From Check-in to Check-out

Personalizing the entire Guest Journey with Crqlar

Your Personalized Guest Journey: A Step-by-Step Guide

Discover how to create unforgettable experiences for your guests with personalized journeys throughout their stay at your hotel. This step-by-step guide will show you how to leverage guest data to customize every touchpoint along the guest journey, from check-in to check-out. You'll learn the key strategies and tools used by leading hotels to deliver exceptional personalized experiences, and how you can apply them to your own hotel to increase guest satisfaction and loyalty.

Content

Content - continued

5. Customizing In-Stay Services and Amenities

    a. Using guest data to personalize in-stay services and amenities, such as room service, spa treatments, and tours

    b. Providing personalized recommendations for dining, activities, and events

    c. Offering personalized surprises and gifts during the stay

    d. Using technology to offer self-service options and enhance convenience

6. Creating a Memorable Departure Experience

    a. Personalizing the check-out process to make it hassle-free and efficient

    b. Offering personalized farewell gifts or messages

    c. Collecting feedback and using it to improve future stays

    d. Encouraging guests to book their next stay before leaving

7. Following Up with Personalized Post-Stay Communications

    a. Sending personalized post-stay emails and messages to thank guests for their stay

    b. Offering personalized recommendations and promotions for future stays

    c. Collecting and using feedback to improve the guest experience

    d. Encouraging guests to leave positive reviews and share their experiences on social media

Introduction

Step by step, coming closer to the perfect experience

Personalizing the guest journey is essential for hotels looking to provide a unique and memorable experience for their guests. By tailoring every aspect of their stay, from check-in to check-out, hotels can create a truly customized experience that will leave a lasting impression. In this guide, we will provide you with practical tips and strategies for personalizing the entire guest journey in your hotel.

## Purpose of the guide

In this guide, you'll discover:

- The benefits of personalizing the entire guest journey
- How to use guest data to customize each touchpoint
- Strategies for delivering personalized experiences during each stage of the journey
- Tips for implementing personalization at your hotel
- How personalization at each stage of the guest journey contributes to the success of the hotel.

Understanding the guest experience

The different stages of the guest journey

- **pre-arrival**
- **arrival**
- **in-stay**
- **departure**
- **post-stay**
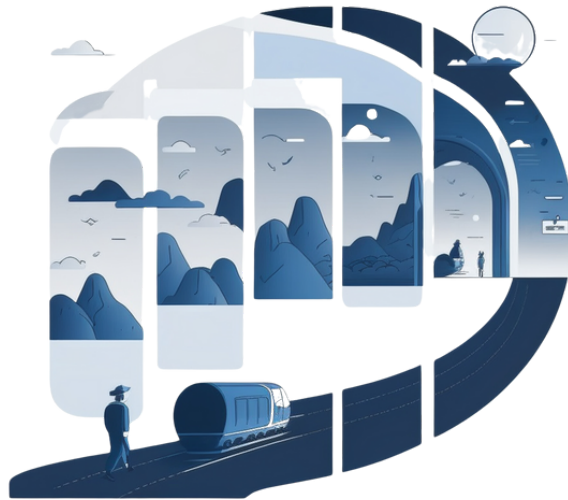
The guest journey in the hotel industry consists of different stages, starting from the pre-arrival stage where guests begin their research and make their bookings. This is followed by the arrival stage where guests are welcomed and checked-in to the hotel. The in-stay stage is the period where guests actually experience the hotel's services, amenities, and facilities. The departure stage is when guests check out and leave the hotel. Finally, the post-stay stage involves follow-up communication with guests to ensure their satisfaction and encourage them to leave positive feedback or reviews. Each stage presents an opportunity for hotels to provide personalized experiences and exceed guest expectations, leading to increased guest loyalty and positive word-of-mouth recommendations.

Needs, expectations and emotions

During the pre-arrival stage, guests are typically excited and anticipating their stay. Their needs and expectations during this stage include clear and efficient communication with the hotel, easy booking processes, and access to relevant information about the hotel's amenities and services. In the arrival stage, guests may be tired from traveling and their needs include a smooth and hassle-free check-in process, a friendly and welcoming atmosphere, and any necessary orientation to the hotel's layout and services.

