Stay with me:
Five keys to elevating guest experiences

Getting the guest experience (GX) right is critical. How critical? In our survey of 6,600 hotel guests across 25 brands, 75% of respondents indicated that they return to hotels that provide a great guest experience.

But providing that great GX has become increasingly challenging, particularly as hotels face intensifying competition, rapidly changing technology, and evolving guest preferences. Fortunately, we've identified five key steps for elevating GX:

1. Knowing
2. Engaging
3. Delighting
4. Empowering
5. Hearing

www.deloitte.com/us/hotel-guest-experience

Ashley Reichheld
Principal
Deloitte Consulting LLP
areichheld@deloitte.com

Stephanie Perrone Goldstein
Senior Manager
Deloitte Consulting LLP
sperronegoldstein@deloitte.com

Ramya Murali
Senior Manager
Deloitte Consulting LLP
rmurali@deloitte.com

Improving the guest experience journey

Book
Knowing why guests are staying at your hotel improves their experience from the beginning.

Check-in
Allow front-desk staff to be more attentive to arriving guests by applying improved technology to handle daily reporting tasks.

Stay
Gaining a 360° view of guests through social media and historical preferences can help you create personalized experiences.

Do
Proactively recommend offerings and activities to your guests based on the information in their profile and past stays.

Get help
When a mistake is made or an opportunity is missed, getting the service recovery right can make or break the stay.

Check-out
Use robust predictive analytics to infer what guests want in exchange for loyalty.

Know me
Engage me
Delight me
Empower me
Hear me

For every point increase in satisfaction from their preferred loyalty program, guests are:

12% More likely to return to a hotel chain
21% More likely to share positive reviews
Understanding your guests’ needs will be a game changer in a shifting marketplace

The rewards are real: When done right, the guest experience boosts return visits and positive word of mouth

- Satisfied guests RETURN frequently …
  - Increasing guest satisfaction raises the likelihood of return visits by 30%.

- But satisfaction today means going beyond the basics and making every experience the one to remember for every guest.

- 75% of travelers experiencing their best trips return to the hotel more frequently.

- Personalized interactions increase promotion by up to 29%

- … and prompt others to visit your property.

- 81% of very satisfied travelers were also promoters (highly likely to recommend to others).

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Differentiators of the past are the new basics

Lifestyle and luxury guests care most about these new basics …

- Lifestyle 1.31x
- Luxury 1.22x
- Full-service 1.16x
- Select-service 1.22x

... while full- and select-service hotels lag in satisfaction

- Lifestyle 74%
- Luxury 78%
- Full-service 70%
- Select-service 62%

Think big
- Align on your future-state cognitive-enabled vision
- Chart your ambition for your GX of the future.
- Getting started does not mean solving all customer data challenges. The GX of the future is not achieved through data and technology alone.

Start small
- Focus on high-impact and high-value quick wins
- Identify proofs of concept (POC) that will advance your ambition while driving measurable impact on key performance indicators. Robotic process automation and Machine Learning sprints can help uncover immediate value with moderate time and monetary investment.

Iterate often
- Test and learn to achieve success
- Be ready to adopt or adapt quickly. Validate or abandon concepts, measure results, and iterate. Then work toward moving high-value POCs to scale.

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