

ANALYSING THE PERFORMANCE AND EFFICIENCY OF RADISSON HOTELS USING DATA VISUALISATION TECHNIQUES

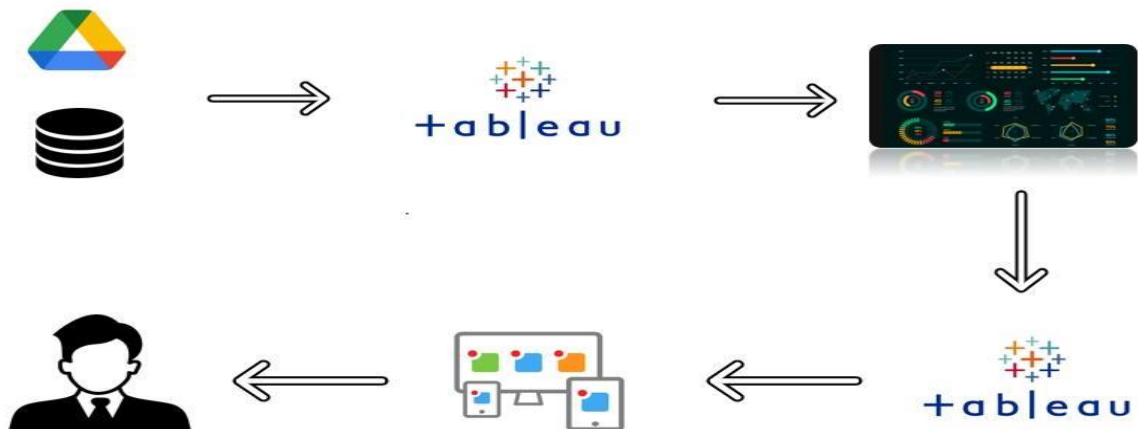
INTRODUCTION

1.1 Overview: A brief description about your project

hotel industry is a broad category of businesses that provide lodging services for travellers and tourists. This can include a wide range of establishments, from luxury resorts to budget-friendly motels, as well as extended stay hotels, boutique hotels, and more. Hotels can be found in nearly every corner of the world, and are often a major component of the tourism and travel industry in a given area.

1.2 Purpose: The use of this project. What can be achieved using this.

Radisson owns multiple five-star hotels across India. They have been in the hospitality industry for the past 100 years. Due to strategic moves from other competitors and ineffective decision-making in management, Radisson is losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of Radisson wanted to incorporate Business and Data Intelligence in order to regain their market share and



revenue. Our task is to create an analytics dashboard & story to provide them insights to make better business decisions.

HOTEL ACTIVITIES

Hotel activity is considered as a hospitality accommodation activity, which involves renting accommodation capacities to travellers, tourists and other guests for a short period of time, usually on a daily or weekly basis.

Hotels and similar accommodation facilities offer accommodation in rooms or apartments, sometimes including a cooking area. They offer accommodation in furnished rooms, daily cleaning of rooms. Additional options and services are offered to guests: supply with food and drinks, parking spaces, swimming pools, gyms, recreational areas, conference and meeting areas.

STRUCTURE OF HOTEL SYSTEM

Hotel organizational structure is a plan or high-level overview devised by a hotelier to help clearly define the responsibilities and activities of each department, creating order across all areas of the hotel. Effectively establishing this kind of structure can help increase productivity and efficiency because tasks are designated in such a way that staff know exactly what they need to do and who to report to when there's a problem.

A hotel structure helps to lay out the role of each person working at the property, so everyone knows who is responsible should something go wrong, while at the same time

directing organizational activities and helping with decision-making. With the help of an organization chart, hoteliers can more clearly illustrate the role of each department and their interdependencies, and more easily plan the proper allocation of resources depending on clearly defined goals.

IMPORTANCE OF A HOTEL SYSTEMS

Hotel structure is important because it creates accountability, with each person having a clear idea of their daily tasks and how those contribute to your overarching goals. While the operational staff may not have a direct say in the goals, their role is crucial in order to execute the daily tasks and make sure the property is running smoothly.

Management figures should help ensure that each department is carrying out their goals to the best ability possible, and handle any roadblocks that may stand in the way of top performance. Having an org chart (or organogram) in place will help you make better strategic decisions relating to resources, and will make it easier to scale up as your property grows.

