

Table 1: Attributes by Author and Year (Items with less than 3 references excluded)

Attribute	#
Price	9
Location	7
Service Quality	6
Pool	6
Fitness Center	3
Clean	3
Comfortable bed	3
Hotel class	3
Beach	3
Internet	3
View	3
Bathroom	3
Online user ratings	3

Table 2: Demographics

Age		
18-24	38	4.73%
25-34	122	15.19%
35-44	183	22.79%
45-54	139	17.31%
55-64	138	17.19%
>65	183	22.79%
Education		
Bachelor's	241	30.01%
Some College	158	19.68%
High School	150	18.68%
Master's	120	14.94%
Associate	99	12.33%
Doctoral	16	1.99%
Professional	12	1.49%
Some high school (No Diploma)	6	0.75%
Employment		
Full-Time Employed	345	42.96%
Retired	211	26.28%
Part-Time Employed	117	14.57%
Unemployed	91	11.33%
Other	38	4.73%
Gender		
Female	505	62.89%
Male	295	36.74%
Prefer not to say	2	0.25%
Income		
<\$15,000	59	7.35%
\$15,000-\$24,999	77	9.59%
\$25,000-\$34,999	104	12.95%
\$35,000-\$49,999	122	15.19%
\$50,000-\$74,999	177	22.04%
\$75,000-\$99,999	125	15.57%
>\$100,000	139	17.31%
Race		
European-American	574	71.48%
African-American	106	13.20%
Asian/Asian American	49	6.10%

Other	29	3.61%
2 or more	27	3.36%
Native Hawaiian or Pacific Islander	13	1.62%
Native American	5	0.62%

Table 3: Importance Rankings and Part-Worth Utilities

Importance Rankings

Price*	30.35%
Location*	27.73%
Stars	20.75%
Number of Reviews	10.60%
Pool	9.15%
Best of	1.41%
p-value =0.1942	
Adjusted R square =0.0064	

Part-Worth Utilities

\$115.00	\$176.00	\$238.00		
6.798	-1.07	-5.729		
On the beach	1-10 miles	11-20 miles	>20 miles	
6.061	0.515	-1.194	-5.382	
1 star	2 stars	3 stars	4 stars	5 stars
-1.73	-6.452	0.865	1.744	2.112
1-50 reviews	51-100 reviews	>100 reviews		
-0.297	2.039	2.336		
Pool	No Pool			
1.889	-1.889			
"Best of List"	Not in a "Best of" List			
0.29	-0.29			

Table 4: Willingness-to-pay of each attribute

Attribute	Part-Worth Utility	Trade-off (implicit guest value)	
\$115.00	6.798	12.527	
\$176.00	-1.07		
\$238.00	-5.729		
			WTP
On the beach	6.061		\$75.93
1-10 miles	0.515		\$6.45
11-20 miles	-1.194		\$(14.96)
>20 miles	-5.382		\$(67.42)
1-star	-1.73		\$(21.67)
2-stars	-6.452		\$(80.82)
3-stars	0.865		\$10.84
4-stars	1.744		\$21.85
5-stars	2.112		\$26.46
1-50 reviews	-0.297		\$(3.72)
51-100 reviews	2.039		\$25.54
>100 reviews	2.336		\$29.26
Pool	1.889		\$23.66
No Pool	-1.889		\$(23.66)
"Best of List"	0.29		\$3.63
Not in a "Best of" List	-0.29		\$(3.63)