



expentura

# EXPERIENCE ECONOMY

your all-in-one platform for hotels to manage and promote in-destination activities, offering personalized guest experiences effortlessly.

[www.expentura.com](http://www.expentura.com)

## Summary

# Guests are looking for personalized experiences during their stay

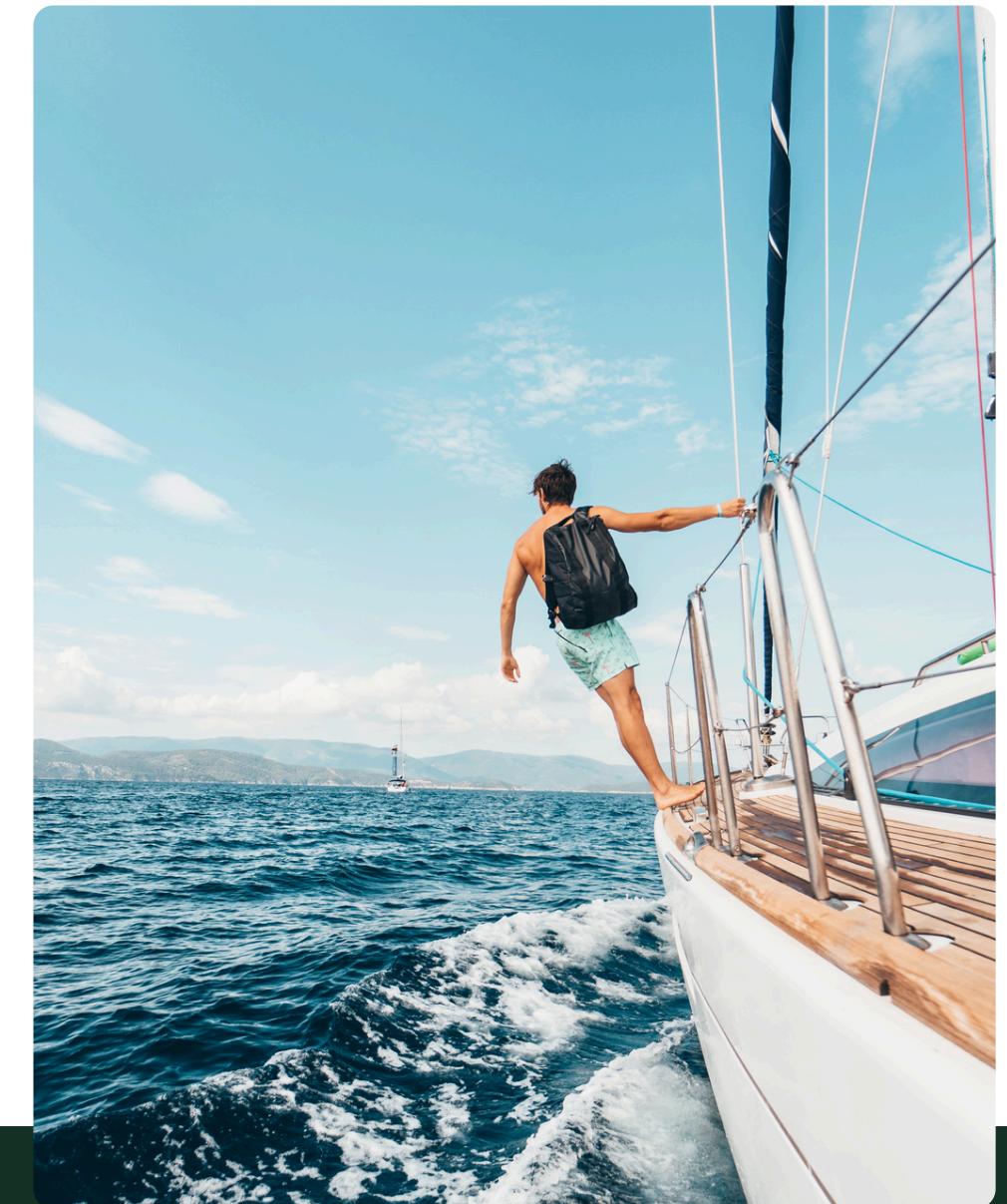
Modern travelers increasingly seek **unique experiences** and **personalization**, prioritizing tailored stays over generic options. Guests value curated activities, local cultural connections, and bespoke offerings, with 61%\* willing to spend more on personalized travel. This shift presents hotels with a key opportunity to enhance satisfaction and loyalty.

