

TRAVEL AND HOSPITALITY

## Trump brand value sees mixed impact following presidential bid

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*Trump International Golf Club Palm Beach*

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By STAFF REPORTS

Donald Trump's presidential campaign has increased consumers' perception of the value of his country and golf clubs.

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Brand Keys compared two surveys from before and after the business man launched his bid for office, which asked consumers about whether the Trump name positively or negatively affected their opinion of an unbranded product or service. While Trump branded hospitality and entertainment improved, other categories such as apparel and watches declined.

What's in a name?

Brand Keys' survey included 1,713 respondents who are consumers in the categories studied. Responses were gathered via phone and online interviews from Aug. 26 to Sept. 7, with a margin of error of +/- 2 percent.

Before Mr. Trump began his political campaign, his brand name increased the perceived value of products from 20-37 percent. These lifts were then compared to the current added-values to show the impact of him

Real estate was unchanged, with added-value remaining at 30 percent. Meanwhile, golf and country club added-value rose from 35 percent pre-campaign to 40 following his bid for the White House.



*Trump International Golf Links in Aberdeen, Scotland*

Categories including dress shirts, ties, suits and watches saw between a 6-9 percent drop in added value.

"It seems eminently possible to migrate this particular human brand to a presidential candidate brand," said Robert Passikoff, president of Brand Keys. "Given the results of the Brand Keys' survey, it appears that customers aren't as magnanimous as they were in simpler times."

Another report found that the Trump name may no longer hold a premium in the real estate market.

Condominiums bearing the name of Donald Trump no longer see a boost in market performance, according to research from real estate brokerage firm Redfin.

Prior to the namesake's polarizing presidential run, Trump-branded condominiums long outperformed comparable residences on the market by virtue of the brand name. It is difficult to ascertain the degree to which politics and economics are responsible, but the study nevertheless suggests the Trump name has lost something in value ([see story](#)).