

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.



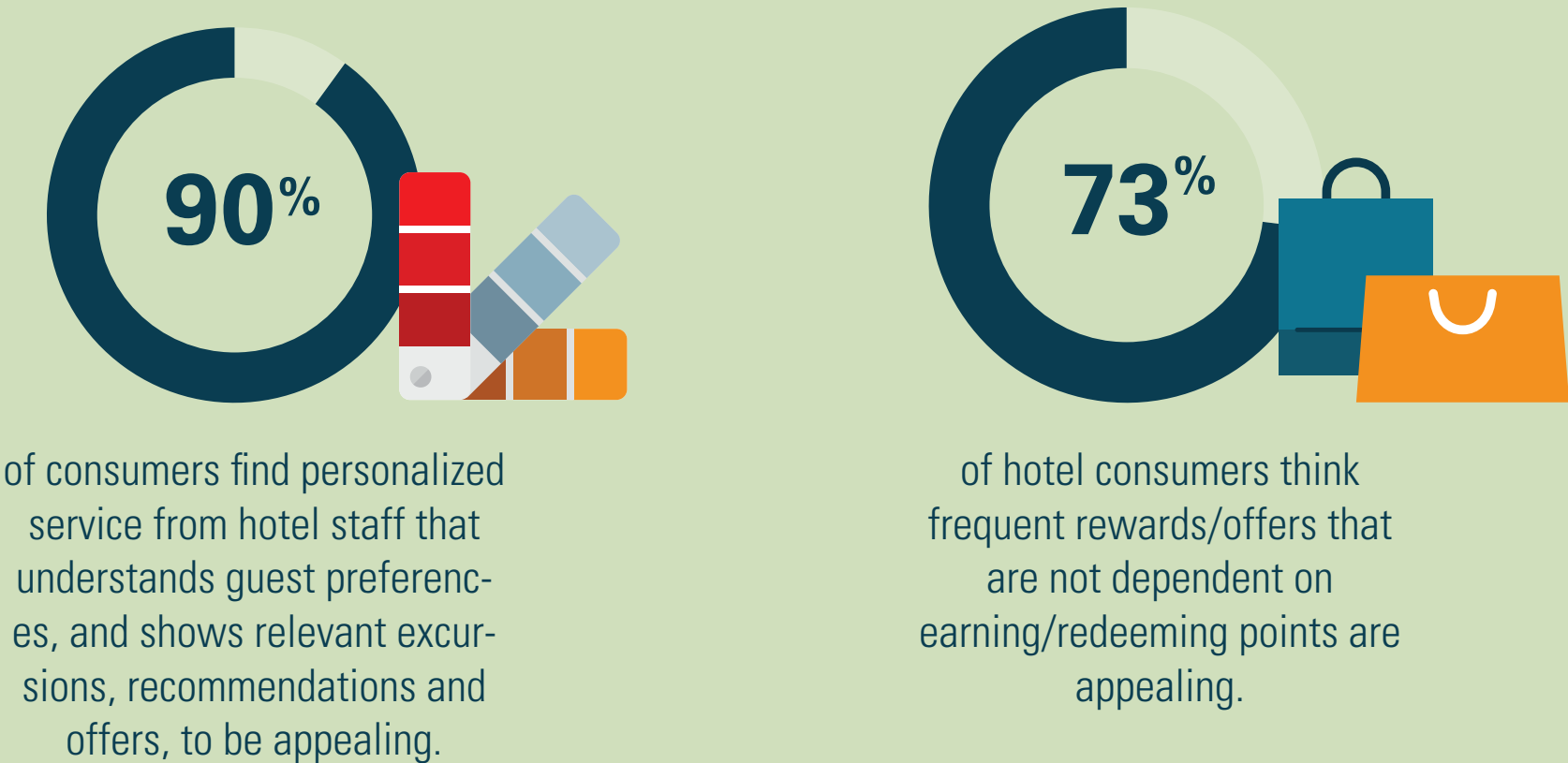
THE RISE OF SOCIAL ADVOCACY

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



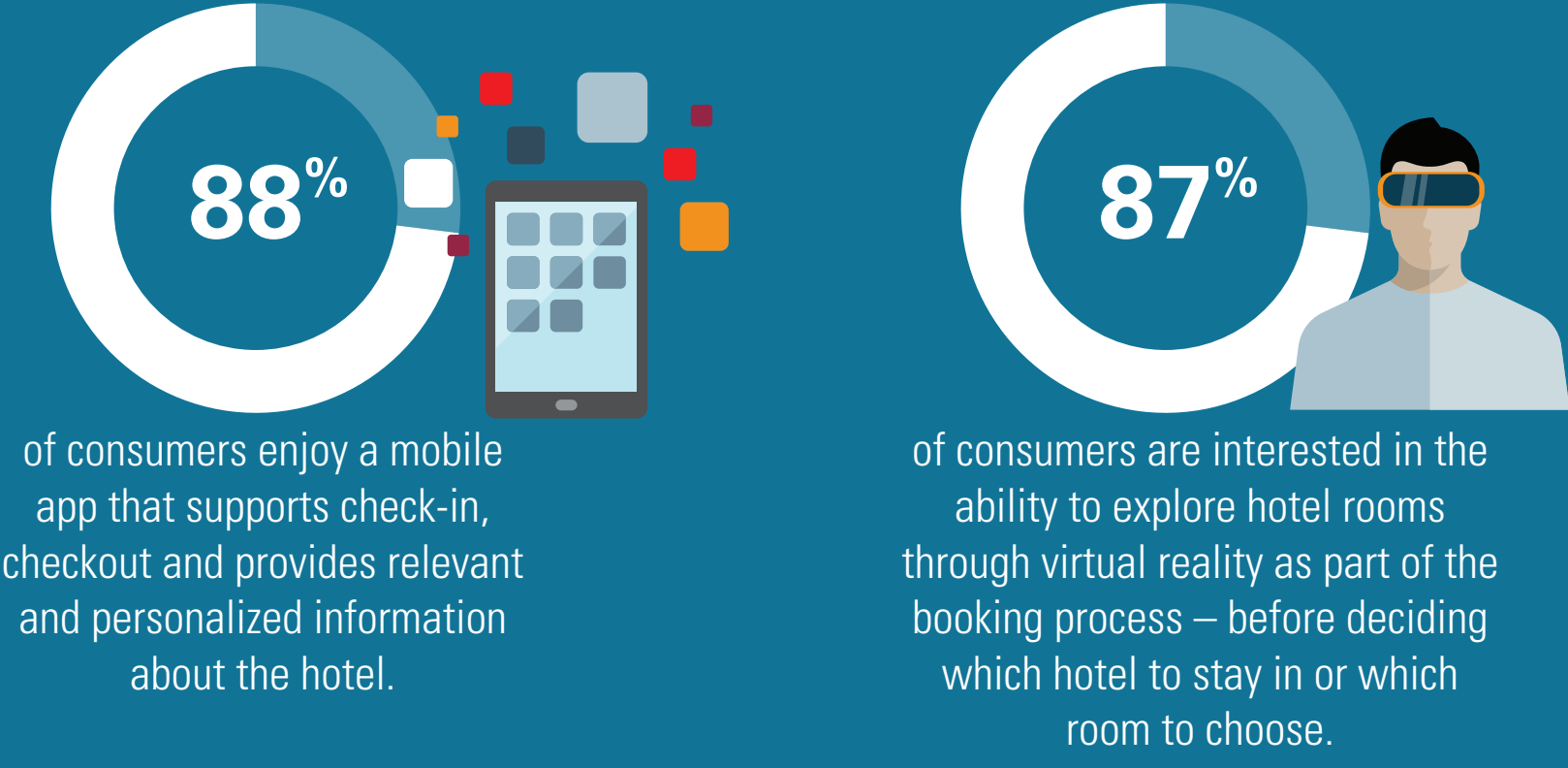
PERSONALIZATION: CONNECTED AND IMMEDIATE

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



THE ROLE OF TECHNOLOGY

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



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?

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