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Leisure travelers give wireless access high marks

By Dennis Marzella
H&MM COLUMNIST

To win the hearts of your leisure travelers, make guestroom wireless or wired high-speed Internet access free. More than four in 10 say free wireless or wired Internet access is an extremely or very important lodging selection factor compared to about 20 percent for paying a daily fee for either service. Travelers with household incomes of \$75,000 or more

place a more extreme degree of importance (29 percent) on free guestroom wireless access than their lower household income counterparts (19 percent).

Free public-area wireless Internet access is extremely or very important to 36 percent of leisure travelers versus 15 percent who place the same degree of importance on this service for a daily fee. Leisure travelers less than 42 years old report a more extreme degree of importance

(24 percent) on the availability of free public-area access in comparison to baby boomers, ages 42-60 years old (12 percent).

Nine percent of leisure travelers will not stay at a property that does not offer free high-speed access. Fifty-eight percent will not pay for the service, but still will stay at the property. Bottom line—only 33 percent of leisure travelers will pay for high-speed access. Thirty-one percent will pay less than \$10 per day.

Today, properties typically charge \$9.95 or more. Fifty-two percent of the higher-income group are unwilling to pay anything, yet still will stay at the property compared to 66 percent of the lower-income group. Interestingly, 64 percent of boomers indicate they are unwilling to pay anything for the service, but still will stay at the property, compared to 45 percent of their younger counterparts. Accordingly, a property

that does not offer free service is likely to encourage younger people and lower-income people to switch to a brand that does.

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» The importance of Internet access when selecting a hotel/motel/resort when traveling for leisure



How important is the availability of free, wireless high-speed Internet access from the guestroom?

Extremely important	24%
4	22%
3	23%
2	11%
Not at all important	20%

N = 304 responses

How important is the availability of wireless high-speed Internet access from the guestroom for a daily fee?

Extremely important	7%
4	12%
3	20%
2	21%
Not at all important	40%

N = 304 responses

How important is the availability of free, wired high-speed Internet access from the guestroom?

Extremely important	20%
4	24%
3	27%
2	11%
Not at all important	18%

N = 304 responses

How important is the availability of wired high-speed Internet access from the guestroom for a daily fee?

Extremely important	6%
4	12%
3	21%
2	23%
Not at all important	38%

N = 304 responses



How important is the availability of free, wireless Internet access from the public areas?

Extremely important	17%
4	19%
3	29%
2	13%
Not at all important	22%

N = 304 responses

How important is the availability of wireless Internet access from the public areas for a daily fee?

Extremely important	4%
4	11%
3	22%
2	21%
Not at all important	42%

N = 304 responses

How much are you willing to pay for high-speed Internet access at a hotel/motel/resort?

Nothing – I would not stay at a hotel/motel/resort if it did not offer free high-speed Internet access	9%
Nothing – I would not pay for high-speed Internet access, but would still stay at a hotel/motel/resort even if it did not offer free high-speed Internet access	58%
Less than \$5 a day	20%
\$5–\$9.99 per day	11%
\$10–\$14.99 per day	2%
\$15–\$19.99 per day	0%
\$20 per day or more	0%

N = 304 responses

»By income

How important is the availability of free, wireless high-speed Internet access from the guestroom?

	Annual household income less than 75K	Annual household income more than 75K
Extremely important	19%	29%
4	18%	23%
3	22%	23%
2	14%	9%
Not at all important	27%	16%

N = 131 responses *N = 172 responses*

How much are you willing to pay for high-speed Internet access?

	Annual household income less than 75K	Annual household income more than 75K
Nothing—I would not stay at a hotel/motel/resort if it did not offer free high-speed Internet access	8%	10%
Nothing—I would not pay for high-speed Internet access, but would still stay at a hotel/motel/resort even if it did not offer free high-speed Internet access	66%	52%
Less than \$5 a day	16%	23%
\$5–\$9.99 per day	8%	13%
\$10–\$14.99 per day	2%	2%
\$15–\$19.99 per day	0%	0%
\$20 per day or more	0%	0%

N = 131 responses *N = 172 responses*

»By age

How important is the availability of free, wireless Internet access from the public areas?

	Younger than 42 years old	42-60 years old
Extremely important	24%	12%
4	21%	19%
3	28%	32%
2	9%	17%
Not at all important	18%	20%

N = 120 responses *N = 128 responses*

How much are you willing to pay for high-speed Internet access?