During the in-stay stage, guests expect attentive service, high-quality amenities and facilities, and a comfortable and clean environment. They may have specific requests or needs that arise during their stay and expect prompt and helpful assistance from hotel staff. The departure stage is characterized by the guest's need for a smooth check-out process and a sense of closure to their stay. Lastly, in the post-stay stage, guests may want to leave feedback or reviews of their experience and may also have ongoing communication with the hotel regarding future stays or loyalty programs. Overall, the guest's needs, expectations, and emotions will vary at each stage of their journey, and it is crucial for hotels to understand and cater to these in order to provide an exceptional guest experience.

Collection and usage of data

Collecting and using guest data is essential for enhancing personalization at each stage of the guest journey. Hoteliers can leverage data from various sources such as social media, booking history, feedback surveys, and loyalty programs. This data can be used to create guest profiles and identify preferences, allowing hotels to deliver targeted and personalized communication, offers, and experiences. Additionally, data analytics can be used to predict guest needs and provide proactive solutions, making their stay more enjoyable and memorable. By utilizing guest data effectively, hotels can enhance the overall guest experience and build long-term customer loyalty.

Personalizing Pre-Arrival Communications

Why pre-arrival communications matter

Pre-arrival communication with your guests gives them an even bigger sense of anticipation and that the hotel is happy to receive them as a guest. It also creates an opportunity to extend the amount of time the guest is in contact with the hotel and therefore, more data can be gathered.

Personalizing pre-arrival emails and messages based on guest preferences and behavior

Use pre-stay communication for a further connection point to engage with your guests! Pre-arrival emails or texts to engage with guests before they arrive are a great opportunity to offer personalized suggestions for activities or services based on their preferences.
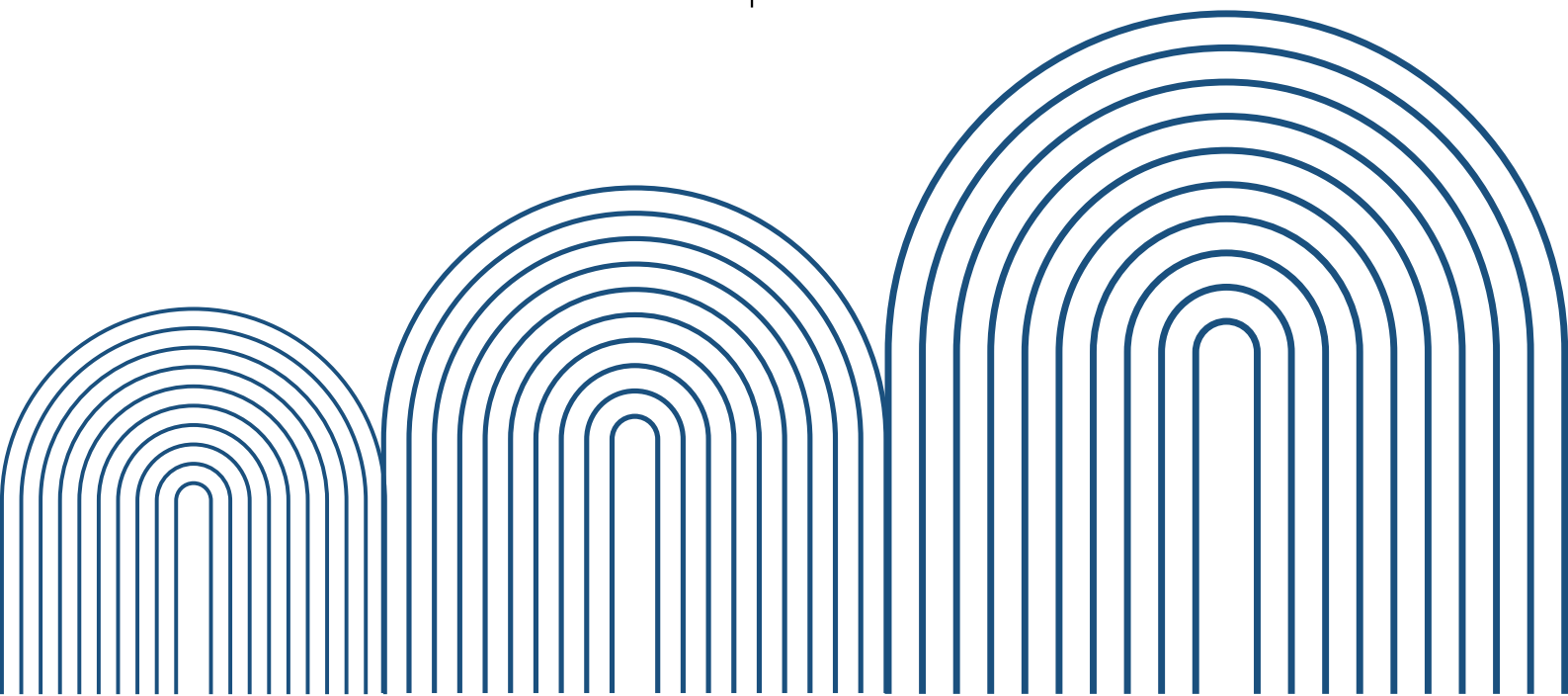
Personalizing Pre-Arrival Communications

