TubStays

ORIGINAL RESEARCH

Hotel Amenities Survey *2026*

The full questionnaire, and how 2,500 US hotel guests answered it.

2,500	41	20 to 27
US hotel guests	questions	October 2026, survey dates

Goes with the article “What 2,500 US Hotel Guests Told Us About How Amenities Shape Where They Stay [Survey]”

tubstays.com

BEFORE YOU START

About this survey

- We surveyed US adults who paid for at least one night in a hotel, motel or resort in the past 12 months.
- The survey ran online from 20 to 27 October 2026.
- We collected 2,996 responses. After quality checks, 2,500 were left. Every number in this document uses those 2,500 responses.
- This document shows all 41 questions with their exact wording, in the order guests saw them.

How to read the answers

- Each percentage is the share of the guests who were asked that question. The line under each question says how many guests that was.
- For some questions, guests could pick more than one answer. Those percentages add up to more than 100%.
- We weighted the answers by age, gender and US region, so the 2,500 guests match US adults on those three things.
- Percentages are rounded to whole numbers, so a list can add up to 99% or 101%. "<1%" means fewer than 1 guest in 200.
- Question numbers start with S for screening questions, Q for the main questions and D for questions about the guest.

PART 1

Screening questions

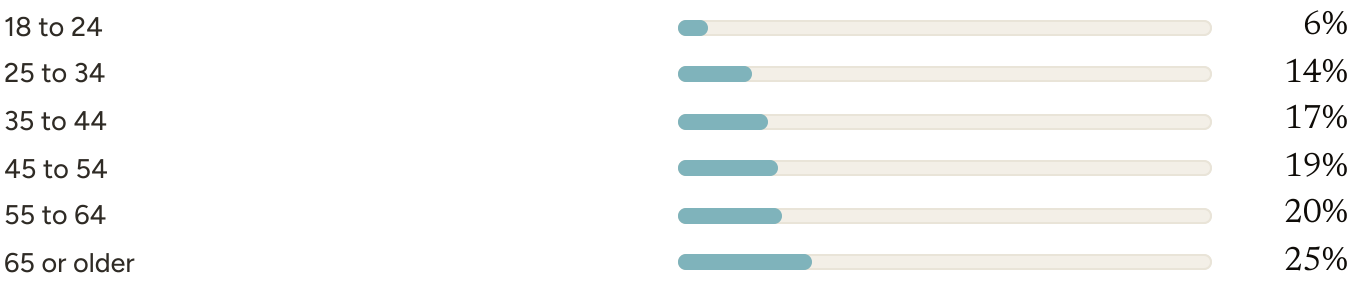
These five questions decided who could take the survey.

S1

What is your age?

Enter your age in years.

Asked of all 2,500 guests. Guests typed a number.

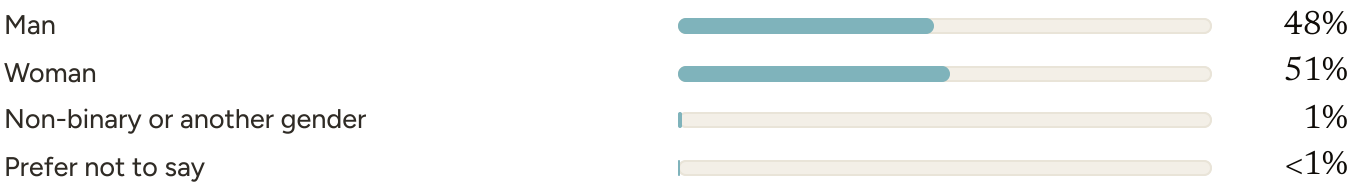


We grouped the ages guests typed into six age groups. People under 18 could not take the survey.

S2

Which of the following best describes your gender?

Asked of all 2,500 guests. Guests picked one answer.



S3

In which state do you currently live?

Asked of all 2,500 guests. Guests picked one answer.



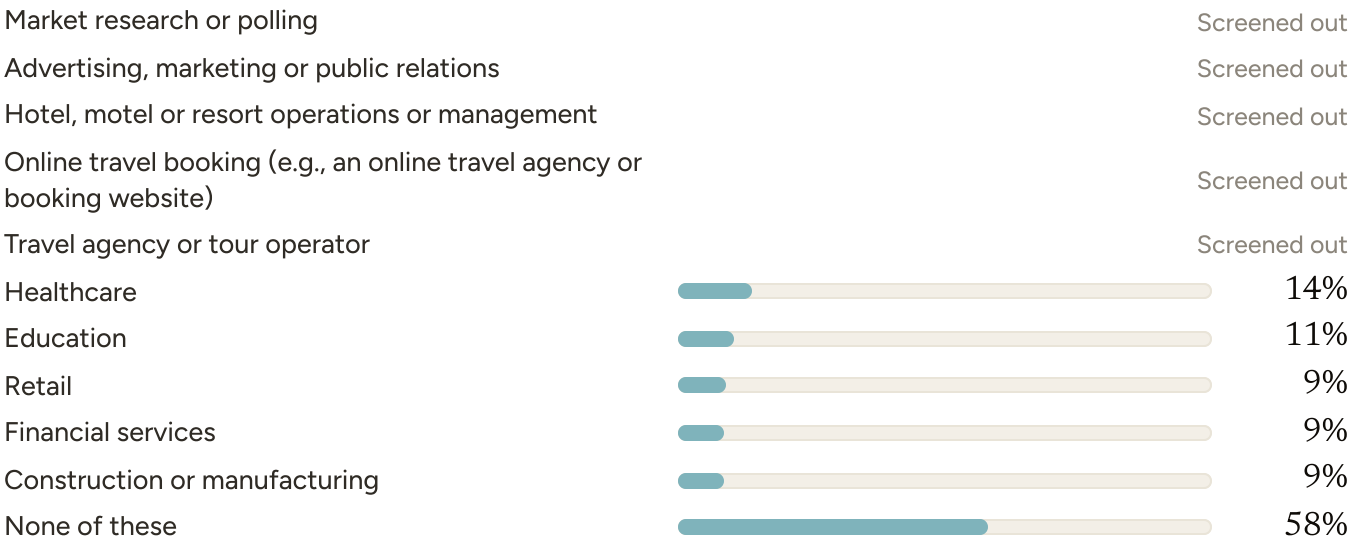
Alabama	1%	Kentucky	1%	North Dakota	<1%
Alaska	<1%	Louisiana	1%	Ohio	3%
Arizona	2%	Maine	1%	Oklahoma	1%
Arkansas	1%	Maryland	2%	Oregon	1%
California	12%	Massachusetts	2%	Pennsylvania	4%
Colorado	2%	Michigan	3%	Rhode Island	1%
Connecticut	1%	Minnesota	2%	South Carolina	2%
Delaware	<1%	Mississippi	1%	South Dakota	<1%
District of Columbia	<1%	Missouri	2%	Tennessee	2%
Florida	7%	Montana	<1%	Texas	9%
Georgia	3%	Nebraska	1%	Utah	1%
Hawaii	<1%	Nevada	1%	Vermont	<1%
Idaho	<1%	New Hampshire	<1%	Virginia	3%
Illinois	3%	New Jersey	3%	Washington	2%
Indiana	2%	New Mexico	1%	West Virginia	<1%
Iowa	1%	New York	6%	Wisconsin	2%
Kansas	1%	North Carolina	4%	Wyoming	<1%

Guests picked their state from a list. The chart shows the four US regions. The table shows every state and Washington, DC. People who do not live in the United States could not take the survey.

S4

Do you, or does anyone in your household, work in any of the following? Select all that apply.

Asked of all 2,500 guests. Guests could pick more than one answer.

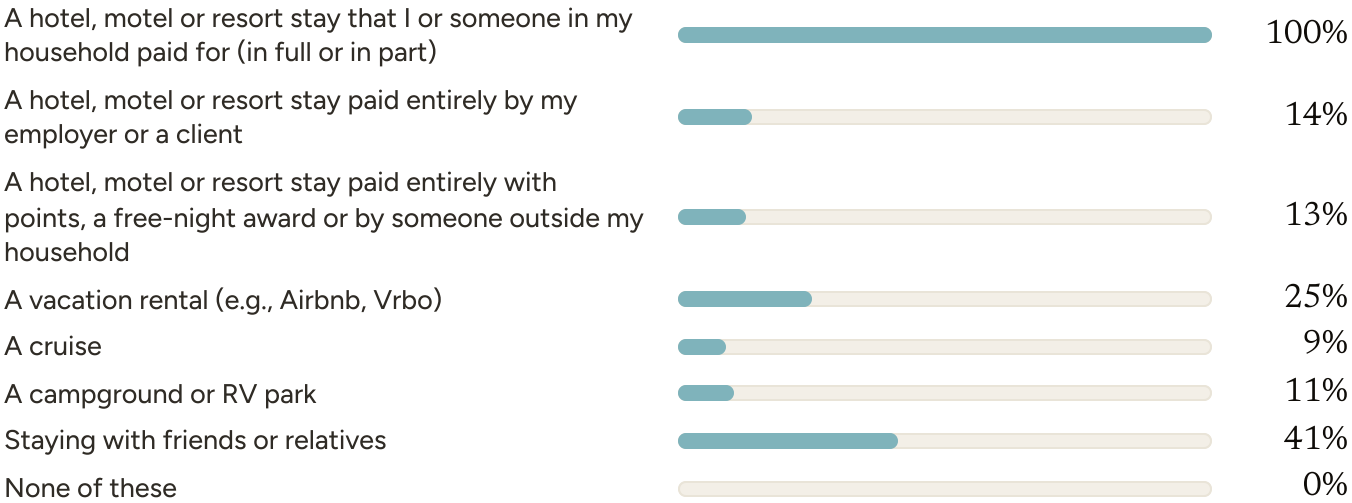


People who picked any of the first five answers could not take the survey.

