



**Gustavson**  
**School of Business**  
 University of Victoria



<b>Hotels - GBTI 2023</b>					
<b>Brand Name</b>	<b>Brand Trust Rank 2023</b>	<b>Brand Authenticity Rank 2023</b>	<b>Brand Ability Rank 2023</b>	<b>Brand Affinity Rank 2023</b>	<b>Brand Advocacy Rank 2023</b>
Four Seasons Hotels & Resorts	9	44	79	5	77
Fairmont Hotels & Resorts	12	83	46	4	43
Marriott Hotels	45	160	94	8	86
Best Western	67	160	182	24	135
Holiday Inn	67	108	182	19	106
Delta Hotels	82	160	167	19	120
Hilton Hotels	93	256	182	46	149
Choice Hotels	136	108	252	46	202
Airbnb	387	347	373	387	375