

A man in a blue suit is walking away from the camera, pulling a black suitcase. He has a brown leather bag slung over his shoulder. In the background, a woman in a black uniform and a blue face mask is standing in a hallway with wood-paneled walls.

SEVENROOMS

BEYOND THE BOOKING: MEETING & EXCEEDING HOTEL GUEST EXPECTATIONS

Delivering Extraordinary Guest Experiences
In This New Era Of Hospitality

FOREWORD



Joel Montaniel
CEO and Co-Founder of SevenRooms

The past few months have seen a monumental shift for the hospitality industry. Since the onset of the pandemic, restaurant and hotel operators across the globe have shown incredible resiliency as they've navigated new operational challenges while adapting to changing guest considerations. Now, as we settle into a new era of hospitality, operators must continue to embrace the needs and expectations of the modern guest.

In order to track how these guest preferences have shifted, SevenRooms commissioned a follow-up to our **2019 Checking in for Hotel F&B** report to compare sentiment. Our latest report, ***Beyond the Booking: Meeting & Exceeding Hotel Guest Expectations***, takes a deep dive into what is driving Americans to stay at hotels today and how their attitudes have changed, giving key insights into how operators can leverage data to deliver extraordinary experiences that drive repeat business.

As we move forward, operators should look to embrace technology, and the data that powers it, more than ever before. By doing so, they will not only be able to help drive profitability for their businesses, but also prioritize exceptional experience throughout the entire guest journey. Read on to learn how to exceed guest expectations at every interaction – from which health and safety features are deal breakers to the traditional special touches that are still top of mind.



BRINGING AMERICANS BACK TO HOTELS IN A NEW ERA OF HOSPITALITY

According to our recent poll, **almost half (46%) of Americans would be open to booking a hotel under the right circumstances.** With this in mind, there is a big opportunity for operators to capitalize on this wave and embrace the wants and needs of a changed guest.

Americans planning to stay at a hotel would most likely book for the following reasons:



An upcoming vacation or out of town trip: 36%



Celebration of a life event: 25%



Work / business trip: 21%



Staycation: 21%

20% would book a hotel if they got a deal or promotion for hotel dining or entertainment. Incentives still go a long way in getting guests to make a booking, especially when guests are uncertain.

FROM BOOKING TO CHECK-IN

While Americans are choosing the hotels to book, many are prioritizing health & safety – **with more than 1 in 3 (34%) saying they're more inclined to book at hotels operating at a reduced guest capacity.**

The data also uncovered that guests will **only book** at hotels offering:



Pre-stay communications related to health and safety measures: **41%**



Contactless tech: **20%**



Health screenings for guests upon arrival: **30%**

BEYOND THE BOOKING: KEEPING GUESTS HAPPY & HEALTHY

The guest journey doesn't end after check-in. Rather, many Americans will be on high alert for safety features and consider them a must-have; even going so far to make most Americans end their stay early or never return to a specific hotel under the right circumstances.

Additional deal breakers include:



Hotel is too crowded and does not enforce social distancing



Hotel staff and servers are not required to wear masks



Hotel guests look and/or sound ill



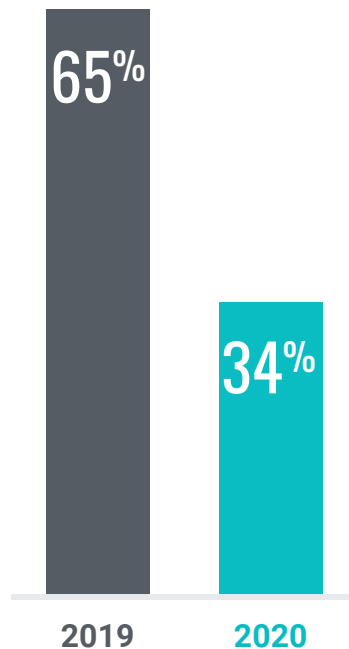
Hotel guests are not required to wear masks

67% say they would **end their stay early** if hotel staff and servers look or sound ill.

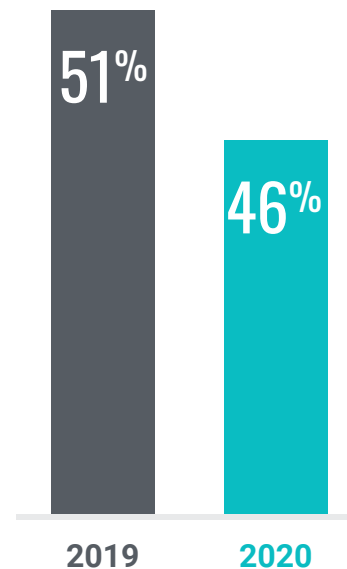
MAKING THE MOST OF THEIR STAY

Even with an ongoing global pandemic, guests are still looking for memorable, personalized experiences – especially around F&B amenities.

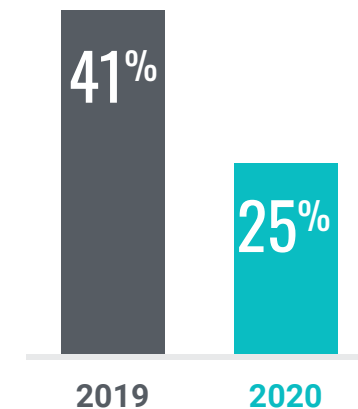
When comparing SevenRooms' original *Checking in for Hotel F&B* report to this year, it's clear that F&B perks – while not as high as pre-COVID times – still go a long way with Americans:



of guests say a complimentary hotel breakfast is the top item they look for when thinking about a hotel's dining amenities



of those whose hotel choice is likely to be influenced by F&B say a complimentary drink or meal upon arrival would encourage them to book one hotel over another



indicate that a hotel having multiple types of dining options is among the most important dining amenities

AMENITIES ARE KEY

Further data showcased that guests still want to take advantage of amenities that make a stay special – like restaurants, pools, casinos and more – but they want to access them safely through added reservation options.

