

tourmie

Digitalization in Hospitality:


The key to enhance guest experience



The profile of a modern traveler



The profile of a modern traveler

 Need of digitalization



What is a digital guest experience?

A digital experience is an online interaction that a guest or prospect has with a hotel or a vacation rental before, during or after the stay. This can include anything from visiting their website to interacting with them on social media, sending them a message on chat, or using their guest app.



Some examples



Before booking

- Website
- Booking channels
- Social media
- Email marketing



On arrival

- Digital instructions
- Online check-in
- Digital key
- Add-ons



During the stay

- Guest guide
- Digital requests
- Upsells & cross-sells
- Local suggestions



On departure

- Digital check-out
- Social media
- Reviews
- Special offer

Why is the digital guest experience so important?

1. Understanding guest needs

2. Personalizing guest stay

3. Simplifying guest journey



4. Reducing waiting time

5. Increasing upsells & cross-sells

6. Providing multichannel support

Redefining the guest journey



Redefining the guest journey

- Online check-in/out
- Digital key
- Digital concierge
- Live chat



The importance of guest satisfaction



Increases positive ratings



Boosts popularity & reputation



Increases returning guests / bookings



Helps stand out from competition

The importance of guest satisfaction

69%

of people would recommend a business to others, after a positive experience.

Groove, 2022

70%

of people are willing to spend more on businesses that offer good experiences.

Zendesk, 2022

75%

of people would return to a business with excellent service.

Groove, 2020



Digital tools are here to stay

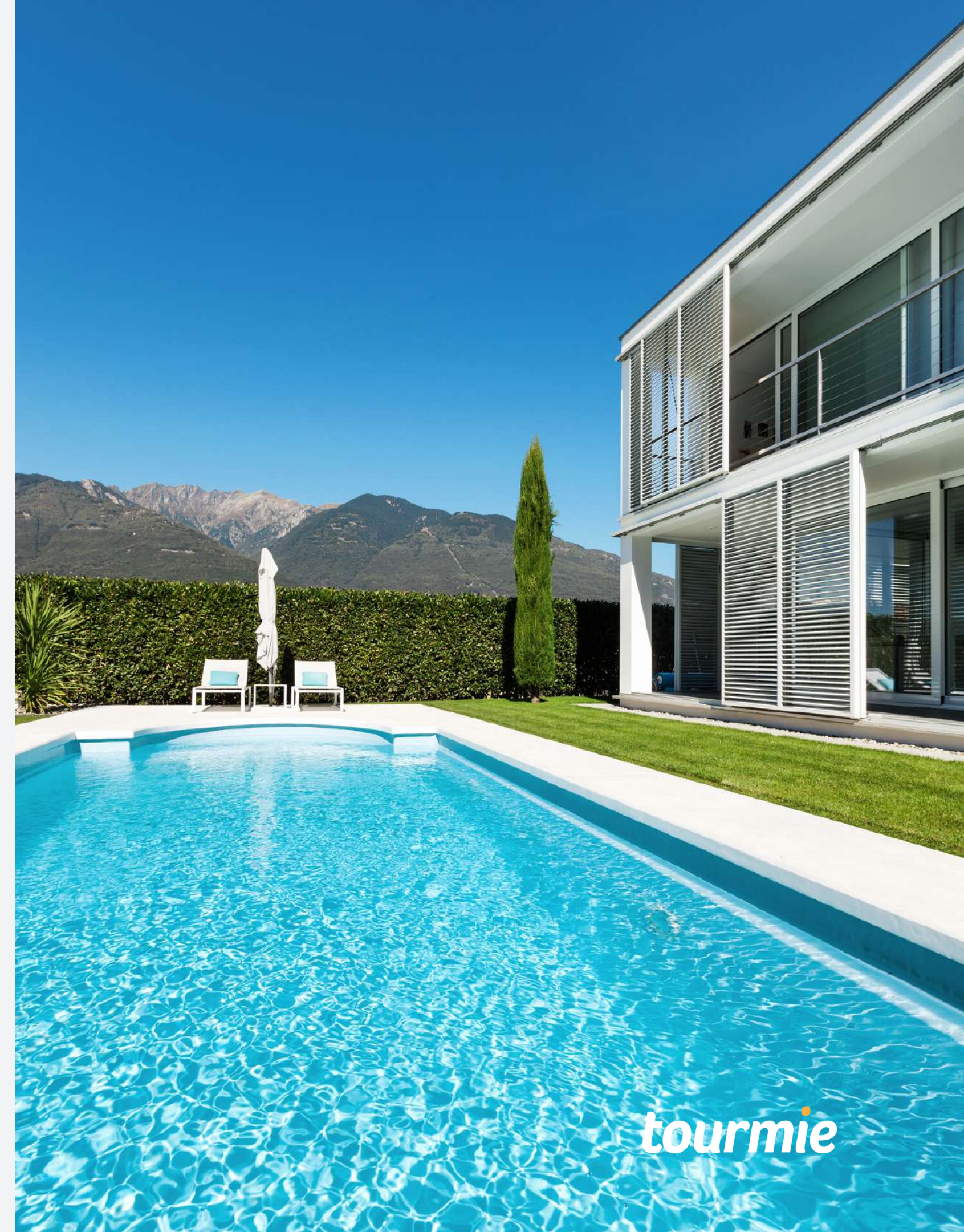
72% of hotels and vacation rentals installed or thinking to install digital solutions to handle guest requests in the next 5 years.

