



# UNDERSTANDING GUEST EXPERIENCE — AND LOYALTY —

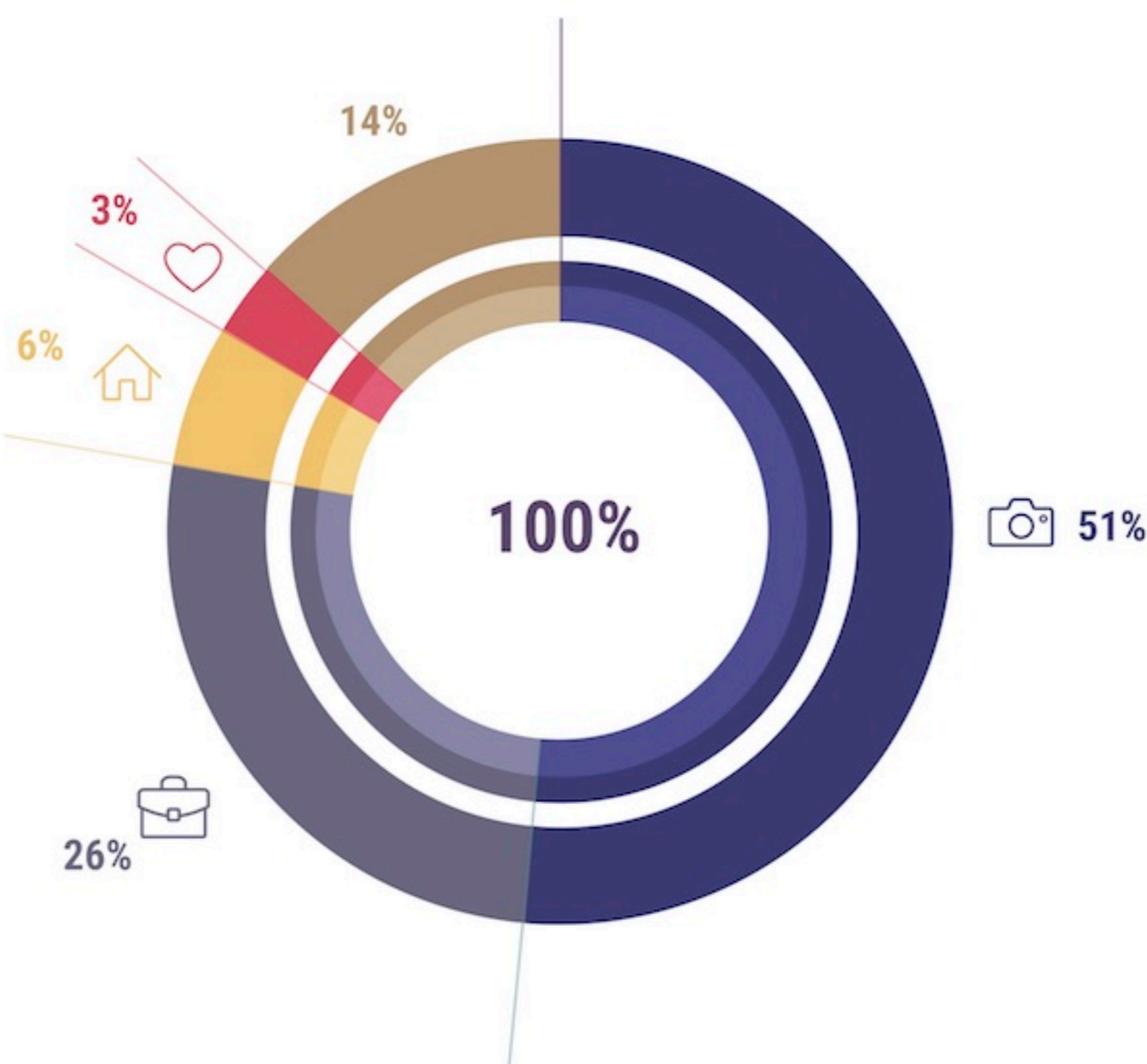
What makes guest loyalty is a lot more than points systems and reward cards. Experience more than any factor, makes guests want to come back. And the key to building that experience is understanding guests. In this infographic we're sharing some facts and figures that we've gathered from over 108,000 Guest reservations.

