

5 HOSPITALITY TRENDS

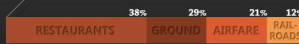
Changing The Way You Do Business

Online Booking will Continue to Grow



There will be More Mobile Payments

8 out of 10 people use mobile phones for payments.



Social Media is Transforming the Conversation with Travelers

BOOKINGS

1 in 5 companies in the travel industry use social media for bookings.

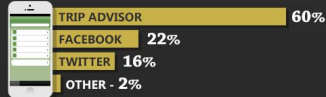
CUSTOMER SERVICE

Hyatt Hotels became the first company to launch a 24/7 Twitter concierge service.

18% of their customers report utilizing this service.

That's over 66,000 customers engaged through social media every day.

GUEST REVIEWS



REVENUE GENERATION



Industry Growth

RevPAR is a powerful statistic used by hotel managers and owners, which is calculated by dividing the total guest revenue by the total number of rooms available.



Employees and Customers Drive Financial Performance

Financial Performance

CUSTOMER BEHAVIOR ROOT CAUSES

Overall Customer Satisfaction Intent to Return

EMPLOYEE ROOT CAUSE OF CUSTOMER SATISFACTION

Employee Engagement

EMPLOYEE ROOT CAUSES OF EMPLOYEE ENGAGEMENT

Job Satisfaction Intent to Stay

Sources

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