

# Summary Report

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**Prepared by:**

**Survey Research Institute**  
B12 Ives Hall  
Cornell University  
Ithaca, NY 14853  
Tel: (607) 255-3786  
Fax: (607) 255-7118  
**[www.sri.cornell.edu](http://www.sri.cornell.edu)**



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### 3. Executive Summary

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Survey participants were distributed over different age groupings; on average, they ranged from 36 to 50 years old. Women represented six out of ten (61%) of those surveyed (vs. 39% men).

Most (81%) traveled primarily for pleasure, while a sizable minority (19%) were predominantly business travelers. There was a closer parity when total room nights were calculated – 58% pleasure, 42% business.

Overall, these “frequent”<sup>\*</sup> travelers spent more than 1½ weeks per year in a hotel or motel (12 nights, on average); this was nearly a month (26 nights, on average) for business travelers and just over a week for pleasure travelers (8 nights, on average).

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<sup>\*</sup> Required to spend at least two nights per year in a hotel or motel to be eligible for participation in this study.

#### 5. Results

##### A. Preference for Allergy Friendly Room

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Respondents were asked if they would prefer to stay in a hotel or motel room that is specially treated to remove airborne allergens, if they had the option.

Most (83%) of those surveyed said that they would prefer such a room. Those who were most likely to express this preference were:

- Women (86%)
- Business travelers (90%)
- Those who take longer trips (89% 17+ nights)
- Those who typically stay in economy (e.g., Red Roof Inn, Motel 6) hotels (89%)
- People who have to contend with allergies (89%)

Least likely to say they would prefer a room treated to remove allergens were the youngest travelers surveyed (75% of 18-35 year-olds). (See Table 4.)

**Table 4**  
Preference for Allergy Friendly Room

	Prefer allergy friendly room	Do not prefer allergy friendly room
<b>TOTAL</b>	<b>83.2%</b>	<b>16.8</b>
<b>Age Range</b>		
18-35 years	75.3%	24.7
36-50 years	84.5%	15.5
51-65 years	87.6%	12.4
Over 65 years	85.0%	15.0
<b>Gender</b>		

The majority (74%) typically stayed in mid-range hotels (vs. 17% economy hotels and 10% luxury hotels).

Nearly one-third (31%) had allergy issues themselves or traveled with family members who have asthma or allergies.

General interest for allergy friendly rooms was very high with the vast majority (83%) saying they would prefer to stay in a hotel or motel room that is specially treated to remove airborne allergens, if they had an option. Interestingly, even the majority (81%) of those who did not have issues with allergies still said they would prefer an allergy friendly room.

More than half (59%) said that the availability of allergy friendly rooms would cause them to choose a particular hotel or motel over comparable options without such rooms.

Roughly the same number (58%) overall said they would be willing to pay a “small premium” for staying in an allergy friendly room.

Nearly two-thirds (65%) said they thought an allergy friendly room should cost at least 10% more (\$110 or higher) than a \$100 comparable room, non-allergy friendly room.

Business travelers were slightly more likely to say that they would prefer an allergy friendly room (90% vs. 82%). However, despite the fact that they are probably not paying for it themselves, business travelers are not more likely than pleasure travelers to:

- choose a hotel because it offers allergy friendly rooms (61% vs. 58% respectively)
- be willing to pay a “small premium” for an allergy friendly room (59% vs. 59%)
- think that an allergy friendly room should be at least 10% more (i.e. \$110+) (69% vs. 64%)

### **Impact of Allergy Friendly Rooms on Hotel Choice**

Next, these travelers were asked if the availability of allergy friendly rooms would cause them to choose a particular hotel or motel over comparable options without such rooms.

Male	78.9%	21.1
Female	<b>86.0%</b>	14.0
<b>Primary reason for travel</b>		
Work	<b>89.7%</b>	10.3
Pleasure	82.2%	17.8
<b>Nights/year spent in a hotel</b>		
5 nights or less	80.1%	19.9
6-16 nights	84.6%	15.5
17 or more nights	<b>88.5%</b>	11.5
<b>Hotel preference</b>		
Economy	<b>88.9%</b>	11.1
Mid-range	81.7%	18.3
Luxury	83.9%	16.1
<b>Allergies/Asthma (self or family)</b>		
No	80.7%	19.4
Yes	<b>88.9%</b>	11.1

NOTE: A colored number is meaningfully different from the group to which it is being compared (red = higher, blue = lower)

Nearly six out of ten (59%) of those surveyed said that they would choose a hotel for this reason. Those who were most likely to say that the availability of allergy friendly rooms would impact their hotel choice were:

- Older travelers (71% of those over 65)
- People who have to contend with allergies (77%)

Again, the youngest travelers (18-35 year-olds) were least likely to be impacted by allergy friendly rooms, with less than half (47%) saying they would choose a hotel or motel because of it. (See Table 5.)

