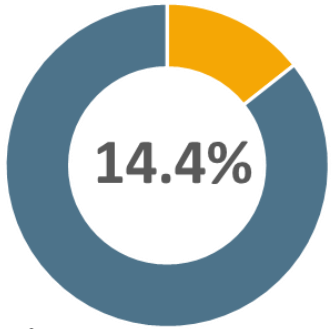
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Hotel/motels past 12 months: Hilton

14.4% or 37,651,833 of USA Adults 18 or older Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos. Typical Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos are 45.9 years old (4.9% younger than average) and have a $126,427 (40.8% higher than average) annual household…

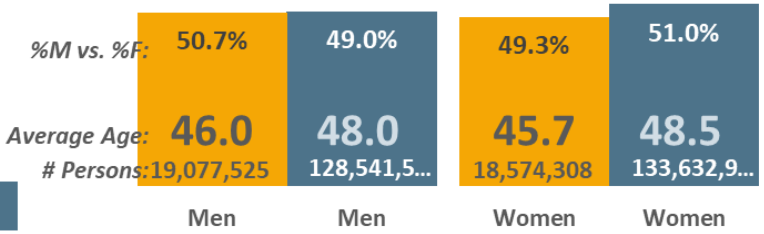
Percent of Market: Adults 18 or older



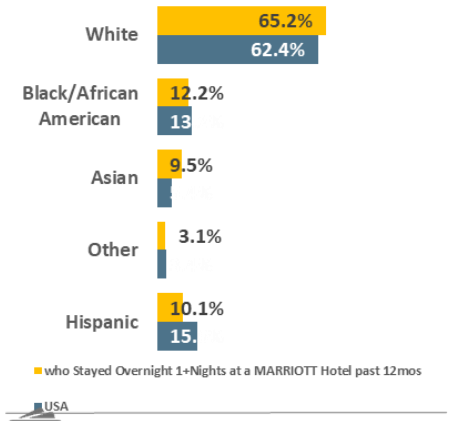
Total Persons:



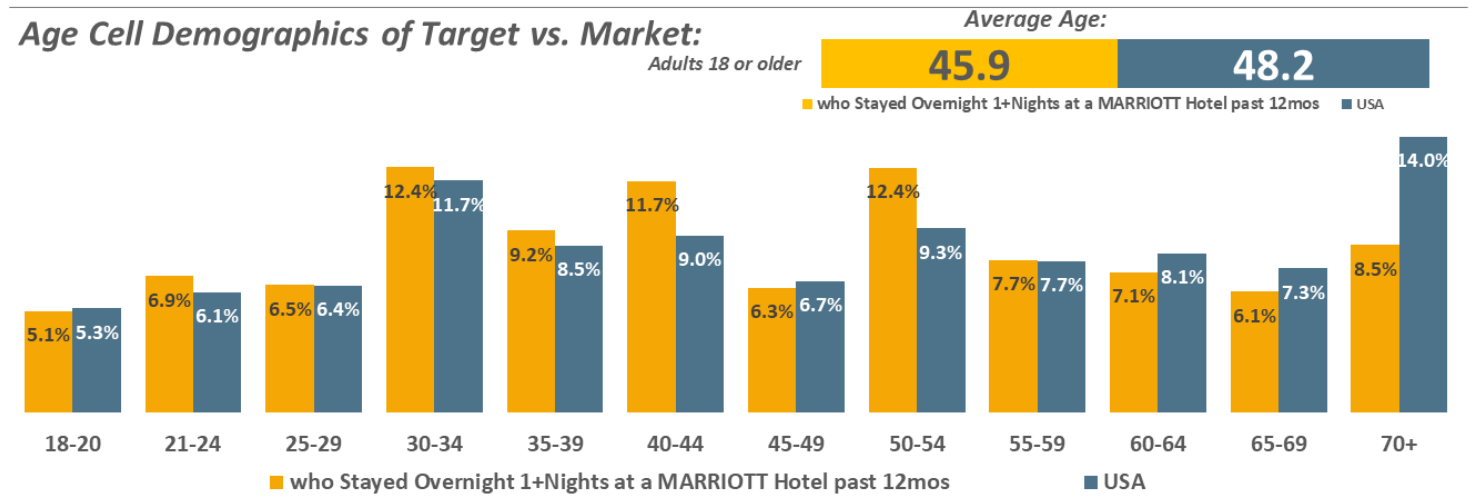
Gender of Target vs. Market: Adults 18 or older



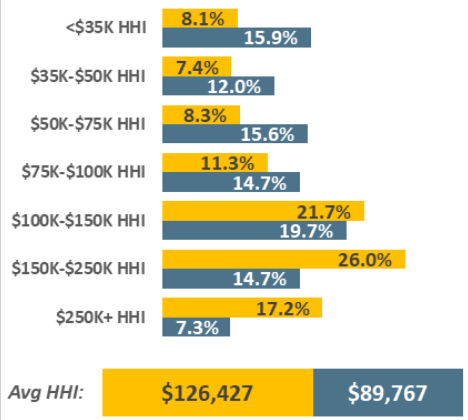
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

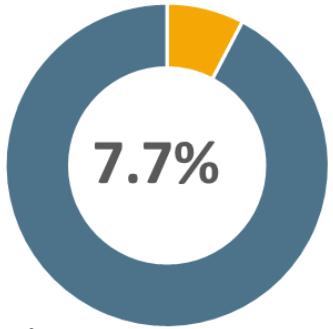
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

HYATT HOTELS & RESORTS

7.7% or 20,170,983 of USA Adults 18 or older Stayed Overnight 1+Nights at a HYATT Hotel past 12mos. Typical Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos are 43.3 years old (10.2% younger than average) and have a $124,903 (39.1% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos
- Remainder of USA

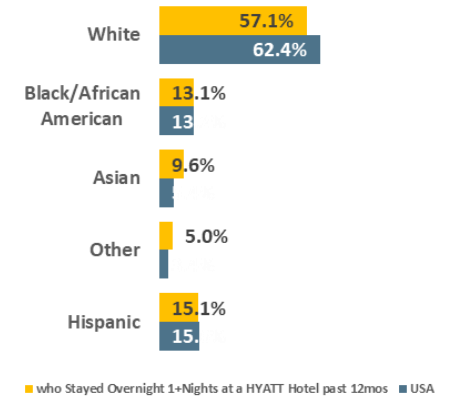
Total Persons:

20,170,983	242,003,517

Gender of Target vs. Market: Adults 18 or older

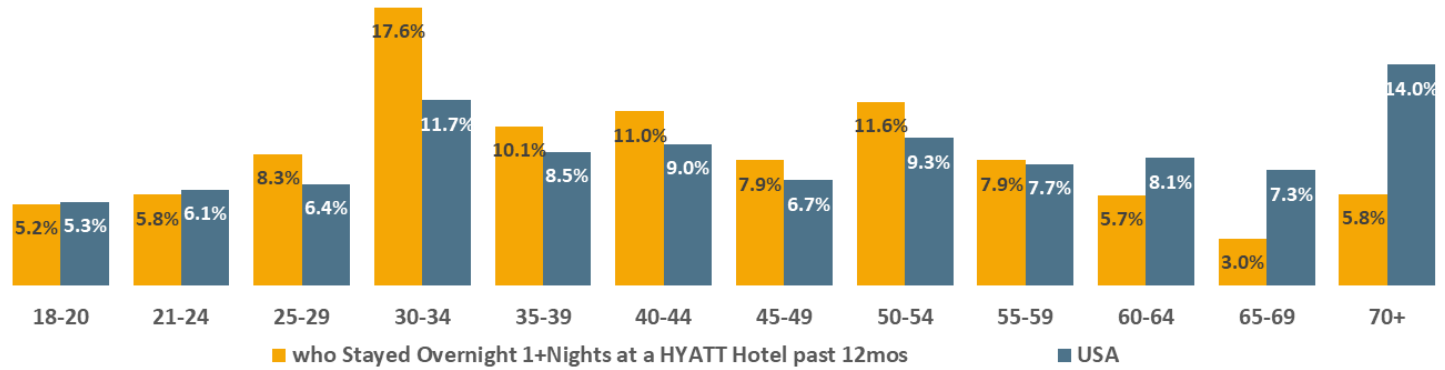
	Men	Men	Women	Women
%M vs. %F:	55.3%	49.0%	44.7%	51.0%
Average Age:	42.9	48.0	43.7	48.5
# Persons:	11,145,471	128,541,5...	9,025,512	133,632,9...

Ethnicity of Target vs. Market:

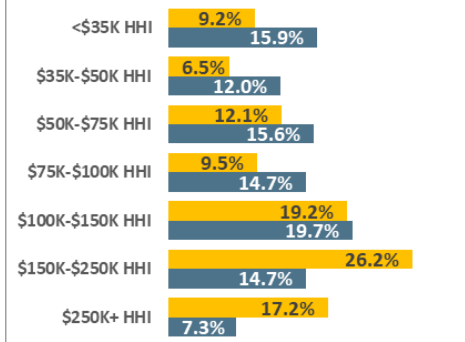


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older
who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos	43.3
USA	48.2



HHI of Target vs. Market:



Avg HHI:	$124,903	$89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

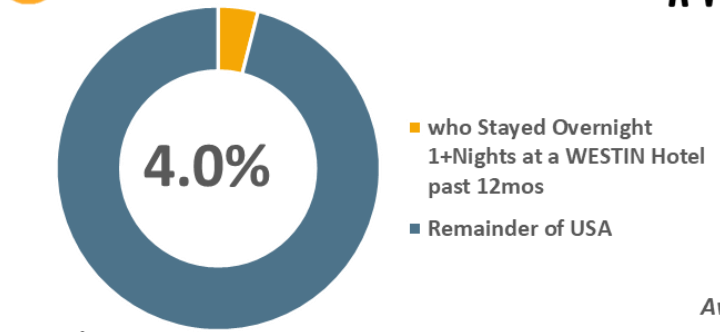
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Hotel/motels past 12 months: Hyatt

4.% or 10,414,611 of USA Adults 18 or older Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos. Typical Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos are 46.3 years old (4.% younger than average) and have a $135,878 (51.4% higher than average) annual household income.

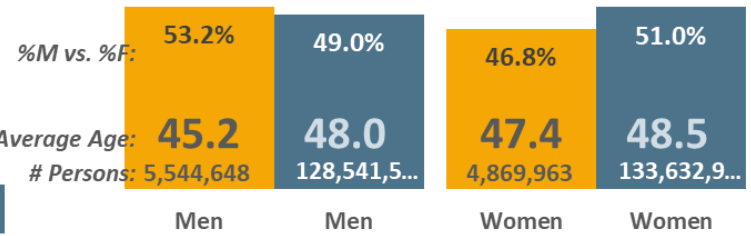
Percent of Market: Adults 18 or older



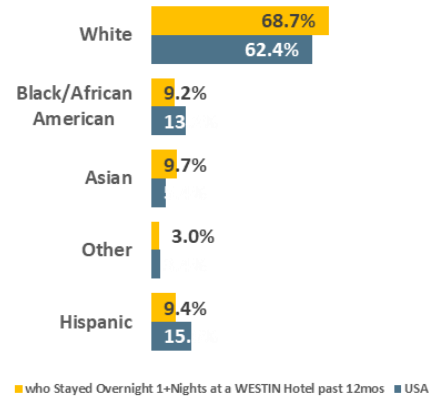
Total Persons:



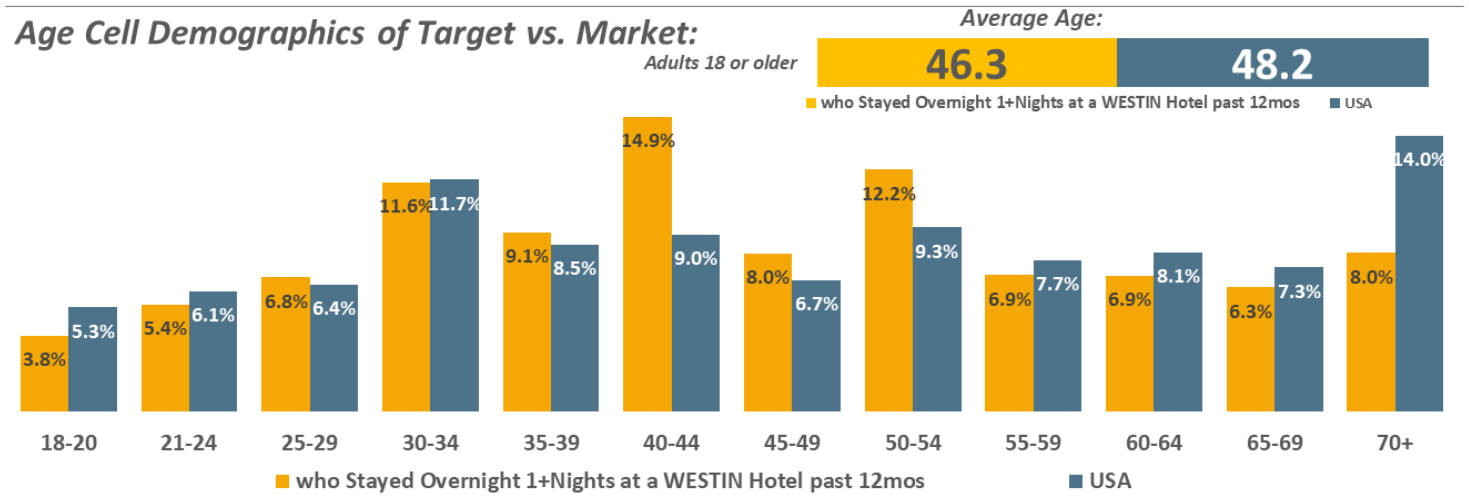
Gender of Target vs. Market: Adults 18 or older



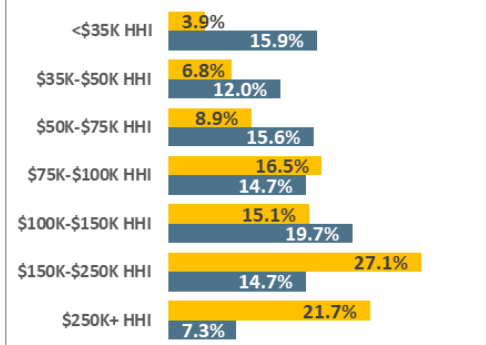
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $135,878 | $89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

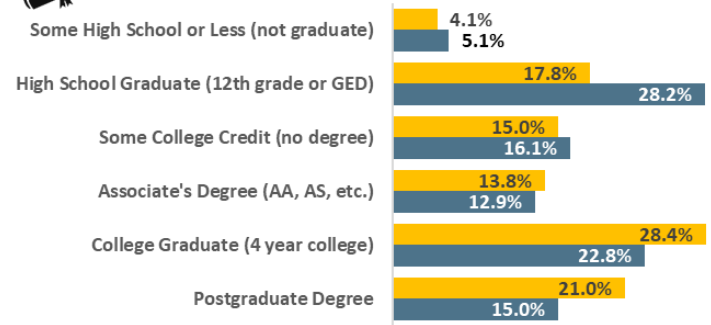
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

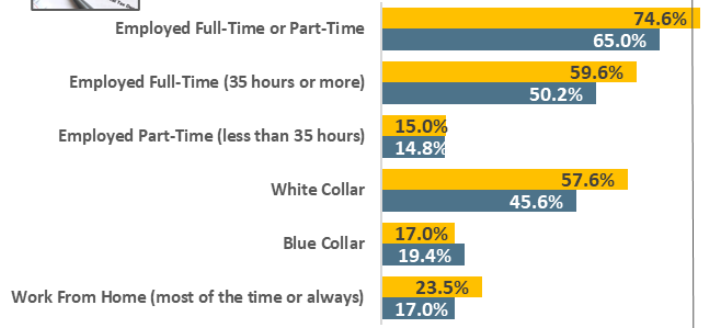
Hotel/motels past 12 months: Westin

16.7% or 43,730,606 of USA Adults 18 or older Stayed Overnight 1+Nights at a HILTON Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos are 30.7% more likely to be a college graduate, 18.6% more likely to work full-time, 12.6% more likely to be married, 8.5% more likely to be a parent of 1 or more children under

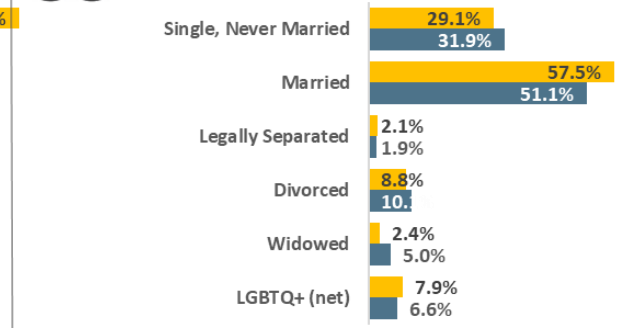
Education Levels: Adults 18 or older



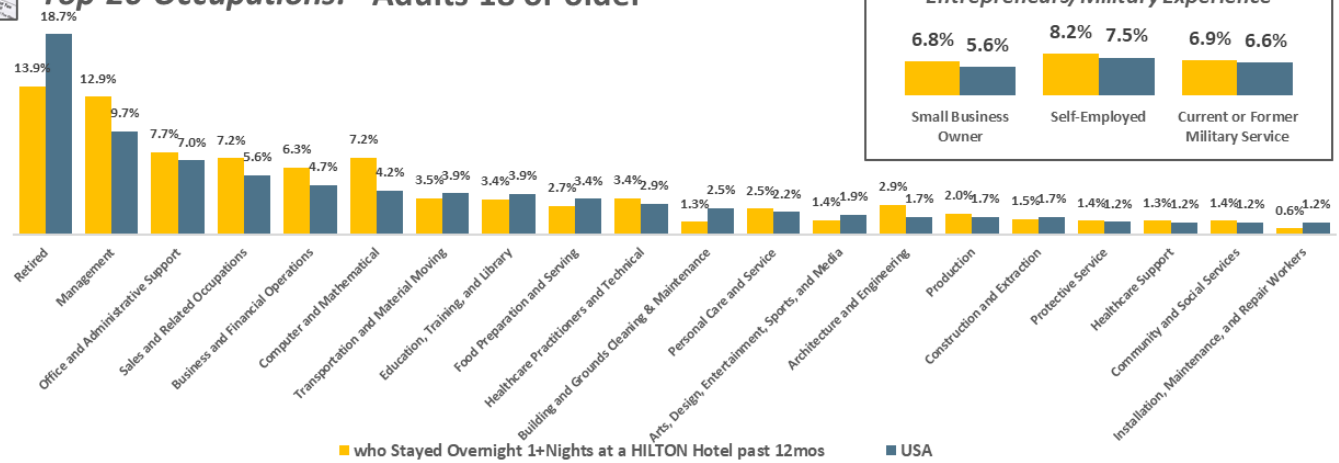
Employment: Adults 18 or older



Marital Status: Adults 18 or older

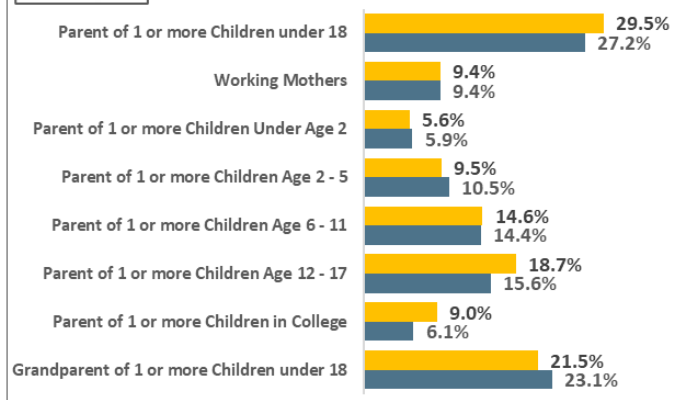


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

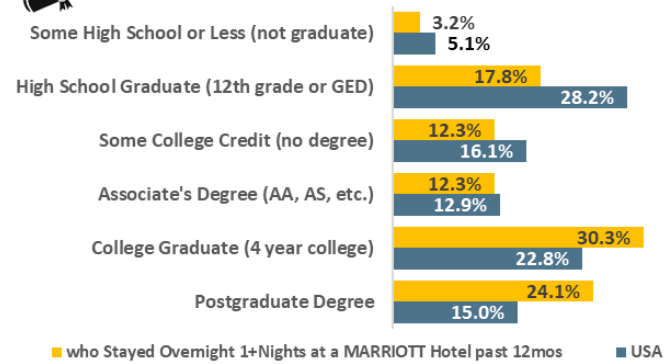
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

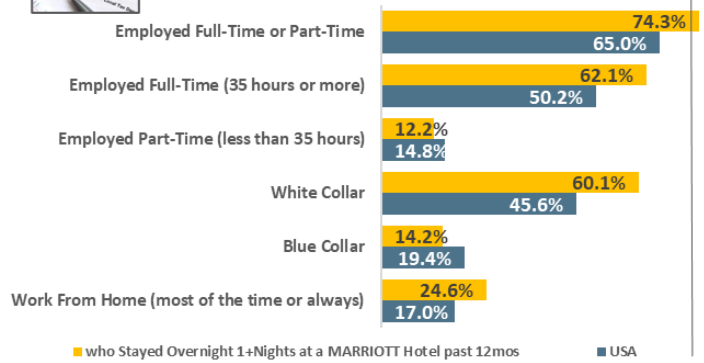
©

14.4% or 37,651,833 of USA Adults 18 or older Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos are 43.9% more likely to be a college graduate, 23.6% more likely to work full-time, 15.4% more likely to be married, 6.1% more likely to be a parent of 1 or more children und

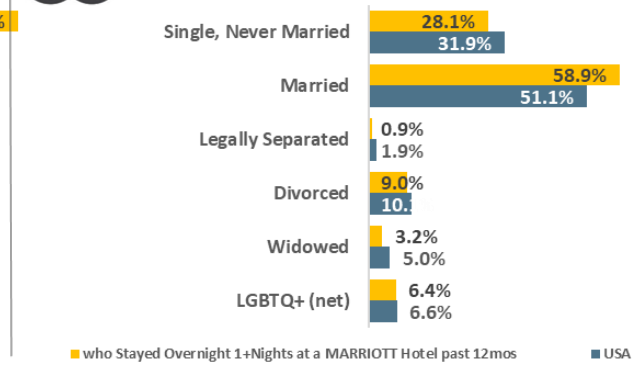
Education Levels: Adults 18 or older



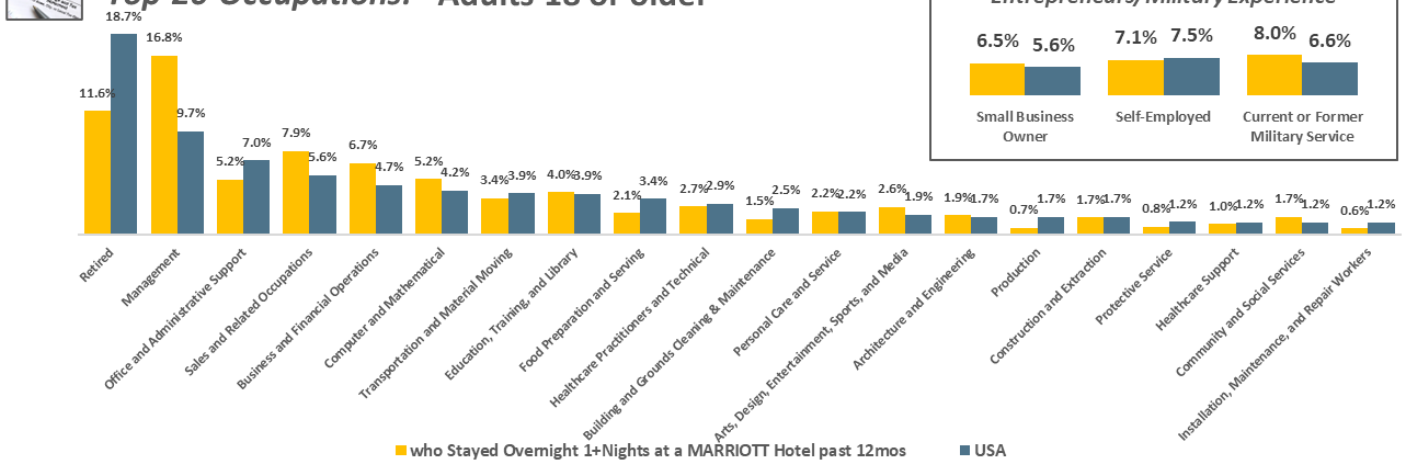
Employment: Adults 18 or older



Marital Status: Adults 18 or older

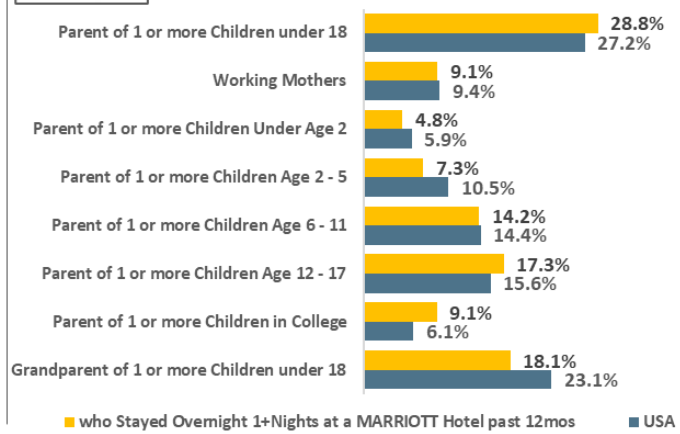


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

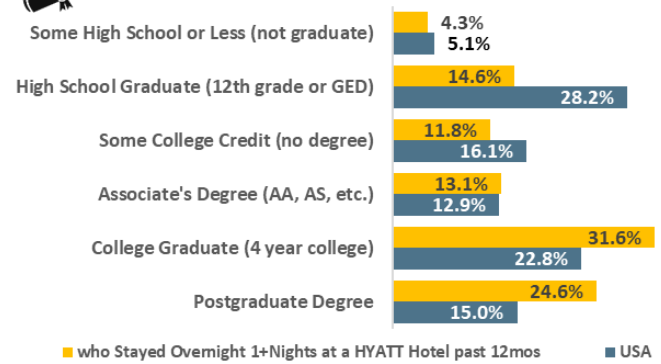
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

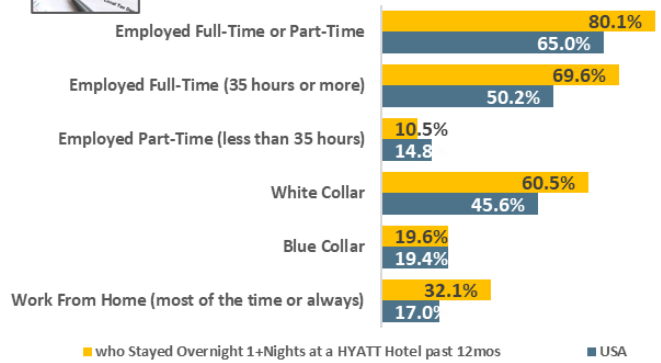
HYATT HOTELS & RESORTS

7.7% or 20,170,983 of USA Adults 18 or older Stayed Overnight 1+Nights at a HYATT Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos are 48.9% more likely to be a college graduate, 38.5% more likely to work full-time, 12.% more likely to be married, 21.1% more likely to be a parent of 1 or more children under

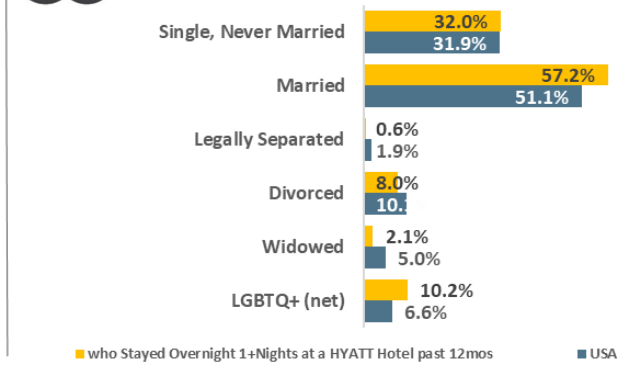
Education Levels: Adults 18 or older



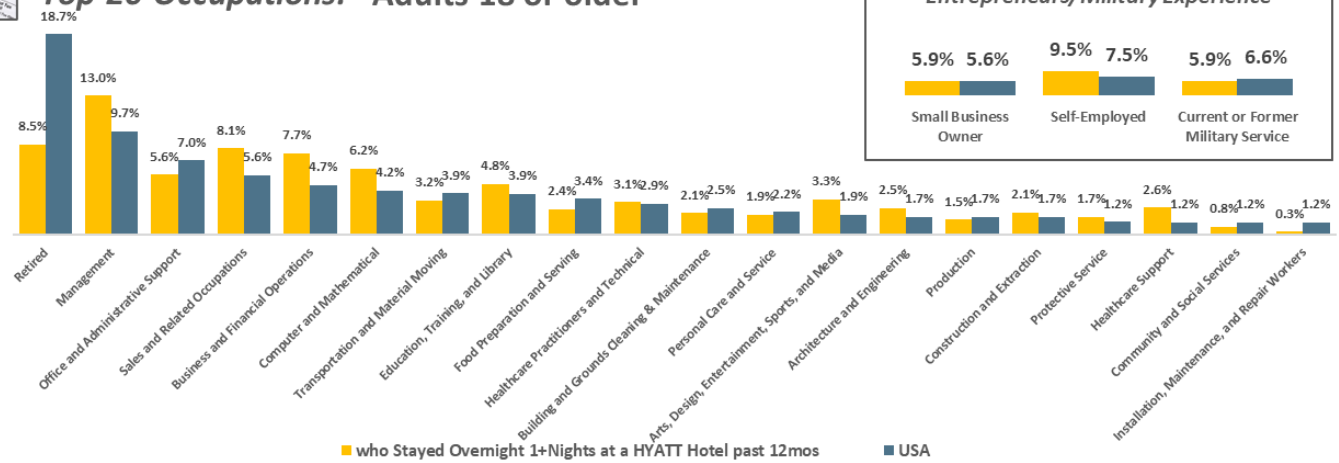
Employment: Adults 18 or older



Marital Status: Adults 18 or older

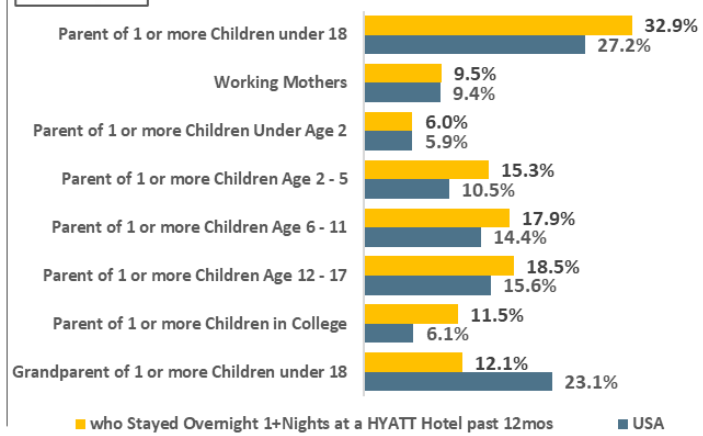


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

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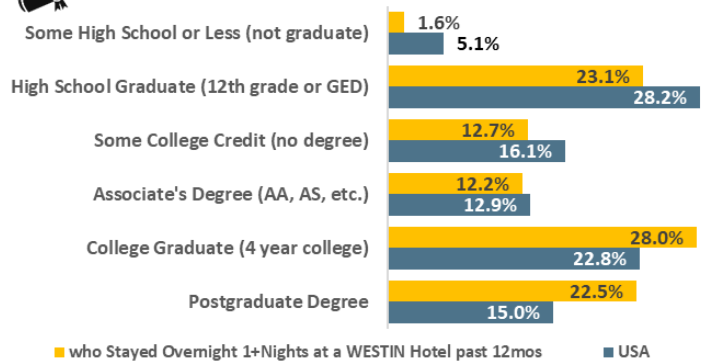
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

©

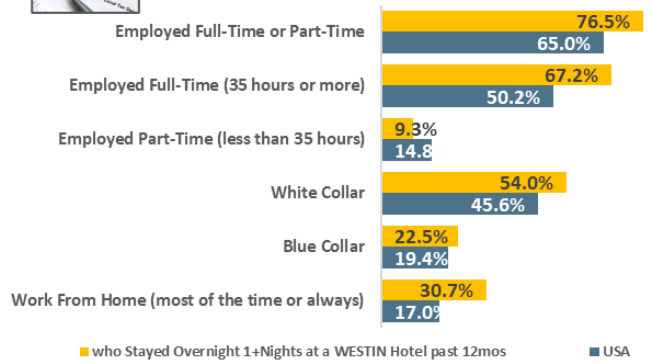
Hotel/motels past 12 months: Hyatt

4.% or 10,414,611 of USA Adults 18 or older Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos are 33.6% more likely to be a college graduate, 33.8% more likely to work full-time, 12.4% more likely to be married, 22.2% more likely to be a parent of 1 or more children unde

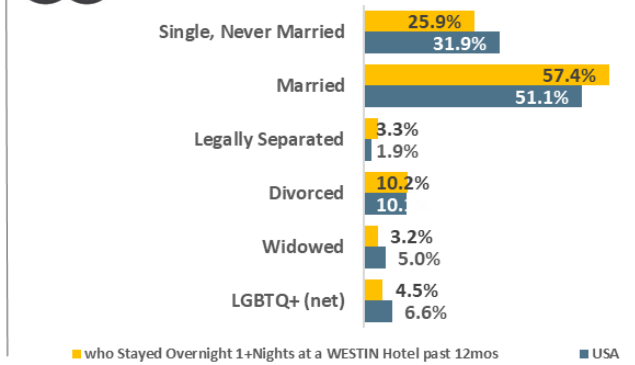
Education Levels: Adults 18 or older



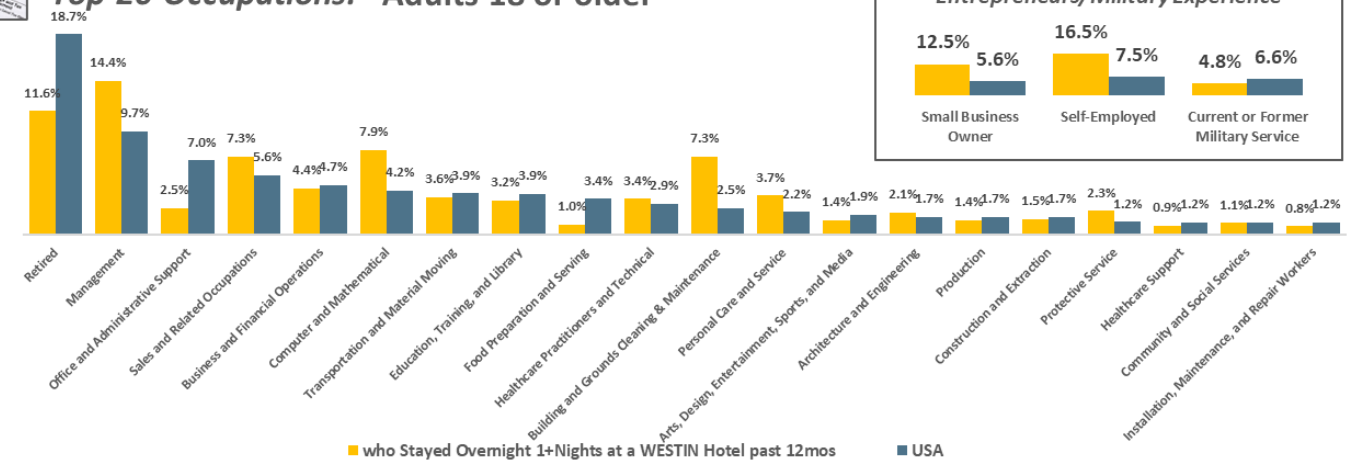
Employment: Adults 18 or older



Marital Status: Adults 18 or older

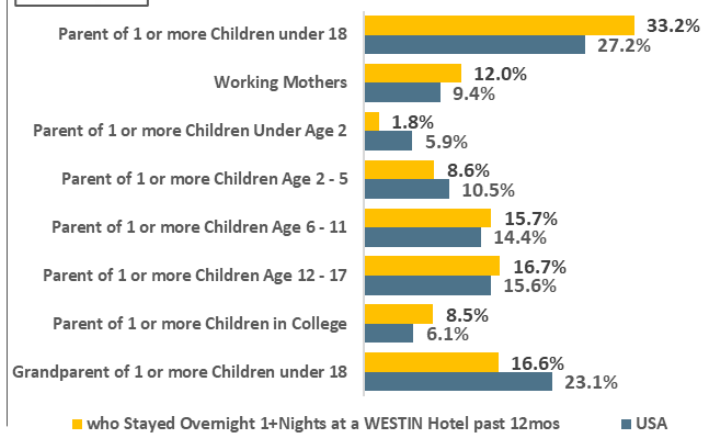


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



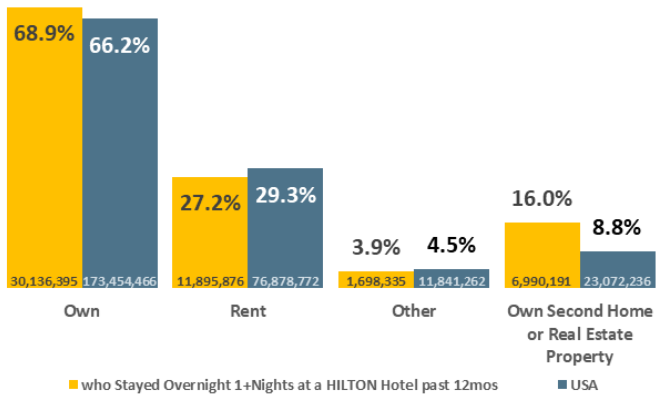
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

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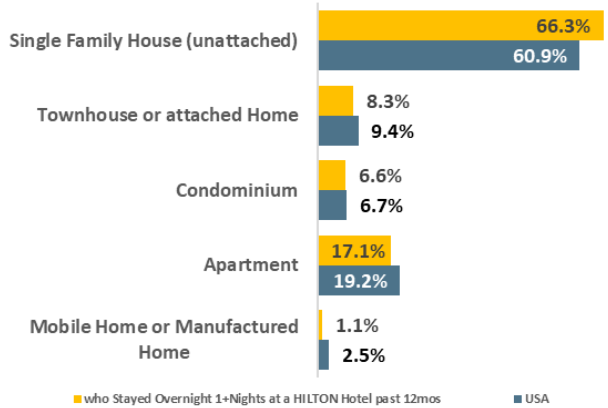
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

16.7% or 43,730,606 of USA Adults 18 or older Stayed Overnight 1+Nights at a HILTON Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos are 4.2% more likely to own their home, 22.6% more likely to own a higher valued home, 8.9% more likely to have a single-family home, 8.5% more likely to have a dog.

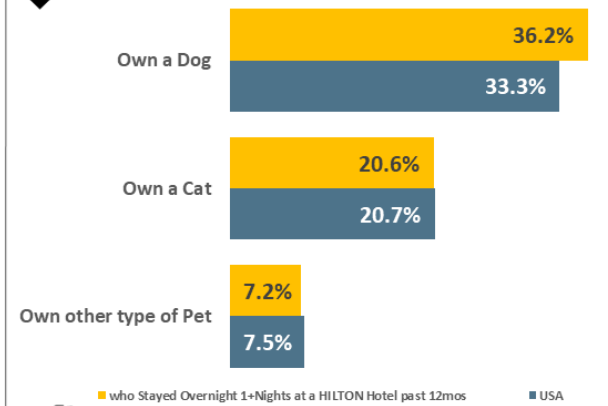
Own/Rent/Other: Adults 18 or older



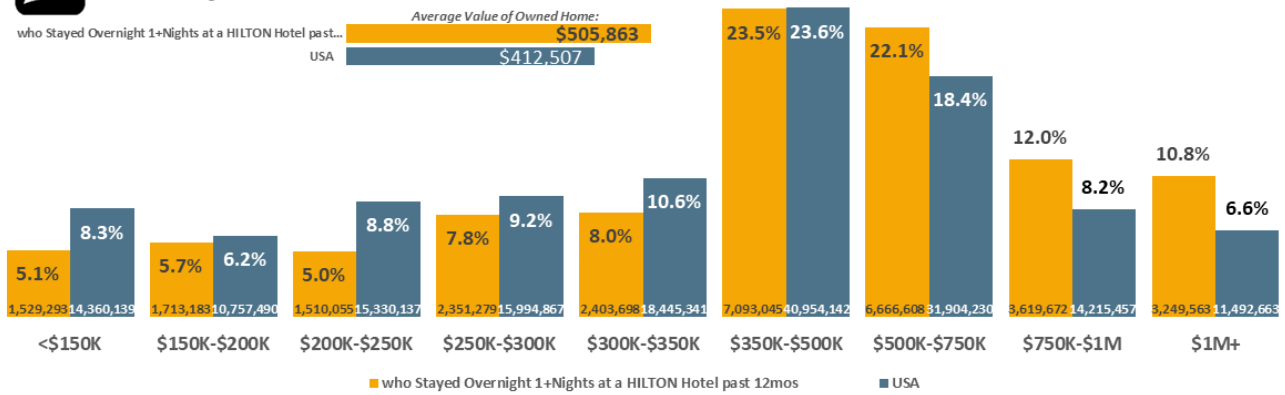
Type of Home: Adults 18 or older



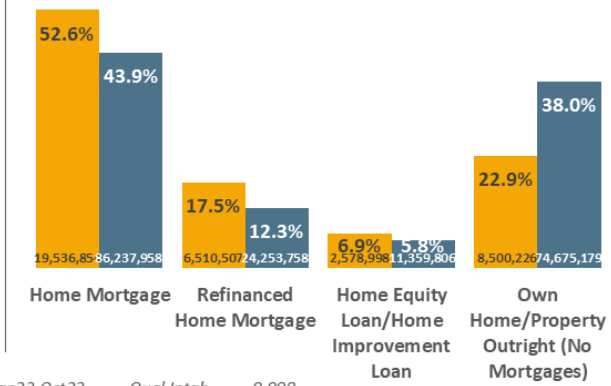
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,712*

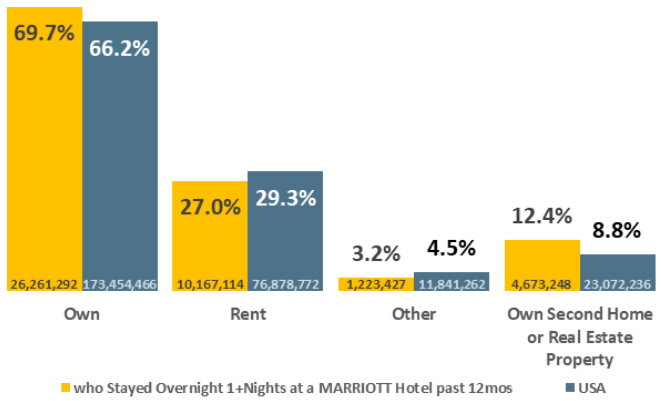
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

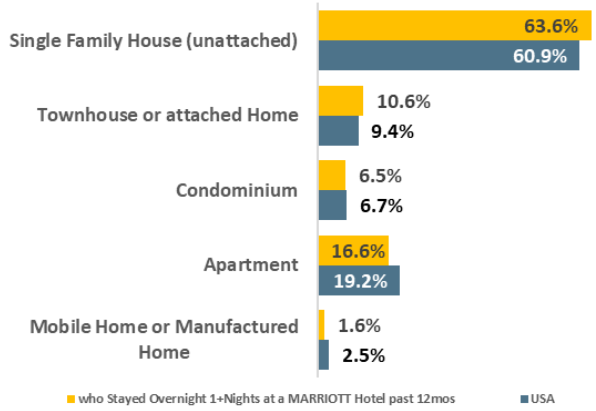
Hotel/motels past 12 months: Hilton

14.4% or 37,651,833 of USA Adults 18 or older Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos are 5.4% more likely to own their home, 23.4% more likely to own a higher valued home, 4.4% more likely to have a single-family home, 8.6% more likely to have a dog.

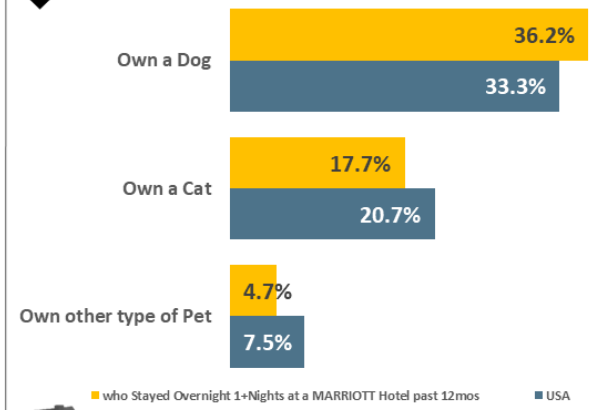
Own/Rent/Other: Adults 18 or older



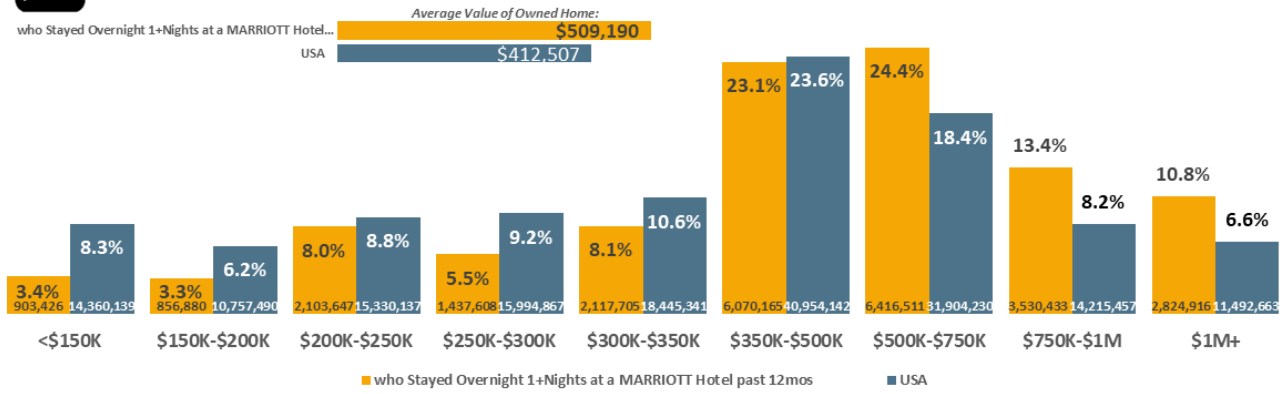
Type of Home: Adults 18 or older



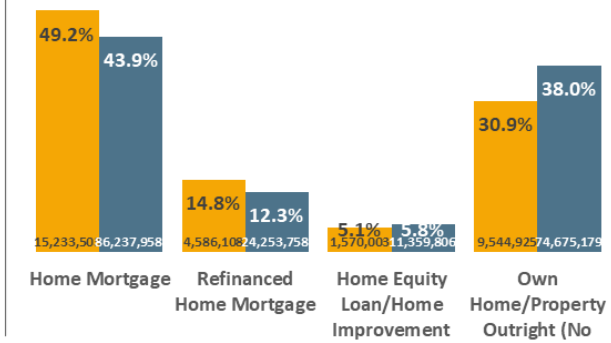
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,513*

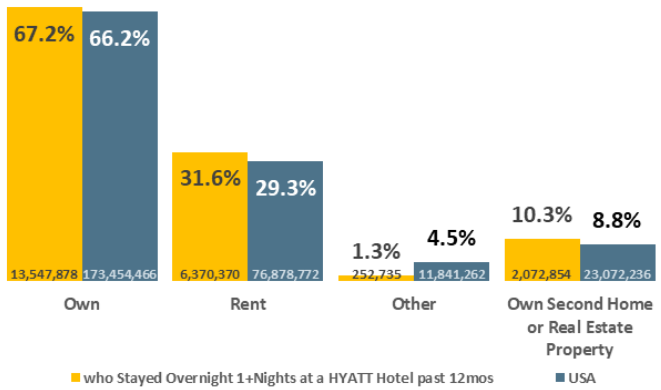
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

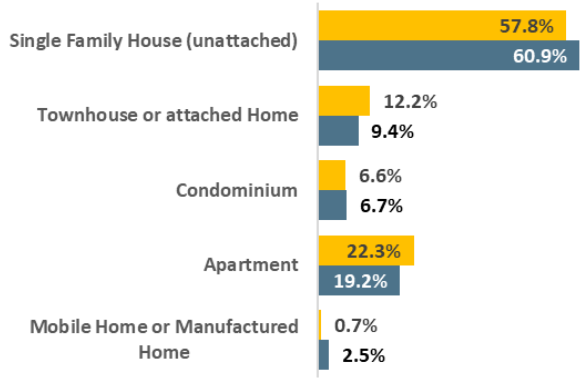
HYATT HOTELS & RESORTS

7.7% or 20,170,983 of USA Adults 18 or older Stayed Overnight 1+Nights at a HYATT Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos are 1.5% more likely to own their home, 18.6% more likely to own a higher valued home, 5.% less likely to have a single-family home, 7.6% more likely to have a dog.

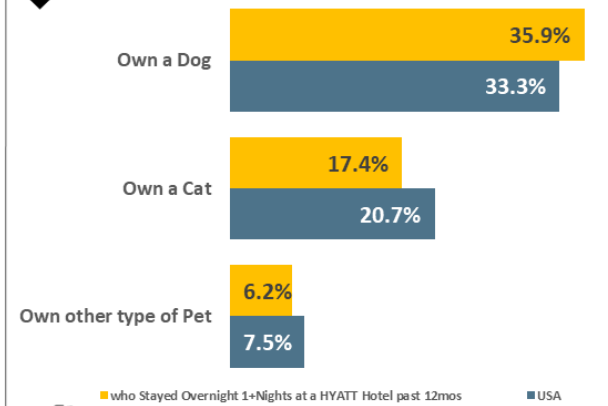
Own/Rent/Other: Adults 18 or older



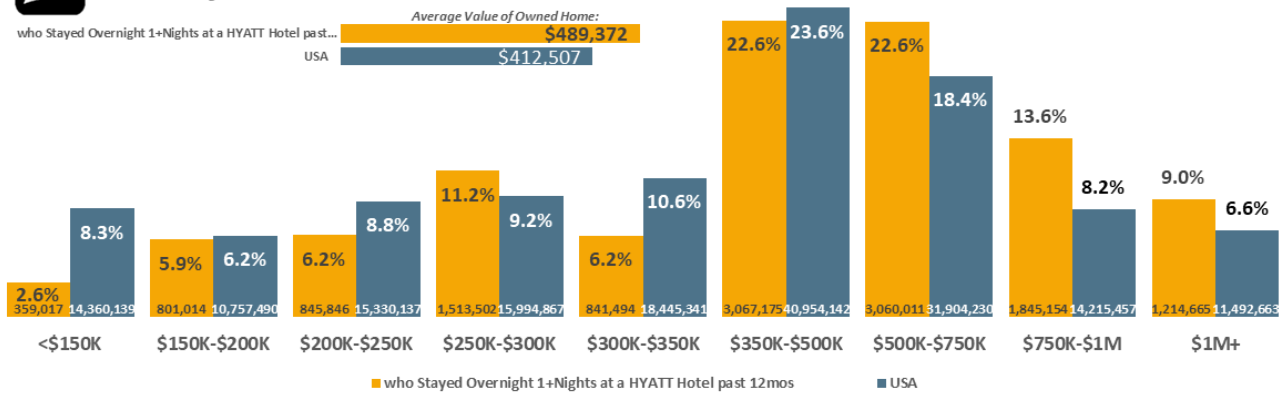
Type of Home: Adults 18 or older



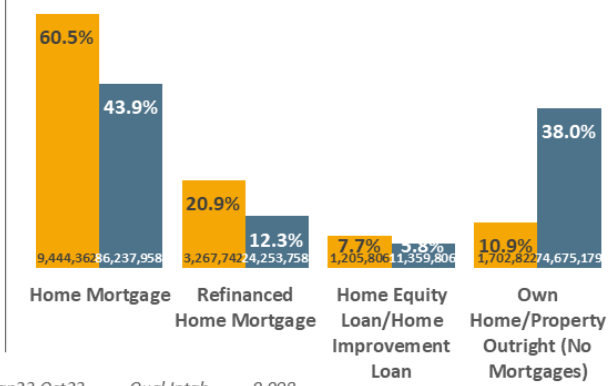
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *731*

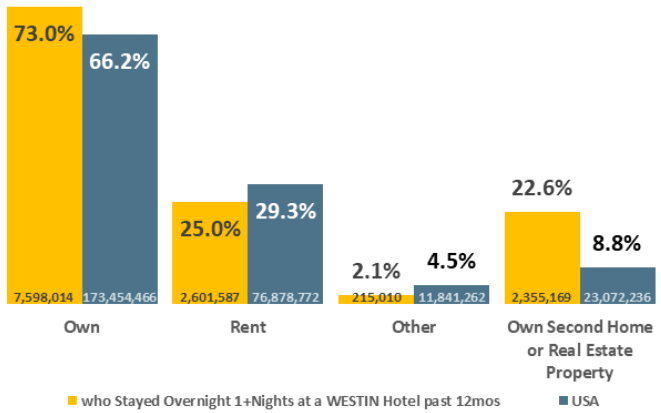
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

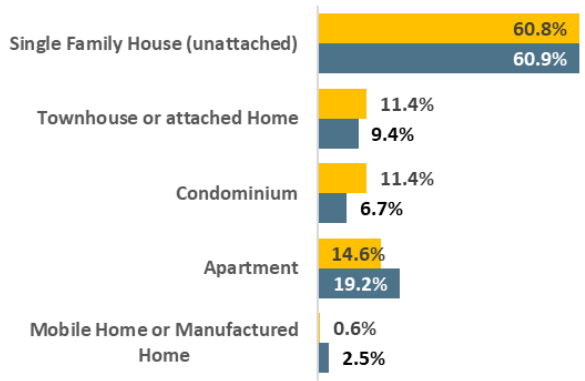
Hotel/motels past 12 months: Hyatt

4.% or 10,414,611 of USA Adults 18 or older Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos are 10.3% more likely to own their home, 46.% more likely to own a higher valued home, .1% less likely to have a single-family home, 12.9% more likely to have a dog.