Offering relevant recommendations and promotions before guests arrive

Customized booking experiences that are tailored to your guest are important so your guests can create a schedule for their stay in advance and so you can adapt the personalization for their stay according to the activities they book. By capturing data on your guests' preferences and past behaviors, you can tailor their booking experience to highlight the most relevant room types, amenities, and packages.

Leveraging technology to automate and streamline pre-arrival communications

Having more communication with your guests is indeed amazing for the relationship and loyalty that is built between the hotel and the guests, but can be time consuming. Try to automate the process with the newest technology so your guests still feel the great support they get but your staff can safe time through automation and pre-selected messages.

Enhancing the Arrival Experience

How to personalize the check-in process to make it smooth and welcoming

Personalized greetings from your highly trained staff makes for a great first impression. Greet guests by name and offer a warm welcome that reflects their preferences and past experiences. Make sure they know, that they can always count on your staff if they have any questions, wishes or experience any inconveniences.

Offering personalized welcome amenities, such as drinks or snacks

By capturing data on guests' preferred room types, bed types, and other amenities, you can personalize their check-in experience to ensure their room is set up just the way they like it. If they are frequent travellers, they might have different wishes as someone who is fairly new to travelling to luxury hotels. Customizing their room upon arrival in accordance with their preferences and information from a prediciton engine you can set up welcome drinks, a little snack bar and even personalized messages that make everyone feel welcomed.

Enhancing the Arrival Experience

Using guest data to assign rooms that match preferences and needs

As mentioned above, every traveller has specific needs and preferences that go hand-in-hand with their previous travel experience. If they give you information in their booking process about the type of room they wish to stay in, make sure your staff knows exactly how to adhere to these wishes. Another great way to personalize the room even more is with a personalized message on the in-room technology systems or a handwritten card.

Providing relevant information about the hotel and surrounding area

If the guest has not filled their schedule with experiences around the area yet, let them know about the activities in the surrounding area and offer activities for them to enjoy. This way, they can enjoy the location where your hotel is set with all its traditional charm and you get to offer additional services through your hotel, making their stay unique and memorable and leaving them wanting to come back.

Customizing In-Stay Services and Amenities

Using guest data to personalize in-stay services and amenities, such as room service, spa treatments, and tours

Use guest data to create a personalized dining experiences for your guests. You can suggest customized dining options based on their dietary preferences, favorite cuisines, and past dining experiences.

Collecting guest data to offer tailored recommendations for activities, events, or attractions that match their interests and preferences.

