

A man in a grey plaid coat and red turtleneck stands at a hotel reception desk, holding a black suitcase. He is smiling and talking to a female hotel employee with brown hair, who is also smiling. The background shows a modern hotel interior with a wooden door and a potted plant in the foreground.

SEVENROOMS

Booking Behaviors: Exploring Guest Loyalty



Foreword



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The pandemic has created seismic shifts in how and why Americans are traveling and what they value in their experiences. Hotels are intent – and even reliant – on bringing in as many guests as possible. Yet many are realizing that their ‘tried and true’ methods to engage with guests are no longer translating into bookings. Today, there is no longer a one-size-fits-all approach to making guests happy or getting them to rebook. The days of blanket rewards and a generic greeting are gone, and guests expect more.

This is why we commissioned our report, “**Booking Behaviors: Exploring Hotel Guest Loyalty.**” Through this study, we uncovered two profiles of today’s hotel guests. These guests – a more points-driven, Personal Patron and a more experience-seeking, Business Traveler – hold the key to what’s next for the hospitality industry.

Research reveals that each of these guests have vastly different preferences for the perks they value most. Hotel operators who offer tailored incentives and unique experiences will boost loyalty for each of these guest segments to ensure they are booking with this hotel property or group time and time again.

According to the data,

44% of Americans say **loyalty programs play a part in their hotel choice** (i.e., where they choose to book or rebook) – making it imperative that hotels have these programs ironed out.

However, while the data revealed that over **one-third of Americans (34%) say recognizing their loyalty status upon check-in increases the chances they'll rebook**, simple recognition like a 'thank you for your loyalty' at check-in isn't enough.

Hotels and hotel operators must do more to appeal to the individual types of guests traveling this year, most notably, the **Personal Patron** and the **Business Traveler**.

Let's dive into these profiles.

VIP

LOYALTY CLUB



The Personal Patron

The Personal Patron is a new breed of traveler – a leisurely one, dreaming of vacation during lockdowns and eager to resume travel this summer.

This guest is:

- More likely to be **female**¹
- Over the age of **35**²

The Personal Patron wants to squeeze the most value out of their stay, with their **top motivators for rebooking centering around incentives**, like:

38%

Getting **additional loyalty points** for enjoying **on-property restaurants and bars**

36%

Earning enhanced **credit card rewards**

36%

Receiving **dining credits** for hitting a new loyalty tier

¹ 70% of females surveyed, vs. 68% of males

² 70% vs. 66% of those 18-34

While this guest likes the incentives that come with loyalty, they are less likely to be a part of a loyalty program: **less than half (45%) say that they are currently enrolled!**

To move the needle, hotels should offer targeted, dining-only points that can be redeemed or earned at venues in the Personal Patron's own city, or encourage them to book a staycation or use a local hotel's amenities, like the spa or pool, for the day to maximize use of their points closer to home.

The Business Traveler

The new Business Traveler may be a junior staffer whose job requires extended stays at various hotel locations throughout the U.S. or a long-distance commuter who is looking for a homebase mid-week.

This guest is:

- More likely to be **male**⁴
- Between the ages of **18-34**⁵



This guest is more focused on perks that **enhance their on-property experience and make their stay more enjoyable**, like:

41%

Getting **additional loyalty points for enjoying on-property restaurants & bars**

40%

Being **recognized for their loyalty status upon check-in**

35%

Receiving a **complimentary drink or pre-selecting an in-room F&B amenity** upon arrival

The Business Traveler is also more active when it comes to being a part of a loyalty program – so much so that **55% say the ability to participate in a loyalty program plays a part in where they choose to book.**

Because it's clear this guest wants to participate, to convert them into loyal customers, hotels should offer memorable experiences such as a complimentary glass of wine with a room service order or priority reservations at the lobby restaurant for a power lunch.

⁴ 29% of males surveyed vs. 17% of females

⁵ 32% vs. 18% of those 35 and older



For more information on SevenRooms, please visit sevenrooms.com

Research Methodology

SevenRooms commissioned YouGov PLC – a third party, professional research and consulting organization – to poll the views of 1,215 individuals who agreed to take part. Fieldwork was undertaken online between March 15 - 16, 2022. The figures have been weighted and are representative of all US adults (aged 18+).