S5

In the past 12 months, which of these overnight stays have you had? Select all that apply.

Asked of all 2,500 guests. Guests could pick more than one answer.



Everyone in the survey picked the first answer. People who did not could not take the survey.

PART 2

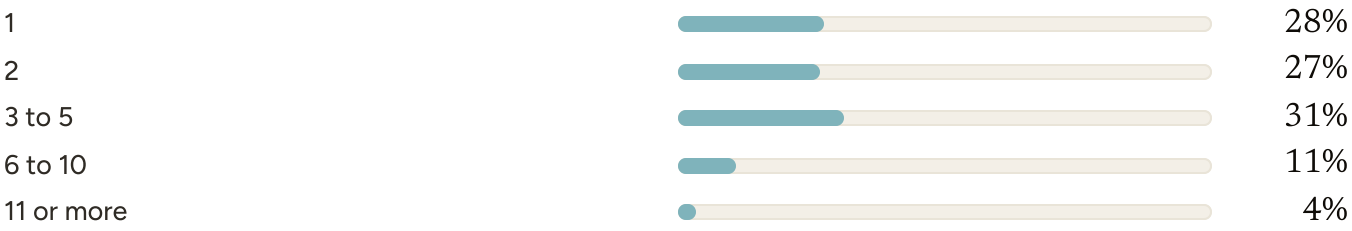
Hotel stays in the past 12 months

Q1

In the past 12 months, how many separate hotel stays did you have? Count each trip as one stay, however many nights it lasted.

For the rest of this survey, 'hotel stays' means stays at a hotel, motel or resort that you or someone in your household paid for, in full or in part, in the past 12 months. Do not count vacation rentals such as Airbnb.

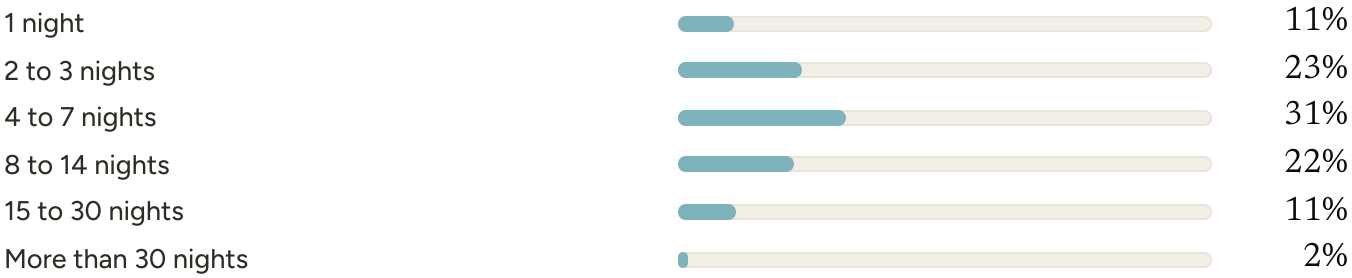
Asked of all 2,500 guests. Guests picked one answer.



Q2

About how many nights in total did those hotel stays add up to?

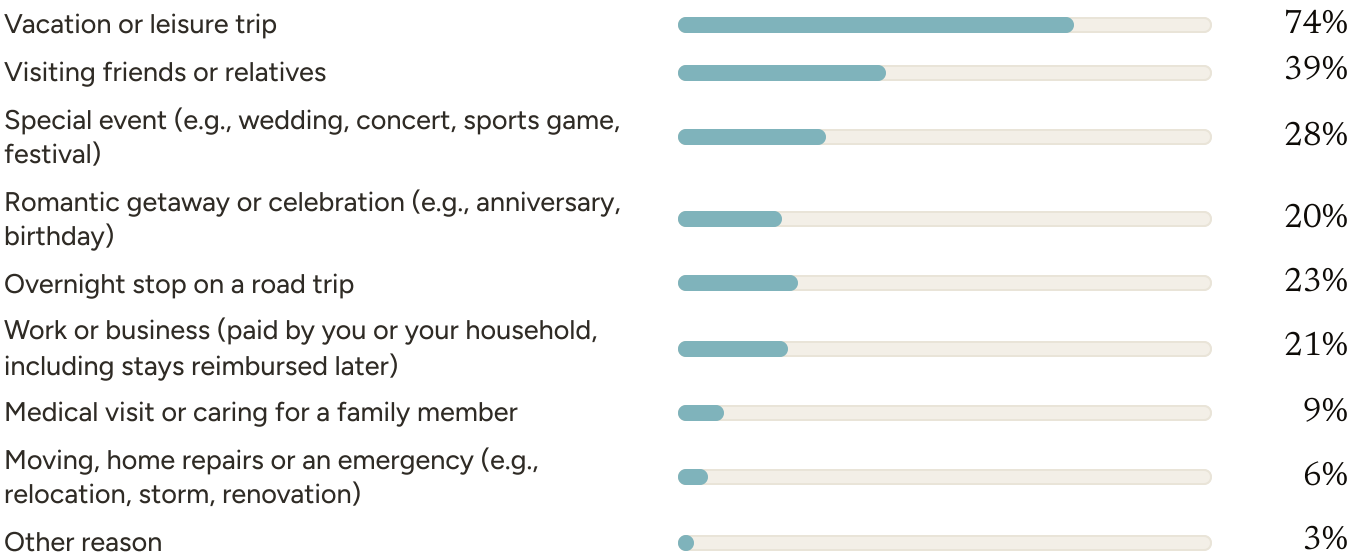
Asked of all 2,500 guests. Guests picked one answer.



Q3

What were the reasons for those hotel stays? Select all that apply.

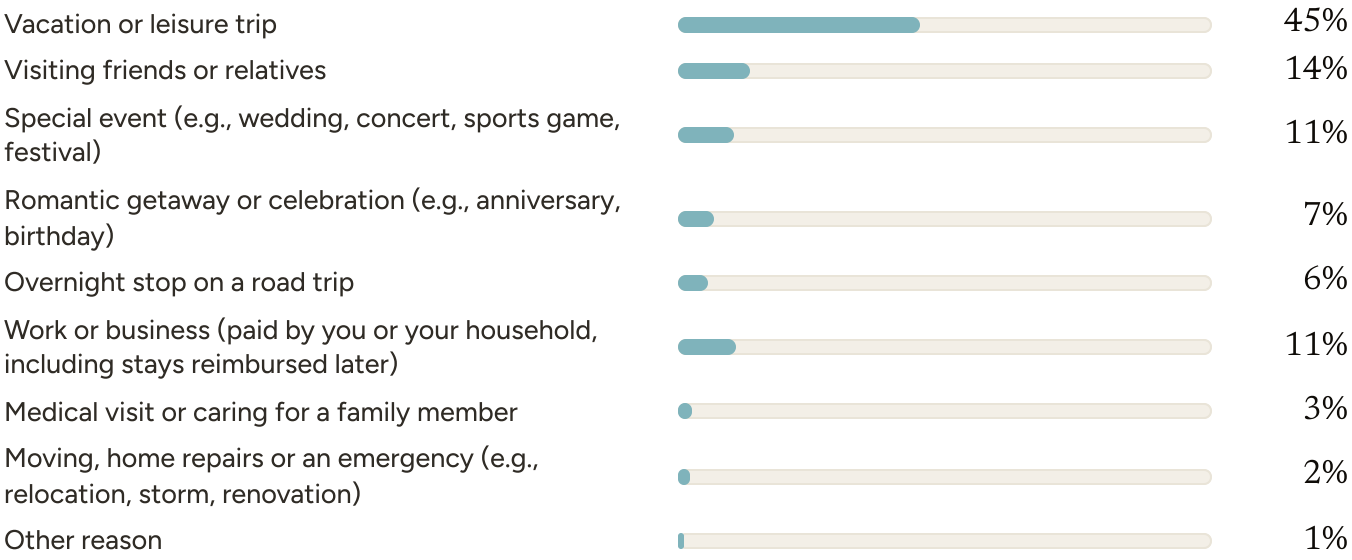
Asked of all 2,500 guests. Guests could pick more than one answer.