Hotels and their efforts in Tourism have created a lot of significance in the growth. This increasing wealth has flatter an employment generator, an important origin of foreign exchange for the country. The growth of the tourism industry had a huge impact on the hospitality sector due to its increase in occupancy rates.

The hotel industry has been vigorously participating in the contribution to the nation's economic growth. This style is likely to grow moderately and in turn improve or add interpret to the tourism of any location. Hotels and their Industry are distinctly helping the domestic wealth as regards improving the domestic travel volume.

HOTEL PROJECT

The aim of this project is to design a hotel management system for running a Hotel business. The system should be as flexible as possible so that it can be Used for different hotels. You have to find out which procedures hotels have And based on that information, you should create a system which makes it Efficient. You need to find out how a hotel system works on the internet, Use your own experience or directly talk to people in the hotel business. The more diverse the sources of your information are, the better will be the Resulting system and, possibly, your grade. To be more precise, your system shall not support the finding of a hotel, but the running of a hotel! Essential features your system has to support are: making a booking, checking The availability of rooms and the check in and check out procedures. The System does not need to support the running of the economics of the hotel Such as salaries, but it needs to be able to calculate what a customer has to Pay for his/her stay.

The overall project has an analysis phase, defining the scope and the Requirements of your system, a design phase, designing the software system And an implementation part. After the analysis and design phases, your Work up to that point will be assessed by another project group – the so called half-time review. This is not in order to pass/fail you, but to give you Feedback and encourage improvements! The project will be graded based on Your final report and the implemented system. Additionally, you will have To produce an individual report which is used for individual grading; more Details in section 5.

Project Report Template

1 INTRODUCTION

1.1 Overview

A brief description about your project

1.2 Purpose

The use of this project. What can be achieved using this.

2 Problem Definition & Design Thinking

2.1 Empathy Map

Paste the empathy map screenshot

2.2 Ideation & Brainstorming Map

Paste the Ideation & brainstorming map screenshot

3 RESULT

Final findings (Output) of the project along with screenshots.

4 ADVANTAGES & DISADVANTAGES

List of advantages and disadvantages of the proposed solution

5 APPLICATIONS

The areas where this solution can be applied

6 CONCLUSION

Conclusion summarizing the entire work and findings.

7 FUTURE SCOPE

Enhancements that can be made in the future.

8 APPENDIX

A. Source Code


Attach the code for the solution built.




Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 **10 minutes** to prepare

 **1 hour** to collaborate

 **2-8 people** recommended

 [Share template feedback](#)



Need some inspiration?

See a finished version
of this template to
kickstart your work.

[Open example](#) →



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

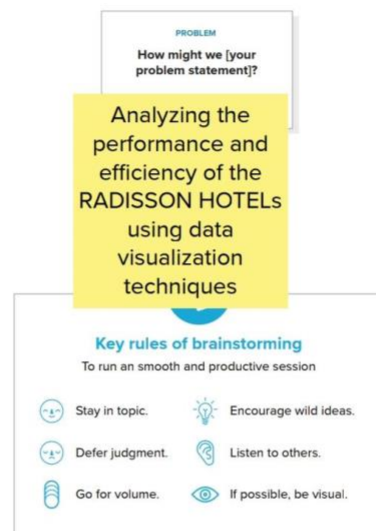


1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes



2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

Customer needs list	System needs to requirements	Establish product functional architecture
Identify physical parameters and variables	Establish design parameters	Place and size components
Literature analysis	Establishing risk levels of quality	Creating the "Technical Requirement" matrix

Person 2

We want to avoid adding more components	"CCMOT" has had tremendous change	This is an opportunity to fully take more system control
We're going to be so much work catching up	Really plan for changes to working	Complete project
Technology is wonderful	Become more careful and cautious	Specify on those hard

Person 3

I want use the glass get table on time	Hope will get table on time	For hungry and fast that being getting food
Fun place	Fun place	Complete project
Takes a few days to show things over	I really need a systematic process	Technology features are important to me

Person 4

Users don't chat enough info for the service	There's not enough info for the service	Postpone big decisions
I need something something different	Check nature from within	Personalize it with about advertisement hours
Reduce hours are usually recognized	I feel safer in a group	Be more confident

Person 5

Person 6

Person 7

Person 8



3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

At Radisson Hotel group we strive to be the first choice in the mind of guests, owners and talent. In our journey to achieve this, we practice strong beliefs and actions that respect the diversity of people, the community, ethics and the planet.

