

2012 Annual Conference

ISHC
INTERNATIONAL SOCIETY OF
HOSPITALITY CONSULTANTS

THE HEAT IS ON!
A New World Competition

**CUSTOMER SATISFACTION
TRENDS RESEARCH**

A.J. Singh

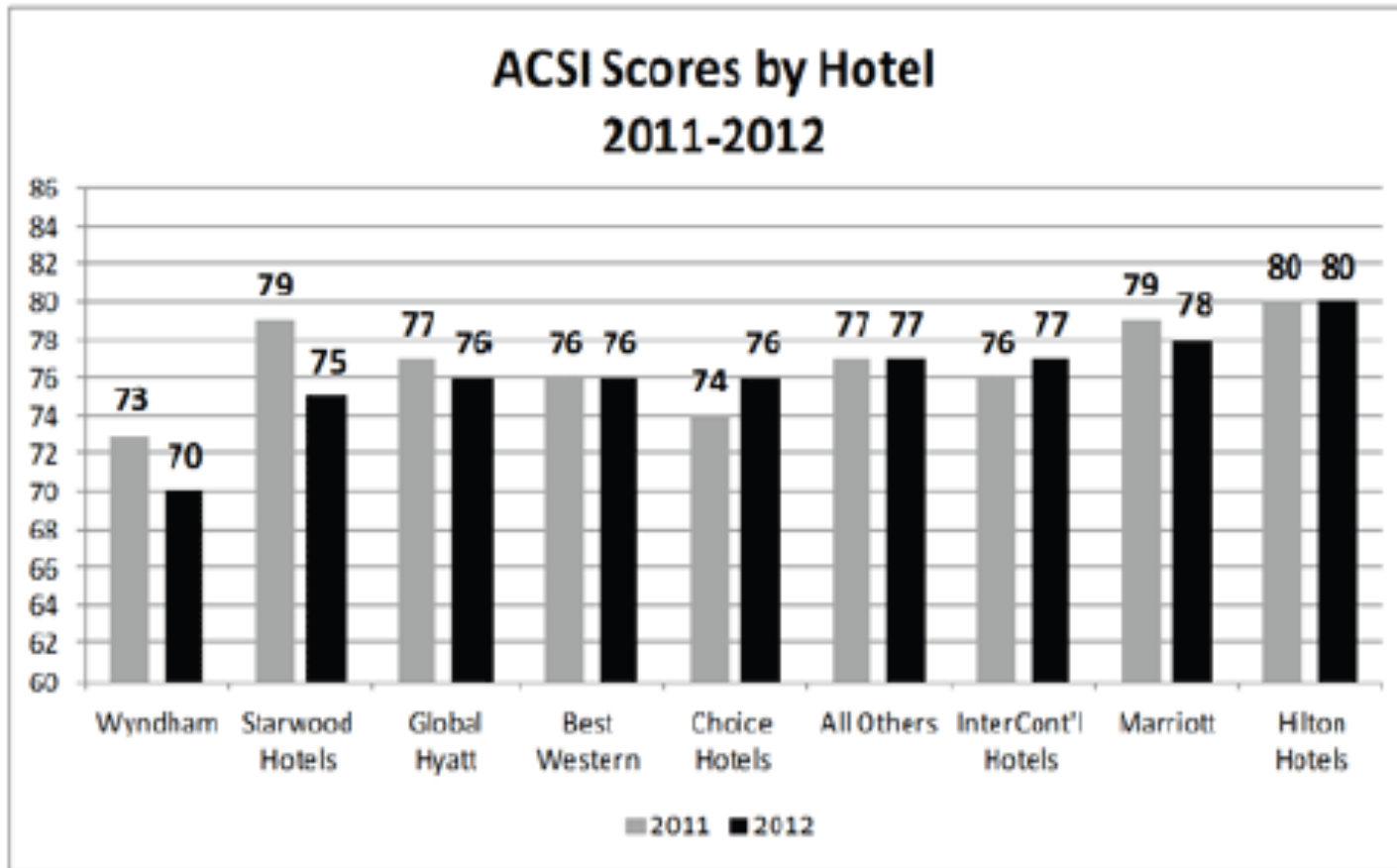
Michigan State University



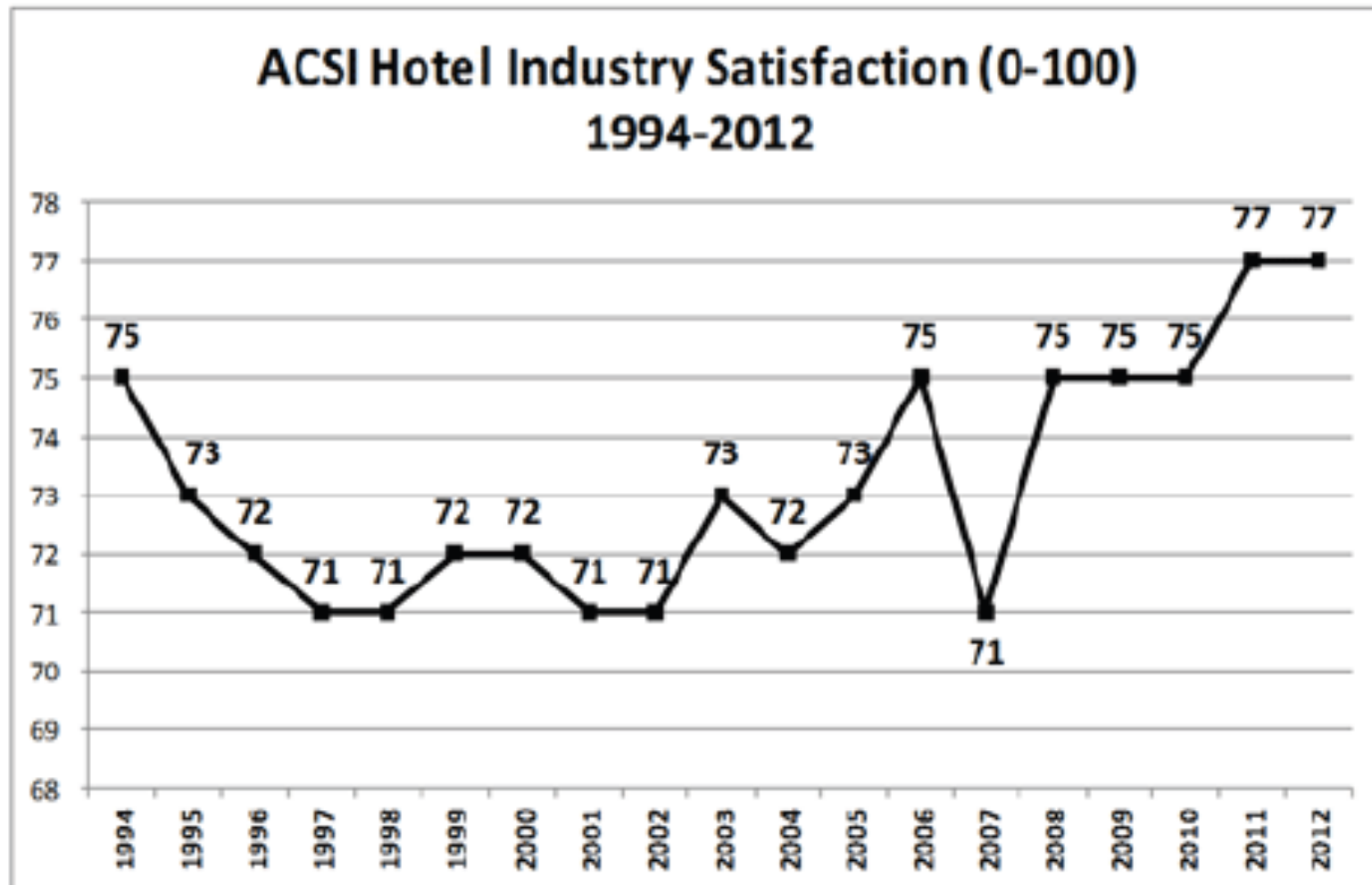
InterContinental Buckhead Atlanta, Georgia