In the past, providing quality accommodation was enough for hotels to succeed. However, staying relevant today requires going beyond simply selling rooms — hotels must sell the experience of the destination.

Brands that embrace experiential hospitality see **higher guest satisfaction**, **increased revenue per room**, and **longer stays**, all driving growth and profitability.

Hotel owners and managers face a pivotal decision: adapt to the evolving demands of modern travelers by offering experiential hospitality or risk blending into the sea of anonymous listings on online travel platforms like Booking.com.

\* Medallia Research - <https://www.medallia.com/press-release/medallia-research-finds-61-percent-of-consumers-are-willing-to-spend-more-for-personalized-experiences/>



## 1) Experiences & Personalization

Experiences dominate trip planning as spending on activities rose 65% since 2019. Social media inspires travelers with shareable content, and "super apps" make booking seamless. A 2024 survey found 83% of Chinese respondents comfortable booking experiences via social platforms.\*



### Key Facts

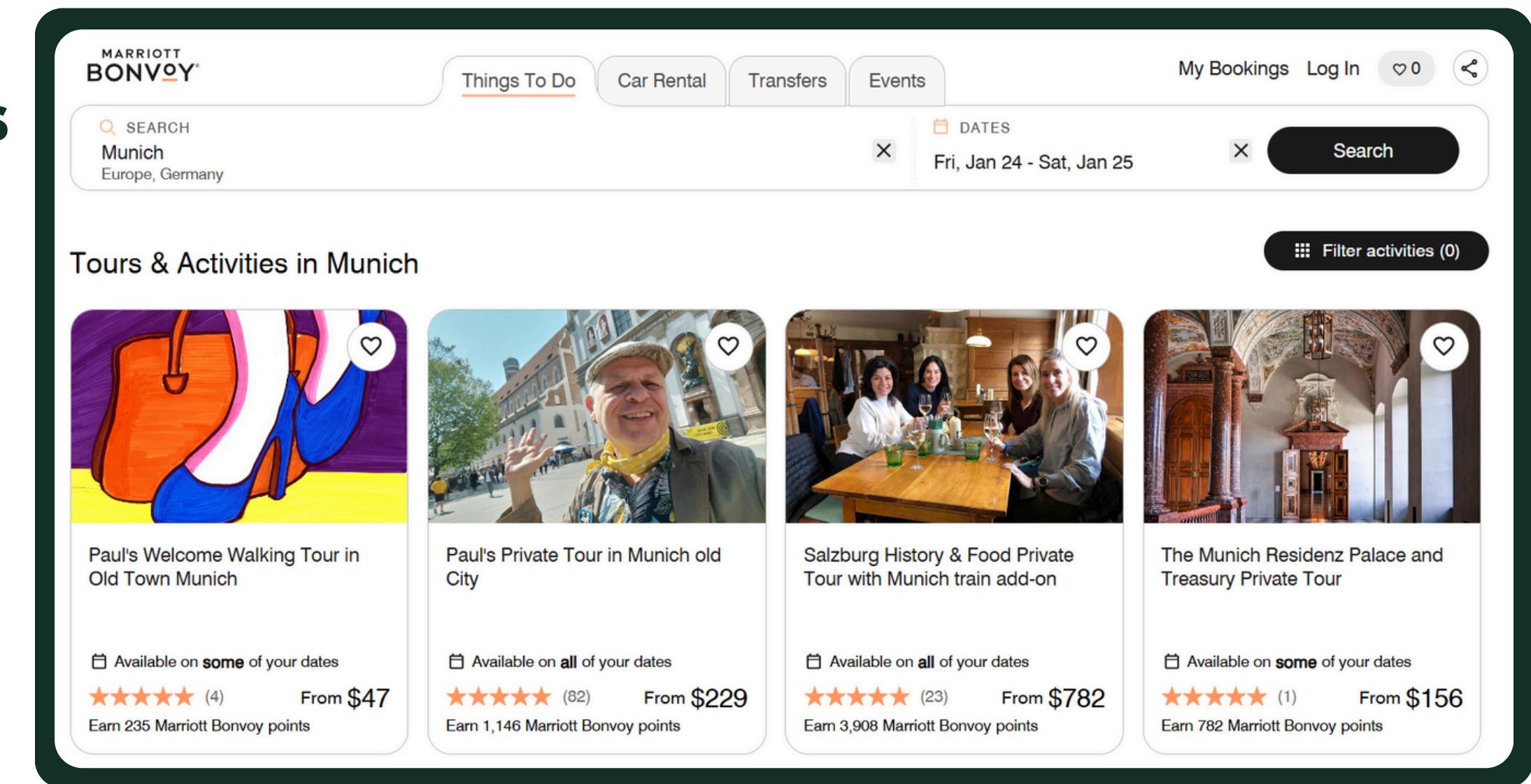
- 65% growth in spending on experiences rather physical goods
- 60% of travelers look for the following factors when selecting their destination\*:
  - Quality local activities (i.e. cultural experiences)
  - Dining experiences (range in quality food & drinks)
- \$1.1 trillion to \$1.3 trillion USD addressable market for travel experiences\*

