



SEVENROOMS

Green Shoots of Optimism for Australia's Hotel Sector

WINTER 2022



Executive Summary

Few industries have been harder hit by the pandemic than hospitality, but none have demonstrated more resilience, adaptability and dynamism. As Australia's travel and hospitality industries return to a new-norm post-pandemic, it's imperative that hotel operators remain agile to meet changing customer demands in a new era of travel. Consumers demand more today, and the venues that meet those demands will lead by example post-pandemic.

Change should be seen as an opportunity, not a threat. Offering online or contactless technology to guests for making reservations, for example, is the biggest consumer demand today. However, doing so also drives operational efficiencies for venues and helps them provide exceptional guest experiences that incentivise loyalty, boost revenue and help them tackle whatever the future holds.



Paul Hadida

General Manager, APAC at SevenRooms



Changing Consumer Behaviours



Australians demand more from hotels today

The pandemic had a significant impact on consumer demands, and a return to pre-pandemic 'normal' is not an option. Successful businesses will be those who identify what today's guests do and do not want from their hospitality experiences. Those that tailor their business strategies to meet and exceed those demands will win.

But how are those demands changing for Australians?

68%

Expect flexible cancellation and a refund should their trip be impacted by COVID

56%

Hold hotels to a higher standard post-pandemic

50%

Expect to be able to make bookings, reservations and purchases via online/contactless technology

Australian consumers today also expect hoteliers to:



34%

Offer complimentary deals or experiences at the hotel food & beverage venues



33%

Demonstrate a genuine commitment to sustainability, and eco-friendly practices



31%

Limit their property capacities to maintain health and safety of guests



30%

Work with local partners and producers



New South Wales

When compared to the national average, NSW consumers:

Expect flexible cancellation &
a refund should their trip be
impacted by COVID

68%

68%

Hold hotels to a higher
standard post-pandemic

63%

56%

Expect to be able to make
bookings, reservations &
purchases via online/
contactless technology

