

EDUCATING HOTEL GUESTS AND ITS IMPACT ON REVENUE

NATIONAL SURVEY RESULTS - EXECUTIVE SUMMARY

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for how to
increase non-
room spending at
your property!

Presented by Novita Training, Inc.



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Introduction

By educating hotel guests on the services your property offers you are – in essence – **teaching your customers to buy more of your services.**

This technique has been used effectively by organizations in other industries, such as Apple®, Whole Foods®, NASCAR™ and more.

The information in this study will demonstrate that a well-informed hotel guest:

- Spends more at the property, including F&B, activities, meeting space, business services, incidentals and more.
- Spends more within the locale, including tours, activities, restaurants and more.
- Is more loyal to the property and other properties within the brand.

Educating a hotel guest is firmly rooted in **training** but also requires elements of **customer service** and **sales**.



About the Survey

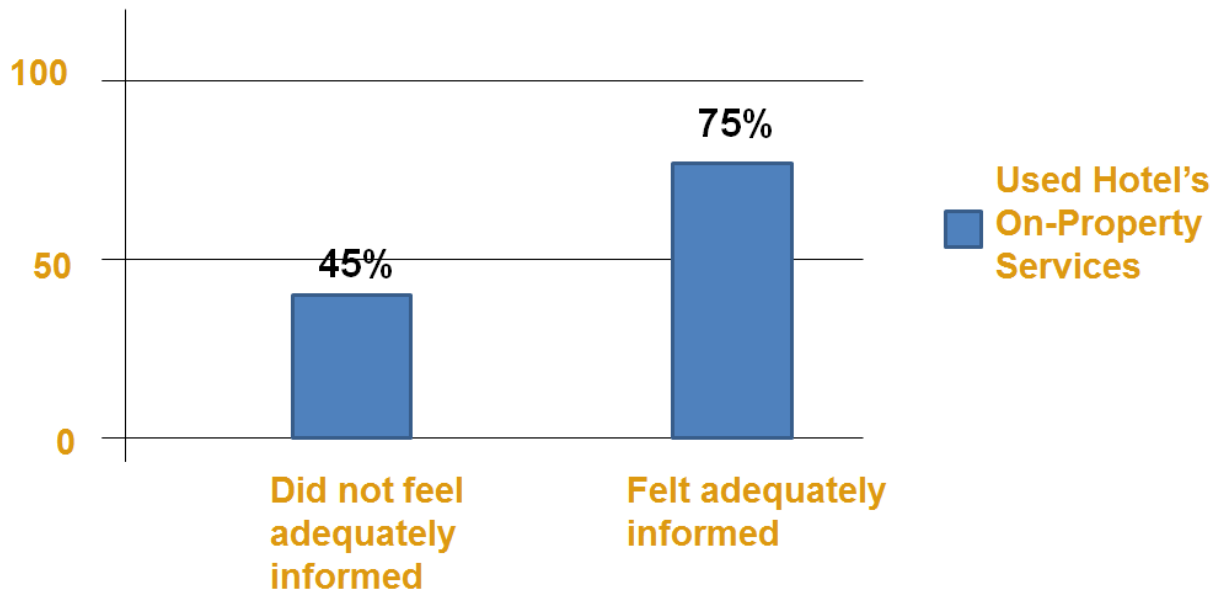
ABOUT RESPONDENTS

- Total respondents: = **300+**
- Hotel nights per year:
 - **40%:** 4 - 14 nights
 - **25%:** 15 - 21 nights
 - **30%:** over 22 hotel nights
- Average nights per stay:
 - **49%:** 2 - 3 nights
 - **32%:** 4 - 7 nights
- Type of use:
 - **58%:** pleasure
 - **42%:** business

ABOUT PROPERTIES

- Average property size
 - **35%:** between 1 - 100 rooms
 - **38%:** between 101 - 300 rooms
 - **19%:** over 300 rooms
- Property Location
 - **69%:** Continental US/Canada;
 - **9%:** Europe
 - **9%:** Caribbean / Mexico
 - **7%:** Asia
- Hotel Category
 - **59%:** 3 stars
 - **33%:** 4 - 5 stars