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

## 1 UNDERSTANDING THE GUESTS

### SEGMENTATION OF THE 108,000 RESERVATIONS

- 51% Travelled for leisure tourism
- 26% Travelled for business
- 6% Travelled for Family
- 3% Travelled for honeymoons
- 14% Unspecified



### BUSINESS TRAVEL

ON **28,000** BUSINESS TRAVELERS

**7,560** REQUESTED TO GET CORPORATE RATES FOR THEIR NEXT STAY

**12,040** BOOKED USING PRIVATE EMAIL ADDRESSES

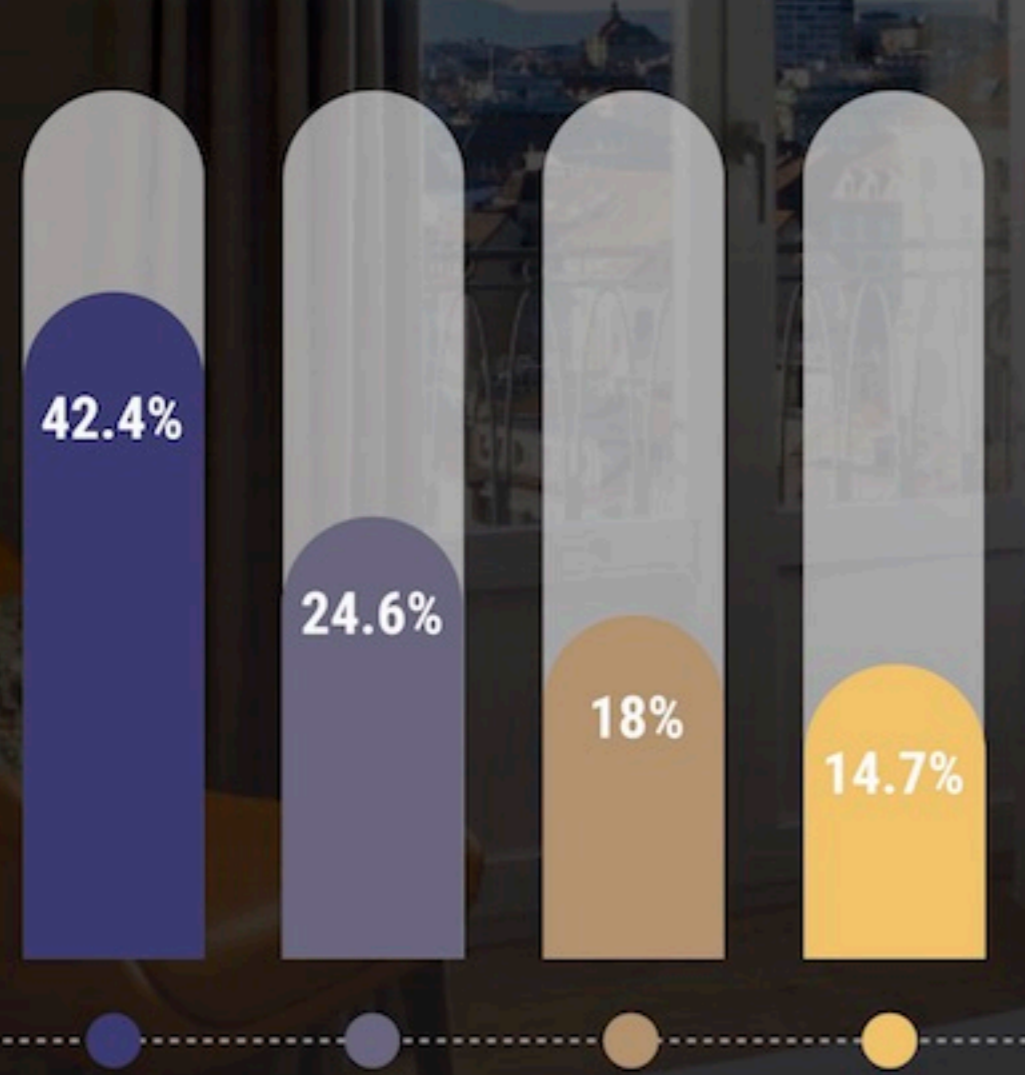
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**30%** OF GUEST PROFILES IN PMSs ARE MISSING GUEST EMAIL ADDRESS