\* McKinsey - The Evolving Role of Experiences in Travel [Sep 2024]

## 1) Experiences & Personalization

# Marriot Bonvoy Experiences as Best Practice

Marriott's Bonvoy Moments program offers an extensive loyalty points-based system, catering to nearly 200 million members on its platform offering access to our diverse brand portfolio, rich benefits, and **travel experiences.**



Marriott Bonvoy drives significant repeat business that might otherwise be captured by competing hotels. In 2023, over **60%** of Marriott's global room nights were booked by Bonvoy members. The program strategically targets this large and growing guest base to generate substantial revenue.

*'Marriot International - 2023 Annual Report'*

## 2) Today's challenge for hotels

# Diversify Revenue Streams and Boost Guest Retention with Effective Strategies

### 🎯 Key Challenges

- Customer retention is more cost-effective than acquiring new ones - increasing retention by 5% could have profit leverages more than 25%
- TUI Group customer survey found that vacations with excursions, activities & tickets have an 18% higher net promoter score (NPS) [common guest satisfaction measure]
- Over-reliance on room revenue leads to missed opportunities in dining, wellness, and experiences, limiting RevPAR and ADR growth.



Hotels must create personalized experiences to foster **guest loyalty, reduce dependence on room revenue**, and **drive sustainable growth through increased retention**.



## 2) Today's challenge for hotels

# Hospitality retailing - offer curated and personalized experiences

Survey data shows consistent global trends, with sightseeing and art experiences being top traveler preferences. However, travelers vary widely in motivations and preferences. Key areas to focus on are:

Cultural events



Festival / Music Events



Culinary



Spa & Wellness



- Guided walking tours (private)
- Museum entrances
- Local experiences
- Custom experiences

