



**COTTON USA**<sup>™</sup>  
THE COTTON THE WORLD TRUSTS

# ALL-AMERICAN TOWEL COLLECTION

ADDS VALUE TO INTERNATIONAL HOTEL CHAIN

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## ALL-AMERICAN TOWEL COLLECTION ADDS VALUE TO INTERNATIONAL HOTEL CHAIN

Travelers, both for business and leisure, face many options when it comes to the decision on where to spend the night. Hotels are facing increased competition and therefore are very focused on obtaining and retaining customer loyalty. Hotels rely on many factors to attract loyal customers such as hotel points and free upgrades. However, smaller signals also play a large role in perceptions of a hotel brand. As part of an effort to measure the impact of one of these signals, COTTON USA recently teamed up with a large international hotel brand to test whether COTTON USA branding of hotel towels would create more positive impressions of the hotel brand.

Rose Research, a third-party market research firm, conducted an online survey of 196 travelers, both business and leisure travelers. Travelers were representative in terms of gender, age, and income. One-third of the respondents were light travelers (1-9 nights in a hotel/year), one-third medium travelers (10 -29 nights in a hotel/year), and one-third heavy travelers (30+ nights in a hotel/year).



Respondents were shown two messages that may greet them in the bathroom of a hotel. One was the standard message used by the international hotel chain. The other message included the exact same wording as the standard message but also included information about the COTTON USA All-American towel collection (see below). The order of the stimuli was rotated to avoid bias.

**WHERE  
COMMITMENT  
MEETS  
CONSERVATION**

**ALL-AMERICAN TOWELS**

We are proud to introduce our new **"All-American Collection"** towels. They have been made exclusively with sustainably grown U.S. cotton—and proudly manufactured in America. We are happy to replace your towels daily, but if you'd like to help us to continue to conserve water, please hang them up.



**BED LINENS**  
Our practice is to refresh bed linens every third day, but we will change them as often as you wish.

**PRESERVATION**  
Visit our website to learn more about our preservation efforts in and beyond our hotels.

**SMOKE-FREE**  
We are committed to a smoke-free policy.\*

\* A \$250 room recovery fee will be charged for smoking in your guest room.



Upon viewing each image, participants were asked to what degree the image reflected an organizational commitment to a number of statements; including conservation, patriotism, quality, the customer, innovation, integrity, serving the world, and community. While travelers viewing the All-American Towel message and the control message had similar perceptions of many of the statements, travelers viewing the All-American Towel message were significantly more likely to associate the message with quality and patriotism than the control message. In addition, two-thirds of travelers believed the All-American towel message to be unique (66%) and nearly 7 out of 10 responded that the message would make them a little or a lot more satisfied with the stay.

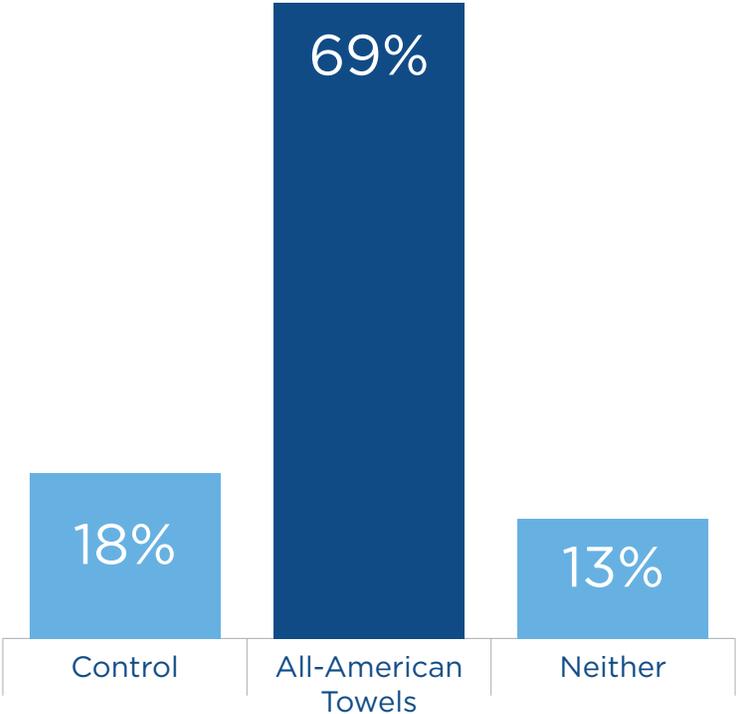
**TO WHAT EXTENT DO YOU AGREE OR DISAGREE THAT THE IMAGE REFLECTS EACH STATEMENT BELOW? THIS IMAGE SHOWS AN ORGANIZATIONAL COMMITMENT TO:**

	<b>Control Message (% Agree/Strongly Agree)</b>	<b>All-American Towels (% Agree/Strongly Agree)</b>
The Customer	69	74
Quality	67	80
Innovation	59	64
Integrity	66	75
Serving the World	66	65
Conservation	87	87
Community	63	72
Patriotism	40	67



Asked which, if either, of the messages would make them more likely to stay at the hotel in the future, and travelers overwhelmingly chose the All-American Towel message (69%) over the control condition (18%). This discrepancy existed despite the fact that travelers were also given the option to answer that neither message (13%) made them more likely to stay in the future.

**HOW LIKELY WOULD YOU BE TO STAY AT A HOTEL THAT CARRIED THIS COLLECTION AGAIN IN THE FUTURE? (LIKELY / VERY LIKELY)**



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Results of the survey did not significantly differ across the traveler groups (low, medium, and high traveler groups), meaning the All-American Towel message is just as impactful for frequent business travelers as it is for the occasional leisure traveler. The findings of this study clearly highlight the added value of the COTTON USA branding, in this case in the form of the All-American Towel collection. The association with COTTON USA enhances perceptions of quality and patriotism and leads to higher satisfaction and a greater likelihood of repeat business.

For more information on the quality of U.S. cotton, [click here](#). To contact a COTTON USA representative for more information about U.S. cotton or to become a COTTON USA licensee, [click here](#).

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