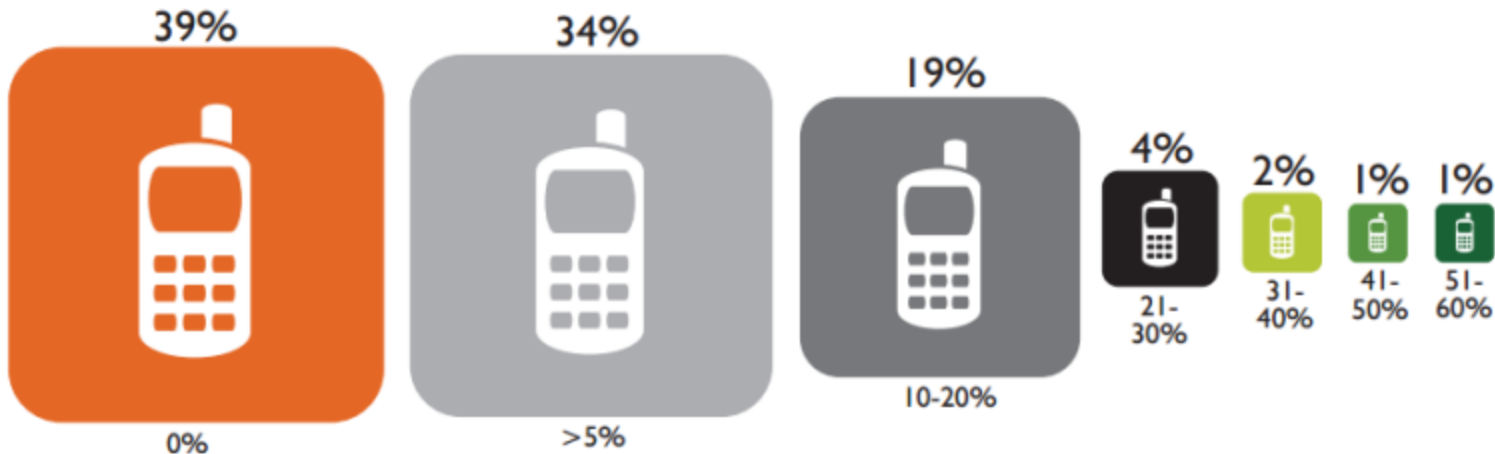


GLOBAL SOCIAL & MOBILE HOTEL MARKETING

WHAT PERCENTAGE OF YOUR MARKETING BUDGET ARE YOU INVESTING IN MOBILE MARKETING
(E.G. MOBILE APP, SPECIAL OFFERS ON MOBILE DEVICES, BOOKING THROUGH A MOBILE DEVICE, ETC.)?



PERCENTAGE OF MARKETING BUDGET

Results less than 1% not shown