



AFFINIA HOTELS

comfort by design

Affinia Hotels is #1 in Customer Satisfaction Among Upper Upscale Hotels, According to Market Metrix Hospitality Index

Boutique Hotel Brand Rises Above the Competition with Highest Score for the Category in 'Q2

New York (Sept. 15, 2011) – [Affinia Hotels](#), a boutique hotel company with seven properties in midtown Manhattan, Chicago and Washington, D.C., is #1 in customer satisfaction among upper upscale hotels in Q2 (the company scored 94.8 out of 100, up 10 points from 2010 year-end results). This was revealed in the Market Metrix 2011 Second Quarter Hospitality Index, the largest and most in-depth measure of hotel and casino performance available, based on 35,000 customer reviews.

Affinia Hotels is dedicated to providing guests with 'comfort by design', and that promise is reflected in the services and amenities featured on Affinia's website ([My Affinia](#), [Special Offers](#)) and onsite at each hotel (manager's receptions, signature drink at check-in, and unique city-centric partnerships). Guests traveling for business or pleasure, family travel or romance, adventure or relaxation, have different needs, and Affinia Hotels offers something for all types of travelers: a guitar and golf putter for down time, a yoga mat for training time, Wi-Fi for crunch time, and more.

"We are thrilled to see Affinia Hotels at the top of the list," said John Moser, chief brand and marketing officer for Denihan Hospitality Group, Affinia Hotels' parent company. "Our approach to the guest experience is based on service, and we train our associates to recognize non-verbal cues from guests. We know comfort means different things to different people so we customize each guest interaction to promote an overall feeling of comfort."

The study also revealed that more guests are joining hotel loyalty programs, which now rank fourth among reasons why consumers select a hotel (the top three reasons are location, price, and past experience). All five Affinia Hotels properties in New York City (Affinia Shelburne, Affinia Manhattan, Affinia 50, Affinia Gardens and Affinia Dumont) and Affinia Chicago are members of Stash Hotel Rewards, a loyalty program for over 150 independent hotels. Redemption is simple and points can be earned immediately, never expire as long as the account is active and are free from blackout dates. Travelers can start earning points today by signing up for a free account at www.stashrewards.com.

About Affinia Hotels

Affinia Hotels, with boutique hotels in New York City, Chicago, and Washington, D.C., provides business and leisure guests with an experience of total customized comfort. Affinia Hotels is operated by [Denihan Hospitality Group](#), a privately-held company with more than 50 years of

hospitality management expertise. For additional information, visit www.affinia.com or call 866-246-2203. Connect with Affinia Hotels on Facebook (www.facebook.com/affiniahotels) and on Twitter (www.twitter.com/affiniahotels).

About MMHI

Based on 35,000 customer interviews conducted each quarter, the Market Metrix Hospitality Index (MMHI) is the largest and most in-depth measure of hospitality company performance available today. Our annual MMHI Awards are coveted by lodging and travel enterprises around the world. These benchmarks, delivered through our flagship product Customer Metrix™, enable Market Metrix clients to compare their results to competitors by STAR segment, AAA classification, Brand, SMSA, industry averages, performers in the top 10 percent and other classifications. The MMHI is also available by subscription.

About Market Metrix

Market Metrix provides the leading guest and employee feedback systems to the worldwide hospitality industry. With award-winning research and powerful technology, Market Metrix helps clients make the right business decisions. Our Software-as-a-Service (SaaS) products are used by more hospitality companies than any other, supporting thousands of businesses in 70+ countries. Market Metrix has been helping hospitality companies turn feedback into performance since 1996. For more information, visit www.marketmetrix.com.

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Media Contact:

Katie Coleman, Quinn & Co. Public Relations,
(212) 868-1900, ext. 269, kcoleman@quinnandco.com
Katie Meyer, Vice President, Public Relations, Denihan Hospitality Group
(646) 424-2614, Katie.meyer@denihan.com