Q4

Now think about your MOST RECENT hotel stay. What was the main reason for that stay?

Asked of all 2,500 guests. Guests picked one answer.

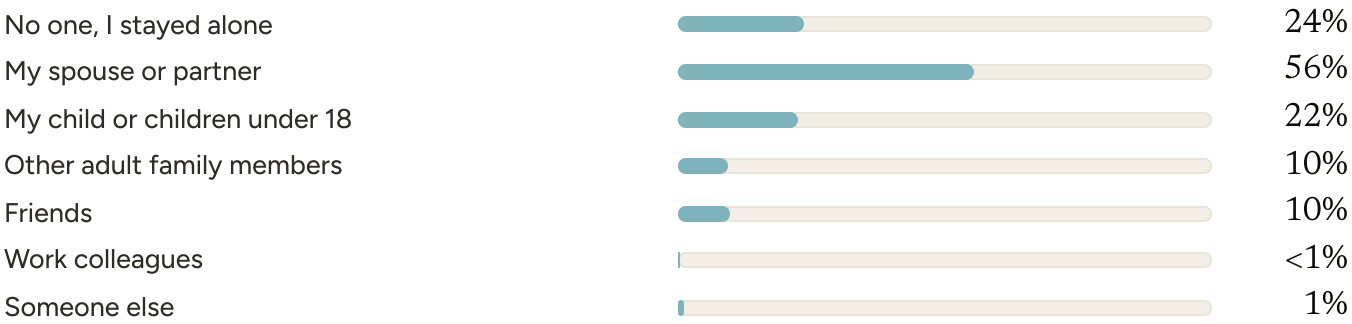


Guests saw only the reasons they had picked in Q3. Guests who picked one reason in Q3 were not shown this question, and that reason was recorded as their answer.

Q5

Who traveled with you and stayed at the hotel on that most recent stay? Select all that apply.

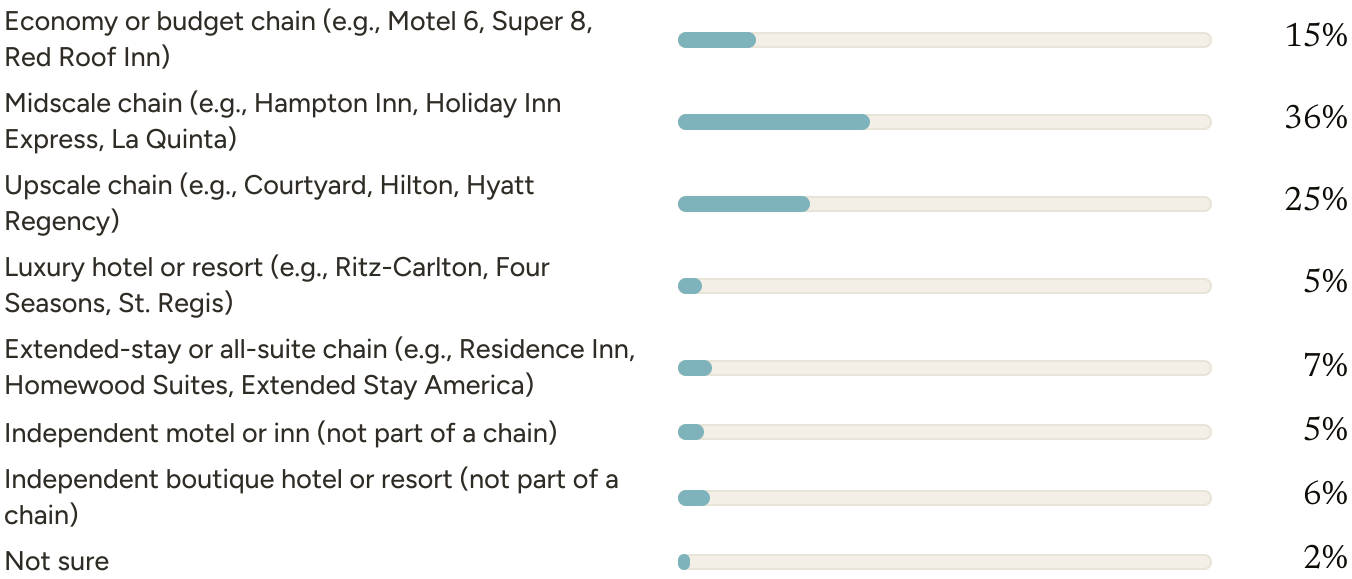
Asked of all 2,500 guests. Guests could pick more than one answer.



Q6

Which of these best describes the property you stayed at on that most recent stay?

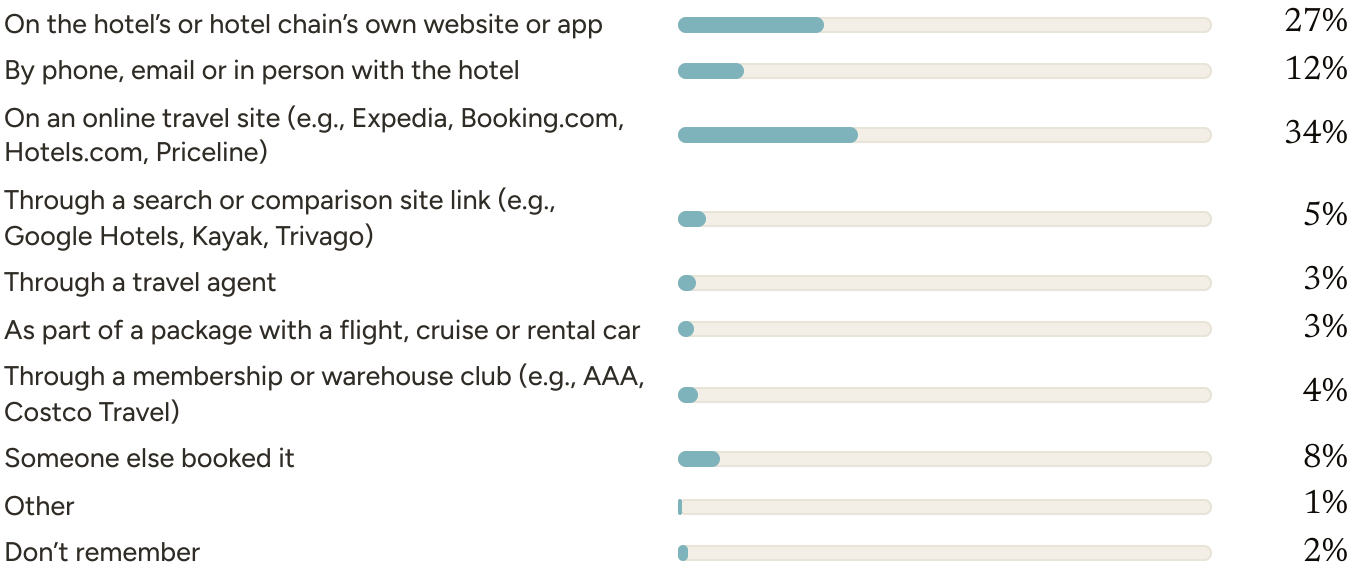
Asked of all 2,500 guests. Guests picked one answer.



Q7

How was that most recent stay booked?

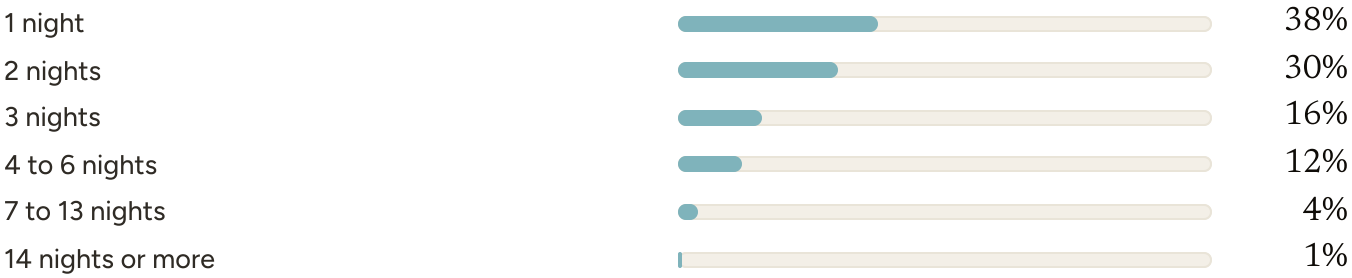
Asked of all 2,500 guests. Guests picked one answer.



Q8

How many nights did that most recent stay last?

Asked of all 2,500 guests. Guests picked one answer.

