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**New Survey Shows Trump Brand Benefits From Property Use
As Brand Engagement Metrics Increase Significantly
For Trump Country Clubs and Hotels**

NEW YORK, NY October 21, 2019 – Last week the White House announced President Trump decided to host next June’s G7 at the Trump National Doral, near Miami. Acting chief of staff, Mick Mulvaney said, “He (the president) doesn’t profit” from the event being held at a Trump property. But a new survey conducted by Brand Keys (www.brandkeys.com), the New York-based brand loyalty and consumer engagement research consultancy, found that the president would indeed profit from this choice of venue.

“It’s all a matter of how you define ‘profit,’” noted Robert Passikoff, founder and president of Brand Keys. “Beyond the obvious dollar-economics related to siphoning money into a Trump property, every time the president promotes one of his properties, visits one of his properties, or the property appears in a news story – like the vice president and military staying at Trump properties – the perceived value – brand equity – of staying at a Trump property increases. That’s why Trump was able to double membership fees at Mar-a-Lago.”

When consumer engagement with a brand increases, those increases *always* correlate highly with increased, positive consumer behavior toward the brand. “That means it is unquestionably likely the brand will see increases in venue-consideration, actual visitation, and number and length of stays, all of which are reasonable definitions of ‘profit,’” said Passikoff.

Methodology

Six hundred seventy-five (675) Republicans, Democrats, and Independents, aware of the G7 announcement, drawn from the nine U.S. Census Regions, participated in a survey conducted October 18th – 20, 2019, examining effects to the Trump brand in two specific categories Brand Keys has traditionally tracked for the Trump brand. Percentages indicate the *added-value* produced by the Trump name and association.

<u>Category</u>	<u>4/15</u>	<u>2/17</u>	<u>12/17</u>	<u>10/18</u>	<u>02/19</u>	<u>10/19</u>
Golf/Country Clubs	35%	51%	57%	42%	58%	60% (+18% YOY)
Hotels	31%	50%	51%	53%	57%	62% (+ 9% YOY)

At this year’s G-7 in France, Mr. Trump indicated he wanted to hold the next summit at the Trump National Doral Miami, his private club in Florida. The president insisted he doesn’t care about profiting from it, even as he promoted features of the venue. “Political optics, conflicts-of-interest, and the Constitution notwithstanding,” noted Passikoff, “Given the increases in Trump brand engagement in these categories, it’s difficult to say the president doesn’t profit. Mr. Mulvaney’s assertion, ‘There’s no profit here,’ doesn’t add up,” said Passikoff.

Apparently, this also became clear to the president. After days of criticism, and after members of Congress and ethics experts accused him of violating the Constitution by holding the summit at his Trump National Doral Miami resort, Mr. Trump abruptly reversed course late Saturday night.

Via tweet he announced scrapping plans to hold next year's G-7 gathering of world leaders at his family's resorts: "Based on both Media & Democrat Crazy and Irrational Hostility, we will no longer consider Trump National Doral, Miami, as the Host Site for the G-7 in 2020."

Politico has reported that income at many of the resorts Trump visited in 2018 increased, according to Trump's most recent personal financial disclosure forms. "Increases in brand engagement are *always* accompanied by better behavior toward a brand, which, in the hotel category, axiomatically translates to increased reservations and revenues," said Passikoff. "No surprise there."

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