



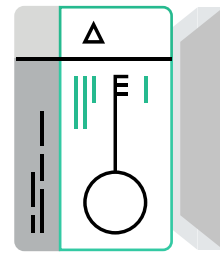
# Improving the guest experience journey



## Book

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

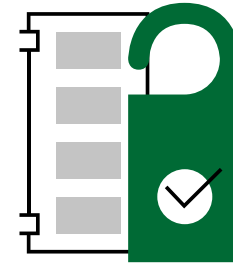
Having insight into why guests are traveling and then adjusting the experience accordingly can have a significant impact (+/- 23%) on satisfaction.



## Check-in

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

When hotel teams provide a high level of attention, guests are 29% more likely to share positive reviews.



## Stay

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

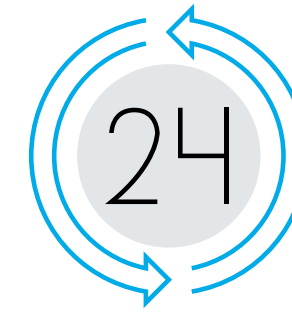
Guests want to be "surprised and delighted" by moments that exceed expectations, with Millennials wanting this 71% more than other generations.



## Do

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

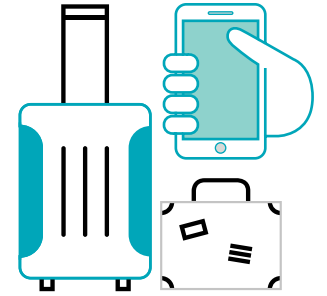
Empowering guests to customize their experiences is a growing trend. Luxury guests value customization 33% more than guests at other hotel tiers.



## Get help

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

Guests are 40% more likely to share positive reviews when a problem is fixed quickly.



## Check-out

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

When guests are satisfied with the way their loyalty is recognized and rewarded, they are 13% more likely to return to the specific brand.

## 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: knowing, engaging, delighting, empowering, and hearing your guests.

[www.deloitte.com/us/hotel-guest-experience](http://www.deloitte.com/us/hotel-guest-experience)

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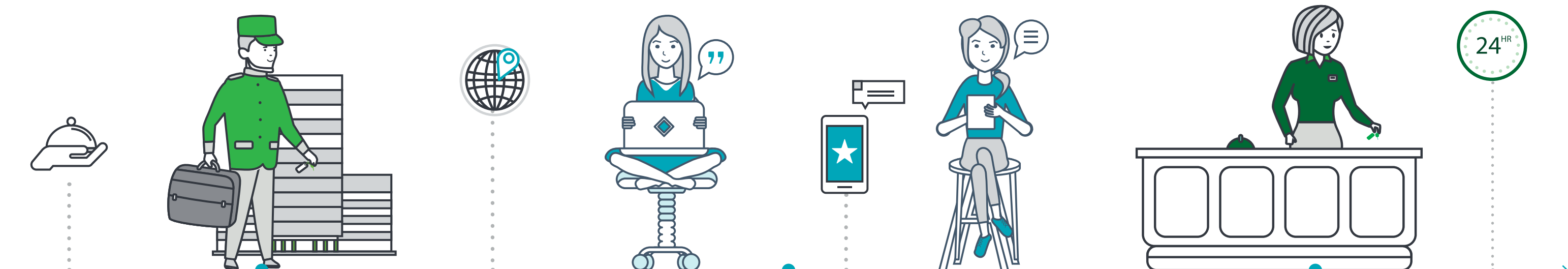


For every point increase in satisfaction from their preferred loyalty program, guests are:

**12%**  
More likely to return to a hotel chain

**21%**  
More likely to share positive reviews

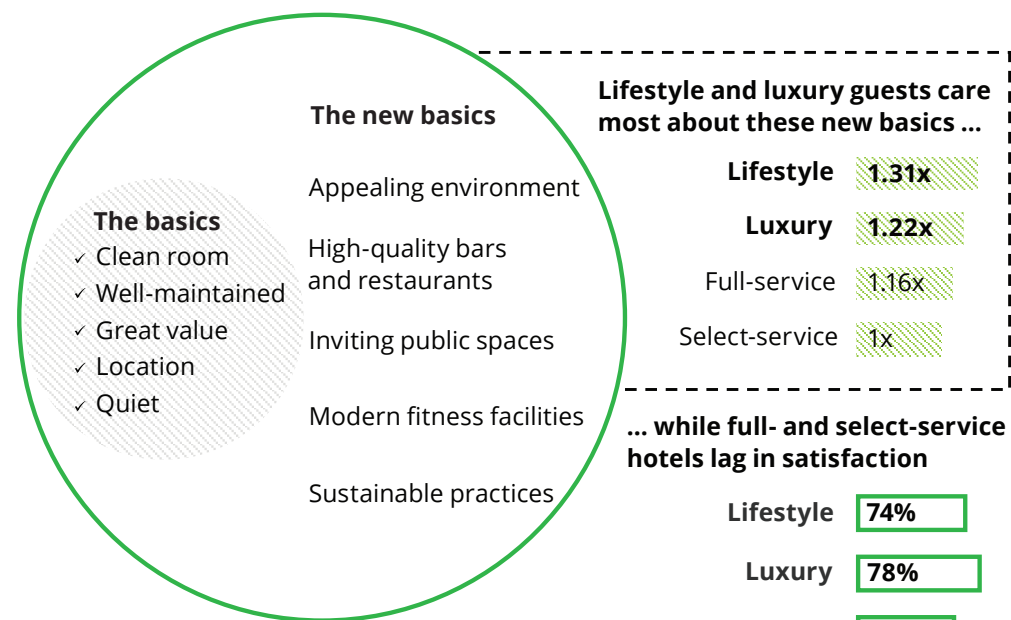
# Understanding your guests' needs will be a game changer in a shifting marketplace



**Differentiators of the past are the new basics**

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

**How to get started**

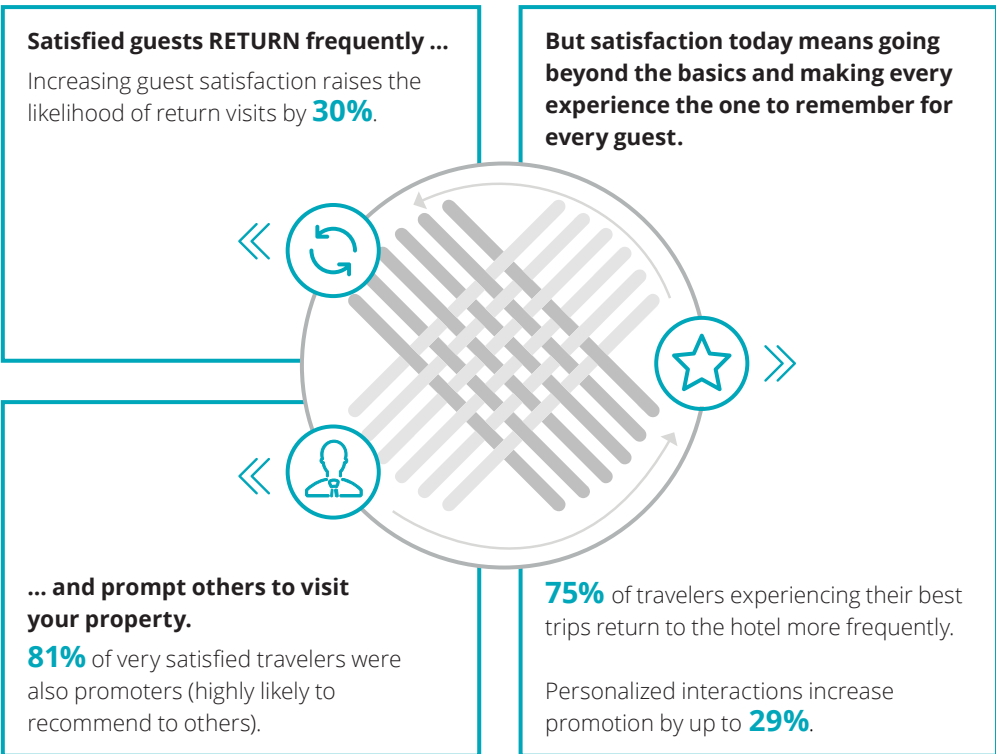


**Lifestyle and luxury guests care most about these new basics ...**

Lifestyle	1.31x
Luxury	1.22x
Full-service	1.16x
Select-service	1x

**... 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.