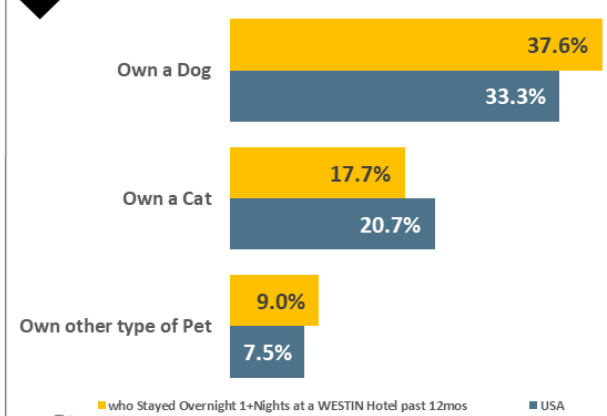
Own/Rent/Other: Adults 18 or older



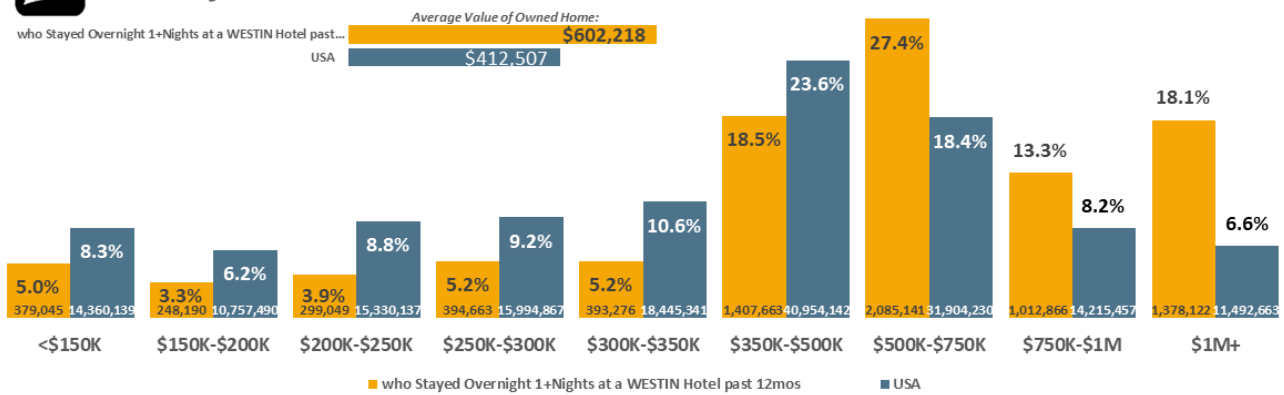
Type of Home: Adults 18 or older



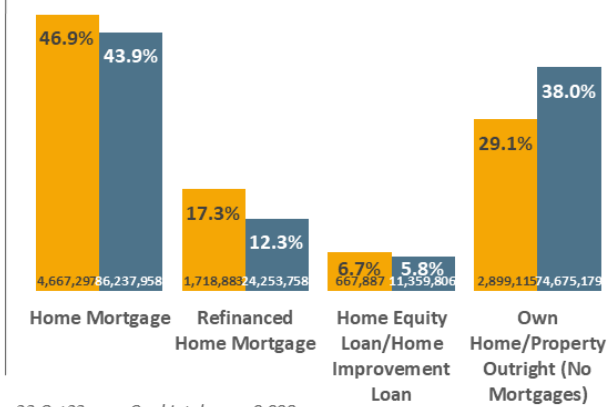
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



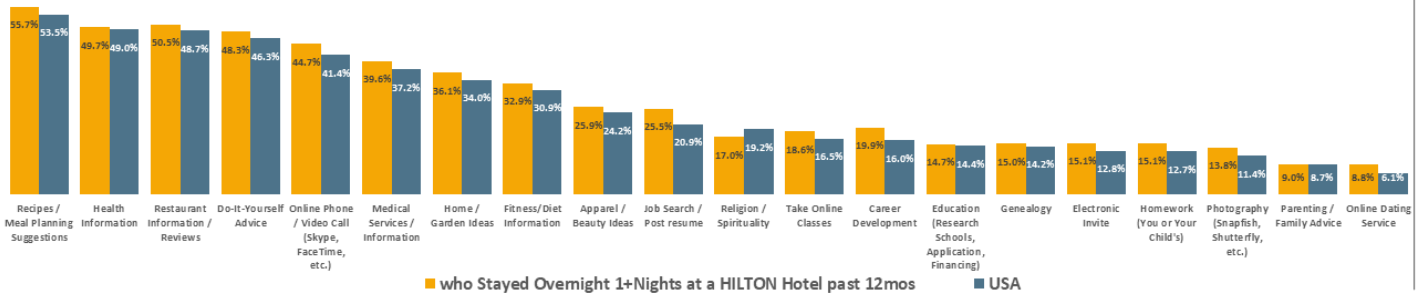
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *388*

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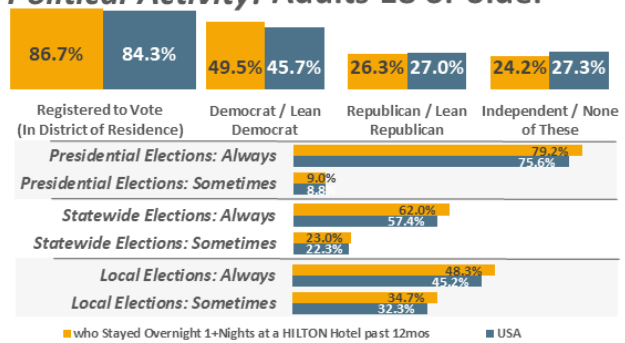
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

16.7% or 43,730,606 of USA Adults 18 or older Stayed Overnight 1+Nights at a HILTON Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos are 4.4% more likely to look up D-I-Y advice online, 6.8% more likely to always vote in local elections, 45.2% more likely to belong to a gym, 46.3% more likely to fly domestic

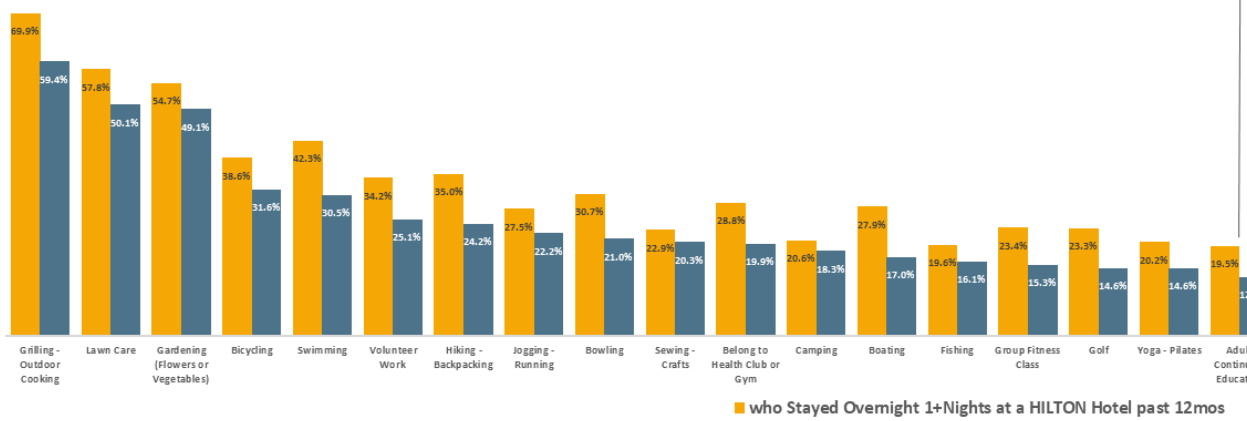
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



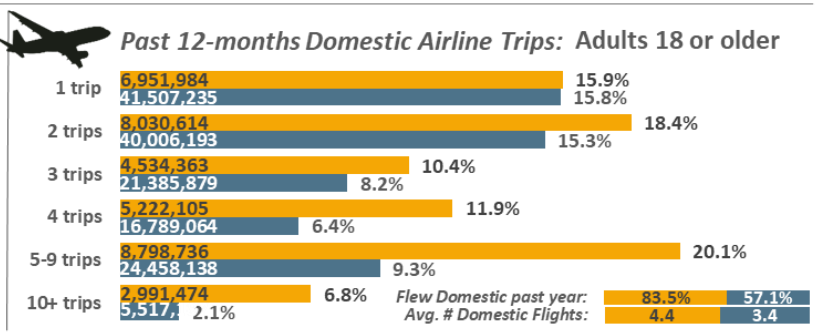
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



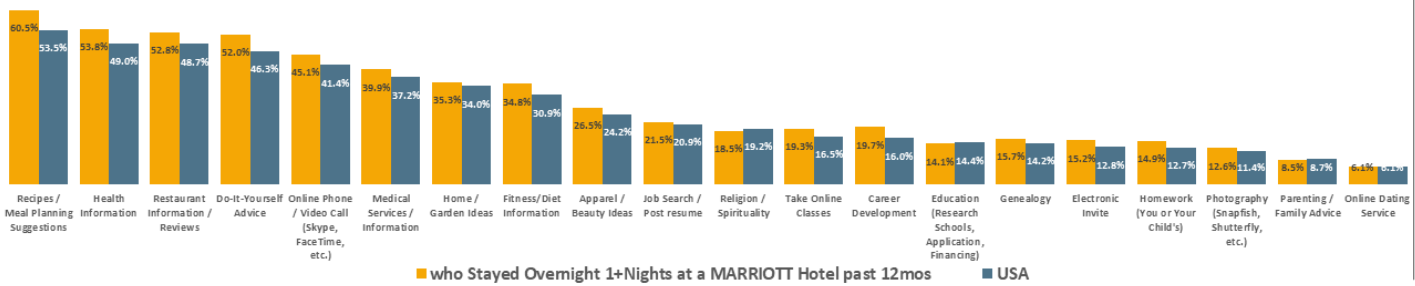
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,712*

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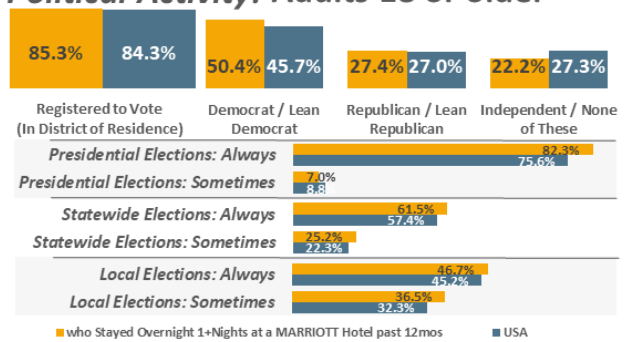
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

14.4% or 37,651,833 of USA Adults 18 or older Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos are 12.4% more likely to look up D-I-Y advice online, 3.2% more likely to always vote in local elections, 50.7% more likely to belong to a gym, 54.8% more likely to fly domest

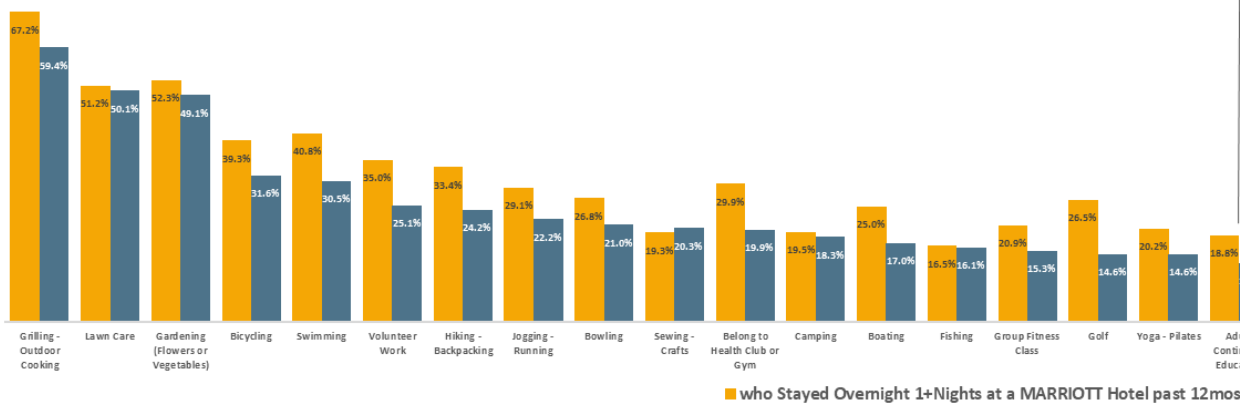
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



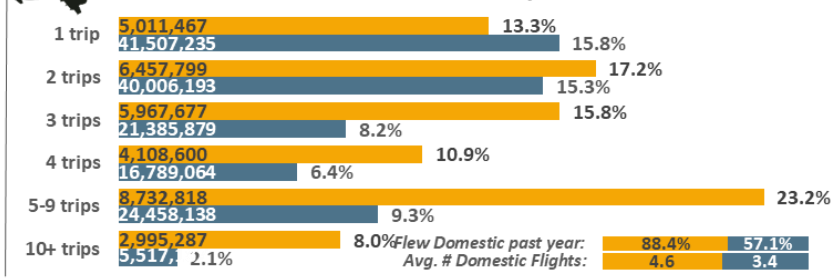
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,513*

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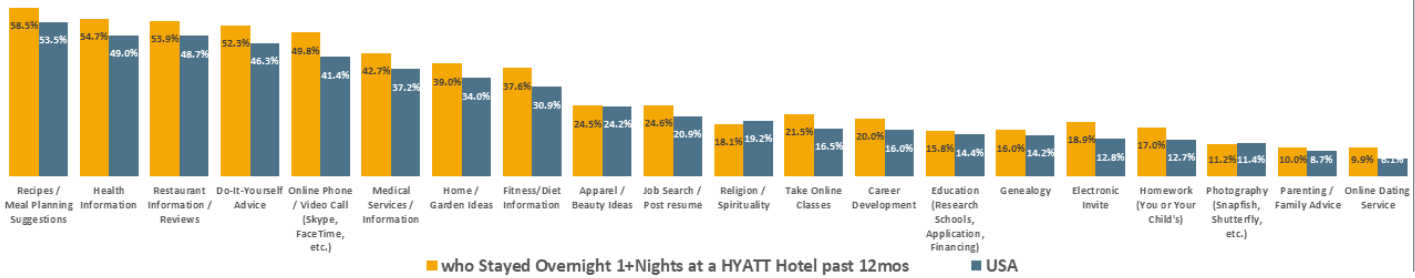
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Hotel/motels past 12 months: Marriott

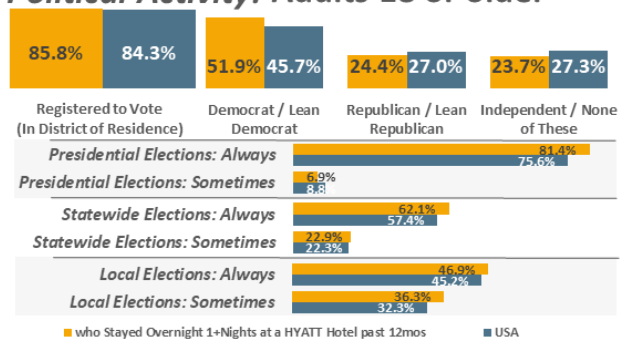
HYATT HOTELS & RESORTS

7.7% or 20,170,983 of USA Adults 18 or older Stayed Overnight 1+Nights at a HYATT Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos are 12.9% more likely to look up D-I-Y advice online, 3.7% more likely to always vote in local elections, 38.7% more likely to belong to a gym, 48.5% more likely to fly domestic

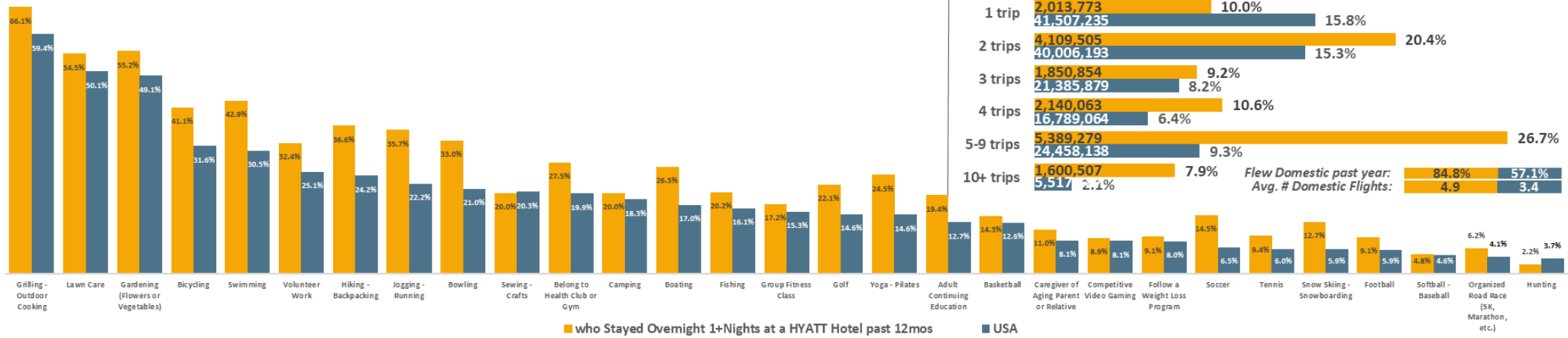
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

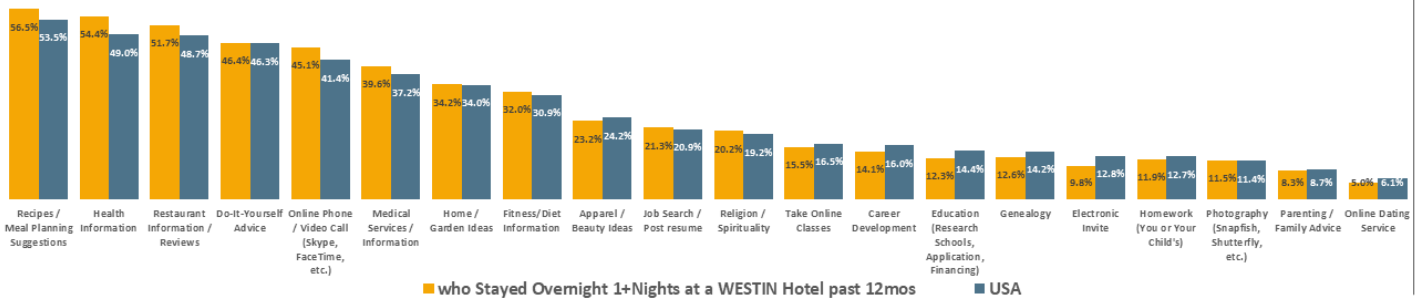
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

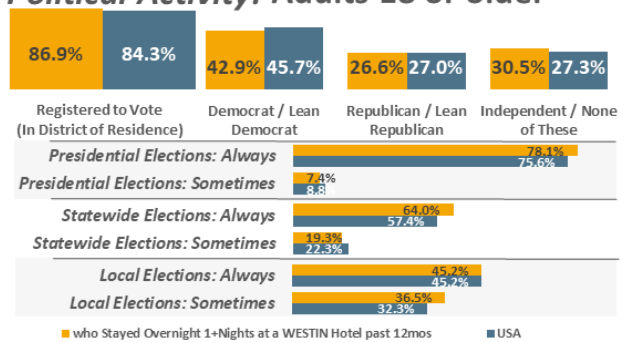
Hotel/motels past 12 months: Hyatt

4.% or 10,414,611 of USA Adults 18 or older Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos are .3% more likely to look up D-I-Y advice online, .% more likely to always vote in local elections, 92.9% more likely to belong to a gym, 58.6% more likely to fly domestic pas

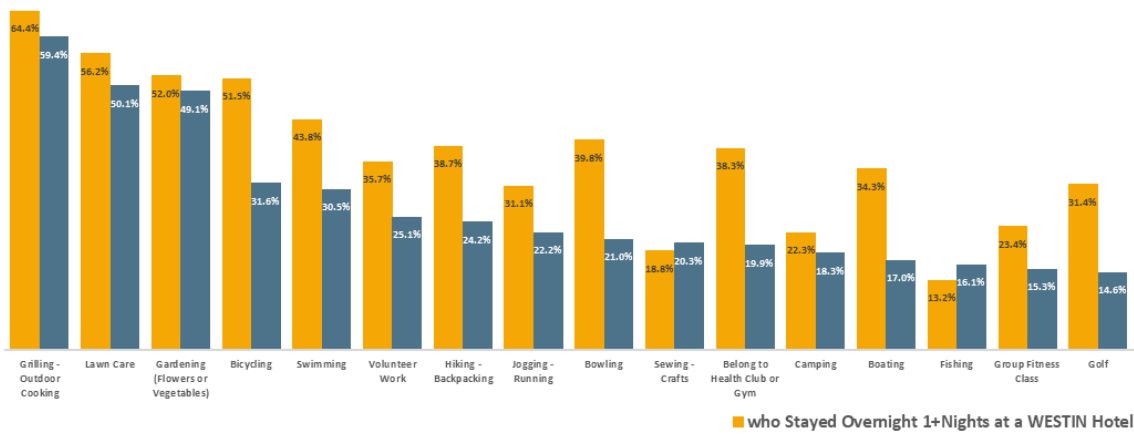
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



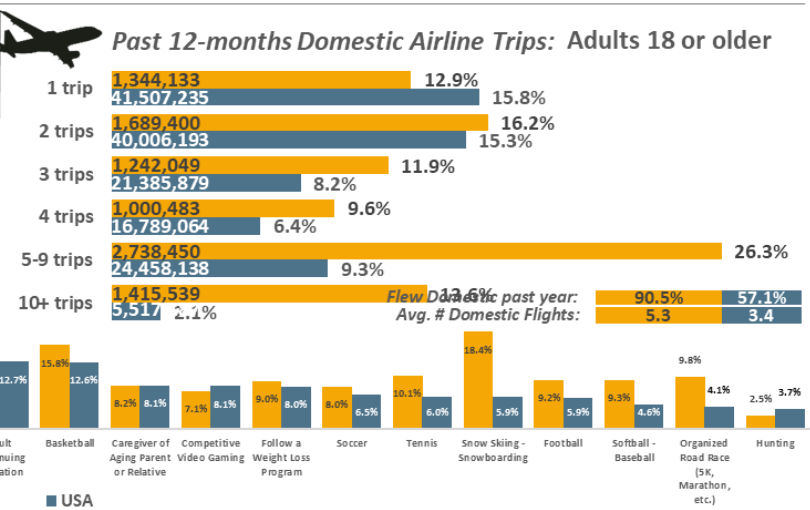
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *388*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Hotel/motels past 12 months: Westin

16.7% or 43,730,606 of USA Adults 18 or older Stayed Overnight 1+Nights at a HILTON Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos are 4.1% more likely to use QSRs past mo., 14.9% more likely to use Sit-Down Restaurants past mo., 26.4% more likely to use Casinos past yr., 17.8% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.2% 40,332,202 | 88.6% 232,201,120

Avg. Monthly QSR Meals: 7.5 | 6.6

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 88.2% 38,565,426 | 76.8% 201,275,400

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Stayed Overnight 1+Nights at a HILTON Hotel... 10,937,220 25.0%

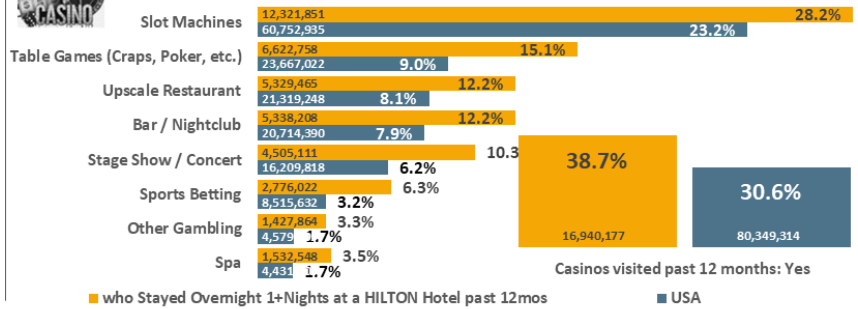
USA 51,814,293 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Hotel/motels past 12 months: Hilton

14.4% or 37,651,833 of USA Adults 18 or older Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos are 2.7% more likely to use QSRs past mo., 16.4% more likely to use Sit-Down Restaurants past mo., 26.8% more likely to use Casinos past yr., 29.1% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



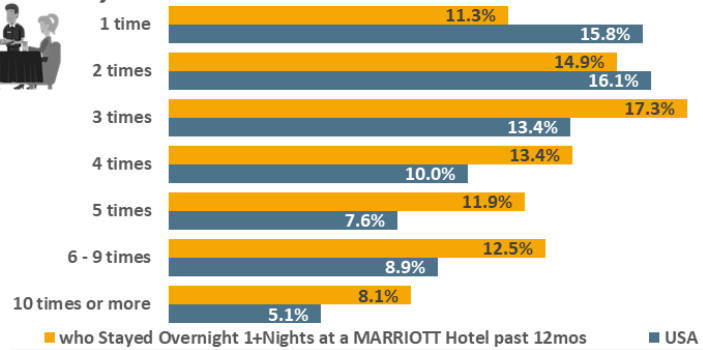
Total Monthly QSR Users:



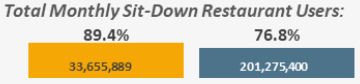
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

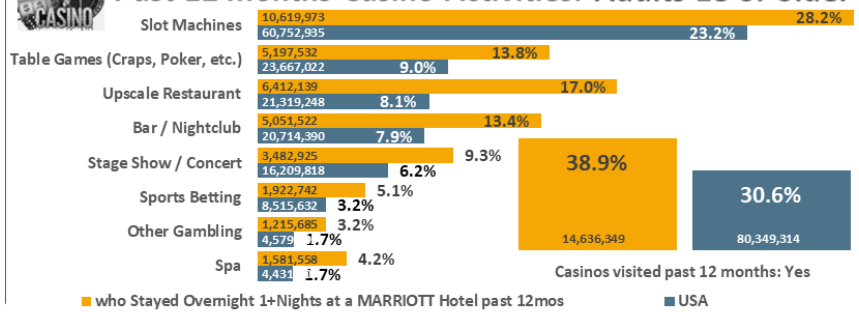


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Hotel/motels past 12 months: Marriott

HYATT HOTELS & RESORTS

7.7% or 20,170,983 of USA Adults 18 or older Stayed Overnight 1+Nights at a HYATT Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos are 5.% more likely to use QSRs past mo., 14.3% more likely to use Sit-Down Restaurants past mo., 39.9% more likely to use Casinos past yr., .4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.0% 18,757,215 | 88.6% 232,201,120

Avg. Monthly QSR Meals: 7.6 | 6.6

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 87.7% 17,697,265 | 76.8% 201,275,400

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Stayed Overnight 1+Nights at a HYATT Hotel past... 5,788,833 28.7%

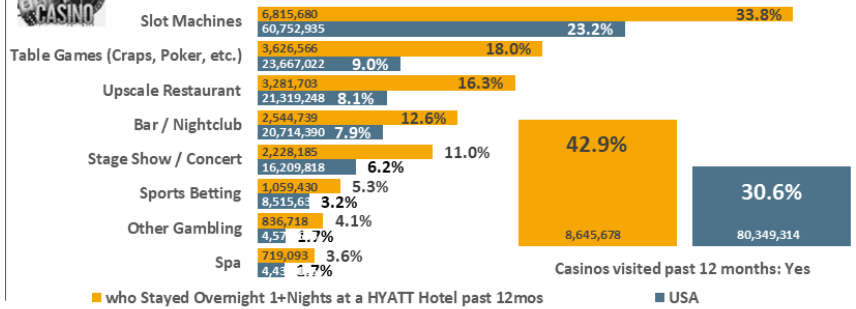
USA 51,814,293 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *731*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

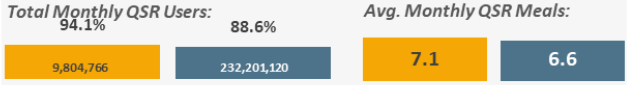
Hotel/motels past 12 months: Hyatt

4.% or 10,414,611 of USA Adults 18 or older Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos are 6.3% more likely to use QSRs past mo., 15.8% more likely to use Sit-Down Restaurants past mo., 44.7% more likely to use Casinos past yr., 51.% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



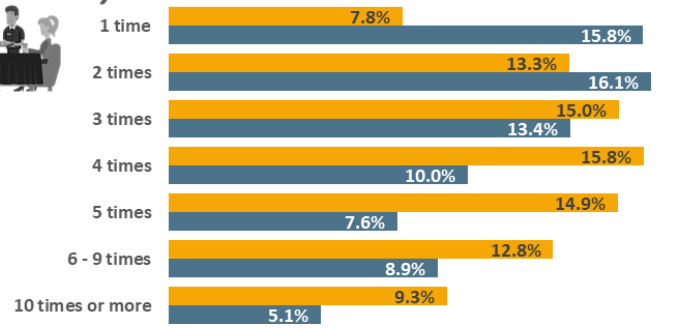
Total Monthly QSR Users:



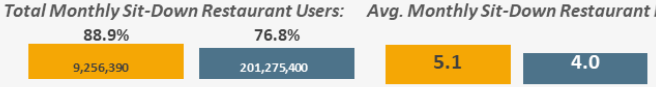
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 18 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

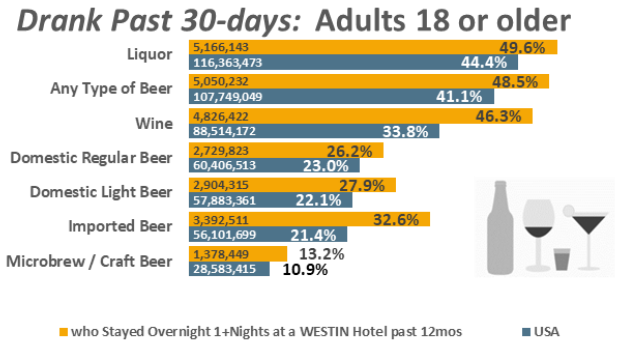
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

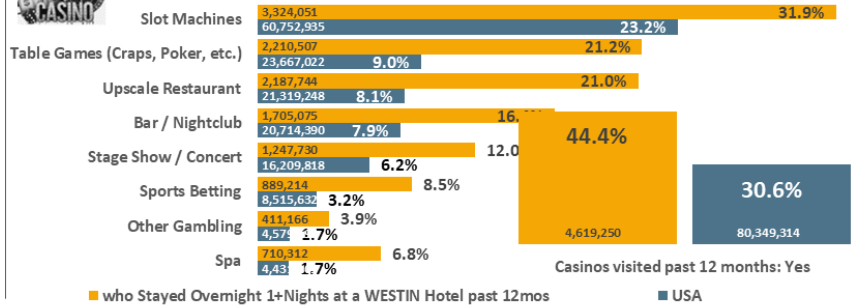


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *388*

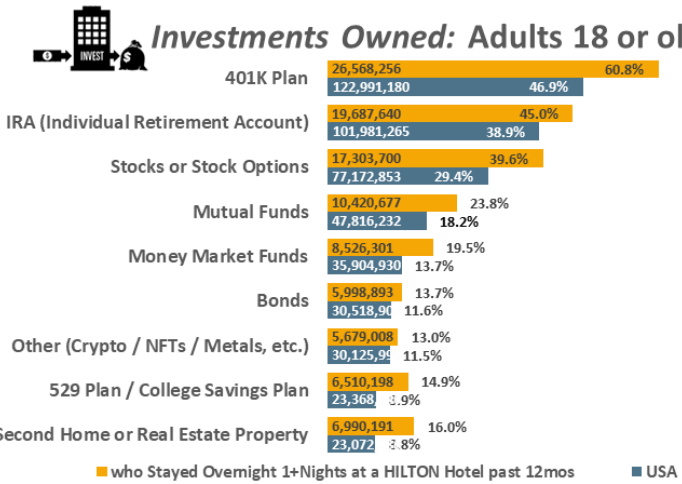
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

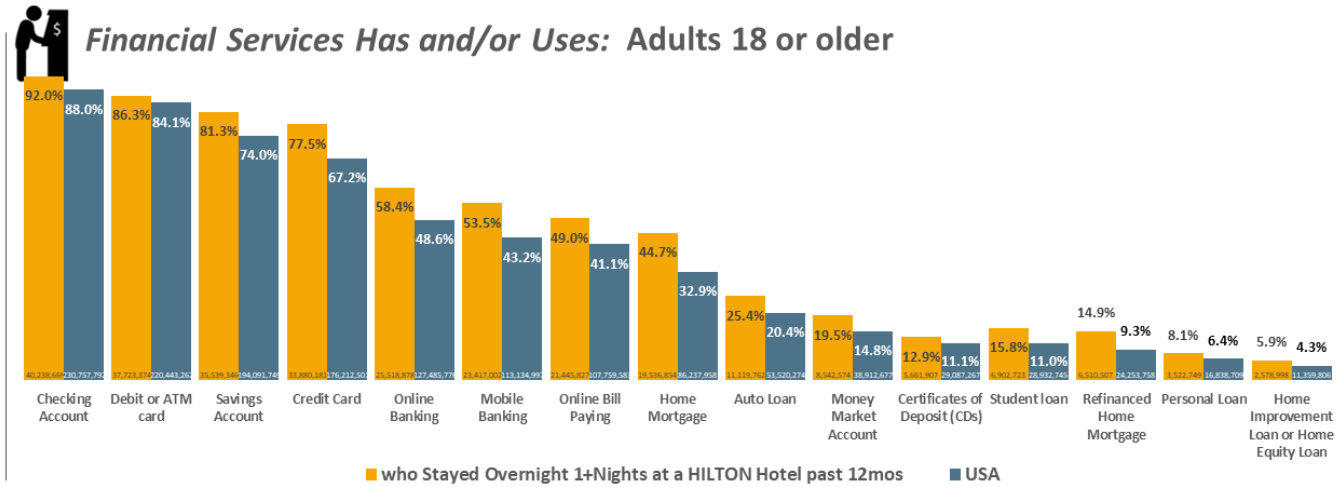
Hotel/motels past 12 months: Westin

16.7% or 43,730,606 of USA Adults 18 or older Stayed Overnight 1+Nights at a HILTON Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos are 29.5% more likely to have a 401K, 24.6% more likely to have an Auto Loan, 31.% more likely to Invest/Trade Stocks Online, .2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



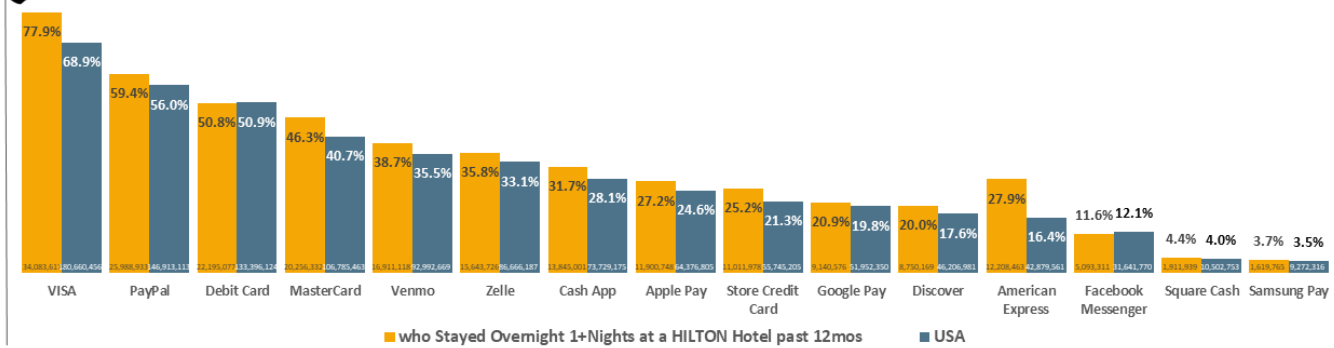
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

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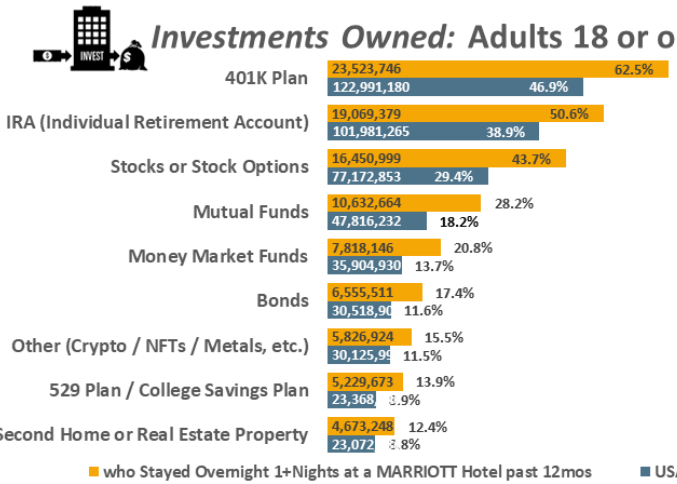
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Hotel/motels past 12 months: Hilton

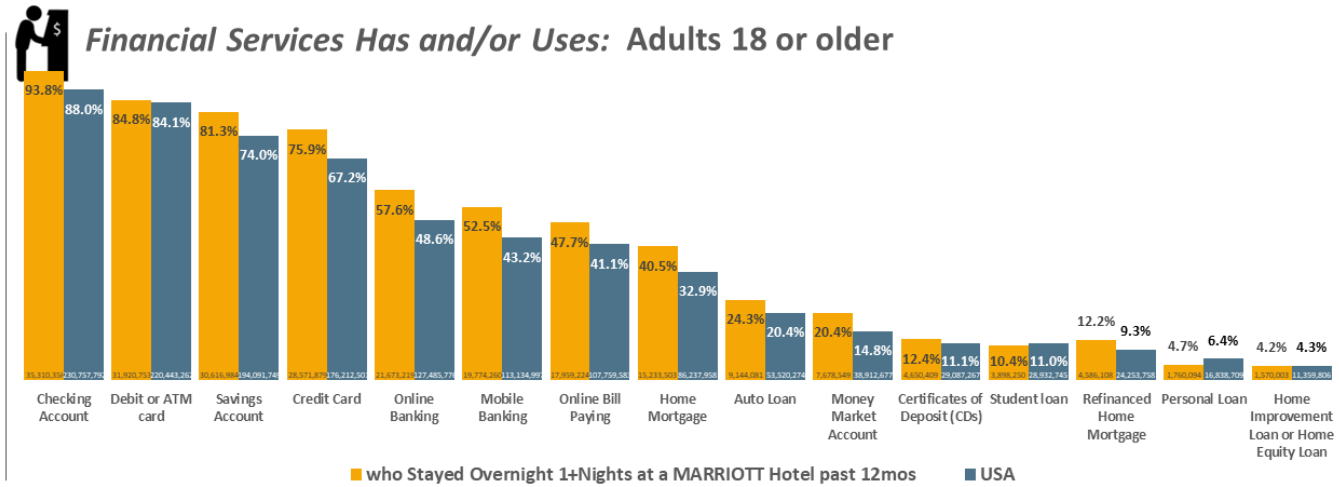
Marriott HOTELS & RESORTS

14.4% or 37,651,833 of USA Adults 18 or older Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos are 33.2% more likely to have a 401K, 19.% more likely to have an Auto Loan, 59.3% more likely to Invest/Trade Stocks Online, 10.4% less likely to pay with their Debit Card.

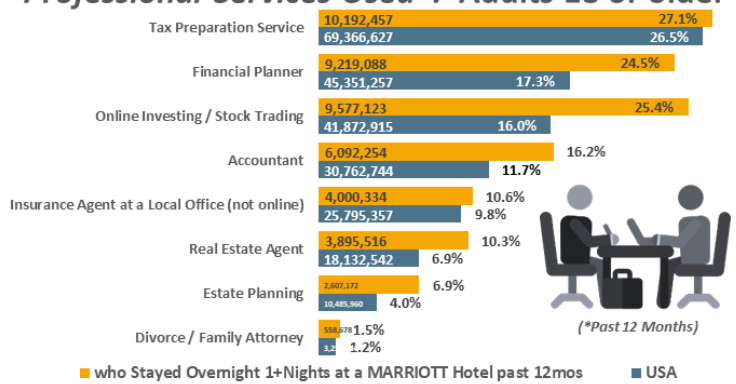
Investments Owned: Adults 18 or older



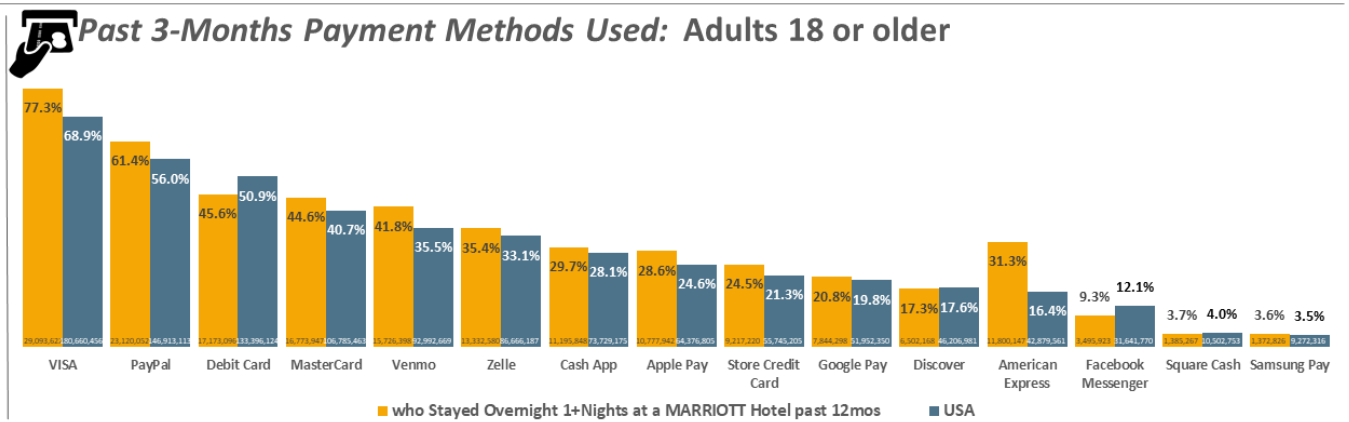
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

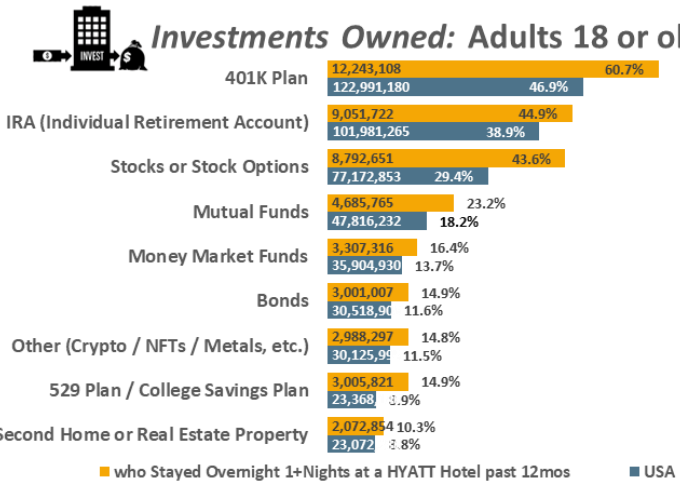
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

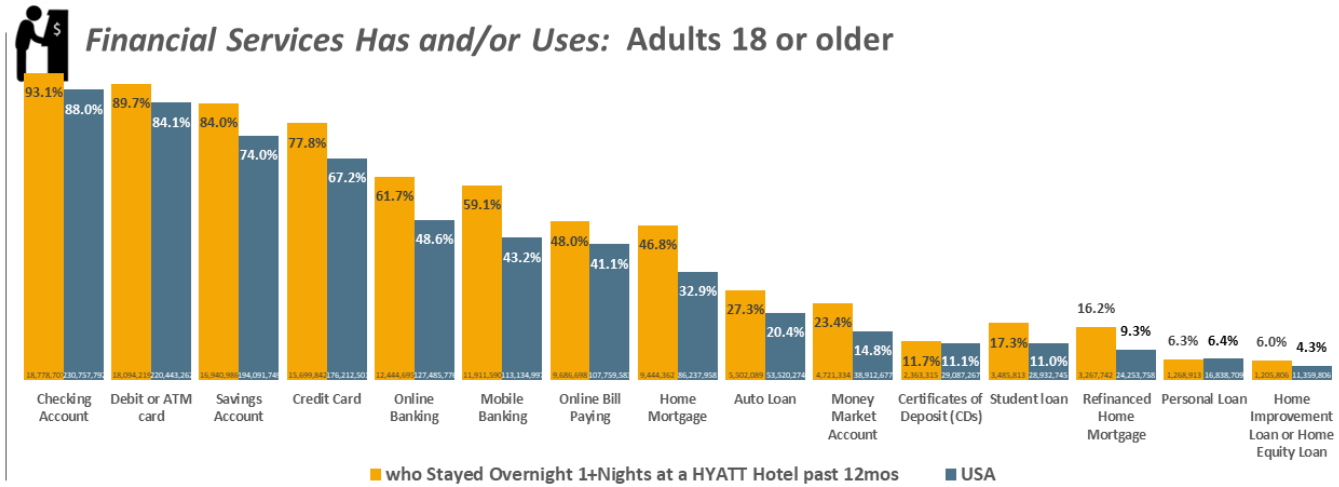
HYATT HOTELS & RESORTS

7.7% or 20,170,983 of USA Adults 18 or older Stayed Overnight 1+Nights at a HYATT Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos are 29.4% more likely to have a 401K, 33.6% more likely to have an Auto Loan, 56.5% more likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.

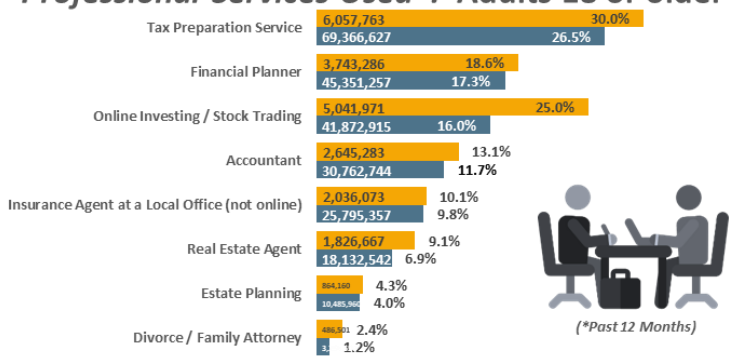
Investments Owned: Adults 18 or older



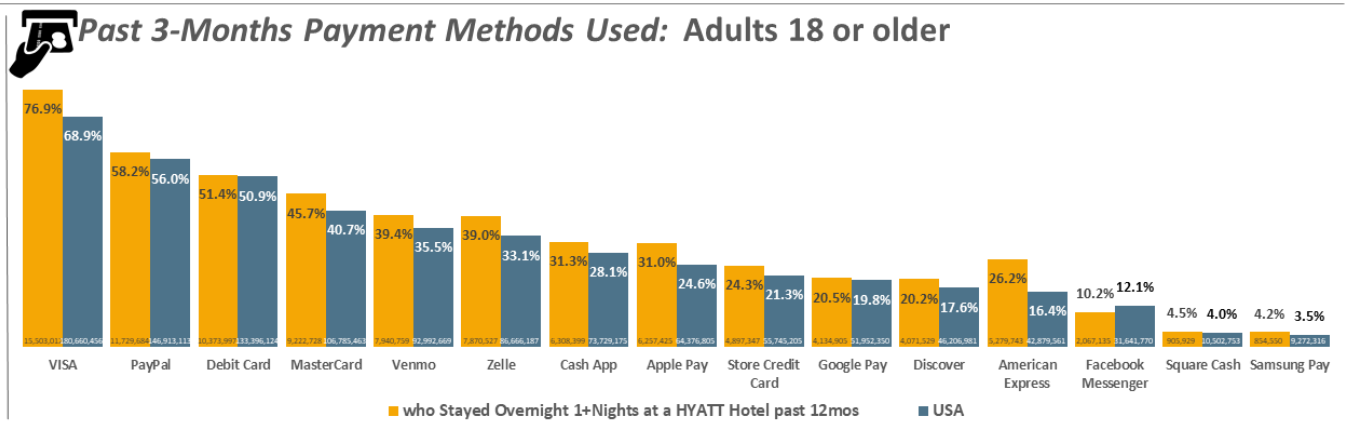
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

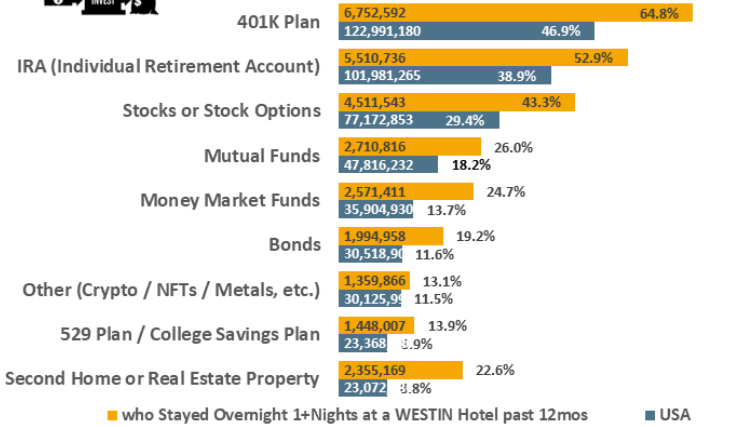
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

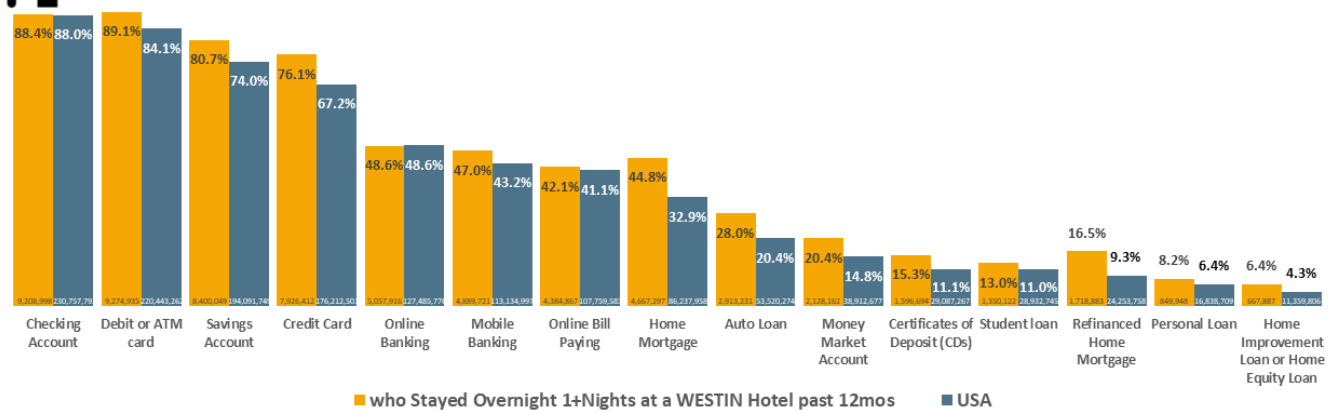
Hotel/motels past 12 months: Hyatt

4.% or 10,414,611 of USA Adults 18 or older Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos. Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos are 38.2% more likely to have a 401K, 37.% more likely to have an Auto Loan, 61.6% more likely to Invest/Trade Stocks Online, 2.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



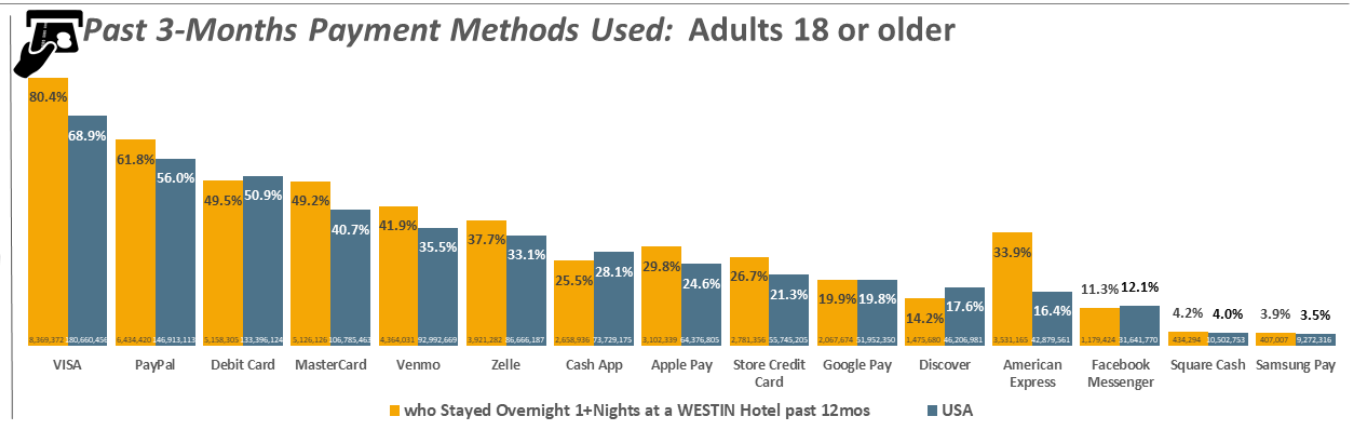
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

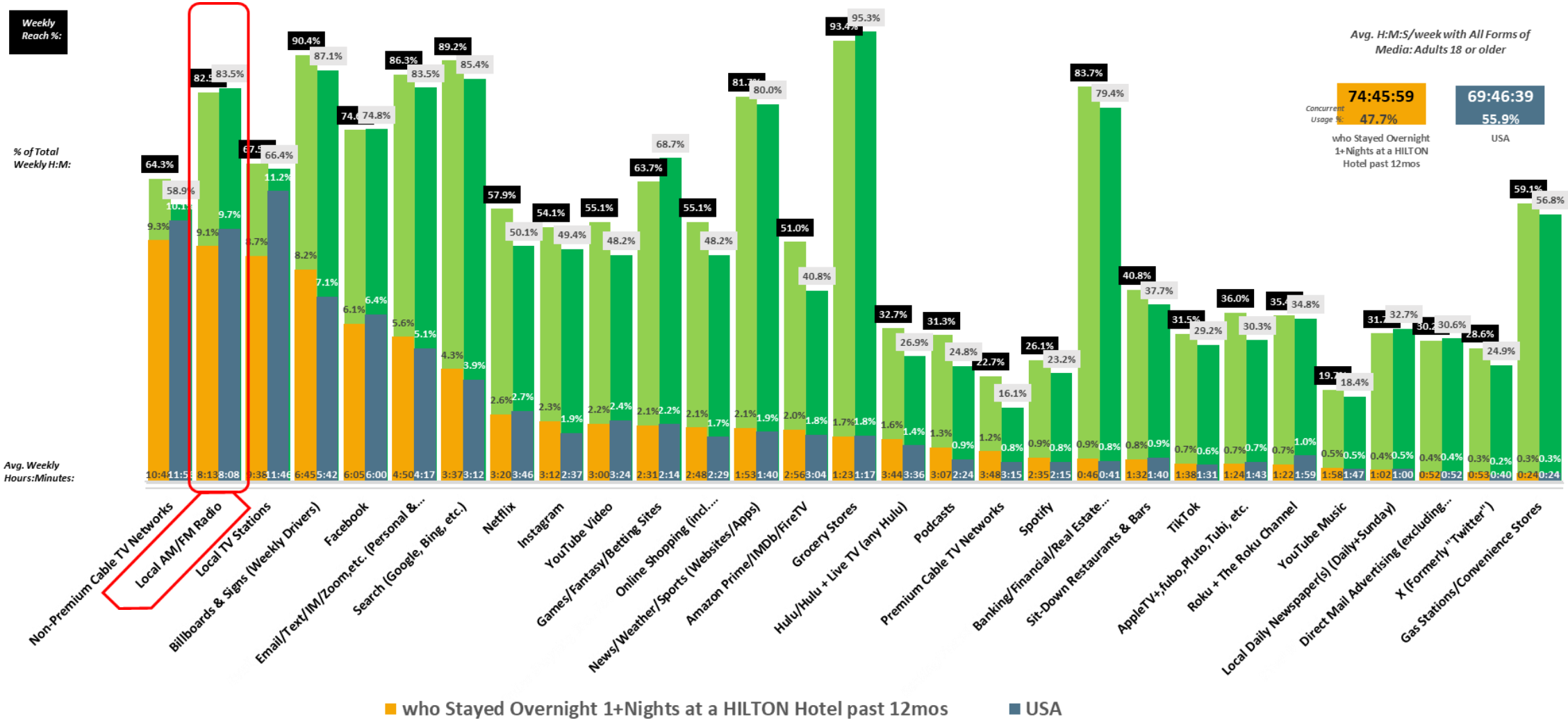
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Hilton
HOTELS & RESORTS

Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos spend an average of 3 days, 2 hours, 45 minutes and 59 seconds each week with All Forms of Media.

