

GUESTS' DISCLOSURE OF PERSONAL INFO TO HOTEL APPS

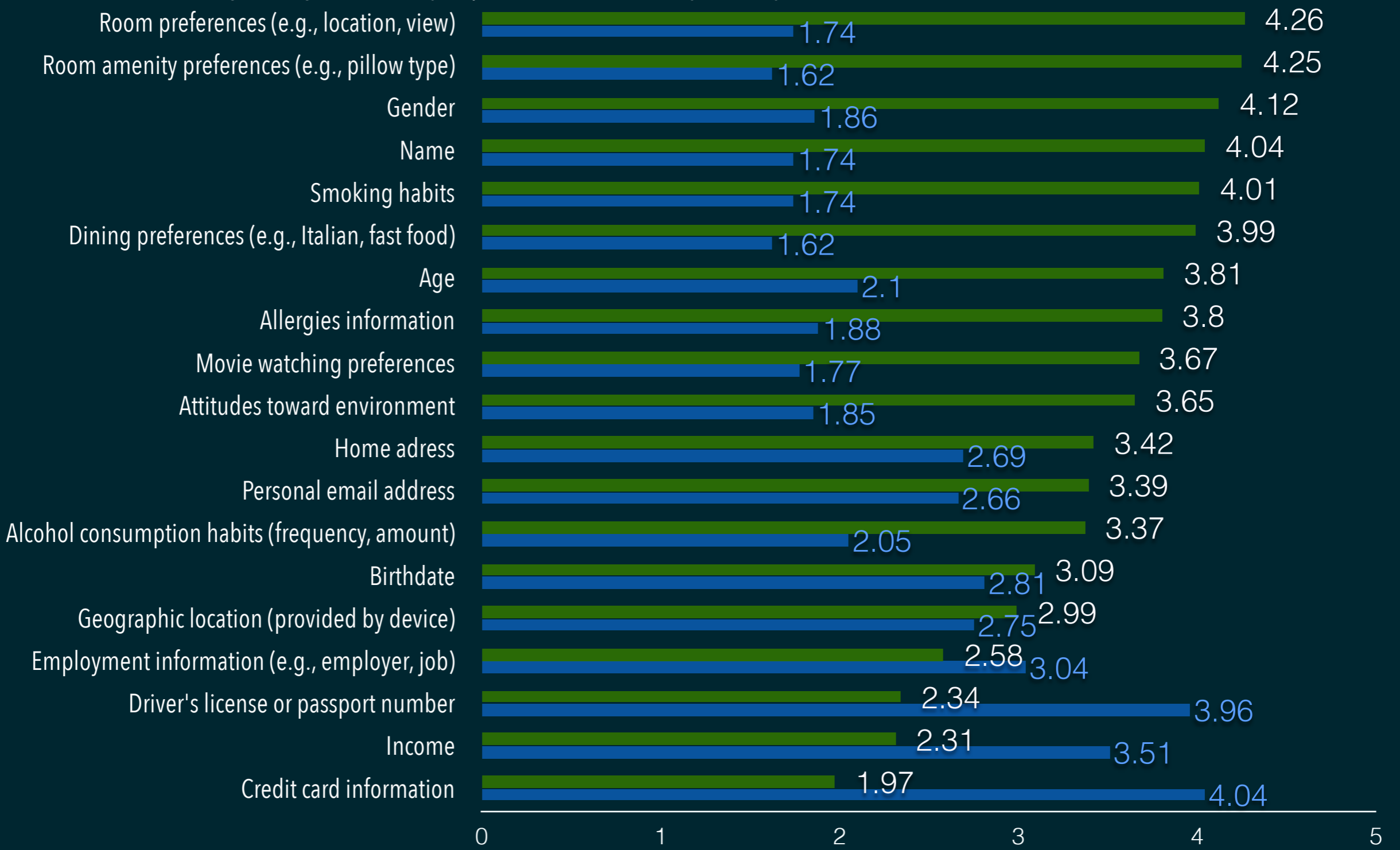
FINDINGS FROM THE U.S.

Factors influencing guests' willingness to disclose personal info to hotel apps



Information sensitivity and disclosure intentions

■ Average rating of willingness to disclose the following personal info (1=unwilling to disclose)
 ■ Average rating of sensitivity of personal info sensitivity (1=very sensitive)



Key metrics

