

Hospitality

2016 Hospitality Benchmark Study

IN JULY 2016, WE SURVEYED 4,842 UK consumers and asked them about their hotel experiences including booking reservations, amenities used, check-in and check-out experience, and problem experiences.

26% earn more than £50k/year

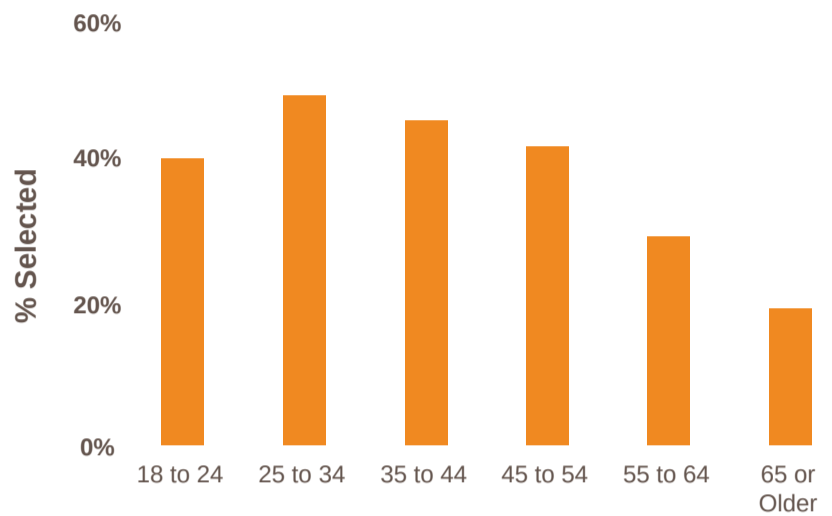


TECHNOLOGY

Hotel mobile app **usage is high** and well adopted across all age groups

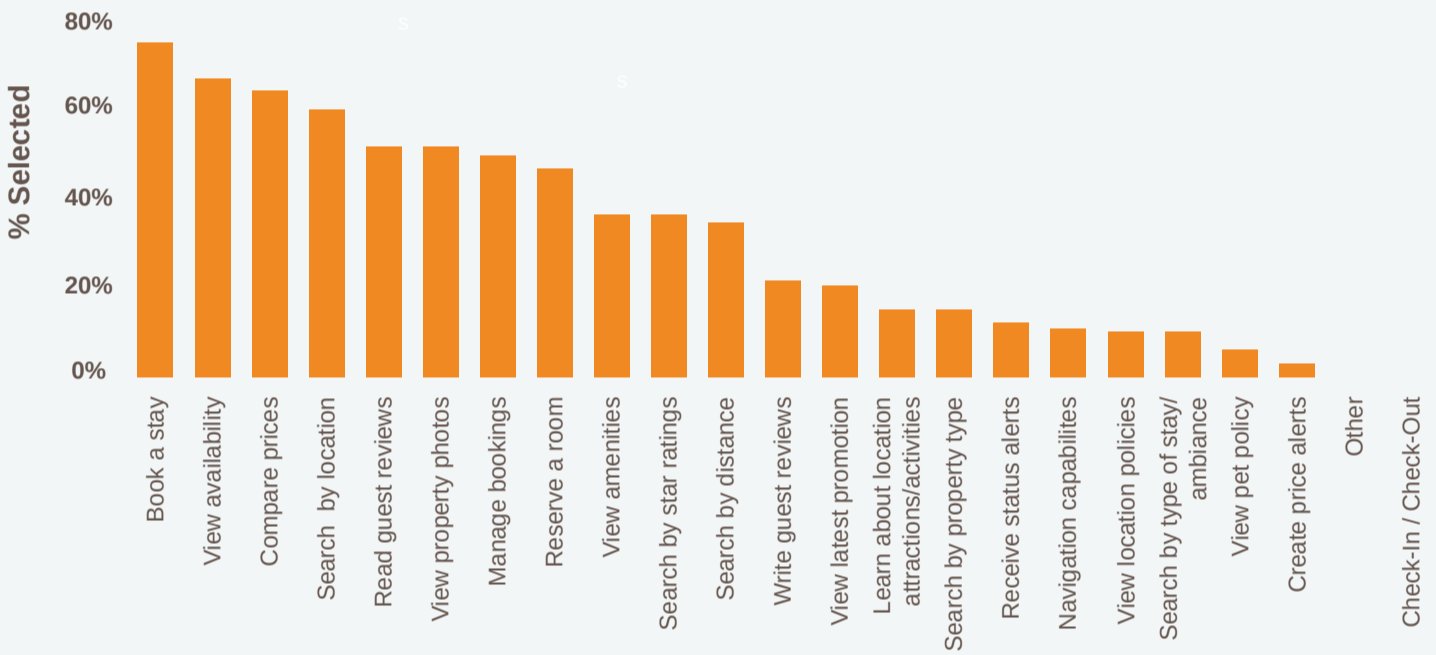
Have you used a mobile app to help you select and/or make arrangements with a hotel chain?

