

# A Comparative Analysis of Repeat Business and Satisfied Guests

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**Abstract:** *Guests who are happy are more likely to return, spend more on facilities and services provided by the hotel and give positive reviews, all of which can draw in additional visitors., Guests are willing to spend more for a superior guest experience, giving businesses a competitive advantage. It's a measurement of how happy the guests are with the hotel's hospitality, service, and amenities. And you can gauge guest satisfaction levels by looking at the hotel's reviews and ratings. In the hotel business, guest satisfaction gauges how well you're able to satisfy the guest's needs by thinking a mile ahead and make them feel at home. Furthermore, it provides you with a distinct competitive edge that directly affects profitability, retention, and growth.*

**Keywords:** Customers, Hospitality, Profitability, satisfaction.

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