	Younger than 42 years old	42-60 years old
Nothing—I would not stay at a hotel/motel/resort if it did not offer free high-speed Internet access	10%	9%
Nothing—I would not pay for high-speed Internet access, but would still stay at a hotel/motel/resort even if it did not offer free high-speed Internet access	45%	64%
Less than \$5 a day	27%	16%
\$5–\$9.99 per day	15%	9%
\$10–\$14.99 per day	3%	1%
\$15–\$19.99 per day	0%	0%
\$20 per day or more	0%	1%

N = 120 responses *N = 128 responses*

»By gender

How important is the availability of free, wireless high-speed Internet access from the guestroom?

	Male	Female
Extremely important	25%	23%
4	21%	22%
3	21%	24%
2	12%	11%
Not at all important	21%	20%

N = 151 Male responses
N = 153 Female responses

How important is the availability of free, wired high-speed Internet access from the guestroom?

	Male	Female
Extremely important	19%	22%
4	24%	23%
3	30%	24%
2	9%	13%
Not at all important	18%	18%

N = 151 Male responses
N = 153 Female responses

How important is the availability of free, wireless Internet access from the public areas?

	Male	Female
Extremely important	16%	17%
4	20%	18%
3	26%	32%
2	15%	12%
Not at all important	23%	21%

N = 151 Male responses
N = 153 Female responses

Methodology

The data appearing in this report were collected from a sample of 304 leisure travelers, selected randomly from a panel representative of U.S. adults using Yesawich, Pepperdine, Brown & Russell's AmeriLink Internet Surveying Service. Leisure travelers were prescreened for having taken a leisure trip of at least 75 miles from home during the past year that required overnight accommodations.

Using a 95 percent confidence level, the estimated margin of error for this segment of travelers is +/- 5.7%.

A quota was established to yield an even gender split of leisure travelers. The fieldwork for this study was conducted during January 2007.

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Coming next issue: Business travelers' Internet preferences.

» The importance of Internet access when selecting a hotel/motel/resort when traveling for leisure

Supplemental information to the article: "Leisure travelers give wireless access high marks," by Dennis Marzella, published in the March 5, 2007 issue of Hotel & Motel Management magazine.

Importance of Internet when selecting a hotel/motel/resort (top two box score)*

Availability of free, wireless high-speed Internet access from the guest room	46%
Availability of free, wired high-speed Internet access from the guest room	44%
Availability of free, wireless Internet access from the public areas	36%
Availability of free, wireless high-speed Internet access from meeting rooms	N/A%
Availability of free, wired high-speed Internet access from meeting rooms	N/A%
Availability of wired high-speed Internet access from the guest room for a daily fee	18%
Availability of wireless high-speed Internet access from the guest room for a daily fee	18%
Availability of wired high-speed Internet access from meeting rooms for a daily fee	N/A%
Availability of wireless high-speed Internet access from meeting rooms for a daily fee	N/A%
Availability of wireless Internet access from the public areas for a daily fee	15%
An Internet connection that can support Voice over Internet Protocol (VoIP) telephone services	13%

* Top two box score on a scale of one to five where one equals "not at all important" and five equals "extremely important."
NA Not applicable among leisure travelers. N = 304 responses

How much are you willing to pay for high-speed Internet access at a hotel/motel/resort?

Nothing – I would not stay at a hotel/motel/resort if it did not offer free high-speed Internet access	9%
Nothing – I would not pay for high-speed Internet access, but would still stay at a hotel/motel/resort even if it did not offer free high-speed Internet access	58%
Less than \$5 a day	20%
\$5–\$9.99 per day	11%
\$10–\$14.99 per day	2%
\$15–\$19.99 per day	0%
\$20 per day or more	0%

N = 304 responses

How important is the availability of free, wireless high-speed Internet access from the guestroom?

	Total	Male	Female
Extremely important	24%	25%	23%
4	22%	21%	22%
3	23%	21%	24%
2	11%	12%	11%
Not at all important	20%	21%	20%

N = 304 responses N = 151 Male responses N = 153 Female responses

How important is the availability of free, wired high-speed Internet access from the guestroom?

	Total	Male	Female
Extremely important	20%	19%	22%
4	24%	24%	23%
3	27%	30%	24%
2	11%	9%	13%
Not at all important	18%	18%	18%

N = 304 responses N = 151 Male responses N = 153 Female responses

How important is the availability of wireless high-speed Internet access from the guestroom for a daily fee?

