

Creating
the Coveted

HOTEL GUEST EXPERIENCE

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HOSPITALITY



Perspectives from
Consumers and Hoteliers
Pre-Stay

BUILD IT AND THEY WILL COME?

How travelers are finding hotels



55%

used search engines



53%

used online travel agencies



52%

used hotel websites/apps

45%

used travel review websites/apps

used travel search engines

44%



44%

sought personal recommendations
of family friends

BETTER UNDERSTAND THE IMPACT OF TECHNOLOGY ON THE HOTEL GUEST EXPERIENCE

From planning a trip to selecting a hotel to commenting about the guest experience on Facebook, the travel lifecycle can be a meandering journey, filled with opportunities for consumers to engage with hospitality brands. The key for your enterprise's success, of course, is making those moments count. **But how?**

To help hoteliers answer that question, Oracle Hospitality commissioned Phocuswright, a leading travel industry research firm, to survey more than 2,700 U.S. and European travelers to better understand the impact of technology on the hotel-guest experience and gain insight into making it a differentiator for winning new business.

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