

HOTEL GUEST EXPERIENCE ANALYSIS

Bridging the Gap Between Marketing and Reality

EXECUTIVE SUMMARY

This analysis examines data from a newly launched hotel in a scenic destination that surveyed guests at both check-in and check-out. The survey asked:

- At check-in: "What persuaded you to choose our hotel for your stay?"
- At check-out: "What impressed you the most during your stay?"

Our analysis reveals significant gaps between what attracts guests and what impresses them, indicating misalignment between marketing messaging and operational delivery. Key findings include:

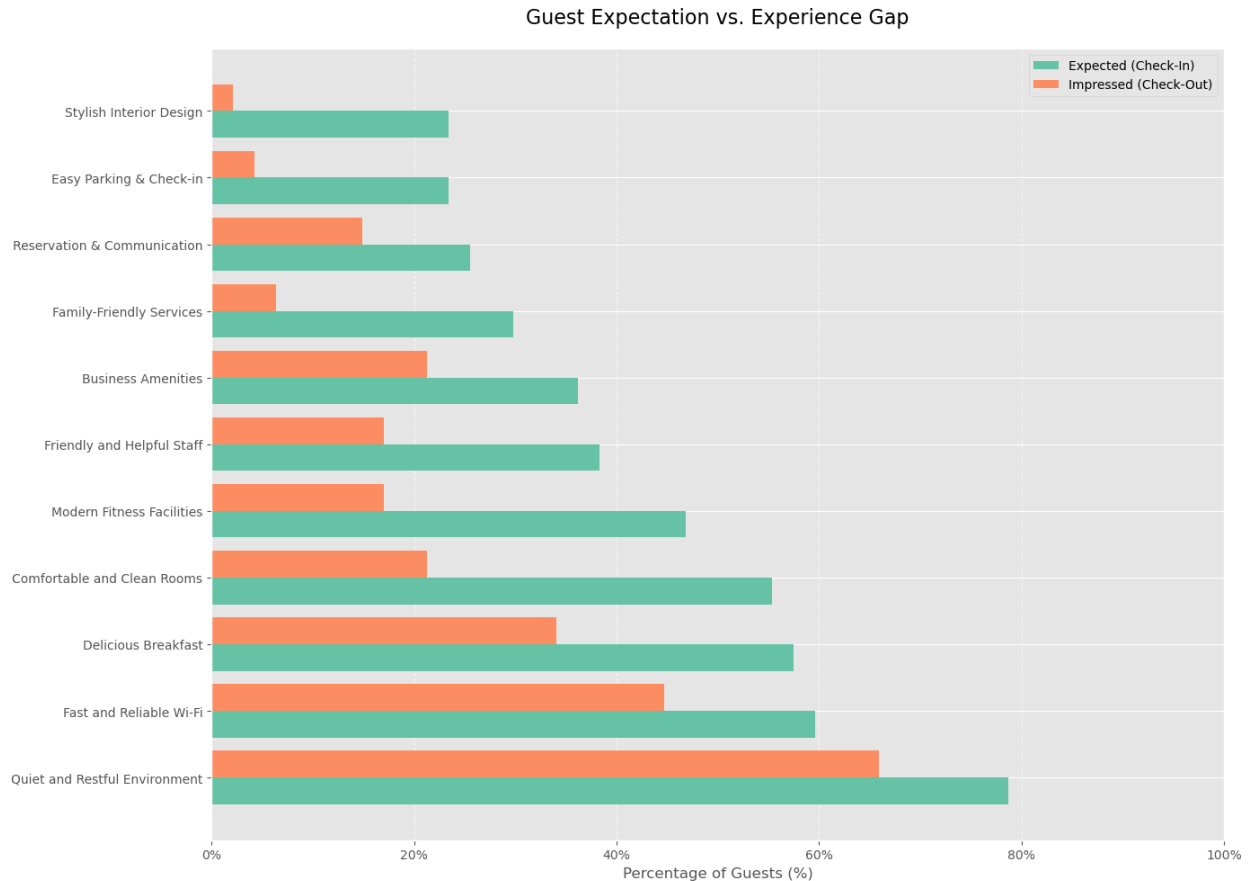
- **Expectation-Experience Gap:** Guests selected 4.74 features at check-in but only 2.49 at check-out, suggesting expectations are not being fully met
- **Low Fulfillment Rate:** Only 52% of expected features were also cited as impressive after the stay
- **Guest Satisfaction Segments:** 83% of guests had higher expectations than actual impressions
- **Core Strengths:** "Quiet Environment" (86.1% fulfillment) and "Fast Wi-Fi" (80.8% fulfillment)
- **Critical Weaknesses:** "Comfortable Rooms" (38.5% fulfillment) and "Friendly Staff" (44.4% fulfillment)

Based on these findings, we recommend realigning marketing to focus on proven strengths, improving core service elements, and implementing a comprehensive guest expectation management system.