TIP

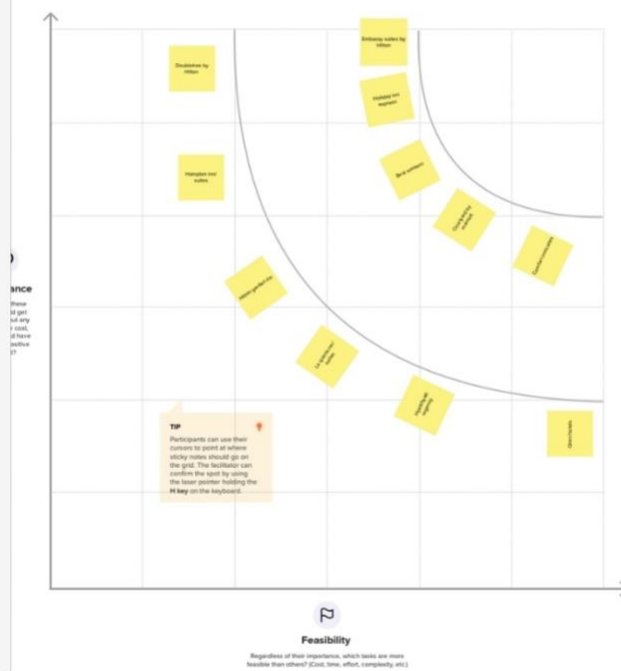
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



ize

m should all be on the same page about what's important forward. Place your ideas on this grid to determine which e important and which are feasible.

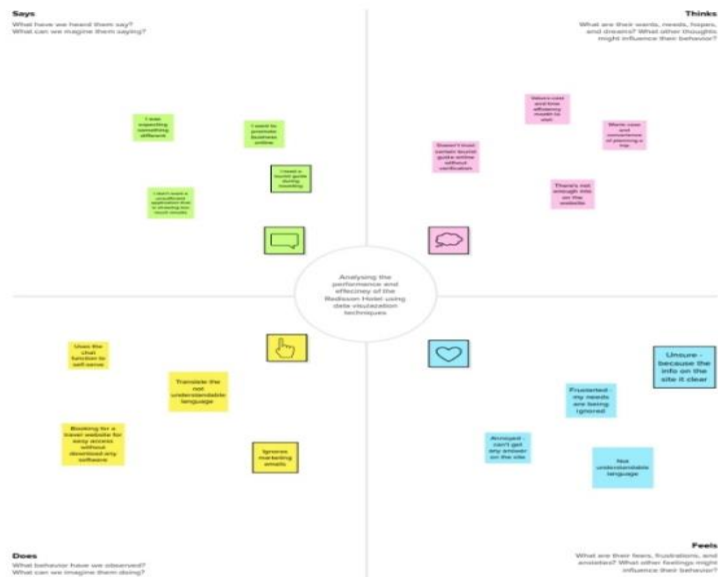
rules





Build empathy

The information you add here should be representative of the observations and research you've done about your users.



Need some inspiration?
Here is a detailed version of this template to help you get started.
[Open example](#)

Descriptions of Hotels



A hotel is a commercial establishment that provides lodging, meals, and other services to guests, travelers, and tourists. Hotels can range from small family-run businesses to large international chains. Most hotels list a variety of services, such as room service, laundry, and concierge. Some hotels also offer meeting and conference facilities, fitness centers, and spas.

As a commercial enterprise, hotels are also dependent on advertising and on potential customers becoming aware of their hotel and booking it. Therefore, most hotels are also represented on the Internet. Often with their own website and on

hotel search and booking portals as well as on blogs, yellow pages and online industry directories. Here it is important to present the hotel appealingly and to provide it with good descriptions of hotels.

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- [Hotels Online Blogs](#)
- [Ten Tips for Writing great Descriptions for Hotels](#)
- [How To Avoid Writing Confusing Words When Describing A Hotel](#)
- [Descriptions of Hotels – Conclusion](#)

Online Presence of Hotels and the Importance of Descriptions of Hotels thereby

To have a successful hotel business in the modern age, it is essential to have a strong online presence. Guests expect to be able to find information describing a hotel online, and they will often make their decision about where to stay based on what they find.

There are a number of ways to establish an online presence, but one of the most important ones is to have a [well-designed website](#). A hotel's website should be easy to use and informative, giving potential guests a good idea of what the hotel has to offer. It is also important to ensure that the website is [optimized for search](#)

engines. This will help potential guests find the hotel when they are looking for accommodations in the area.

