

HOTEL GUEST EXPECTATIONS IN 2020

BEFORE AND DURING COVID-19

MOBILE TECHNOLOGY & SAFETY MEASURES

CRITON HOSPITALITY SURVEYS 2020

Introduction

In March 2020 Criton partnered with The List and Marketing Edinburgh to contact their database of travellers and invite them to take part in a survey to assess their technology preferences, and to measure their expectations when staying in a hotel. As the survey closed, the world was hit by COVID-19 and the landscape of the travel and hospitality industry changed.

Thus, in July 2020 Criton conducted a new survey, partnering once again with The List, to re-assess hotel guest preferences around technology and measure their concerns and confidence levels when travelling and staying in a hotel.

This report will first present the results of the survey conducted in March 2020, then the results of the survey conducted in July 2020, and finally it will highlight and discuss how guest expectations have changed over the course of 2020.

Respondents

The survey conducted in March 2020 received 5,405 responses. The new survey conducted in July 2020 gathered 2,549 responses. Both surveys collected responses from people living in the UK.



CRITON MARCH 2020 SURVEY KEY FINDINGS

Leisure Travel

59% of respondents travelled for leisure **1-3 times** a year

28% of respondents travelled for leisure **4-6 times** a year

11% of respondents travelled for leisure **more than 7 times** a year



Business Travel

54% of respondents **never** travelled for business

30% of respondents travelled for business **1-3 times** a year

9% of respondents travelled for business **4-6 times** a year

6% of respondents travelled for business **more than 7 times** a year





Accommodation preferences

8% of respondents said they stay in a **1-2 star** hotel

50% of respondents said they stay in a **3-star** hotel

40% of respondents said they stay in a **4-5 star** hotel

Travel apps regularly used

60% of respondents said they use a **transport app** (e.g. Skyscanner)

49% of respondents said they use an **airline app** (e.g. British Airways)

32% of respondents said they use a **tour operator app** (e.g. Expedia)

65% said they use an accommodation **booking app** (e.g. Booking.com)

38% said they use **hotel apps** (e.g. Hilton, Marriott)

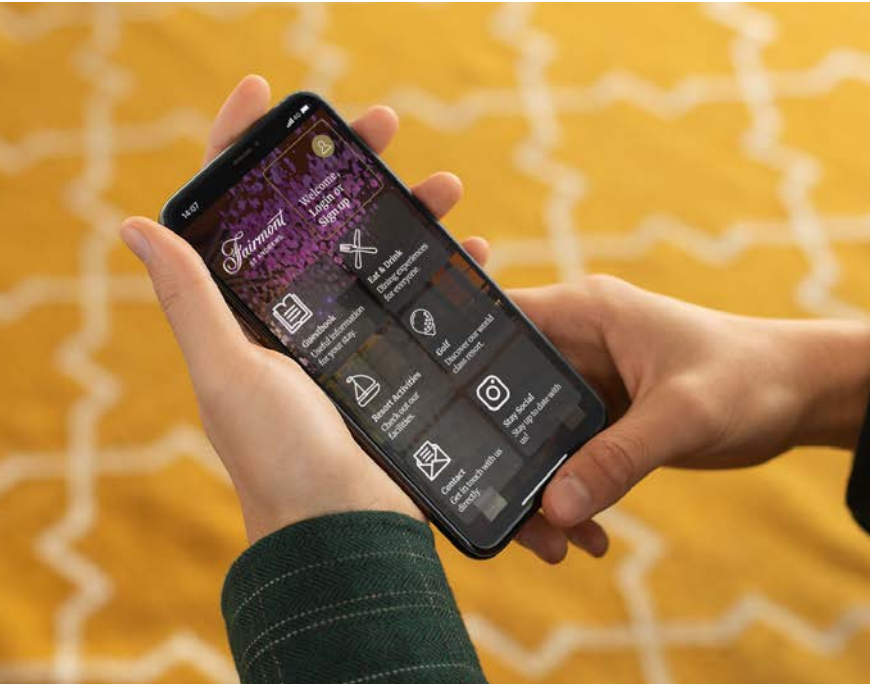
19% said they use **media apps** (e.g. Lonely Planet)





Hotel app features & preferences

- 73%** of respondents said they would **download the app** of their favourite hotel
- 76%** of respondents said they would be likely or very likely to use **mobile check-in**
- 71%** said they would be likely or very likely to use **digital door key** to access their room
- 82%** said they would be likely or very likely to view and **pay for their bill** via a hotel app



