

Problems with hotel staff lead to reduced loyalty of guests

From: Hotel & Motel Management | Date: July 18, 2005 | Author: Jonathan Barsky, Lenny Nash

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Problem with:	Decrease in likeliness to return	Percentage of problems reported
Staff	43%	12%
Billing	35%	10%
Food & beverage	34%	6%
Events	33%	1%
Facilities	32%	24%
Arrival	29%	13%
Guestroom	28%	32%
No problem	0%	--

Comments about staff problems tend to be emotionally charged. One guest said, "This hotel was the absolute worst experience I've ever had at a hotel/motel in my life. Mostly due to the staff and especially the general manager. He was rude and unprofessional. ... just not friendly at all. I have stayed here six times before, but it is quite likely I will never stay with them again."

Reported rate paid	Problems reported
Under \$50	10.5%
\$51-\$75	11.2%
\$76-\$100	11.7%
\$101-\$150	14.7%

\$151-\$200	15.6%
\$201-\$250	15.9%
Over \$250	19.9%

Higher rate paid equals higher expectations. Nearly 20 percent of hotel guests who shelled out more than \$250 a night said they experienced a problem during their visit. The percentage of problems reported gradually declines with price. In fact, hotel guests who paid less than \$50 per night report only half as many problems as the guests who paid \$250.

One guest said, "It has been my experience that the more expensive the chain, the less satisfactory the experience. The noise levels are usually much higher than I like, being a light sleeper. Maybe we don't complain enough. Maybe we should."

Most likely to report a problem: A 40-something female traveling for business. Problems as a function of age form a bell-shaped curve. People in their early 20s begin with certain expectations. As they age, they become more and more nit-picky until they hit their early 40s, where they peak. Then, by their early 50s, they are as picky as they were in their early 20s. Problem rates drop precipitously from there.

Business travelers experience more problems (14.8 percent) than pleasure travelers (11.5 percent). Women business travelers have the most problems (17.6 percent), much more than their male counterparts (12.4 percent).

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