

# 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.

## I. INTRODUCTION

A hotel guest is fundamentally any person who pays a hotel for lodging services. Repeat guests are, as the name implies, 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. Additionally, repeat visitors frequently stay longer. Even tips from returning visitors to the hotel. Starting with the clients you already have will help increase the profitability of hotel. Repeat customers are an effective customer acquisition tactic since they will not only spend more money more frequently, but also promote the hotel business of your hotel to other people.

For hotels, returning customers are like an investment that yields a healthy yield. The return on investment (company ROI) will increase with the amount of investment (your devoted guests). Whether you own a restaurant, hotel, bed and breakfast, or other type of hospitality business, retaining current customers is just as important as attracting new ones. Five times as much money can be spent acquiring a new customer as keeping an old one. Profits can rise from 25-95% with a 5% increase in client retention. Selling to an existing customer has a success rate of 60-70%, whereas selling to a new customer has a success rate of 90%.

## II. REVIEW OF LITERATURE

**Everything you need to know about guest experience in the hotel industry (2022)** many dignitaries have said that The general level of satisfaction that your hotel's visitors feel before to, during, and following their stay is known as the "guest experience." More specifically, it implies that throughout every phase of their visit, specific elements elicit an emotional response that aids guests in assessing whether or not the experience lives up to their expectations. A choice is made on whether to suggest your hotel to other travellers during this process. These innovative features could be anything from an easy reservation process and speedy check-in prior to the trip to a kind and accommodating hotel lobby attendant while the guest is there.

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According to the statics presented all of a guest's interactions with a property and its staff during their stay make up the hotel guest experience, or GX. Even while the majority of the guest experience takes place on property, from the moment of arrival to the moment of departure, pre- and post-stay excursions are also included. Guests create an

impression of their experience at each touchpoint in the customer journey, which influences their decision to stay at the hotel again or not. Therefore, making ensuring that all of these interactions are easy, quick, and smooth should be a major concern for lodging providers.

### **Ten strategies for promoting repeat business**

Getting clients to buy from you again should always be your main objective. This helps you generate steady income, foster customer loyalty, and improve your reputation. Try these 10 suggestions to get your consumers to buy from you again.

#### **1. Give customer service top priority**

The key to encouraging customers to come back to your organization is to provide excellent customer service. Always be prepared and available to assist consumers in any manner you can. When training new hires, emphasize customer service and continuously seek methods to get better.

#### **2. Keep clients informed of their orders**

Make sure clients are aware of the progress of their orders as an extension of your customer care initiatives, particularly for ecommerce orders. Update customers by email or text message about shipment, deliveries, and other events. The more information customers have regarding their order, the less cause for anxiety they will have.

#### **3. Hand out coupons**

Consumers enjoy getting a good deal, especially now when the cost of living is rising. Coupons are an excellent method to promote new business, but when combined with familiarity, they may also be quite effective at promoting repeat business. To entice clients to continue purchasing your goods and services, think about offering coupons to those who make purchases.

#### **4. Make Effective Use of Social Media**

Returning customers might be attracted to your business via social media. Make sure they follow your accounts. Your chances of success increase if you devote a sufficient amount of your marketing budget to social media advertising. To draw in the correct customers, advertise special offers and make use of targeting tools.

#### **5. Lower Purchase Resistance**

Make purchasing as simple as you can for the customers. One-click ordering for online shopping or ordering kiosks in fast-food restaurants, where customers touch buttons to add their order without needing to deal with staff, are great instances of this being used by large enterprises. You can use these examples as ideas for how to make the purchasing process as simple as possible, even though they might not be realistic for the typical small firm. Any stages you can eliminate from a complicated process are probably worthwhile.

#### **6. Offer Reward Programs**

Customers are frequently encouraged to return by loyalty schemes. When a customer makes a particular number of purchases, they are rewarded. Consider a sandwich business where a consumer receives a free sandwich after purchasing ten. Although loyalty cards are frequently utilized, you can also be inventive with smartphone apps, which might appeal to younger clients' more.

