

Members by the Numbers

Since hotels.com launched the **welcomerewards**™ program in summer 2008, we've noted the following trends among our members:

Earning in a variety of places –

in just one year, members have earned free nights by staying in more than 36,000 properties worldwide. They've redeemed in more than 7,000 properties.

36,000

Building up to ten –

welcomerewards members like to mix and match their stays among different property types to earn and redeem their nights. Those who have booked ten and redeemed a free night have stayed in an average of 3.2 different properties along the way.

3.2

Rewarding yourself for what you've earned –

welcomerewards members earn their nights at hotels with an average star rating of 3.0. When it comes to redeeming a free night, they choose hotels of a higher quality, averaging 3.5 stars.



Staying where you want for free –

top 5 destinations in which **welcomerewards** members have redeemed their free nights:

Top 5

- Las Vegas
- New York City
- Los Angeles
- San Francisco
- Chicago

American adults and their views on a night away for free

hotels.com commissioned a survey of U.S. adults to gauge their views on hotel stays. Clearly, a free stay is quite valuable to them, given what they'd like to give up, look forward to, and leave behind:

What would you give up for a free night?

Ninety-two percent of American adults would be willing to part ways with some of their most beloved habits and necessities for a month. Of those who would:

- 71 percent would give up clothes shopping
- 65 percent would abstain from chocolate
- 31 percent would drop their cell phone
- 29 percent would give up watching television

What would you look forward to if you were to spend a night away from home in a hotel?

- 66 percent - peace and quiet
- 66 percent - not having any responsibilities
- 58 percent - not having to make the bed/clean up after themselves
- 43 percent – room service
- 41 percent – a full night's sleep
- 18 percent – control of the television and the remote

What would you gladly leave behind?

- 75 percent – chores and housework
- 47 percent – my job
- 11 percent – my children
- 8 percent – my spouse or significant other