82.5% of Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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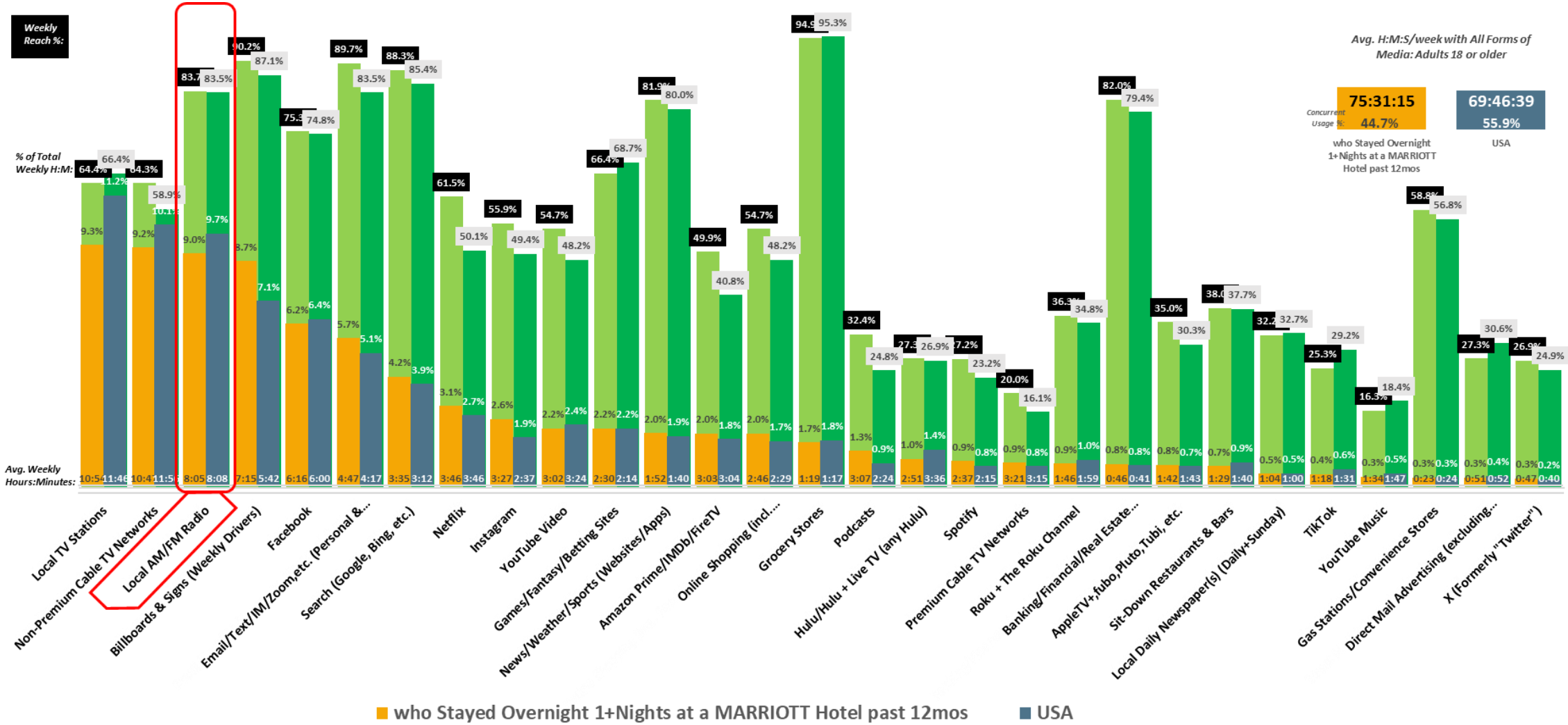
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Hotel/motels past 12 months: Hilton

Marriott HOTELS & RESORTS

Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos spend an average of 3 days, 3 hours, 31 minutes and 15 seconds each week with All Forms of Media.

83.7% of Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos spend an avg. of 8 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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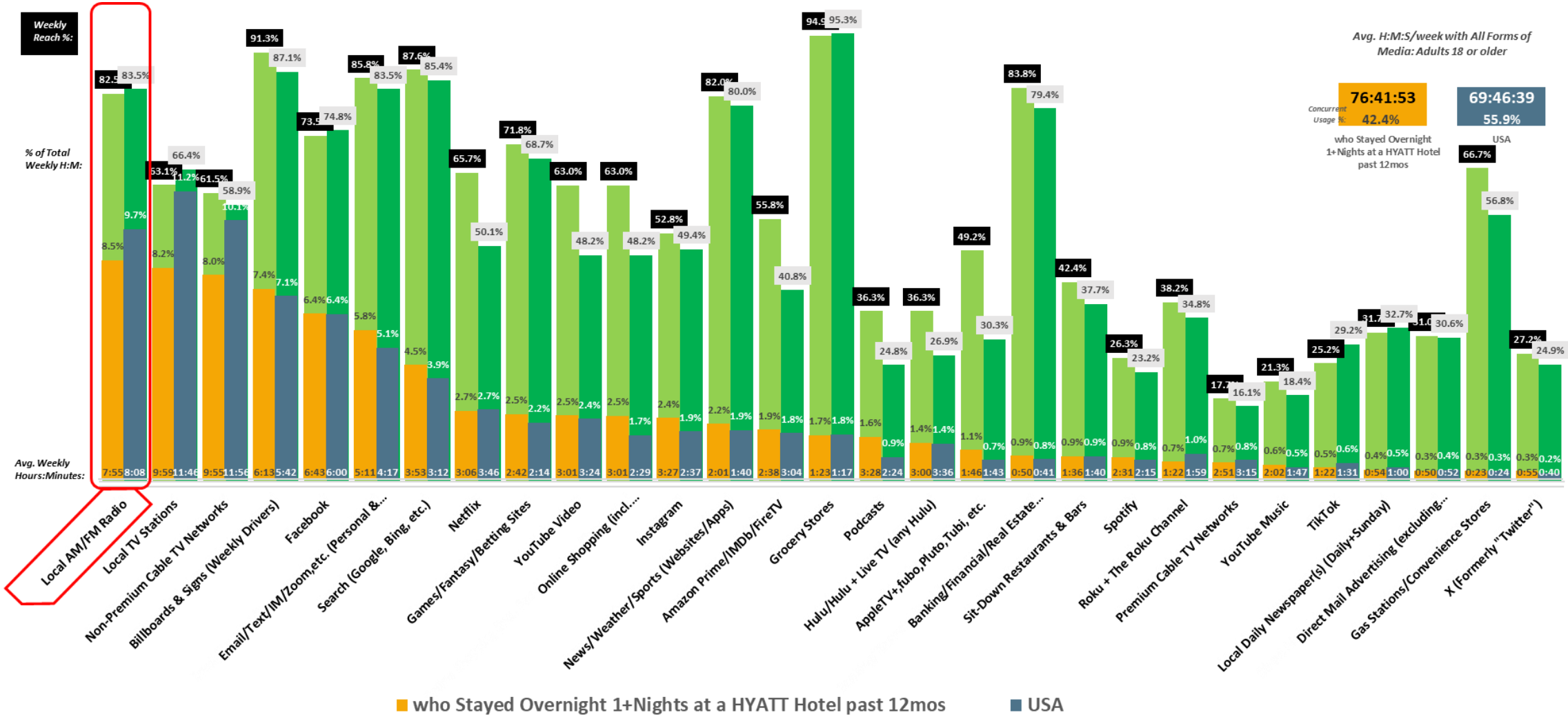
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Hotel/motels past 12 months: Marriott

HYATT HOTELS & RESORTS

Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos spend an average of 3 days, 4 hours, 41 minutes and 53 seconds each week with All Forms of Media.

82.5% of Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos spend an avg. of 7 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

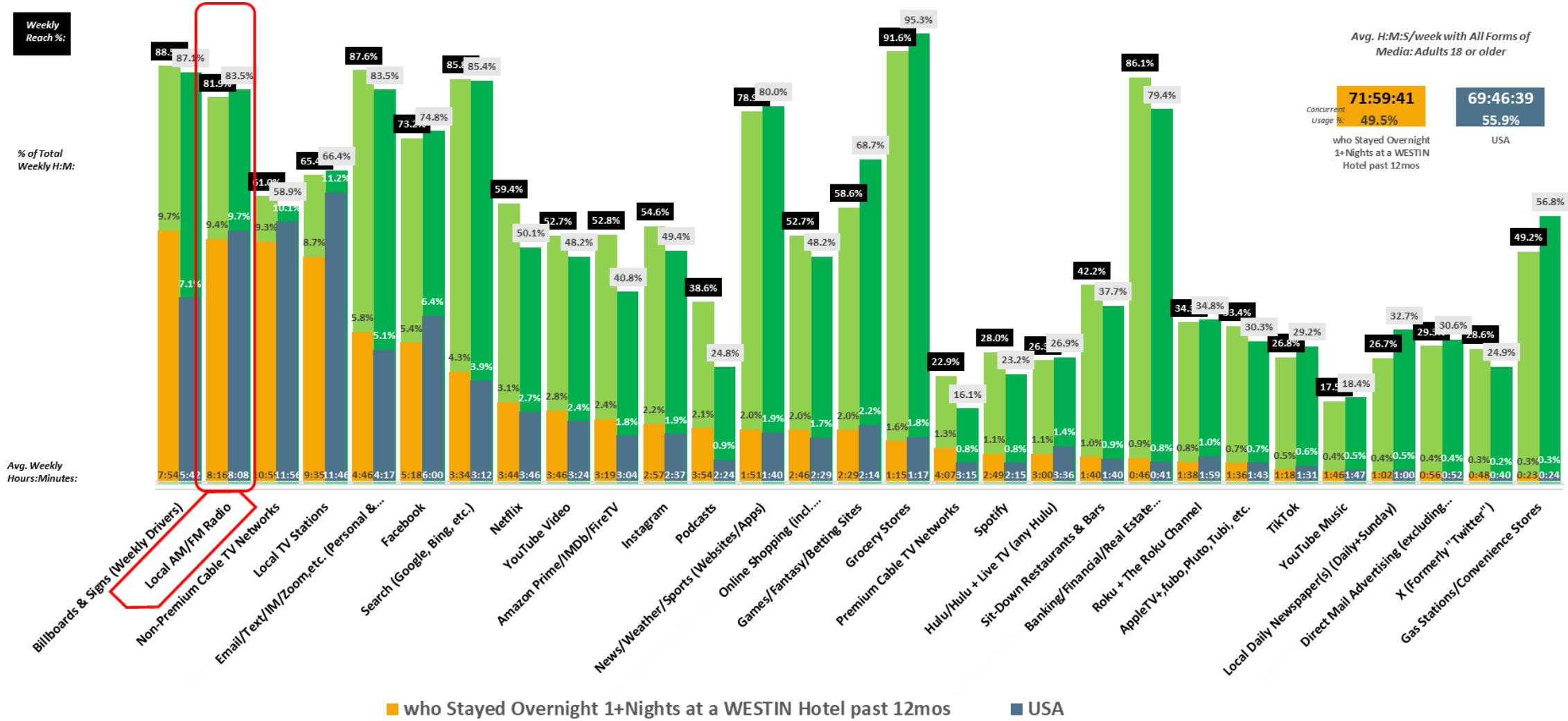
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Hotel/motels past 12 months: Hyatt

Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos spend an average of 2 days, 23 hours, 59 minutes and 41 seconds each week with All Forms of Media.

81.9% of Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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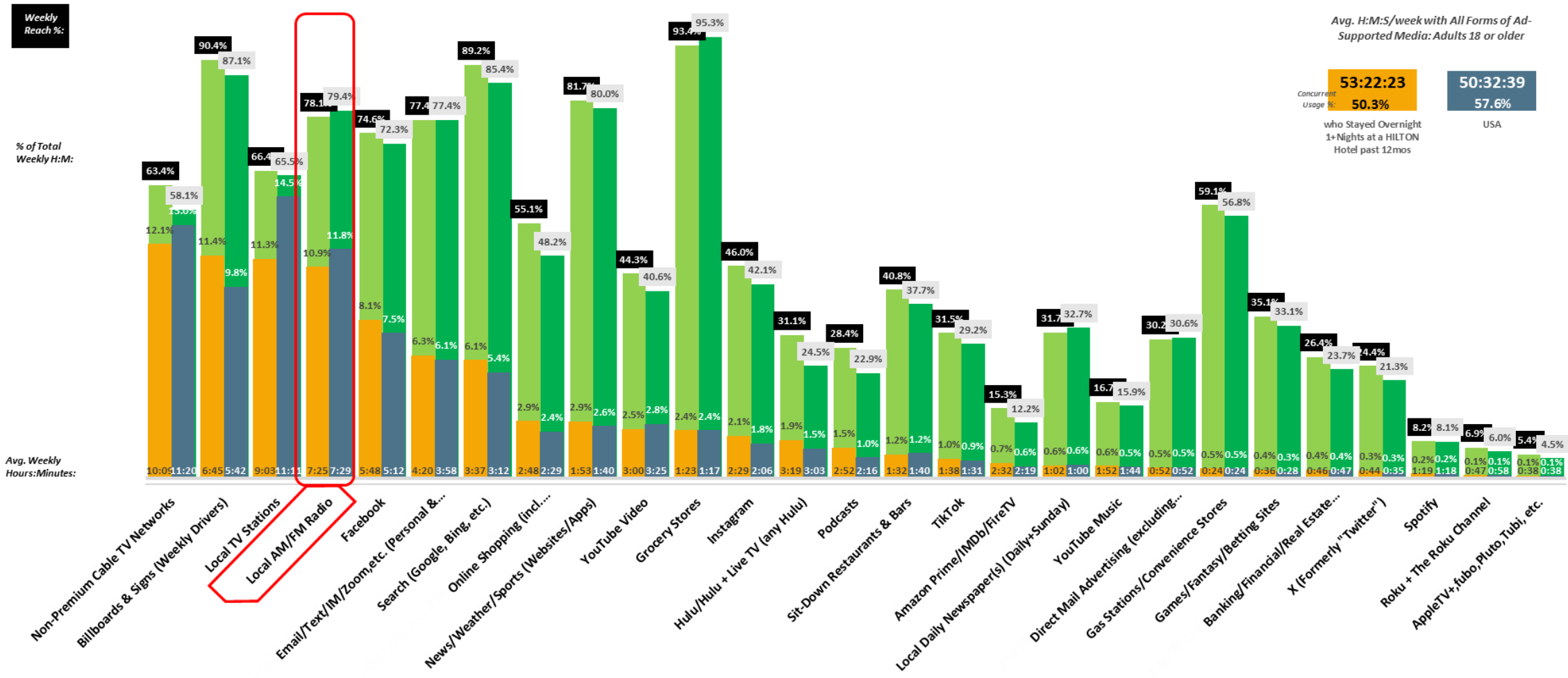
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Hotel/motels past 12 months: Westin

Hilton
HOTELS & RESORTS

Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos spend an average of 2 days, 5 hours, 22 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

78.1% of Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Med



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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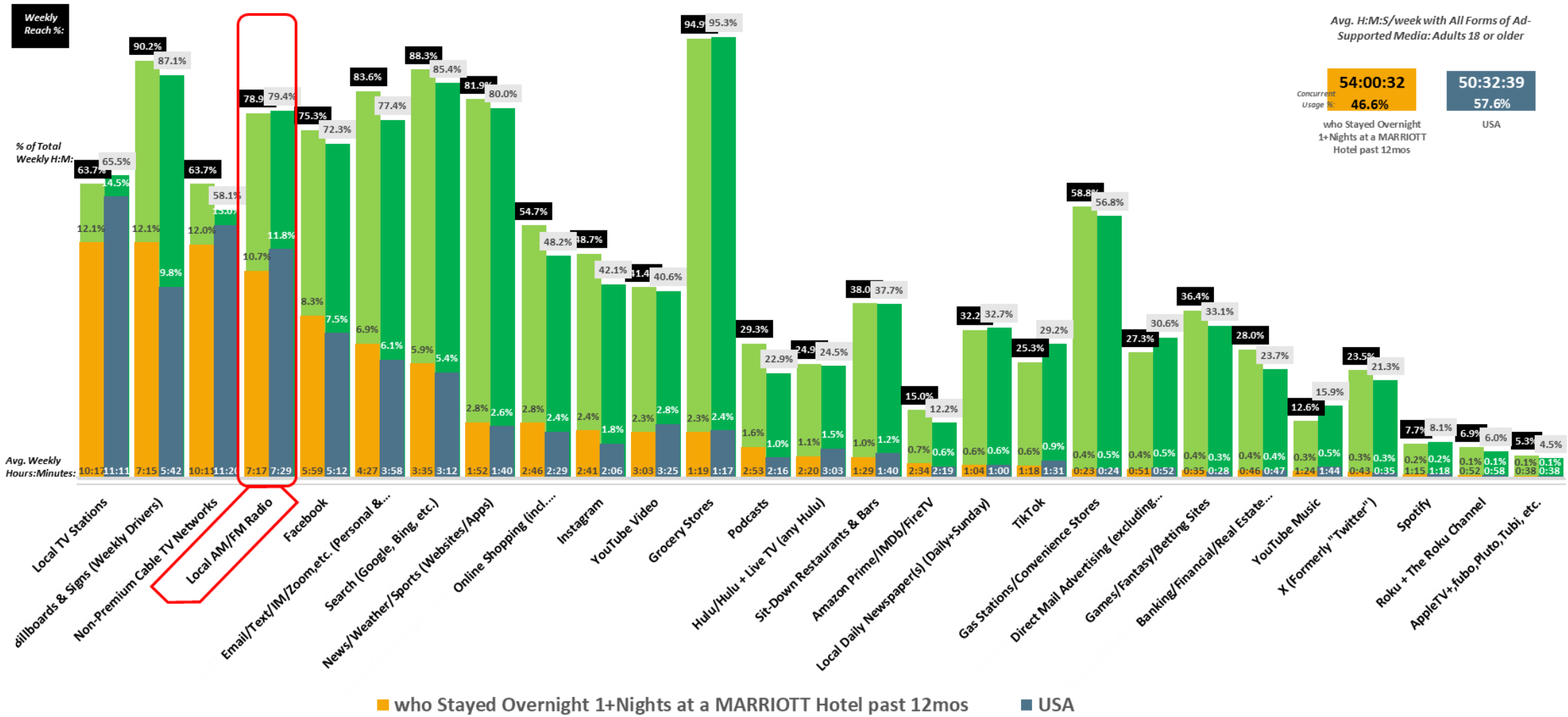
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Hotel/motels past 12 months: Hilton

Marriott HOTELS & RESORTS

Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos spend an average of 2 days, 6 hours, 0 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

78.9% of Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported M



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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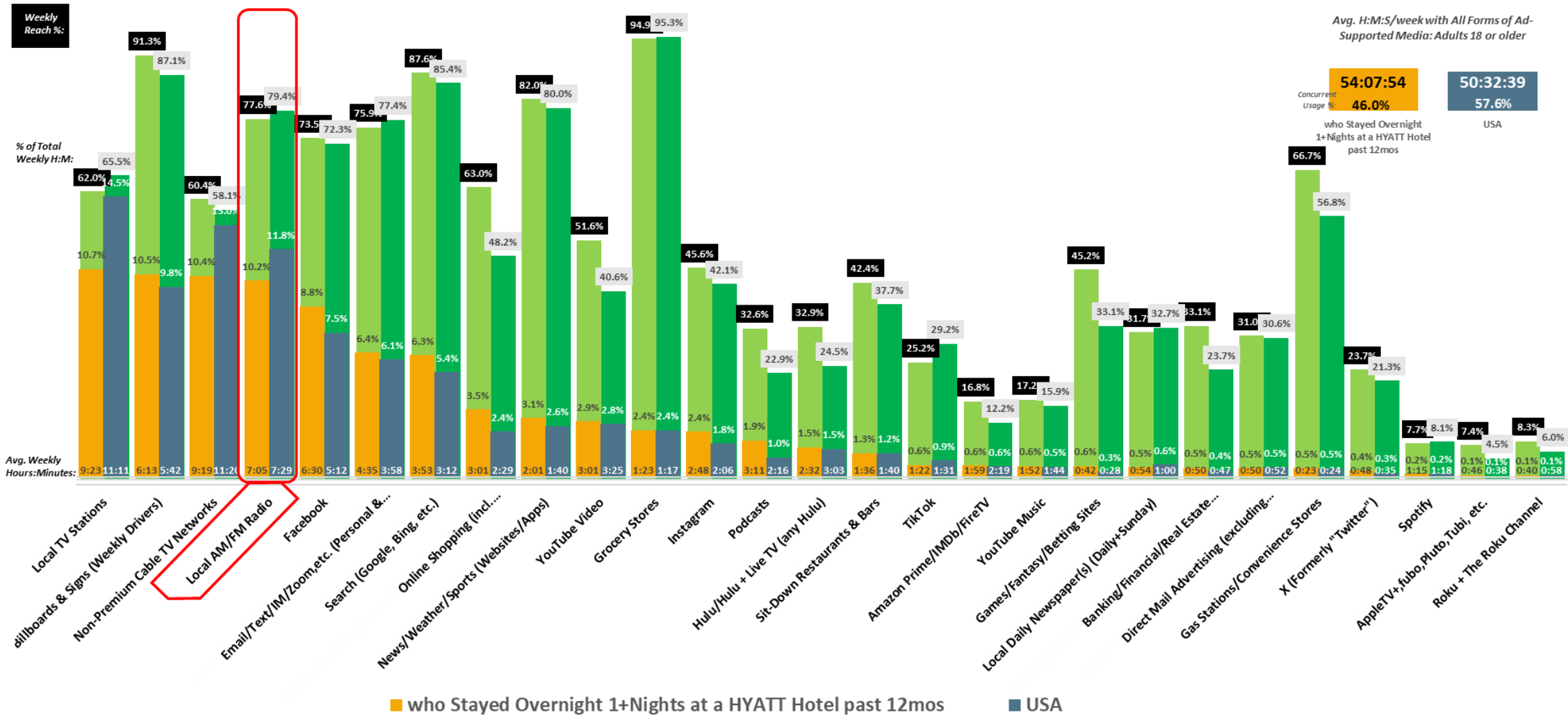
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Hotel/motels past 12 months: Marriott

HYATT HOTELS & RESORTS

Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos spend an average of 2 days, 6 hours, 7 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

77.6% of Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos spend an avg. of 7 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

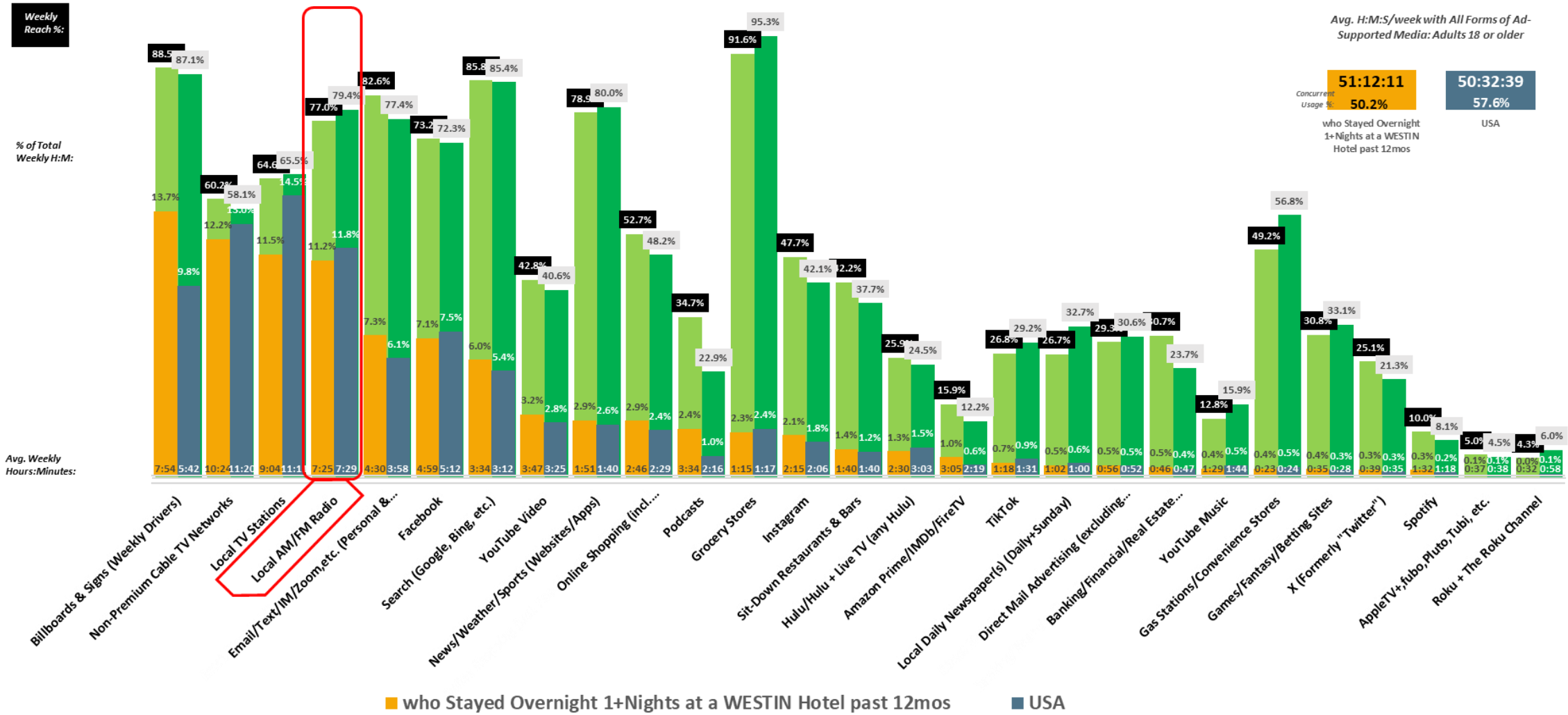
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Hotel/motels past 12 months: Hyatt

Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos spend an average of 2 days, 3 hours, 12 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

77.% of Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Medi



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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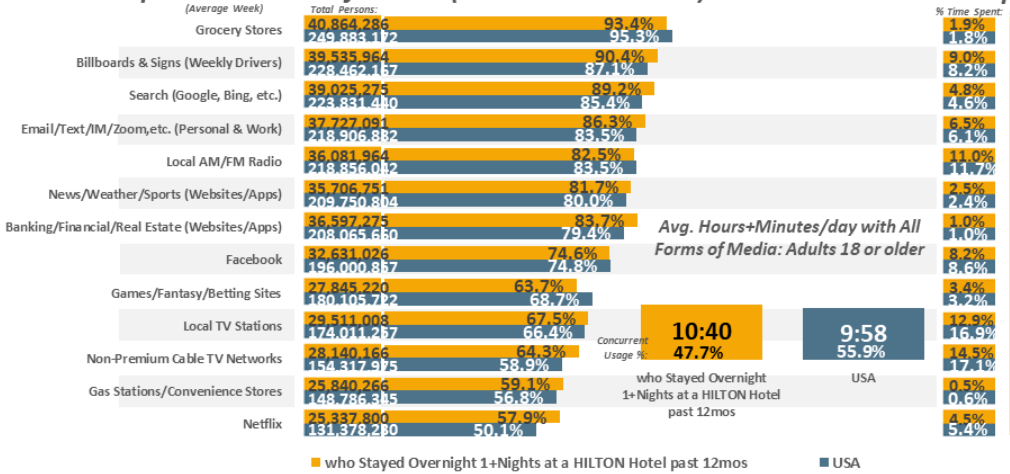
Share of Everything for Anything ©

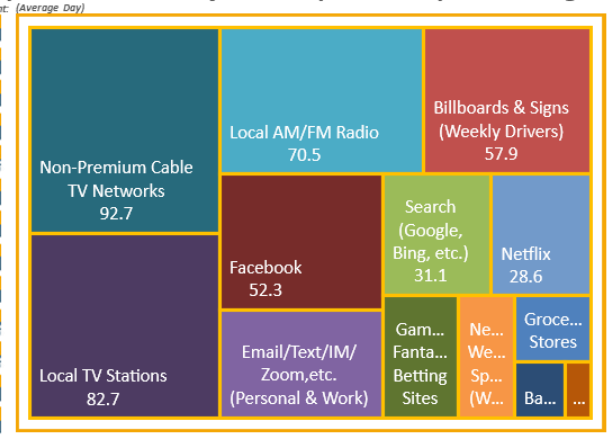
Hotel/motels past 12 months: Westin

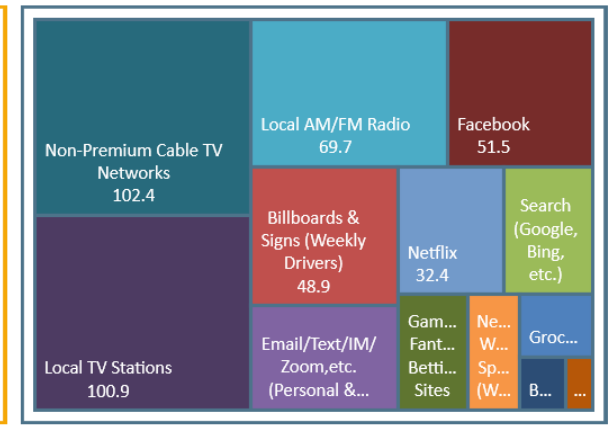
Hilton HOTELS & RESORTS

Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 78.1% listen to Local AM/FM Radio for an avg. of 63.7 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

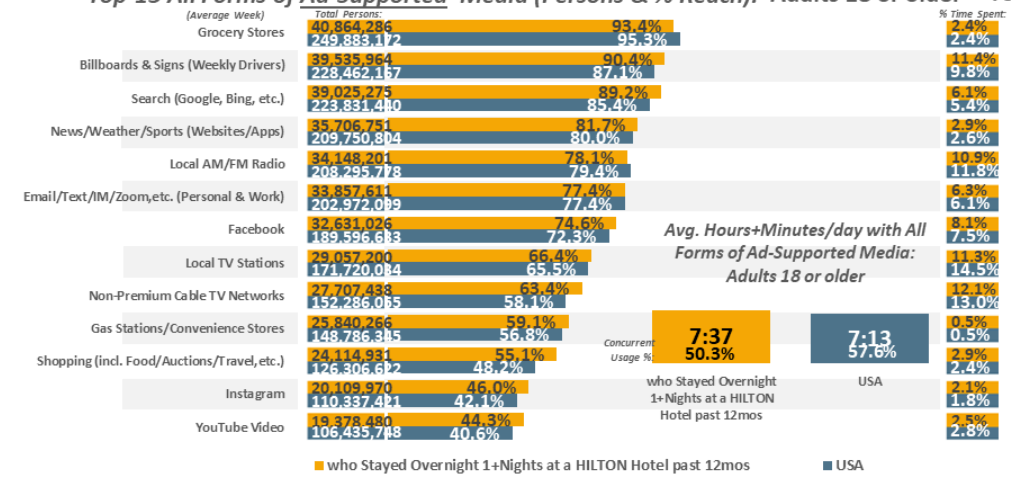
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



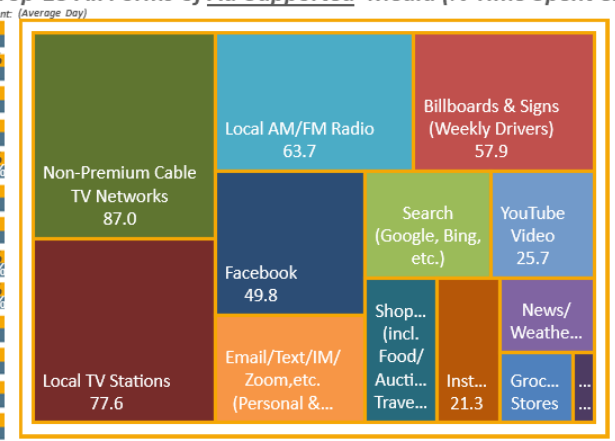


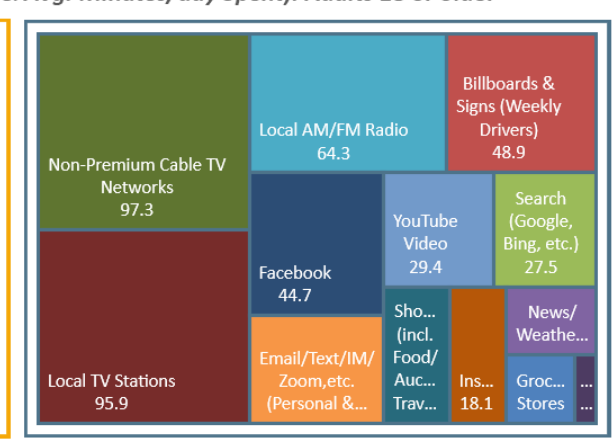


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

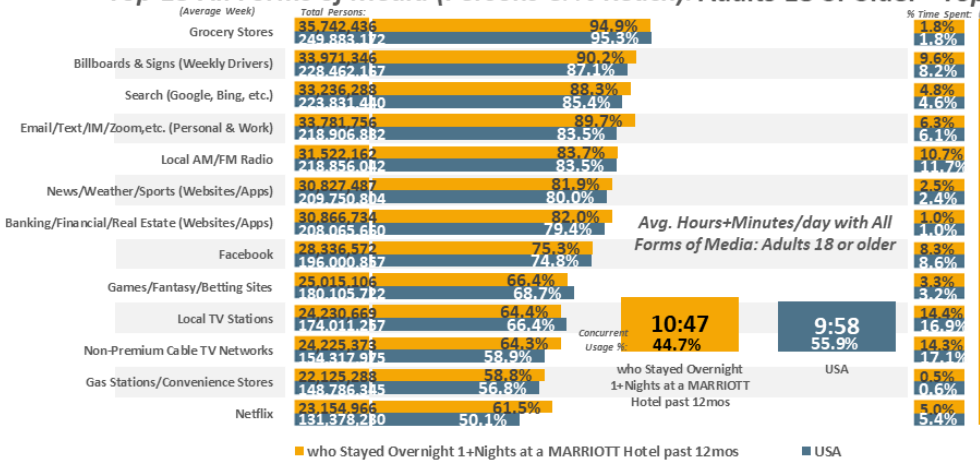
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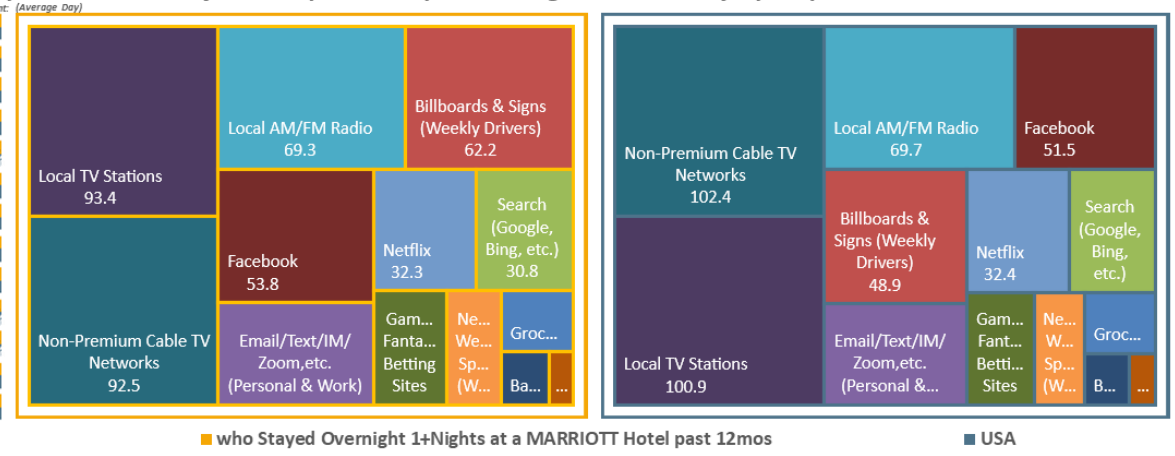
Hotel/motels past 12 months: Hilton

Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 62.6 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

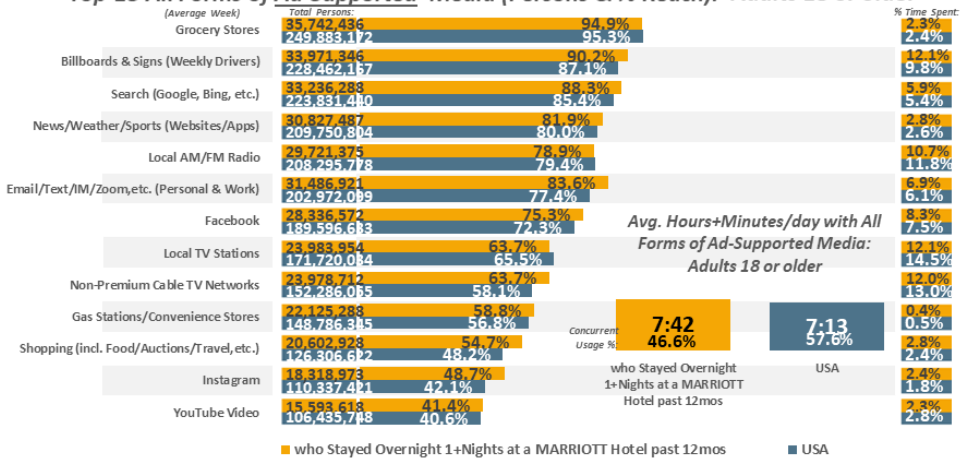
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



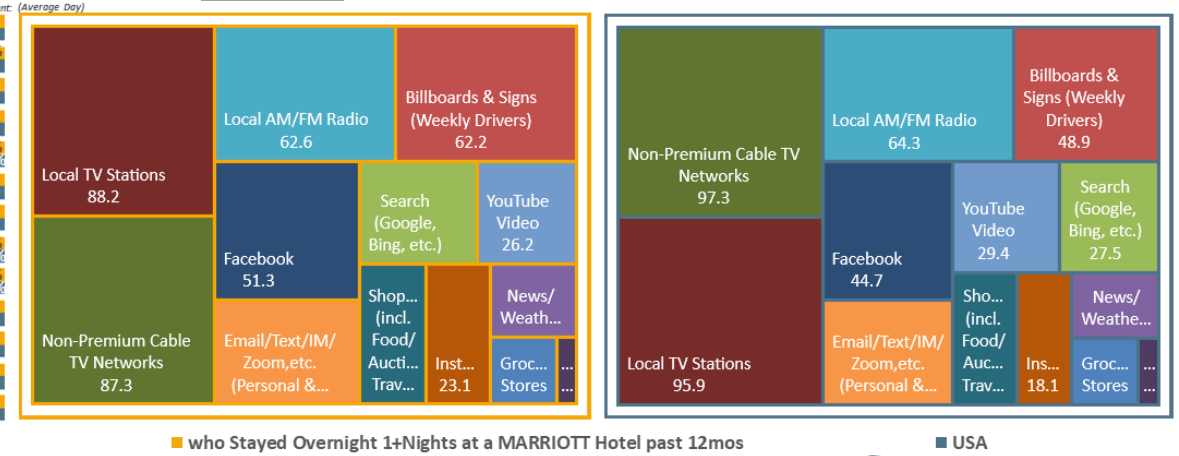
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

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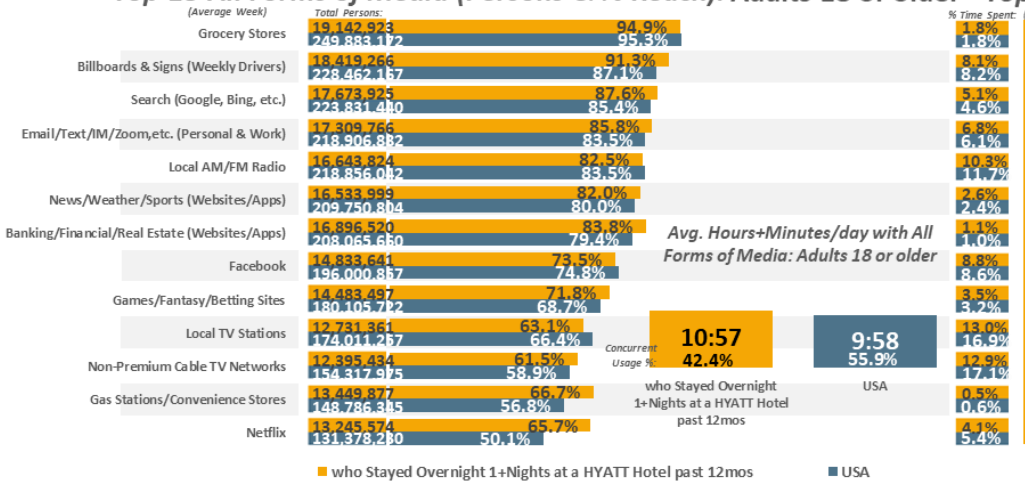
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Hotel/motels past 12 months: Marriott

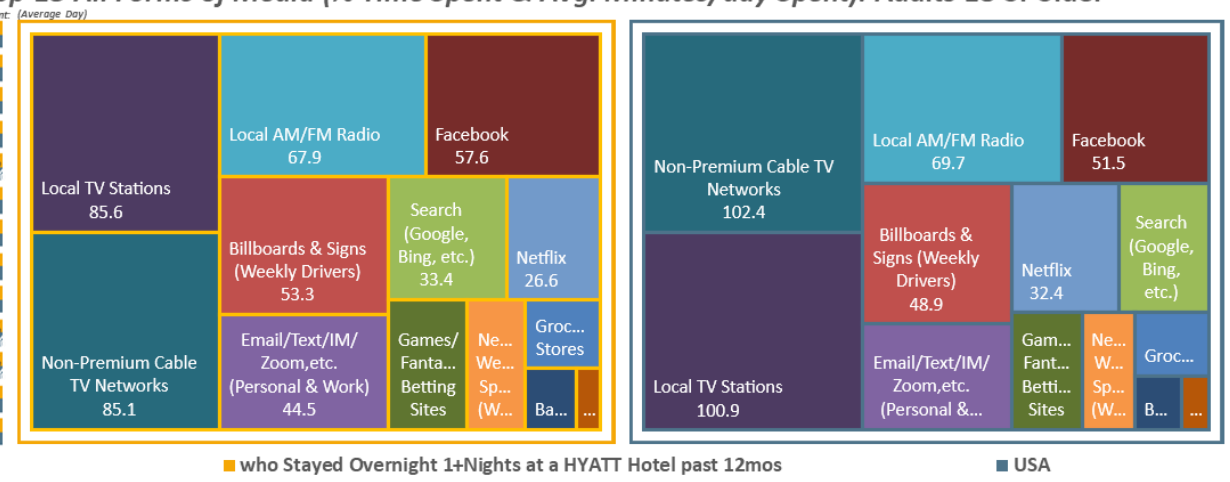
HYATT HOTELS & RESORTS

Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 77.6% listen to Local AM/FM Radio for an avg. of 60.8 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

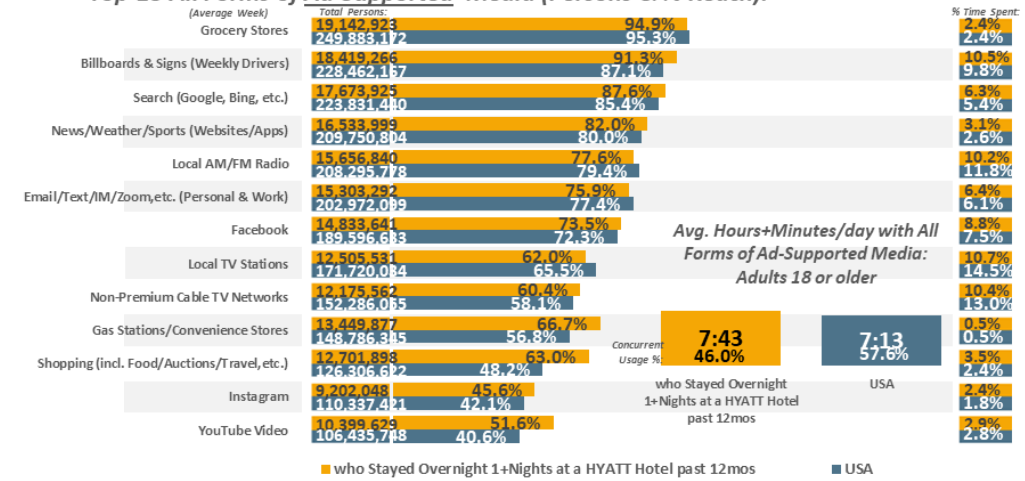
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



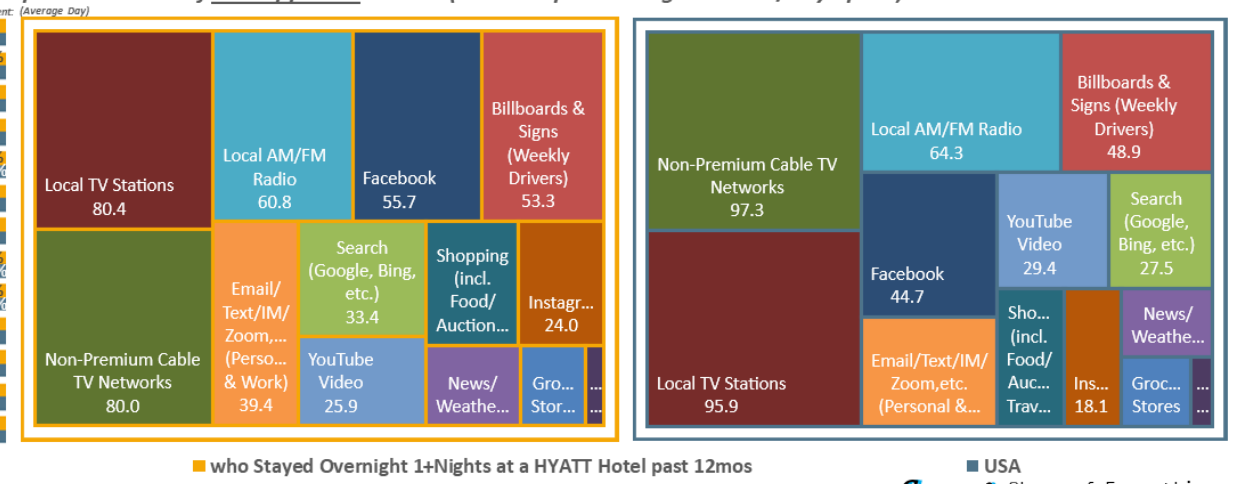
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

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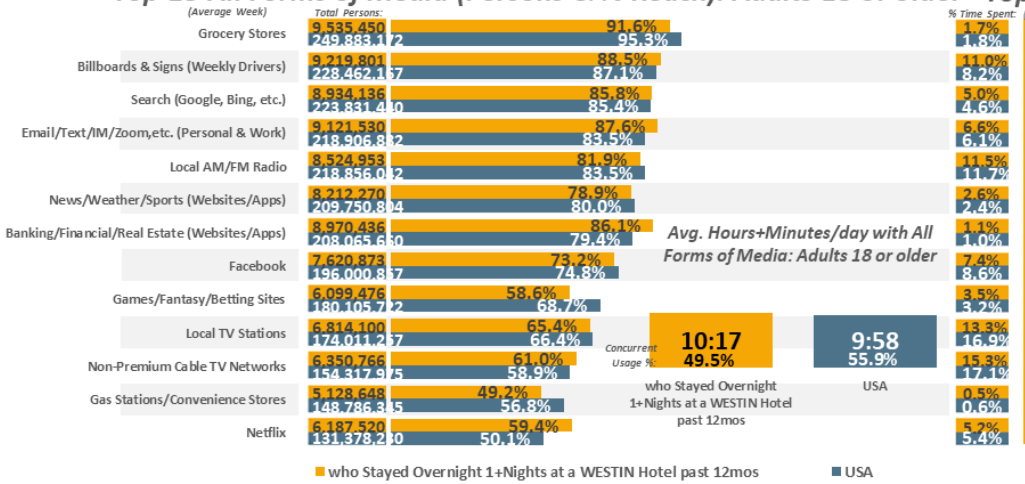
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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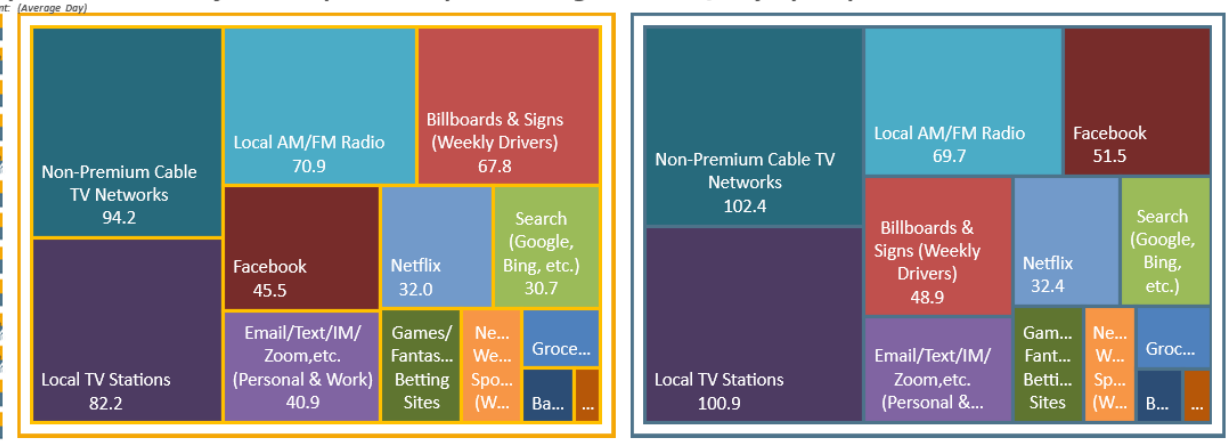
Hotel/motels past 12 months: Hyatt

Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos spend an average of 7 hours and 18 minutes each day with All Forms of Ad-Supported Media. 77.7% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

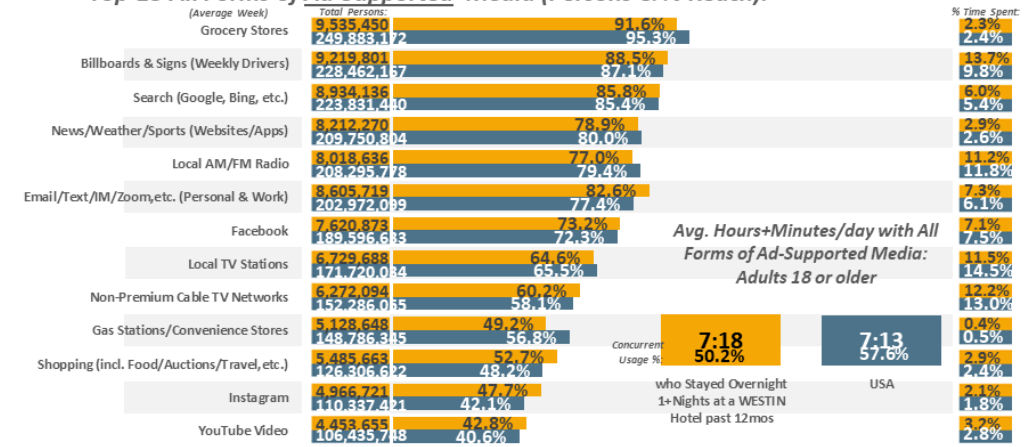
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



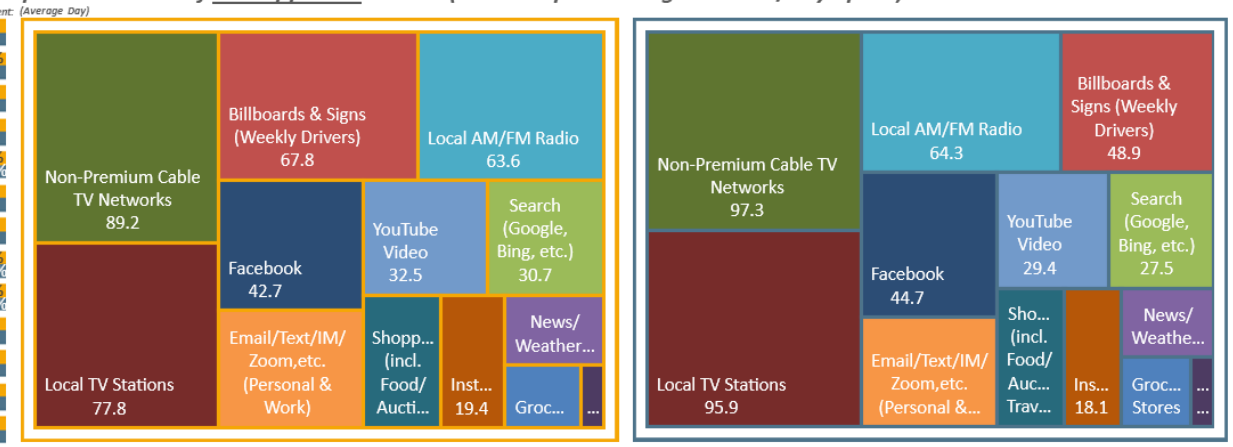
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

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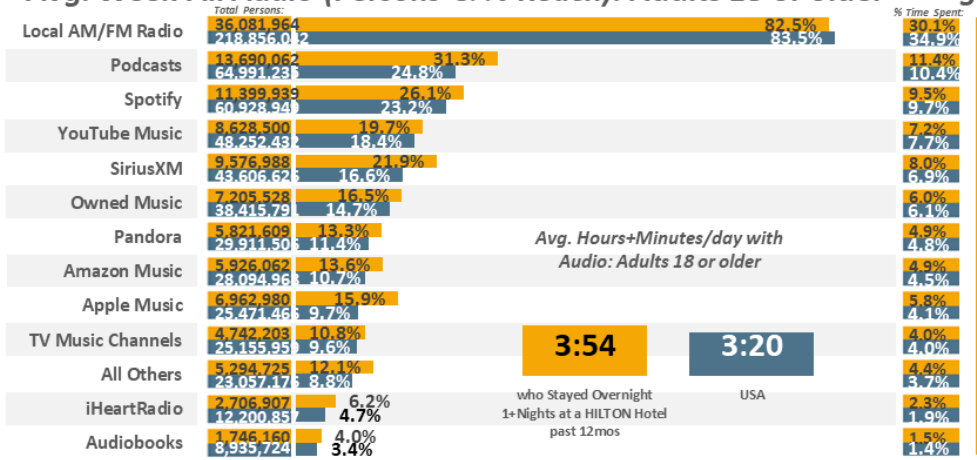
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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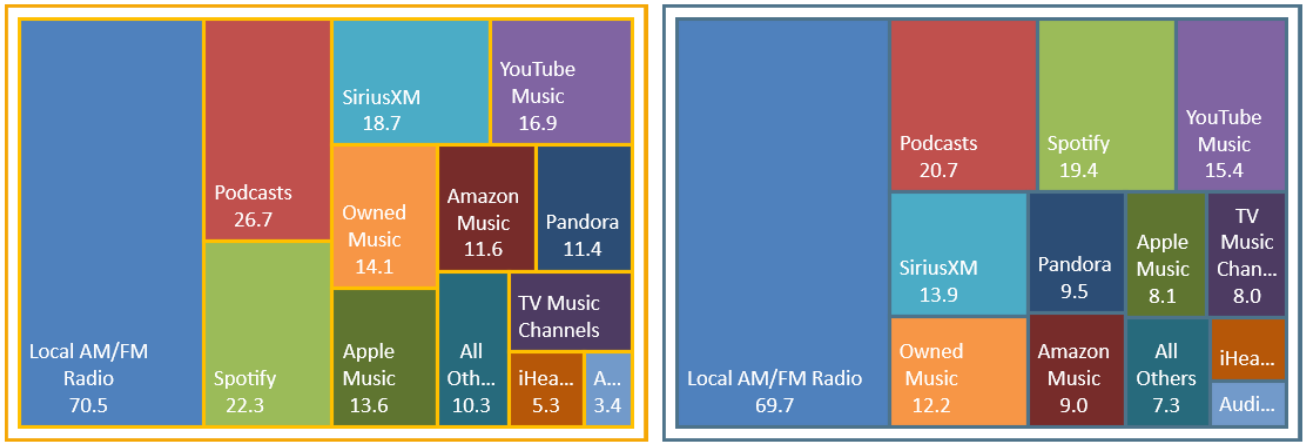
Hotel/motels past 12 months: Westin

34,148,201 or 78.1% of Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

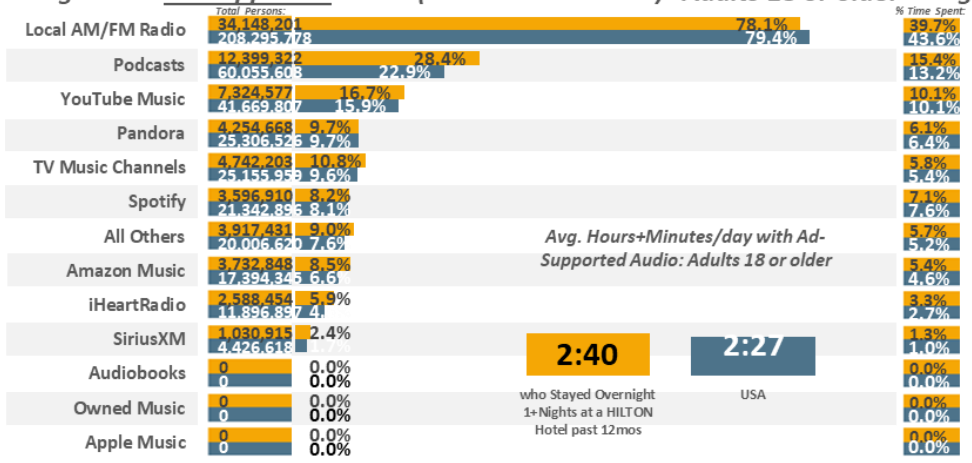
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



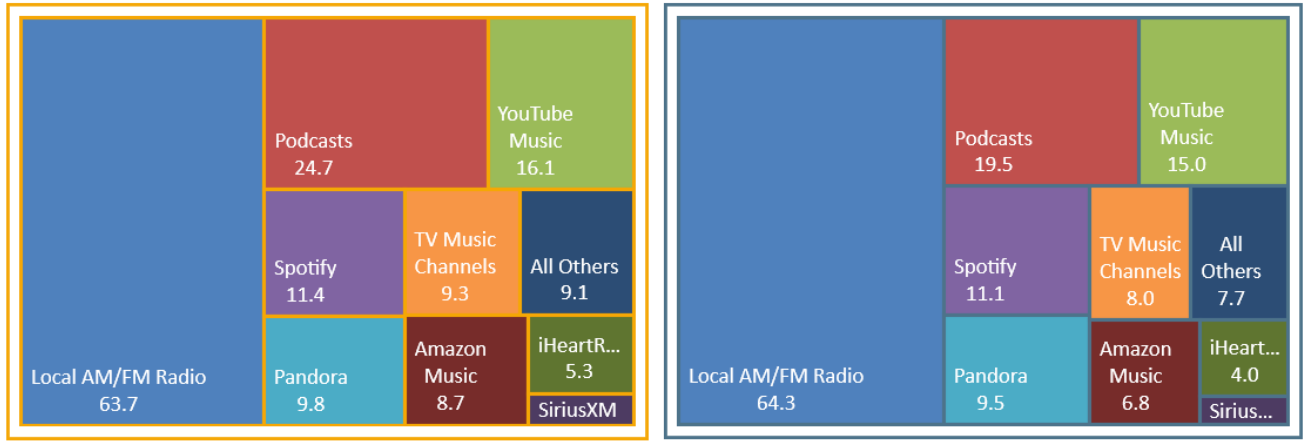
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

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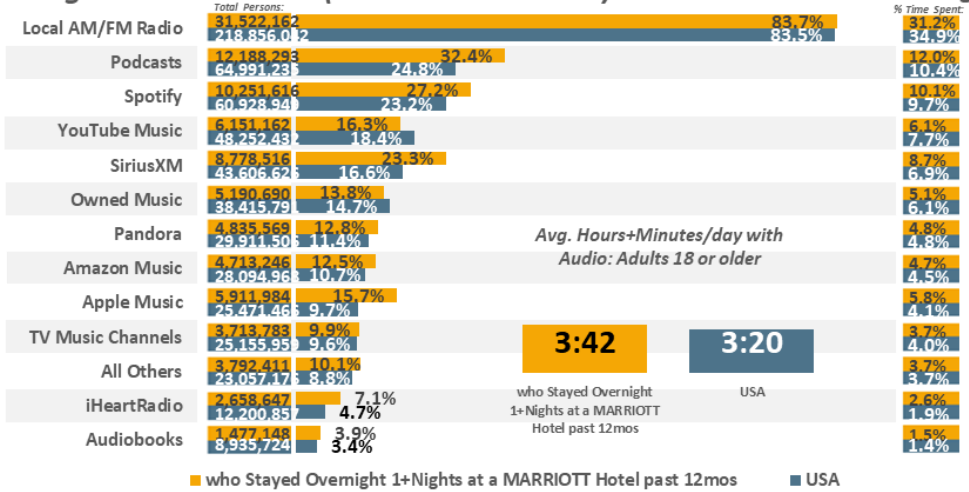
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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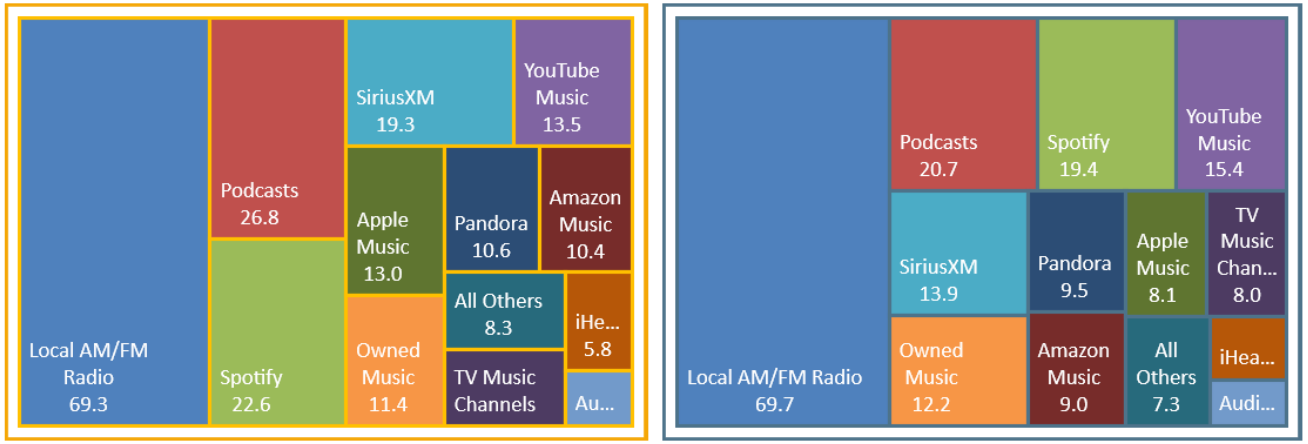
Hotel/motels past 12 months: Hilton

29,721,375 or 78.9% of Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

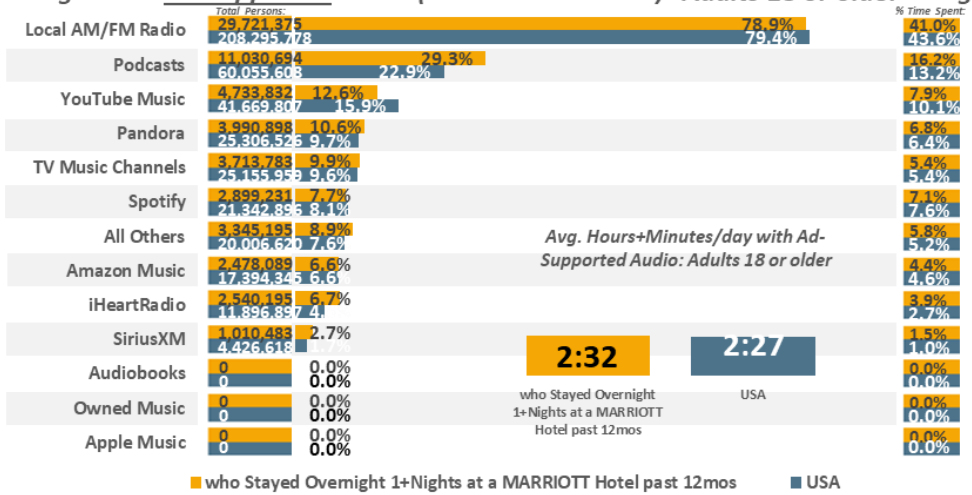
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



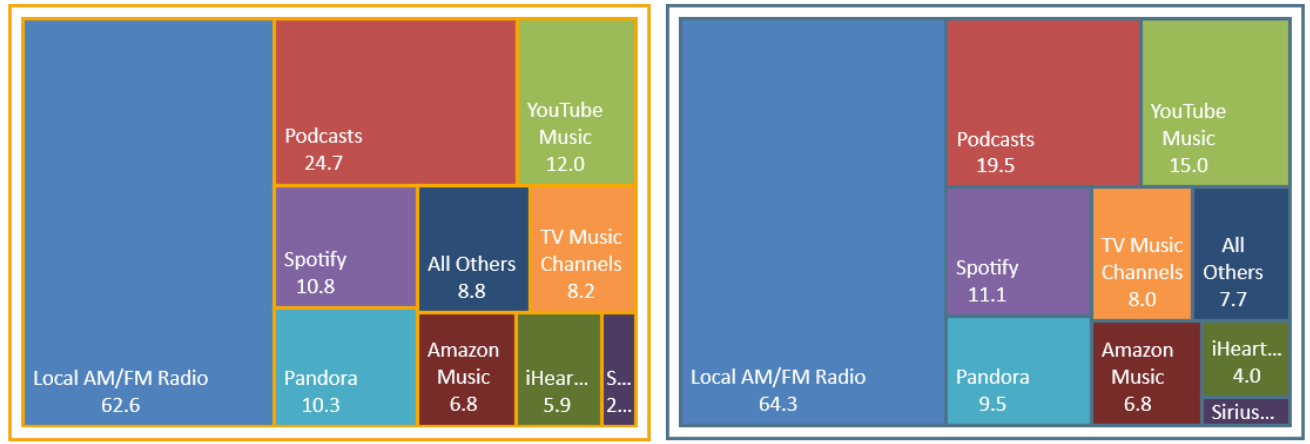
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

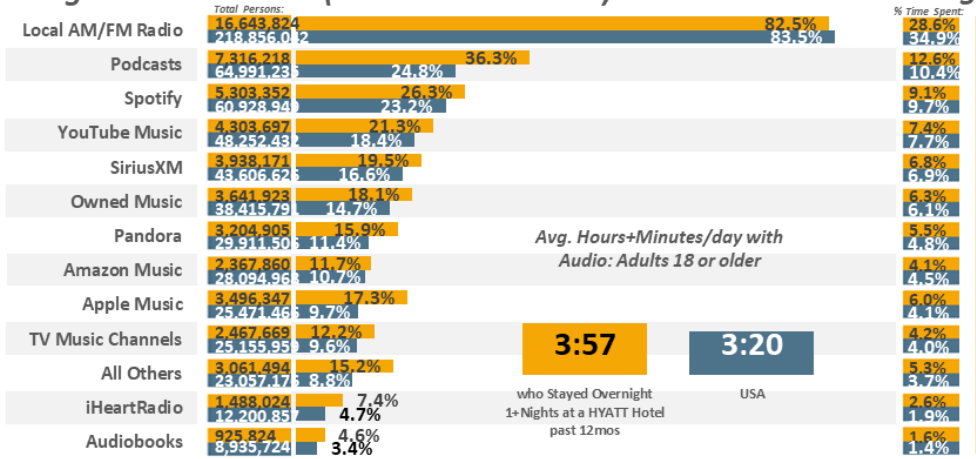
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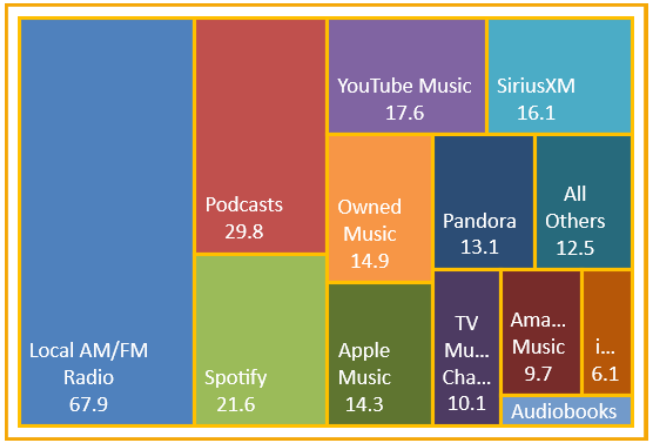
Hotel/motels past 12 months: Marriott

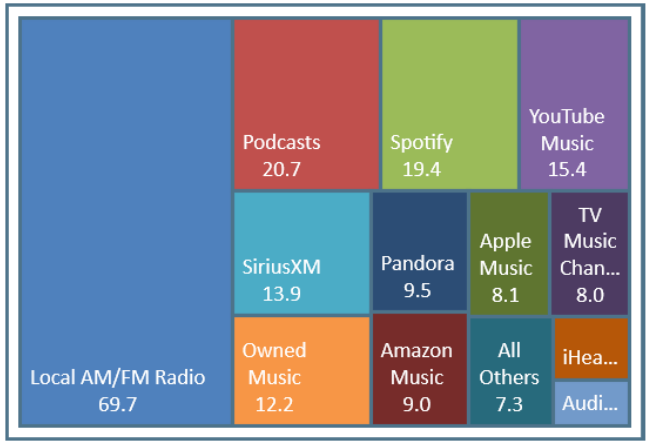
HYATT HOTELS & RESORTS

15,656,840 or 77.6% of Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60.8 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

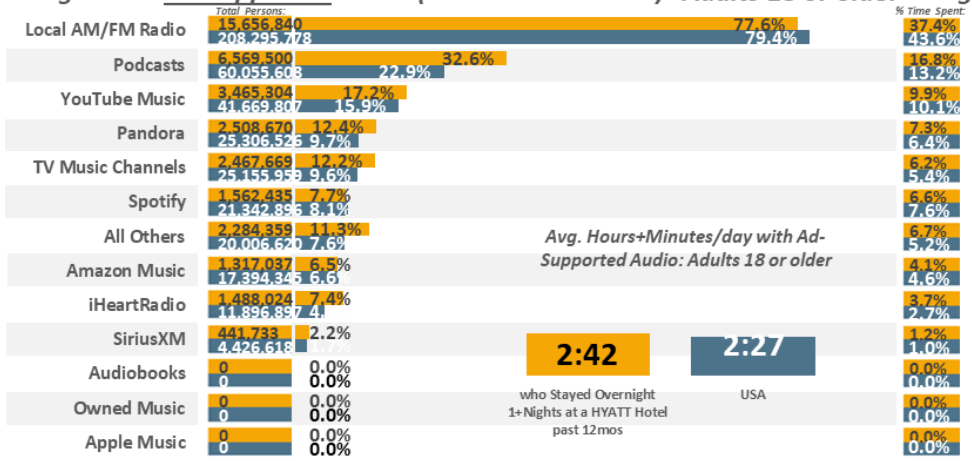




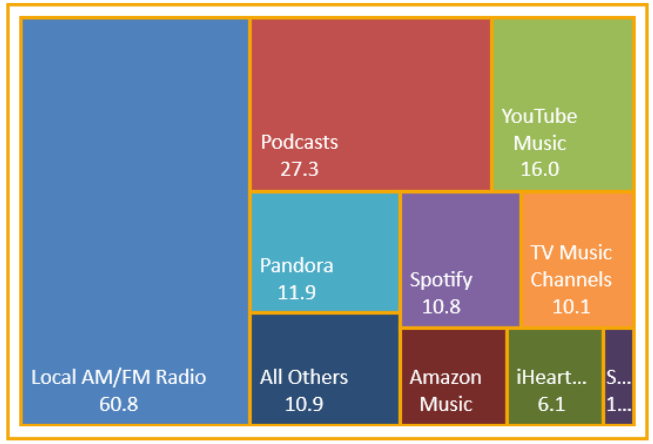


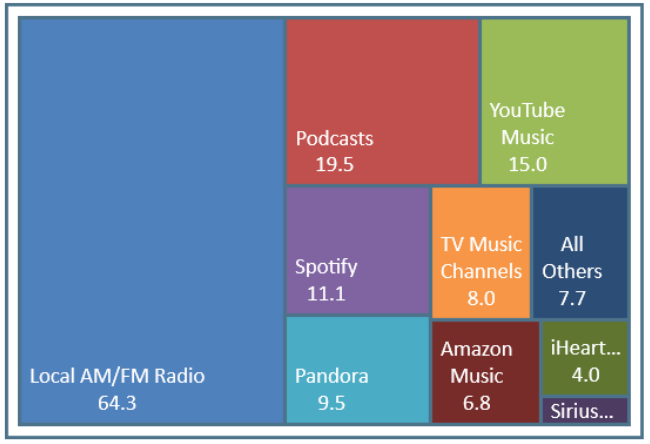
■ who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos ■ USA

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





■ who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos ■ USA

■ who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

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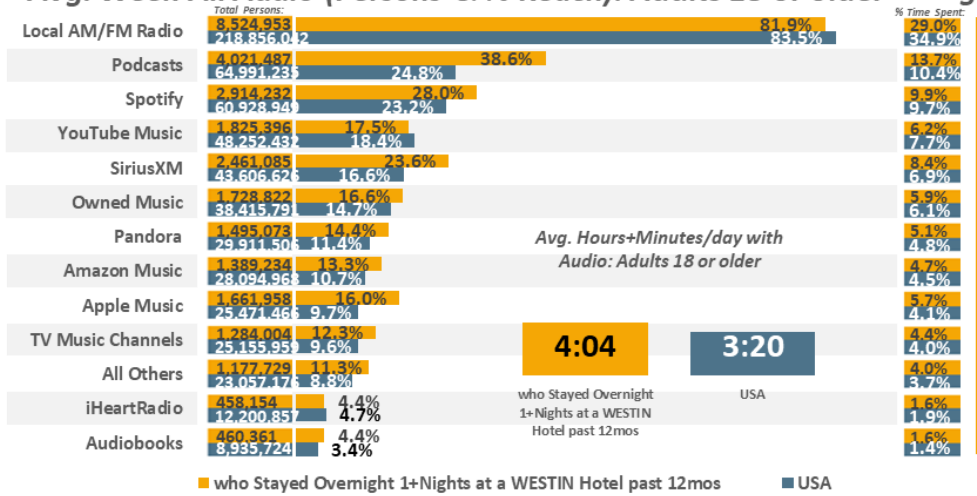
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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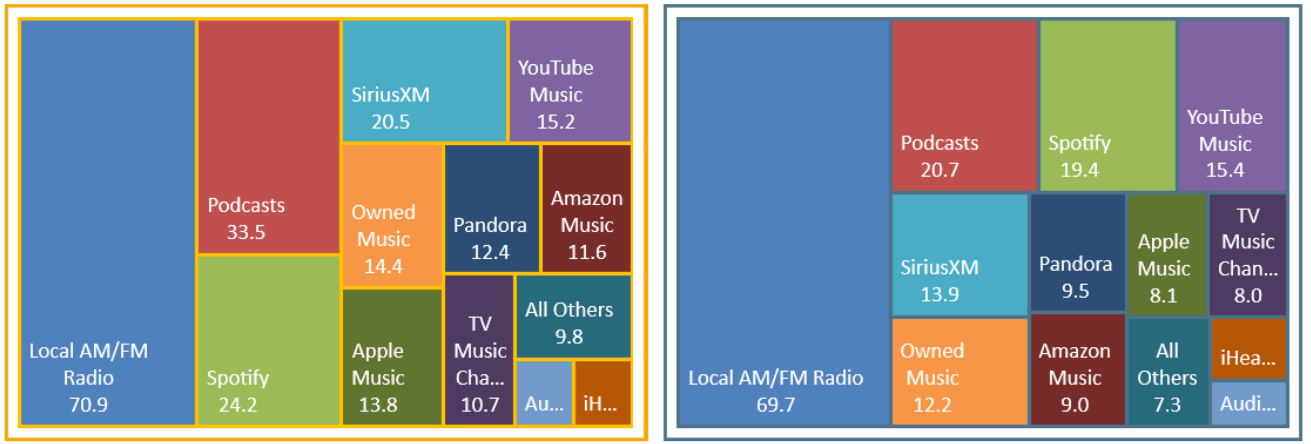
Hotel/motels past 12 months: Hyatt

8,018,636 or 77.7% of Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

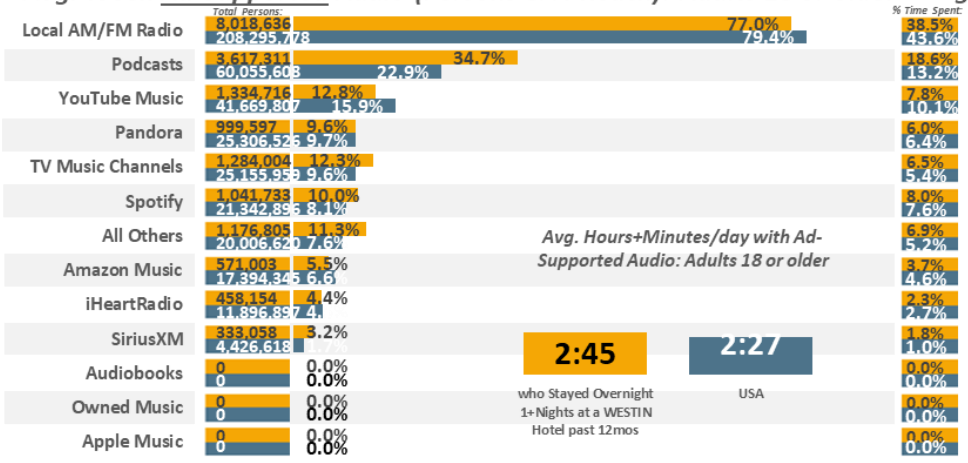
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



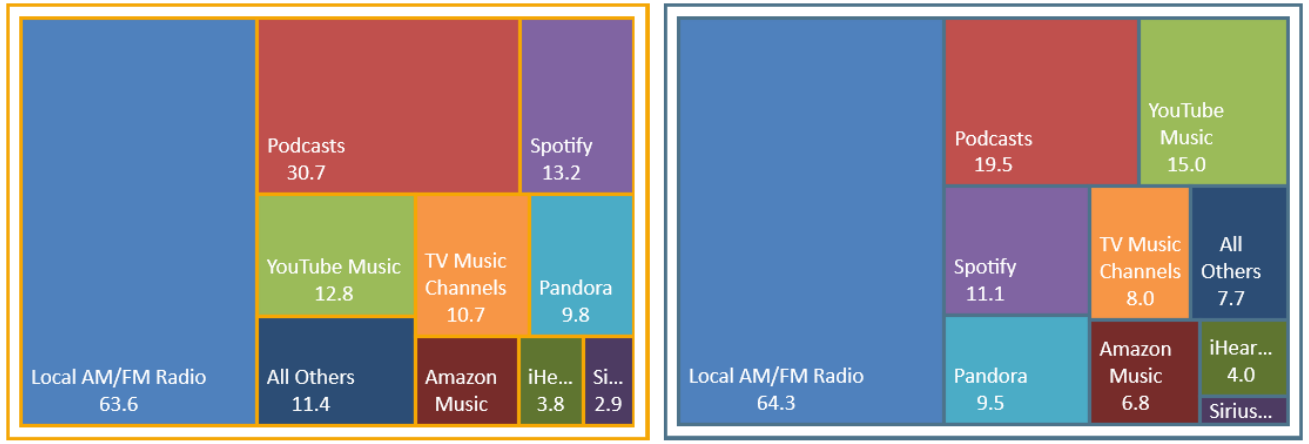
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

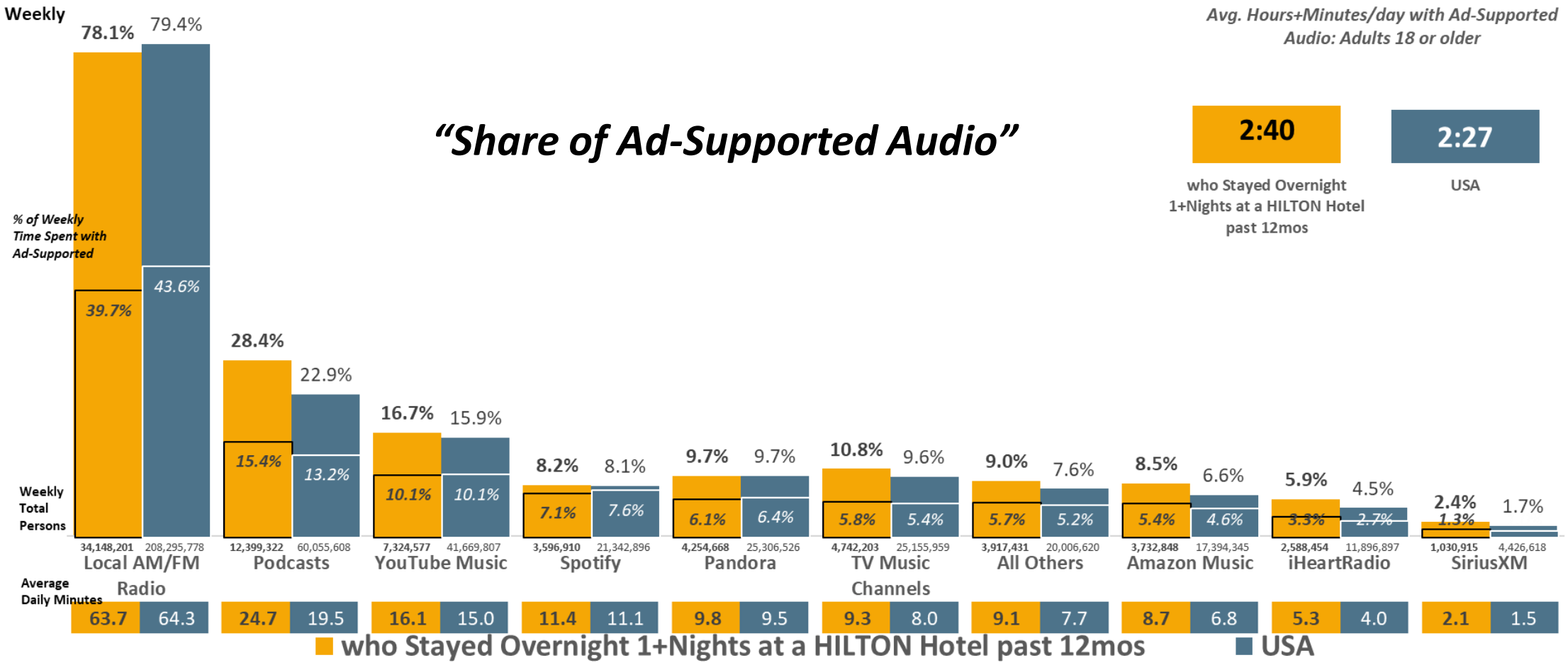
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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Hotel/motels past 12 months: Westin

34,148,201 or 78.1% of Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

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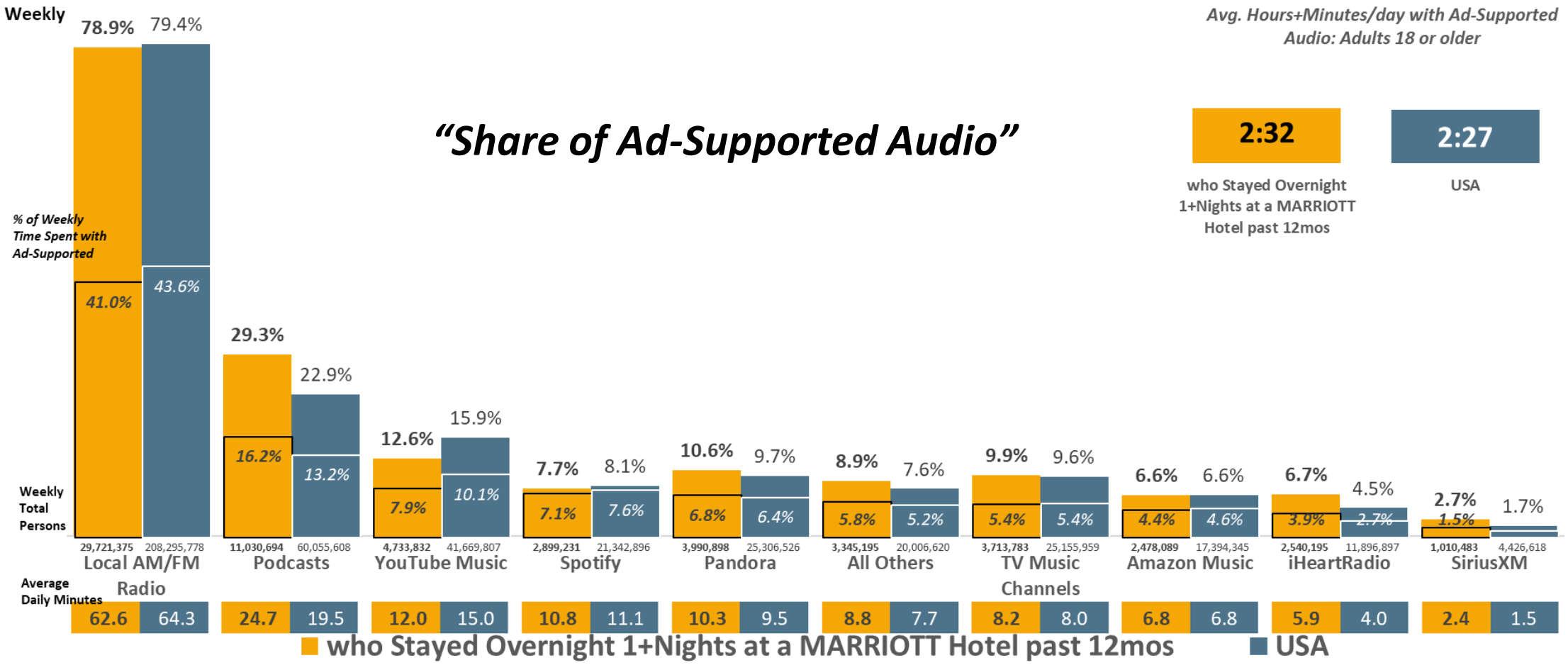
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Hotel/motels past 12 months: Hilton

Marriott HOTELS & RESORTS

29,721,375 or 78.9% of Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



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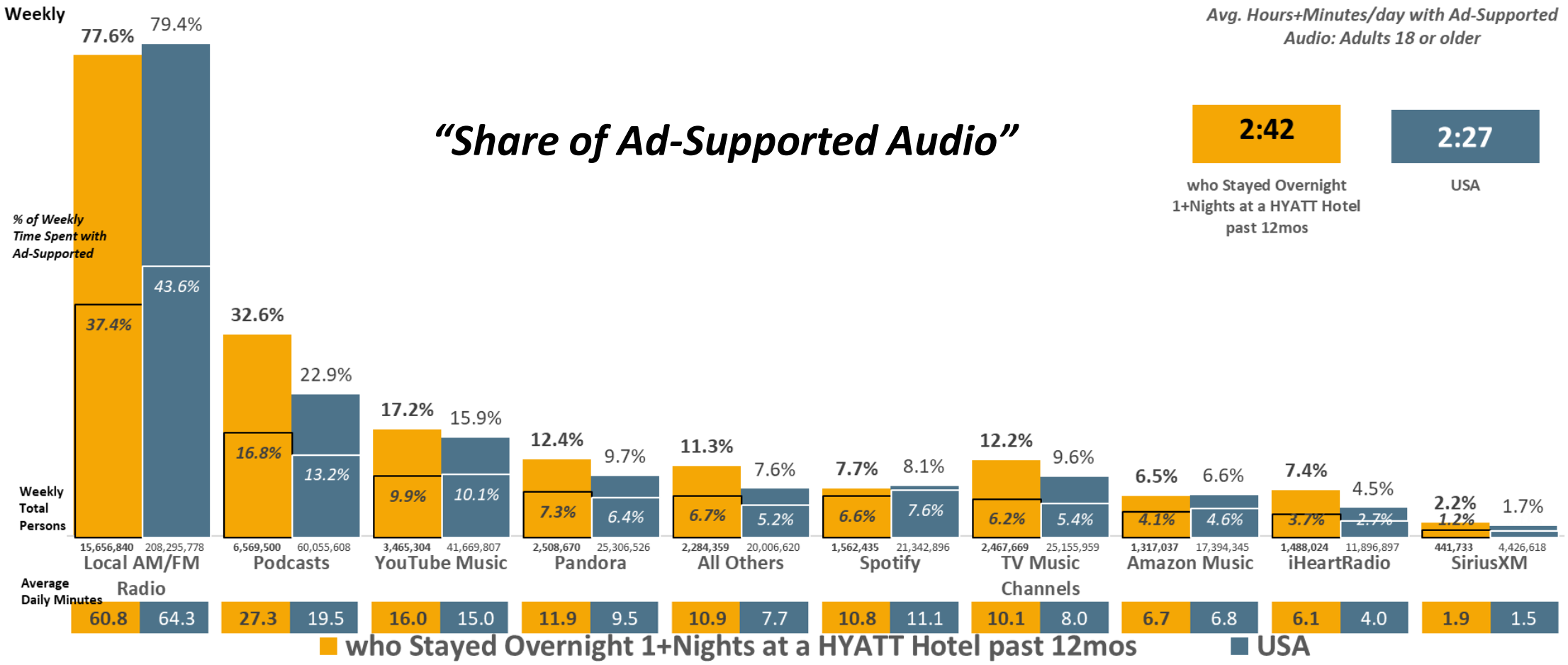
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Hotel/motels past 12 months: Marriott

HYATT HOTELS & RESORTS

15,656,840 or 77.6% of Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60.8 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



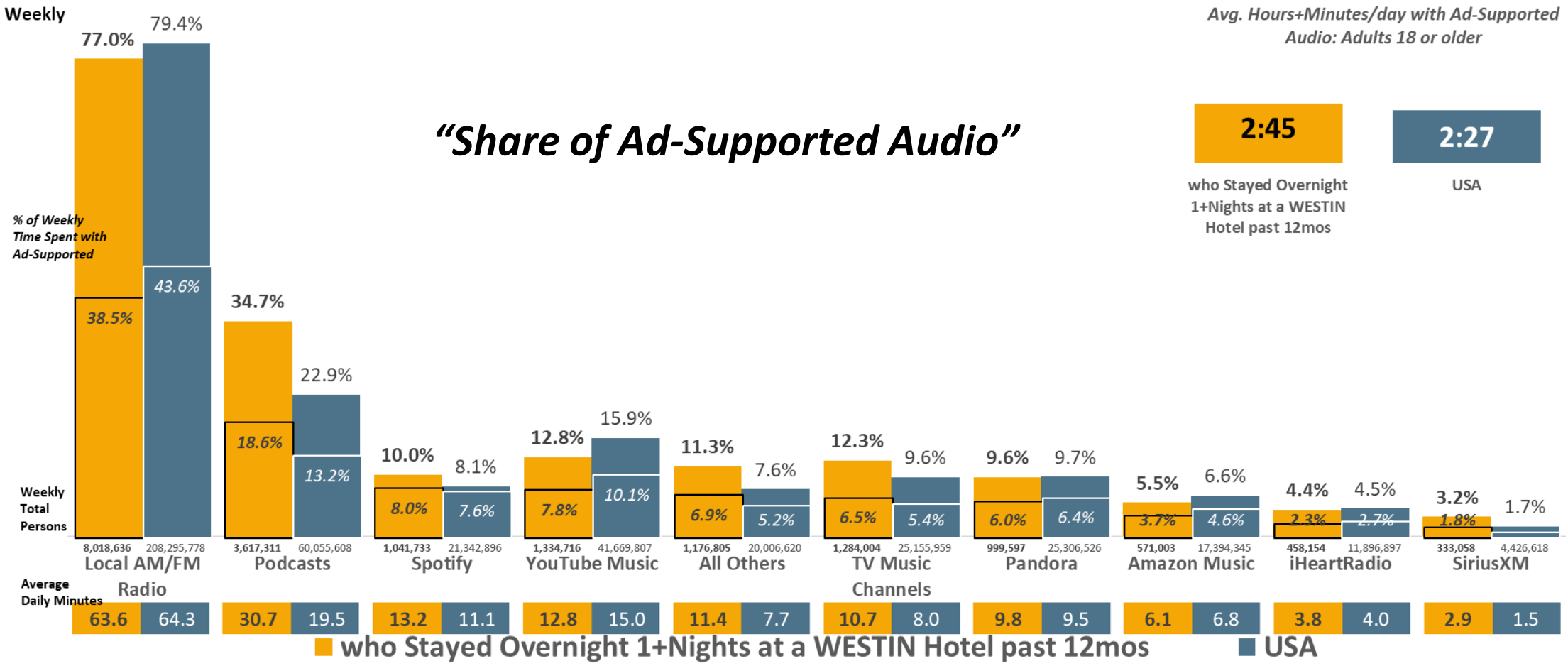
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

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Hotel/motels past 12 months: Hyatt

8,018,636 or 77.% of Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

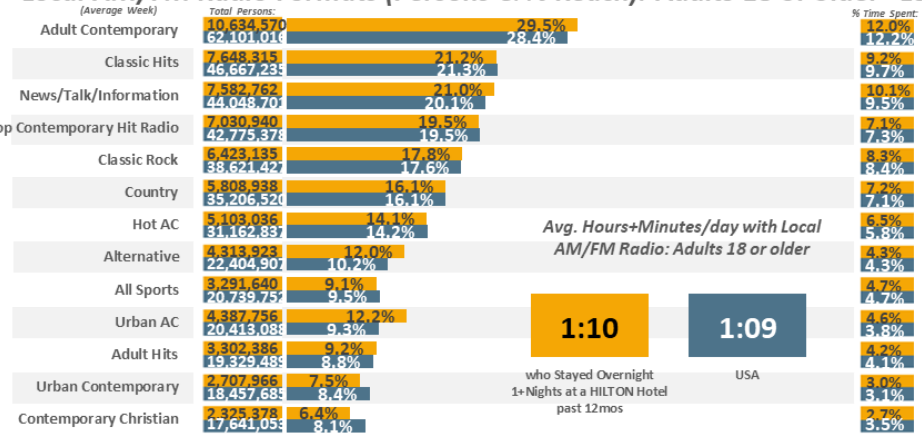
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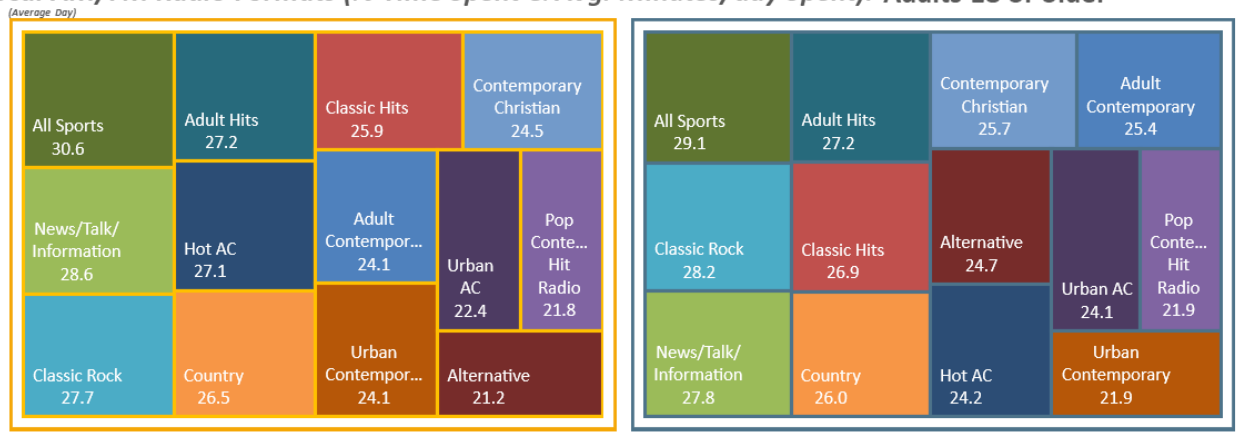
Hotel/motels past 12 months: Westin

34,148,201 or 78.1% of Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

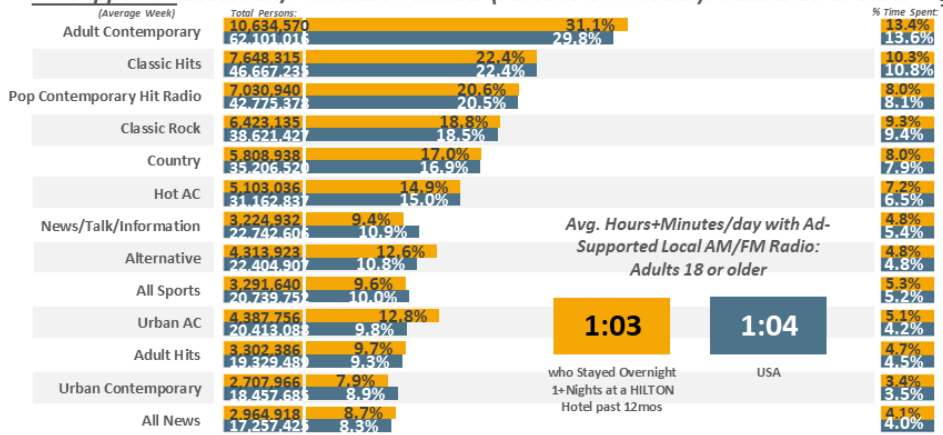
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



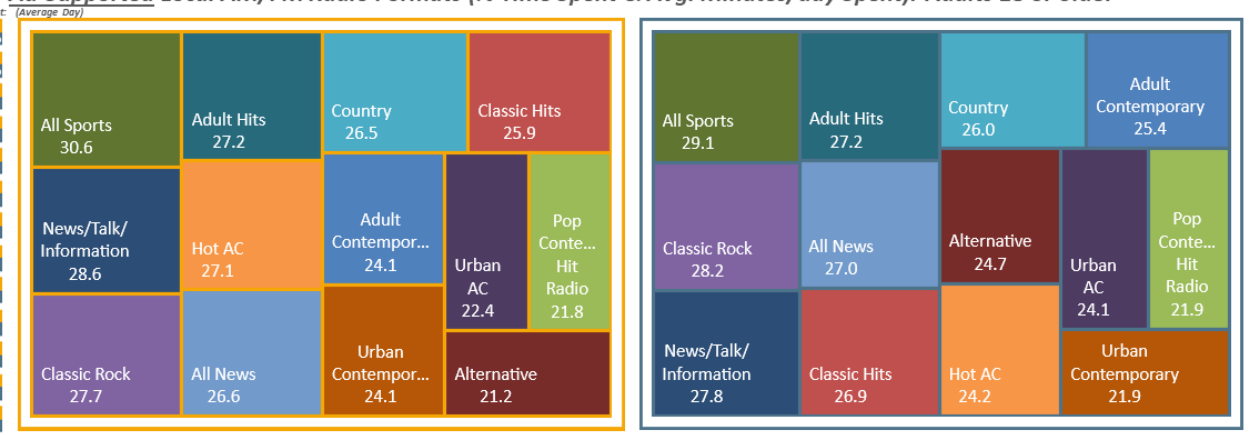
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

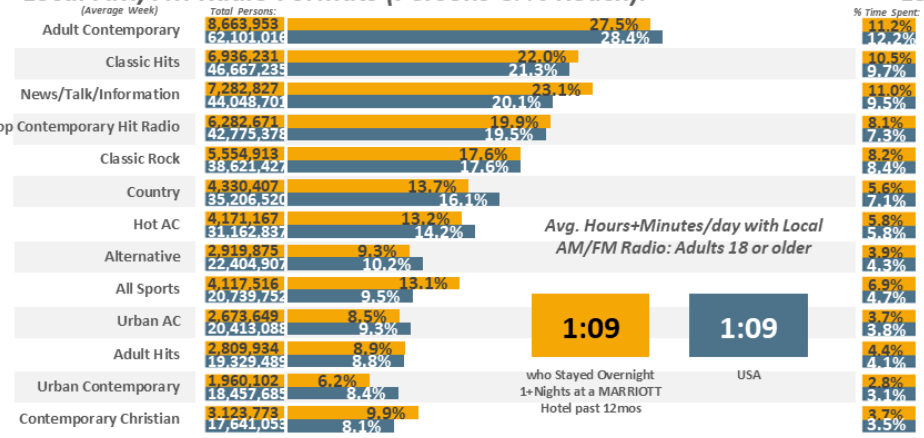
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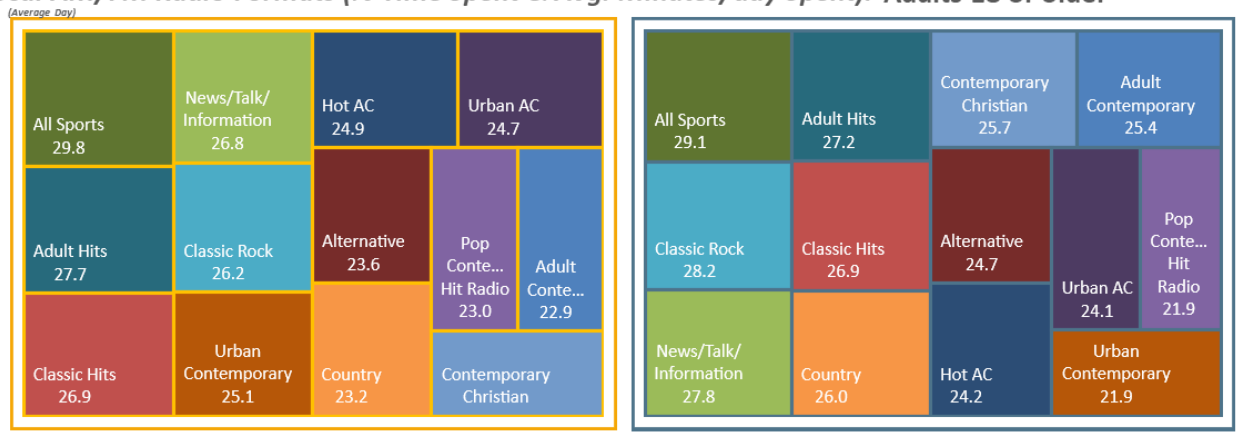
Hotel/motels past 12 months: Hilton

29,721,375 or 78.9% of Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

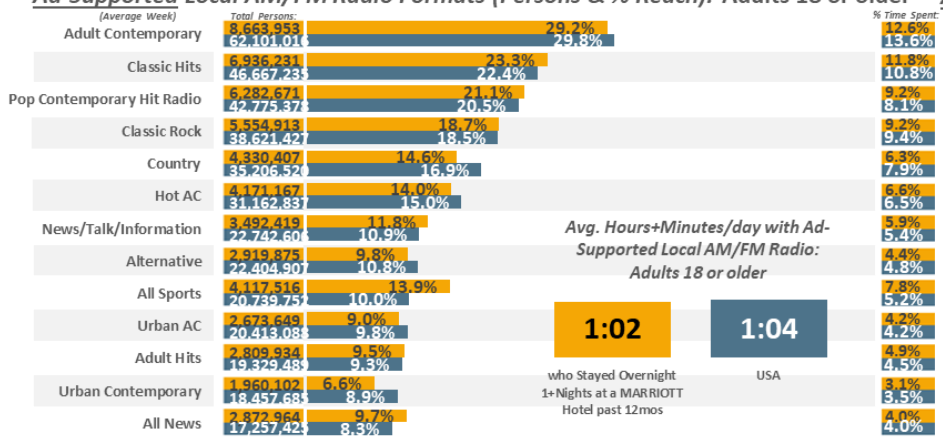
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



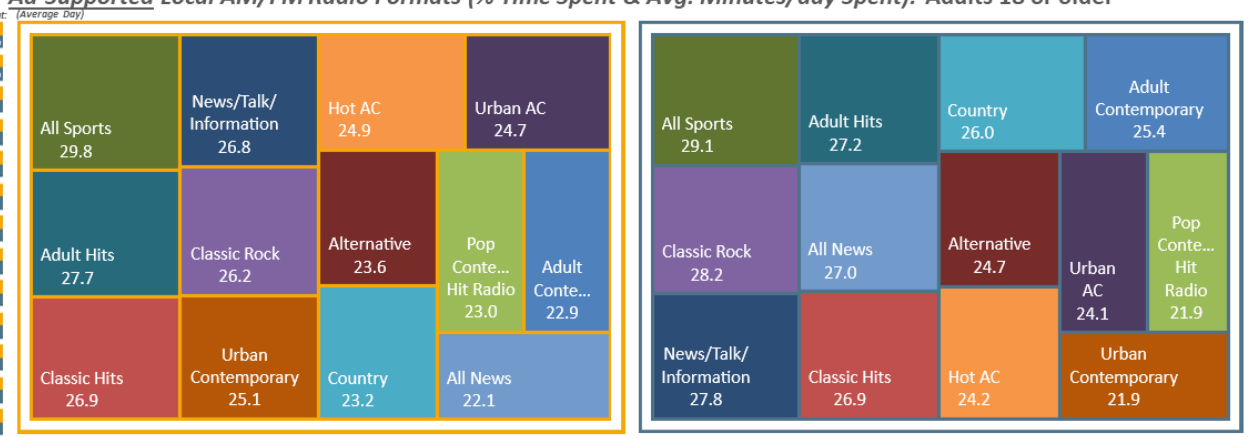
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

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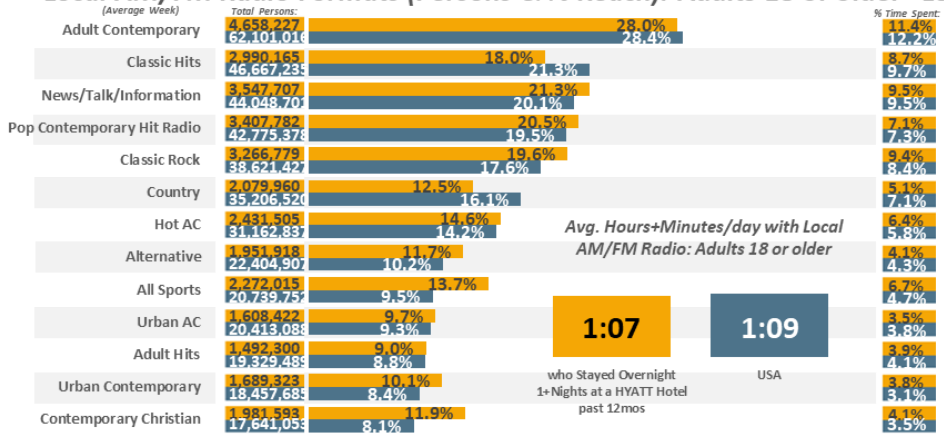
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Hotel/motels past 12 months: Marriott

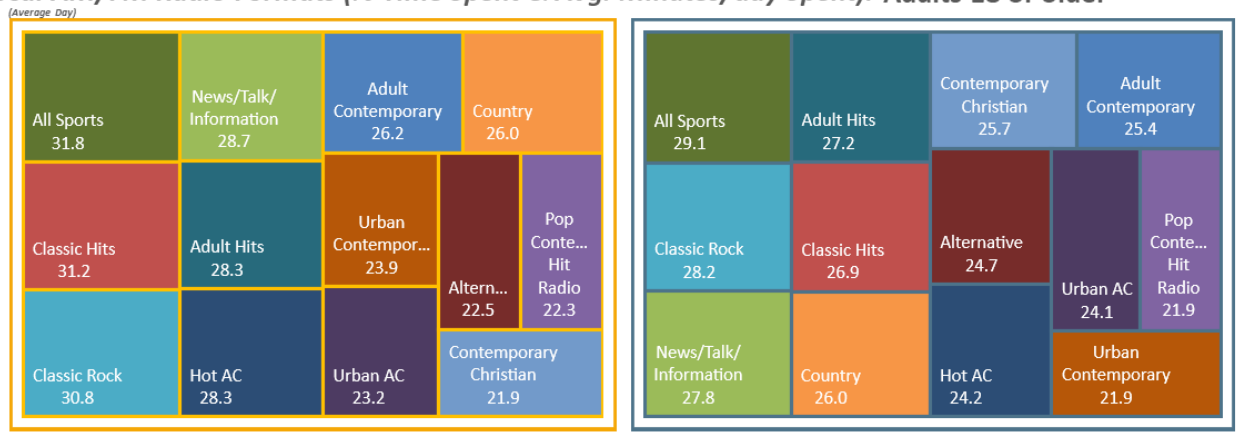
HYATT HOTELS & RESORTS

15,656,840 or 77.6% of Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Hot AC.