	Total	Male	Female
Extremely important	7%	9%	5%
4	12%	14%	8%
3	20%	17%	23%
2	21%	21%	22%
Not at all important	40%	39%	42%

N = 304 responses N = 151 Male responses N = 153 Female responses

How important is the availability of wired high-speed Internet access from the guestroom for a daily fee?

	Total	Male	Female
Extremely important	6%	7%	5%
4	12%	12%	11%
3	21%	17%	26%
2	23%	23%	22%
Not at all important	38%	41%	36%

N = 304 responses N = 151 Male responses N = 153 Female responses

If you are willing to pay for high-speed Internet access, do you prefer to pay by the hour or by the day?*

By the day, so I can go online whenever I want	74%
By the hour so I can pay only for the actual time I go online	26%

* Among those willing to pay for high-speed Internet access at a hotel/motel/resort

N = 99 responses

How important is the availability of free, wireless Internet access from the public areas?

	Total	Male	Female
Extremely important	17%	16%	17%
4	19%	20%	18%
3	29%	26%	32%
2	13%	15%	12%
Not at all important	22%	23%	21%

N = 304 responses N = 151 Male responses N = 153 Female responses

How important is the availability of wireless Internet access from the public areas for a daily fee?

	Total	Male	Female
Extremely important	4%	7%	3%
4	11%	13%	8%
3	22%	16%	27%
2	21%	24%	18%
Not at all important	42%	40%	44%

N = 304 responses N = 151 Male responses N = 153 Female responses

How important is an Internet connection that can support Voice over Internet Protocol (VoIP) telephone services?

	Total	Male	Female
Extremely important	3%	3%	3%
4	10%	11%	9%
3	20%	20%	19%
2	21%	20%	23%
Not at all important	46%	46%	46%

N = 304 responses N = 151 Male responses N = 153 Female responses

»By income

Importance of Internet when selecting a hotel/motel/resort (top two box score)*

	Annual household income less than 75K	Annual household income more than 75K
Availability of free, wireless high-speed Internet access from the guest room	37%	52%
Availability of free, wired high-speed Internet access from the guest room	34%	51%
Availability of free, wireless Internet access from the public areas	23%	45%
Availability of wired high-speed Internet access from the guest room for a daily fee	14%	21%
Availability of wireless high-speed Internet access from the guest room for a daily fee	15%	20%
Availability of wireless Internet access from the public areas for a daily fee	16%	15%
An Internet connection that can support Voice over Internet Protocol (VoIP) telephone services	10%	15%

* Top two box score on a scale of one to five where one equals "not at all important" and five equals "extremely important."
N = 131 responses N = 172 responses

Do you prefer to pay for high-speed Internet by the hour vs. by the day

	Annual household income less than 75K	Annual household income more than 75K
By the day so I can go online whenever I want	71%	75%
By the hour so I can pay only for the actual time I go online	29%	25%

N = 34 responses

N = 65 responses

How much are you willing to pay for high-speed Internet access?

	Annual household income less than 75K	Annual household income more than 75K
Nothing—I would not stay at a hotel/motel/resort if it did not offer free high-speed Internet access	8%	10%
Nothing—I would not pay for high-speed Internet access, but would still stay at a hotel/motel/resort even if it did not offer free high-speed Internet access	66%	52%
Less than \$5 a day	16%	23%
\$5–\$9.99 per day	8%	13%
\$10–\$14.99 per day	2%	2%
\$15–\$19.99 per day	0%	0%
\$20 per day or more	0%	0%

N = 131 responses

N = 172 responses

»By income

How important is the availability of free, wireless high-speed Internet access from the guestroom?

	Annual household income less than 75K	Annual household income more than 75K
Extremely important	19%	29%
4	18%	23%
3	22%	23%
2	14%	9%
Not at all important	27%	16%
	<i>N = 131 responses</i>	<i>N = 172 responses</i>

How important is the availability of free, wired high-speed Internet access from the guest room?

	Annual household income less than 75K	Annual household income more than 75K
Extremely important	14%	25%
4	20%	26%
3	28%	26%
2	14%	9%
Not at all important	24%	14%
	<i>N = 131 responses</i>	<i>N = 172 responses</i>

How important is the availability of free, wireless Internet access from the public areas?

