

THE RESULTS ARE IN!

We recently surveyed AAHOA members to get their feedback on our communications. Here's what we found out:



Today's Hotelier Magazine



Nearly 50% of respondents go back and reference articles in *Today's Hotelier* magazine.



Nearly 40% of respondents share *Today's Hotelier* magazine with others to read.



Nearly 55% of respondents keep *Today's Hotelier* magazine on-hand for easy reference.



Hotelier Weekly Newsletter



More than 50% of respondents have referenced past issues of the newsletter.



Over 40% of respondents share/forward the newsletter.

Advertising Effectiveness

Nearly 50% of respondents have contacted a company for more information in response to their advertisement featured in AAHOA media.

Nearly 25% of respondents have discussed an ad they saw in AAHOA media with others.

Over 25% of respondents have referred an ad they saw in AAHOA media to someone else in their company.

Over 30% of respondents have recommended the purchase of products/services listed in AAHOA media.

Nearly 40% of respondents have visited an AAHOA advertiser's website as a result of their ad.

Nearly 25% of respondents have requested more information from an ad they saw in AAHOA media.

Nearly 25% of respondents have purchased an advertised product or service from an AAHOA advertiser's website.

Demographics

Over 90% of respondents are hotel owners.

Nearly 70% of respondents own 3 or more hotels.

50% of respondents own franchise hotels, and 40% own both franchise and independent hotels.

Nearly 70% of respondents are chairmen, CEOs, and/or presidents at their company.

Over 90% of respondents are involved in the decision-making process within their organization/company.

Over 60% of respondents have been an AAHOA member for more than 10 years.

What Our Members Are Saying:

“AAHOA's communications offer numerous advantages to its members. By joining AAHOA, prospective members gain access to a vast network of hospitality professionals, industry experts, and resources. The association keeps its members informed about the latest trends, developments, and best practices in the hospitality industry through various communication channels.”
- Sunny Goel, Founder & CEO, Equirria Solutions Pvt Ltd

“AAHOA is the most accessible and influential organization in hospitality!”
- Zulfi Jafri, Horizon Hotels, Limited Chief Development Officer/Partner

*Results from the 2023 AAHOA Communications Survey conducted by Naylor Association Solutions.

