

Guest Experience from Unexpected to Expect Surprisingly Unexpected

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Abstract: *A hotel guest is fundamentally any person who pays a hotel for lodging services. Repeat guests are persons who frequently stay at the same hotel. The phrase "Most Valuable Guest" is used universally in the hospitality industry to describe and greet returning visitors... Numerous people fall under this criteria, including tourists, business travellers, and locals looking for a staycation. The hospitality sector depends on repeat customers since upselling is simpler when they are regulars. Upselling to returning consumers is simpler. Because they are more familiar with the amenities offered at a hotel they have previously been at, devoted customers typically spend more money there.*

Keywords: Hotel Industry, Tourism, Repeat Guest.

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