## 2 UNDERSTANDING GUEST NEEDS

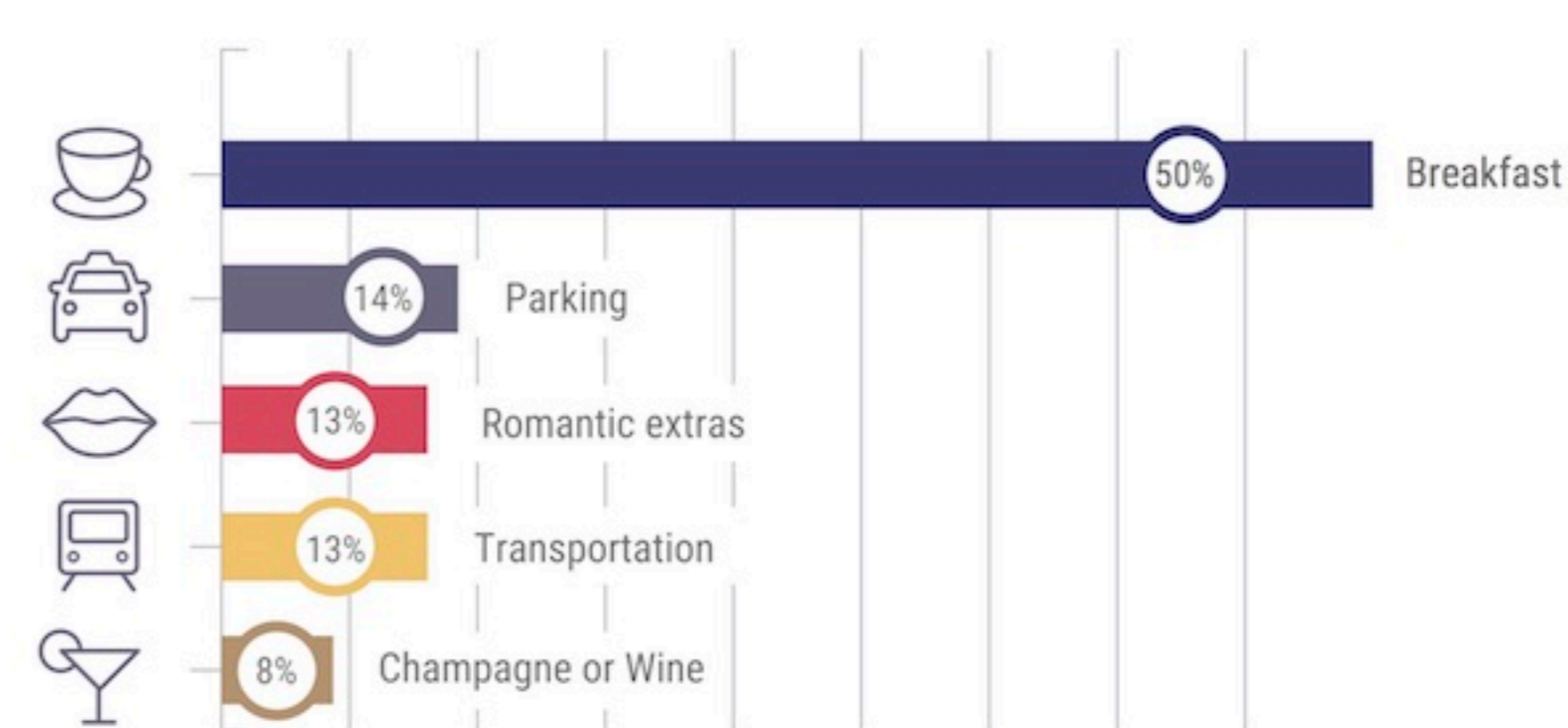
### ASSISTANCE AND ADVICE

SERVICES GUESTS REQUEST MOST BEFORE ARRIVING IN A HOTEL ARE:  
42.4% want Restaurant recommendations.  
24.6% want instructions on how to get to the hotel.  
18% requested recommendations on local experiences and activities.  
14.7% want advice on how to get around from the hotel.