59% of Americans want to make a reservation at a hotel restaurant **in advance of their stay.**

Among those Americans interested in booking amenities in advance, they want to book to:

42%



Lounge at the pool

37%



Visit the spa or sauna

36%



Swim at the pool

28%



Use gym/fitness equipment

22%



Sit at the hotel bar

18%



Gamble at gaming tables

PERSONALIZATION STILL WINS

Reservation technology not only allows guests to feel more comfortable, but it can also provide valuable data into their preferences. Operators can use that insight to add personalized touches that build loyalty and drive repeat business.

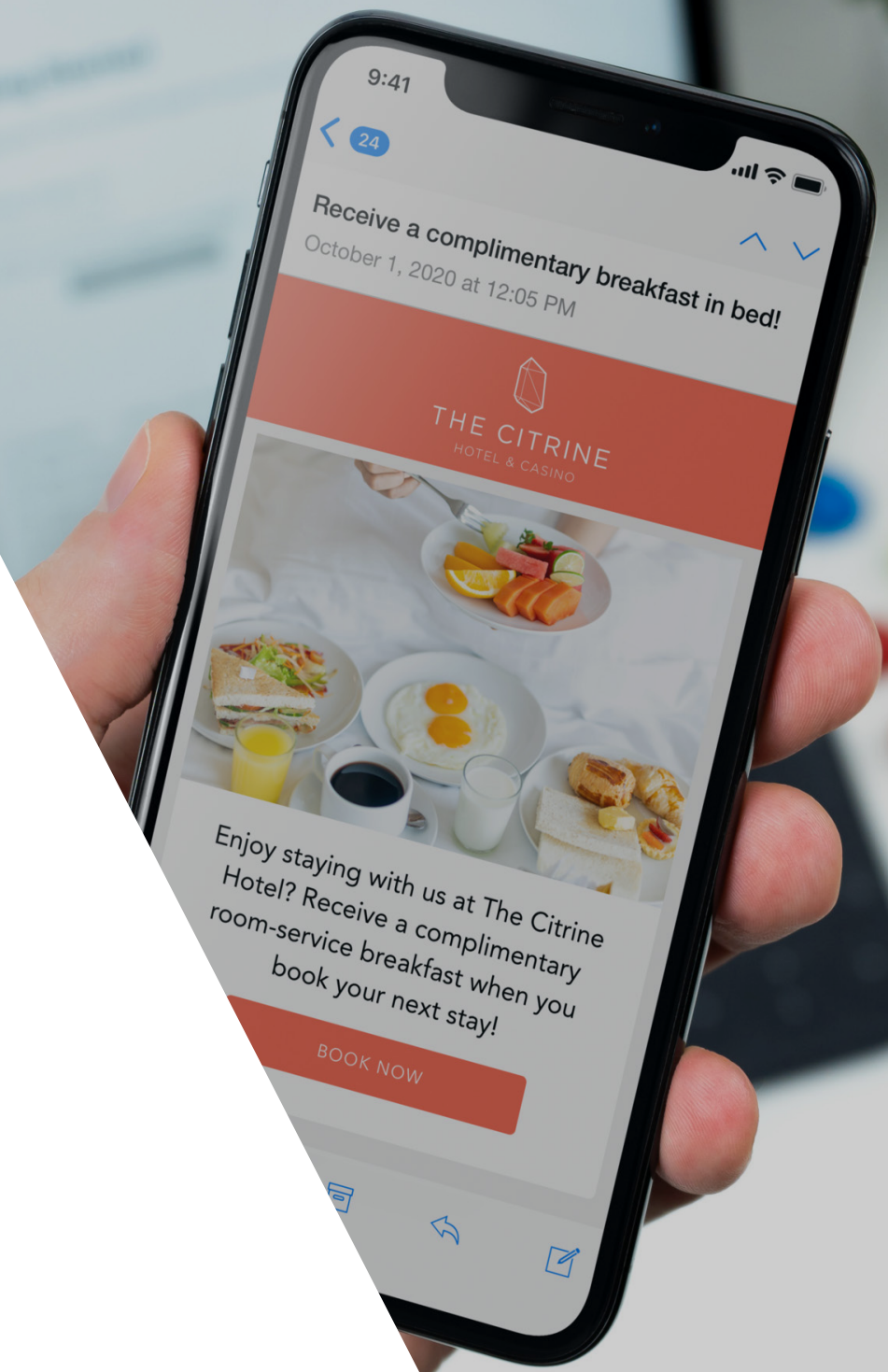
Of those Americans who'd be more likely to stay at a specific hotel because of F&B and other amenities...

25%

say that receiving a personalized offer to book again would encourage them to book at one hotel over another

34%

say loyalty rewards for its restaurants and bars would convince them





For more information on SevenRooms, please visit sevenrooms.com.

Methodology

SevenRooms commissioned YouGov PLC – a third party, professional research and consulting organization – to poll the views of 1,361 individuals who agreed to take part. Fieldwork was undertaken online between July 29-30, 2020. The figures have been weighted and are representative of all US adults (aged 18+).