#### **7. Create Accounts**

Memberships are another excellent approach to encourage repeat business and are frequently employed by supermarkets, grocery stores, and bulk food retailers. Find ways to reward members to make the notion more enticing if memberships are a good fit for your company. For example, offer a 10% discount or rewards for referring new members. Customers who are interested enough to sign up as members are more likely to return. You could even be able to use memberships as a new source of income.

#### **8. Gather Contact Details**

The customer's contact information can help you stay in touch with them and encourage them to come back. According to Sean Peek of Business.com, "it should be your goal to get some contact information from every customer who walks through your doors." You can contact clients in the future to advise them of offers and promotions if you have their contact information, including name, phone number, email address, and mailing address. This lets you interact with them whenever you want, rather than just when they choose to do business with you. Additionally, doing this will help you develop relationships with your clients.

9. Promote Related Products to Drive Up Sales

Try to stimulate the purchase of complementary things while customers purchase certain ones. This can be done at the point of sale, but it can also be done in follow-up marketing, such emails, to entice customers to return. According to Amiee Ball of JAB Consulting Group, "Purchase frequency is key to driving revenue." "One of the most important pieces of advice I provide to clients is to develop supplementary services that are logical extensions of your core business. This could be in the form of supplemental goods, ongoing services, or referral plans for partnerships that produce extra cash streams.

10. Encourage purchases with gifts that are free

Giving clients genuine freebies in exchange for their business, even if just when they purchase specific products, is another tactic. These presents should be worthwhile for your company while also being enticing enough to be appreciated. Popular options include freebies or presents like sweets for the customer's birthday, which is also an excellent justification to add the customer to your email list.

Because encouraging a consumer to return is the first step in establishing longer-term customer loyalty, converting a customer into a repeat customer should always be a top priority. Your firm will be more successful if you can entice more clients to return repeatedly. The hospitality sector includes a large range of companies that offer services to clients. Customer pleasure and giving them particular experiences are its main priorities. Because it depends so heavily on free time and discretionary spending, the hospitality sector is exceptional.

In many cases, a hotel's ability to attract and retain repeat business is what determines its level of success. Every manager and executive in the hotel business has as their main goal keeping a customer. Recurring clients are easier to develop than new ones, and it is well known that acquiring new customers can cost up to ten times as much as keeping an existing one. The hotel views its returning guests as its most valuable patrons and should treat them as such.

The key to implementing a successful plan for repeat customer identification is gathering as much information as you can from each customer and keeping your database organised and efficient.

It has been demonstrated that most of the time, guest's value acknowledgment more than any other programme the hotel offers, such as hotel points. Travellers on a regular basis anticipate prompt, reliable, and courteous service. It has also been demonstrated that clients adore welcome-back notes that list the number of times they have stayed at the hotel (preferably written by the general manager by hand). It is very non-negotiable in a five-star hotel for all "employees to recognise customers and use customers' names in every interaction." It is strongly advised that the hotel implement a discrete "Face Recognition Technology," which could entail taking a picture of returning customers and distributing it to every service location with the correct name of the customer. It is crucial for hotel management to comprehend the factors that encourage guests to stay again, oversee the entire process of meeting their needs, and guarantee that future business will be conducted at the hotel.

Determine the most effective method of communication with your repeat customers. This may be by phone, email, or social media, if the situation calls for it. Stay in constant contact with them, providing updates on events at the hotel as well as the best way to book rooms in the future. Avert at all costs having repeat customers make reservations through OTAs or turn into OTA repeat customers.

Once at the hotel, keep in mind that returning guests have direct contact with the front desk staff and are a stronger indicator of the quality of the services the hotel offers than the general manager. Ask for their opinions on the service and any areas that could use better. Include them in surveys and focus groups, if applicable, and extend an invitation to the hotel's social events.

Establish quarterly and annual goals for the percentage of business from returning patrons; prosperous five-star hotels can receive as much as 50% to 60% of their business from returning patrons. Additionally, keep in mind that all of the competing hotels are vying for your business and will stop at nothing to win them over by providing equivalent or better offers.

## II. CONCLUSION

It should be highlighted that loyal consumers will always find fault with price increases; this is a normal human tendency that needs to be addressed with the utmost professionalism. Additionally, it is common for returning guests to

object to any modifications that the hotel may occasionally implement. As such, management must take this into account when asking returning guests to participate in surveys.

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