In addition to having a website, a hotel should be listed on popular travel websites and booking platforms, as well as have a strong social media online presence. This is easily accomplished by using formal language when writing and describing a hotel in textual blog content, allowing a hotel to become more appealing. These strategies ensure that a hotel's brand awareness grows and that it has the resources and opportunities to connect with past and future potential guests.



Learn How To Create Written Description of Hotels

Writing hotel descriptions can be both challenging and rewarding. Hotel descriptions are meant to give potential guests an idea of what the hotel is like and what they can expect when they stay there. It's essential to paint a picture that accurately reflects a hotel, and keep it up to date, while also highlighting what makes it unique and special.

A few factors to keep in mind when describing a hotel are to pay attention to how you showcase the location, amenities, rooms, service, and overall experience. To can create better content identify and explain each feature like this:

- **Location** – Describe the location by identifying if the hotel is centrally located or if it's near any attractions or landmarks. You can include interesting facts and figures about this but don't bombard readers with too much information.

- **Amenities** – Highlight the kind of amenities the hotel offers. If there is a pool, spa, gym, restaurant, or bar you are going to want to mention that. As well as free breakfast.
- **Rooms** – Inform consumers of the types of rooms you have and point out if they are accessible, spacious, modern, or well-appointed. Include as many details as possible such as “hot burner plates available upon request, detailed size information on the height of beds and furniture in all rooms, and floor levels to find those specific rooms”. This helps non-disabled individuals and individuals with disabilities who seek that information.
- **Rates** – Be sure to include information about special rates and discounts that may be available, especially around holidays and other special event days.
- **Service** – Go into detail on the kind of service guests can expect. For example, you can state that your staff is friendly and efficient or offer airport shuttle or concierge service. Highlighting services is also a great opportunity to share a little bit about the history of the hotel. And make sure to mention any unique selling points or awards the hotel may have received for its service.
- **Overall experience** – Display the hotel’s overall feeling or atmosphere it wants to represent to consumers. For families, hotels can say that their hotel is warm and inviting. For business travelers, hotels can say their hotel is luxurious and sophisticated.

Photos and Video gives hotel websites a boost

Most hotels rely on one page and contact form to provide most of the information to potential guests. The problem is that those two are not enough to get a complete picture of what the hotel can offer. This is why photos and videos are so important.

Showcasing photos and videos on a hotel website or social platform can help educate potential customers so they can make an informed decision before choosing the hotel.

Hotels Online Blogs

Hotel descriptions are becoming a more prominent part of search engine marketing technology, however, they are more difficult to write than they might sound. To make a description of hotels writing bulletproof, unskippable, and exciting is by having a blog feature. Because hotels are not just places to stay they are also a place where people go for a vacation. This means that when describing a hotel the information should include details about what activities you can do in them and not just about the room.

The best content to write within a blog feature is blog posts, social media posts, guest blog posts, and video posts.

- **Blog posts** – A discussion where a writer talks about popular topics and posts on a regular basis so that readers are always engaged.
- **Social media posts** – Short visual or written text postings that talk about popular topics and post regularly so that your followers are always engaged.
- **Videos** – Live or prerecorded content that shows what the hotel is like or highlights its features. There are many ways videos can be compelled. It can be short ones like Reels or TiKToks or longer content which is used more on Facebook and Instagram. Social media videos can be linked or posted in a blog post very easily.
- **Guest blog posts** – Written content of the hotel experience or opinion from a visitor's point of view. An example of this could be a post titled "My

Weekend Getaway At The Hilton Hotel” and be written by a popular travel blogger.

tips for writing great descriptions of hotels

1. **Be Accurate When Describing your Hotel** – Be as accurate as possible so that potential guests can make informed choices about where they might want to stay. Detailed information such as prices, amenities and location will help folks plan their trip perfectly!
2. **Capture the Mood & Atmosphere of Your Resort** – If you want your guests to feel relaxed and at home upon arrival, it's important that you capture the mood of your resort in your descriptions. From vibrant colours and lush gardens, to cozy fireside rooms – give readers an idea of what they can expect while staying with you!
3. **Let Your Photos Do the Talking** – Pictures are powerful tools when it comes to marketing; use them wisely when describing your hotel. Shoot images that show off the beauty of your resort while also mentioning key features, like the pool or spa. Keep things concise and to the point, so readers can easily understand what they're looking at.
4. **Emphasise What You Offer Rather than What You Don't** – Many resorts focus too much on what they don't have – which is often nothing! Instead, let photos and descriptions convey all of the wonderful amenities your property has to offer. This will make guests feel appreciated and appreciated for choosing you as their chosen destination!
5. **Let Potential Guests Know About Special Deals & Discounts** – Many hotels offer special deals throughout the year – be sure to mention them in

your descriptions so potential guests know about them before booking! Plus, this will encourage them to stay a bit longer and explore more of your resort!