	Annual household income less than 75K	Annual household income more than 75K
Extremely important	11%	21%
4	12%	24%
3	35%	25%
2	14%	13%
Not at all important	28%	17%
	<i>N = 131 responses</i>	<i>N = 172 responses</i>

How important is the availability of wired high-speed Internet access from the guest room for a daily fee?

	Annual household income less than 75K	Annual household income more than 75K
Extremely important	6%	6%
4	8%	15%
3	22%	21%
2	20%	25%
Not at all important	44%	33%
	<i>N = 131 responses</i>	<i>N = 172 responses</i>

How important is the availability of wireless high-speed Internet access from the guest room for a daily fee?

	Annual household income less than 75K	Annual household income more than 75K
Extremely important	8%	6%
4	8%	14%
3	19%	21%
2	20%	22%
Not at all important	45%	37%
	<i>N = 131 responses</i>	<i>N = 172 responses</i>

How important is the availability of wireless Internet access from the public areas for a daily fee?

	Annual household income less than 75K	Annual household income more than 75K
Extremely important	5%	5%
4	11%	10%
3	19%	24%
2	20%	21%
Not at all important	45%	40%
	<i>N = 131 responses</i>	<i>N = 172 responses</i>

How important is an Internet connection that can support Voice over Internet Protocol (VoIP) telephone services?

	Annual household income less than 75K	Annual household income more than 75K
Extremely important	5%	1%
4	5%	14%
3	20%	20%
2	21%	22%
Not at all important	49%	43%
	<i>N = 131 responses</i>	<i>N = 172 responses</i>

»By age

Importance of Internet when selecting a hotel/motel/resort (top two box score)*

	Younger than 42 years old	42-60 years old
Availability of free, wireless high-speed Internet access from the guest room	51%	44%
Availability of free, wired high-speed Internet access from the guest room	46%	46%
Availability of free, wireless Internet access from the public areas	45%	31%
Availability of wired high-speed Internet access from the guest room for a daily fee	27%	14%
Availability of wireless high-speed Internet access from the guest room for a daily fee	26%	14%
Availability of wireless Internet access from the public areas for a daily fee	24%	11%
An Internet connection that can support Voice over Internet Protocol (VoIP) telephone services	17%	11%

* Top two box score on a scale of one to five where one equals "not at all important" and five equals "extremely important."
 N = 120 responses N = 128 responses

Do you prefer to pay for high-speed Internet by the hour vs. by the day

	Younger than 42 years old	42-60 years old
By the day so I can go online whenever I want	72%	77%
By the hour so I can pay only for the actual time I go online	28%	23%

N = 54 responses N = 35 responses

How much are you willing to pay for high-speed Internet access?

	Younger than 42 years old	42-60 years old
Nothing—I would not stay at a hotel/motel/resort if it did not offer free high-speed Internet access	10%	9%
Nothing—I would not pay for high-speed Internet access, but would still stay at a hotel/motel/resort even if it did not offer free high-speed Internet access	45%	64%
Less than \$5 a day	27%	16%
\$5–\$9.99 per day	15%	9%
\$10–\$14.99 per day	3%	1%
\$15–\$19.99 per day	0%	0%
\$20 per day or more	0%	1%

N = 120 responses N = 128 responses

How important is the availability of free, wireless high-speed Internet access from the guestroom?

	Younger than 42 years old	42-60 years old
Extremely important	27%	24%
4	24%	20%
3	24%	23%
2	9%	12%
Not at all important	16%	21%

N = 120 responses N = 128 responses

How important is the availability of free, wired high-speed Internet access from the guest room?

	Younger than 42 years old	42-60 years old
Extremely important	23%	19%
4	23%	27%
3	33%	24%
2	8%	13%
Not at all important	13%	17%

N = 120 responses N = 128 responses

How important is the availability of free, wireless Internet access from the public areas?

	Younger than 42 years old	42-60 years old
Extremely important	24%	12%
4	21%	19%
3	28%	32%
2	9%	17%
Not at all important	18%	20%

N = 120 responses N = 128 responses

How important is the availability of wired high-speed Internet access from the guest room for a daily fee?

	Younger than 42 years old	42-60 years old
Extremely important	8%	6%
4	19%	8%
3	24%	22%
2	17%	27%
Not at all important	32%	37%

N = 120 responses N = 128 responses

How important is the availability of wireless high-speed Internet access from the guest room for a daily fee?

	Younger than 42 years old	42-60 years old
Extremely important	9%	5%
4	17%	9%
3	22%	22%
2	20%	23%
Not at all important	32%	41%

N = 120 responses N = 128 responses

»By age

How important is the availability of wireless Internet access from the public areas for a daily fee?