### PRE-ARRIVAL UPSALES

When proposing 10 extra paid services or more to your guest, 25.77% of them will order them. The following were the most sold items.

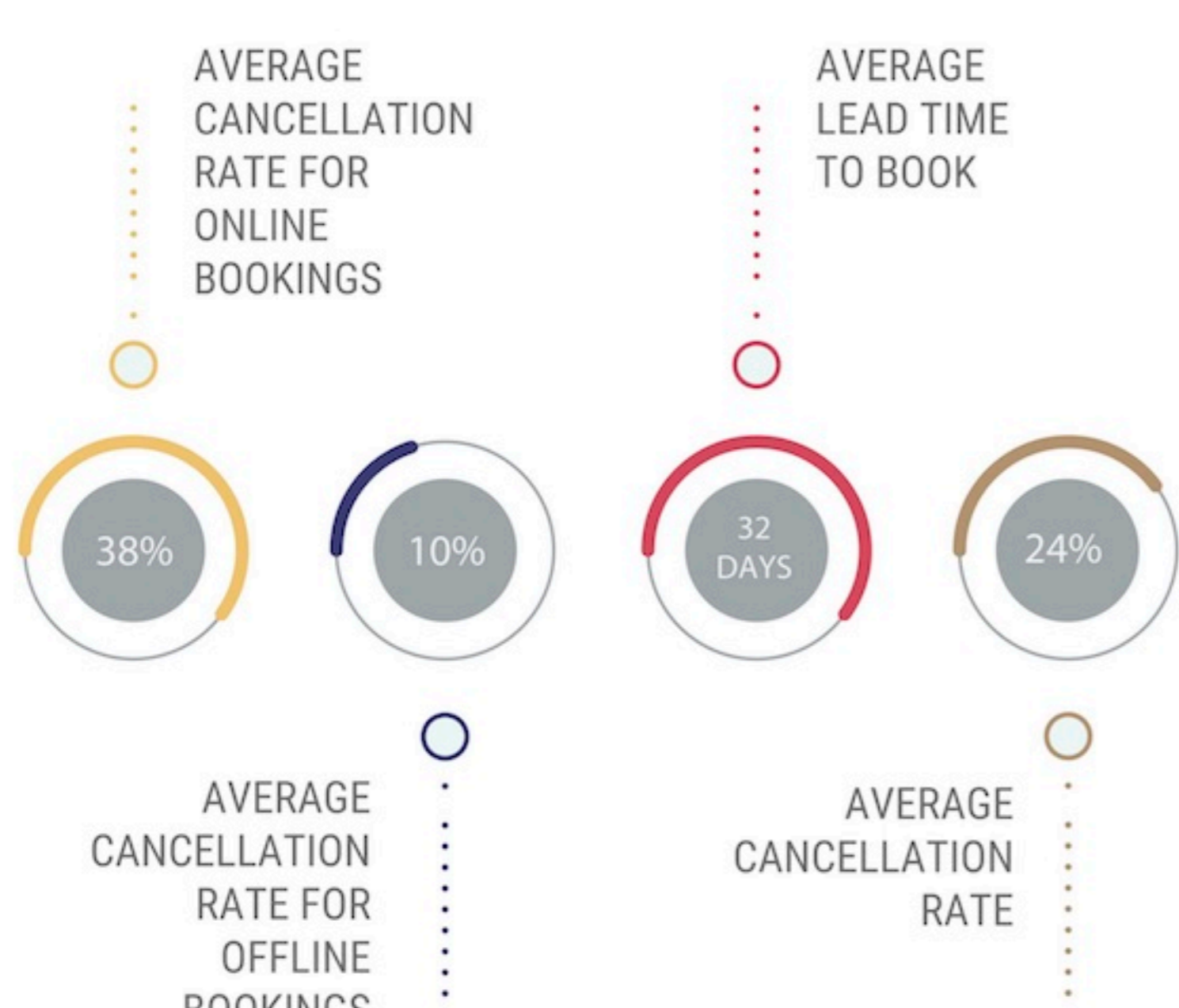


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**37.8%** WANTED PARTS OF THEIR ROOM CUSTOMIZED, PILLOWS, COTS ETC

## 3 UNDERSTANDING GUEST BEHAVIOUR

### AVERAGE CANCELLATION RATE



Average cancellation rate for :