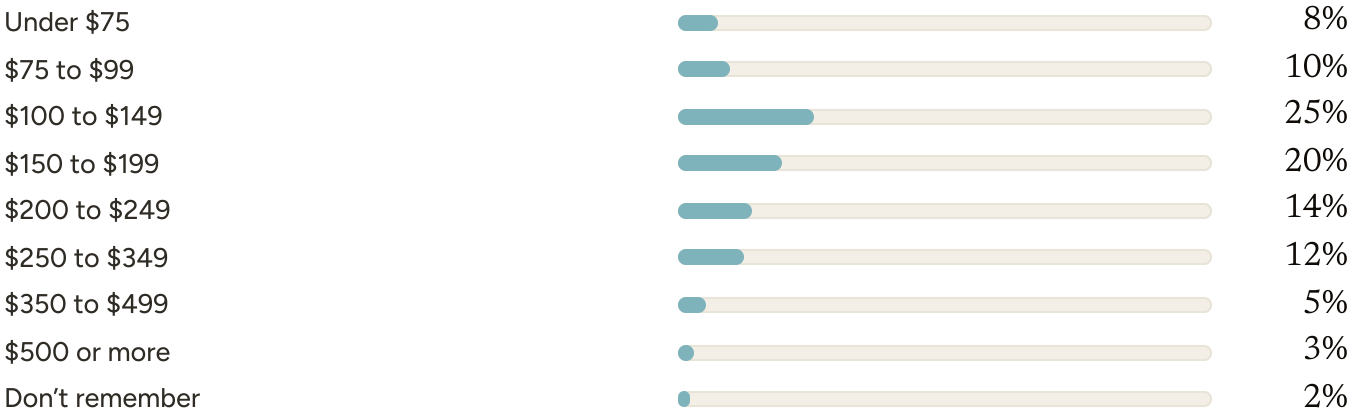


Q9

Roughly how much did you pay per night for your room on that most recent stay, including taxes and fees?

If you had more than one room, think about the price of one room.

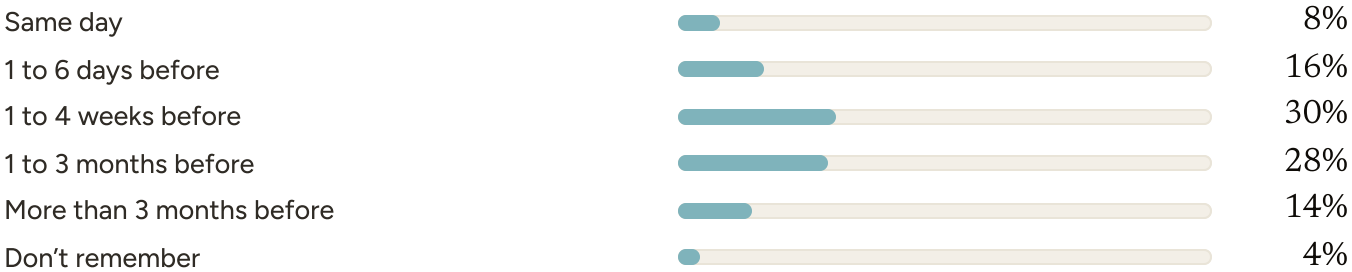
Asked of all 2,500 guests. Guests picked one answer.



Q10

How far in advance was that stay booked?

Asked of all 2,500 guests. Guests picked one answer.



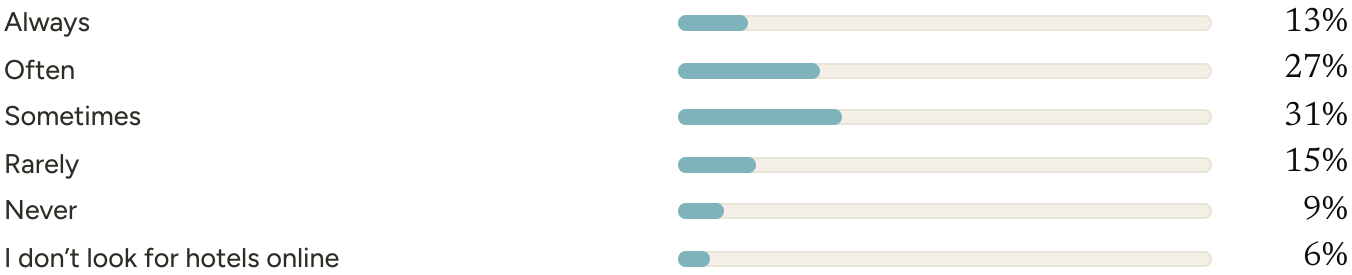
PART 3

Searching and checking

Q11

When you look for hotels online, how often do you use filters or search terms to find a specific amenity (for example, free parking or a pool)?

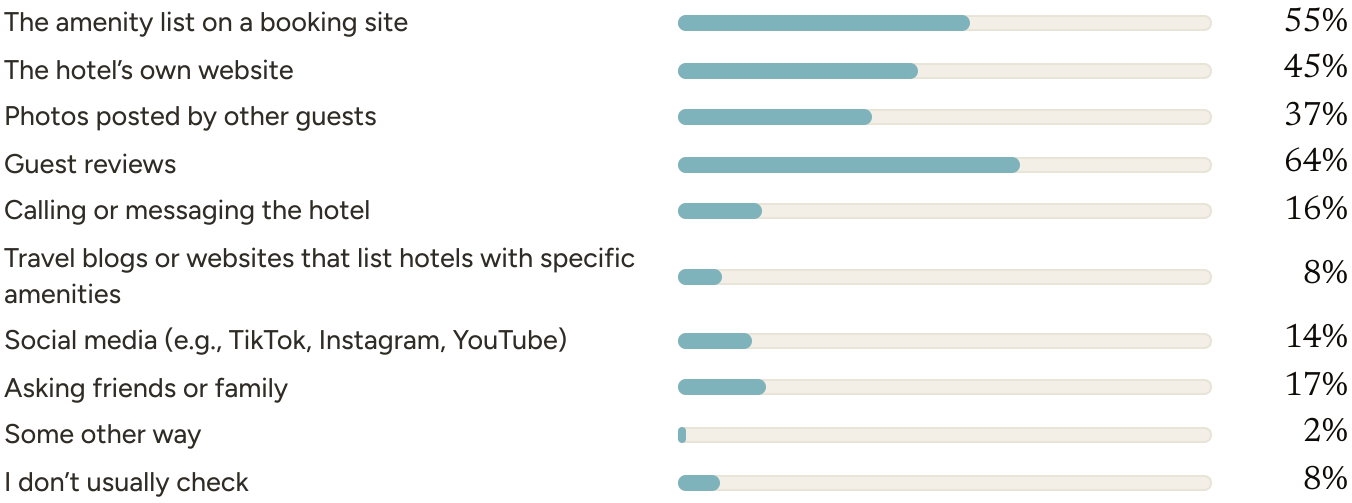
Asked of all 2,500 guests. Guests picked one answer.



Q12

Before you book, how do you usually check that a hotel really has an amenity that matters to you? Select all that apply.

Asked of all 2,500 guests. Guests could pick more than one answer.



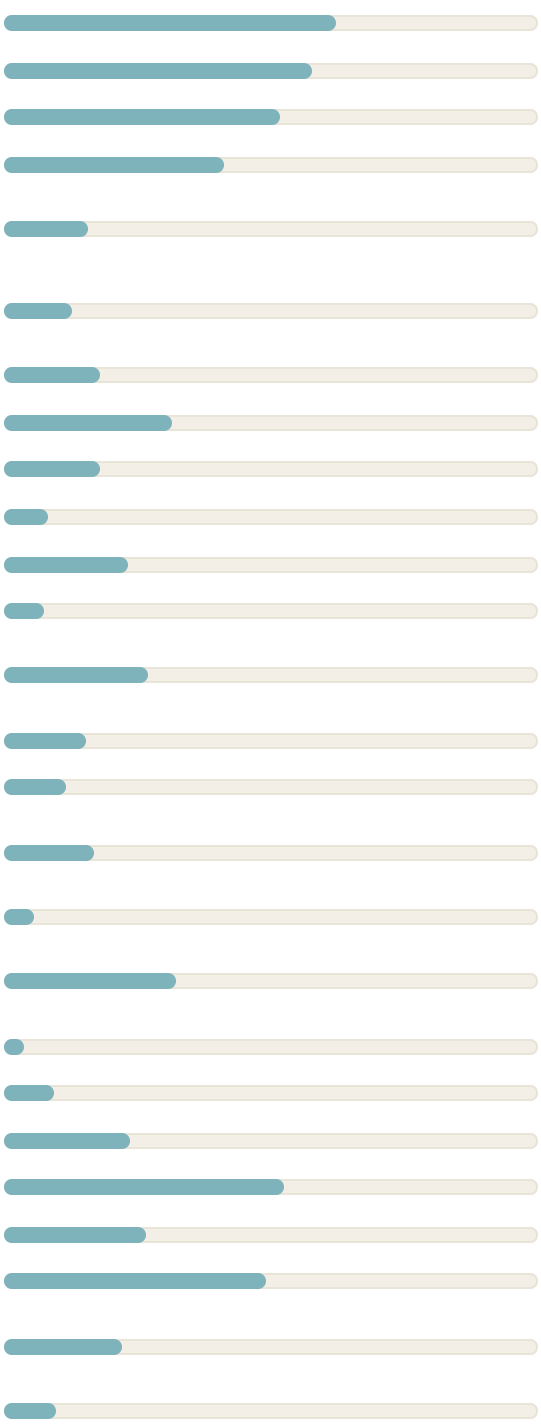
PART 4

Amenities

Q13

Which of these, if any, usually influence which hotel you choose? Select all that apply.