DETAILED FINDINGS

Feature Attraction vs. Impression Analysis

The data reveals significant discrepancies between what attracts guests (check-in responses) and what ultimately impresses them (check-out responses):



This visualization illustrates the stark disparity between guest expectations and experiences. Every feature shows a negative gap, with the most dramatic drops occurring in fundamental hotel services like "Comfortable and Clean Rooms" (-34.0%) and "Modern Fitness Facilities" (-29.8%). The consistency of these negative gaps across all features indicates a systemic misalignment between marketing messages and operational reality.

This pattern suggests potential over-marketing or under-delivery across the entire hotel experience. The largest gaps appear in features that are typically considered hotel basics (comfortable rooms) or heavily marketed differentiators (fitness facilities), indicating both fundamental operational issues and potentially misleading marketing emphasis.

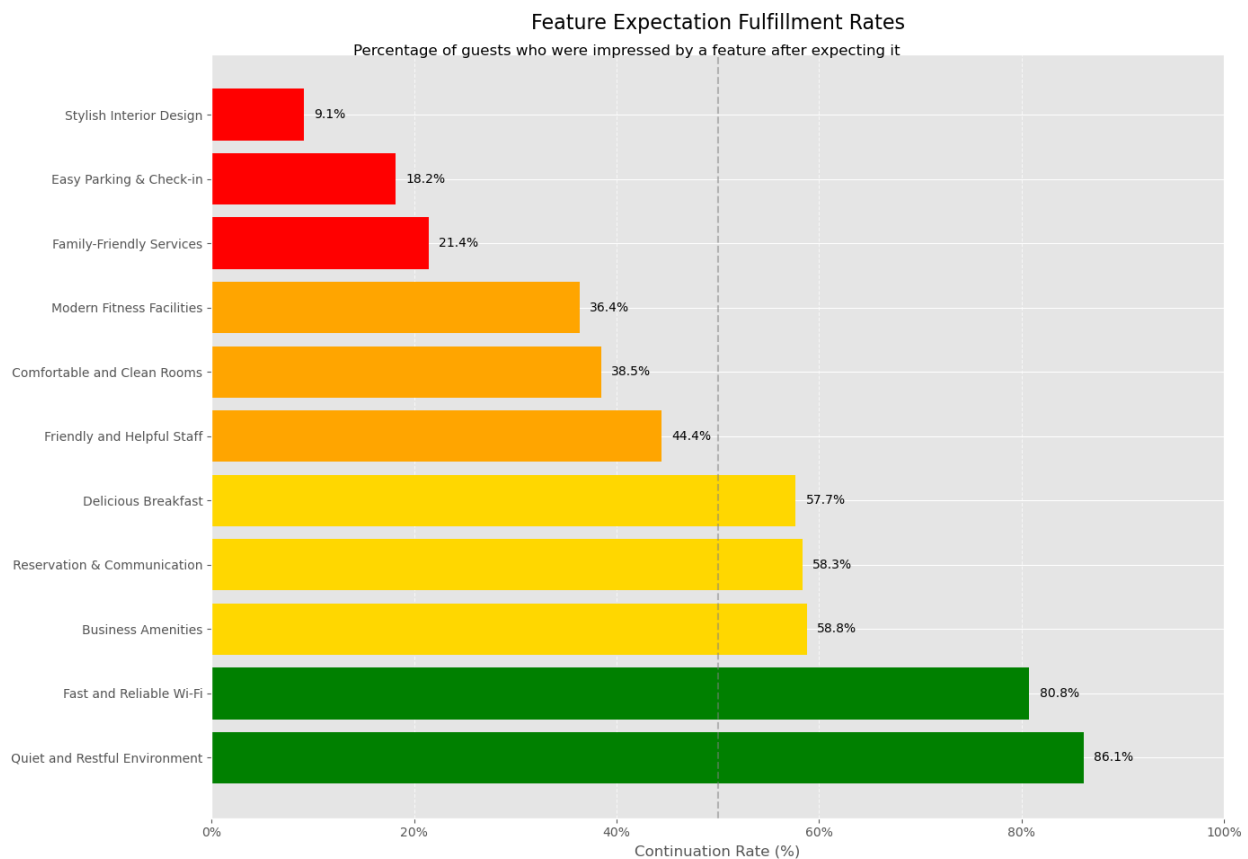
<i>Feature</i>	Check-In %	Check-Out %	Gap (% points)
<i>Quiet and Restful Environment</i>	78.7%	66.0%	-12.7%
<i>Fast and Reliable Wi-Fi</i>	59.6%	44.7%	-14.9%
<i>Delicious Breakfast</i>	57.4%	34.0%	-23.4%
<i>Comfortable and Clean Rooms</i>	55.3%	21.3%	-34.0%

