

# **“HOTEL GUEST ONBOARDING AND ITS IMPACT ON REVENUE” - NATIONAL SURVEY RESULTS**

## **EXECUTIVE SUMMARY**

Presented by:



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## Introduction – Hotel Guest Onboarding

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'Onboarding' is the ability to educate and acclimate a person to new surroundings. It has been shown that properly onboarding a person influences that person's behavior.

**Hotel Guest Onboarding** involves educating the guest on the hotel's facilities and services and empowering the guest to utilize those services. Such behavioral influence can translate into increased revenue - including F&B, meeting space, business services, and incidentals – as well as increased brand loyalty.

### EFFECTIVELY ONBOARDING A HOTEL GUEST ENTAILS:

- **Educating** the guest on the information they *want and need*.
- **Empowering** the guest with tools to deliver that information.

Hotel Guest Onboarding is firmly rooted in **training** but also requires elements of **customer service** and **sales**.



*You are – in essence – teaching your customers to buy more of your services.*

## 2011 Hotel Guest Onboarding Survey

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### ABOUT RESPONDENTS

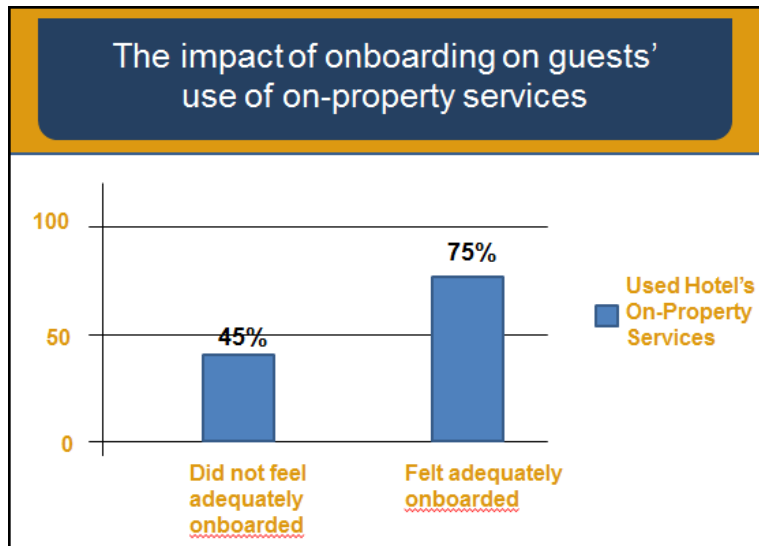
- Total respondents: = **225**
- Hotel nights per year:
  - **40%:** 4 - 14 nights
  - **25%:** 15 - 21 nights
  - **30%:** over 22 hotel nights
- Average nights per stay:
  - **49%:** 2 - 3 nights
  - **32%:** 4 - 7 nights
- Type of use:
  - **58%:** pleasure
  - **42%:** business

### 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

## Survey Results - The Impact of a Guest Onboarding Program

A well-developed guest onboarding program can impact guests' usage of on-property and local services, as well as guests' brand loyalty.



A hotel guest who felt adequately onboarded used a hotel's on-property services **1.7 times more**.

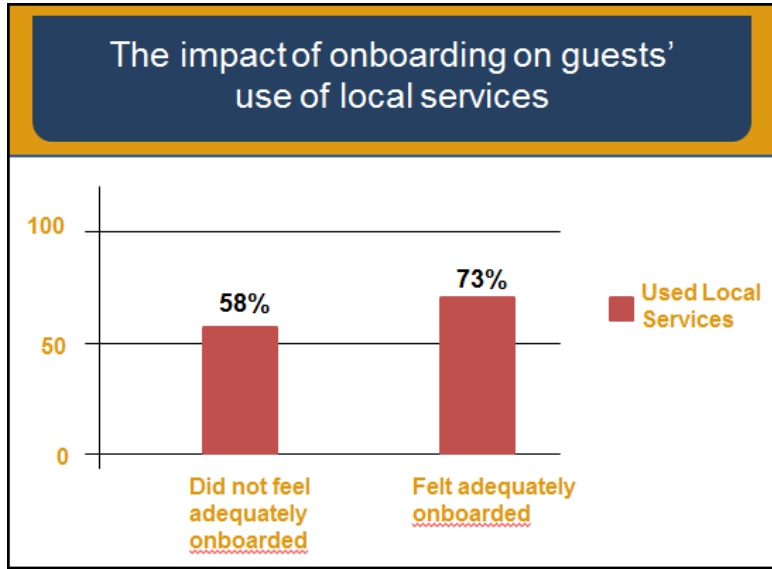
### THE IMPACT ON REVENUE

A PKF Hospitality survey of 6,000 hotels found that, for each hotel room occupied in 2008, the average revenue was \$141.72 for room rental, \$53.16 for food and drinks, and \$12.34 for other expenses = **\$65.50** in non-room spending per room.

Therefore...

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

2011 Survey Results continued...



A hotel guest who felt adequately onboarded used the local services **1.3 times more**.

