

The Loyalty Divide

Operator and Consumer Perspectives, Hotels 2018

Oracle Hospitality surveyed more than 13,000 consumers globally and 500 businesses across hotels, restaurants and retail in 9 countries: Australia, Brazil, China, France, Germany, India, Mexico, UK and USA. Our research uncovered a significant divide between operators and consumers when it comes to their perceptions of fostering loyalty and executing effective programs.



THE GREAT DIVIDE

Customers are less engaged in loyalty programs than hoteliers realize.

61%
of hotel operators believe that consumers sign up for every loyalty program.



24%
of consumers sign up for every loyalty program, and 30% rarely join loyalty programs at all.

THE RISE OF SOCIAL ADVOCACY

Customers think influencers are more trustworthy than traditional advertising or celebrity endorsements.

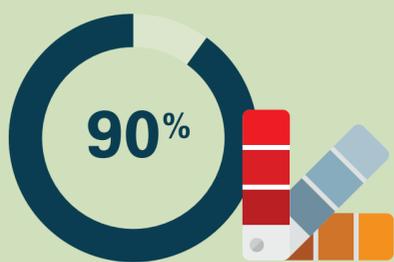
56%
of consumers are likely to share photos of the hotel that stands out on social media.



43%
of hotel consumers believe that YouTube reviews are more trustworthy than branded advertising or communications.

PERSONALIZATION: CONNECTED AND IMMEDIATE

Connected is being recognized as an individual. Immediate is about compelling offers and instant gratification.



90%
of consumers find personalized service from hotel staff that understands guest preferences, and shows relevant excursions, recommendations and offers, to be appealing.



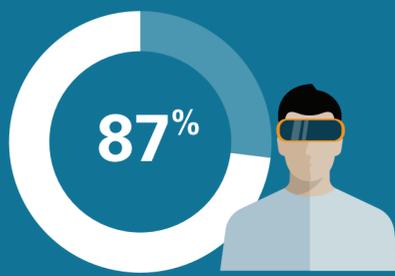
73%
of hotel consumers think frequent rewards/offers that are not dependent on earning/redeeming points are appealing.

THE ROLE OF TECHNOLOGY

For hoteliers, technology plays a key role in driving connection and convenience.



88%
of consumers enjoy a mobile app that supports check-in, checkout and provides relevant and personalized information about the hotel.



87%
of consumers are interested in the ability to explore hotel rooms through virtual reality as part of the booking process – before deciding which hotel to stay in or which room to choose.

BRIDGING THE DIVIDE

The data reveal a significant gap in the perceptions of loyalty between hoteliers and customers. How will you bridge this divide to deliver an innovative customer loyalty program?

[DOWNLOAD THE FULL REPORT TODAY](#)