6. **Be Transparent When It Comes to Fees & Prices** – Transparency is key when it comes to pricing; letting potential guests know exactly how much money they might be spending on their stay will definitely encourage them to book sooner rather than later!
7. **Use Specific Terms When Writing Descriptions** – Make sure you use specific terms that appeal specifically to your target market (e.g., “luxurious”, “romantic”). This will help you target your readers more accurately and create descriptions that resonate with them on a personal level.
8. **Use Images to Illustrate your Point Rather than Just Listing Facts & Features** – Photos are the perfect way to illustrate points – use them to show potential guests what your hotel has to offer, rather than just telling them! Captivating images that evoke a feeling will help readers feel as if they’re right at the resort.
9. **Keep It Concise** – Descriptions should be concise but still provide all the key information a reader needs in order to make an informed decision about booking a room. Resist the urge to go into too much detail – it could confuse and distract guests instead of helping them decide whether or not they want to stay with you!
10. **Shoot for Excellence** – In everything you do, aim for excellence – this includes writing great hotel descriptions! By following these tips, you can create descriptions that capture guests’ attention and encourage them to book a room with you!

ADVANTAGES OF HOTELS

Better Location

Hotels are usually located in the city center, so you don't have to waste time traveling to and from your accommodation. While some hotels might be a bit far from the city centre, you can easily pick a hotel close to the attractions you're interested in.

Comfortable Rooms

- Hotels usually have comfortable rooms with high-quality beds and furniture. Some hotels also offer great views of the city. If you're looking for a luxurious experience, you can book a room with a sea view or a landmark view. comfortable and beautiful hotel room

Amenities And Facilities

Hotels often offer various services like room service, laundry, and concierge. You might even be able to find a hotel that has a delicious breakfast buffet. Although, if we compare hotels to apartments or Airbnbs, you might have fewer amenities available.

Respect Your Budget

You can usually find a hotel to fit any budget. In some destinations, budget travelers can find cheap hotels. Hotel price ranges can suit any budget as long as you're flexible with your booking criteria. I love the filter "Lowest price" on Booking.com. It can be pretty helpful when traveling to more expensive destinations.

Cleanliness

When staying in a hotel, you'll have access to housekeeping services. This means that your room will be clean and tidy each day. All the bedding and towels will be changed

regularly too. If you're staying in an Airbnb or apartment, you might have to do your own cleaning or pay for a cleaning service. That said, not all Airbnbs or apartments are as clean as hotels. For example, a 5-star hotel has higher standards regarding cleanliness.

Beautiful Design

Hotels are designed to give you a comfortable and luxurious experience. From the lobby to your room, everything is usually well-designed. That said, it depends because each hotel is different. A 5-star hotel should give you a better experience than a 3-star hotel. If you wish to experience something unique, we recommend staying in boutique hotels.

Security

When staying in a hotel, you'll usually have security at the entrance. This can help you feel safe, especially if you're traveling solo. While some apartment buildings might have security too, you might not have the same feeling of safety if you're staying alone in a villa or a holiday home.

No contract, no bureaucracy

To stay in a hotel for an extended period, you do not need a guarantor, surety bond, or security deposit. Everything is simpler, practical, and uncomplicated. The procedure for a long stay is practically the same as for a conventional accommodation. That is, you arrive, check-in, and go up to your room. Some hotels, however, may request advance payment for the entire period of stay.

More flexibility

Living in a hotel also gives you more flexibility to move out and live elsewhere without having to pay the fines for breach of contract, another common thing when renting conventional real estate. That way, you are free to choose your next home whenever you want.

Goodbye tickets

By choosing to live in a hotel, you also no longer have to worry about paying bills for water, electricity, gas, property tax, insurance, cable TV, internet, among other common expenses in other types of properties. You just need to pay for the hosting cost.