Skift Megatrends, 2020

9%
rise of total demand
for digital tools.

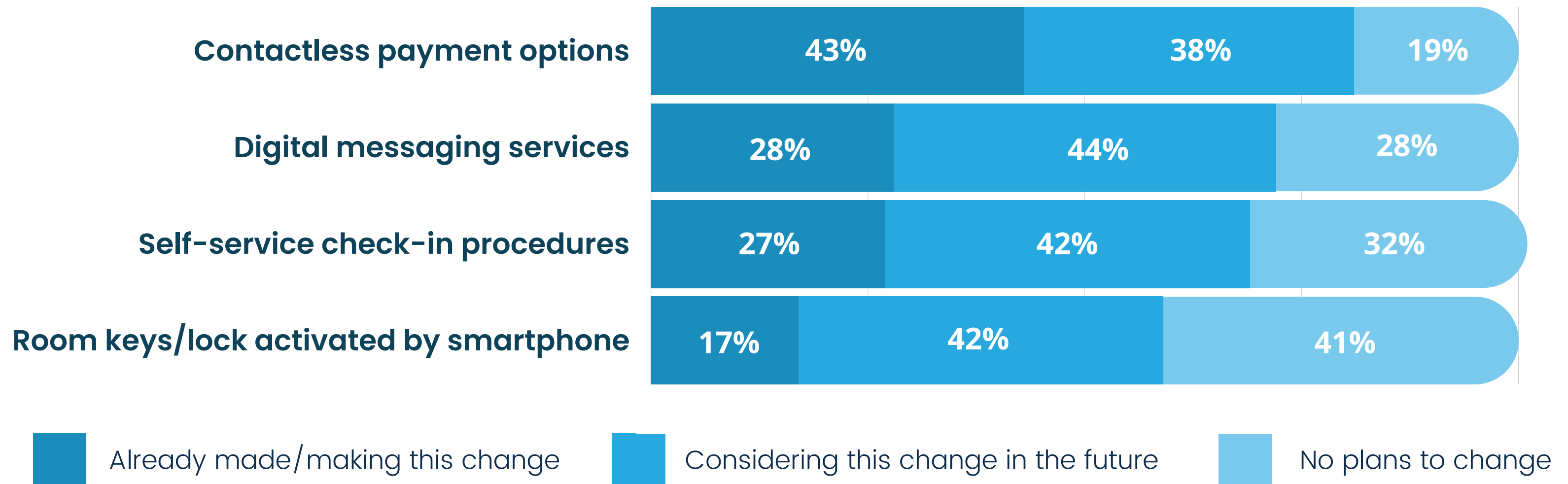
Greek hoteliers association

32%
rise for digital concierge
and reservation tools.



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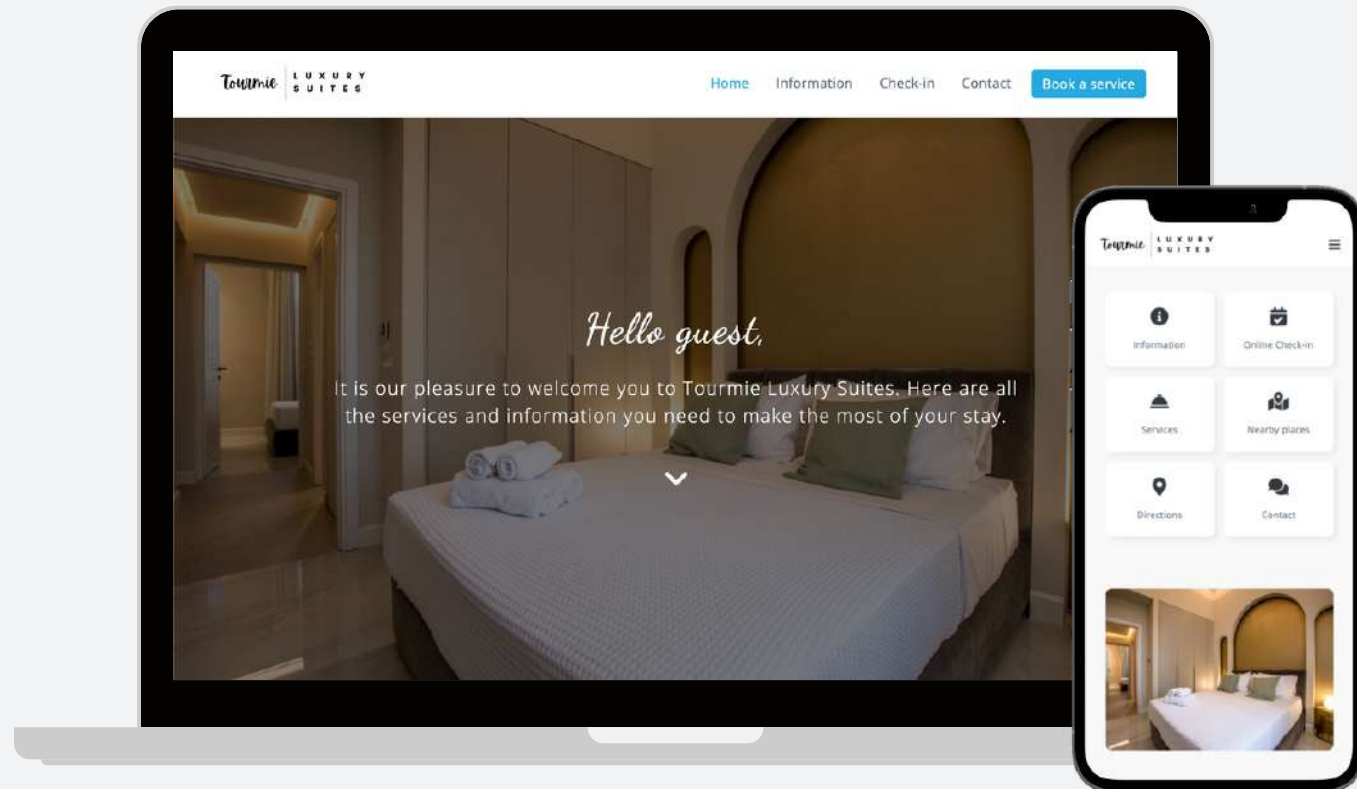
Digital tools are here to stay