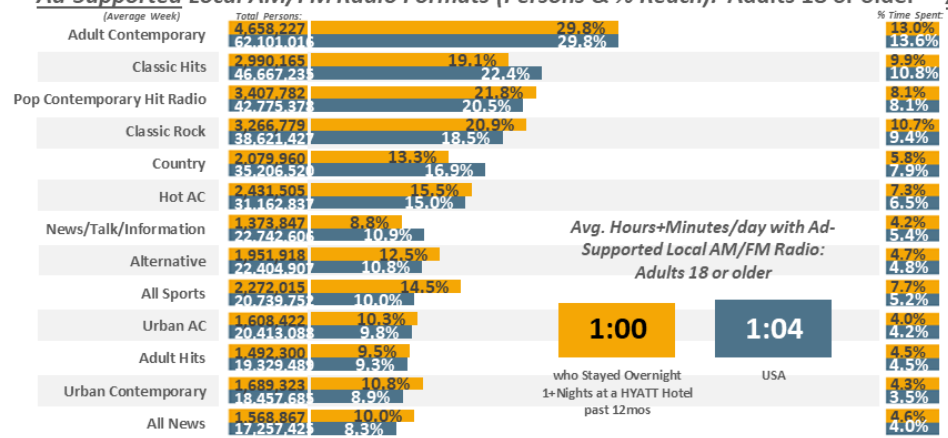
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



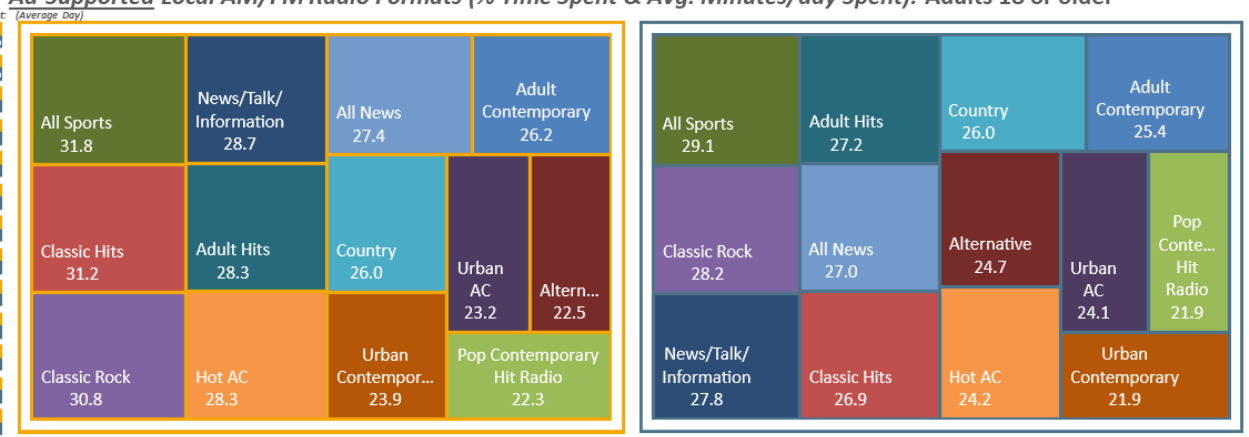
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

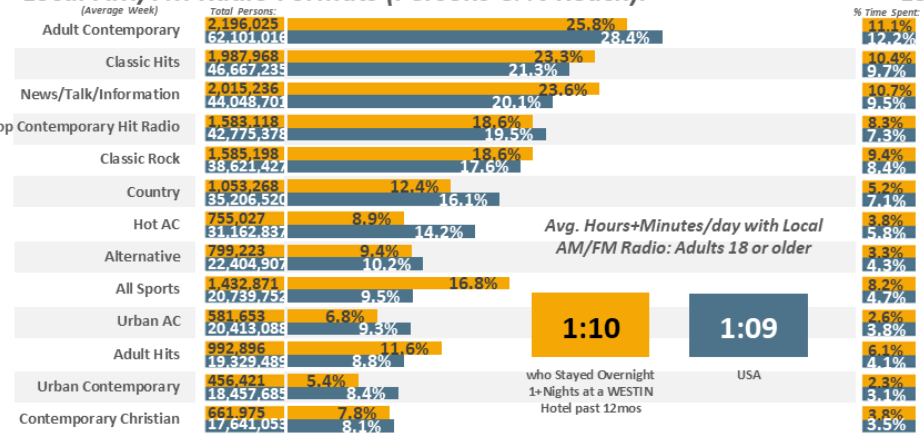
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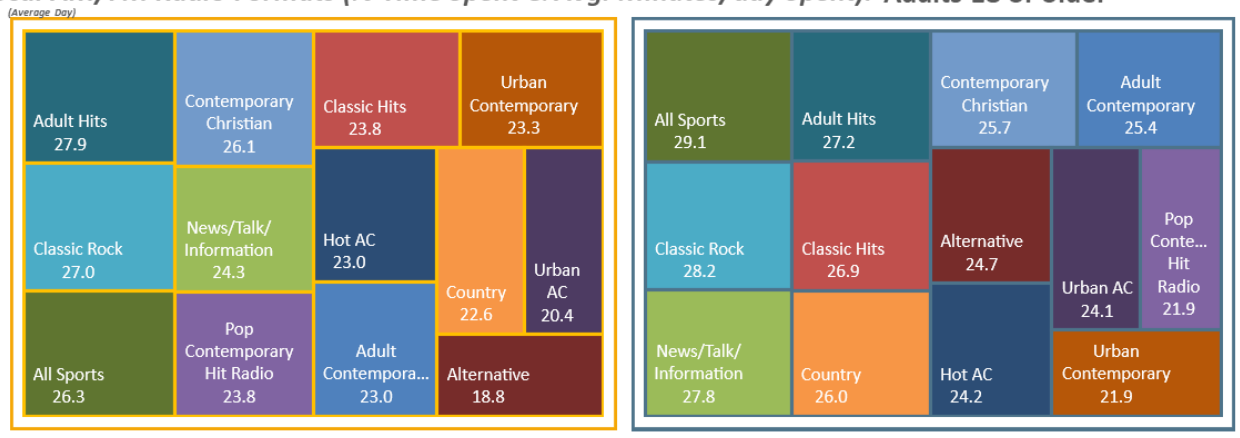
Hotel/motels past 12 months: Hyatt

8,018,636 or 77.7% of Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and All Sports.

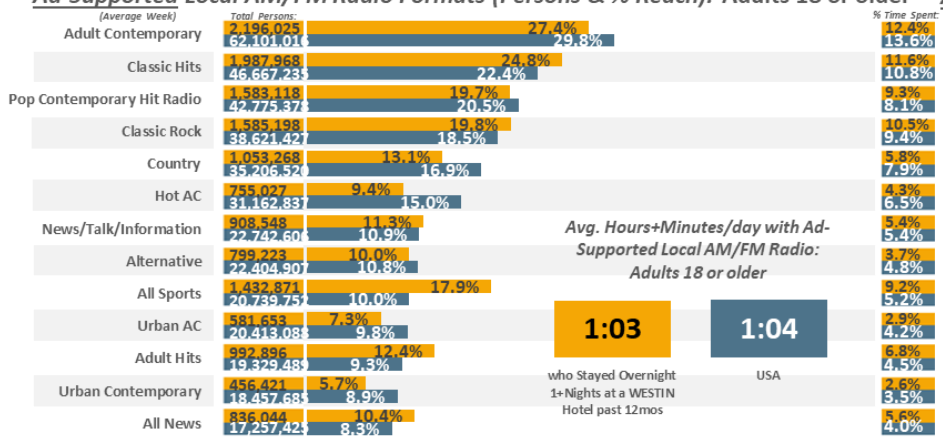
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



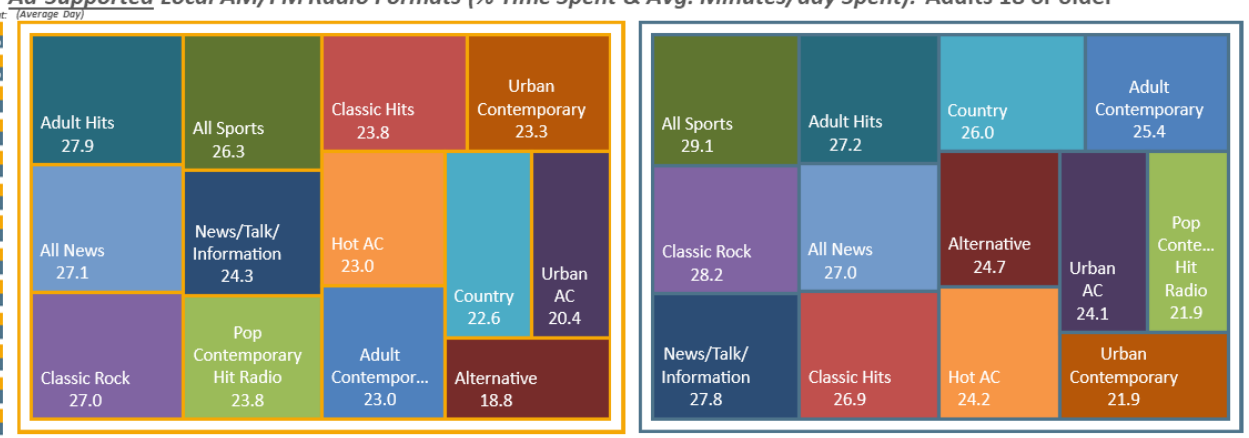
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



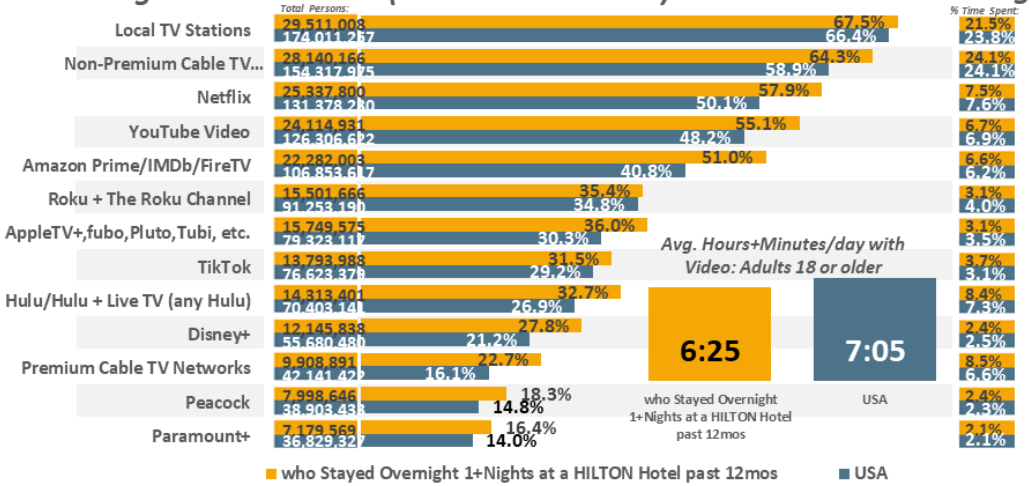
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

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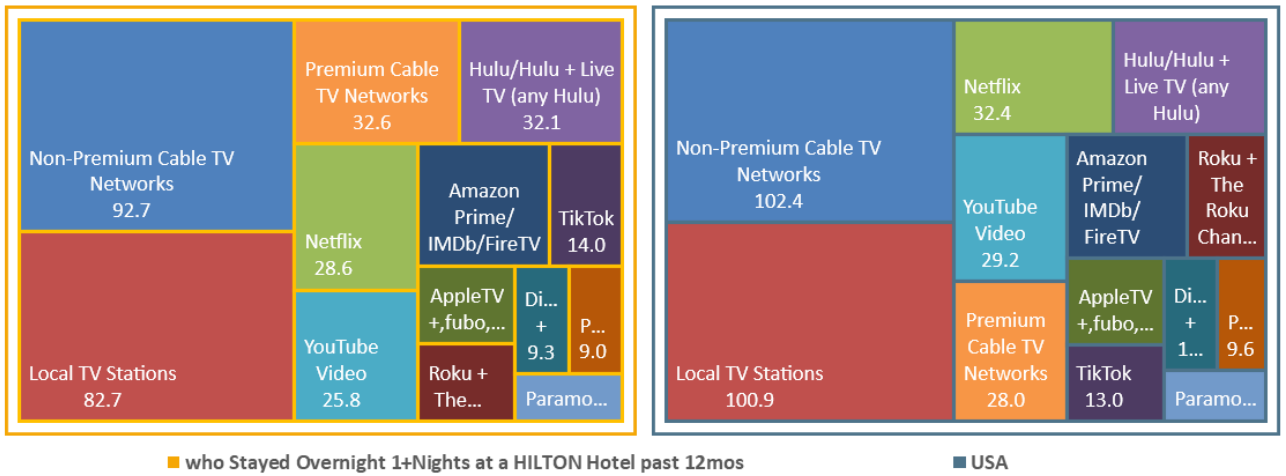
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29,057,200 or 66.4% of Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos watch Ad-Supported Local TV Stations for an average of 77.6 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

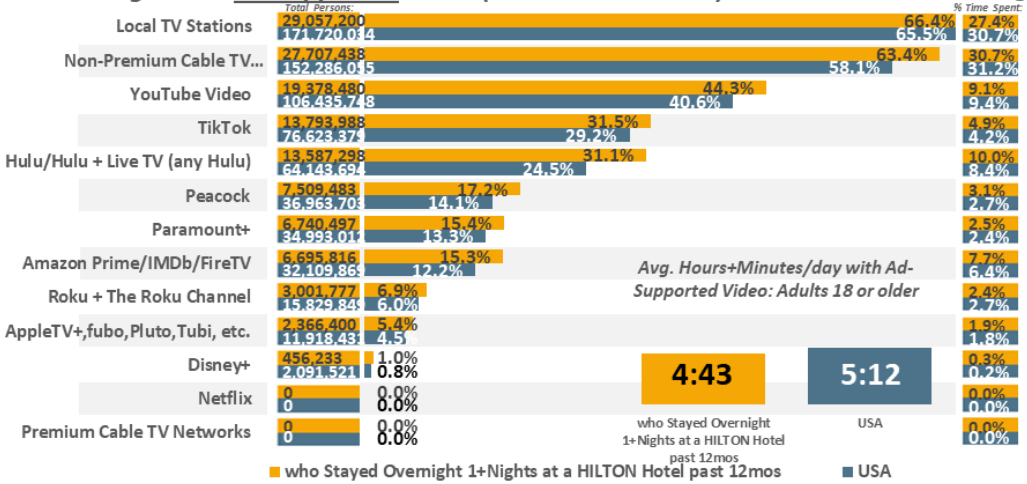
Avg. Week All Video (Persons & % Reach): Adults 18 or older



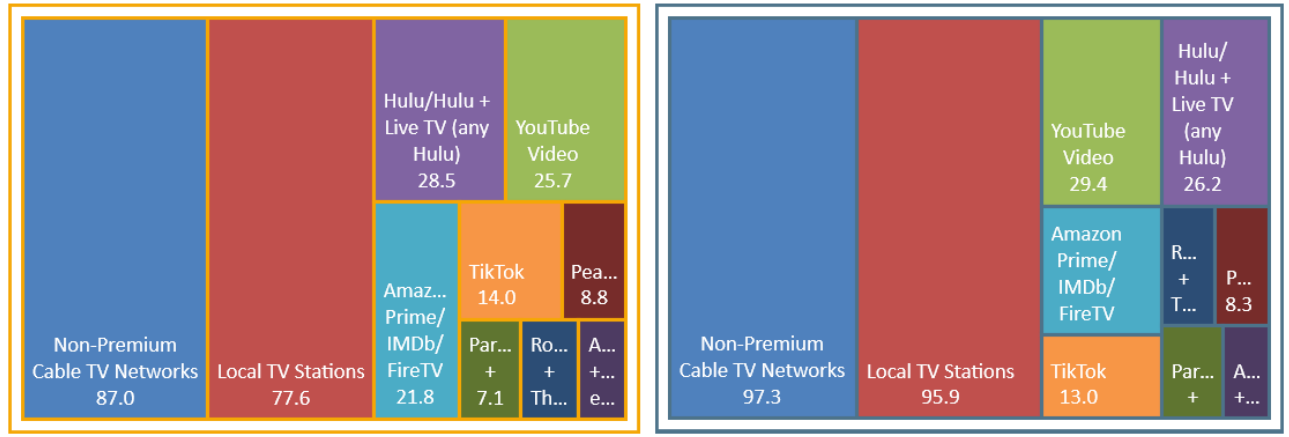
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

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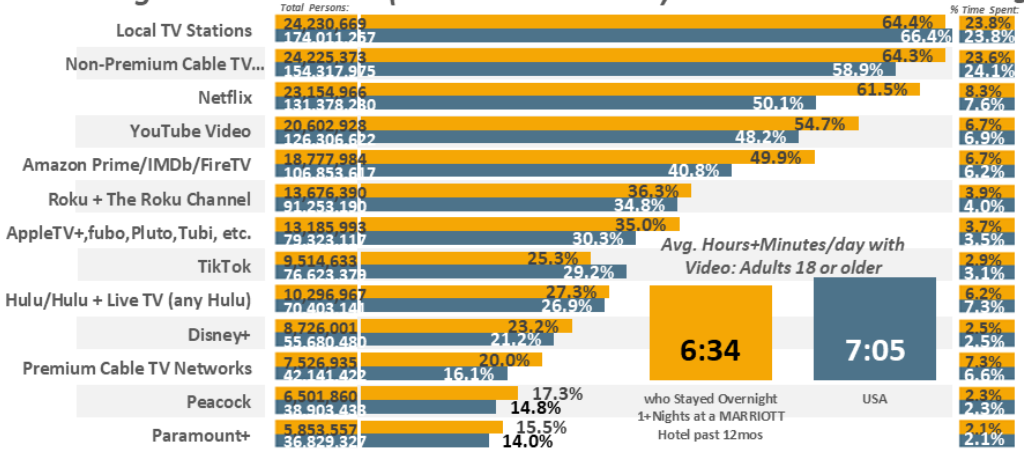
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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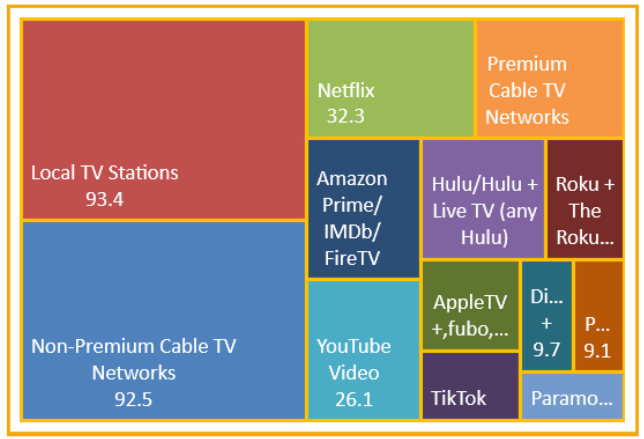
Hotel/motels past 12 months: Hilton

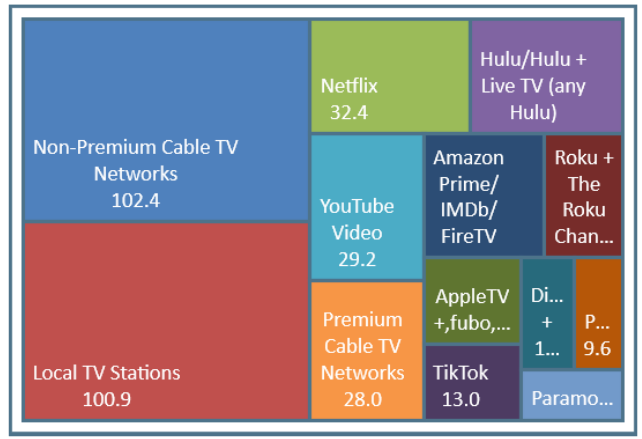
23,983,954 or 63.7% of Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos watch Ad-Supported Local TV Stations for an average of 88.2 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

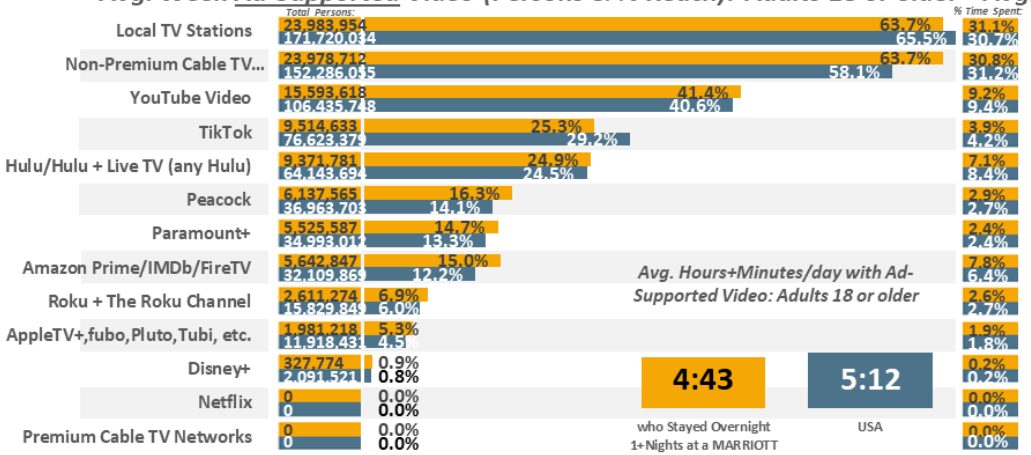


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

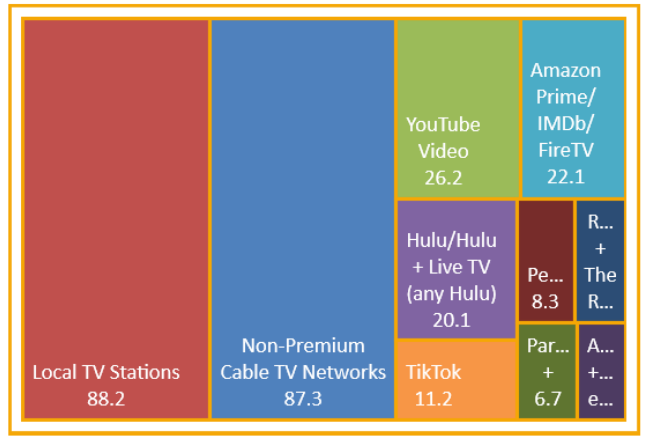


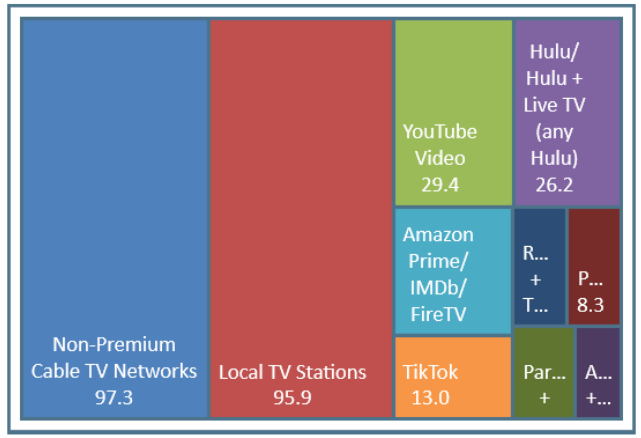


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

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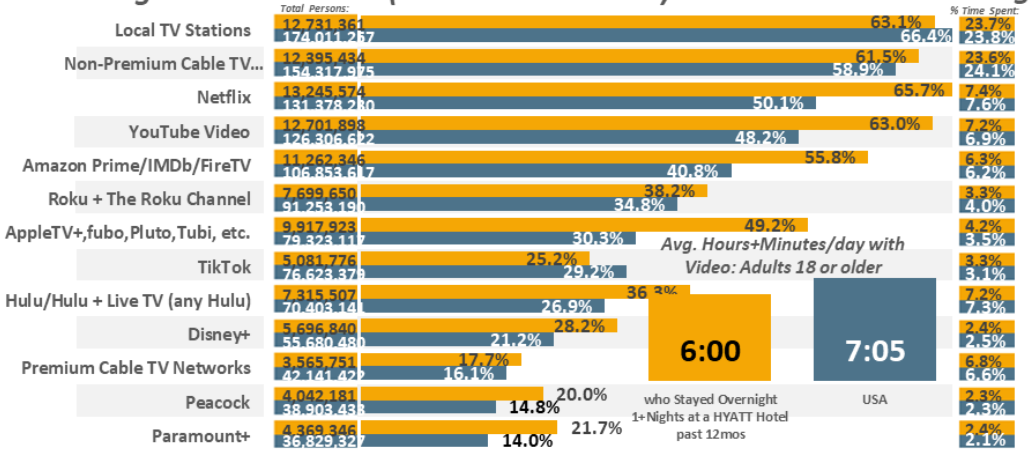
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Hotel/motels past 12 months: Marriott

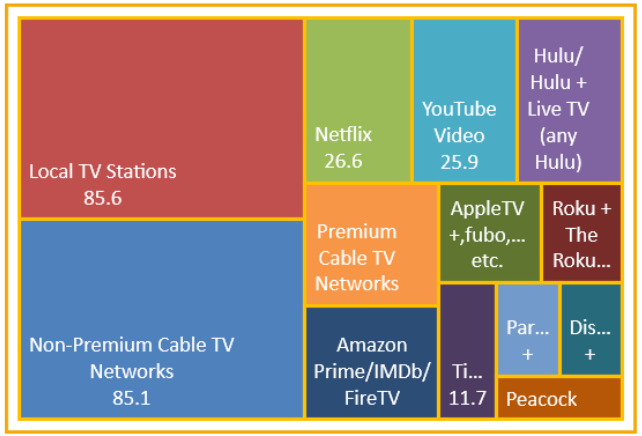
HYATT HOTELS & RESORTS

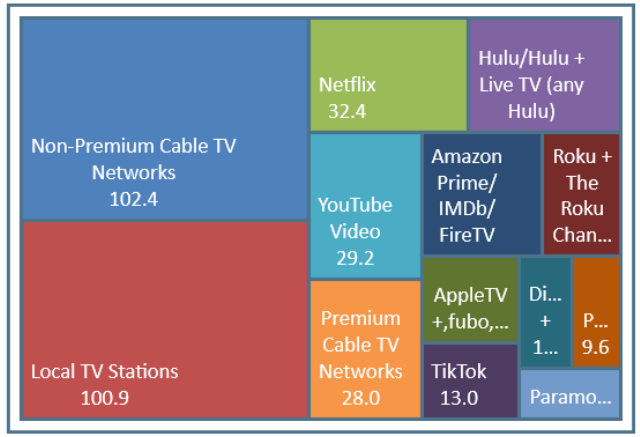
12,505,531 or 62.% of Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos watch Ad-Supported Local TV Stations for an average of 80.4 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

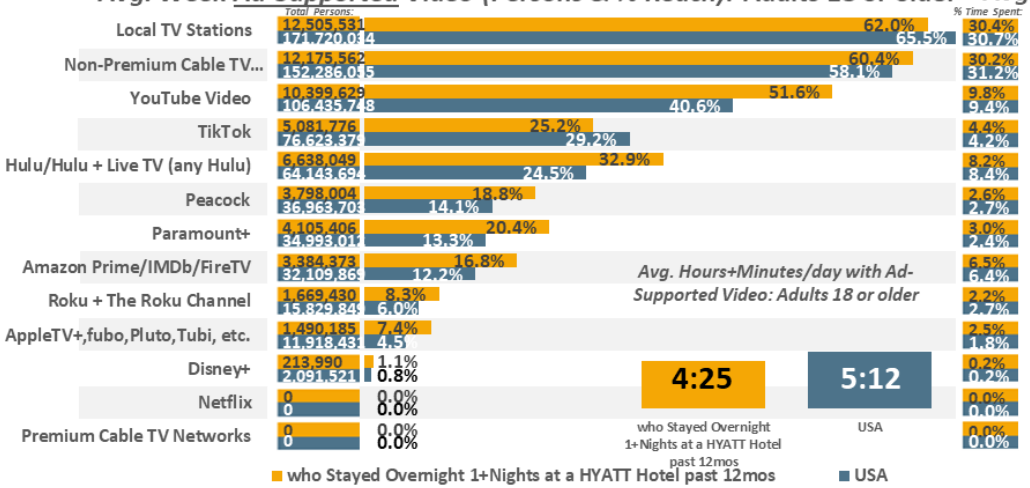


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

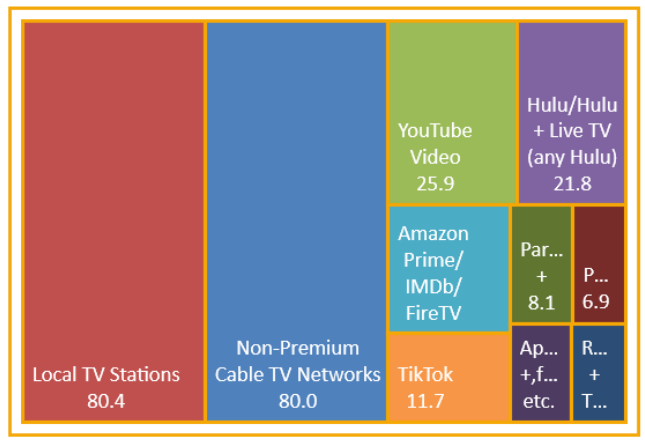


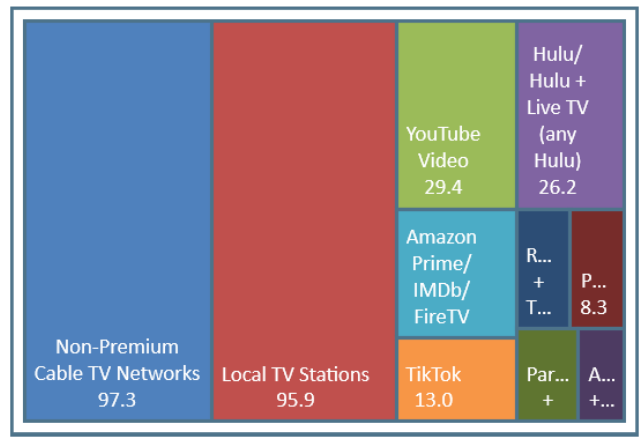


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

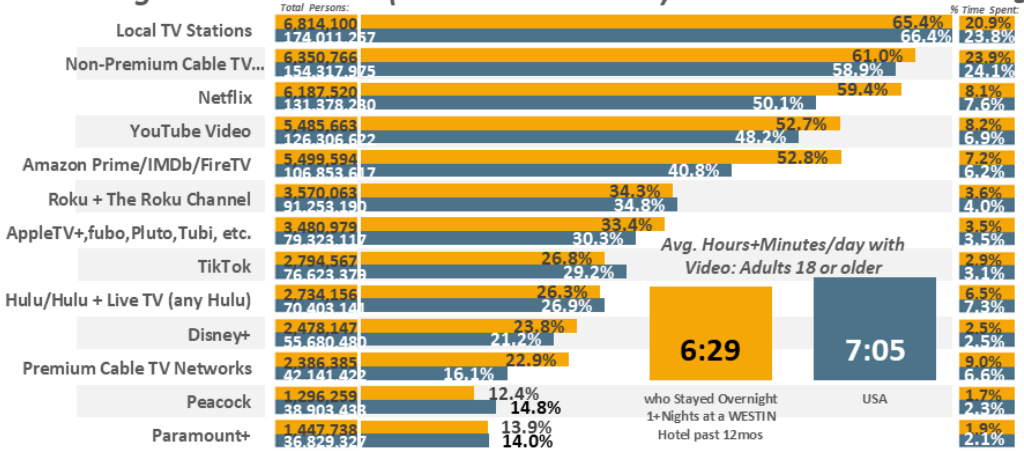
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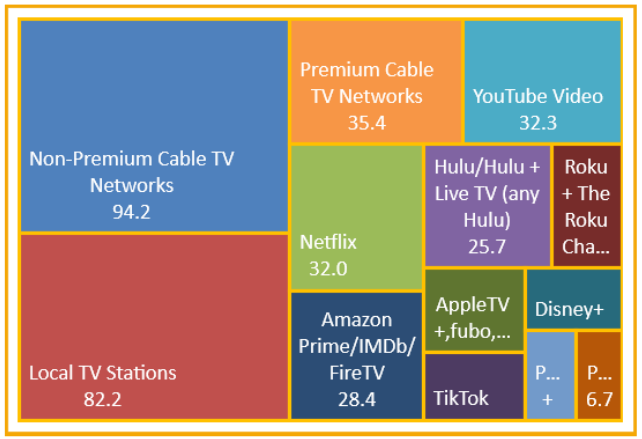
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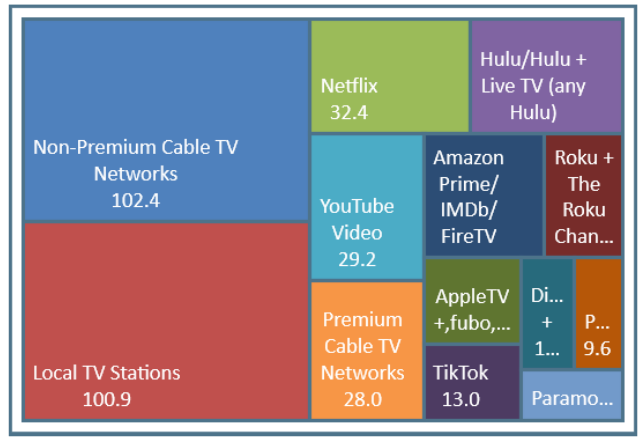
Hotel/motels past 12 months: Hyatt

6,729,688 or 64.6% of Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos watch Ad-Supported Local TV Stations for an average of 77.8 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

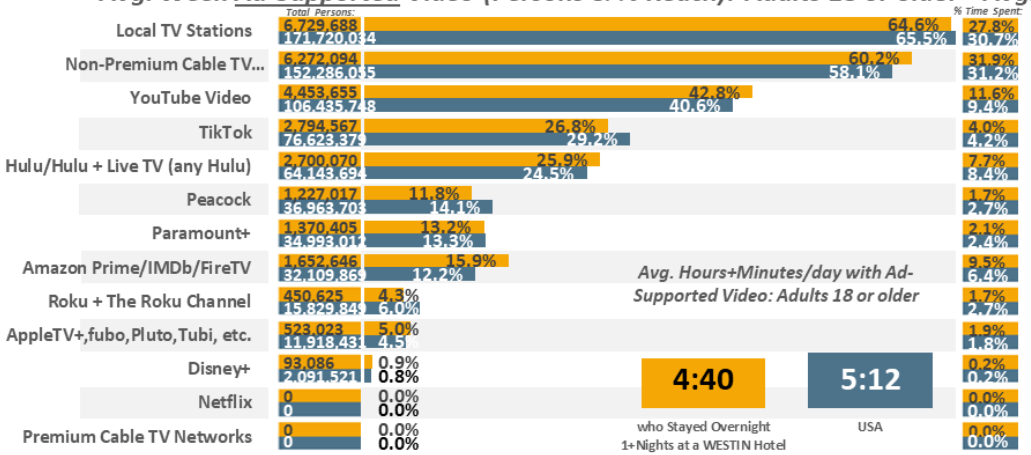




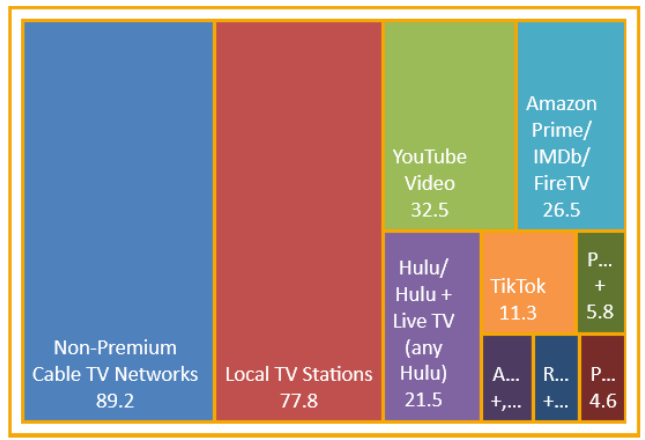


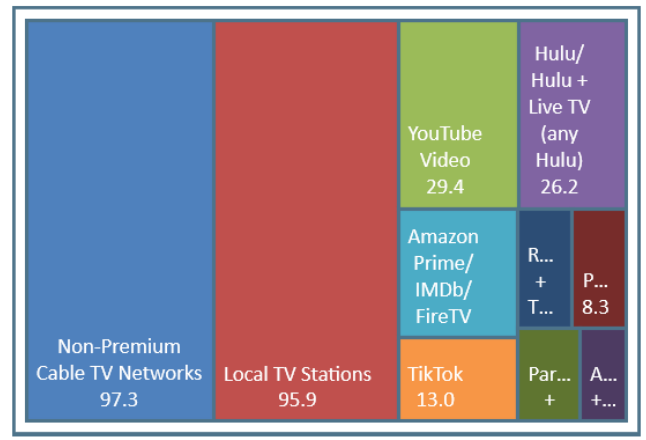
■ who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





■ who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

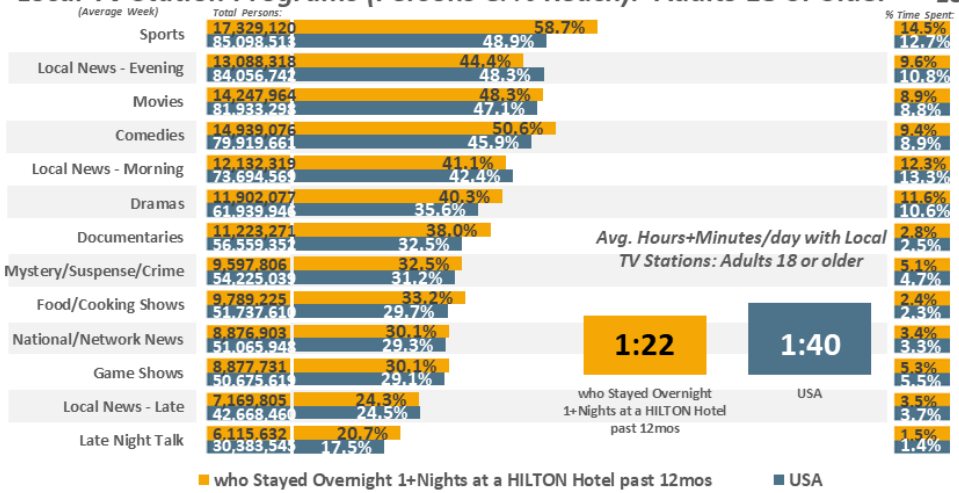
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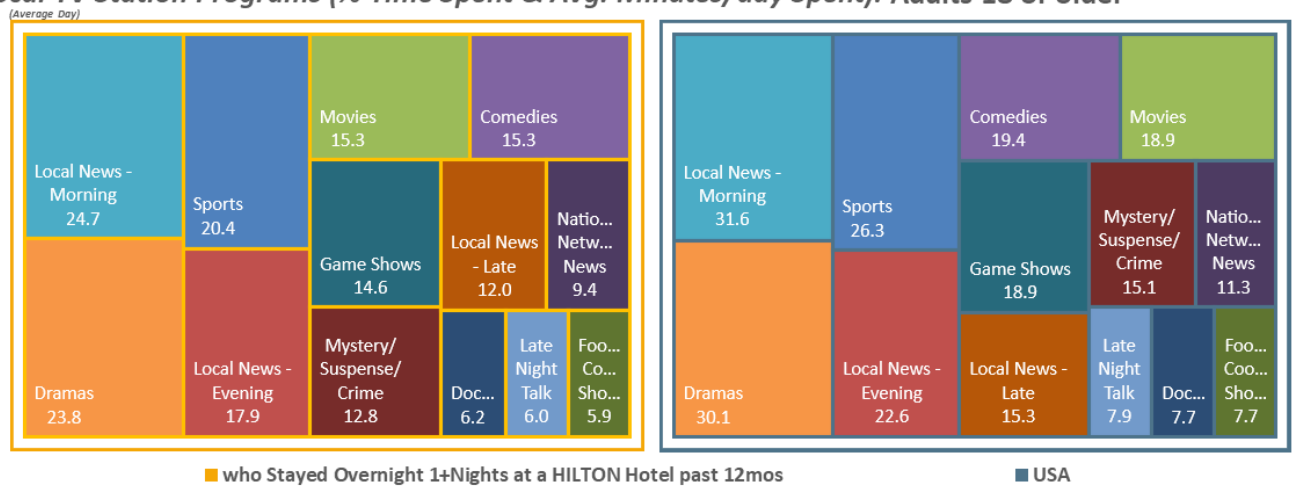
Hotel/motels past 12 months: Westin

29,057,200 or 66.4% of Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

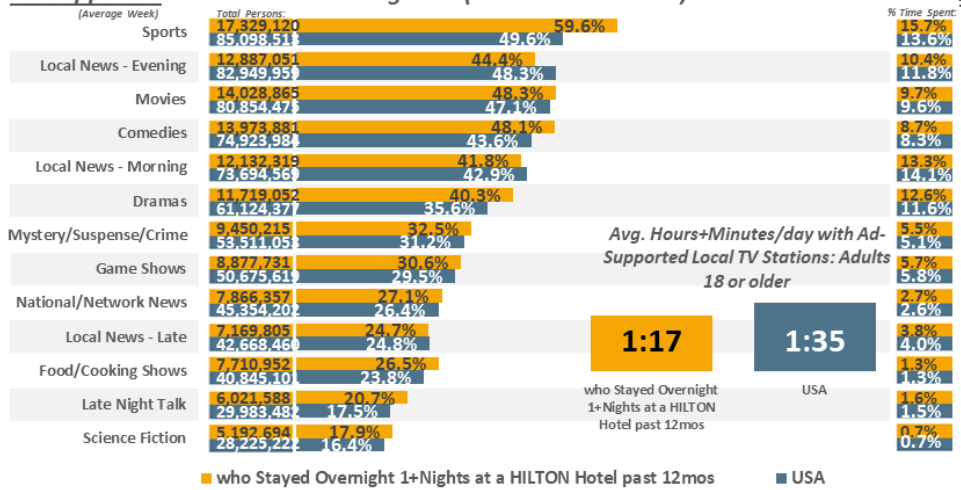
Local TV Station Programs (Persons & % Reach): Adults 18 or older



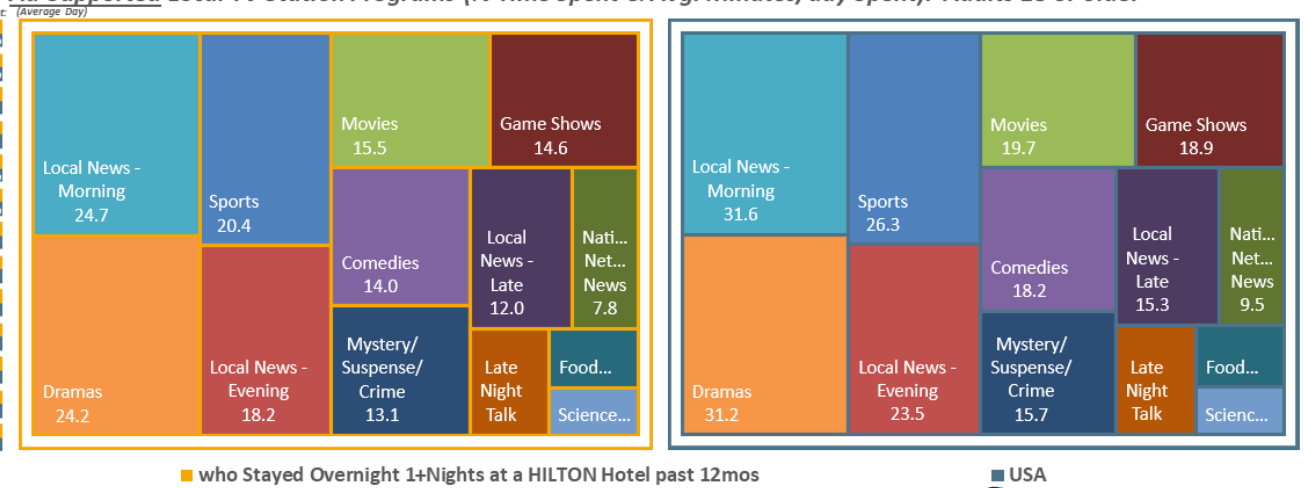
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

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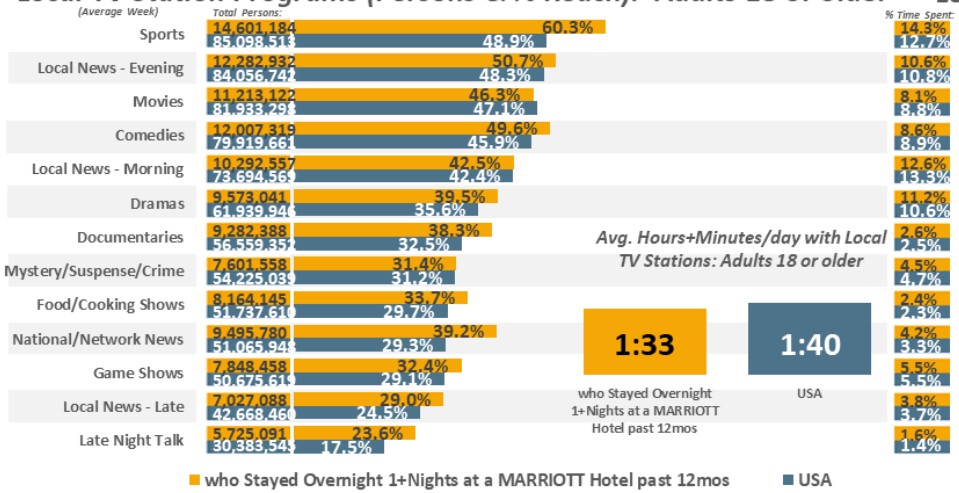
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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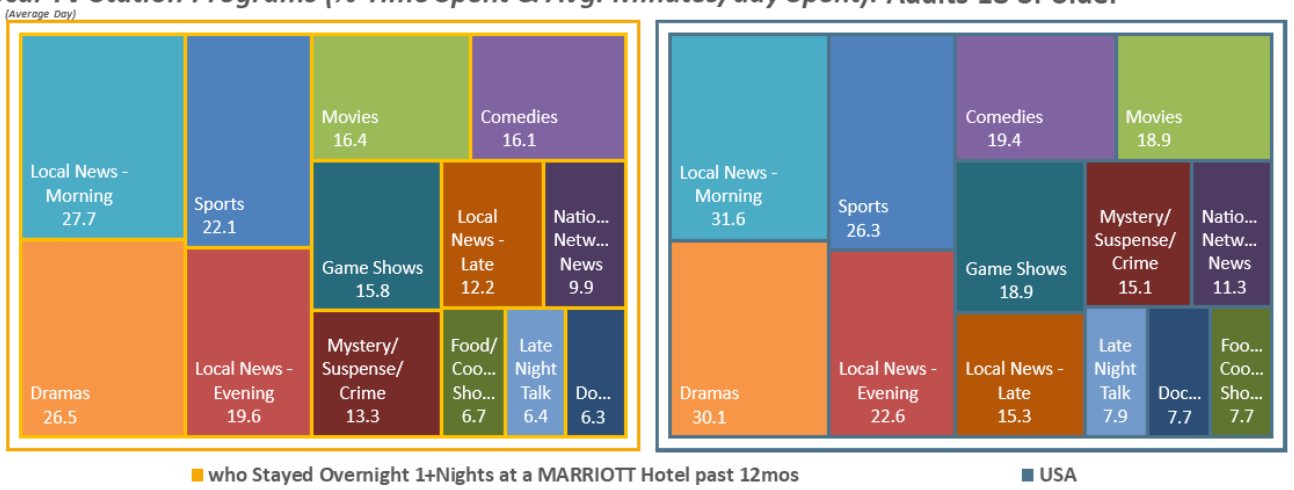
Hotel/motels past 12 months: Hilton