- Concerts
- Opera / theatres
- Plays

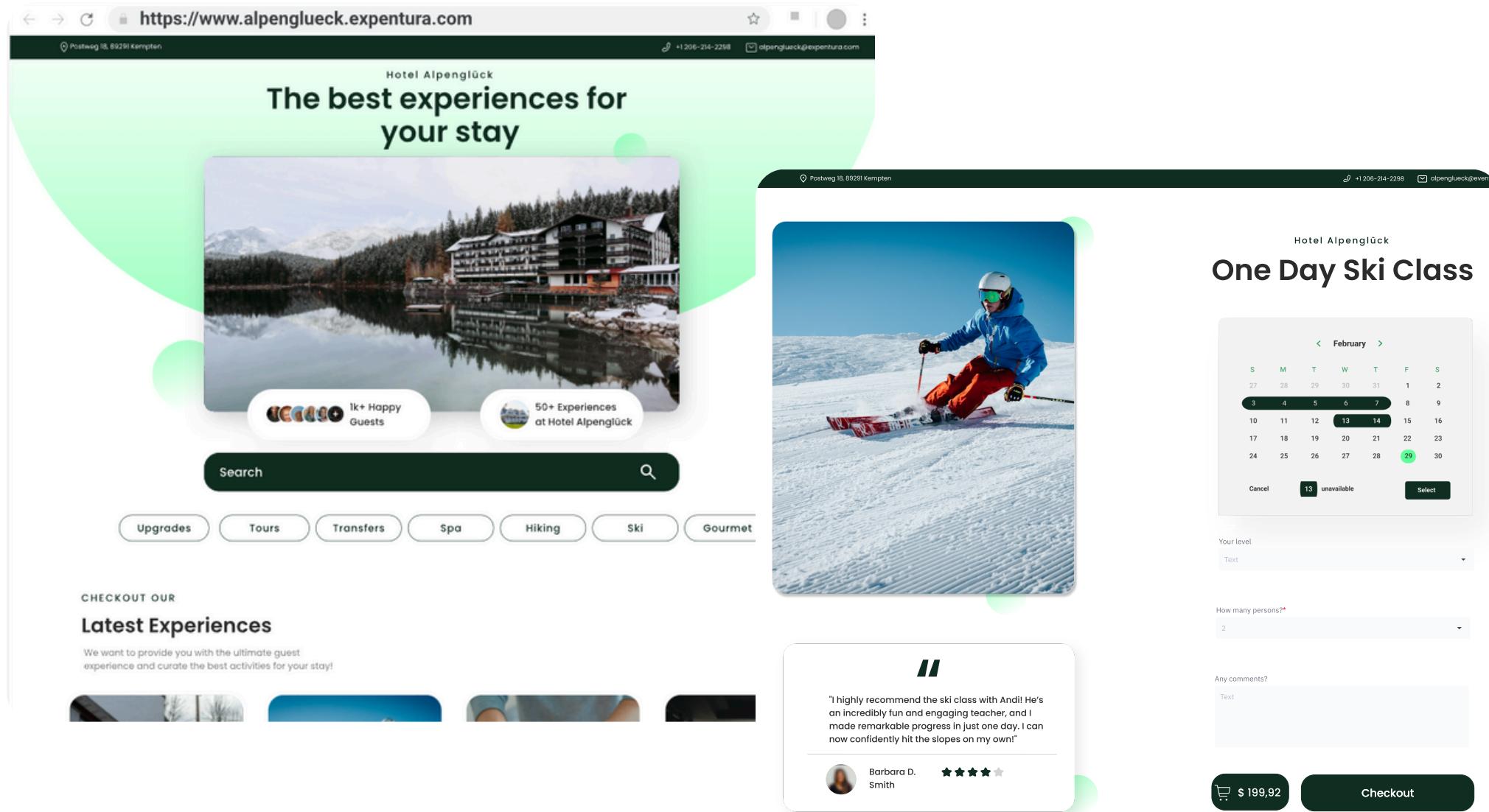
- Romantic Dinner
- Personalized Dinners
- Private chefs
- Local food experiences

- Partner Massage
- Private Spa
- Candelight Massages

### 3) expentura

## The All-in-Platform for hospitality retailing

expentura enables hotels to seamlessly manage and promote **in-destination activities while driving cross-selling, upselling, and delivering personalized guest experiences.**

