

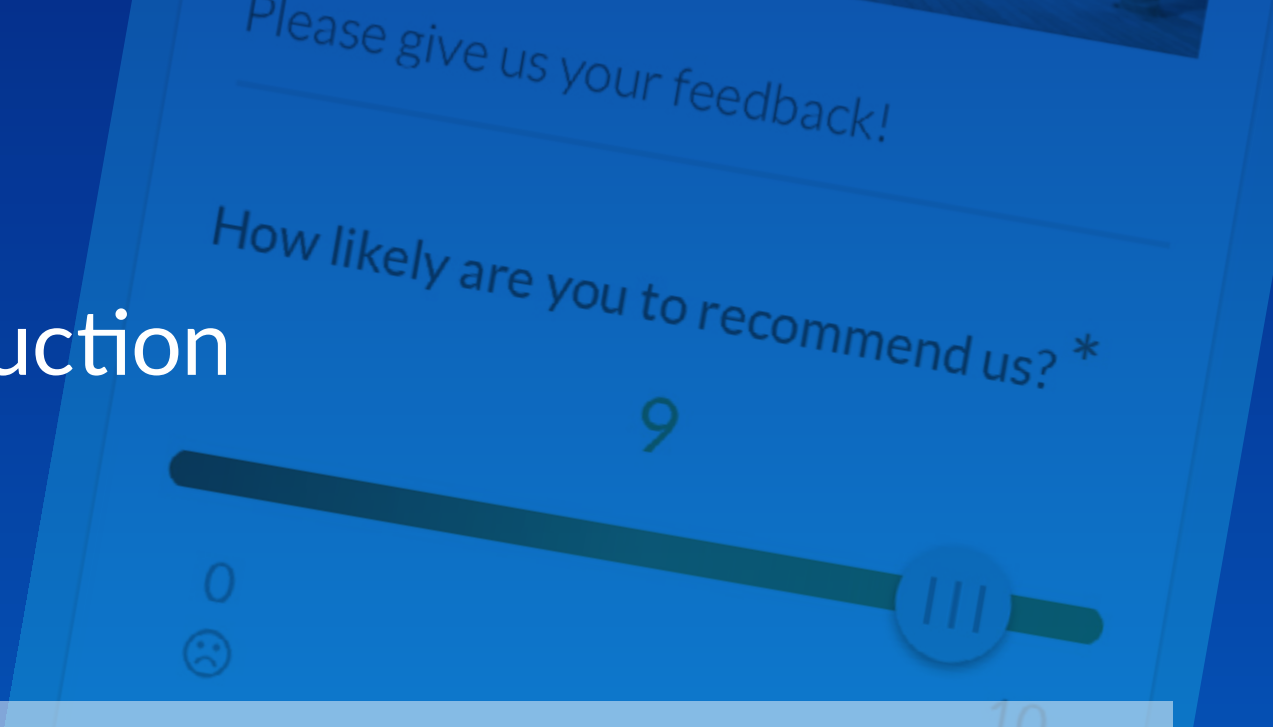
REVINATE

2018

Global Hotel Surveys Benchmark Report



Introduction

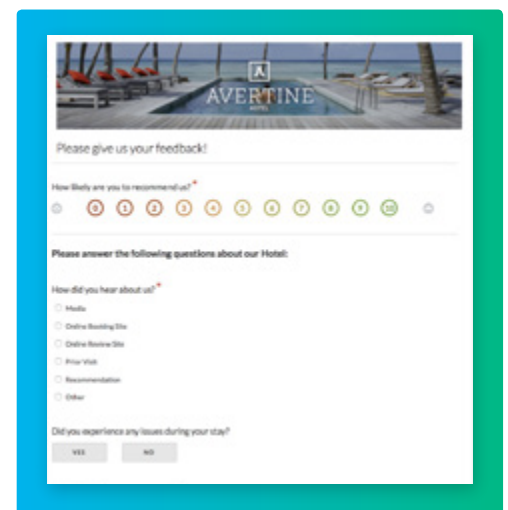


In this inaugural benchmark report on guest surveys, we analyzed more than 20 million surveys across the globe in 2017.

Post-stay surveys are a critical component of any successful guest feedback program. With Revinate, hoteliers can solicit guest feedback through post-stay surveys, sent to guests after checkout.

In this report, we analyze survey length, timing of send, and survey rating trends. Analysis by hotel segment makes this report relevant to luxury, midscale, and economy hotels alike.