Impact of Educating Guests on Usage of On-Property Services



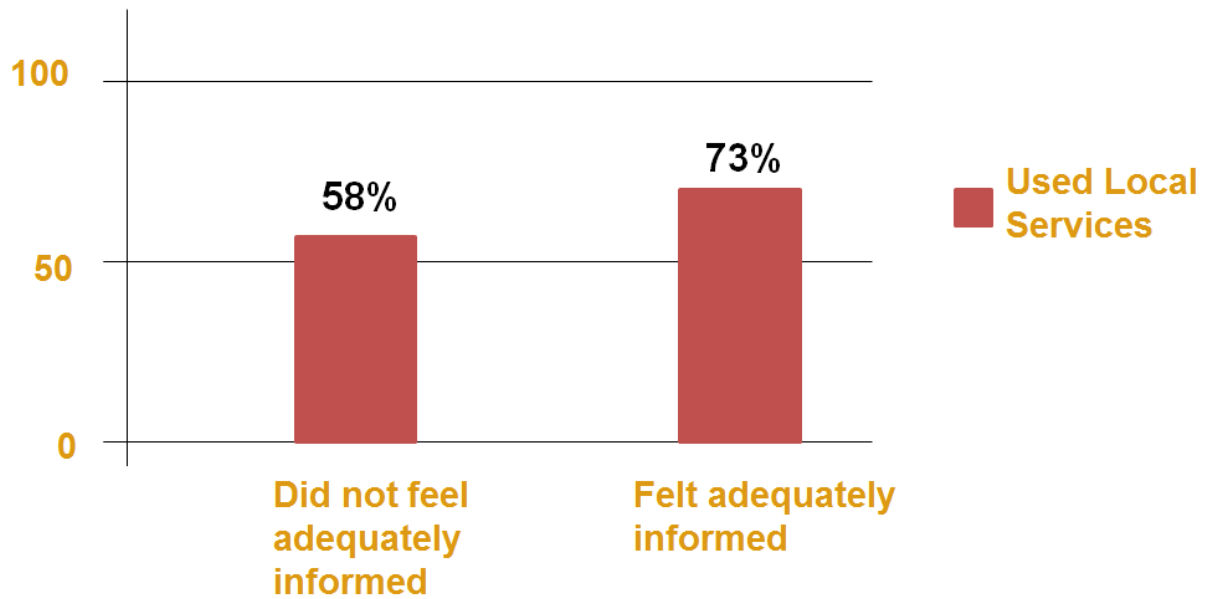
Conclusion: A hotel guest who feels adequately informed uses the hotel's on-property services **1.7 times more**.

AN EXAMPLE OF THE IMPACT ON REVENUE

If your average revenue per room is \$141.00 for room rental and \$66.00 in non-room spending, a **well-informed** guest's non-room spending would increase to \$112.00 per room.

$$\underline{\$66 \text{ per room}} \times \underline{1.7} = \underline{\$112 \text{ per room}}$$

Impact of Educating Guests on Usage of Local Services



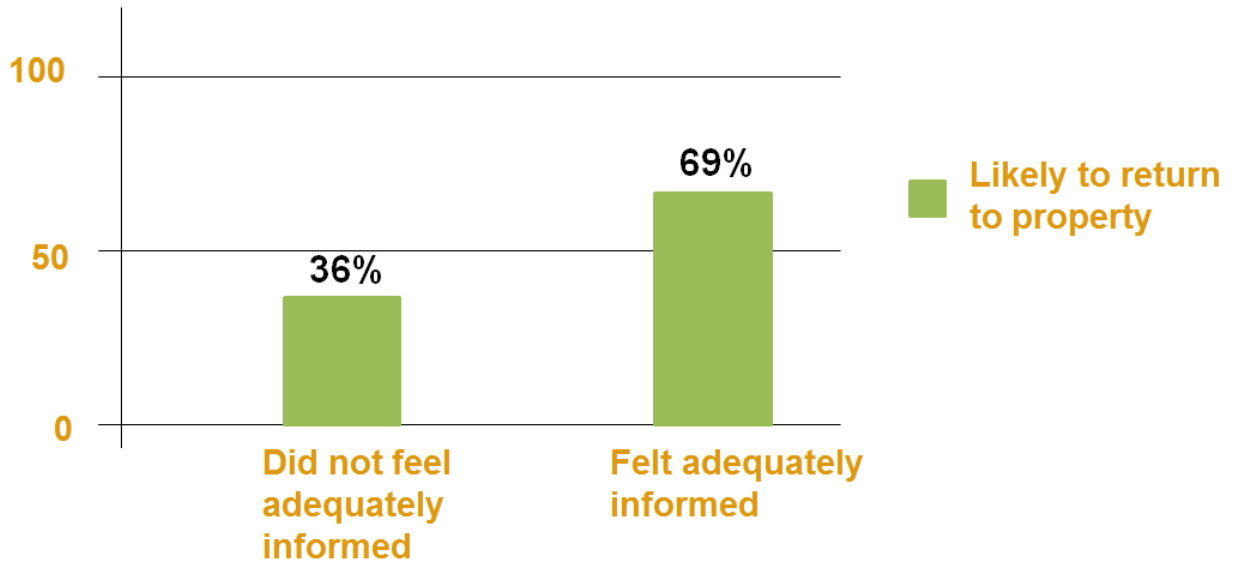
Conclusion: A hotel guest who feels adequately informed uses the local services **1.3 times more**.

