

What the hotel guest experience journey should look like for your hotel.

As a hotelier, it is your responsibility to cover all grounds. By ensuring that the hotel guest experience is not only pleasant, but exceptional every step of the way.

1

Inspiration & research.

Becoming aware of your property is the first point of contact, so this means that any information a guest comes across during this stage will form their impression of your property, and influence their decision whether or not to book with you.



2

Making a booking.

This stage might take place on an OTA website, or directly via your hotel website. Either way, this process needs to be effortless and fast for your guests – if your website loads slowly, or a guest finds it difficult to book, this will result in a lost booking.



3

Pre-arrival contact.

This is where their opinions of you start to shape. What they’ve read about you online and heard about you from other travellers impacted their decision to stay with you, but now that they’re conversing with you directly, it is time to form their own opinion.



4

Checking-in to your hotel.

All of the stages leading up to a guest checking-in to your hotel were crucial to converting interest into a booking, and forming a positive outlook of your property. Now that the guest has walked in those front doors, it is time to do nothing less than impress.



5

Staying at your hotel.

It’s stage 5 of the guest experience journey - the time to impress the guest with your amazing accommodation facilities, comfortable bed, helpfulness of staff, and so on!



6

Checking out of your hotel.

During the check-out stage, it is important to remember that even if the guest has enjoyed their stay up until this point, something negative (even small, such as a bad coffee) can alter a great guest experience to a poor one.



7

Post-departure contact.

Once a guest leaves your property, the hotel customer journey map does not finish there. There is still post-departure contact that has the ability to impact a guest’s opinion of you.



8

Word-of-mouth & reviews.

Every stage of the hotel guest experience journey has led up to this moment – the guests final review of your property. Are they happy, upset, or over-the-moon with their experience? This is the stage where you find out.