	Younger than 42 years old	42-60 years old
Extremely important	7%	2%
4	17%	9%
3	27%	21%
2	15%	26%
Not at all important	34%	42%
	<i>N = 120 responses</i>	<i>N = 128 responses</i>

How important is an Internet connection that can support Voice over Internet Protocol (VoIP) telephone services?

	Younger than 42 years old	42-60 years old
Extremely important	4%	2%
4	13%	9%
3	25%	20%
2	21%	23%
Not at all important	37%	46%
	<i>N = 120 responses</i>	<i>N = 128 responses</i>

»By marital status

Importance of Internet when selecting a hotel/motel/resort (top two box score)*

	Married	Not married
Availability of free, wireless high-speed Internet access from the guest room	42%	54%
Availability of free, wired high-speed Internet access from the guest room	41%	51%
Availability of free, wireless Internet access from the public areas	32%	44%
Availability of wired high-speed Internet access from the guest room for a daily fee	15%	24%
Availability of wireless high-speed Internet access from the guest room for a daily fee	13%	28%
Availability of wireless Internet access from the public areas for a daily fee	13%	21%
An Internet connection that can support Voice over Internet Protocol (VoIP) telephone services	12%	15%

* Top two box score on a scale of one to five where one equals "not at all important" and five equals "extremely important."
 N = 209 responses N = 95 responses

Do you prefer to pay for high-speed Internet by the hour vs. by the day

	Married	Not married
By the day so I can go online whenever I want	69%	82%
By the hour so I can pay only for the actual time I go online	31%	18%

N = 61 responses N = 38 responses

How much are you willing to pay for high-speed Internet access?

	Married	Not married
Nothing—I would not stay at a hotel/motel/resort if it did not offer free high-speed Internet access	8%	13%
Nothing—I would not pay for high-speed Internet access, but would still stay at a hotel/motel/resort even if it did not offer free high-speed Internet access	63%	47%
Less than \$5 a day	16%	27%
\$5–\$9.99 per day	11%	11%
\$10–\$14.99 per day	1%	2%
\$15–\$19.99 per day	0%	0%
\$20 per day or more	1%	0%

N = 209 responses N = 95 responses

How important is the availability of free, wireless high-speed Internet access from the guestroom?

	Married	Not married
Extremely important	24%	25%
4	18%	28%
3	24%	20%
2	11%	13%
Not at all important	23%	14%

N = 209 responses N = 95 responses

How important is the availability of free, wired high-speed Internet access from the guest room?

	Married	Not married
Extremely important	20%	21%
4	21%	29%
3	25%	31%
2	11%	12%
Not at all important	23%	7%

N = 209 responses N = 95 responses

How important is the availability of free, wireless Internet access from the public areas?

	Married	Not married
Extremely important	14%	22%
4	18%	22%
3	30%	27%
2	12%	16%
Not at all important	26%	13%

N = 209 responses N = 95 responses

How important is the availability of wired high-speed Internet access from the guest room for a daily fee?

	Married	Not married
Extremely important	5%	8%
4	10%	16%
3	20%	25%
2	25%	17%
Not at all important	40%	34%

N = 209 responses N = 95 responses

How important is the availability of wireless high-speed Internet access from the guest room for a daily fee?

	Married	Not married
Extremely important	5%	10%
4	9%	9%
3	21%	19%
2	22%	19%
Not at all important	43%	34%

N = 209 responses N = 95 responses

»By marital status

How important is the availability of wireless Internet access from the public areas for a daily fee?

	Married	Not married
Extremely important	4%	6%
4	9%	15%
3	18%	30%
2	23%	16%
Not at all important	46%	33%

N = 209 responses

N = 95 responses

How important is an Internet connection that can support Voice over Internet Protocol (VoIP) telephone services?

	Married	Not married
Extremely important	3%	2%
4	9%	13%
3	18%	25%
2	21%	21%
Not at all important	49%	39%

N = 209 responses

N = 95 responses

Methodology

The data appearing in this report were collected from a sample of 304 leisure travelers, selected randomly from a panel representative of U.S. adults using Yesawich, Pepperdine, Brown & Russell's AmeriLink Internet Surveying Service. Leisure travelers were prescreened for having taken a leisure trip of at least 75 miles from home during the past year that required overnight accommodations.

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