23,983,954 or 63.7% of Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

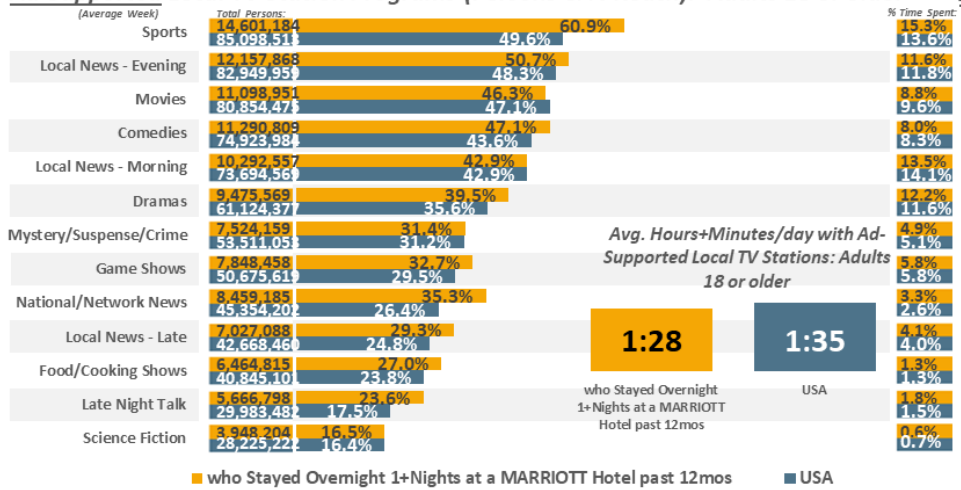
Local TV Station Programs (Persons & % Reach): Adults 18 or older



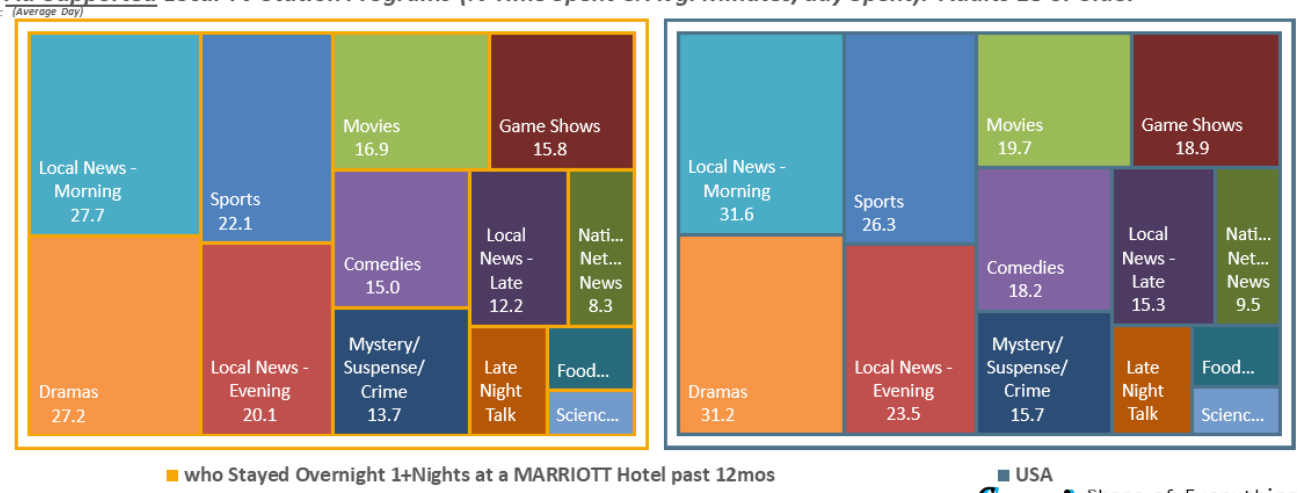
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,513*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

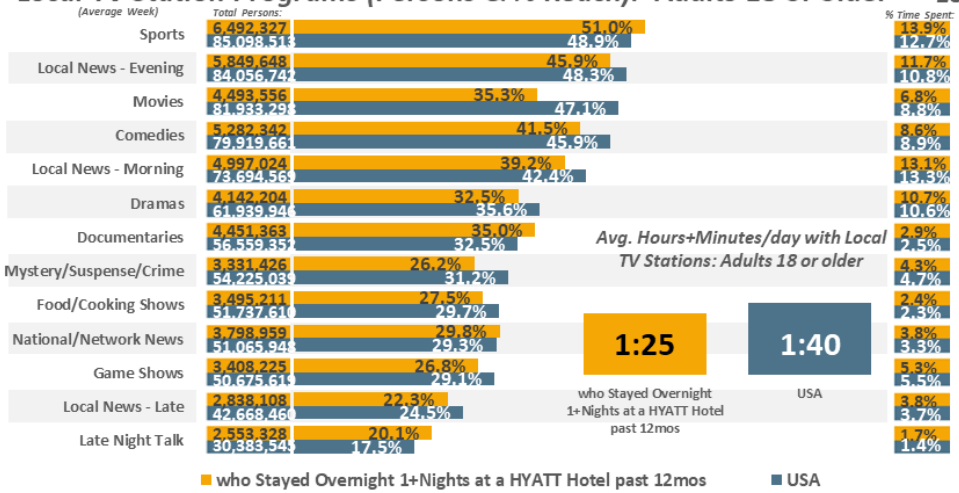
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Hotel/motels past 12 months: Marriott

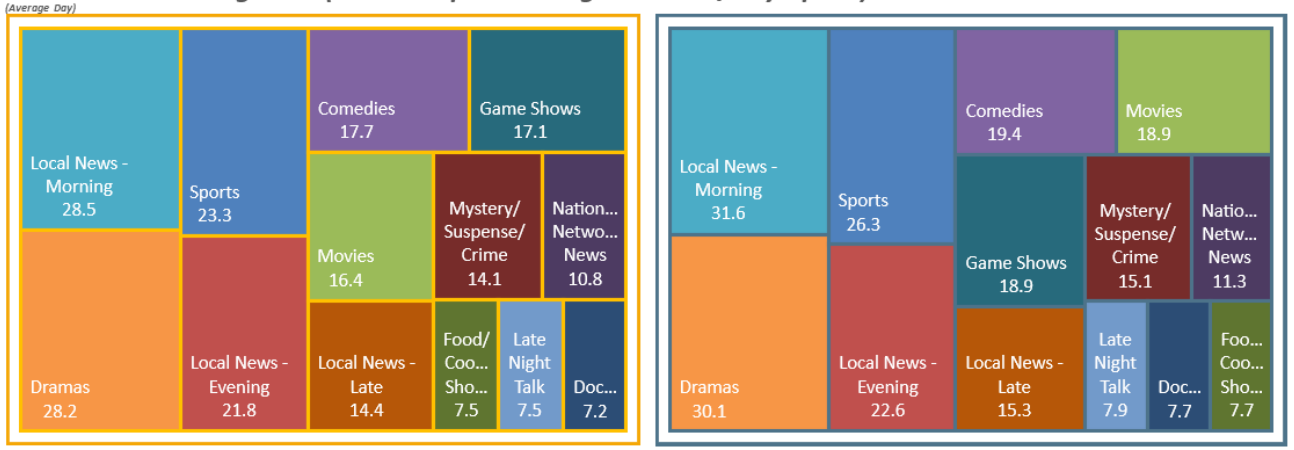
HYATT HOTELS & RESORTS

12,505,531 or 62.% of Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

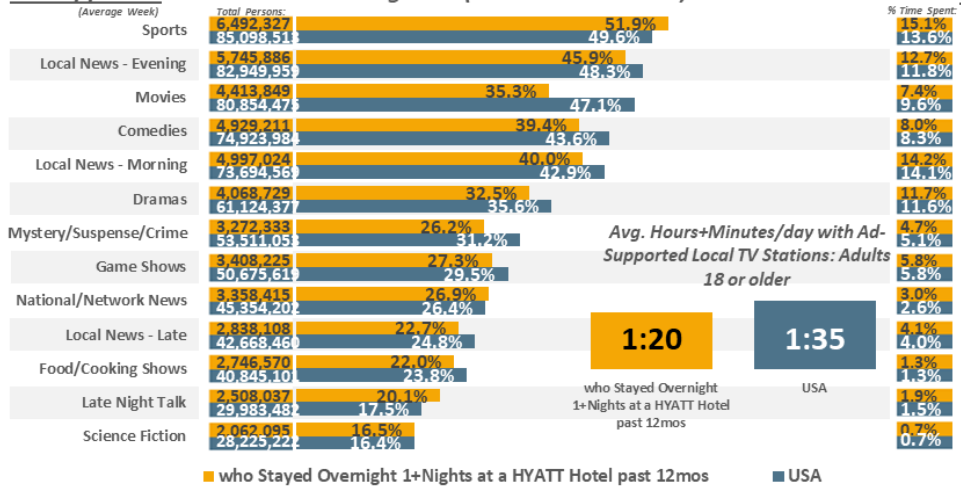
Local TV Station Programs (Persons & % Reach): Adults 18 or older



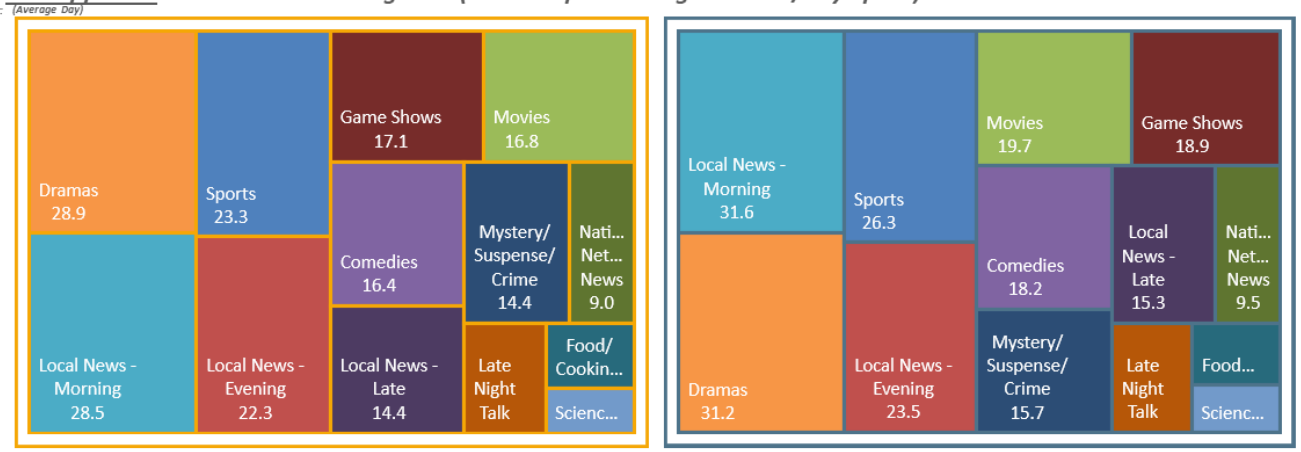
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

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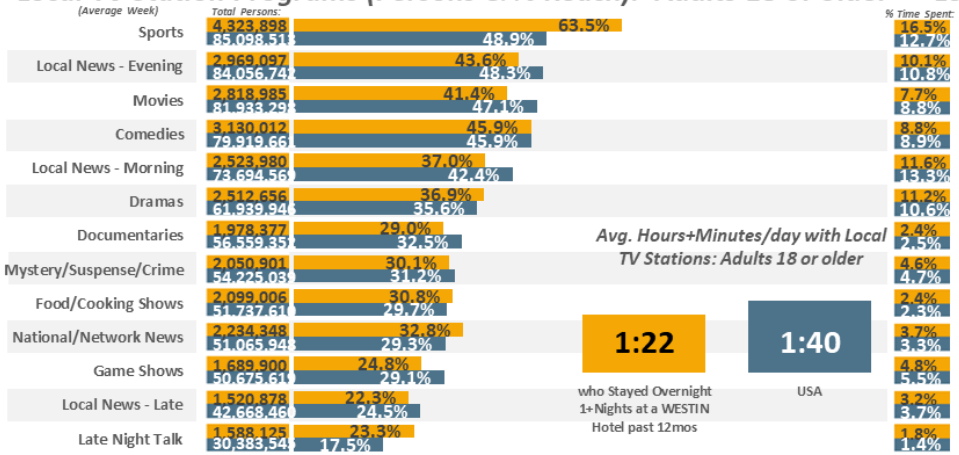
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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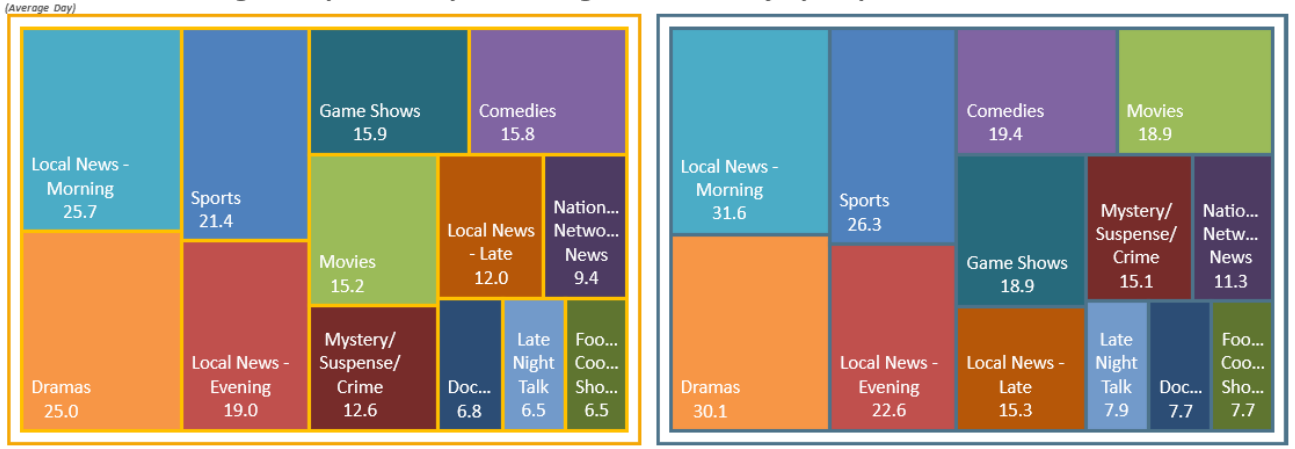
Hotel/motels past 12 months: Hyatt

6,729,688 or 64.6% of Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Dramas.

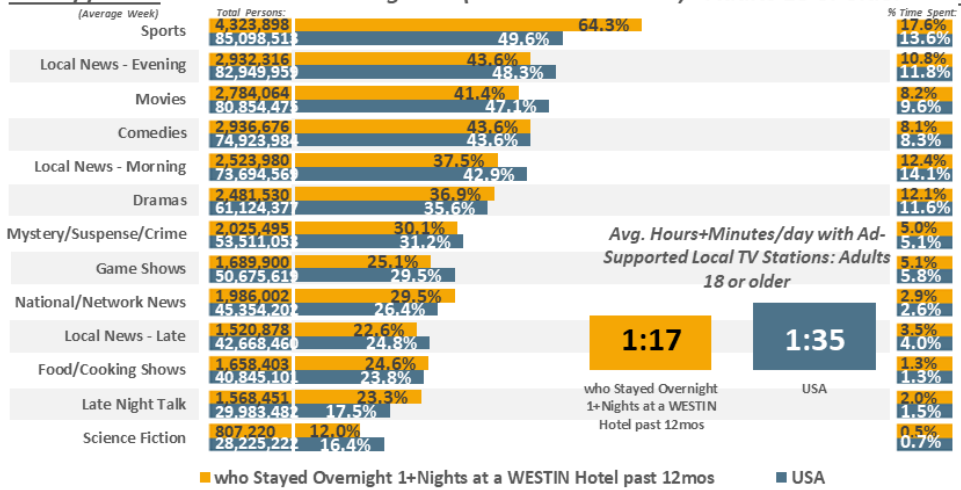
Local TV Station Programs (Persons & % Reach): Adults 18 or older



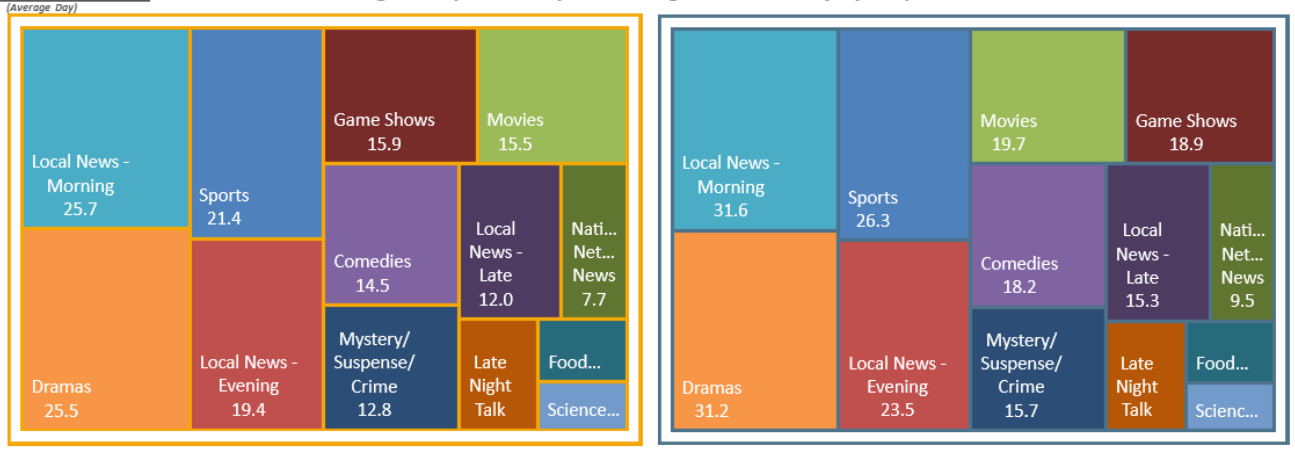
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

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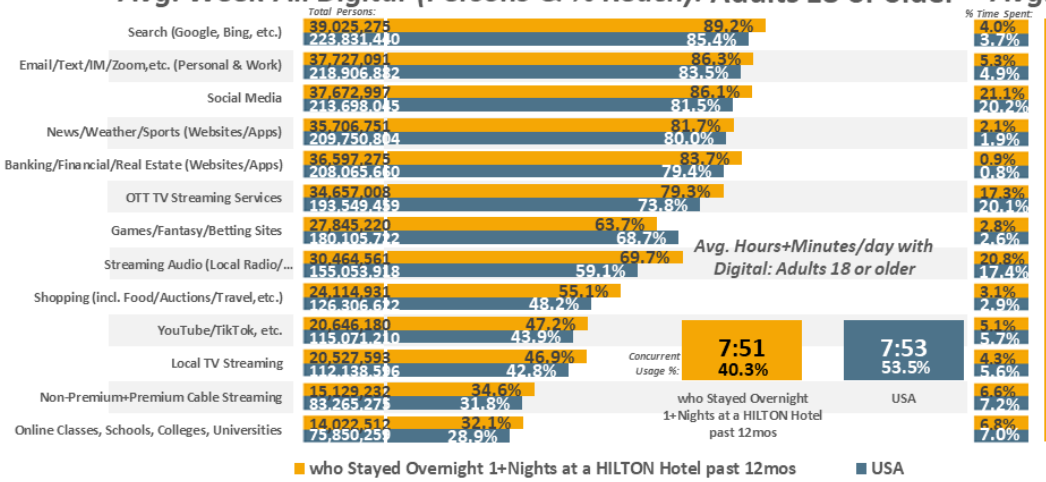
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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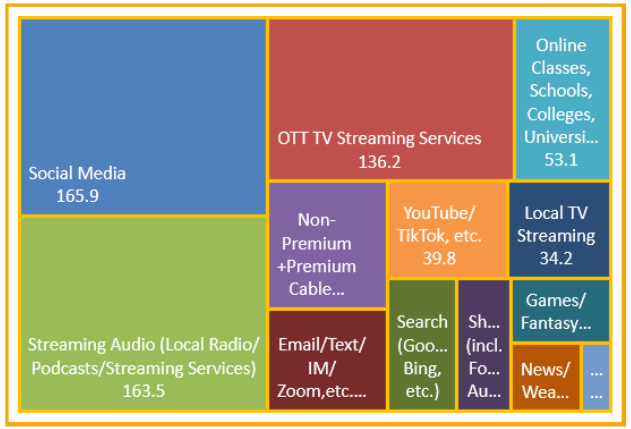
Hotel/motels past 12 months: Westin

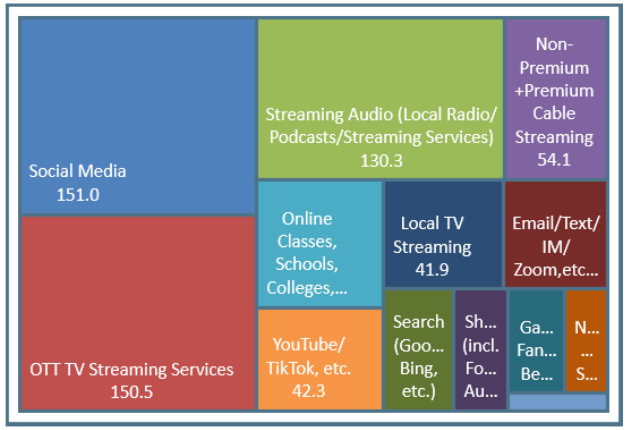
33,392,312 or 76.4% of Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos use Ad-Supported Social Media for an average of 147. minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

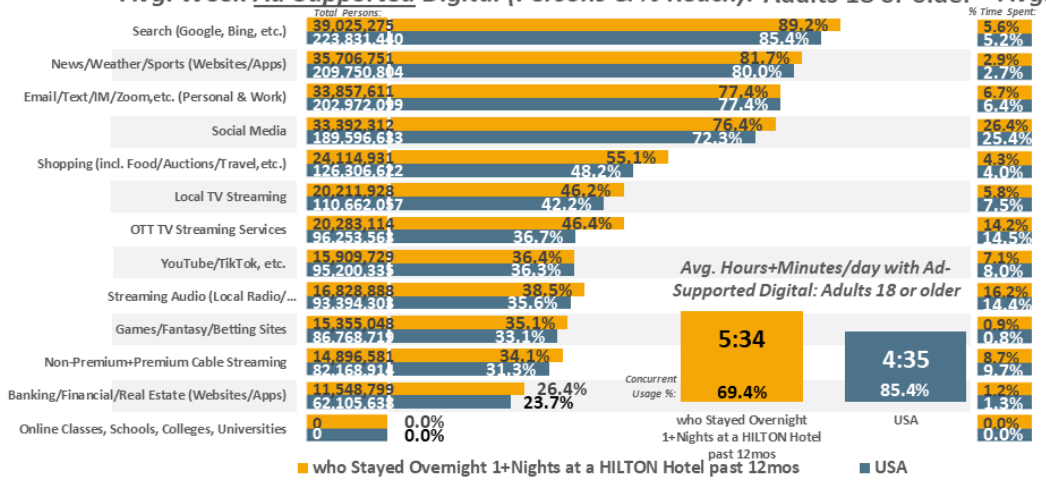


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

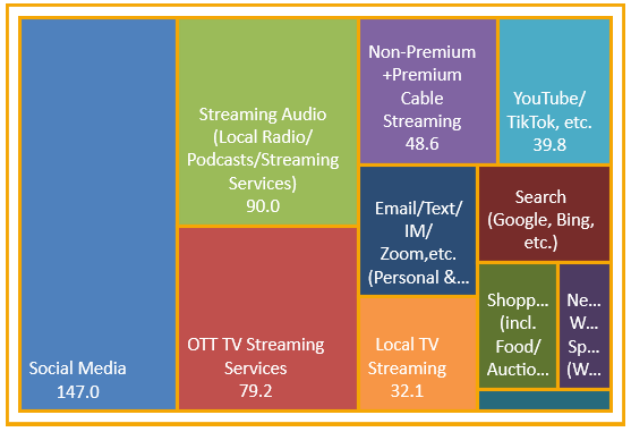


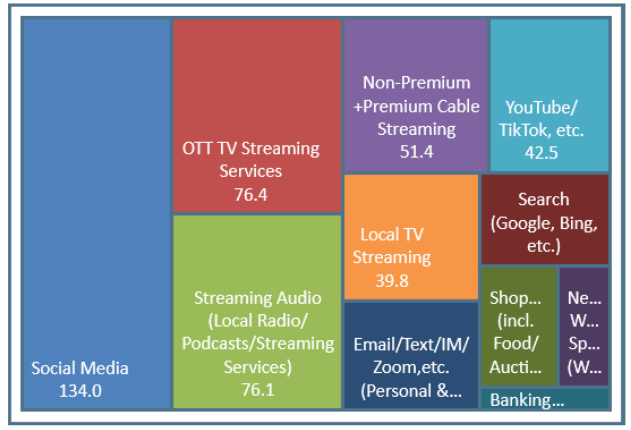


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

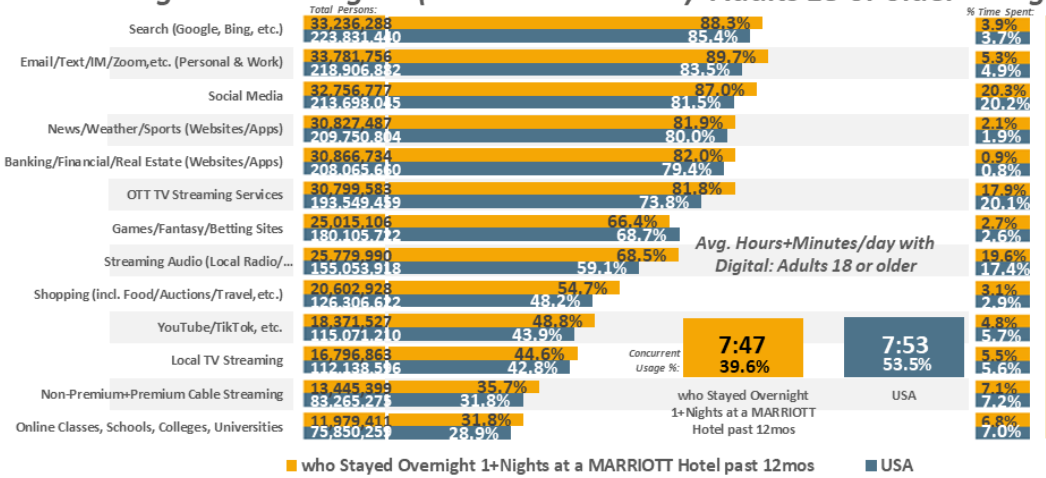
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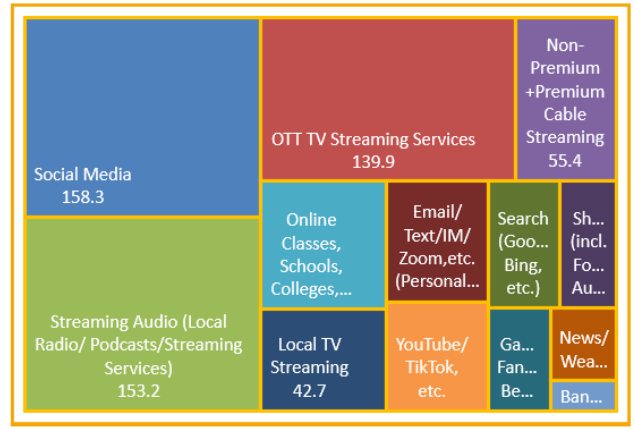
Hotel/motels past 12 months: Hilton

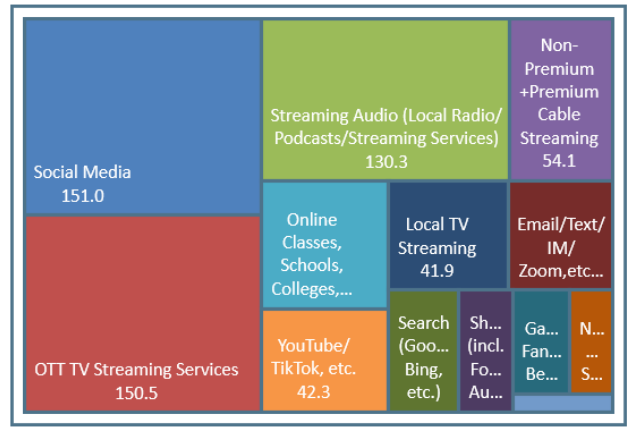
29,724,362 or 78.9% of Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos use Ad-Supported Social Media for an average of 143.7 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older



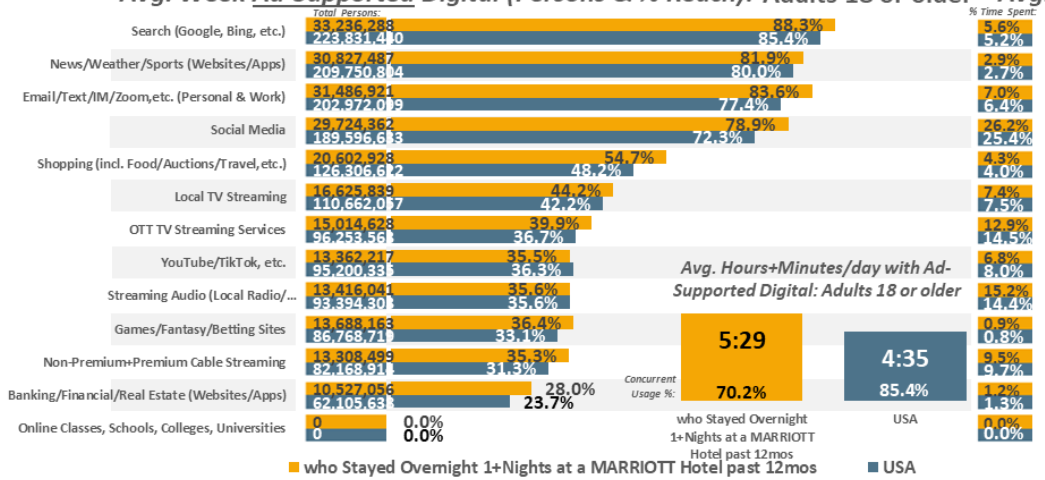
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



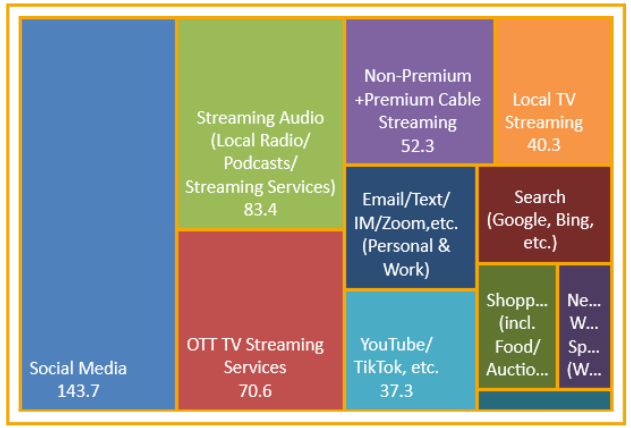


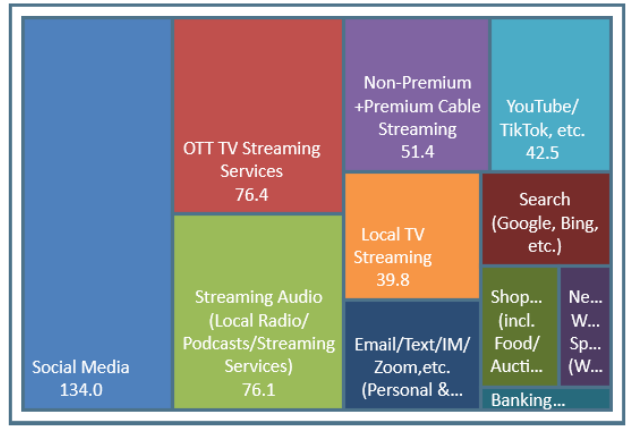
who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

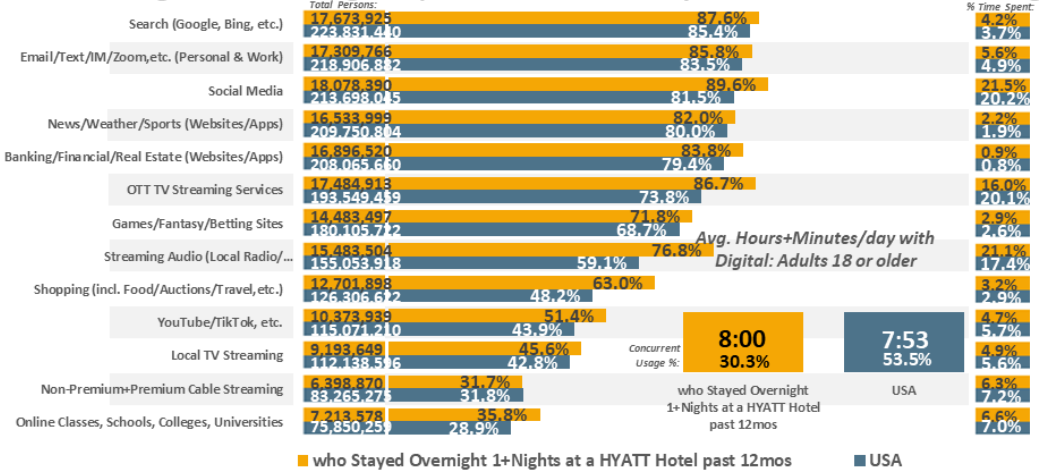
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Hotel/motels past 12 months: Marriott

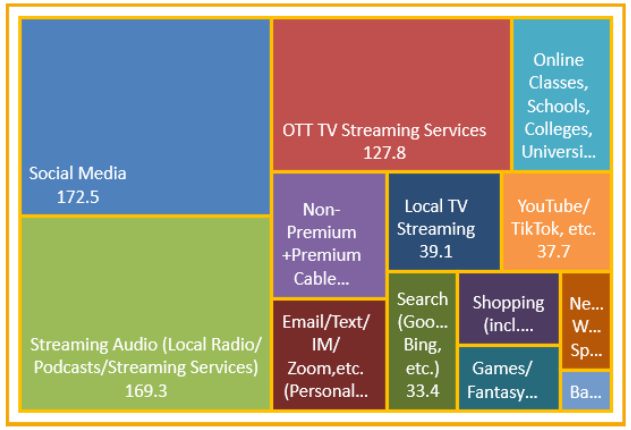
HYATT HOTELS & RESORTS

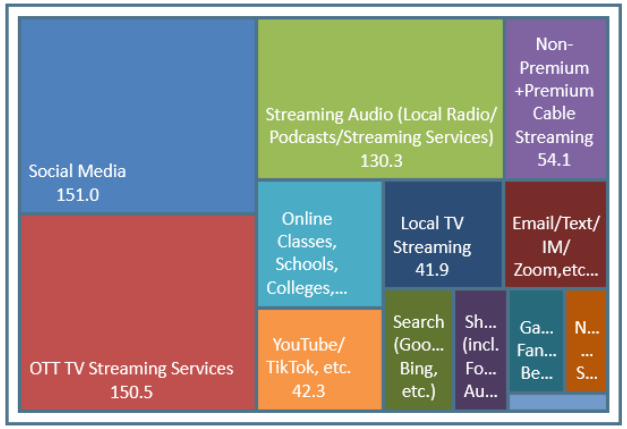
16,286,251 or 80.7% of Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos use Ad-Supported Social Media for an average of 155.4 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

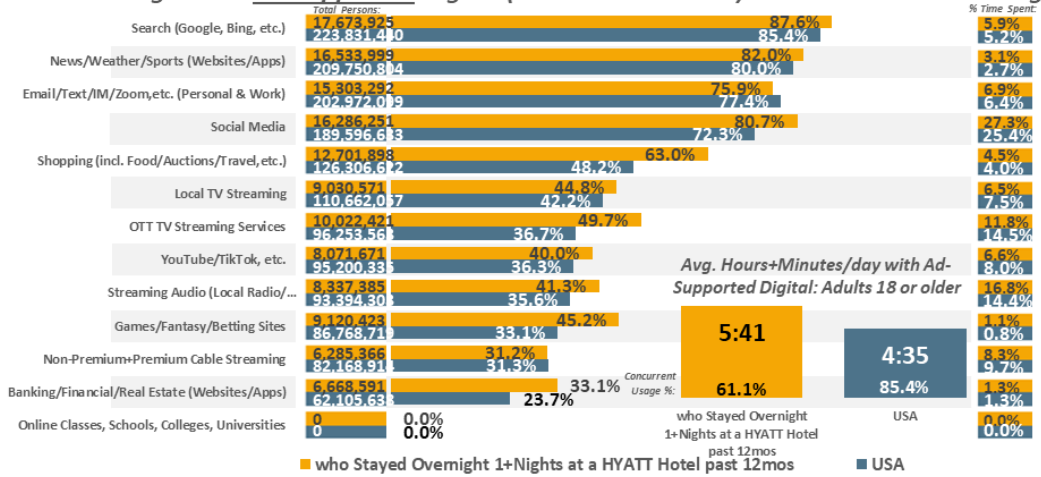


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

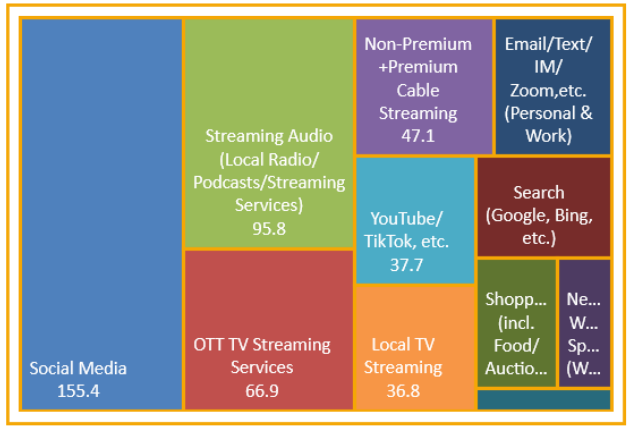


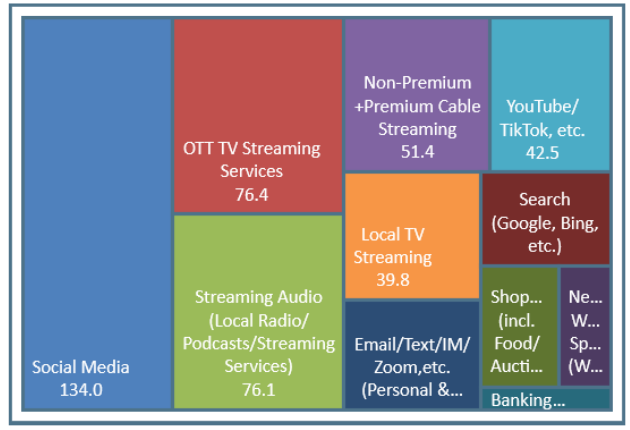


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

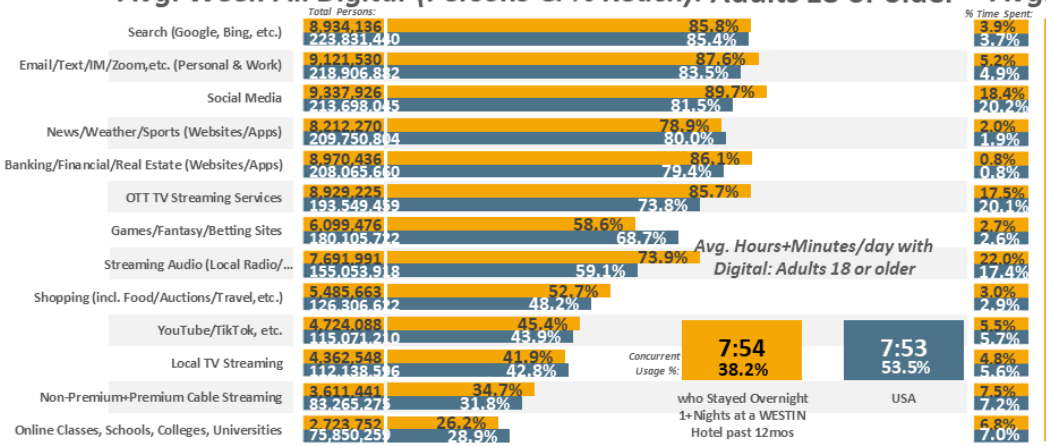
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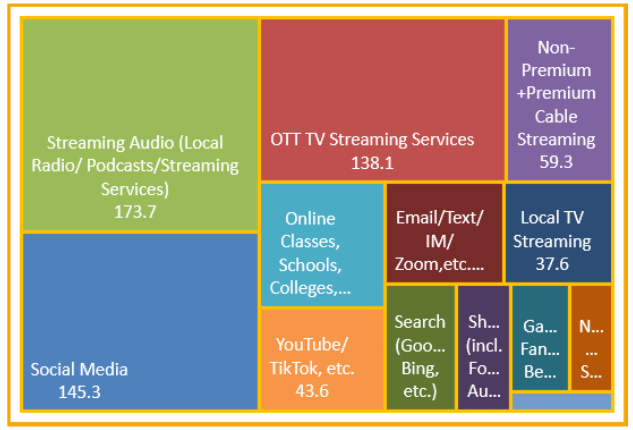
Hotel/motels past 12 months: Hyatt

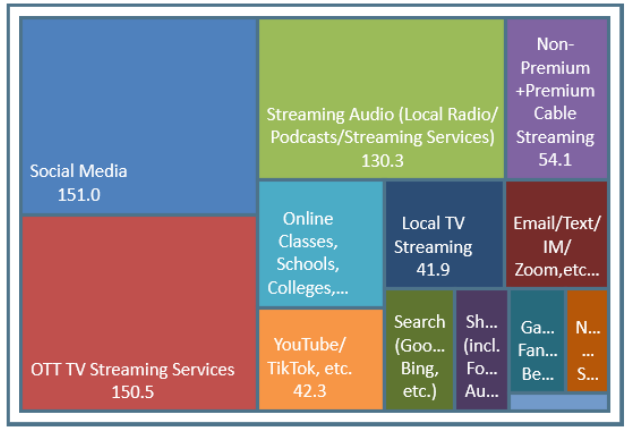
8,494,507 or 81.6% of Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos use Ad-Supported Social Media for an average of 132.2 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

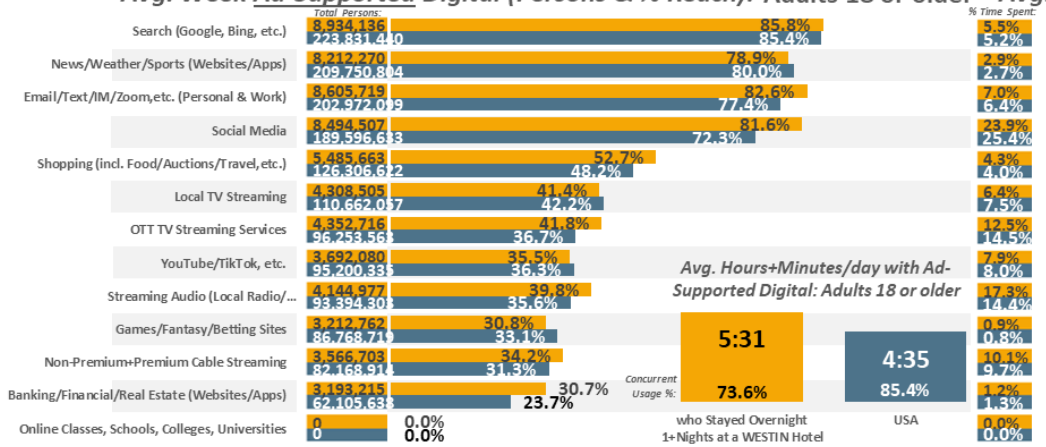


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

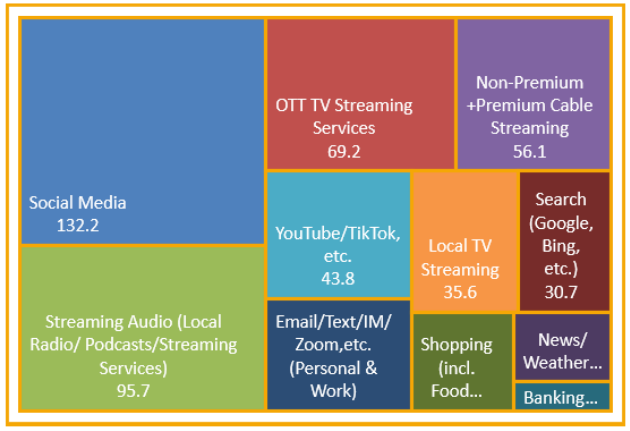


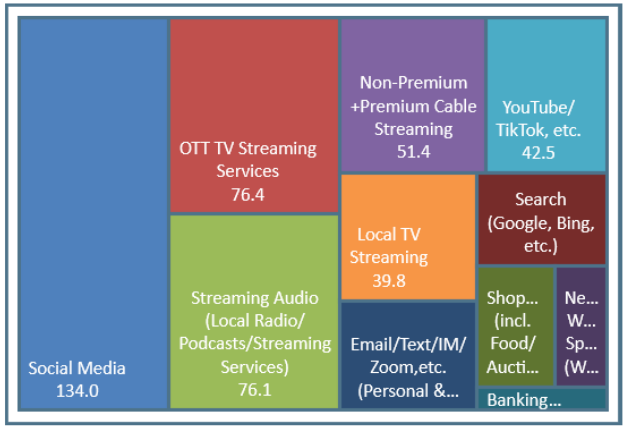


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

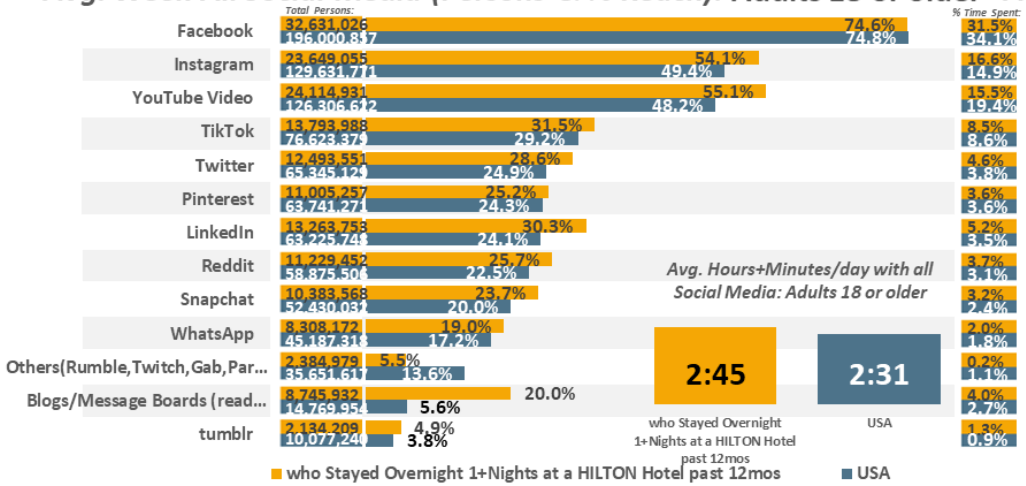
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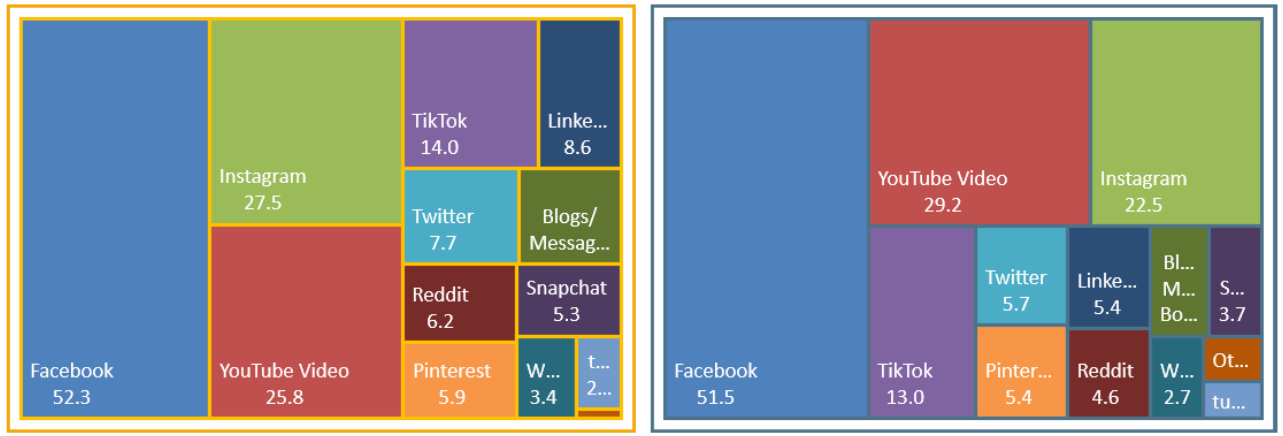
Hotel/motels past 12 months: Westin

32,631,026 or 74.6% of Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos use Ad-Supported Facebook for an average of 49.8 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

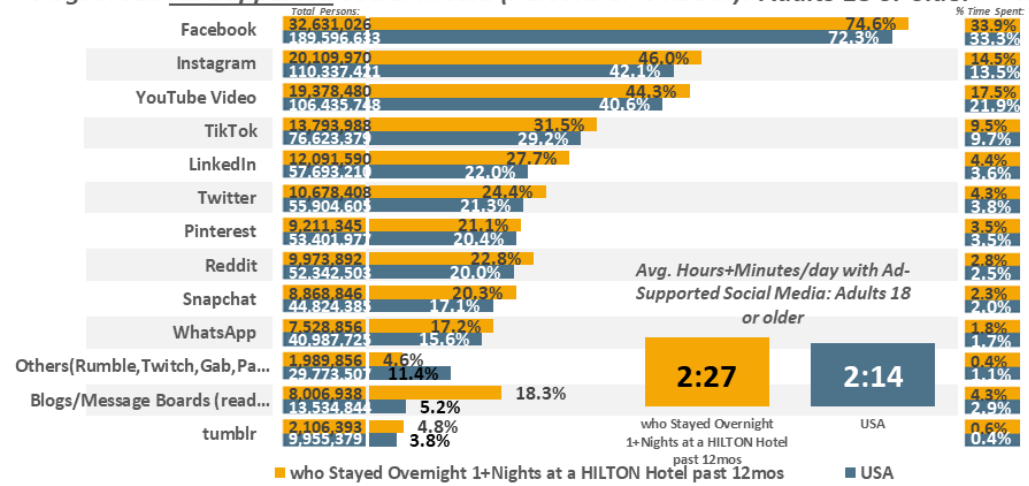
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



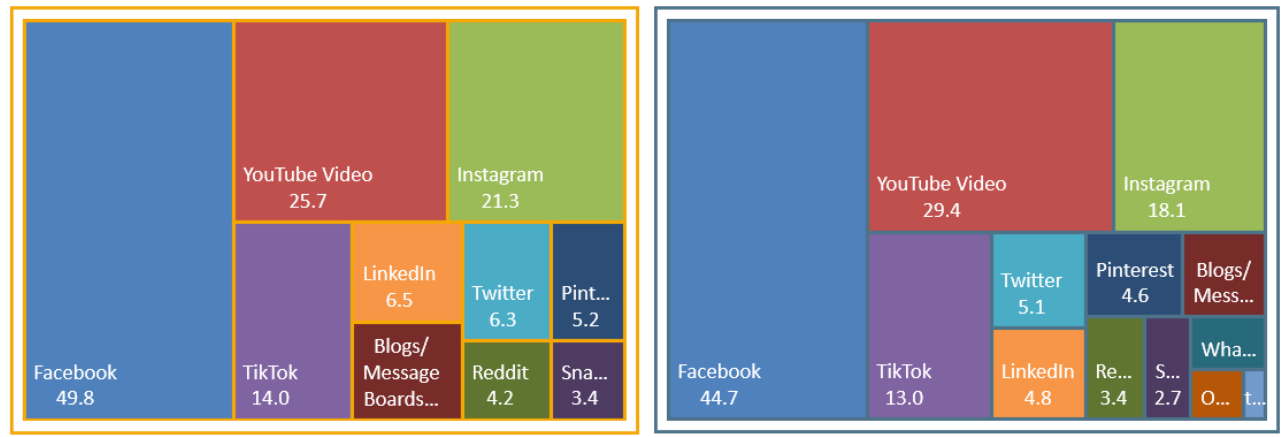
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