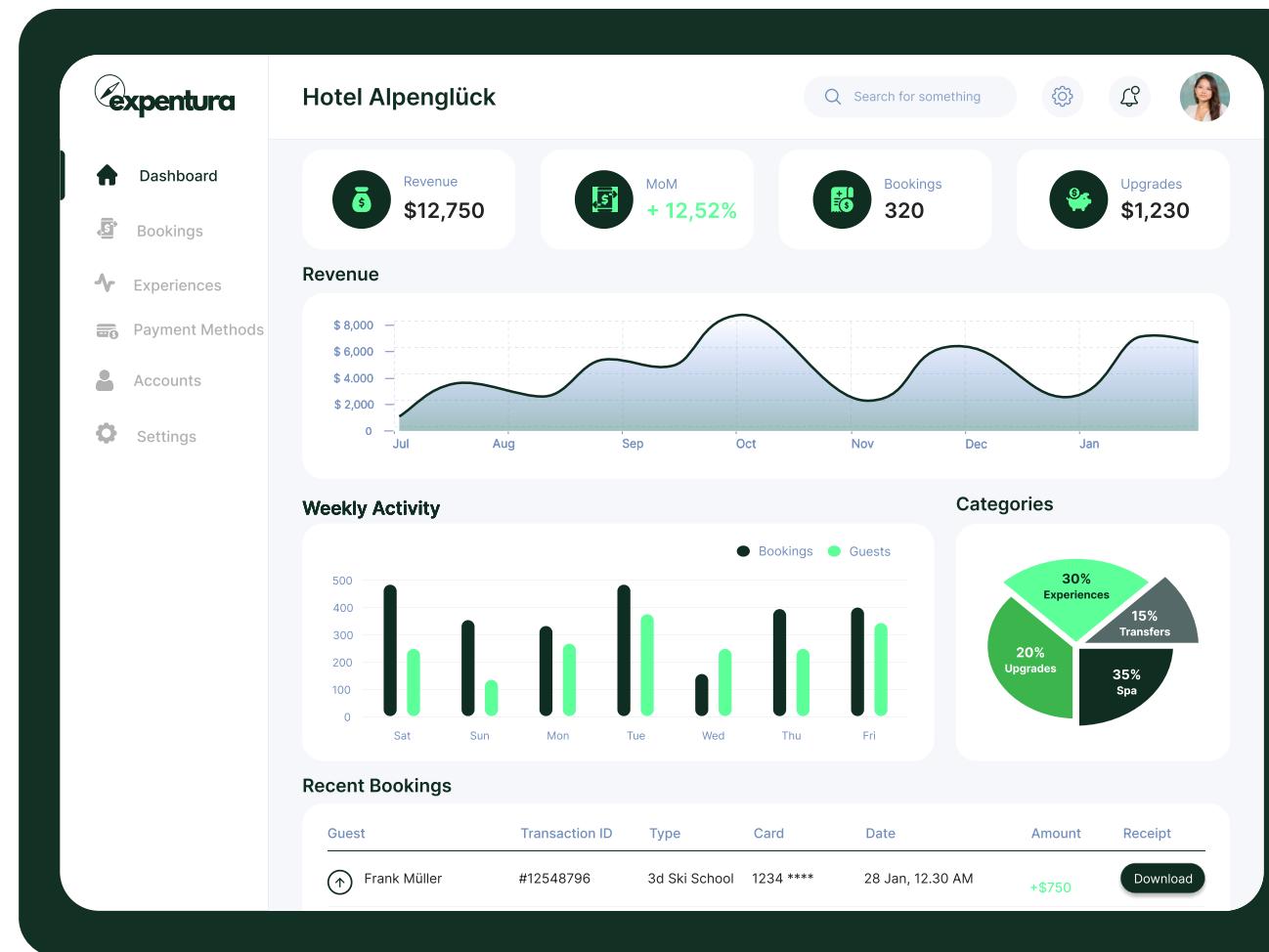


Seamlessly integrate our platform with your existing systems or choose a fully branded white-label solution tailored to your needs. Elevate guest experiences effortlessly—ideal for hotels of all sizes, from global chains to boutique properties.