Asked of all 2,500 guests. Guests could pick more than one answer.



Free Wi-Fi	62%
Free breakfast	58%
Free parking	52%
Swimming pool (indoor or outdoor)	41%
In-room jacuzzi or hot tub (private, in your room or on your private balcony/patio)	16%
Shared hot tub or whirlpool (e.g., by the pool or in a spa area)	13%
Full kitchen or kitchenette in the room	18%
Mini-fridge and microwave in the room	32%
Fitness center or gym	18%
Spa services (e.g., massage, treatments)	9%
On-site restaurant or bar	23%
Room service	8%
Room with a view (e.g., ocean, lake, mountain or city skyline)	27%
Private balcony or patio	16%
Pet-friendly rooms	12%
Family-sized rooms or suites (e.g., two queen beds plus a sofa bed, bunk beds, or two-bedroom suites)	17%
Adults-only property	6%
Guests can check in at age 18 (no 21+ minimum check-in age) *	32%
Electric-vehicle (EV) charging	4%
Free airport shuttle	10%
Late checkout or early check-in	24%
Comfortable bed and pillows	53%
Spacious room (more space than a standard room)	26%
Visibly clean, recently renovated rooms	49%
Smart TV or ability to stream your own entertainment	22%
Guest laundry	10%

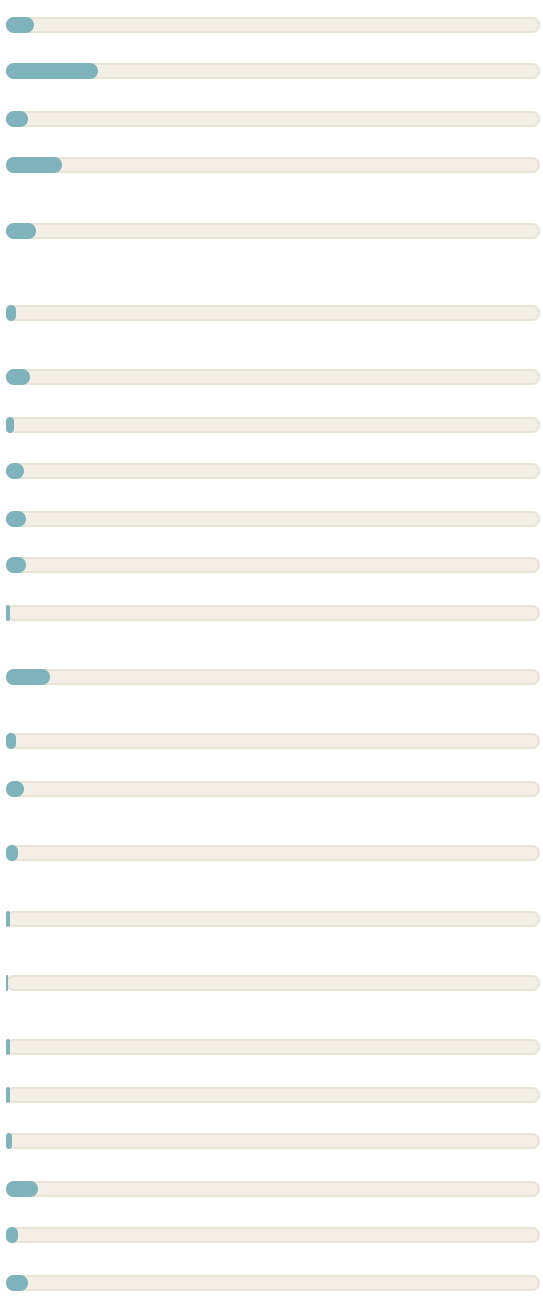


* Shown only to guests aged 18 to 24. The percentage is the share of those 138 guests.

Q14

Of the amenities you selected, which ONE do you look forward to most when you stay at a hotel?

Asked of the 2,450 guests who picked at least one amenity in Q13. Guests picked one answer.



Smart TV or ability to stream your own entertainment	2%
Guest laundry	1%
Accessible room features (e.g., roll-in shower, grab bars)	1%
Other (please specify)	1%

Guests saw only the amenities they had picked in Q13. Guests who picked one amenity in Q13 were not shown this question, and that amenity was recorded as their answer.

Q15

For each of these, which statement best describes how you feel when choosing a hotel for a leisure trip?

Asked of all 2,500 guests. Guests picked one answer for each row.

	Must-have: I would not book without it	Nice to have	Doesn't matter to me	I would rather the hotel not have it
Free Wi-Fi	67%	28%	5%	1%
Free breakfast	39%	49%	11%	<1%
Free parking	49%	32%	19%	1%
Swimming pool (indoor or outdoor)	26%	47%	24%	3%
In-room jacuzzi or hot tub (private, in your room or on your private balcony/patio)	8%	35%	47%	10%
Full kitchen or kitchenette in the room	14%	45%	39%	1%
Fitness center or gym	17%	40%	41%	2%
Room with a view (e.g., ocean, lake, mountain or city skyline)	11%	58%	30%	1%
Pet-friendly rooms	9%	19%	60%	12%
Family-sized rooms or suites (e.g., two queen beds plus a sofa bed, bunk beds, or two-bedroom suites)	13%	25%	57%	4%
Adults-only property	5%	23%	59%	13%
Electric-vehicle (EV) charging	4%	18%	76%	2%
Late checkout or early check-in	12%	61%	27%	1%

Q16

Which of these, if any, would make you rule out a hotel, even if the price and location were right? Select all that apply.

Asked of all 2,500 guests. Guests could pick more than one answer.



* Shown only to guests aged 18 to 24. The percentage is the share of those 138 guests.

Q17

When choosing a hotel for a leisure trip, how important is each of the following to you?

Asked of all 2,500 guests. Guests picked one answer for each row.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
The total price	1%	4%	19%	39%	36%
The location	2%	6%	23%	41%	29%
Guest review ratings	3%	9%	29%	35%	25%
Cleanliness	1%	3%	17%	34%	46%
The brand or earning loyalty points	21%	23%	26%	18%	12%
Having the specific amenities you want	2%	10%	34%	35%	18%
Free or flexible cancellation	5%	11%	30%	29%	25%
Photos of the actual room	3%	11%	29%	32%	25%
To show you are reading carefully, please select 'Slightly important' for this row.	Attention check. See the note below.				

The last row is an attention check. It tests whether a person is reading the questions. Responses that failed it were removed before we worked out any results.

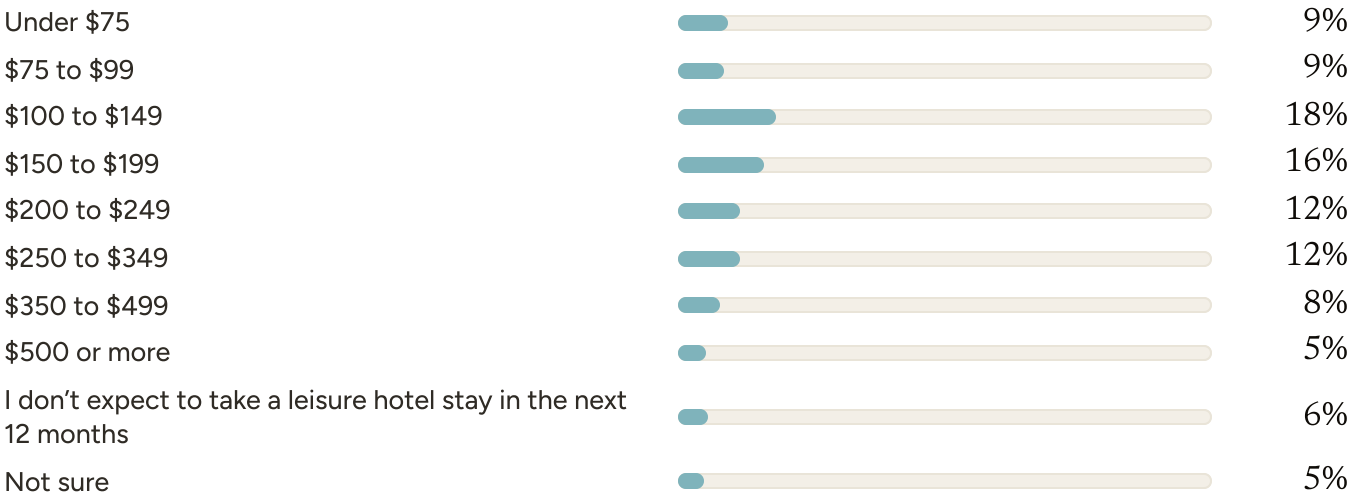
PART 5

Price

Q18

Thinking about your next leisure trip that includes a hotel stay, roughly how much do you expect to spend per night on your room, including taxes and fees?

