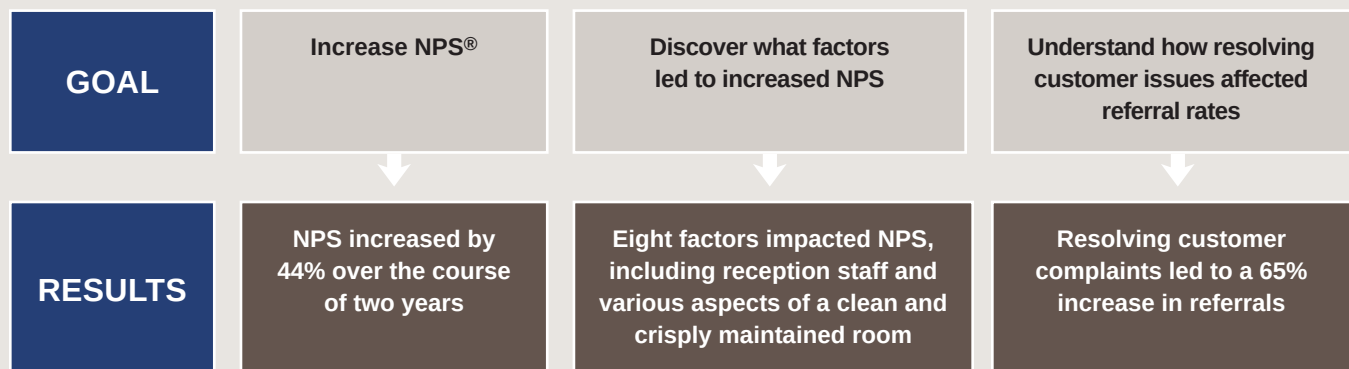


# Travelodge

The Key to Unlocking RevPAR

## KEY RESULTS



**W**HAT MAKES FOR THE PERFECT HOTEL STAY? AND HOW DO the individual factors of the guest experience impact revenue? The UK's largest independent hotel brand, with more than 37,000 guest bedrooms, Travelodge, wanted to find out. With more than 570,000 guest satisfaction surveys collected at 520+ locations in the UK, Spain and Ireland over the course of a year, Travelodge had a treasure trove of data to figure out how to improve the customer experience—and their bottom line.

Travelodge turned to Market Force Information® for help in making sense of all the feedback and determining what concrete actions to take. The key to unlocking insights from the data was financial modeling coupled with the guest feedback. The Market Force analytics team discovered eight critical factors that had the most impact on guest satisfaction and would lead to the greatest improvement in the bottom line.



Working with Market Force over the past 5 years, and focusing on the factors that mattered most, Travelodge has been able to steadily increase their Net Promoter Score (NPS) by an impressive 44% in a two-year time frame.

The team then looked at whether guest recommendation ratings were related to Revenue Per Available Room, or RevPAR. If guests are more likely to recommend and return more frequently, it makes sense that locations with high guest ratings would be booked more frequently and generating more revenue. This turned out to be true. The analysis predicted that RevPAR would increase by as much as 5 points with targeted improvements to NPS scores—and that would be achieved by executing on the critical drivers.

## TURNING LEMONS INTO LEMONADE

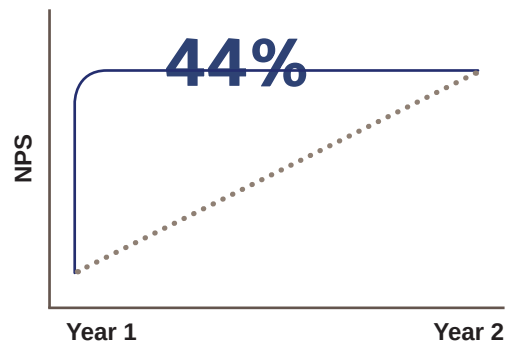
The guest surveys also captured whether guests experienced problems during their stay. The number of problems varied widely across the locations, but one thing was very consistent: The ability to take corrective action had a profound impact on NPS. Market Force found that likelihood to refer would jump by 65% when an issue was satisfactorily resolved than if it did not.

## SHARING TRAVEL EXPERIENCES ON SOCIAL MEDIA

Travel websites like TripAdvisor are some of the first places travelers look to examine ratings of hotels they're considering, as well as share their travel experience. Travelodge used the PlugIt™ social media feature from Market Force for the guest survey. As guests filled out surveys online, they were asked whether they would like to post the review on TripAdvisor with one click. In 2015, Market Force found that half of all reviews posted on TripAdvisor were from PlugIt.

## WHAT'S NEXT? SUCCESS PLAYBOOK

Next steps? Travelodge will be implementing the Market Force Success Playbook™. Each location will have a roadmap indicating which of the eight factors each location needs to focus on to increase guest satisfaction and run "what if" scenarios relating improvements on drivers to improvements to NPS and RevPAR. Each location will be able to create action plans and measure progress against those goals. And that will rev up RevPAR even more!



When a location executed on the eight critical factors, guests were 3.6 times more likely to recommend and 2.2 times more likely to return.



## Thought Leadership

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