DISADVANTAGES OF HOTELS

Hotel stuff

Guests chatting in the hallway, the noise of the elevator, the lack of outlets, the hairdryer, and the shower that don't always work as you would like are some of those typical hotel things that, in the case of a short stay, don't cause problems. , but in a prolonged stay, they can become unpleasant and very uncomfortable.

Forced minimalism

Living in a hotel also means you need to adhere to a more minimalist and detached lifestyle. That's because everything you own should fit in a suitcase. No "my bed", "my sofa", "my TV". When you leave the hotel all this is there.

No laundry and no kitchen

Most hotels do not have rooms equipped with kitchens or laundry facilities. So that food you like to prepare, for example, won't happen. Soiled clothes must be washed in external laundries.

Slow and always

Another problem with living in a hotel is the internet. The signal is almost always bad. And if you need a good connection to work, for example, it's good to think about your internet plan so you don't depend on the hotel's network.

You Might Feel Cooped Up

If you're staying in a hotel room for a long time, it can start to feel a bit claustrophobic. You might want to consider renting an apartment or a house if you're planning to stay in one place for

more than a week. Lately, Booking.com is also offering apartments and holiday homes to make your stay more comfortable. That said, if you don't want to stay in a hotel long-term, it could be a fantastic alternative.

Privacy Issues

When staying in a hotel, you might have to share a bathroom with other guests depending on the hotel or destination. If you value your privacy, this might not be the best option for you. That said, some hotels also have poor wall soundproofing – meaning you might hear people from adjacent rooms or balconies.

It Can Get Crowded

If you're staying in a hotel during peak season, it can get quite crowded. You might have to share the pool with other guests or wait in line at the reception.

Hotel rooms can be pricey, especially if you need to stay for a prolonged period of time. Travelling with a large group of people can become tricky too. You might not all be able to book rooms and if you do, chances are they will not be together in the building. You are also bound by the opening times of the bar and restaurant.

It can be difficult to find adequate levels of peace and privacy in a large chain hotel. Room checks are carried out unless you leave a 'do not disturb' sign on the door, and the walls can be so thin that you might be continually disturbed by noise from other guests.

Reading reviews does not always supply the most accurate picture either. The best reviews might not have been written when there was a wedding party still booming out a disco at midnight just down the corridor from where you're trying to sleep!

APPLICATIONS:

As the current trends hold strong into 2023, we'll get to experience refreshing innovations in sustainability, tech and travel convenience. To give you a glimpse of what's coming this year, here is an overview:

- AI and Automation
- Experiential Travel and Wellness
- Innovative Amenities
- Data Digitisation and Improved Payment Systems (e.g., [Preno PMS](#))
- A Blend of Business Travel and Travel for Pleasure
- Pop-up Hotels and Subscription Services

In 2023, trends in the hospitality industry are set to revolutionise travel for both travellers and those involved with businesses related to it – so let's take a closer look at what they have in store!

AI and automation trends

Artificial Intelligence is making its way into everyday life more than ever before, and it's transforming the hospitality sector as we know it. Smart hotels are embracing AI to automate a variety of processes, from ordering food and drinks to managing room bookings and guest services.

For example, mobile-friendly check-in and checkout services is becoming increasingly popular. Guests are now able to complete the process from their smartphone or other device, or even at a contactless-kiosk, reducing the need for human contact. Post Covid-19, this type of service is ideal for a health-conscious society as it helps minimise contact and risk of infection.

This trend is expected to grow in 2023 as many hotels will be looking for ways to capitalise on this convenience factor.

Experiential travel and wellness in hospitality

Wellness tourism is on the rise, as more people look for ways to take care of their mental and physical health. This trend has been amplified even more with the pandemic, as people are now looking for ways to incorporate wellness elements into their vacations.

Hotels are taking a cue from this by providing more wellness-based services and amenities, such as spa treatments, meditation classes and yoga retreats. In addition to this, hotels are also introducing more sustainable practices that focus on the health of their guests and employees.

For example, many hotels are now providing locally sourced, organic food in their hotel restaurants. Hotels are also offering wellness excursions as part of their package deals, such as nature hikes and eco-

friendly activities. These offerings help to add value to the experience, offering guests a chance to relax and rejuvenate.

