

3 Low Cost Essentials to Help Increase Guest Satisfaction

1 Attract More Loyalty Members, Especially If They're Millennials¹



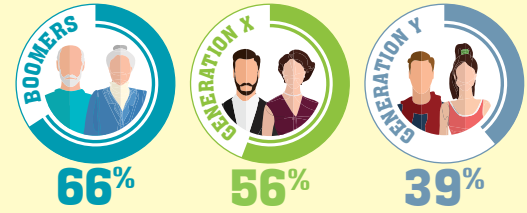
Each successive generation has a lower incidence of membership in a loyalty program than the one before it.

Younger guests may want a more personalized experience from a loyalty program.

Examples of personalization could be room upgrades upon check-in or access to special lounges. This is a way to show VIP treatment.

Rick Garlick
Global travel and hospitality practice lead
J.D. Power.

Hotel loyalty program



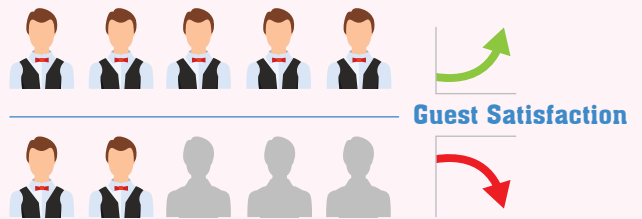
2 Better Balance The Use Of Technology & Human Interactions¹



The key for hoteliers is to learn how to balance increasing usage of technology with old-fashioned service & human interactions.

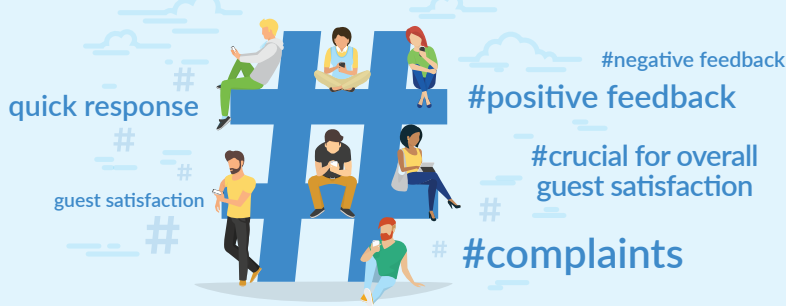
Invest in staff training for a heightened customer service experience.

-Rick Garlick

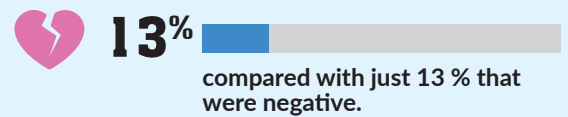
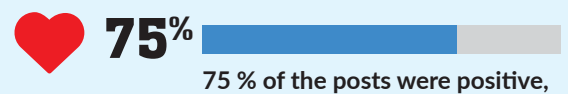


Most consumers surveyed said they had just the right amount of staff interaction but of those who said they had "too little," their guest satisfaction ratings were the lowest.

3 Leverage Social Media¹

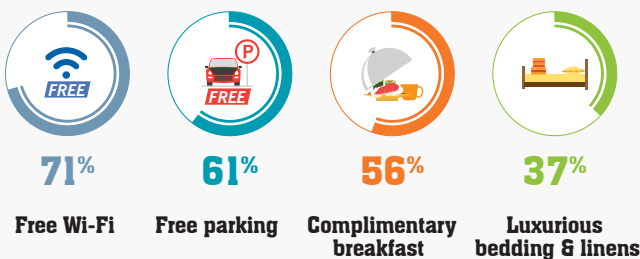


- Quick response times to social media activity, especially complaints or negative feedback, are crucial for overall guest satisfaction.
- Hotels should continue encouraging guests to post to social media about their stays, and be responsive to those posts



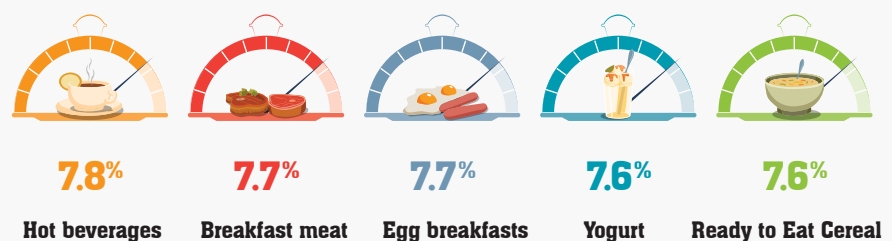
4 Important Amenities¹

Noted by guests



Top 5 Growth Product Categories 2015-2018 (CAGR)²

Hotel Foodservice



1. Deanna Ting, Skift, and J.D. Power Study, The 2016 North America Hotel Guest Satisfaction Index Study
2. © 2016 Technomic Inc. Away-From-Home Breakfast Study