### ANALYSIS OF CANCELLATION TIMES

MORE THAN 20 DAYS BEFORE ARRIVAL: **30%**

BETWEEN 10 AND 20 DAYS BEFORE ARRIVAL: **20%**

LESS THAN 10 DAYS BEFORE ARRIVAL: **10%**

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AVERAGE CANCELLATION RATES GO DOWN BY **30%** AFTER RECEIVING A PRE-ARRIVAL EMAIL

### HOW GUESTS BOOKED WHEN BOOKING ONLINE

BOOKING.COM: **45,71%**

EXPEDIA: **24,87%**

HOTEL WEBSITE: **14,86%**

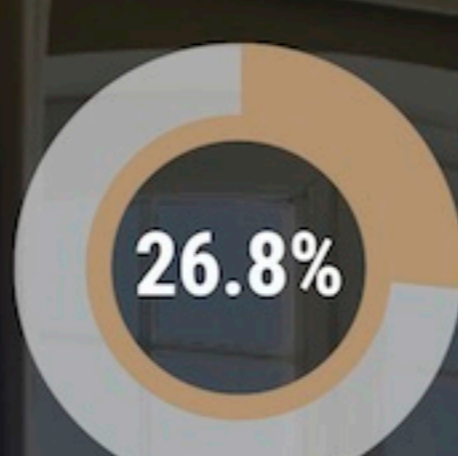
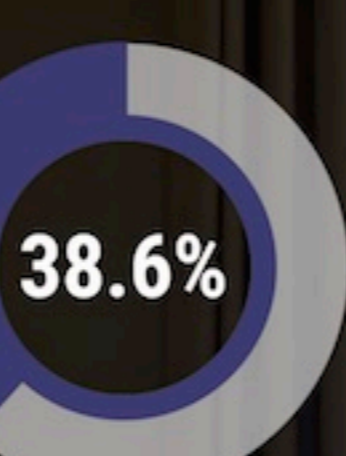
SMALLER OTA AND GDS: **14,56%**

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BEING DISTRIBUTED ON LONG-TAIL OTAs, CAN INCREASE RESERVATIONS BY **15%**

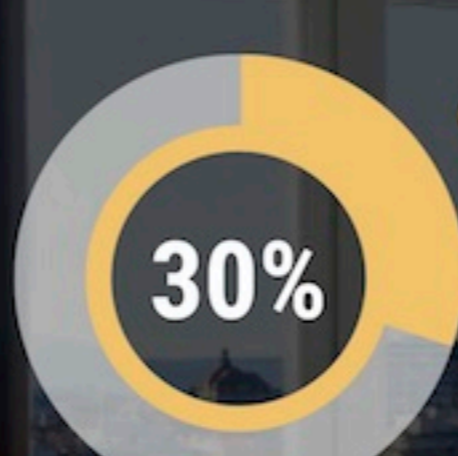
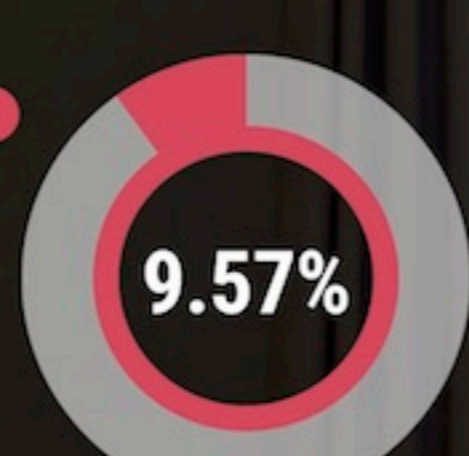
## 4 UNDERSTANDING GUEST LOYALTY AND FOLLOW-UP

GUESTS SAY THEY RETURN REGULARLY TO THE SAME CITY



BUSINESS TRAVELERS WERE INTERESTED IN GETTING NEGOTIATED CORPORATE RATES

GUESTS RETURN TO THE SAME HOTEL AFTER THEIR FIRST STAY



YOUR PAST GUEST WILL OPEN YOUR EMAILING CAMPAIGNS



Experience Hotel is a hotel guest relations system designed to improve guest experience and generate revenue for hotels.

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