Providing personalized recommendations for dining, activities, and events

In accordance with their booking request you can provide your guests with a selection of personalized activities and dining experiences. If there are any events happening in your area or even in your hotel, offer your guest the possibility to attend the event if it is to their liking.

Customizing In-Stay Services and Amenities

Offering personalized surprises and gifts during the stay

If the welcome gifts are well-received by your guests, surprise them with little tokens of appreciation and gifts or cards about their dining reservation during their stay at your hotel. The extra step you and your staff are taking to personalized these types of experiences will show how much you care about each individual guest.

Using technology to offer self-service options and enhance convenience

With the advancements in technology, there are more and more possibilities to take the level of moderness in your luxury hotel to the next level. Maybe using technology to enhance convenience of online service bookings and other additional options gives your guests a way to make bookings through their phone when they are on the go to later enjoy some spa treatments which they just booked through your website or app.
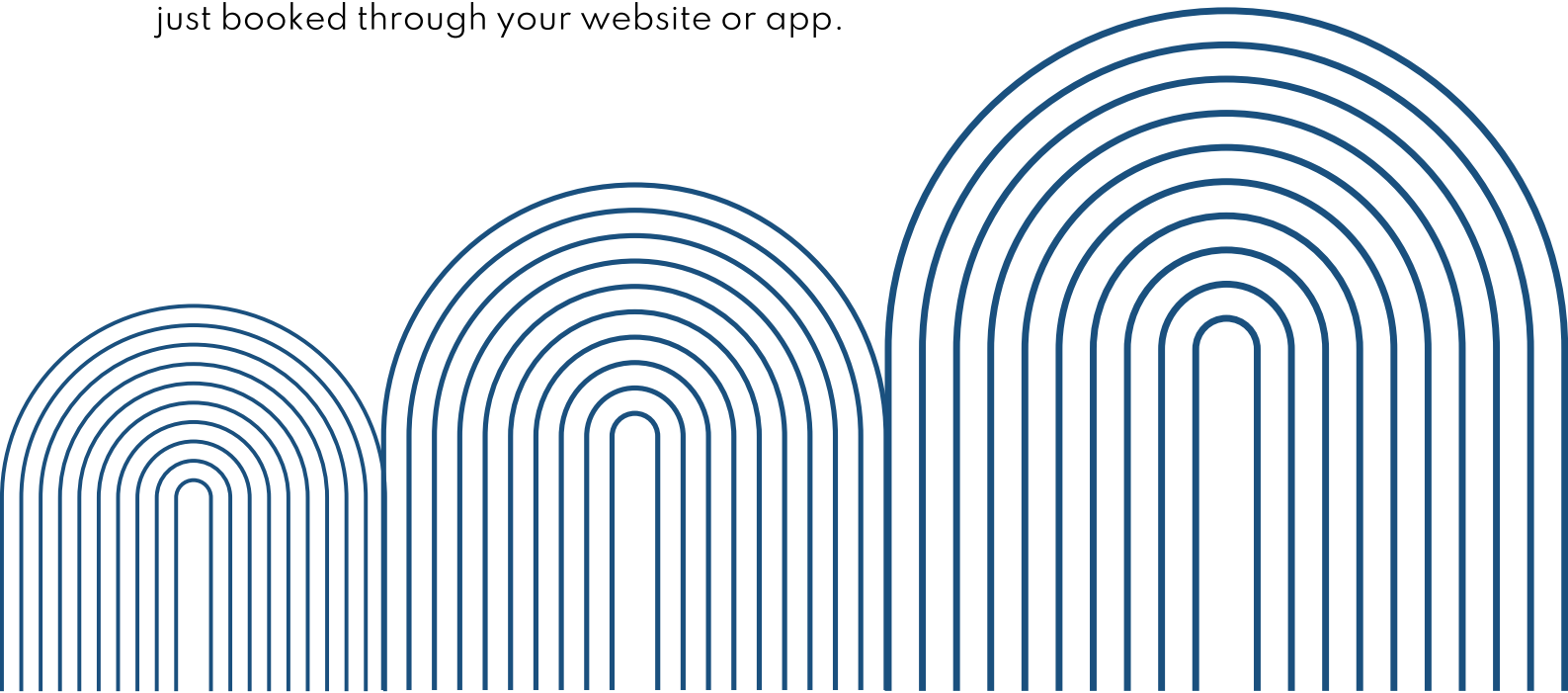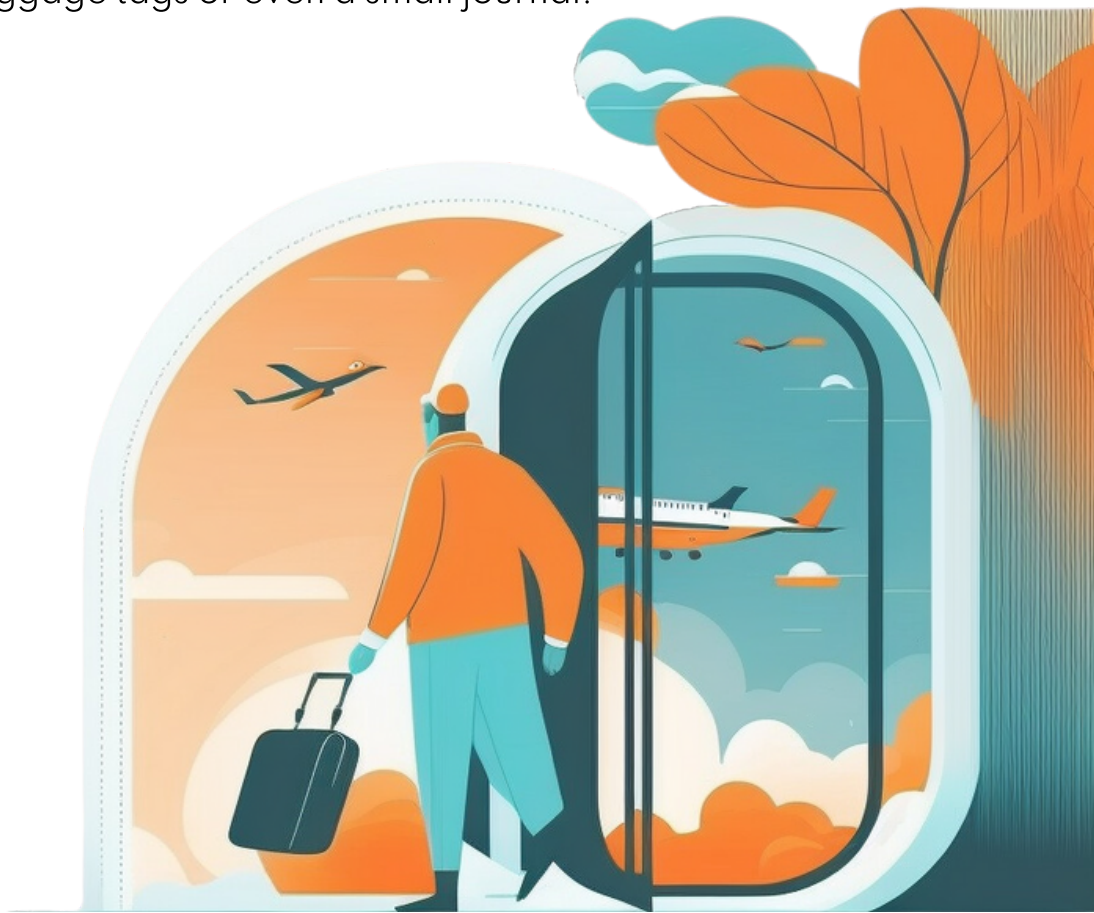
Creating a Memorable Departure Experience

Personalizing the check-out process to make it hassle-free and efficient

Do your guests want to leave early in the morning or late at night? Give them the freedom to have their luggage ready, the check-out documents already prepared and a driver ready to take them where they need to go next. In removing the stress that a check-out usually brings with itself shows your guests, that you have their experience as your top priority.