<i>Modern Fitness Facilities</i>	46.8%	17.0%	-29.8%
<i>Friendly and Helpful Staff</i>	38.3%	17.0%	-21.3%
<i>Business Amenities</i>	36.2%	21.3%	-14.9%
<i>Family-Friendly Services</i>	29.8%	6.4%	-23.4%
<i>Reservation & Communication</i>	25.5%	14.9%	-10.6%
<i>Easy Parking & Check-in</i>	23.4%	4.3%	-19.1%
<i>Stylish Interior Design</i>	23.4%	2.1%	-21.3%

Notably, **all features showed negative gaps**, indicating that no aspect of the hotel experience is exceeding guest expectations.

Feature Fulfillment Analysis

To understand how consistently each feature delivers on expectations, we calculated "continuation rates" – the percentage of guests who mentioned a feature at both check-in and check-out:



This visualization reveals the hotel's true operational strengths versus its weaknesses. The color-coding immediately identifies the few areas where the hotel consistently delivers (green bars) versus the many areas where it fails to meet expectations (orange and red bars). The stark visual contrast between the top two features and the rest highlights a critical misalignment in resource allocation and marketing emphasis.

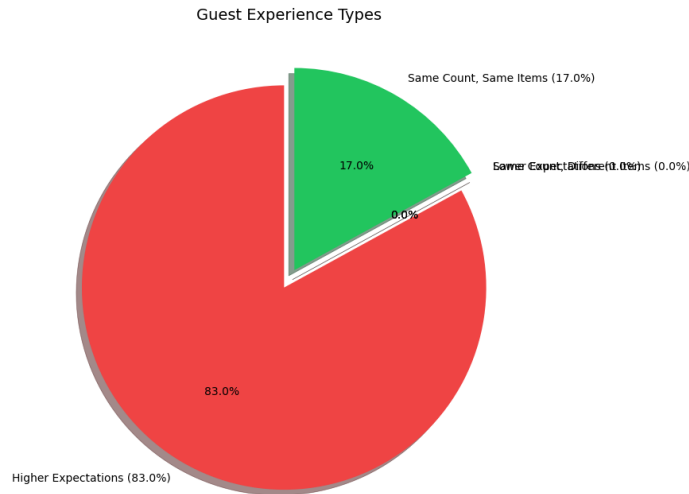
The hotel has only two genuine competitive advantages ("Quiet Environment" and "Fast Wi-Fi") that consistently deliver on their promise. The poor performance of basic expectations like clean rooms (38.5%) and friendly staff (44.4%) suggests fundamental operational issues that require immediate attention. The extremely low continuation rate for heavily marketed features like "Stylish Interior Design" (9.1%) indicates potentially misleading marketing claims that are damaging guest satisfaction.

<i>Feature</i>	Continuation Rate	Interpretation
<i>Quiet and Restful Environment</i>	86.1%	Strong performer
<i>Fast and Reliable Wi-Fi</i>	80.8%	Strong performer
<i>Business Amenities</i>	58.8%	Moderate performer
<i>Reservation & Communication</i>	58.3%	Moderate performer
<i>Delicious Breakfast</i>	57.7%	Moderate performer
<i>Friendly and Helpful Staff</i>	44.4%	Underperformer
<i>Comfortable and Clean Rooms</i>	38.5%	Underperformer
<i>Modern Fitness Facilities</i>	36.4%	Underperformer
<i>Family-Friendly Services</i>	21.4%	Poor performer
<i>Easy Parking & Check-in</i>	18.2%	Poor performer
<i>Stylish Interior Design</i>	9.1%	Poor performer

This analysis reveals the hotel's true competitive advantages versus areas where the marketing message is not matching operational reality.