**Table 5**  
Impact on Hotel Choice

	Choose hotel with allergy friendly room	Would not choose hotel with allergy friendly room
<b>TOTAL</b>	<b>58.5%</b>	<b>41.5</b>
<b>Age Range</b>		
18-35 years	46.6%	53.4
36-50 years	55.9%	44.1
51-65 years	64.9%	35.1
Over 65 years	70.7%	29.3
<b>Gender</b>		
Male	61.6%	38.4
Female	56.4%	43.6
<b>Primary reason for travel</b>		
Work	61.3%	38.7
Pleasure	57.9%	42.1
<b>Nights/year spent in a hotel</b>		
5 nights or less	53.7%	46.3
6-16 nights	63.4%	36.6
17 or more nights	59.3%	40.7
<b>Hotel preference</b>		
Economy	65.4%	34.6
Mid-range	57.0%	43.0
Luxury	58.1%	41.9
<b>Allergies/Asthma (self or family)</b>		
No	50.0%	50.0
Yes	77.3%	22.7

NOTE: A colored number is meaningfully different from the group to which it is being compared (red = higher, blue = lower)

### **Cost of Allergy Friendly Room**

Regardless of their expressed interest, those surveyed were asked whether they would be willing to pay a “small premium” for staying in an allergy friendly room.

Overall, nearly six out of ten (58%) of those surveyed said that they would pay a small premium for an allergy friendly room. Those who were most likely to say they would pay extra for such a room were: (See Table 6.)

- Older travelers (65% of those 51 and older)
- Men (63%)
- People who have to contend with allergies (78%)

**Table 6**  
Willingness to Pay Small Premium

	Pay extra for allergy friendly room 58.1%	Would not pay extra for allergy friendly room 41.9
<b>TOTAL</b>		
<b>Age Range</b>		
18-35 years	51.4%	48.6
36-50 years	53.3%	46.7
51-65 years	<b>65.0%</b>	35.1
Over 65 years	<b>65.1%</b>	34.9
<b>Gender</b>		
Male	<b>63.2%</b>	36.8
Female	54.9%	45.1
<b>Primary reason for travel</b>		
Work	58.7%	41.3
Pleasure	58.5%	41.5
<b>Nights/year spent in a hotel</b>		
5 nights or less	60.1%	39.9
6-16 nights	53.9%	46.1
17 or more nights	63.0%	37.0
<b>Hotel preference</b>		
Economy	63.0%	37.0
Mid-range	55.6%	44.4
Luxury	67.7%	32.3
<b>Allergies/Asthma (self or family)</b>		
No	49.6	50.5
Yes	<b>77.6%</b>	22.5

NOTE: A colored number is meaningfully different from the group to which it is being compared (red = higher, blue = lower)

Finally, all study participants were asked what an allergy friendly room should cost, if a typical non-allergy friendly room is \$100 (for purposes of comparison).

Overall, roughly one-third reportedly expected that such a room should be only 5% more (35% \$105) than a comparable non-allergy friendly room. Meanwhile, nearly two-thirds (65%) thought an allergy friendly room should be at least 10% more (i.e., \$110 or higher).

Those who were most likely to expect the room to be at least 10% more were:

- Those who take longer trips (75% 17+ nights)
- Those who typically stay in economy (e.g., Red Roof Inn, Motel 6) hotels (76%)

Travelers who typically stay at luxury hotels, on the other hand, were more likely to anticipate that the costs for an allergy friendly room should only be 5% more (55% vs. 35% for those who stay in mid-range hotels and 24% for those who stay in economy hotels). (See Table 7.)

**Table 7**  
**Expected Cost**  
 (compared to a typical \$100 “non-allergy friendly” room)

<b>TOTAL</b>	<b>\$105 35.0%</b>	<b>\$110+ 65.0</b>
<b>Age Range</b>		
18-35 years	28.2%	71.8
36-50 years	42.9%	57.1
51-65 years	34.4%	65.6
Over 65 years	30.8%	69.2
<b>Gender</b>		
Male	38.3%	61.7
Female	32.4%	67.6
<b>Primary reason for travel</b>		
Work	31.4%	68.6
Pleasure	36.3%	63.7
<b>Nights/year spent in a hotel</b>		
5 nights or less	37.4%	62.7
6-16 nights	36.8%	63.2
17 or more nights	25.0%	<b>75.0</b>
<b>Hotel preference</b>		
Economy	24.2%	<b>75.8</b>
Mid-range	34.9%	65.1
Luxury	<b>55.0%</b>	45.0
<b>Allergies/Asthma (self or family)</b>		
No	37.6%	62.4
Yes	31.1%	68.9

NOTE: A colored number is meaningfully different from the group to which it is being compared (red = higher, blue = lower)