

Table 11.4. Attributes and their levels for a hotel application.<sup>a</sup>

| <i>Levels</i>   | <i>1</i>                       | <i>2</i>                | <i>3</i>           | <i>4</i> |
|---|--------------------------------|-------------------------|--------------------|----------|
| Breakfast   | Premium                        | Standard                | None               |          |
| Access to fitness   | Fully equipped                 | Basic                   | None               |          |
| In-room tea- and coffee-making facilities   | Yes                            | None                    |                    |          |
| Complimentary fresh fruit and bottled water in the room                                   | Yes                            | None                    |                    |          |
| Bathroom amenities  | A luxury selection of products | A selection of products | A single dispenser |          |
| Complimentary pay TV  | Yes                            | No                      |                    |          |
| Price: comparison to price paid on previous hotel stay (business travelers only)          | -\$15                          | Actual price            | +\$15              | +\$30    |
| In-room computer equipment with free Internet and printer access (leisure travelers only) | Yes                            | No                      |                    |          |
| View from the room  | Unique                         | Nice                    | None               |          |

<sup>a</sup> Source: Varini et al. [532].