Asked of all 2,500 guests. Guests picked one answer.



Q19

Imagine you are booking a leisure stay and comparing two rooms at the same hotel that are identical except for one feature. For each feature, what is the most you would pay extra per night to get it?

If you would not pay anything extra, choose 'Nothing extra'. If the feature does not apply to you, choose 'Not relevant to me'.

Asked of all 2,500 guests. Guests picked one answer for each row.

	Nothing extra ($0)	$1 to $9	$10 to $24	$25 to $49	$50 to $74	$75 to $99	$100 or more	Not relevant to me	Average
A private in-room jacuzzi or hot tub	26%	7%	16%	17%	8%	2%	3%	22%	$19
A full kitchen or kitchenette	27%	10%	20%	15%	4%	2%	2%	19%	$16
A room with a view	43%	11%	21%	13%	5%	1%	1%	4%	$14
A private balcony or patio	49%	12%	19%	8%	3%	1%	<1%	8%	$10
Breakfast included	37%	15%	27%	11%	3%	1%	1%	5%	$13
Parking included	39%	21%	22%	6%	1%	<1%	<1%	10%	$9
Being allowed to bring your pet	8%	4%	9%	8%	2%	<1%	<1%	69%	$7
A family-sized room or suite	16%	4%	12%	14%	6%	2%	2%	45%	$15
Late checkout (until 2 p.m.)	60%	8%	14%	8%	2%	<1%	<1%	7%	$8

To work out the average, we used the middle of each price range. "$100 or more" counts as $125. "Nothing extra" and "Not relevant to me" count as $0.

PART 6

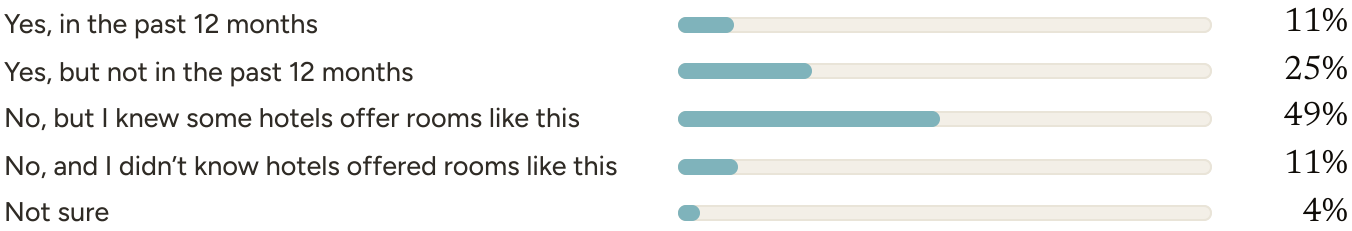
In-room jacuzzi

Q20

Have you ever stayed in a hotel room with an in-room jacuzzi?

In the next questions, an 'in-room jacuzzi' means a jetted tub or hot tub for your private use, inside your hotel room or on your room's private balcony or patio. It does not include a shared hot tub by the pool or in a spa area.

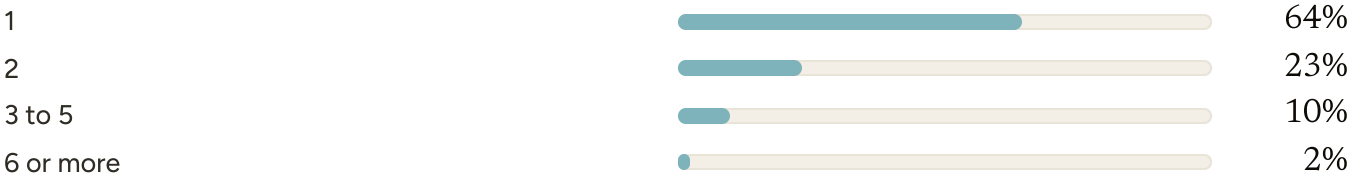
Asked of all 2,500 guests. Guests picked one answer.



Q21

In the past 12 months, how many of your hotel stays included a room with an in-room jacuzzi?

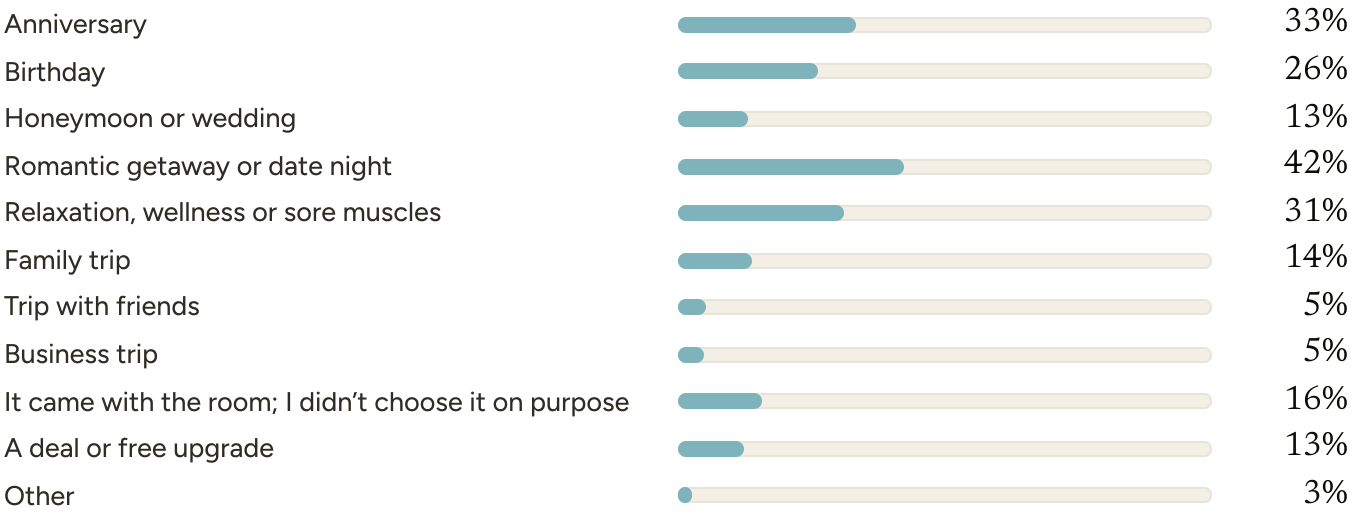
Asked of the 265 guests who stayed in a room with an in-room jacuzzi in the past 12 months (Q20). Guests picked one answer.



Q22

What were the occasions for the stays when you had an in-room jacuzzi? Select all that apply.

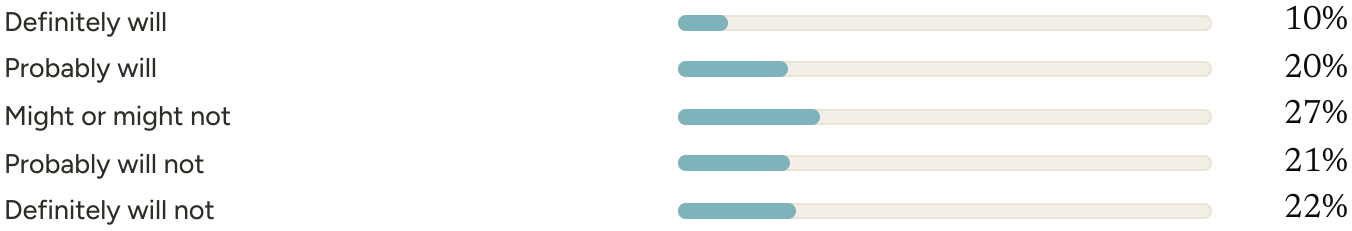
Asked of the 890 guests who have stayed in a room with an in-room jacuzzi (Q20). Guests could pick more than one answer.



Q23

How likely are you to book a hotel room with an in-room jacuzzi in the next 12 months?

Asked of all 2,500 guests. Guests picked one answer.



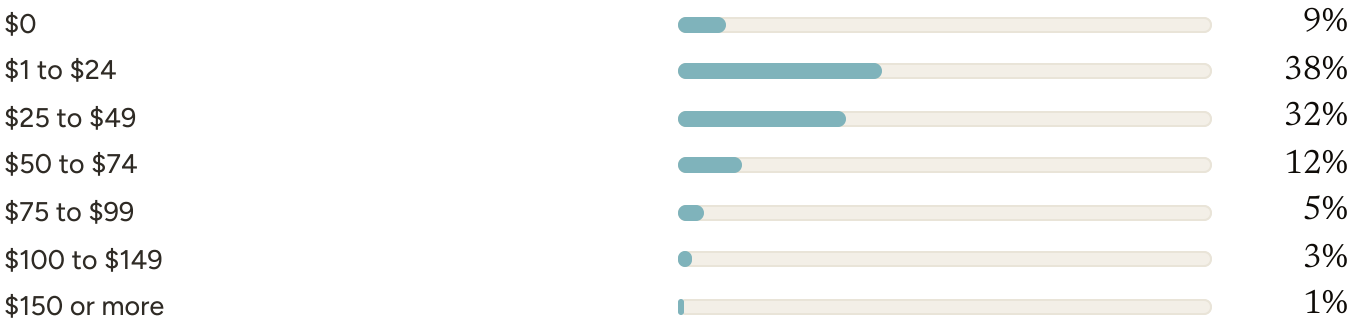
Q24

Suppose a standard room at a hotel you like costs $150 per night, and an otherwise identical room with an in-room jacuzzi is also available. At what EXTRA amount per night would the jacuzzi room feel like a good deal?