Innovative amenities in hospitality

Hotels are always on the lookout for ways to get an edge over their competitors, and one of the best ways to do this is through offering unique experiences to their guests. This means introducing innovative amenities such as virtual reality rooms, escape room experiences and even self-driving cars.

Hotels are also getting more creative with their amenities by providing things like electric bicycles for rent, local tours, cooking classes and more. 2023 will also see an expansion of “smart” features in guest rooms, such as automated lighting and temperature controls that can be adjusted with one’s smartphone or voice commands to a smart speaker.

These differentiating factors make the hotels stand out among others in the industry and help create memorable experiences for their customers.

Digital data systems and payment trends

To be on top of trends in the hospitality industry, going digital is the single most effective way to beat your competitors. Data systems are already going the digital way and information systems are adept at handling everything from guest bills to recording particular preferences of guests. In this way, running hotels becomes more efficient, less time-consuming and prevents human error.

For example, hotels use [Preno PMS](#) to automate their hotel management operations, eliminating the need for manual data entry. It streamlines processes such as reservation bookings, check-ins/check-outs and reports on key performance indicators so that you can focus on creating memorable experiences for your guests.

Offering guests an easy and effortless experience should be your utmost priority. With voice-based assistants (Alexa, for example), voice-assisted payment systems will be the trend soon. This will happen in a number of languages so that travellers from different parts of the globe can efficiently communicate.

Bridging the gap between travel and work

With work being done remotely in a number of organisations, technology has had to innovate itself to meet the demands of this new trend in work life. Seeing as many people have to travel for work, trends in the hospitality industry are driven by the need to create a tranquil experience for working professionals.

In 2023, hotels will introduce the more co-working spaces to provide an enhanced and comforting experience for their guests staying longer. The co-working spaces will be equipped with high-speed Wi-Fi networks and soundproof walls so that guests can work in peace. Through this hospitable, comforting environment, travelers can relax and feel welcome regardless of their location.

In keeping with the theme of comfort, there will also be more emphasis placed on providing comfortable bedding and ergonomic furniture as well as healthier food options to keep the stress at bay.

Pop-up hotels gain more traction

Pop-up hotels are already gaining a lot of traction due to their convenience, affordability and mobility. This trend is likely to continue into 2023 with more people looking for short stays in different places.

These mobile establishments can be set up almost anywhere, ranging from conferences and music festivals to co-working spaces and temporary events. Furthermore, they offer a unique experience as the setup and atmosphere of every pop-up hotel is different.

A good example of this are Sweden's [Icehotel pop-up hotels](#) which are built in the winter season and constructed from ice of the Torne river in Jukkasjärvi. They offer guests a unique experience that they won't find in any other kind of hotel, and are only available for a short period of time.

Pop-up hotels are a great way to get people excited about travelling, while also offering experiences that differ from what they'd get at conventional hotels.

Rise of subscription based loyalty programs

Retention of guests is one of the major challenges faced by the hospitality industry. To address this, hotels are increasingly turning to subscription-based loyalty programs.

Unlike traditional loyalty programs that depend on points and rewards, these new programs allow customers to pay a monthly fee in exchange for discounts or special services. This could include access to exclusive amenities, discounts on food and beverages or even complimentary room upgrades.

Subscription-based loyalty programs are a great way to retain customers and provide value for money. In 2023, more hotels will be implementing this trend in an effort to increase customer loyalty and attract new guests.

Sustainability continues to be an important trend

Hotels are constantly looking for ways to reduce their impact on the environment and sustainability is one of the most important trends in the hospitality industry. In 2023, hotels will be taking steps to become more [sustainable](#) by utilising green technologies such as solar power, renewable energy sources and water conservation systems.

Other initiatives include the installation of LED lighting, use of recycled materials and energy efficient appliances. This will not only reduce their environmental footprint but also save money in the long run.

Overall, the hotel industry is constantly evolving and 2023 promises to bring a lot of interesting trends and changes. From co-working spaces to pop-up hotels and sustainability initiatives, the hotel industry is sure to deliver an engaging experience for its guests in the coming years.

For now, hotels must remain vigilant by keeping up with the latest trends and adapting to the ever-changing needs of their customers. This will ensure that they remain competitive in the market and continue to provide an excellent service to their guests.

CONCLUSION

Effective services marketing in the tourism and hospitality sector requires marketers to gain a solid understanding of the differences between the marketing of goods, services, and experiences. Successful organizations use market research to learn the preferences and behaviours of key customer segments