52%

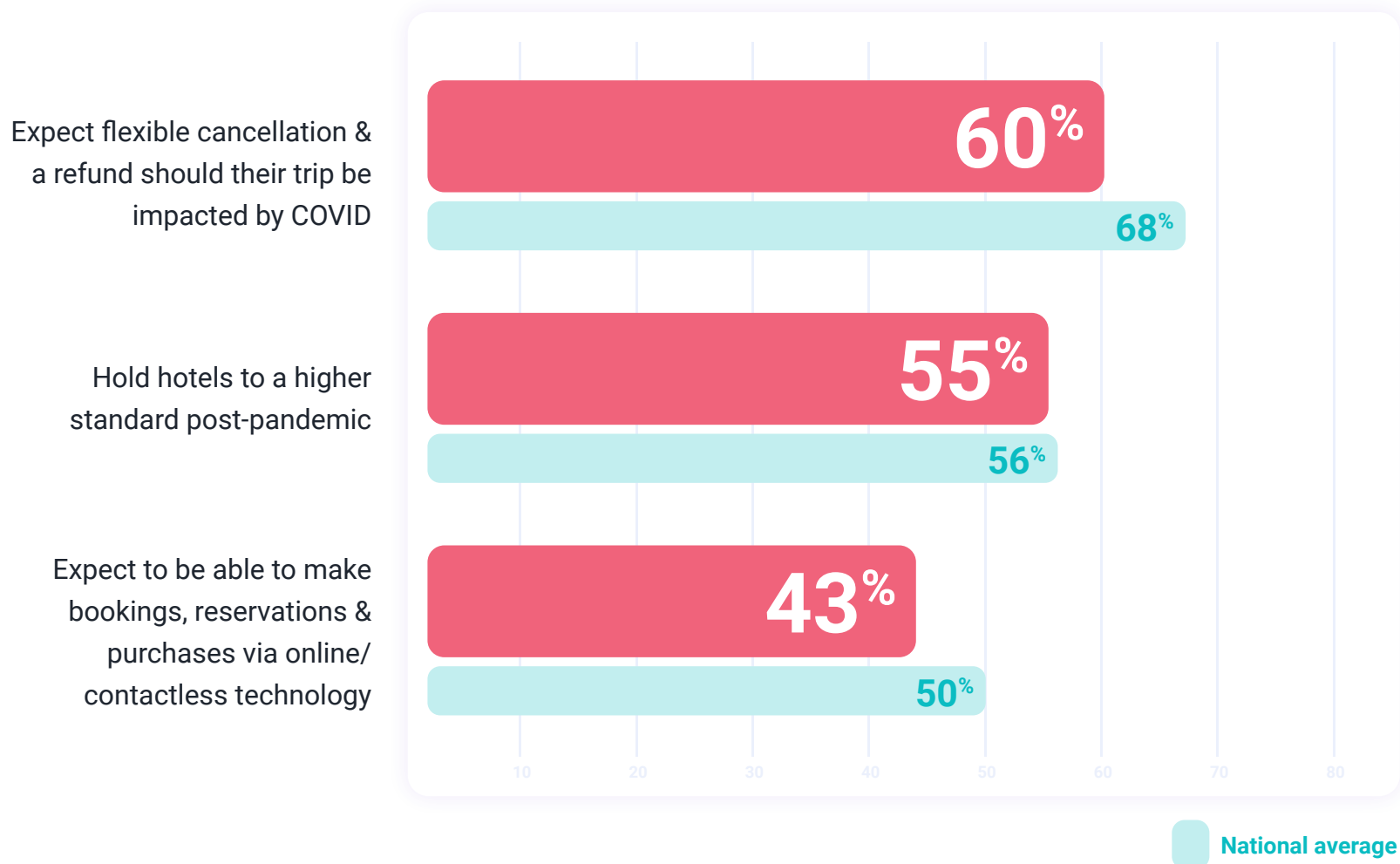
50%

 National average



Victoria

When compared to the national average, VIC consumers:





Queensland

When compared to the national average, QLD consumers:

Expect flexible cancellation & a refund should their trip be impacted by COVID

75%

68%

Hold hotels to a higher standard post-pandemic

58%

56%

Expect to be able to make bookings, reservations & purchases via online/ contactless technology

50%

50%

 National average



Australians Value Loyalty



Loyalty is a hotel's best friend

Loyalty is now more essential than it's ever been. In fact, the data shows that it costs a business seven times more to acquire a new customer than to retain an existing one. Turning one-off guests into regulars is often the difference between a bad month and a good month, or a good month and a great month.

25% of Australian consumers want to be **recognised for their loyalty status (e.g., silver, gold) and receive exclusive perks for that loyalty tier.**

What makes Australians loyal to hotels?



Flexibility with bookings affected by events like a pandemic or floods



Complimentary drinks or pre-selecting an in-room food & beverage (F&B) amenity upon arrival



Personalised offers based on their F&B choices during a previous stay/visit, like a complimentary dish or cocktail



Additional loyalty points for enjoying on-property restaurants and bars



New South Wales

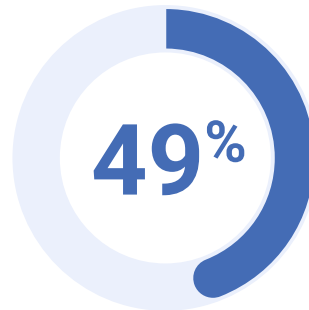
23% of NSW consumers want to be **recognised for their loyalty status (e.g., silver, gold) and receive exclusive perks for that loyalty tier**, compared to the national average (25%).



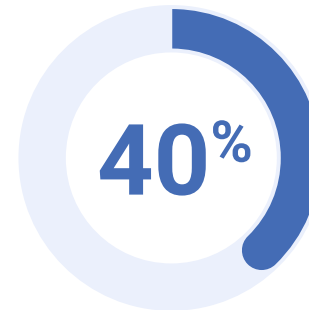
What makes NSW consumers loyal to hotels?



