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2017 Hotel Brand Survey: Midscale

By **Julie Sickel** / September 04, 2017 / **Contact Reporter**

In the upper-midscale and midscale segments, hoteliers face the difficulty of meeting the expectations of ever-more-discerning guests while working with lower operating budgets than their upscale and luxury counterparts. The top performers in this year's survey for the upper-midscale and midscale segments have embraced both guest-facing and staff-facing technologies to meet the challenge.

More on Upper-Midscale Brands

Ranking at No. 2 in the upper-midscale segment, Hampton by Hilton earned top marks for traveler satisfaction, price/value relationship, public business amenities, consistency of offering and sales staff.

Phil Cordell, Hilton global head for focused service and Hampton brand management, said the brand has worked with its hotels to enhance local sales efforts. The approach, he said, provides "boots-on-the-ground resources and support for our sales leaders and value to our hotel owners." Hampton, too, has shifted to a virtual training program, enabling sales team members to maintain productivity and learn in a modern environment without leaving their hotels.

A little over a year ago, Hampton updated its rooms' interior design in response to guest research and design trends. The brand is rolling out Digital Key mobile entry through the Hilton Honors app, and 30 percent of the portfolio will have Digital Key capabilities by year-end. In the year ahead, Hampton also plans to roll out a new hotel design, updated food and beverage programs and enhanced service strategies. It also will open 160 new hotels globally.