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Harris Poll: Healthiest Hotel Brands

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The Harris Poll's 29th annual EquiTrend Study of brand health found that nine of the top 10 travel brands are hotel brands. Based on input from more than 100,000 consumers assessing more than 100 travel brands, the study showed that J.W. Marriott had the highest brand equity rating among all travel brands, followed closely by Marriott and Hilton.

Across all travel categories, premium and luxury hotels lead in brand equity, which is measured in the Harris Poll based on factors of familiarity, quality, and purchase consideration. Luxury hotels have a slight lead in quality scores, but consumers on business or leisure budgets are more familiar with and quicker to consider premium hotels. Economy hotels lag across all three brand equity factors.

The Harris Poll's 2017 healthiest brands for the following categories are: economy brands—Microtel Inn & Suites by Wyndham; extended stay brands—Homewood Suites by Hilton; luxury brands—J.W. Marriott; **Midscale—Hampton Inn & Suites**; premium brands—Hilton Hotels & Resorts/Marriott Hotels (tied); and upscale brands—Courtyard Marriott.