Enter a dollar amount per night, in addition to the $150. Enter 0 if you would not pay anything extra.

Asked of the 1,422 guests who said they definitely will, probably will, or might book a room with an in-room jacuzzi (Q23). Guests typed a number.

$25 The middle answer. Half of these guests typed $25 or less, and half typed $25 or more.



We grouped the dollar amounts guests typed into seven ranges.

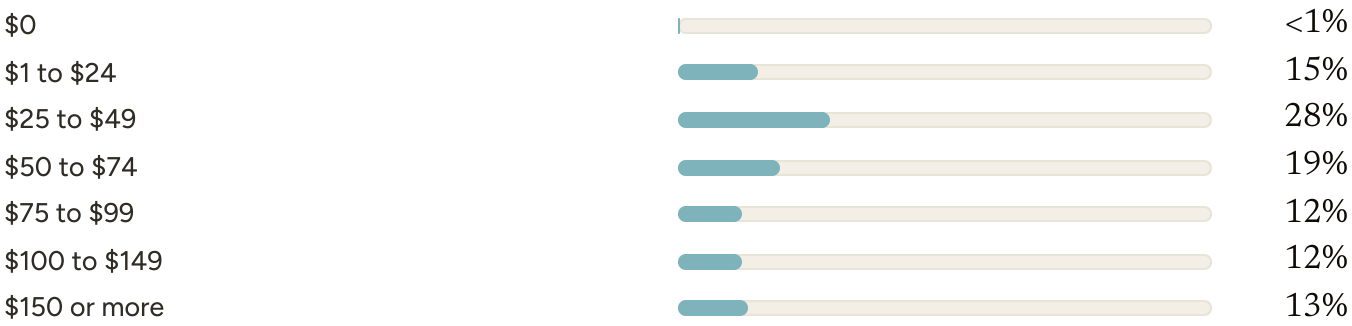
Q25

And at what EXTRA amount per night would the jacuzzi room be so expensive that you would not consider it?

Enter a dollar amount per night, in addition to the $150.

Asked of the 1,422 guests who said they definitely will, probably will, or might book a room with an in-room jacuzzi (Q23). Guests typed a number.

$55 The middle answer. Half of these guests typed $55 or less, and half typed $55 or more.

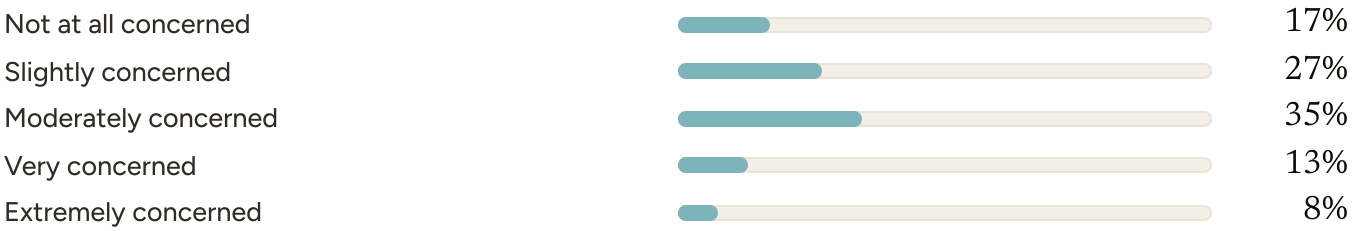


We grouped the dollar amounts guests typed into seven ranges.

Q26

How concerned, if at all, are you about the cleanliness of in-room jacuzzis at hotels?

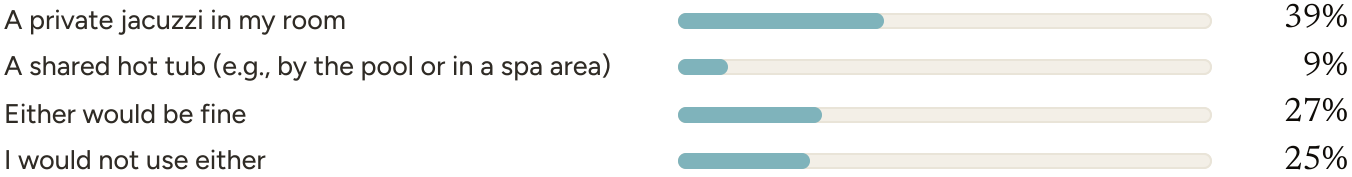
Asked of all 2,500 guests. Guests picked one answer.



Q27

If you wanted to use a hot tub during a hotel stay, which would you prefer?

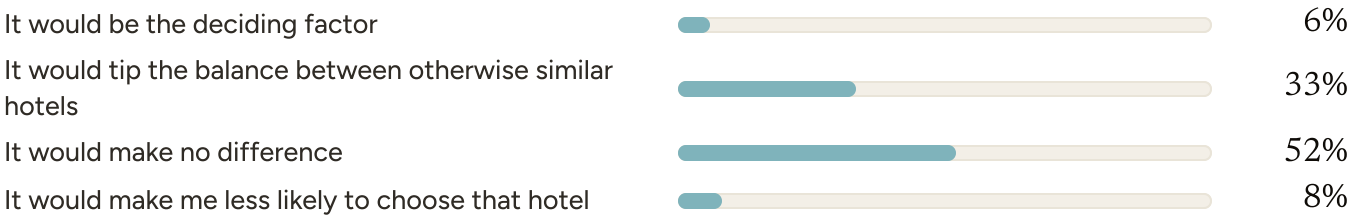
Asked of all 2,500 guests. Guests picked one answer.



Q28

When choosing between hotels for a leisure trip, how would the option of a room with an in-room jacuzzi affect your choice?

Asked of all 2,500 guests. Guests picked one answer.



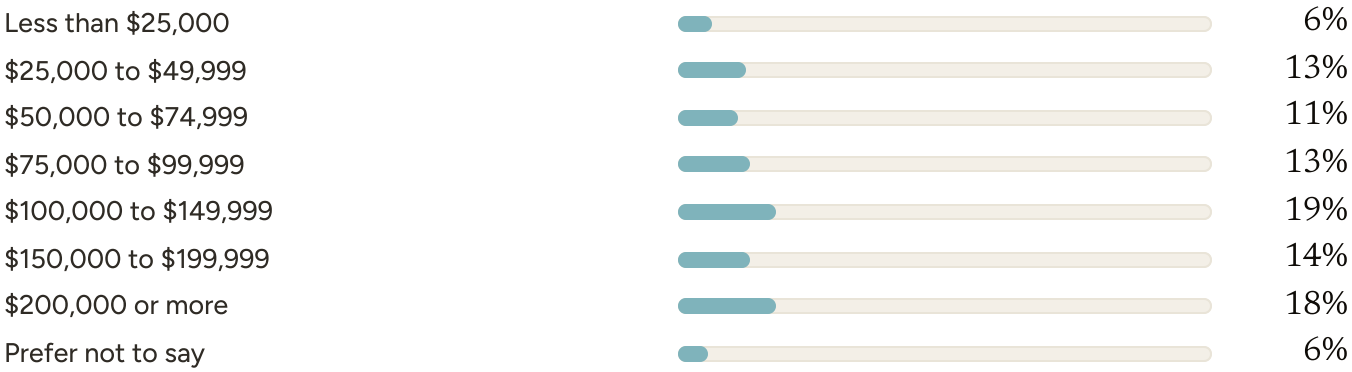
PART 7

About the guest

D1

What was your total household income from all sources in 2025, before taxes?

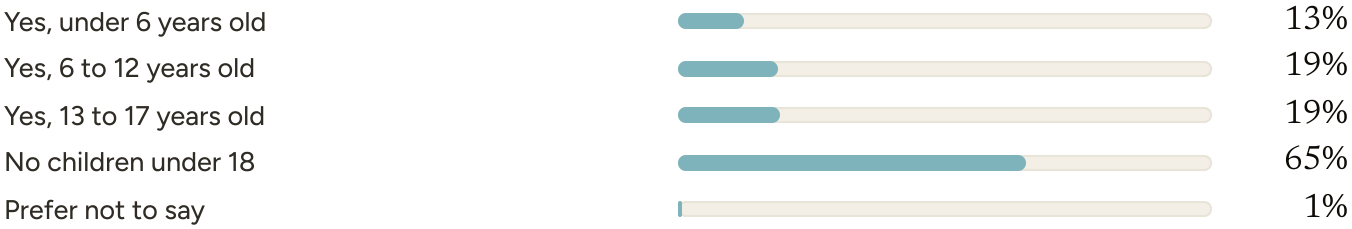
Asked of all 2,500 guests. Guests picked one answer.