Hotel app features & preferences (continued)

75% said they would be likely or very likely to make a **restaurant booking** via a hotel app

45% said they would be likely or very likely to use a **live chat** to talk directly to concierge

77% said they would be likely or very likely to browse **local information** within a hotel app

52% said they would use the hotel **loyalty programme**

CRITON AUGUST 2020 SURVEY KEY FINDINGS

Leisure & Business Travel and Accommodation preferences

The survey conducted in July / August 2020 asked once again how often people travel for leisure and business as well as the type of accommodation they choose when travelling. The results showed that there was not a fundamental change as responses were based on how often people travelled and where they stayed in 2019.





Staying safe when travelling again

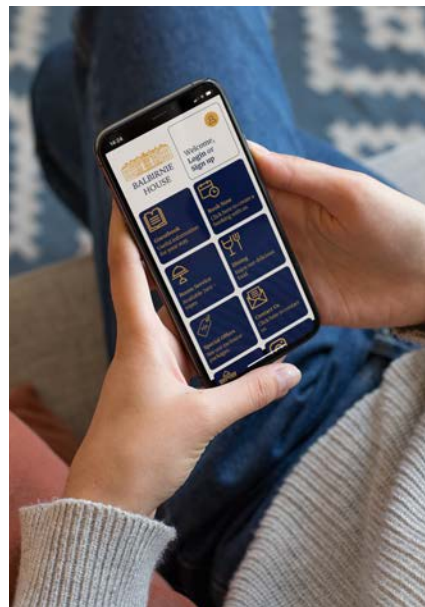
- 75%** of respondents said that the hotel should have clearly defined **cleaning standards** to protect against COVID-19
- 67%** said that, in order to consider staying in a hotel, the hotel staff should **disinfect everything** that people might touch in a room
- 42%** of respondents said they would expect the hotel to **replace complimentary toiletries**, whether used or not, between guests
- 53%** of respondents would still prefer to eat in the **hotel restaurant**, followed by 18% who would use room service

Guests' preferences for check-in & check-out using technology

62% said they would prefer to check-in and out through a **hotel app**

8% said they would prefer to check-in and out at a **public kiosk**

30% said they would prefer to check-in and out through a **webpage**





Hotel app features & preferences

80% said they would **download a hotel app** that would allow them to check-in, check-out and get all information about the hotel

73% would download and use an app that would enable them to **open the door** of their room

47% would be more likely to **order room service** if the hotel would give them the option of ordering via an app

48% would be more likely to go to the hotel restaurant if the hotel would give them the option of **ordering food via an app**

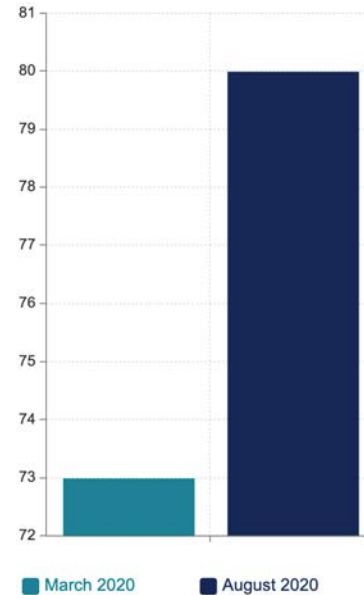
What has changed

Hotel guests are now even more likely to use mobile technology than they were in March. While in March 2020, 73% of respondents said they would download a hotel app, in August 2020 the total percentage reached 80% - meaning that 4 in 5 guests would happily make use of the contactless services offered by the hotel.

Almost 4 in 5 guests now also think that hotels should have clear cleaning standards to combat COVID-19. This highlights guests' need to know what steps hotels are taking and the importance for hoteliers to communicate their new standards and protocols to their guests.

A slightly higher percentage of guests, from 71 to 73%, would now use their phone to open the door of their room, stressing again the willingness to use contactless solutions. This is also confirmed by the fact that almost half of respondents said that they will be more likely to order room service with an app or go to the hotel restaurant if they could order via an app.

Percentage of guests who would download a hotel app



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Criton is an award-winning technology provider which simplifies digital transformation, helping operators deliver the perfect digital guest journey and maximise in-stay spend.

With Criton, hotels and serviced apartment operators can digitise their guest information and wrap all-guest facing technology into a sophisticated mobile app.