“40% Yes”



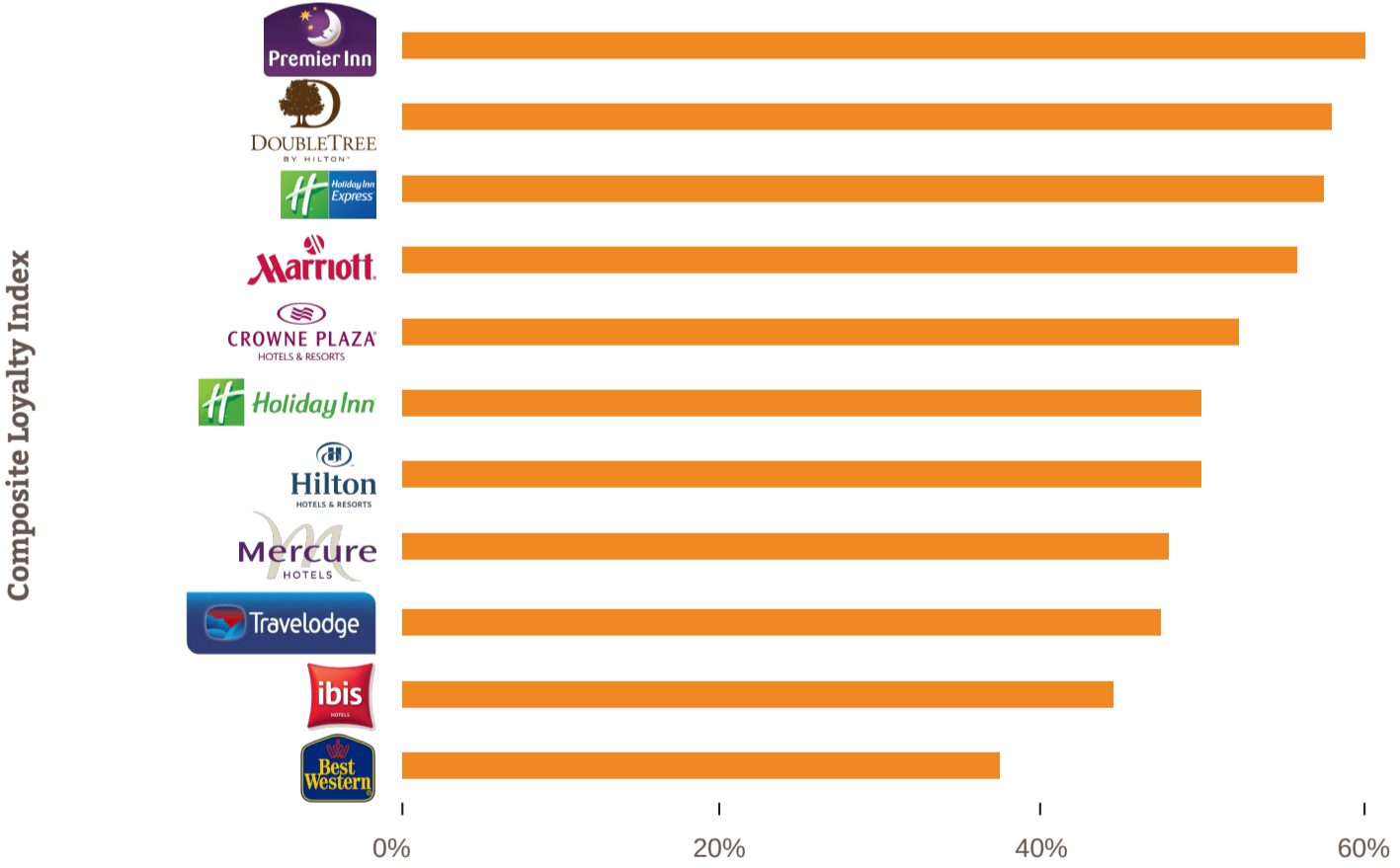
About **three quarters** used an app to book a stay and two thirds used an app to compare prices

Which features of the hotel mobile apps have you used? Please mark all that apply:



COMPETITIVE BENCHMARKS

Premier Inn leads the composite loyalty index but top four competitors are very close



1 in 7 were dissatisfied with their last stay



It's not OK just to be OK!

“Delighted” guests are **2.6 times** more likely to recommend a brand than those who give a 4 rating. Excellence makes a difference!