D2

Are there any children under 18 living in your household? Select all that apply.

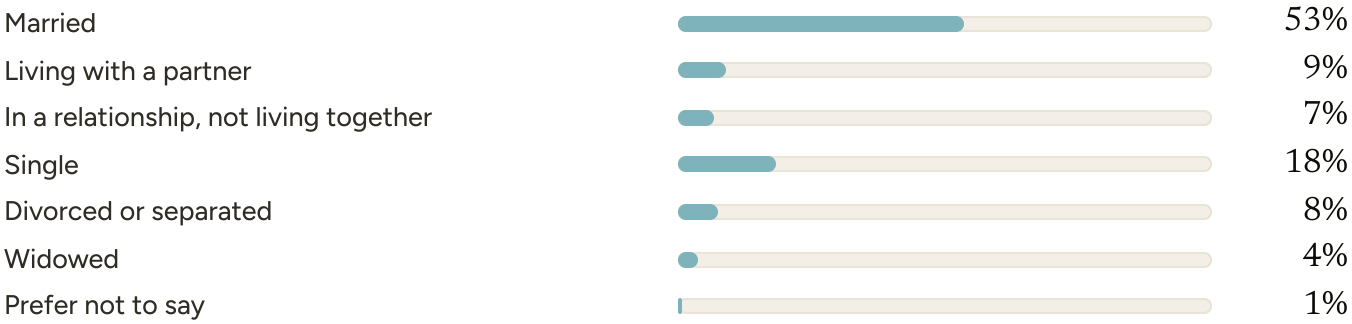
Asked of all 2,500 guests. Guests could pick more than one answer.



D3

What is your current relationship status?

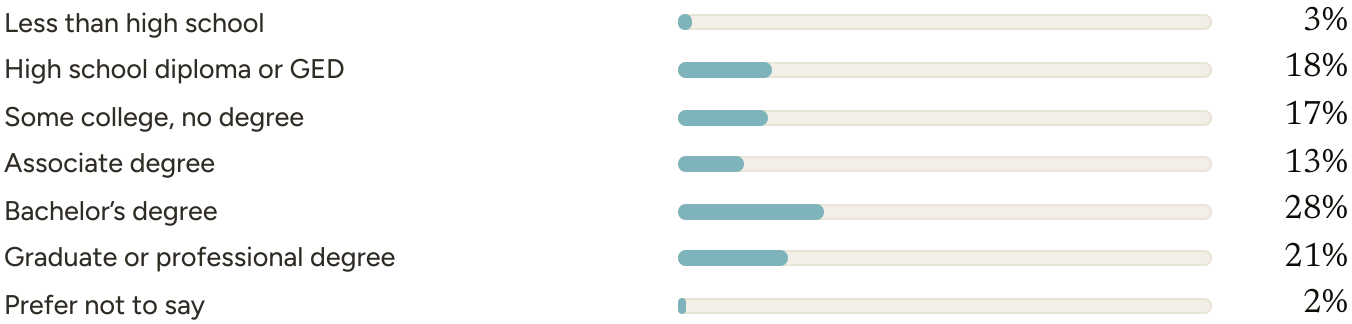
Asked of all 2,500 guests. Guests picked one answer.



D4

What is the highest level of school you have completed or the highest degree you have received?

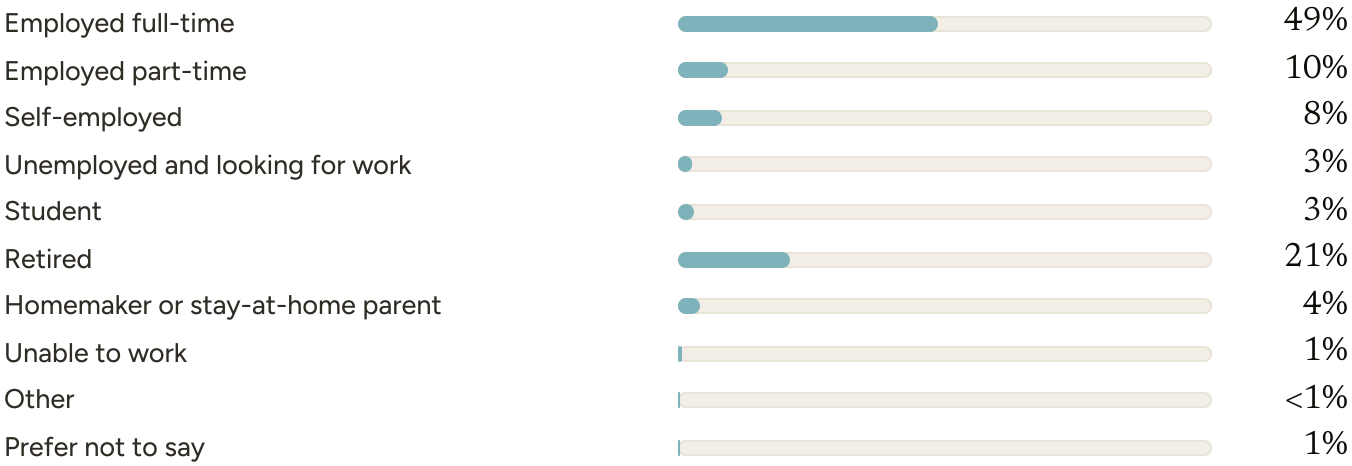
Asked of all 2,500 guests. Guests picked one answer.



D5

Which of these best describes your current employment status?

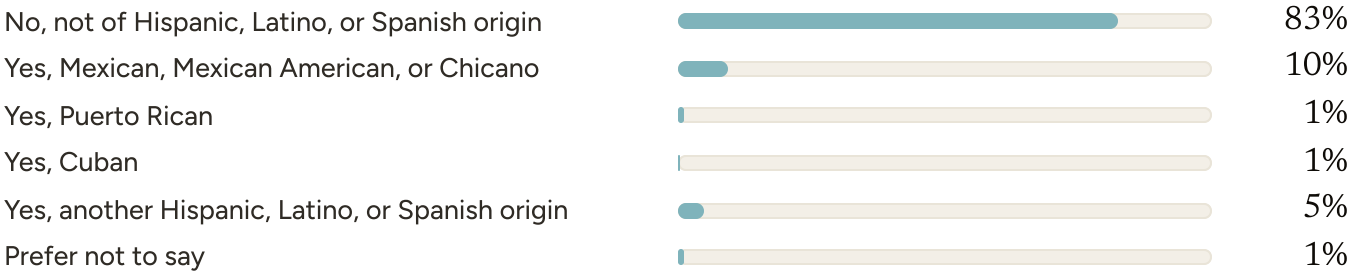
Asked of all 2,500 guests. Guests picked one answer.



D6

Are you of Hispanic, Latino, or Spanish origin?

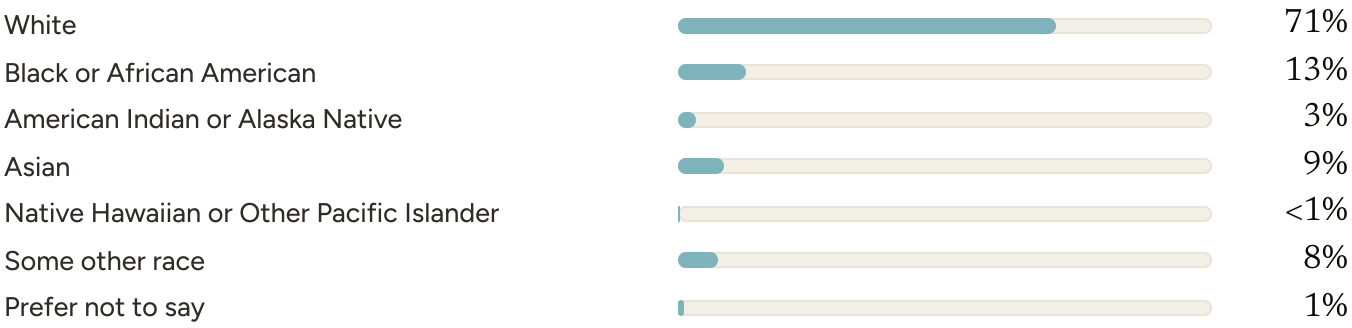
Asked of all 2,500 guests. Guests picked one answer.



D7

What is your race? Select one or more.

Asked of all 2,500 guests. Guests could pick more than one answer.



D8

Do you have a pet that you bring on overnight trips?

Asked of all 2,500 guests. Guests picked one answer.



Questions about this survey

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