The Booking - Guest Journey

Mapping the guest journey allows the hotel to understand all stages the guest goes through, ultimately elevating the guest experience.

IN COLLABORATION WITH



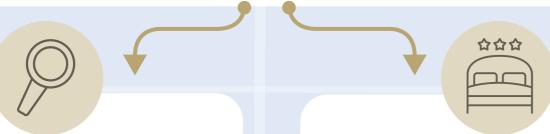


USING GUEST DATA **CUSTOMISE NEXT EXPERIENCE ENCOURAGING** TO REBOOK

SOCIAL

MEDIA

BROWSE SEARCH ENGINES AND SOCIAL MEDIA TripAdvisor, Google, Instagram, Facebook and OTA's



RESEARCH

Looking for the preferred experience.

INFORM

GET INFORMATION ABOUT HOTEL

> SEARCH / **DISCOVER**

VISIT HOTEL WEBSITE

> PRICE COMPARISON **WIDGET ON WEBSITE OR GOOGLE**

CHECK DATES / **EVALUATE PRICE**

BOOKING

Price comparison confirmed, ensuring right price vs. value.

Possible questions to hotel via **Chat Bot in not in FAQs**

BOOK

FEEDBACK DURING STAY

CHECK-IN / DURING STAY

Experience during stay.

Guests share reviews online.

Hotel checks with guest mid-stay on how their stay is going.

EXPERIENCE

GUEST

DEPARTURE

Allow easy direct feedback & review options.

Engage with with on Social and Google.

Communicate with guest using Chat-Bot.

CHECK-OUT / **DEPART**

WEBSITE / **BOOKING ENGINE PROCESSES**