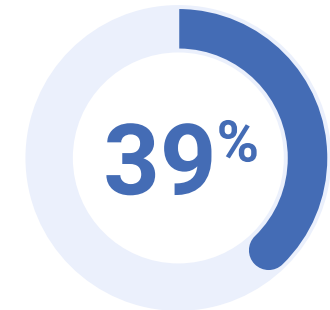
Flexibility with bookings affected by events like a pandemic or floods
National average = 50%



Complimentary drinks or pre-selecting an in-room food & beverage (F&B) amenity upon arrival
National average = 48%



Personalised offers based on their F&B choices during a previous visit, like a free dish or cocktail
National average = 39%



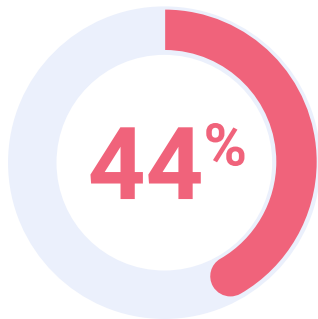
Additional loyalty points for enjoying on-property restaurants and bars
National average = 35%

Victoria

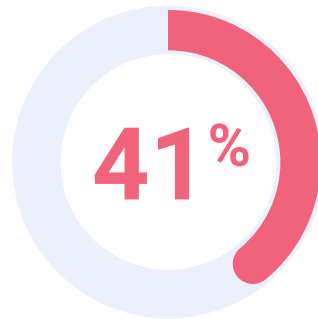
27% of Victorians want to be **recognised for their loyalty status (e.g., silver, gold) and receive exclusive perks for that loyalty tier**, compared to the national average (25%).



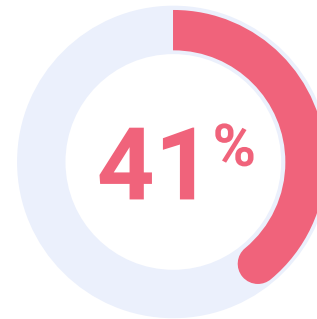
What makes Victorians loyal to hotels?



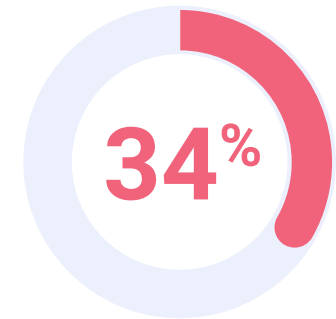
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Personalised offers based on their F&B choices during a previous visit, like a free dish or cocktail
National average = 39%



Additional loyalty points for enjoying on-property restaurants and bars
National average = 35%

Queensland

27% of Queenslanders want to be **recognised for their loyalty status (e.g., silver, gold) and receive exclusive perks for that loyalty tier**, compared to the national average (25%).

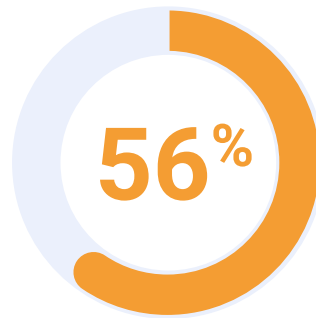


What makes Queenslanders loyal to hotels?



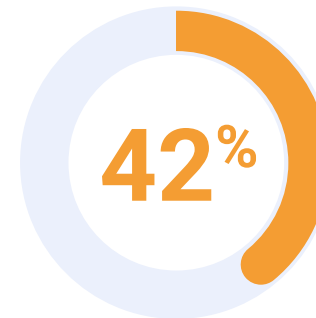
Flexibility with bookings affected by events like a pandemic or floods

National average = 50%



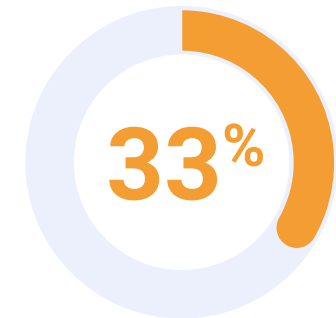
Complimentary drinks or pre-selecting an in-room food & beverage (F&B) amenity upon arrival

National average = 48%



Personalised offers based on their F&B choices during a previous visit, like a free dish or cocktail

National average = 39%



Additional loyalty points for enjoying on-property restaurants and bars

National average = 35%



Want to learn more?

Find out how SevenRooms helps hoteliers across the globe acquire, engage and retain more food and beverage guests.

www.sevenrooms.com