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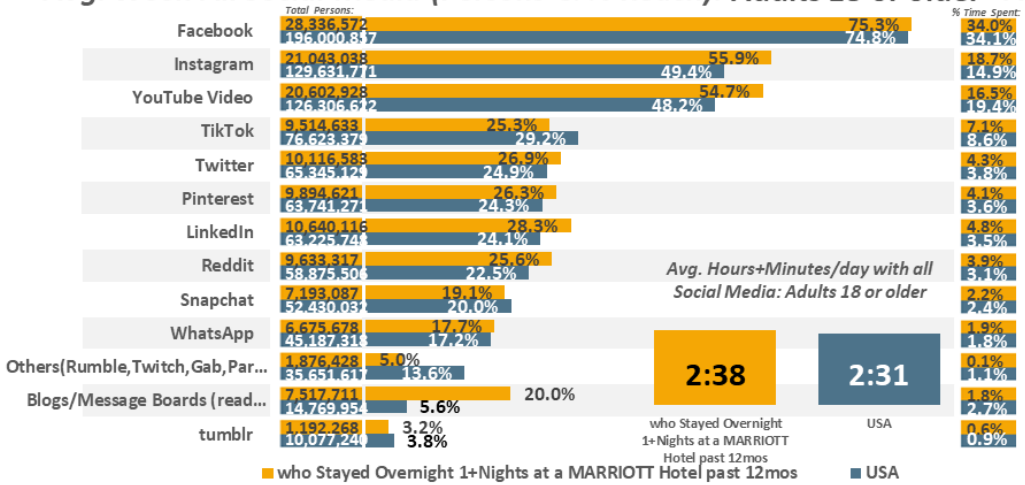
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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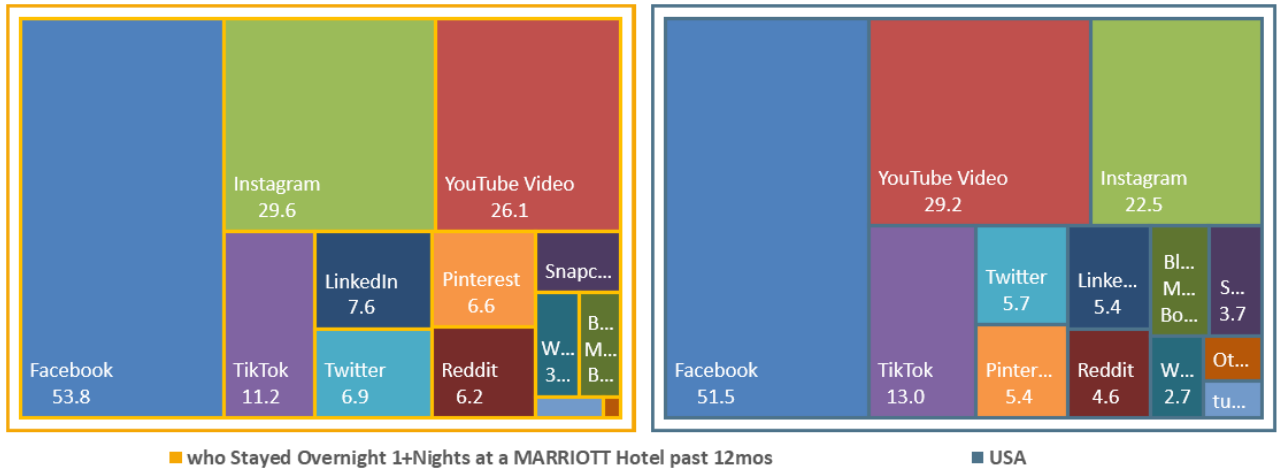
Hotel/motels past 12 months: Hilton

28,336,572 or 75.3% of Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos use Ad-Supported Facebook for an average of 51.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

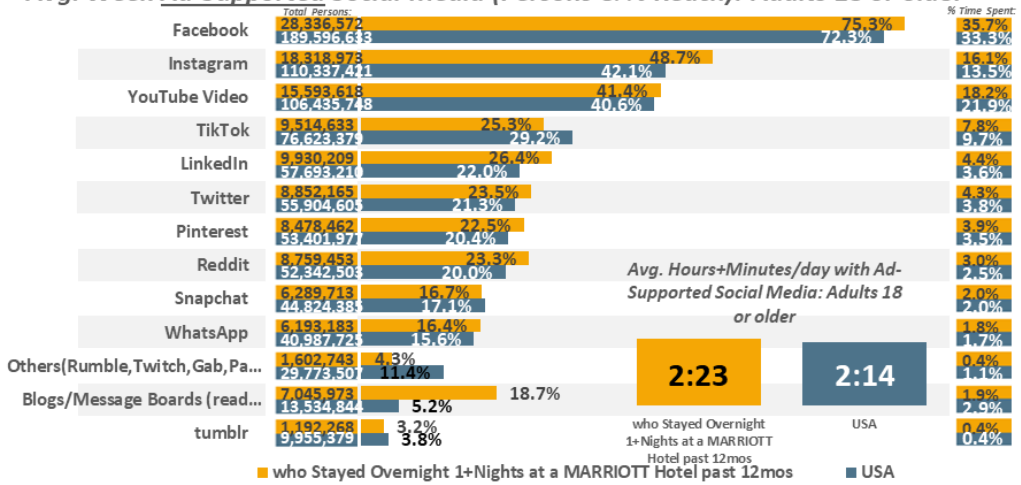
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



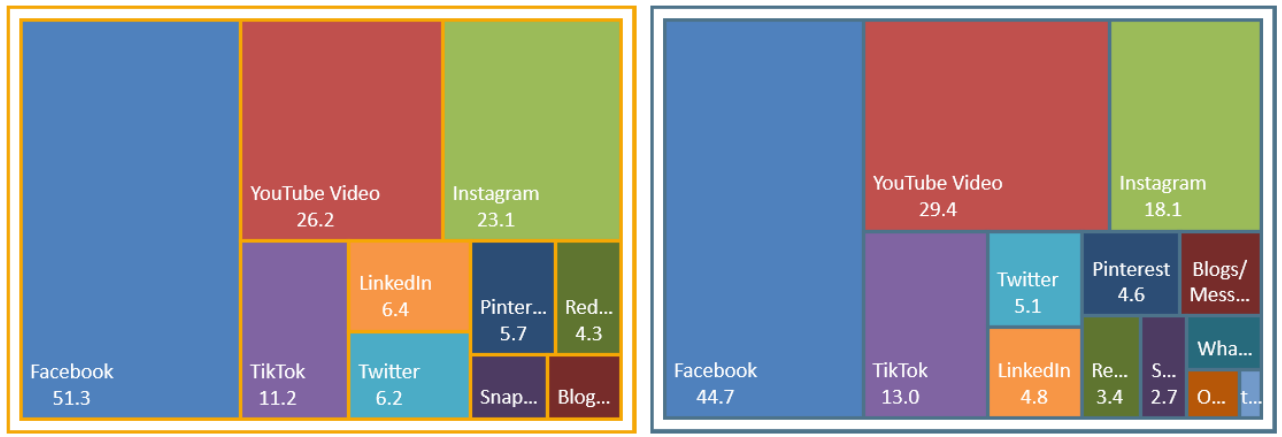
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

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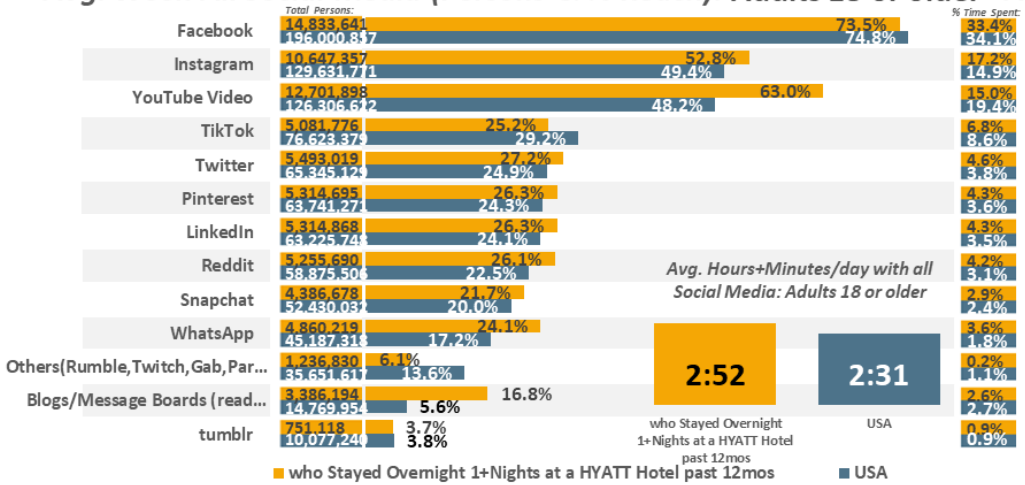
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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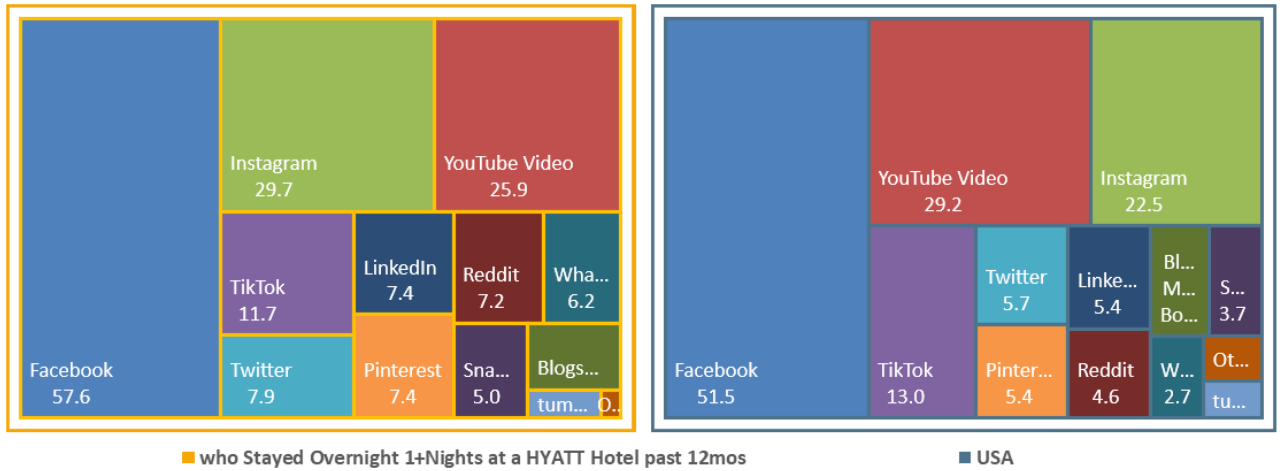
Hotel/motels past 12 months: Marriott

14,833,641 or 73.5% of Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos use Ad-Supported Facebook for an average of 55.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

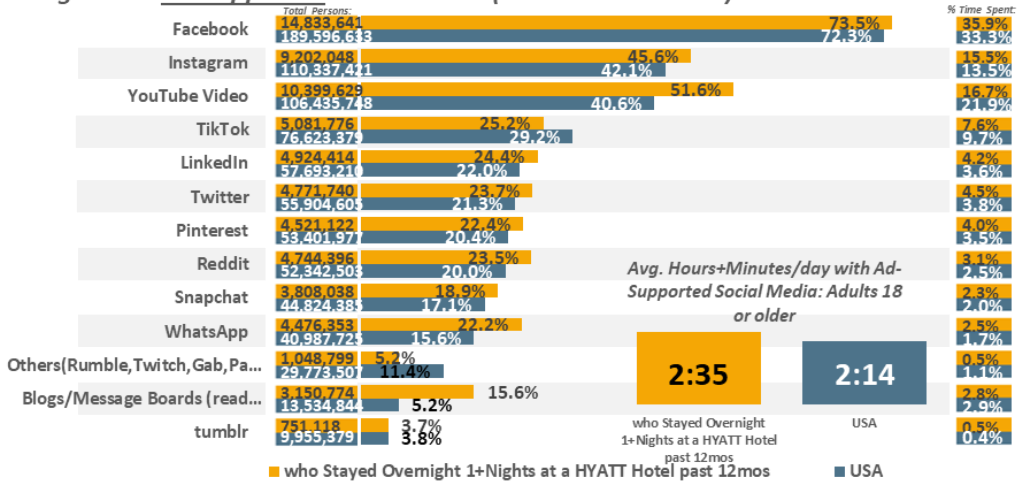
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



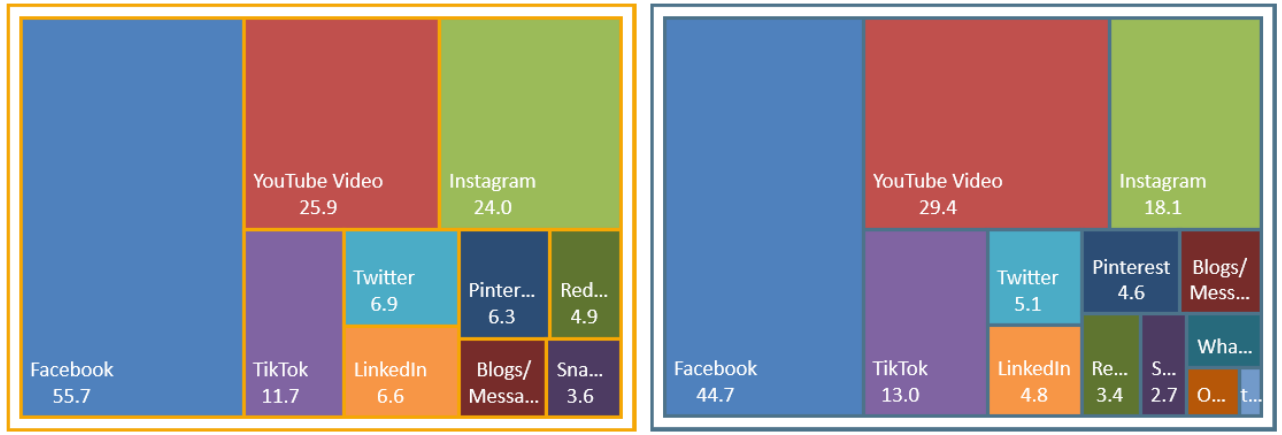
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

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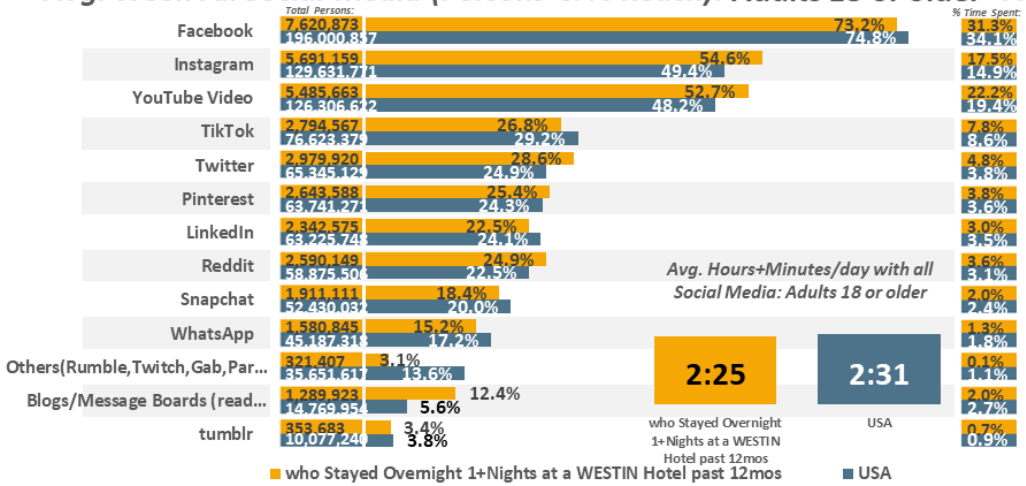
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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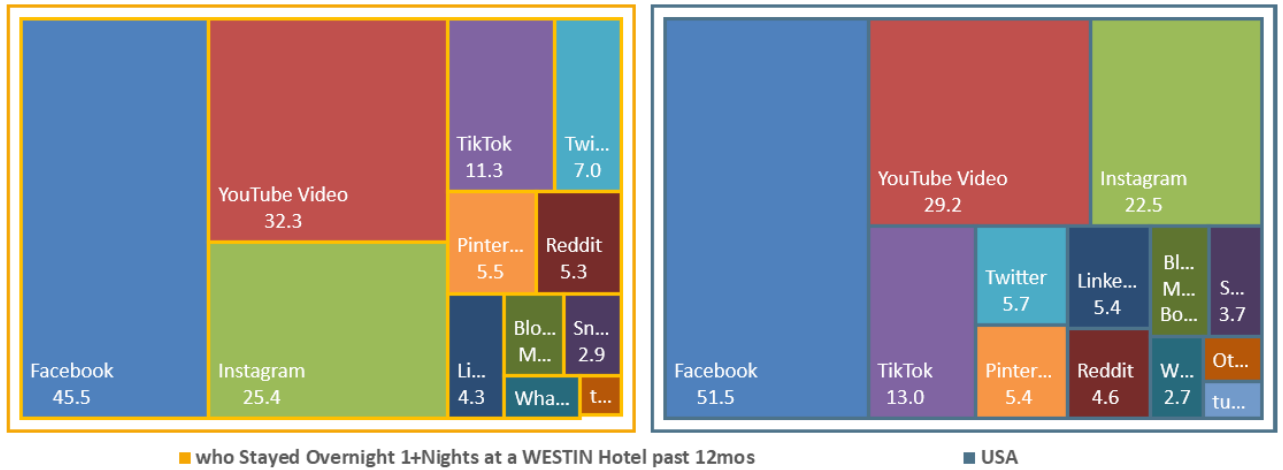
Hotel/motels past 12 months: Hyatt

7,620,873 or 73.2% of Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos use Ad-Supported Facebook for an average of 42.7 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

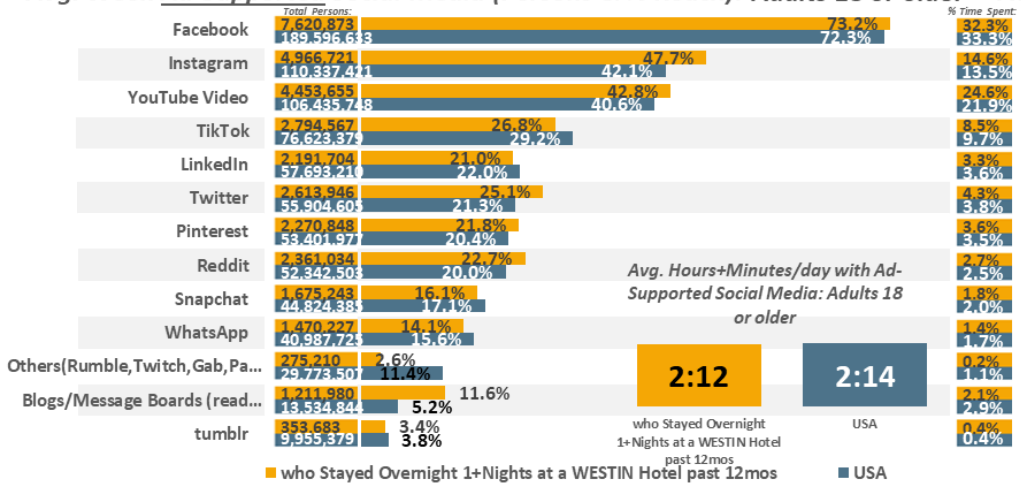
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



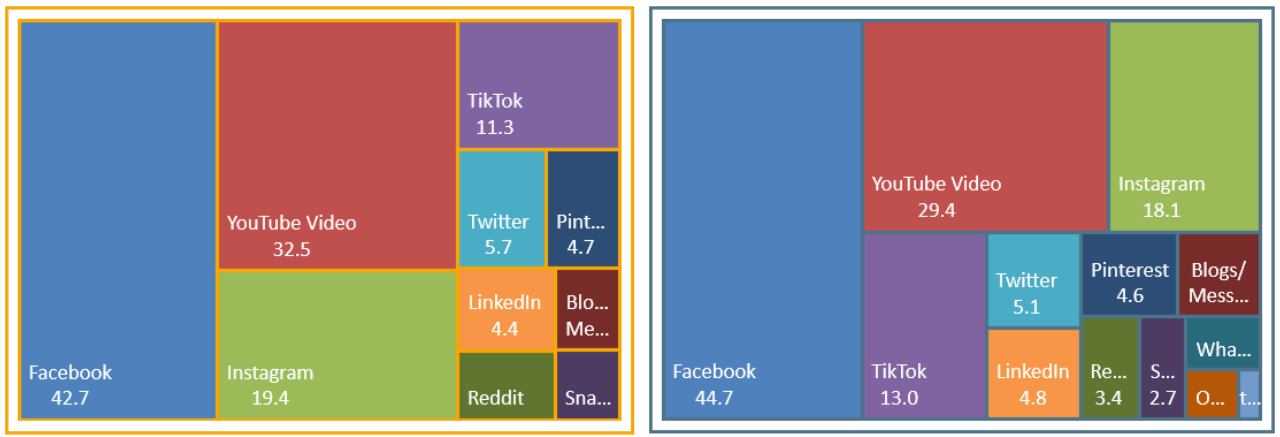
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

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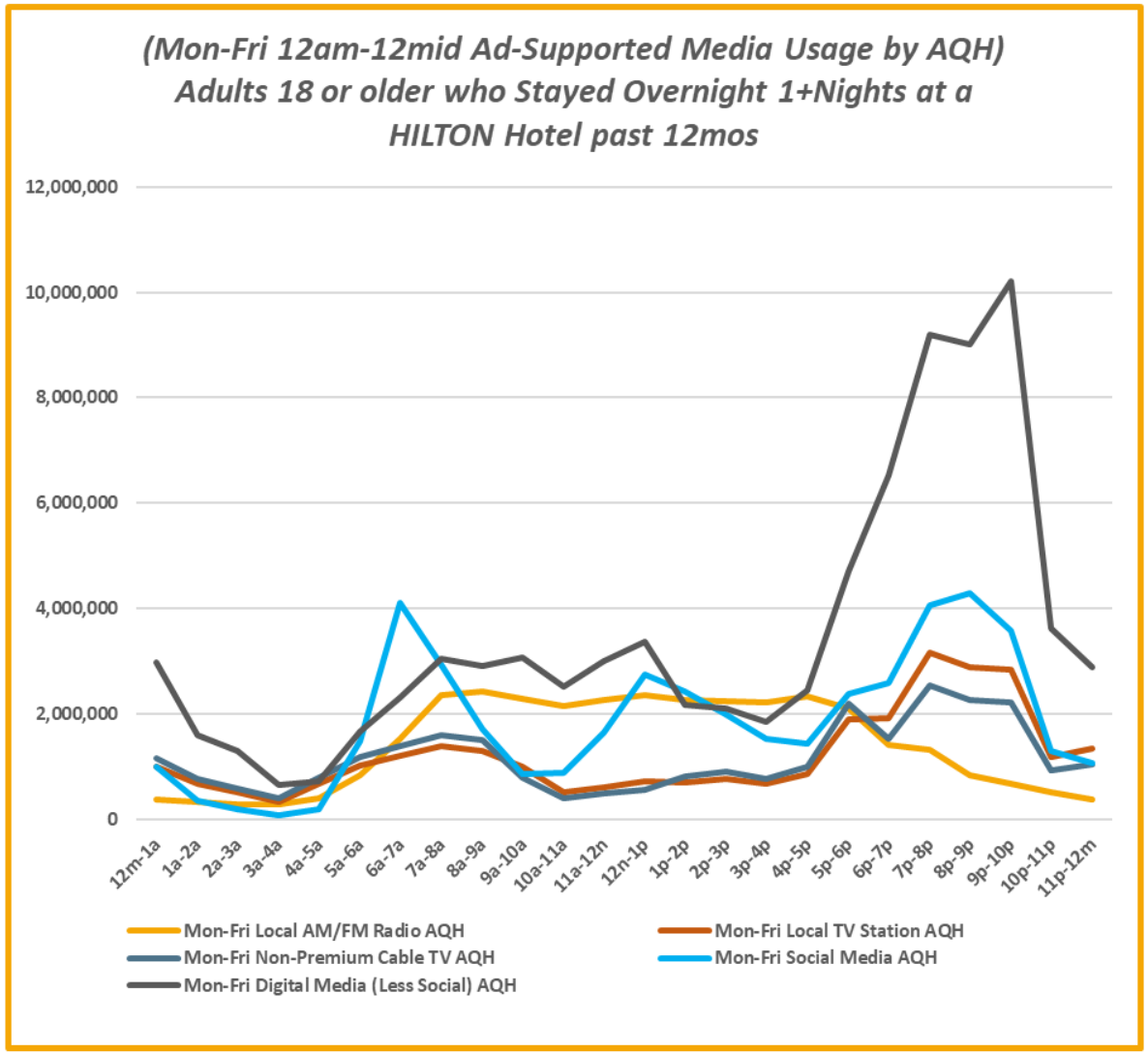
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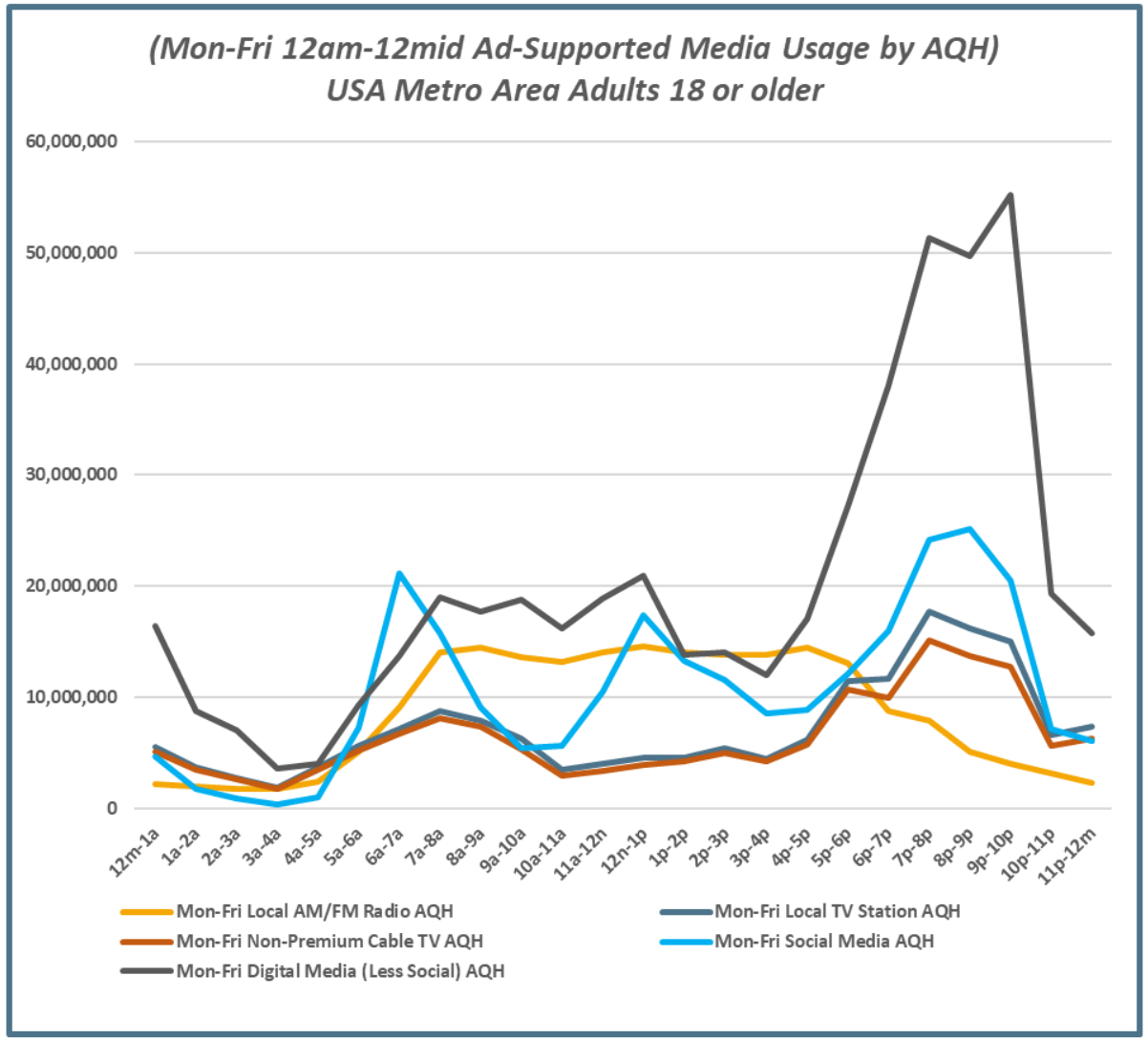
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Hotel/motels past 12 months: Westin

Hilton
HOTELS & RESORTS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,074,291; Local Radio: 2,148,360; Social Media: 2,092,247; Non-Prem. Cable: 1,067,484; Local TV: 1,035,964 reaching Adults 18 or older who Stayed Overnight 1+Nights at a





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

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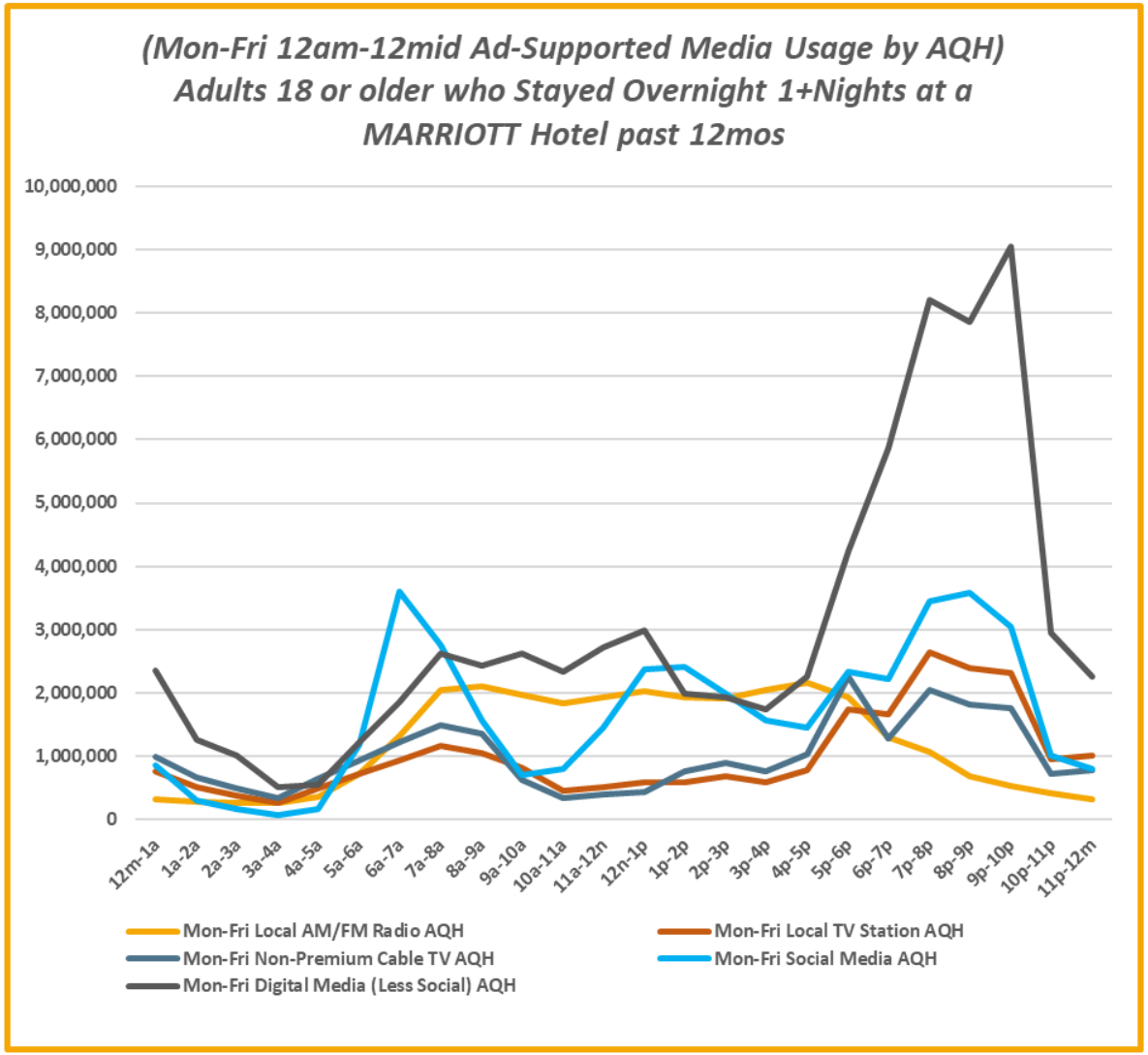
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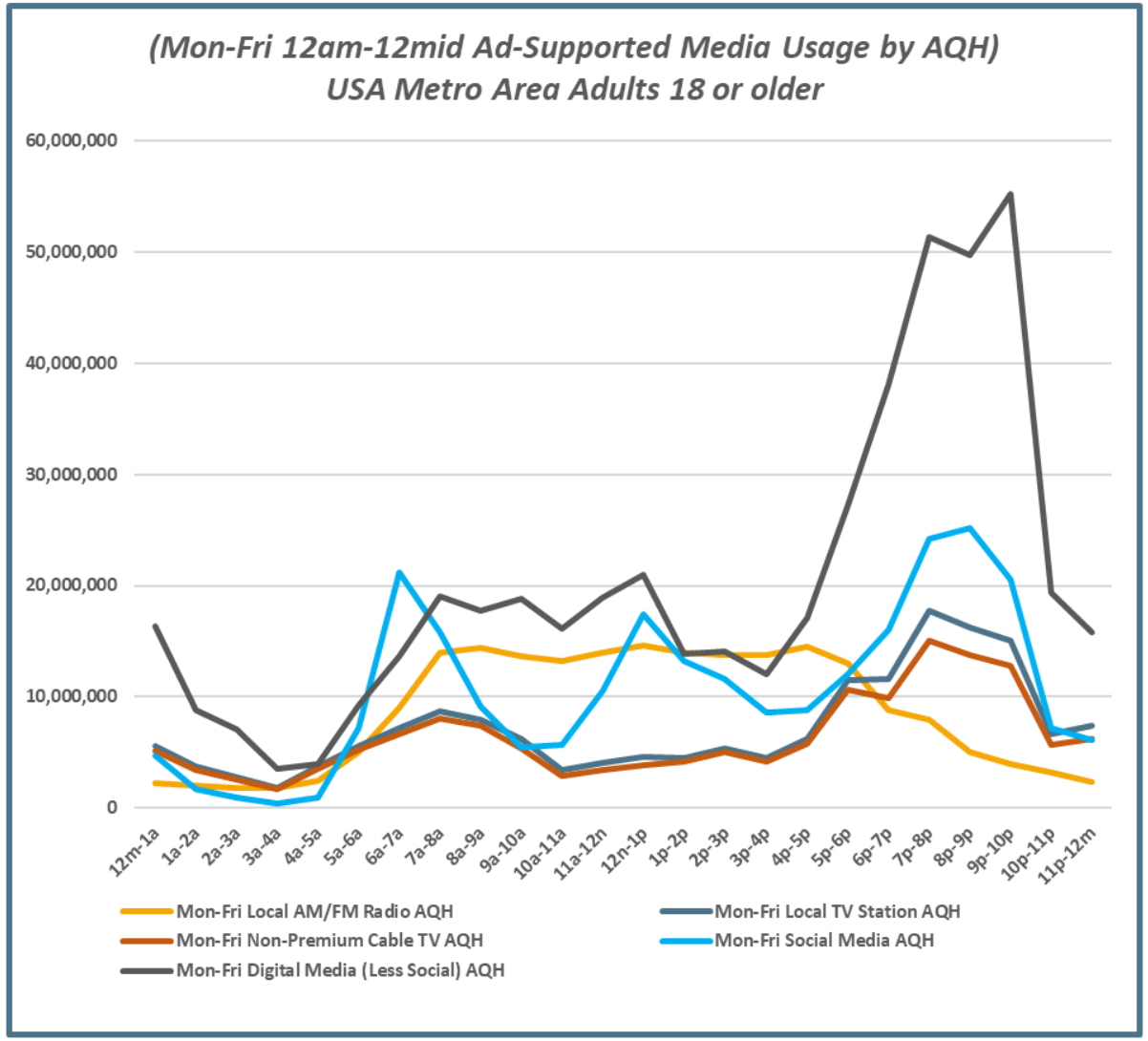
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Hotel/motels past 12 months: Hilton

Marriott HOTELS & RESORTS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,735,898; Social Media: 1,939,778; Local Radio: 1,886,033; Non-Prem. Cable: 987,640; Local TV: 888,999 reaching Adults 18 or older who Stayed Overnight 1+Nights at a MAR





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

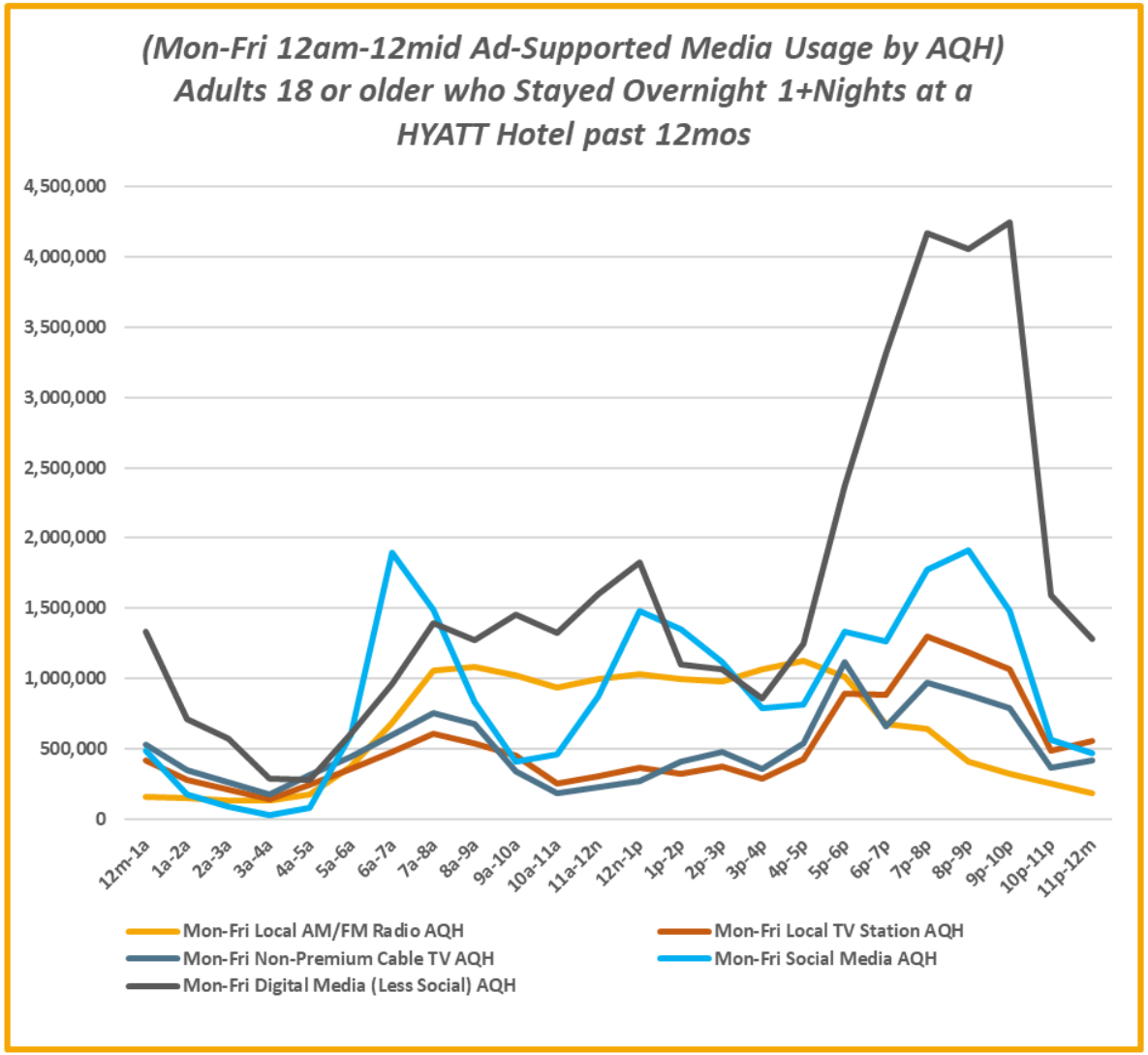
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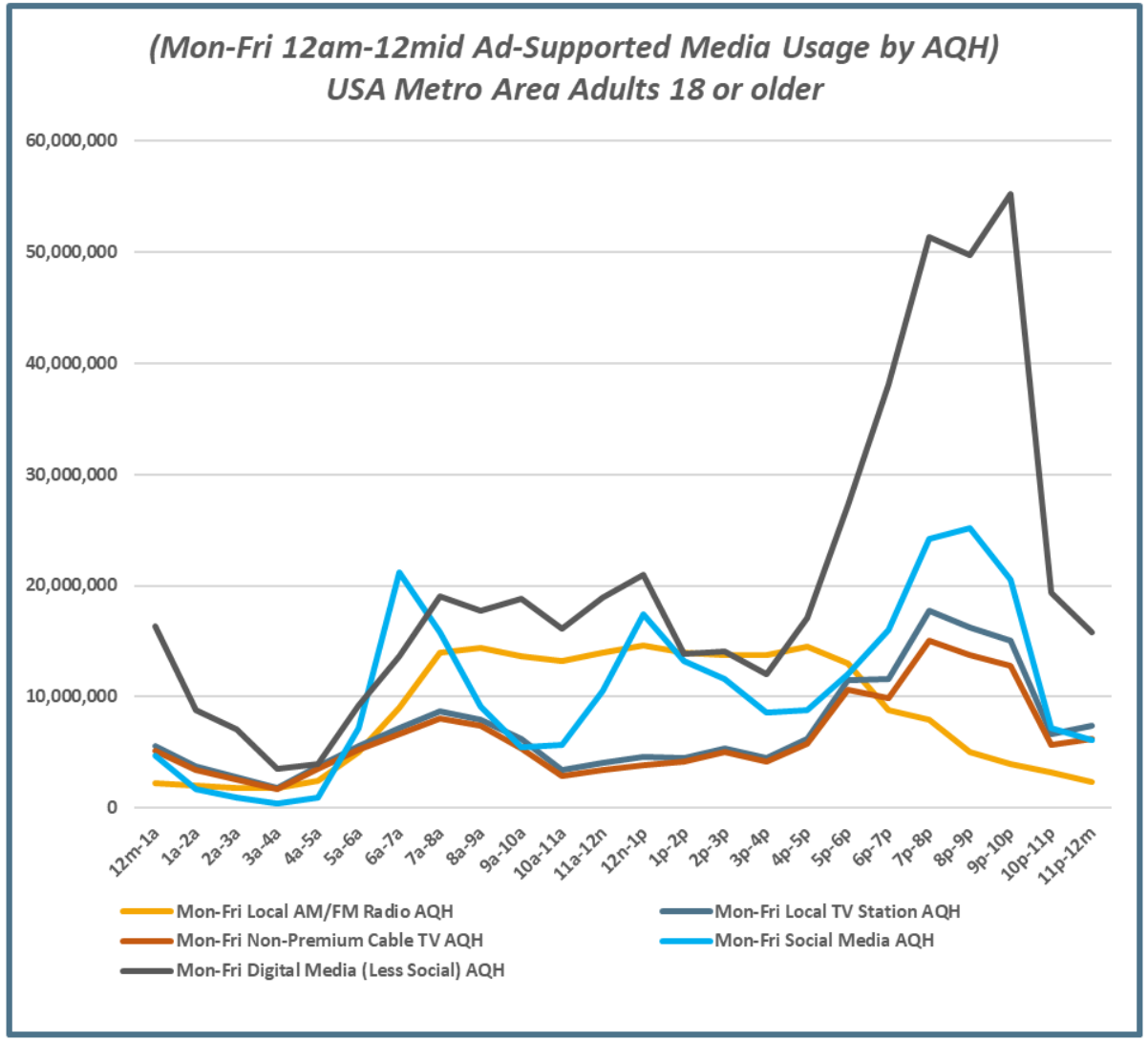
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Hotel/motels past 12 months: Marriott

HYATT HOTELS & RESORTS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,523,775; Social Media: 1,086,747; Local Radio: 976,084; Non-Prem. Cable: 511,990; Local TV: 479,366 reaching Adults 18 or older who Stayed Overnight 1+Nights at a HYATT





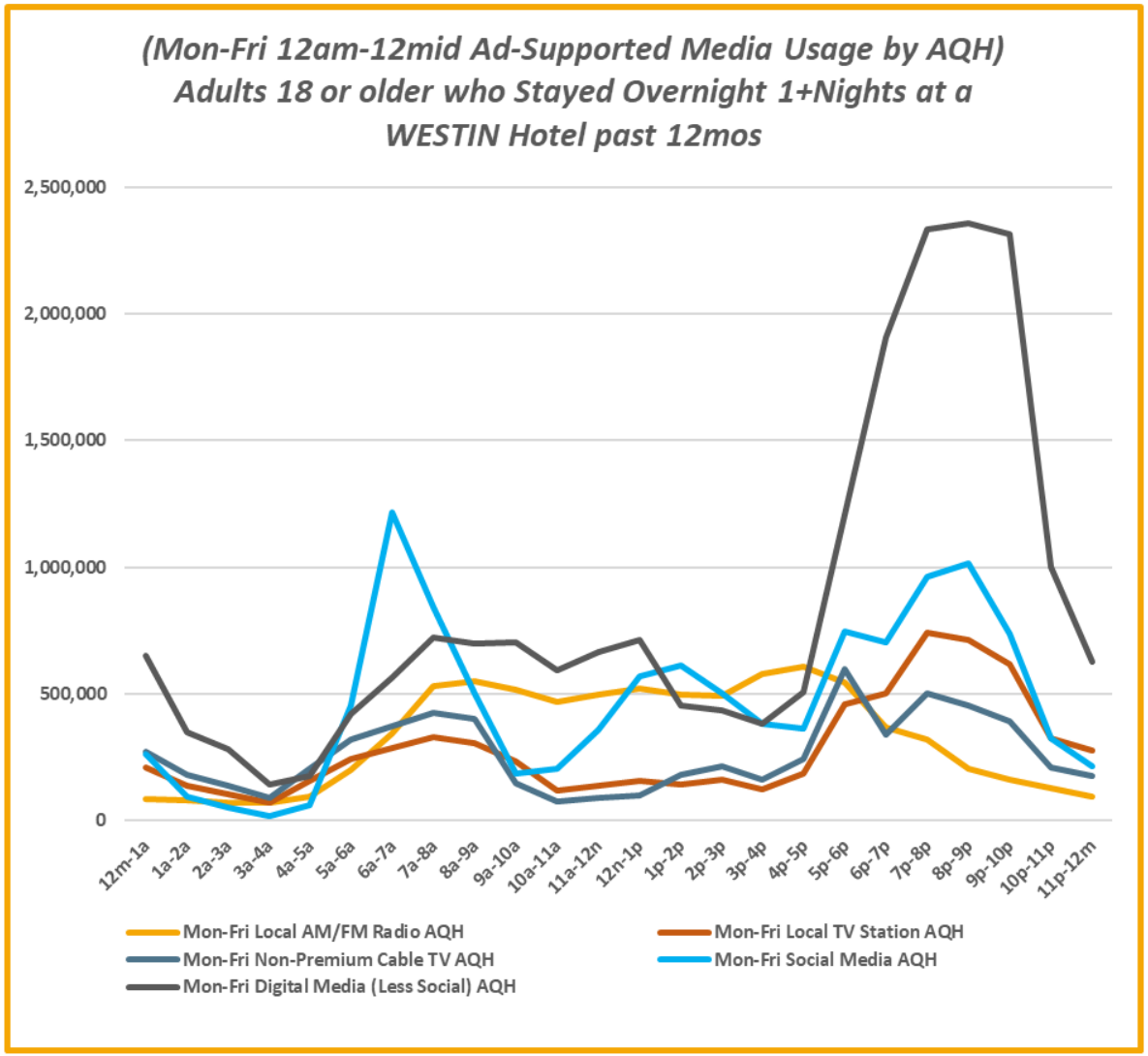
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

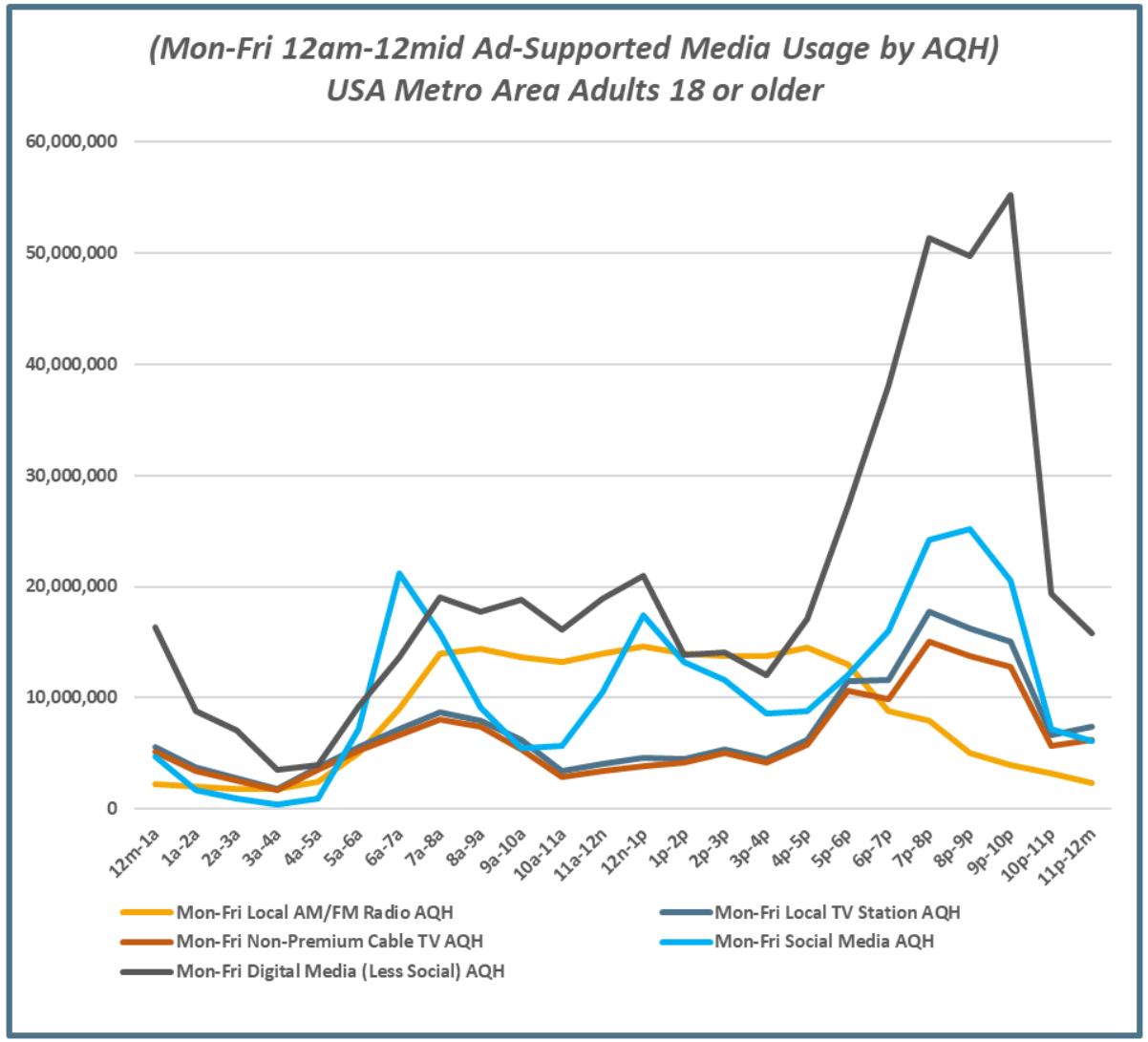
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Hotel/motels past 12 months: Hyatt

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 734,811; Social Media: 552,892; Local Radio: 501,636; Non-Prem. Cable: 257,292; Local TV: 241,245 reaching Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Ho





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 388

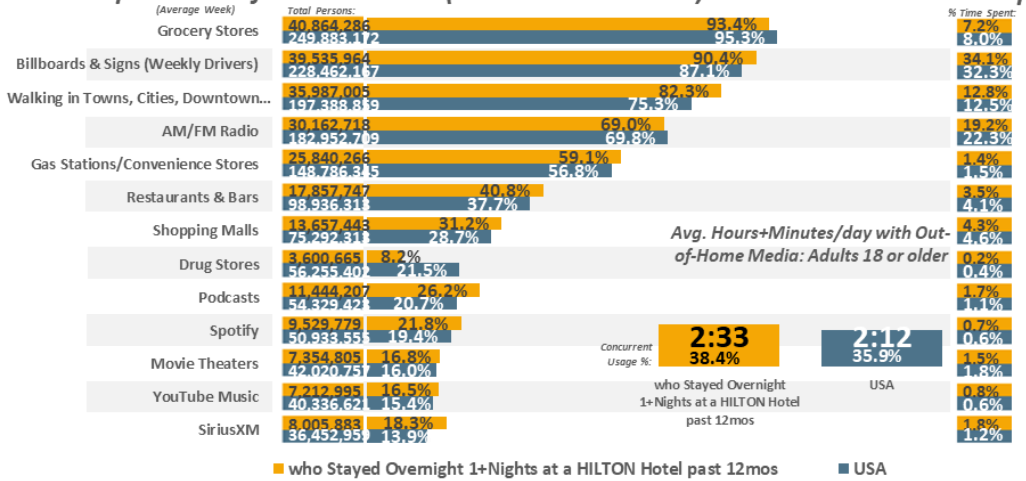
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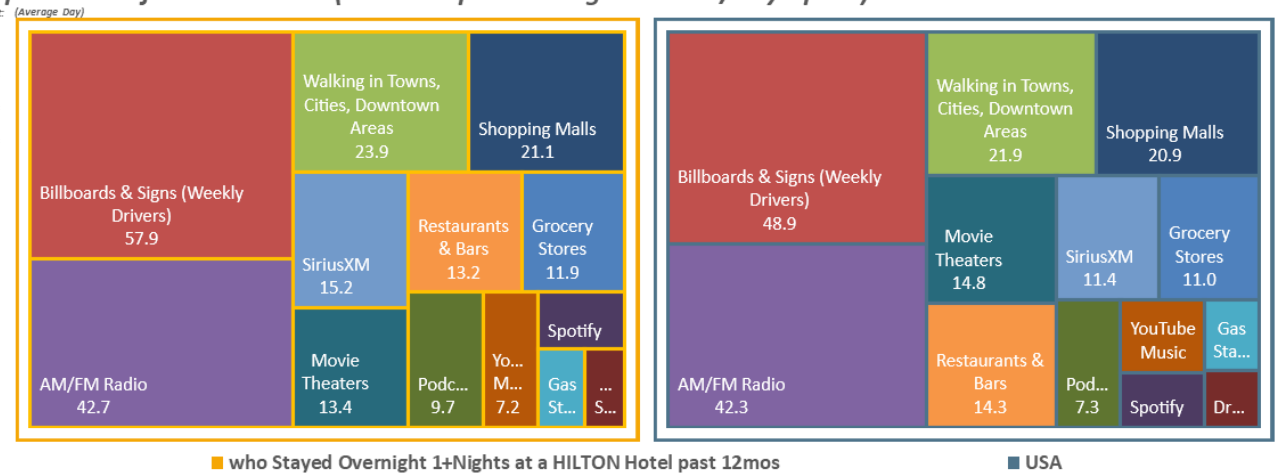
Hotel/motels past 12 months: Westin