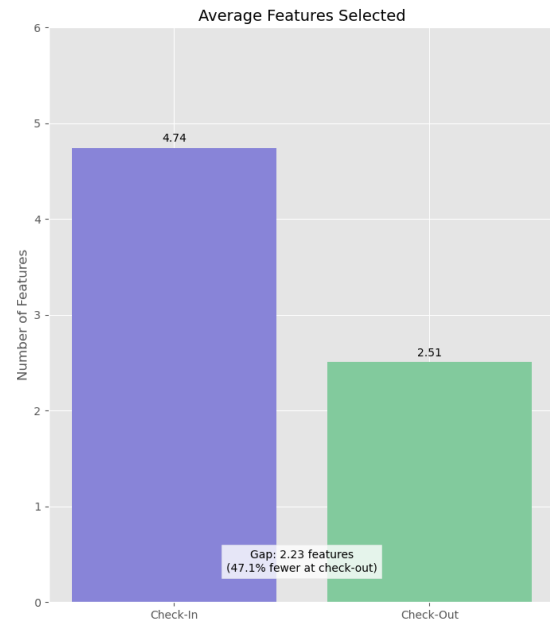
Guest Experience Patterns

Our segmentation analysis reveals telling patterns about the overall guest experience:



- **83.0%** of guests had higher expectations than impressions (more selections at check-in than check-out)
- **17.0%** of guests had consistent expectations and impressions (same selections at both points)
- **0.0%** of guests had their expectations exceeded (more selections at check-out)

Guests selected an average of 4.74 features at check-in but only 2.49 at check-out – a 47.6% reduction. This substantial drop indicates a significant opportunity to better align marketing promises with operational delivery.



BUSINESS IMPLICATIONS & RECOMMENDATIONS

1. Strategic Marketing Realignment

Our analysis reveals that current marketing efforts are creating expectations that don't align with actual guest experiences. We recommend:

- **Emphasize Proven Strengths:** Focus primary marketing messages on the hotel's most reliable features:
 - "Quiet and Restful Environment" (86.1% continuation rate)

- "Fast and Reliable Wi-Fi" (80.8% continuation rate)
- **De-emphasize Unreliable Features:** Reduce prominence of features with low continuation rates in marketing materials until operational improvements are made:
 - "Stylish Interior Design" (9.1% continuation rate)
 - "Easy Parking & Check-in" (18.2% continuation rate)
 - "Family-Friendly Services" (21.4% continuation rate)
- **Authentic Content Strategy:** Implement a more authentic visual and messaging approach, including unfiltered guest photography and genuine guest testimonials.

2. Operational Improvement Priorities

Based on the feature impact vs. fulfillment analysis, we recommend prioritizing improvements in these areas:

- **Urgent Focus – Critical Basics:**
 - **Comfortable and Clean Rooms:** Despite being a basic hotel expectation and top attraction factor (55.3% of guests), only 38.5% of guests who expected this were impressed. Implement enhanced cleaning protocols and quality standards.
 - **Friendly and Helpful Staff:** With only a 44.4% continuation rate, invest in comprehensive customer service training, with emphasis on consistent service delivery.
- **Secondary Improvements:**
 - **Breakfast Quality:** Enhance breakfast offerings to meet expectations (57.7% continuation)
 - **Fitness Facilities:** Improve equipment or adjust marketing claims (36.4% continuation)
 - **Family Services:** Review and enhance these services or reduce marketing emphasis (21.4% continuation)

3. Guest Expectation Management System

To systematically address the expectation-experience gap:

- **Pre-Arrival Communication:** Develop targeted pre-arrival messaging that highlights the hotel's genuine strengths rather than a comprehensive list of amenities.

- **Expectation Setting:** Add an "Expectations vs. Reality" section to the website with authentic photos and guest reviews to set appropriate expectations.
- **Continuous Feedback Loop:** Implement a real-time guest feedback system that allows staff to address issues before checkout, reducing the gap between expectations and experiences.
- **Training Program:** Develop staff training specifically focused on delivering the key features that most attract guests.

4. Measurement and Monitoring

- Continue gathering check-in and check-out data to measure improvements in alignment rates.
- Implement a detailed feedback system for underperforming areas to identify specific improvement opportunities.
- Set targets for narrowing the gap between check-in and check-out responses, with a goal of increasing the percentage of guests who have the same or more impressions than expectations.

CONCLUSION

The hotel has a significant opportunity to improve guest satisfaction by better aligning marketing messages with actual experiences. The data clearly shows that guests are attracted by a wider range of features than ultimately impress them, creating a satisfaction gap.

The visualizations in this report highlight three key business realities:

1. **Systematic Disappointment:** All features show negative expectation-experience gaps
2. **Limited True Strengths:** Only two features consistently deliver on their marketing promise
3. **Widespread Expectation Failure:** 83% of guests experience fewer impressive features than expected

By focusing marketing on true strengths while addressing operational weaknesses, management can create a more authentic and satisfying guest experience. This alignment is critical for building long-term loyalty and positive word-of-mouth in the competitive hotel market.

The most effective immediate action would be a two-pronged approach: 1) realign marketing to emphasize the hotel's proven strengths while 2) implementing operational improvements for the basic elements that are currently underperforming but highly influential in guest decision-making.