September 20-23, 2012

BRAND SPECIFIC SATISFACTION

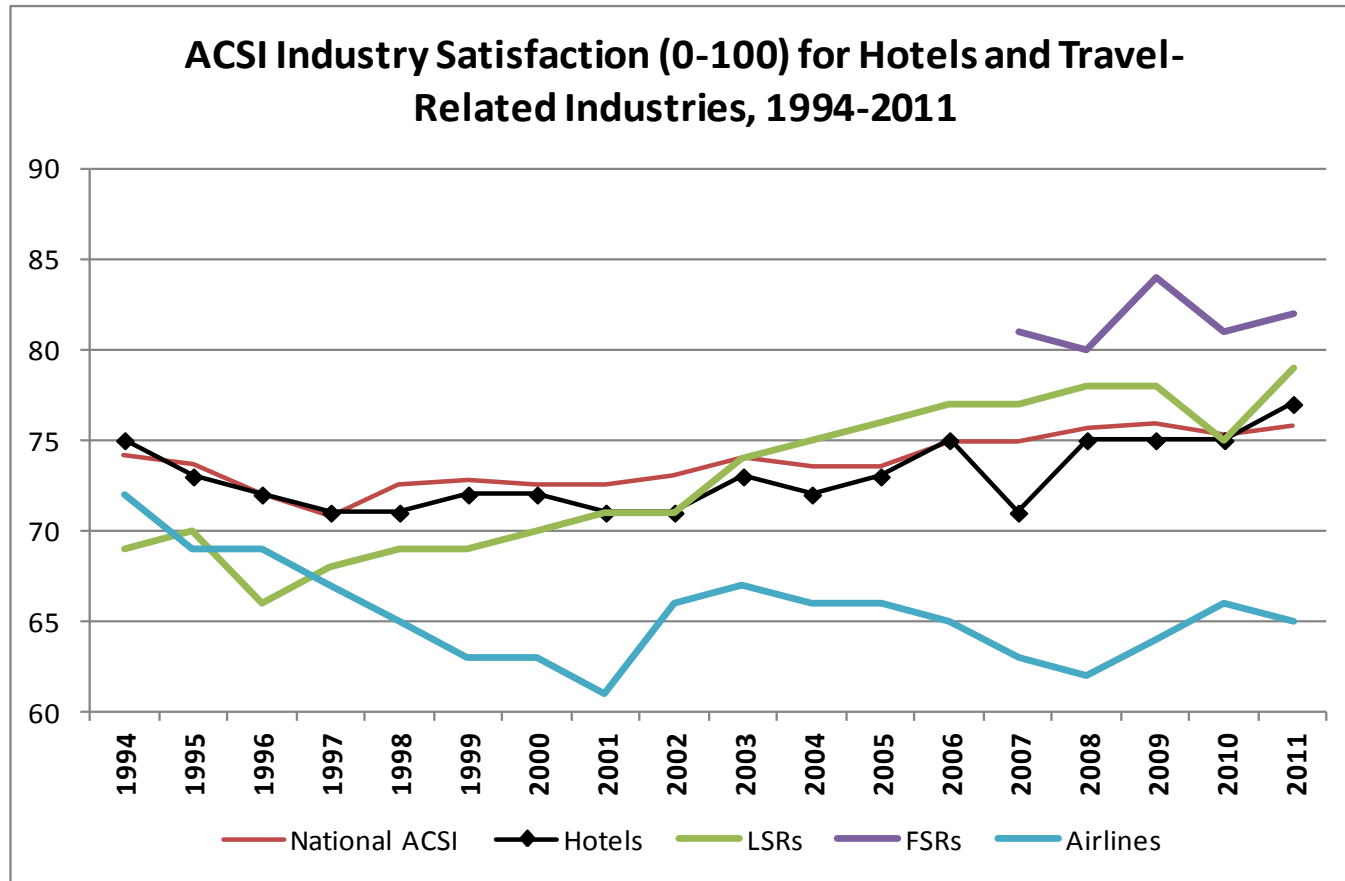


SATISFACTION TRENDS



ISHC Annual Conference – THE HEAT IS ON!