39,535,964 or 90.4% of Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos spend an average of 57.9 minutes per day driving, seeing Billboards and Signs. 65.3% Listen to Local Radio Stations Out-of-Home for an average of 38.6 min

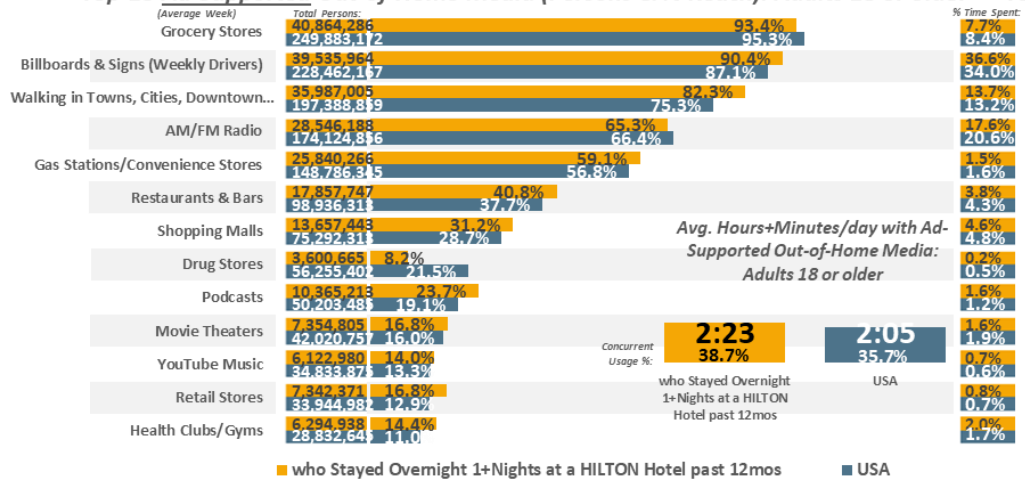
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



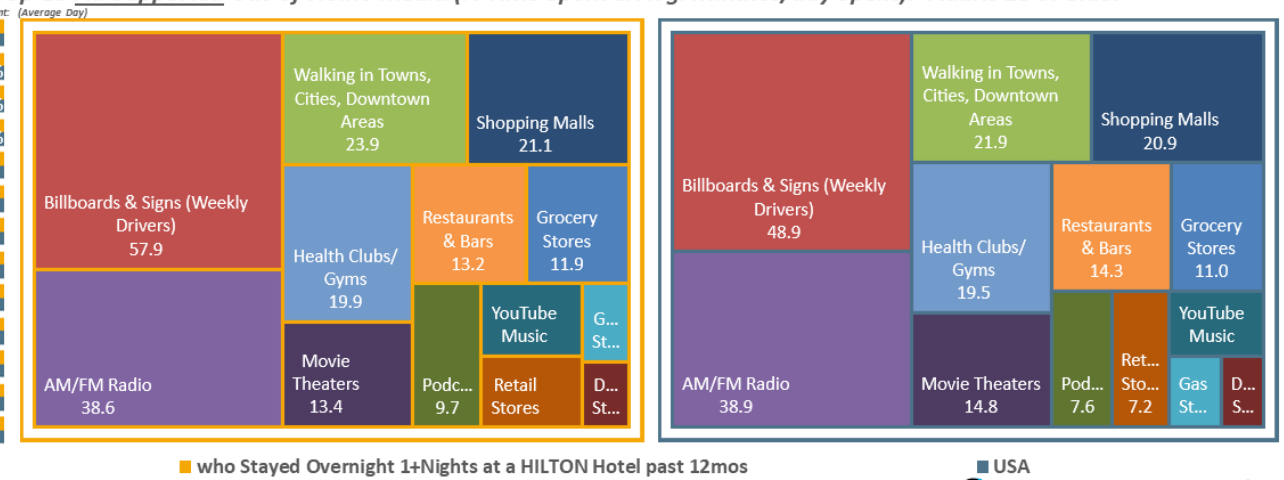
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

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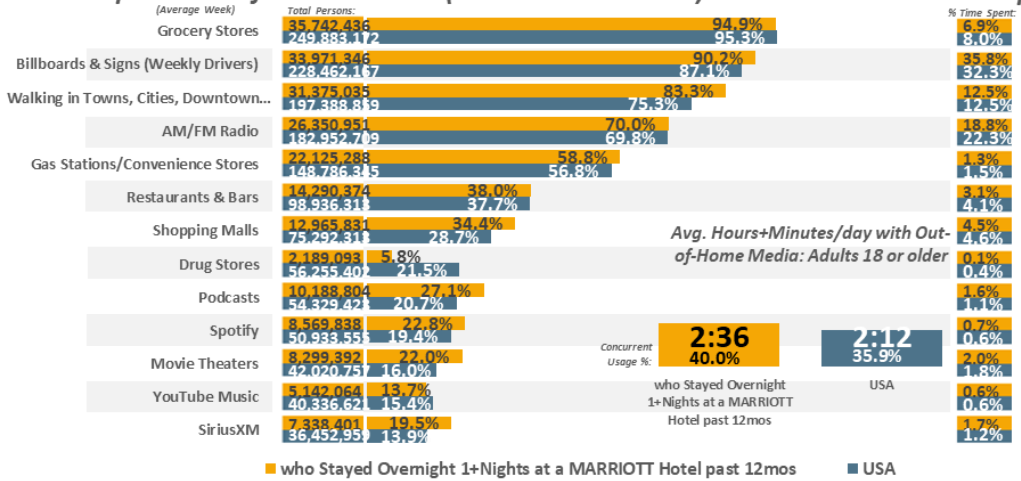
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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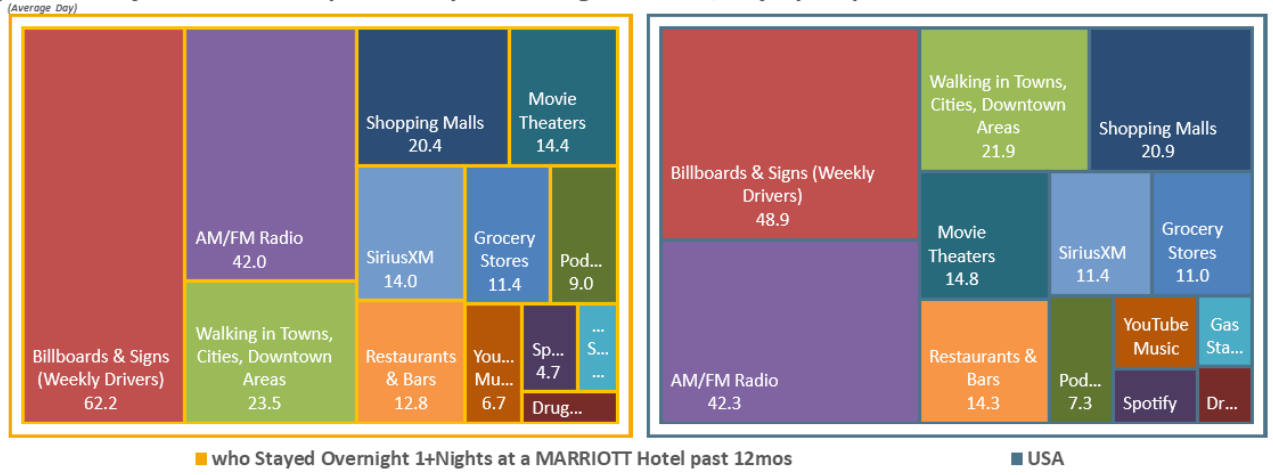
Hotel/motels past 12 months: Hilton

33,971,346 or 90.2% of Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos spend an average of 62.2 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 37.9 mi

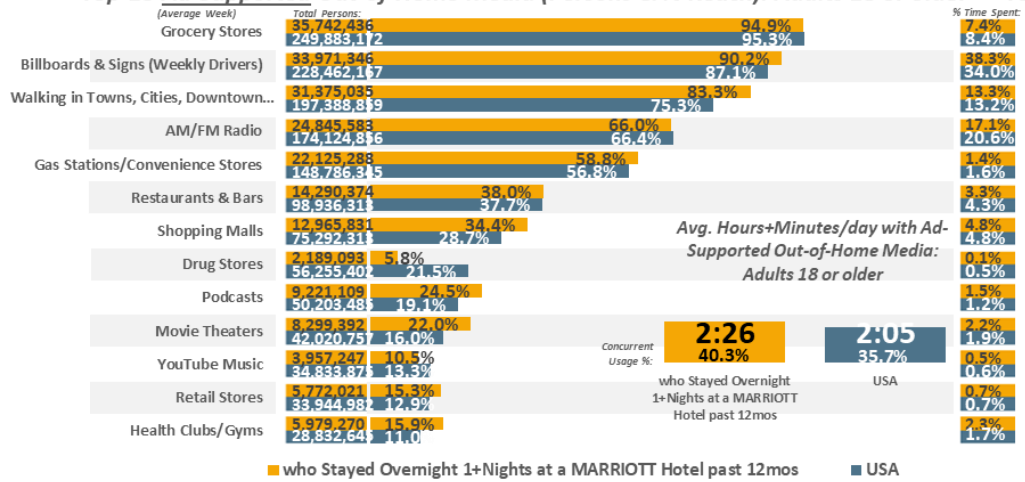
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



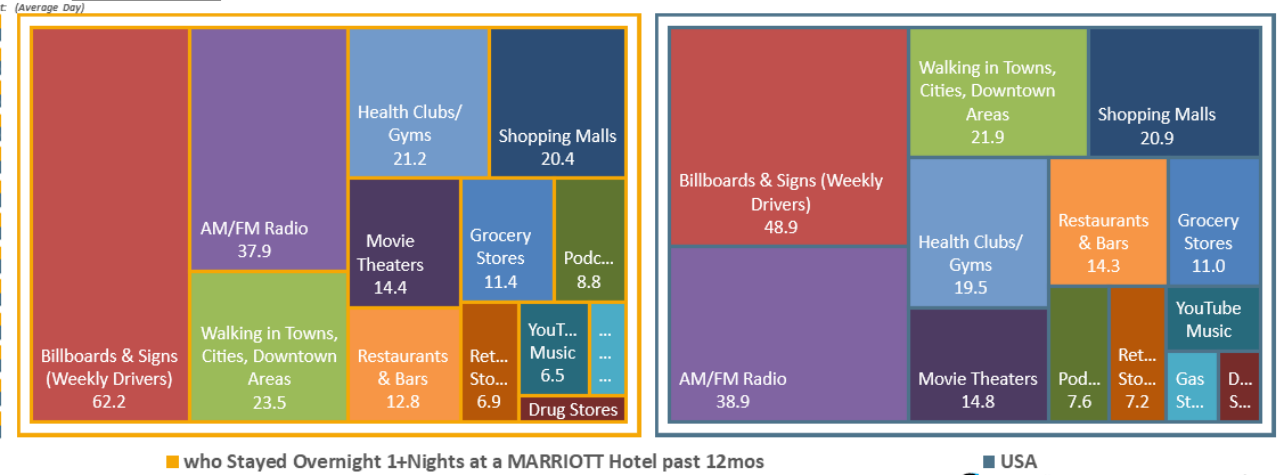
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

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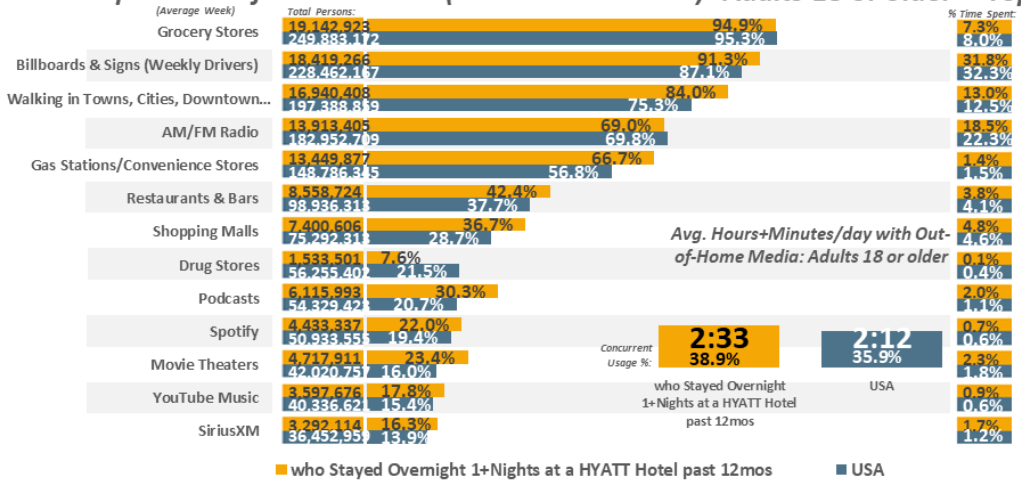
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Hotel/motels past 12 months: Marriott

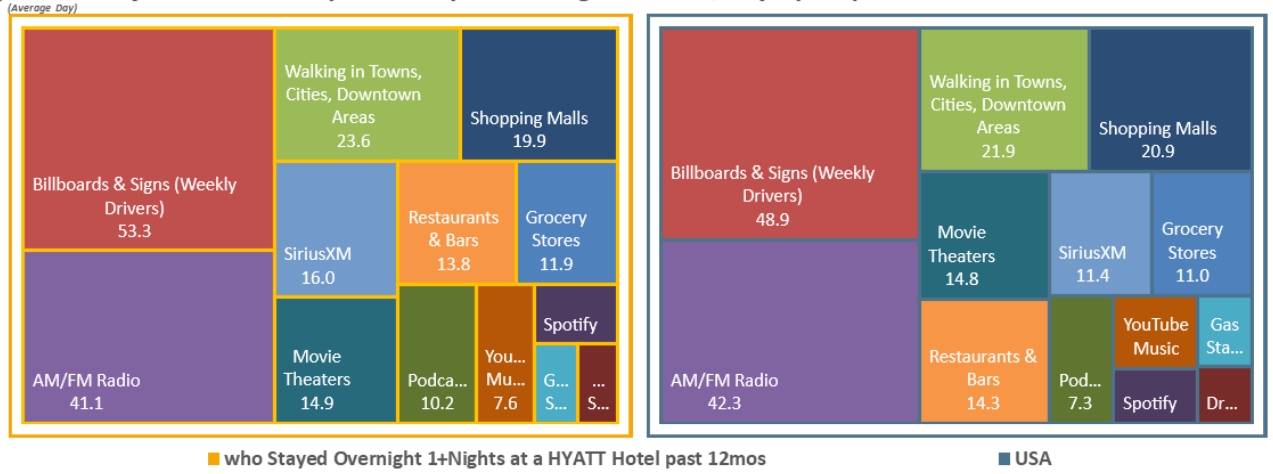
HYATT HOTELS & RESORTS

18,419,266 or 91.3% of Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 64.9% Listen to Local Radio Stations Out-of-Home for an average of 36.8 minu

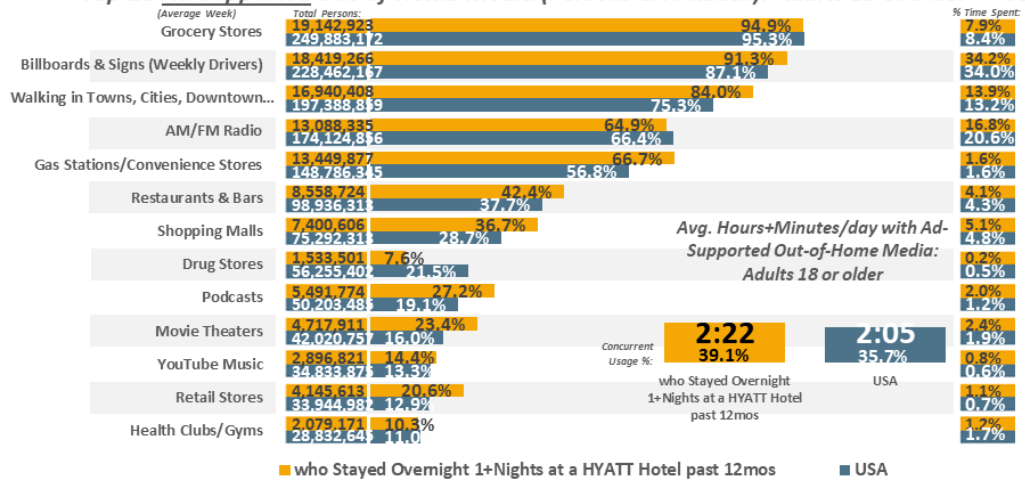
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



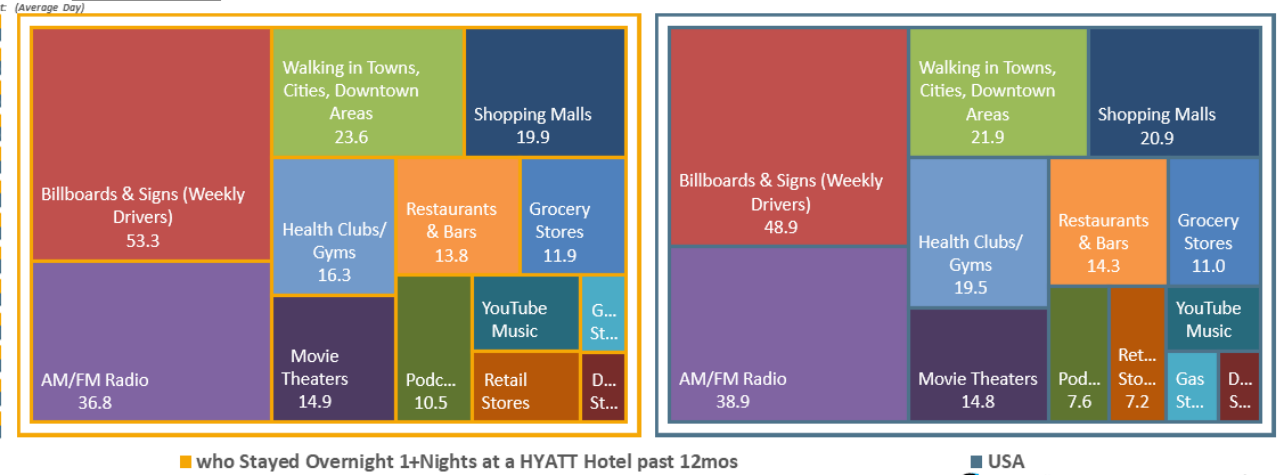
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 731

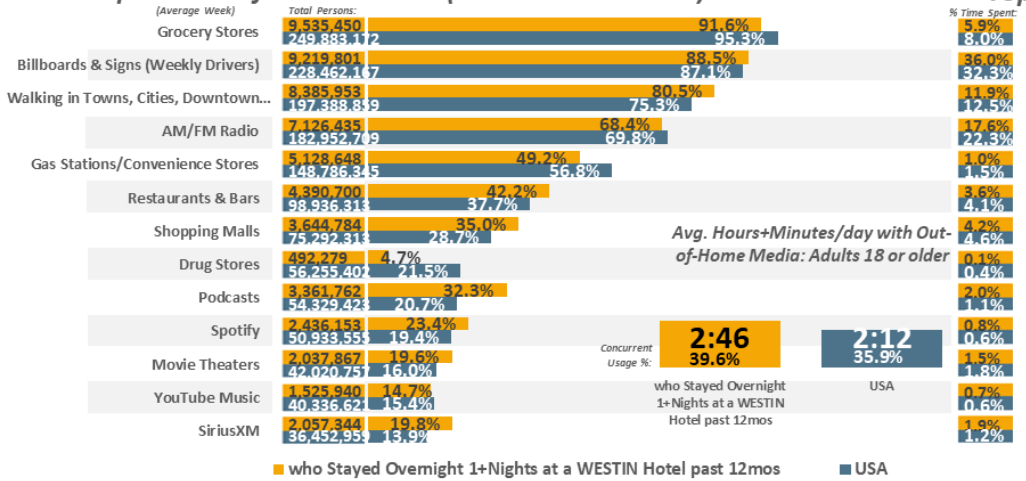
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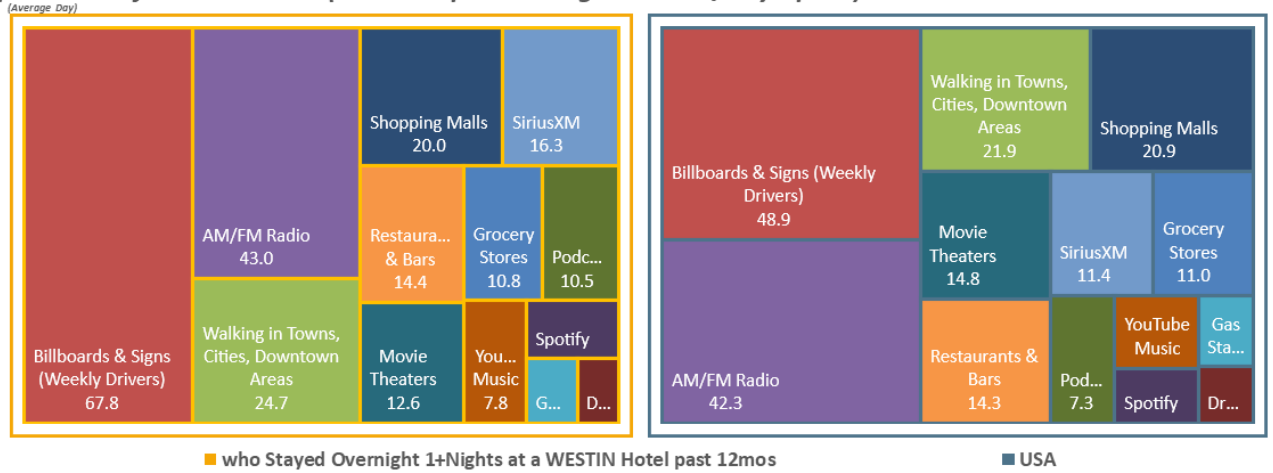
Hotel/motels past 12 months: Hyatt

9,219,801 or 88.5% of Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos spend an average of 67.8 minutes per day driving, seeing Billboards and Signs. 64.4% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minu

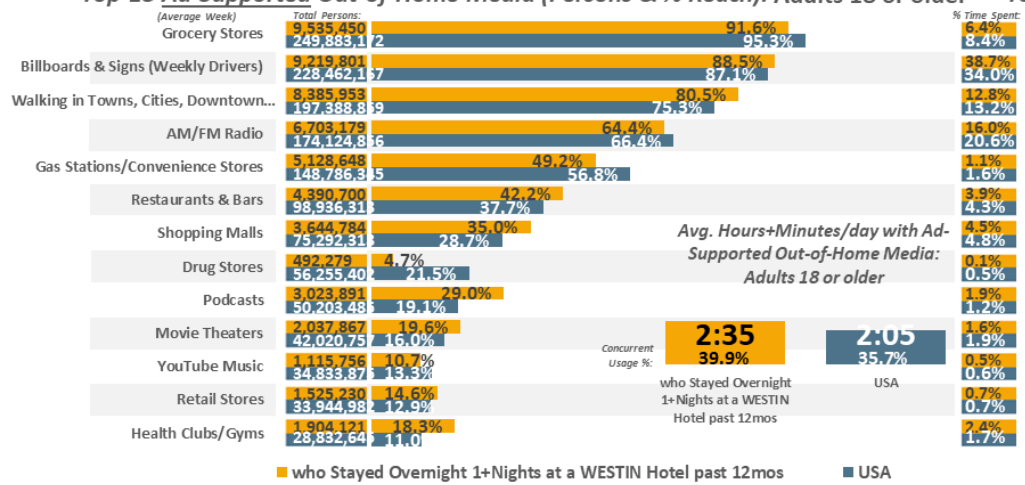
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



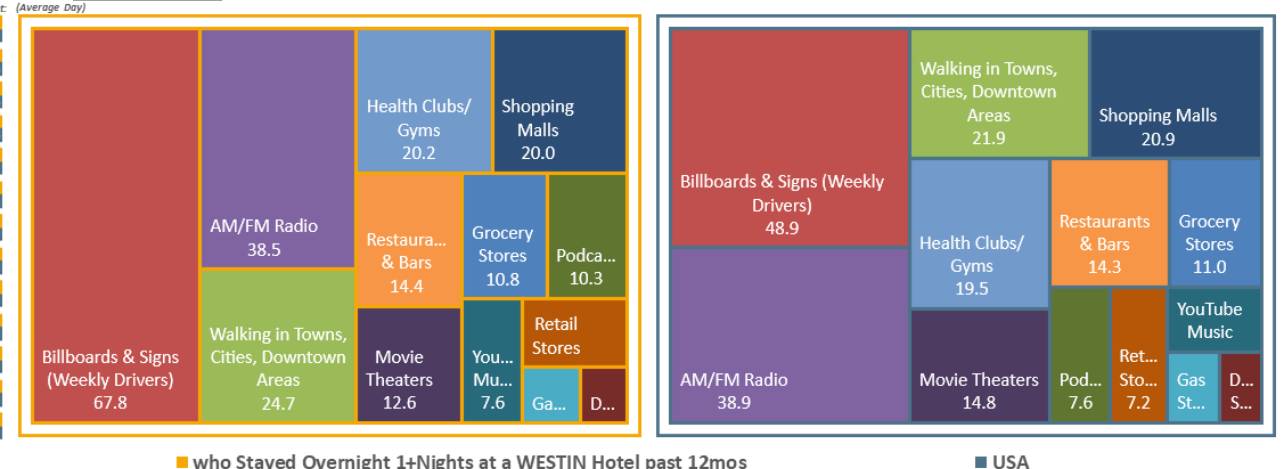
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



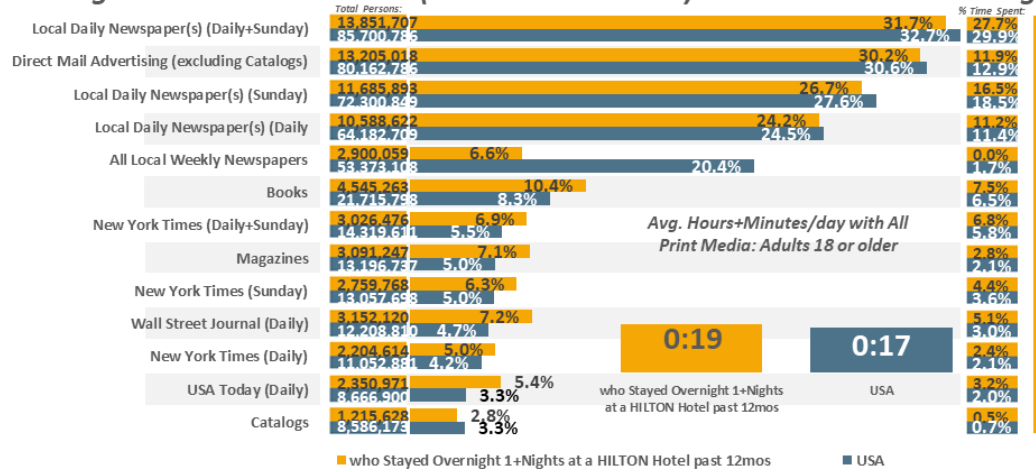
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



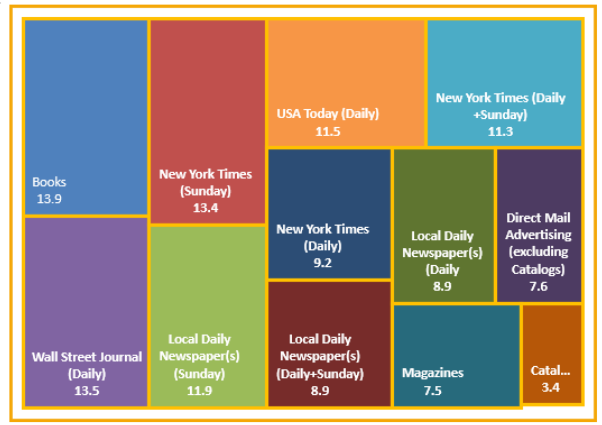
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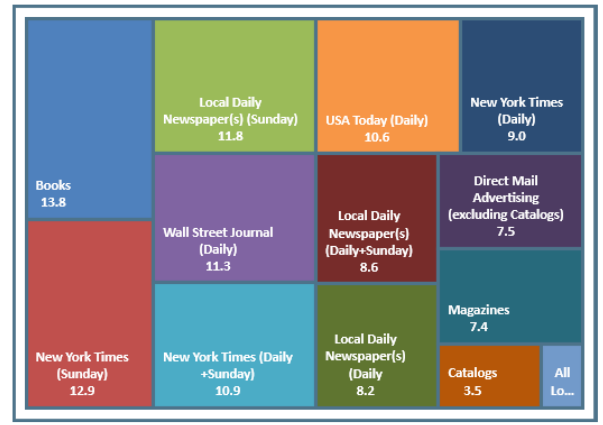
13,851,707 or 31.7% of Adults 18 or older who Stayed Overnight 1+Nights at a HILTON Hotel past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.9% of all time spent daily with All forms of Print M

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

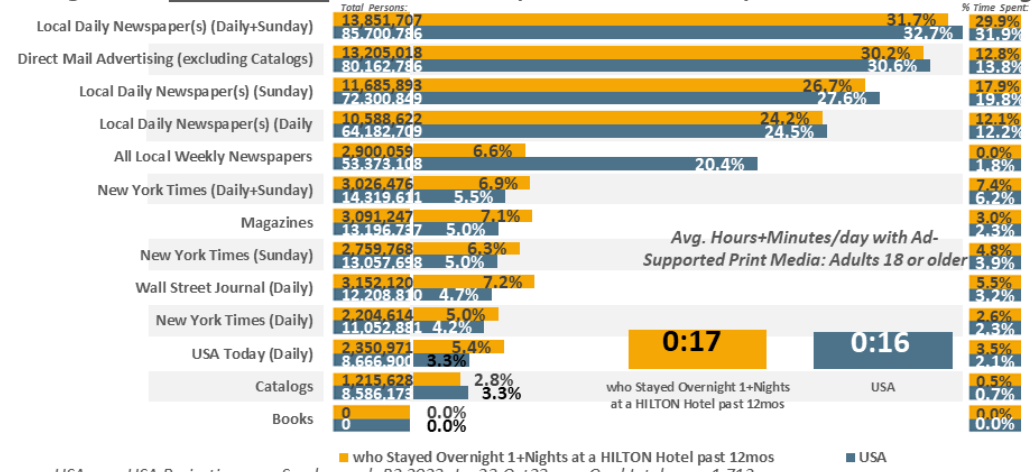


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

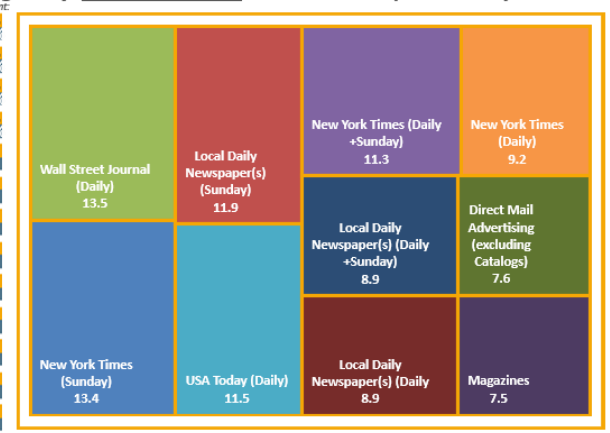


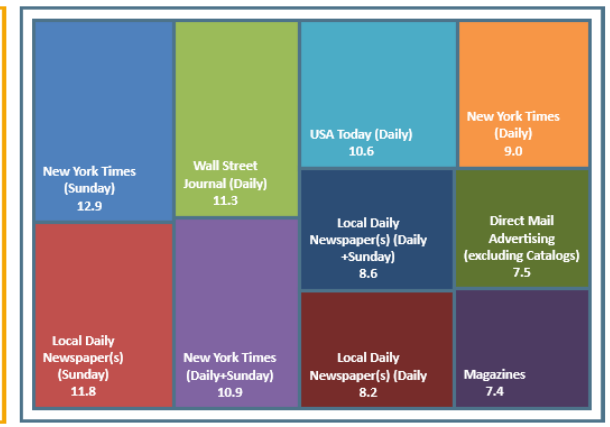


Avg. Week <u>Ad-Supported</u> All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,712

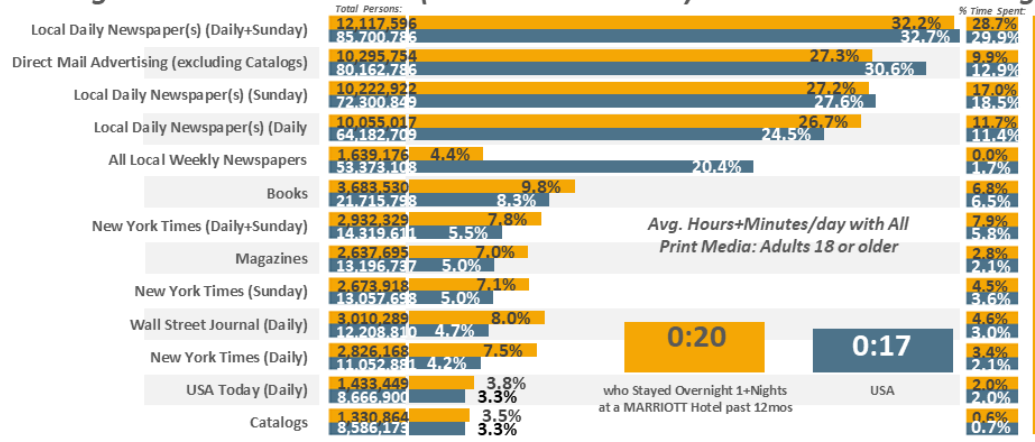
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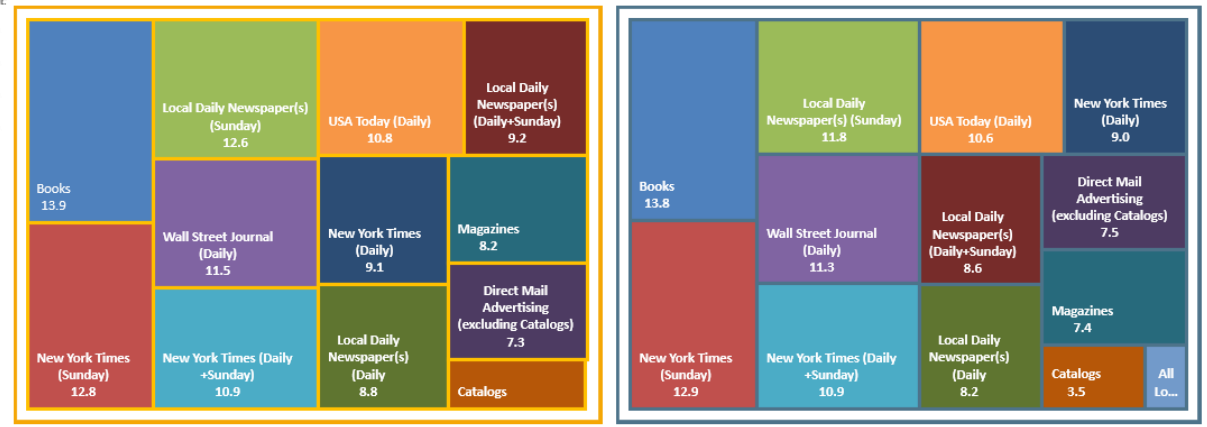
Hotel/motels past 12 months: Hilton

12,117,596 or 32.2% of Adults 18 or older who Stayed Overnight 1+Nights at a MARRIOTT Hotel past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 30.8% of all time spent daily with All forms of Print

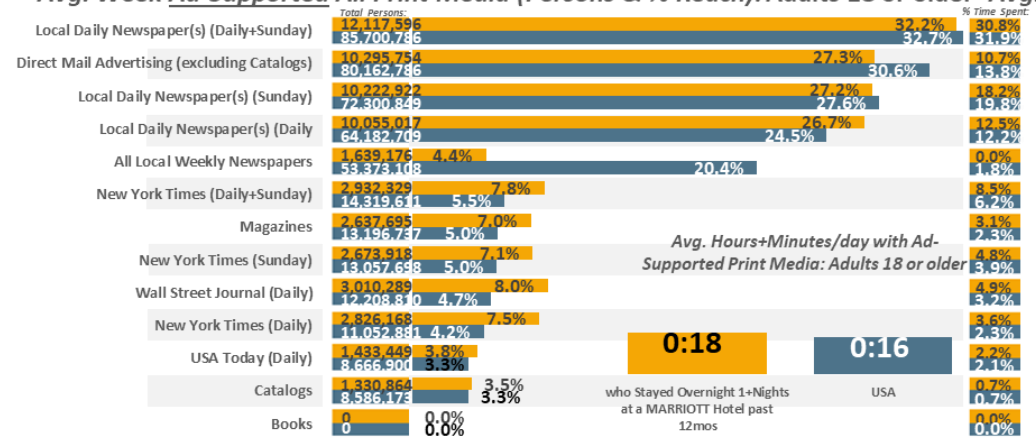
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



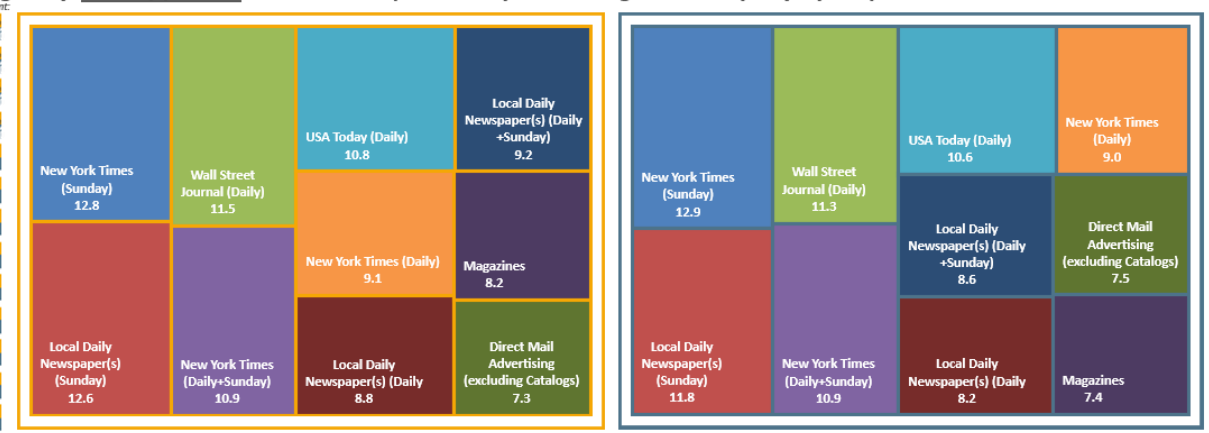
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,513

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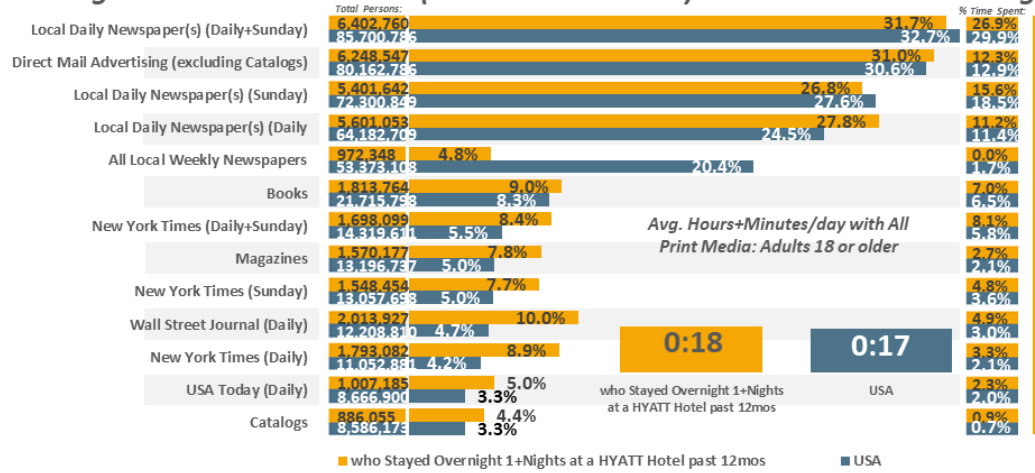
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Hotel/motels past 12 months: Marriott

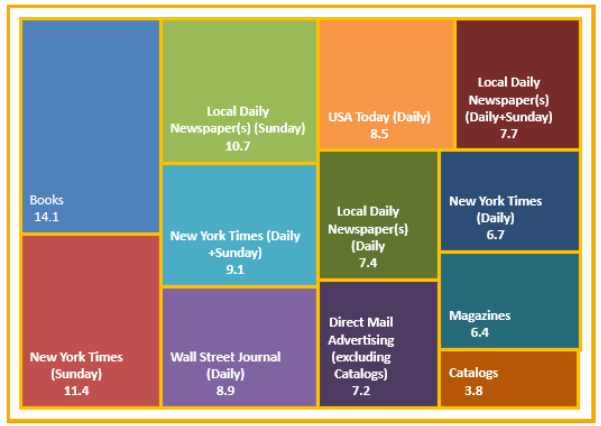
HYATT HOTELS & RESORTS

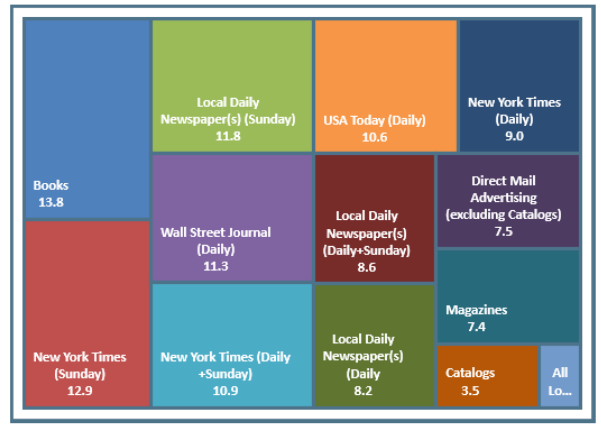
6,402,760 or 31.7% of Adults 18 or older who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 28.9% of all time spent daily with All forms of Print Med

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



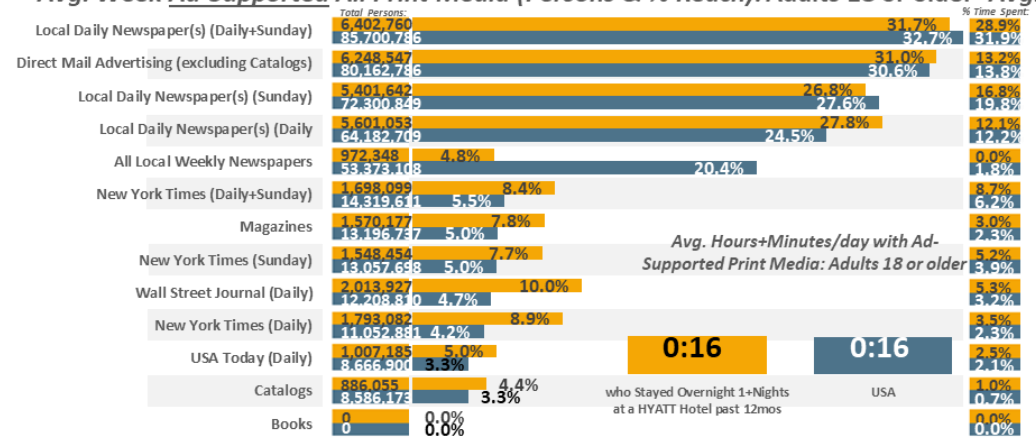
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



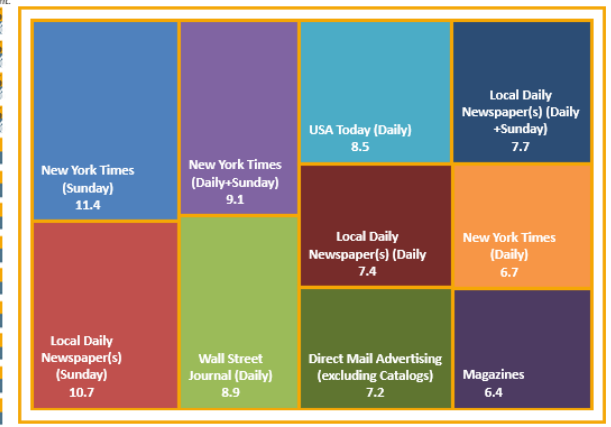


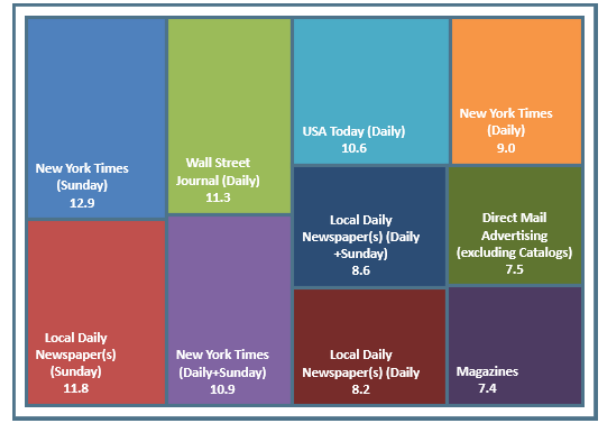
who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos ■ USA

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who Stayed Overnight 1+Nights at a HYATT Hotel past 12mos ■ USA

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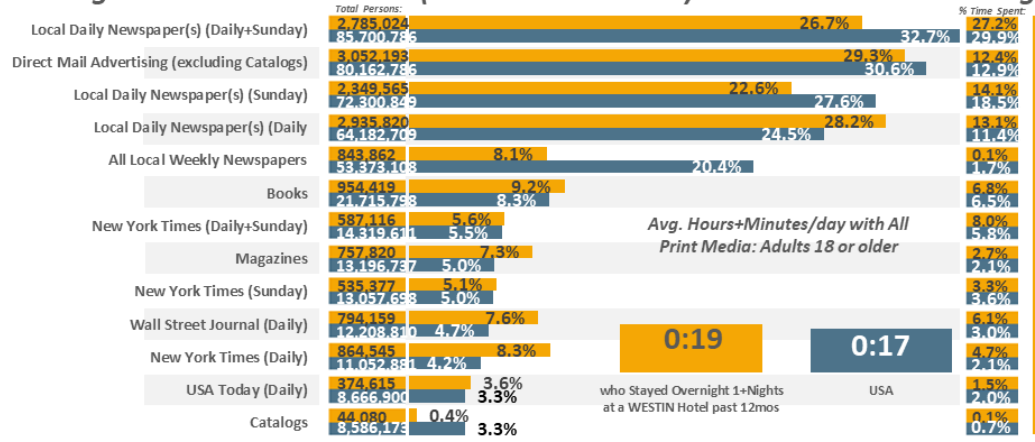
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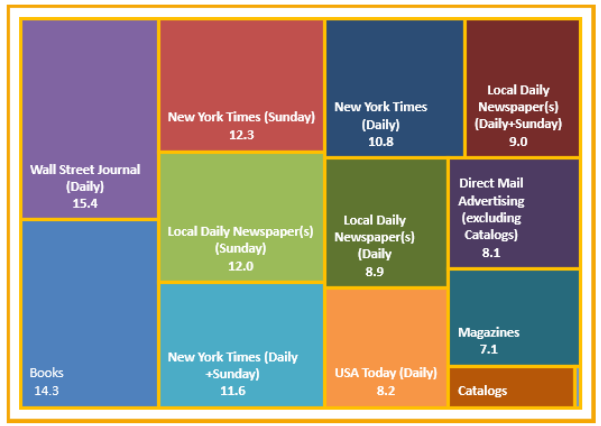
Hotel/motels past 12 months: Hyatt

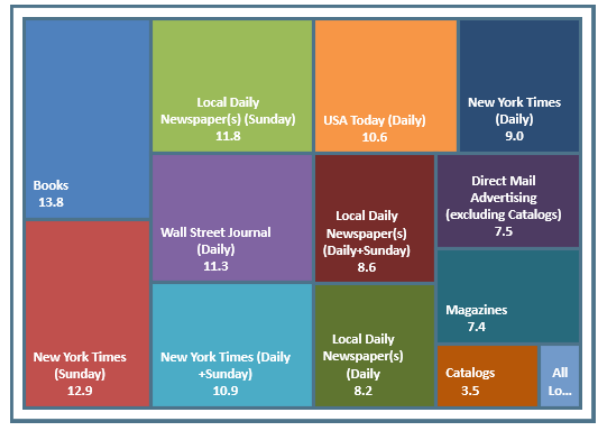
2,785,024 or 26.7% of Adults 18 or older who Stayed Overnight 1+Nights at a WESTIN Hotel past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 29.1% of all time spent daily with All forms of Print Med

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

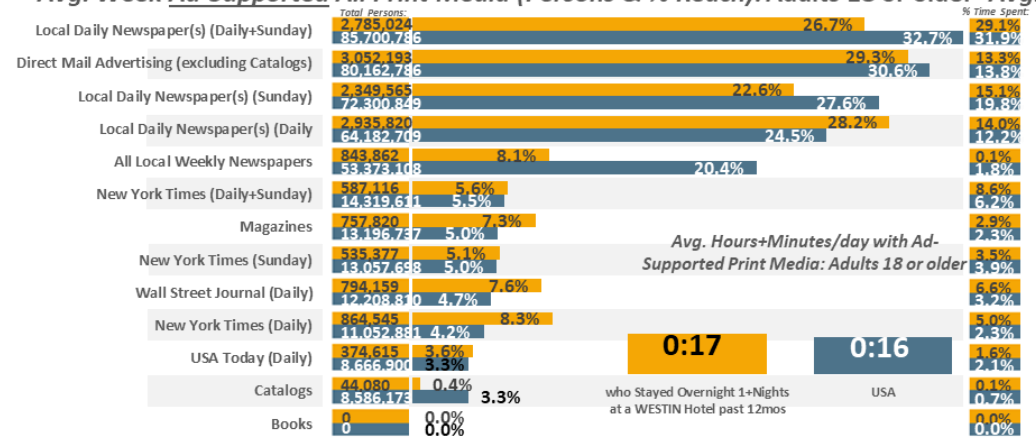


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

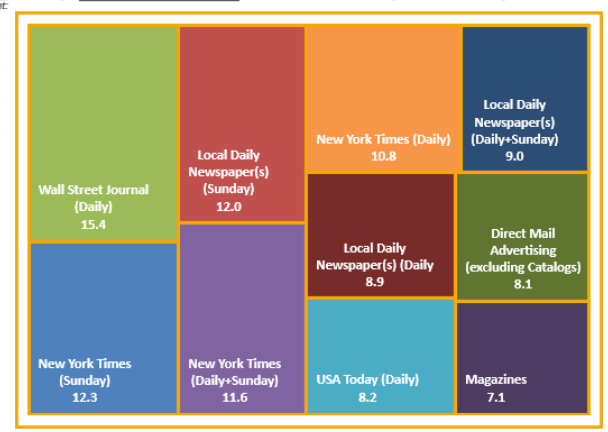


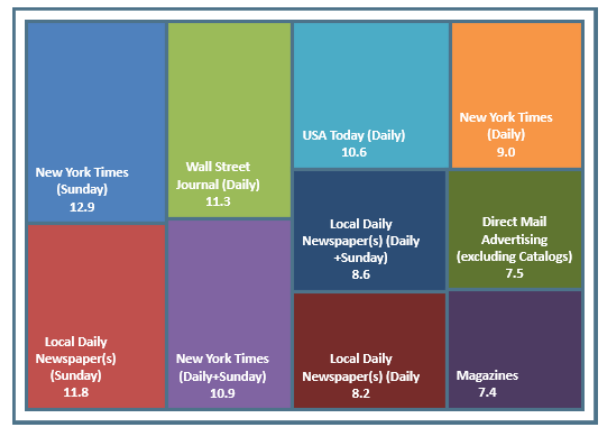


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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Hotel/motels past 12 months: Westin