Offering personalized farewell gifts or messages

If you have items which carry the name and logo of your luxury hotel on it, offer them as a farewell gift to your guests. This reminds them of their wonderful stay at your hotel every time they look at it or use it and they will think of their stay more often, possibly wanting to go back rather sooner than later! Items that make a good branded farewell gift are tote bags, drawstring bags, luggage tags or even a small journal.

Creating a Memorable Departure Experience

Collecting feedback and using it to improve future stays

Before they leave, ask your guests about their experience and if everything was to their liking during their stay. We recommend doing this before they depart, but only if they are not experiencing any time crunch when checking out of your hotel.

Encouraging guests to book their next stay before leaving

If your guests had a memorable stay, they are very likely already thinking about returning soon, but to further encourage them in considering another stay at your hotel you can ask them, if they want to put in a reservation for the same time the following year or a short stay during a different season to experience even more that the area and your hotel has to offer.

Following Up with Personalized Post-Stay Communications

Sending personalized post-stay emails and messages to thank guests for their stay

Once the guests have left your hotel send them a personalized post-stay message, thanking them for having stayed at your hotel. Include something personalized about their stay, maybe an acitivity they booked or a special dining experience they had at one of your hotel restaurants. This shows your attention to detail and the excellence of your staff and reminds guests of the quality of the whole experience.

Offering personalized recommendations and promotions for future stays

Use guest data to offer personalized promotions or a discounted price for future stays or a service they enjoyed a lot for their next stay with you, based on their preferences and past bookings from this stay.

Following Up with Personalized Post-Stay Communications

Collecting and using feedback to improve the guest experience

To keep improving the guest experience, it is vital to all processes that you and your staff gather feedback from your guests on how they are rating the experience as well as if they have any further wishes for their future stays.

Encouraging guests to leave positive reviews and share their experiences on social media

Social media is a platform that an increasing number of hotels use to their advantage. In gaining a following and reaching more people online with an astounding online presence, hotels can gain new guests. Encourage your guests to share experiences and photos of their stay on social media and tag your hotel. You can also offer complementary gifts for social media posts to start up the online momentum.

Contribution to success

Personalizing the guest journey is a key differentiator for hotels looking to provide an exceptional guest experience. By leveraging guest data and implementing personalized strategies throughout the entire guest journey, hotels can create a customized experience that sets them apart from their competition. Because after all, guests that feel like they are personally being taken care of and experience more personalization in the interaction with the staff and the hotel have a better experience. The attention to detail shows care and effort from the staff and hotel, making sure the guests feel like each individual matters and they are not "just another guest". This increases loyalty and in the long run pushes your revenue if the guests are returning customers and recommend the experience at your hotel to others.
Ultimately, your hotel should not only offer accommodation, but rather a full experience.

Summary

We frequently stress the importance of a personalized guest journey and how much it can impact the guest loyalty and repeat business as well as recommendations. Providing guests with a tailored experience from not only the start to the finish of their stay but making them feel welcome even before they arrive and after they have left the hotel.

With our step by step guide, you can implement strategies and improve how you personalize each stage of the customer journey so your guest feels the effort you put into catering to their personal preferences. In personalizing their journey and implementing their feedback, you can gather more guest data which then in turn again will help in prediction of future bookings, preferences and allows you to better focus your marketing.

After having worked through this guide, it is clear that the guest experience is something you value deeply in your hotel processes and you wish to keep improving on each step of the guest journey. If you feel like there is something you can enhance even further, you can go over the guide again, testing small adjustments and watching your guests grow more and more fond of your hotel.
By implementing these steps and strategies, you can offer your guests an exceptional and memorable experience, which can lead to the development of a loyal customer base that lasts for many years.

Contact:

Angel Ferrufino
+43 664 921 7890
angel@crqlar.com

www.crqlar.com

Crqlar GmbH
Bürgerstraße 15
6020 Innsbruck

Fabian Rauch
+43 660 123 1617
fabian@crqlar.com

www.crqlar.com

Crqlar GmbH
Bürgerstraße 15
6020 Innsbruck