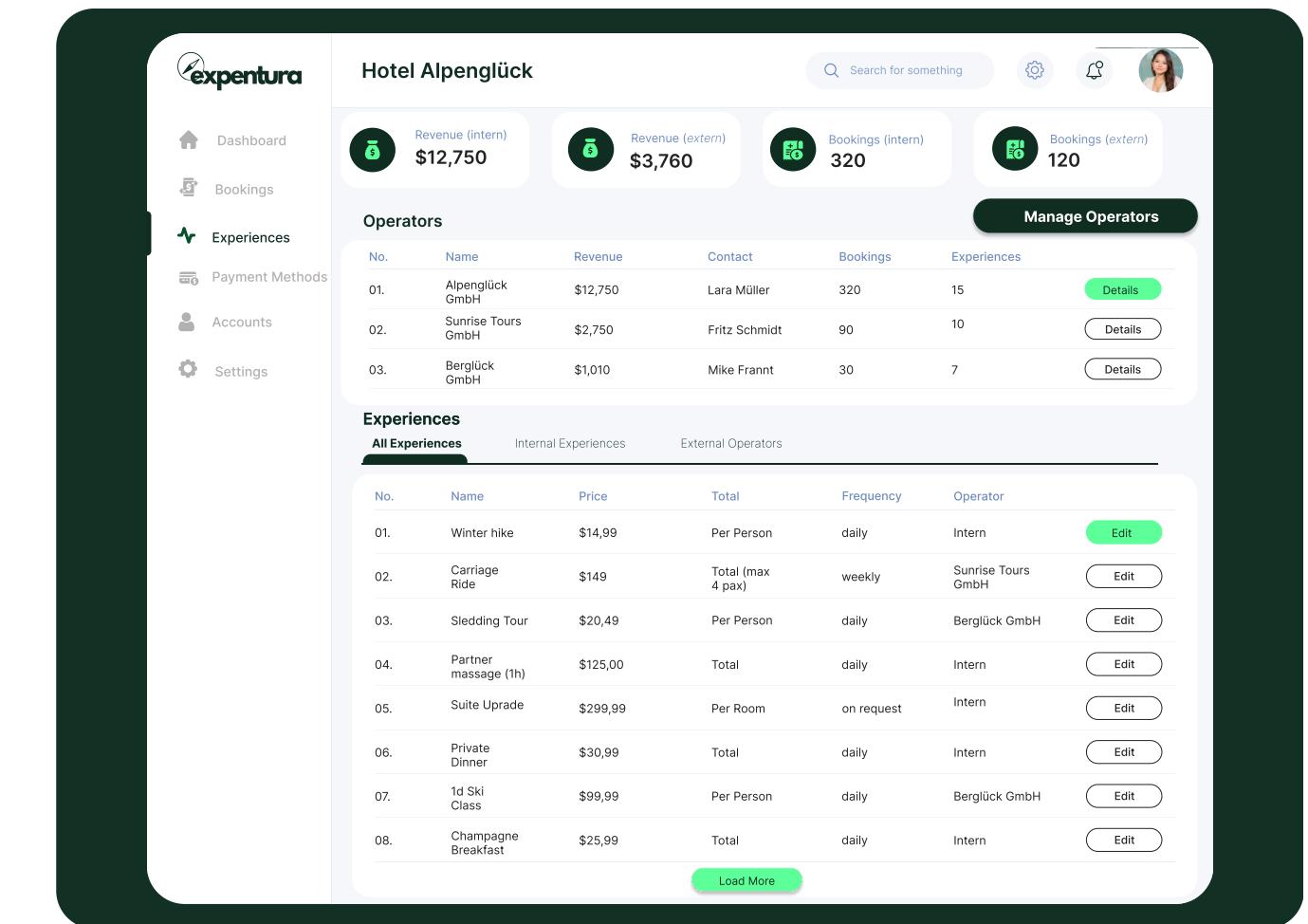
Boost revenue with a seamless checkout process offering room upgrades, exclusive experiences, and personalized add-ons—fast, smooth, and guest-friendly.

### 3) expentura

# A data-driven platform designed to enhance guest personalization & deliver exceptional experiences.



Take control with a streamlined dashboard built for ease and efficiency. Track performance, manage experiences, and optimize offerings in real time to elevate guest satisfaction.



Effortlessly manage room upgrades, exclusive experiences, and operator partnerships—all from a single platform. Streamline coordination, customize offerings, and deliver unforgettable guest experiences while boosting revenue growth.

# GET IN TOUCH

expentura - your all-in-one platform designed to help hotels seamlessly manage and promote in-destination activities and experiences, delivering the ultimate in personalized guest experiences.



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