Hospitality Recovery Survey, Skift and Oracle Hospitality, 2020

TOURMIE

The all-in-one Guest Experience Application



- ✓ No download
- ✓ Wep app

- ✓ User-friendly
- ✓ White-labeled

 Guest guide

 Online check-in

 Guest Requests

 Upselling & cross-selling

 Local providers

 Local area guide

 Restaurant reservations

 Live chat

Tourmie Insights

76%

of guests viewed
the guest guide
before their stay.

61%

of guests viewed
the guest guide
on check-in date

37%

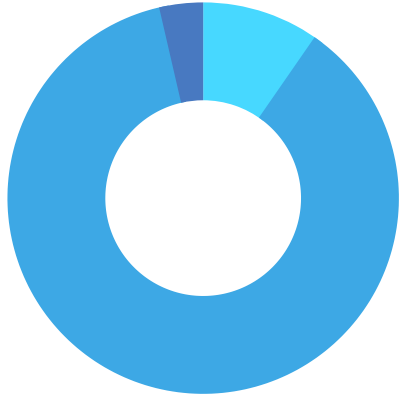
of guests viewed
the guest guide
during their stay.

14%

of guests viewed
the guest guide
on check-out date

Case study 1: Boutique apart hotel services bookings

01 April 2022 - 30 Sep 2022 | 6 apartments



Services sales: 97

79	12	6
Transfers	Car rentals	Experiences



Commissions earnings: 912.71 €

345.35 €	385.84 €	181.52 €
Transfers	Car rentals	Experiences

80%
time saved for the front-office

97
happy guests

Case study 2: Hotel restaurant reservations

01 May 2022 – 31 Oct 2022



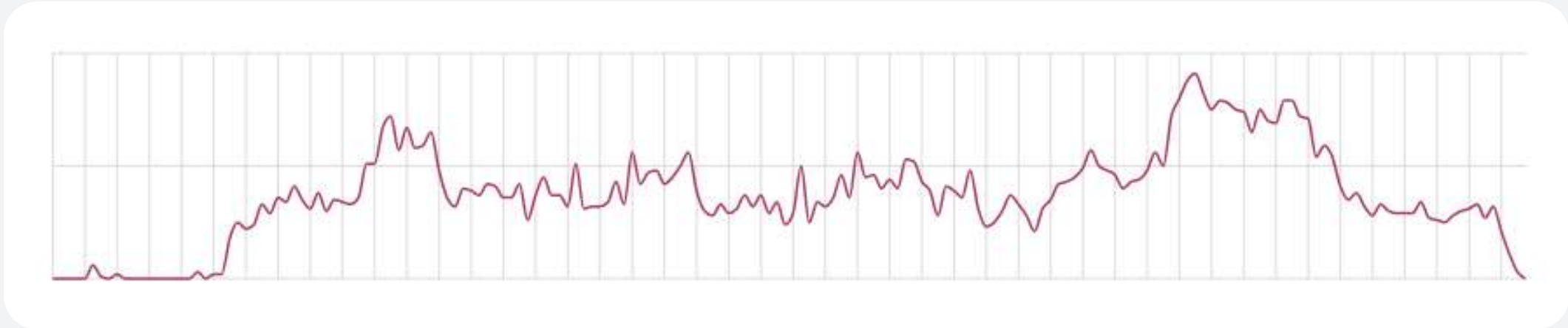
4
restaurants



6852
reservations



21758
guests



70%

saved time for the F&B department

Increased operational efficiency for the concierge department

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Stand B20

Thank you!



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