

Is Your Top-of-bed Winning You the Loyalty You Deserve?

Research finds positive emotional associations the key for maximizing guest loyalty

“Evoking loyalty emotions significantly strengthens customers’ intent to return to a hotel and their willingness to recommend a hotel brand to others.”

Barsky & Nash

Market Metrix interviews with 30,000 frequent travelers show that brand loyalty jumps dramatically when guests experience selected emotions, which then become associated with their hotel.¹

For instance, by generating the key emotions that most excite their target market, luxury brands achieved an average guest return rate of 88% (v/s 65% for luxury brands who did not).

Both upscale and economy segments benefitted from appealing to selected emotions, experiencing a 30% average increase in guest returns by doing so.

What emotions should you focus on for best results?

The top “loyalty emotions” mentioned in the study were tied to the words:

- ✓ COMFORTABLE (85%)
- ✓ SECURE (82%)
- ✓ RELAXED (82%)

When asked what made them feel COMFORTABLE, most guests responded by referring to products (60%) over service (25%).

Pressed for specifics about comfort,

guests typically pointed to the quality of the bed and pillow, to cleanliness, and to various other room amenities.

These findings suggest that one of the most effective things you can do to achieve greater guest loyalty is to attend to your top-of-bed.

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¹Jonathan Barsky and Leonard Nash, “Evoking Emotion Affective Keys to Hotel Loyalty,” *Cornell Hotel & Restaurant Administration Quarterly* 43, no. 1 (2002): 39-46.

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