

2026 J.D. Power NA Hotel Guest Satisfaction Study

Hotel
Segments
Included



Luxury

Upper Upscale

Upscale

Upscale Extended Stay

Upper Midscale

Upper Midscale and Midscale Extended Stay

Midscale

Economy

Economy Extended Stay

Brands Profiled

2026 NORTH AMERICA HOTEL GUEST SATISFACTION STUDY



Luxury

Conrad Hotels & Resorts
Destination Hotels by Hyatt
Fairmont
Four Seasons
Grand Hyatt
InterContinental Hotels
& Resorts
JW Marriott
Loews Hotels
The Luxury Collection
The Ritz-Carlton
W Hotels
Waldorf Astoria



Upper Upscale

Autograph Collection
Canopy by Hilton
Curio Collection
by Hilton
Embassy Suites
by Hilton
Graduate Hotels
Hard Rock Hotels
Hilton Hotels & Resorts
Hotel Indigo
Hyatt Centric
Hyatt Regency
Kimpton
Le Meridien
Margaritaville Hotels
& Resorts
Marriott
Omni Hotels & Resorts
Renaissance Hotels
Royal Sonesta
Sheraton
Tapestry Collection by
Hilton
Tribute Portfolio
Westin Hotels & Resorts

Brands Profiled

2026 NORTH AMERICA HOTEL GUEST SATISFACTION STUDY



Upscale

AC Hotels by Marriott	Four Points by Sheraton
aloft Hotels	Hilton Garden Inn
Ascend Collection	Hyatt Place
BW Premier Collection by Best Western**	Radisson
Cambria Hotels	Sonesta Hotels & Resorts
Courtyard by Marriott	Sonesta Select
Crowne Plaza	SpringHill Suites by Marriott
Delta Hotels	Wyndham Hotels
DoubleTree by Hilton	
Drury Hotels	
element	



Upscale Extended Stay

Homewood Suites by Hilton
Hyatt House
Residence Inn
Staybridge Suites



Upper Midscale

Best Western Plus	Hampton by Hilton
Clarion	Holiday Inn
Comfort Inn	Holiday Inn Express
Comfort Suites	La Quinta By Wyndham
Country Inn & Suites by Radisson	Trademark Collection by Wyndham
Fairfield by Marriott	Wyndham Garden

Brands Profiled

2026 NORTH AMERICA HOTEL GUEST SATISFACTION STUDY



Upper Midscale/Midscale Extended Stay

Candlewood Suites
Extended Stay America
Premier Suites**
Extended Stay America
Suites
Hawthorn Suites by
Wyndham
Home2Suites by Hilton
MainStay Suites
Sonesta ES Suites
Sonesta Simply Suites
TownePlace Suites by
Marriott



Midscale

AmericInn by Wyndham
Baymont by Wyndham
Best Western
Quality Inn
Ramada by Wyndham
Sleep Inn
Spark by Hilton**
Tru by Hilton
Wingate by Wyndham



Economy

Americas Best
Value Inn
Days Inn
by Wyndham
Econo Lodge
Howard Johnson
by Wyndham
Microtel Inn & Suites by
Wyndham
Motel 6
OYO
Red Roof Inn
Rodeway Inn
Studio 6
Super 8 by Wyndham
SureStay
Travelodge
by Wyndham



Economy Extended Stay

Extended Stay America
Select Suites
HomeTowne Studios by Red
Roof
InTown Suites
Suburban Studios
Woodspring Suites