This report is part of Revinate's 2018 Global Hotel Benchmark Report series. In the [2018 Global Hotel Reputation Benchmark Report](#), we analyzed 77 million reviews to see how the online review landscape is changing over time. Revinate's inaugural Global Hotel Email Marketing Benchmark Report will be released in July 2018.



01 Survey Length

In general, the shorter the survey length, the better.

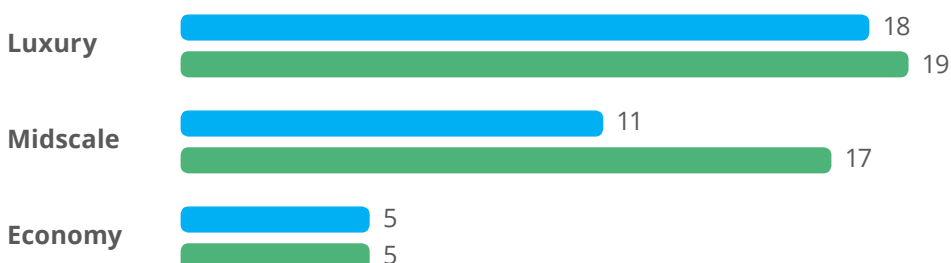
We've all been there. Receiving a survey after checkout, only to be asked 50 questions about your recent stay. In our own data, we see some variance in survey length, as hoteliers weigh getting the data they need for operations with guests' appetite to respond with feedback.

In 2017, on average, luxury hotels asked 19 questions, midscale hotels asked 17 questions, and economy hotels asked 5 questions. Your survey will naturally be longer if you have amenities, such as a spa and multiple restaurants. Leverage conditional questions to create a custom path through the survey that varies based on a guest's answers.

Recommendations

- In general, the shorter the better.
- For luxury and midscale hotels with amenities, take advantage of conditional logic to make the survey process quicker and smoother for your respondents.
- For economy hotels, keep surveys short and concise.

Number of Survey Questions by Segment ● 2016 ● 2017



02 Survey Timing

The sooner a survey is sent after checkout, the better.

Timing plays a big role in response outcomes. Sending one day after checkout will net a higher completion rate than waiting a week.

In 2017, the surveys with the highest completion rates were sent out within 1.33 days after checkout, down from 1.45 days in 2016. This indicates that guests today don't want a lot of time to pass before providing feedback.

Sending a reminder email can significantly increase your response rates. We find that customers sending reminder emails see a 6 percentage point lift in their completion rates over hotels not sending reminder emails.

In terms of time of day, we also see higher completion rates among surveys sent in the morning, between 5am and 8am. In fact, surveys sent in the morning see completion rates 10 percentage points higher than surveys sent in the evening.

Timing for Highest Completion Rates



Recommendations

- Aim to send your initial guest survey one day post-checkout.
- Send a reminder email 2-3 days after the initial invitation to guests who haven't yet responded to your survey.
- Send in the morning for highest chance of completion.

03 Survey Rating



The rating of submitted surveys decreased slightly across all segments in 2017.

Looking at average survey rating by hotel segment, we can see that luxury hotels have the highest average rating, while economy hotels have the lowest.

Since average rating is decreasing slightly across segments, the recommendation is to keep ensuring that guest expectations are being met at all touchpoints.

While solicited survey ratings are down year-on-year, public online review ratings increased slightly. According to Revinate's [2018 Global Hotel Reputation Benchmark Report](#), the average review score in 2017 was 4.23, up slightly from 4.21 in 2016. This shows that it's important to keep both solicited and public feedback in mind as you make any necessary operational improvements.

Average Rating by Segment

● 2016 ● 2017



Learn More

The online guest feedback space continues to evolve rapidly.

When used as part of a complete feedback program, Revinate Guest Feedback allows hotels to collect private feedback on their services and amenities, while also reaping the benefits of public content through syndication to public review sites.

To learn more about Revinate's post-stay surveys, visit [Revinate Surveys](#).

To find out how your survey performance compares to that of your market, [please contact us](#). We would love to do an assessment and provide you with some data-driven insights.

To remain up-to-date on industry trends and developments, please subscribe to our blog, the [Revinate Roundup](#).

Revinate Solutions for Hospitality

Revinate[™] Marketing

Increase direct bookings and guest engagement with Revinate Marketing, an all-in-one email marketing automation and CRM solution built specifically for hoteliers.

Revinate[™] Guest Feedback

Optimize the guest experience with Revinate's industry-leading post-stay survey and reputation management offerings.

Learn more at www.revinate.com