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**Benchmarking: A quest for continuous
improvement**

Benchmarking - turn insight into actions

- **Grow your market share**

Leverage market intelligence to better understand and benchmark visitor satisfaction, empowering change and growth

- **Measure & improve overall visitor experience**

Insight into what hotel, restaurant and attraction visitors like and dislike to help improve operations

- **Optimize marketing campaigns**

Use analysis to identify areas of competitive differentiation and leverage strengths in communication and marketing activities

- **Drive more customers**

By strengthening your reputation, you can build customer confidence and attract more visitors



Translates into results:

A 1-point increase in a property's
online reputation score equals up to:

+0.89%
in ADR

+0.54%
in Occupancy

+1.42%
in RevPAR

The percentage by which a hotel can increase its pricing while maintaining the same 11% occupancy or market share if it improves its review scores by 1 point on a 5-point scale

What do you really know?

- What do you know about your customers?
- How do they “talk” about you?
- How do you “talk” to them?
- Who and what are your competition?
- How do you compare?
- What’s new in the wider market?
- What are your USP’s
- What’s your competitive advantage

And how does that translate to your product, services and reputation?



It goes way beyond the "givens"



be unique !



**Customers
are
different.....**

What I like about hotels is that you can find them easily, you check in and, you go to your room and fall onto your bed and just chill





Self catering is ideal for going away with my sisters or friends, we all have our own room but can also come together

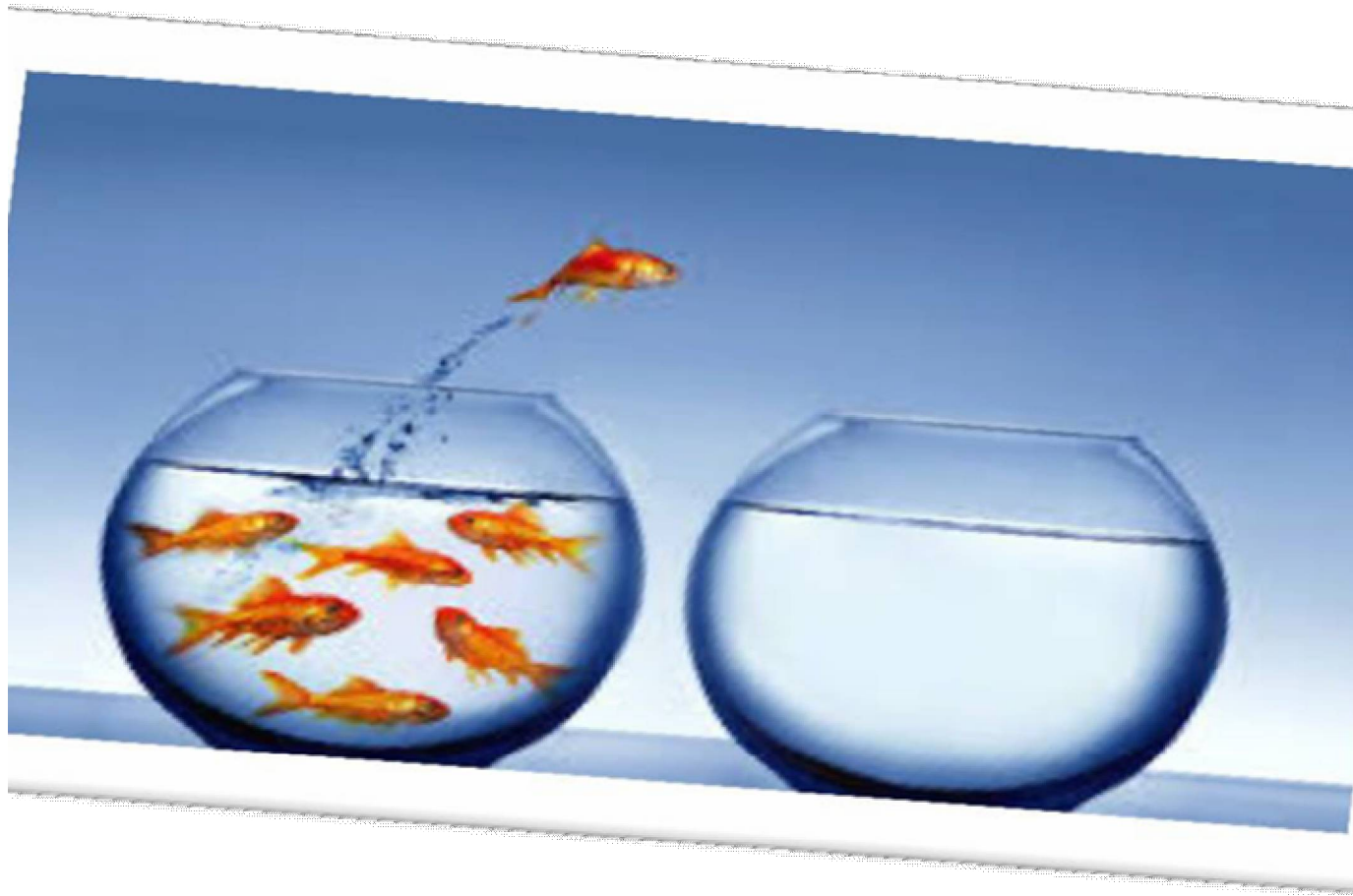
Over £400 for a night London? I don't think so, I got a room through Airbnb for a 3rd of the price



At Airbnb you always find something.....



Are you ?



**different
?**

Continuous Improvement

Continue to Improve

- **Grow your market share**

Focus on competitive advantage and USP's, drive new experiences or value adds

Creating a
UNIQUE SELLING PROPOSITION



- **Measure & improve overall visitor experience**

Do different things, measure your guest reaction, keep upping the ante



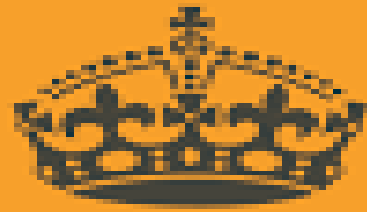
- **Optimize marketing campaigns**

Be absolutely transparent, and get the "givens" right

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**KEEP
CALM
AND
PLAY TO YOUR
STRENGTHS**

Thank you, any questions?

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