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Lodging Market Potential Index

A.J. Singh

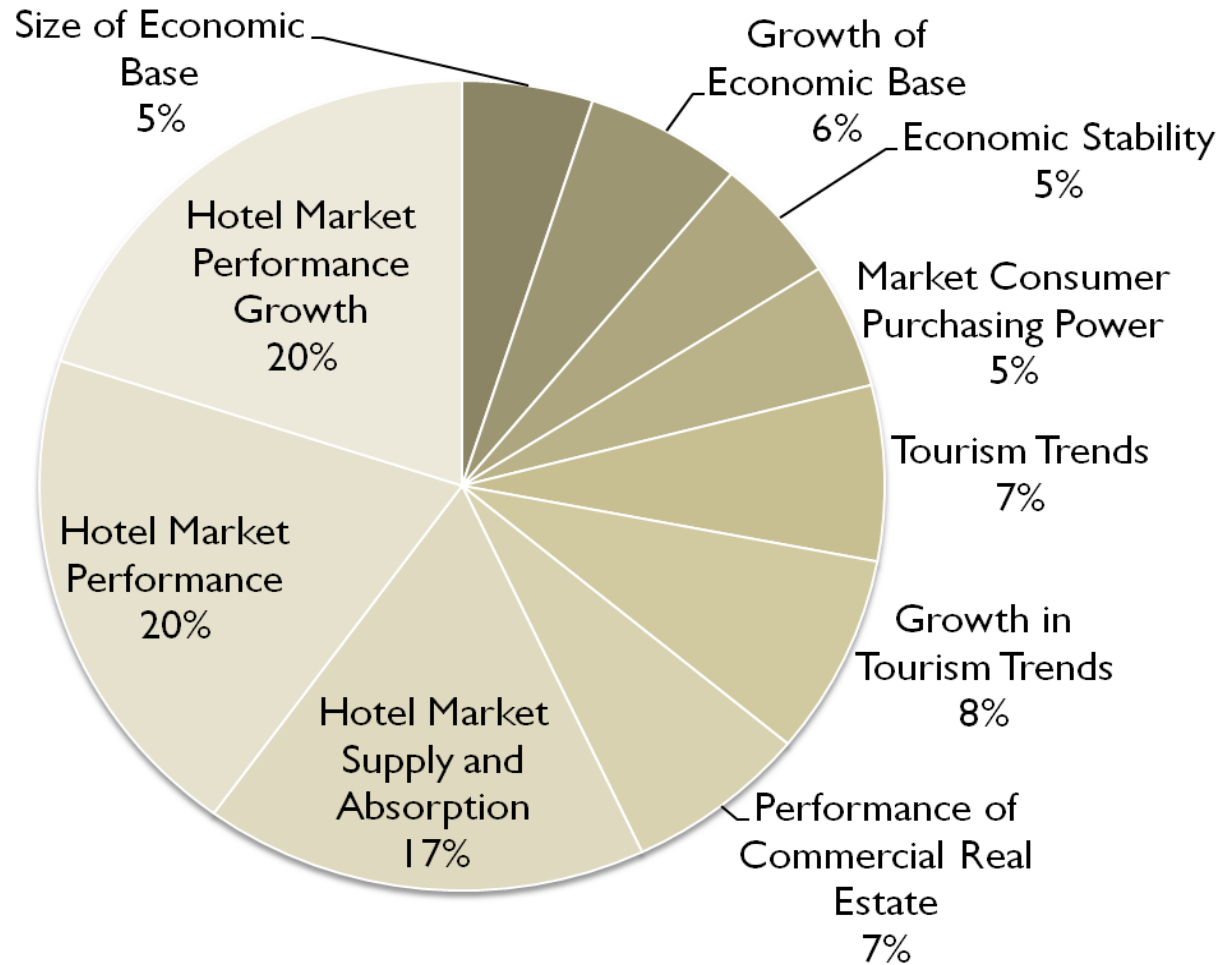
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Lodging Market Potential Index



Summer 2012 Rankings

Rank	City	Index
1	San Francisco	100
2	New York	98
3	Oahu Island	97
4	New Orleans	94
5	Boston	92
6	Miami	74
7	Houston	70
8	Nashville	66
9	Denver	61
10	Los Angeles	61

<http://globaledge.msu.edu/LMPI>.