HYB 24

The Hotel Yearbook

Foresight and innovation in the global hotel industry

Data & AI

Do's and Don'ts
in Aligning Deliverables Versus Guest Expectations

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In today's data-driven world, the hospitality industry landscape is increasingly dominated by large hotel groups and a few pivotal tech providers who manage vast amounts of inventory data. This consolidation has profoundly reshaped guest expectations and preferences. Despite the primary goal of profit-making, hotels must remember that their core mission remains service-oriented.

To navigate this complex environment effectively, here is a list of the Top 10 DOs and DON'Ts for what hotel guests are currently seeking:

✅ Do's

1 Personalized Experiences:

Use guest data to customize their experiences, from room preferences to tailored recommendations for dining and activities.

2 Data Transparency:

Communicate what data is being collected and how it will be used, ensuring guests feel in control of their personal information.

3 Seamless Technology Integration:

Implement efficient technology solutions for check-ins, reservations, and room controls that enhance, not complicate, the guest experience.

4 High-Speed, Reliable Wi-Fi:

Provide complimentary, high-quality internet access; guests expect connectivity to be as dependable as at home.

❌ Don'ts

1 Overuse of Personal Data:

Avoid using data in ways that feel invasive or unnecessary, which can deter guests from returning.

2 Ignoring Data Privacy Concerns:

Pay attention to the importance of data privacy and the potential for breaches, which can significantly damage your business's reputation.

3 Complicated Technology:

Do not implement technology that complicates the guest experience or requires extensive effort.

4 Neglecting Offline Interactions:

Digital interactions should not replace valuable face-to-face customer service, which remains crucial.

5 Rapid Response to Feedback:

Use data to quickly address feedback and improve service in real time, showing guests that their opinions are valued and acted upon.

6 Loyalty Rewards:

Offer value-driven loyalty programs that utilize customer data to provide meaningful rewards and recognition.

7 Consistent Service Across Channels:

Ensure service quality is uniform across all digital platforms and physical interactions, using data to maintain high standards.

8 Advanced Security Measures:

Protect guest data with up-to-date and robust cybersecurity measures to prevent breaches and gain their trust.

9 Environmentally Friendly Options:

Use data to offer sustainable choices that align with the increasing guest preference for eco-friendly accommodations.

10 Health and Safety Transparency:

Communicate health and safety measures, especially in a post-pandemic world, using data to demonstrate compliance and reassurance.

5 Inconsistent Personalization:

Avoid inconsistent or incorrect personalization, which can frustrate guests and lead to a feeling of negligence.

6 Hidden Fees:

Refrain from surprising guests with hidden charges, especially those related to digital services, which can lead to dissatisfaction and mistrust.

7 Ignoring the Human Element:

Don't rely solely on data and technology; the human element in hospitality can never be entirely replaced by automation.

8 Slow Response to Technology Issues:

Address technological failures, as these can significantly disrupt the guest experience.

9 Lack of Training on New Technologies:

Avoid insufficient staff training on new systems and technologies, which can lead to poor guest interactions.

10 Ignoring Cultural Sensitivities:

Consider cultural sensitivities and nuances before using data, which can lead to inappropriate assumptions and services.

This guide will help your hotel align more closely with modern guest expectations, ensuring your service commitment remains competitive and relevant in this evolving industry landscape.
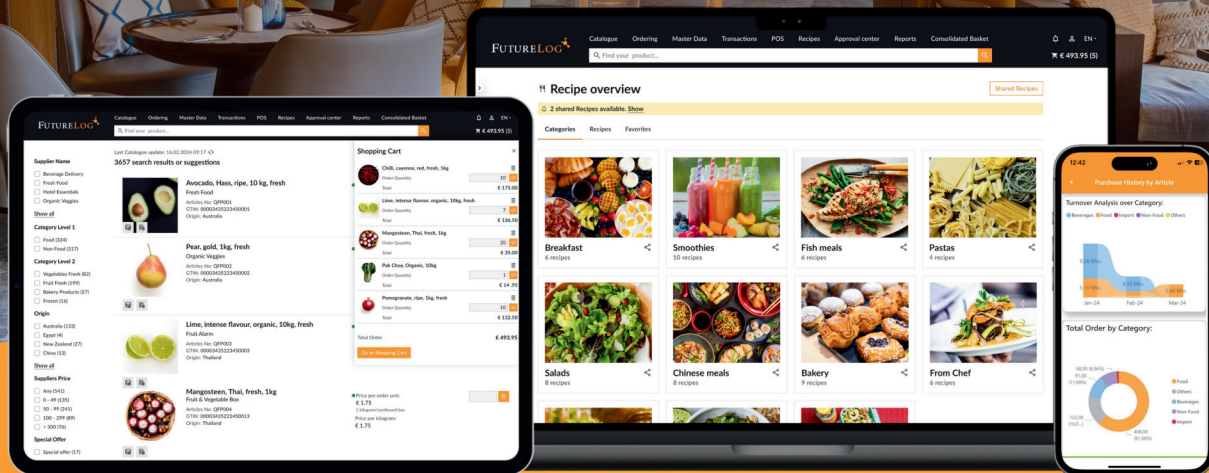
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Hospitality Tech
Industry Calendar
2024-2025

HITEC® 2024 Charlotte
Jun 24 – 27, 2024
Charlotte Convention Center

HSMAI Americas - Commercial
Strategy Conference
Nov 25 – 26, 2024
Charlotte Convention Center

HITEC Technology Investment
Conference
Jun 27 – 28, 2024
Charlotte Convention Center

2024 Hotel Data Conference
Aug 7 – 9, 2024
Grand Hyatt Nashville

Skift Global Forum 2024
Sep 17 – 19, 2024
The Glasshouse, New York

HEDNA Asia Distribution Conference
Sep 23 – 24, 2024
Siam Kempinski Hotel Bangkok

FHS World 2024
Sep 30 – Oct 2, 2024
Madinat Jumeirah Conference &
Events Centre

HSMAI Asia - Digital Marketing
Conference
Oct 10, 2024
Phuket

Hospitality Tech Expo
Oct 15 - Oct 16, 2024
Excel London

ITB Asia
Oct 23 – 25, 2024
Marina Bay Sands Singapore

The Hospitality Show 2024
Oct 28 – 30, 2024
San Antonio, TX, United States

Cvent CONNECT 2024 - Europe
Nov 5 – 7, 2024
Hilton London Metropole

International Hotel Technology Forum
Asia 2024 (AHTF)
Nov 12 – 13, 2024
Pan Pacific Singapore

Hotel Technology Forum (HTF) 2024
Nov 18 – 20, 2024
Rancho Palos Verdes

The Phocuswright Conference
Nov 19 – 21, 2024
JW Marriott Phoenix Desert Ridge
Resort & Spa

HSMAI Middle East - Commercial
Strategy Conference
Nov 26 – 27, 2024
Conrad Dubai

HSMAI Europe Revenue Optimization
Conference
16 Jan, 2025
London

HEDNA Global Distribution
Conference: North America
Jan 27 – 29, 2025
Catamaran Resort Hotel and Spa

ITB Berlin 2025
Mar 4 – 6, 2025
Messe Berlin

International Hotel Technology Forum
2025 (IHTF)
Mar 18 – 20, 2025
Lisbon

HITEC DUBAI
May 27 - May 29, 2025
Dubai World Trade Center

HITEC® 2025 Indiana
Jun 16 – 19, 2025
Indiana Convention Center

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