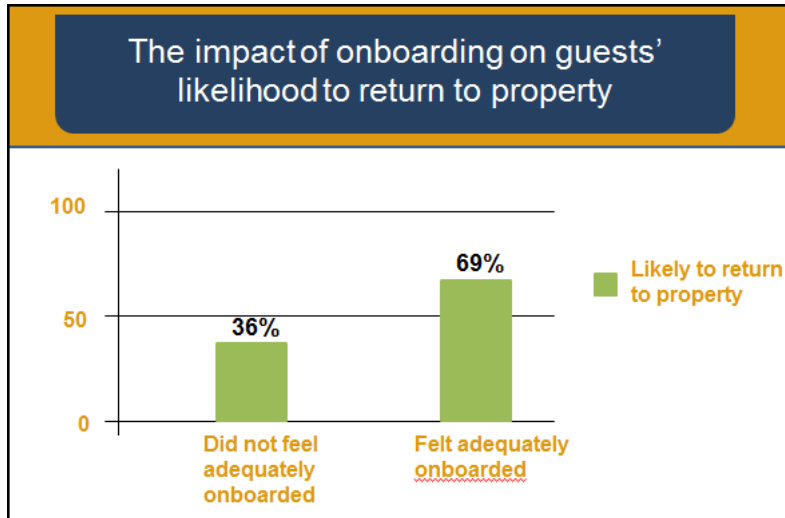
#### THE IMPACT ON REVENUE

Depending upon the locale, data shows that guests spend anywhere from \$100 - \$400 per person per day in the local economy = **\$250 average per person per day**.

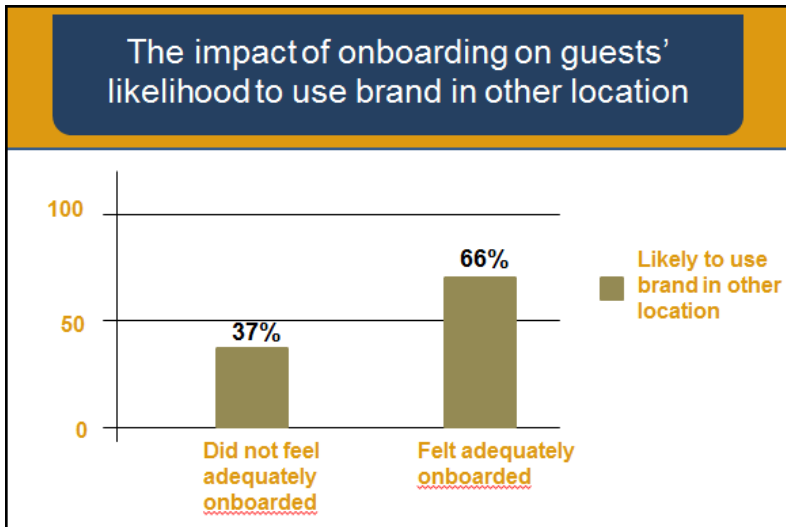
Therefore...

$$\underline{\$250} \times \underline{1.3} = \underline{\$325}$$

2011 Survey Results continued...



A hotel guest who felt adequately onboarded was almost **2 times** more likely to return to the property.



A hotel guest who felt adequately onboarded was **1.8 times** more likely to choose the hotel brand in another location.

## **Sample Hotel Guest Comments from Survey**

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*“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.”*

## Novita Training's Hotel Guest Onboarding Services

The Hotel Guest Onboarding Services we offer can be broken into three main categories:

- **Diagnostic Services:** Measuring how effectively you are onboarding your hotel guests.
- **Needs Analysis:** Identifying your guests' informational needs (i.e. what do your guests need and want to know?).
- **Hotel Guest Onboarding Tools Development** – Developing the most effective and appropriate tools to deliver that information to guests.

### HOTEL GUEST ONBOARDING TOOLS

#### Guest Self-Service Tools

- Traditional Printed Material
- Web site Enhancements / document download / virtual tour
- Videos
- Lobby Kiosks
- In-Room (television)
- Mobile Apps

#### Guest Training

- Property Orientation
- In-person workshops
- eLearning (asynchronous) / Virtual concierge (synchronous)

#### Staff Training

- The facility's and local services.
- Understanding the impact of onboarding.
- How to onboard a guest (being proactive).
- All employees (guests do not distinguish).

#### Other Tools

- Social Media
- Guest "Buddy" Programs (guests helping each other).
- Partnerships with/Training for local chambers, convention and tourism bureaus (working together to onboard guests).

### WHICH TOOL IS RIGHT FOR YOUR PROPERTY DEPENDS ON:

There is no one solution. It's likely a combination of tools based on:

- Your guests' informational needs
- Your guests' preferences (what will empower them enough to act?)
- Your infrastructure / capabilities / facilities

## About Novita Training & InnTerActive Marketing

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### Changing behavior through onboarding

For over 14 years, **Novita** has helped organizations design and develop a better way to onboard employees and customers. We continually research best practices to help our clients stay progressive and differentiate themselves and their brand.

### Driving Hotel Revenue

InnTerActive Marketing is a premier outsourcing solution for the hotel, restaurant and tourism businesses, specializing in sales, marketing and revenue enhancement. InnTerActive Marketing drives modern ideas that drive top line revenue results.