AN EXAMPLE OF THE IMPACT ON REVENUE

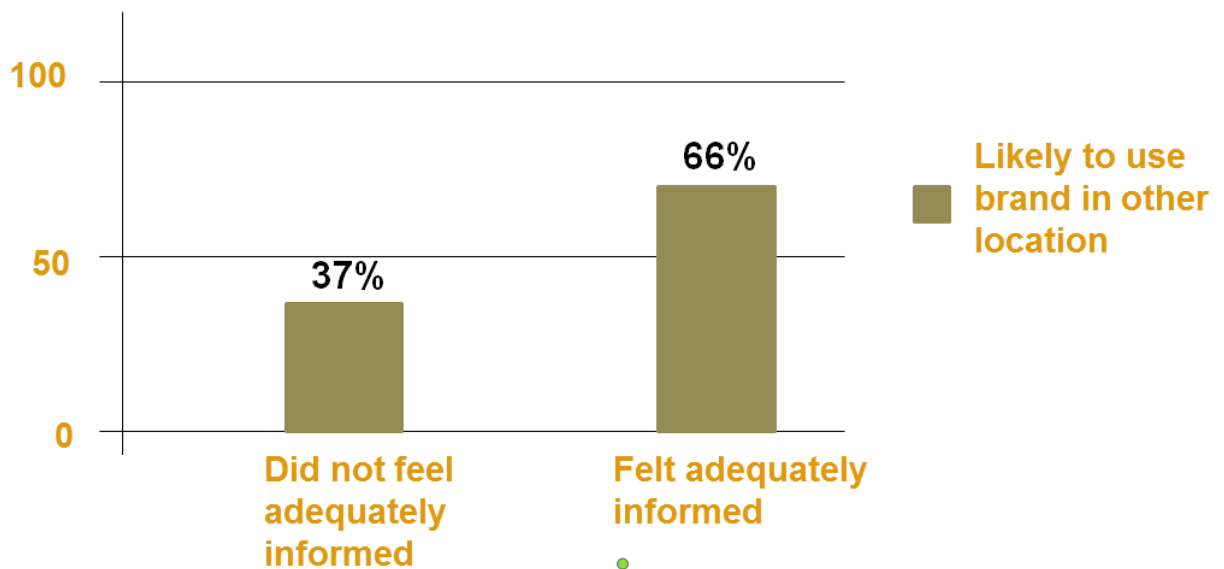
If the average spending in your local economy is \$150 per person per day, a **well-informed** guest's local spending would increase to \$195.00 per person per day.

$$\frac{\$150 \text{ per person per day}}{\text{_____}} \times \frac{1.3}{\text{_____}} = \frac{\$195 \text{ per person per day}}{\text{_____}}$$

Impact of Educating Guests on Brand Loyalty



Conclusion: A hotel guest who feels adequately informed is almost **2 times** more likely to return to the property.



Conclusion: A hotel guest who feels adequately informed is **1.8 times** more likely to choose the same hotel brand in another location.

Sample Hotel Guest Comments

“Halfway through our stay at the resort we discovered there was a restaurant on the other side of the property that offered breakfast. We’d been going out to breakfast every morning before that.”

“A few select questions from the front desk would have opened the door to provide specific and useful information that would have enhanced our visit.”


“I would gladly spend, say, 30 minutes in some sort of orientation if it meant a better week of vacation.”

“I travel 50 weeks per year. My experience is that there is very little to no education of services provided. If I don’t seek it out, it will remain hidden.”

“I chose the hotel for the airport shuttle service, but had to dig around to get the info on what hours the shuttle ran, could I get an early breakfast to take with me, etc.”

Steps You Can Take to Educate Your Guests

So what can you do to increase revenue by educating your guests on the services your property offers?



Not sure how to begin? Start with a no-obligation meeting to discuss your property. Contact us today.

What Can You Do?

Determine how effectively you're currently educating guests

This can be done through online surveys, interviews and other data mining. **Novita Training** has the templates and procedures to ensure an accurate and timely assessment.

Identify your guests' informational needs

It's a delicate balance between being informative without being overwhelming. **Novita Training** can help you understand *what* information your guests need and *when* they need it.

Develop & employ tools to educate your guests

Most often you need to make information available through multiple tools. **Novita Training** can help create:

- **Guest Self-Service Tools** – mobile and web apps, SMS, social media, virtual tours, lobby kiosks, videos, materials and more
- **Guest Orientations** – in-person, virtual or online property training
- **Staff Training on Educating Guests** - (note: guests do not distinguish who is a “customer-facing” employee)
- **Other** - Guest Buddy Programs, Partnerships with Local Chambers, Tourism Bureaus and more

NOTE: There is no one-size-fits-all solution. **Novita Training** can help determine which tool(s) are right for your property based on your guests' informational needs as well as your infrastructure/capabilities.

About Novita Training, Inc



Changing behavior through education

For over 20 years, **Novita Training** has helped organizations educate customers and employees in order to influence and change behavior. We continually research best practices to help our clients stay progressive and differentiate themselves and their brand.

Visit us at www.novitatraining.com

Or call 773-590-3636 and speak to one of our experts