

A tropical resort pool scene with palm trees, lounge chairs, and people relaxing. The background shows a large swimming pool with several lounge chairs and white umbrellas. In the foreground, the backs of two people are visible as they sit in the water. The sky is blue with some clouds.

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THE EVIIVO QUICK GUIDE TO  
**GUEST EXPERIENCE FOR  
HOTELS AND B&BS**

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You want to keep on top of all the latest trends and best practices in the hospitality industry...but you're busy. Super busy.

We get it.

That's why we've created this series of quick guides for hoteliers and B&B owners, covering key topics you need to know about.

All the insights. No fluff.

In this edition, we're exploring the guest experience.

Let's uncover why you need to offer guests an extra-special, end-to-end experience of your accommodation – and the ways to do just that.

**READ ON TO FIND OUT.**





## WHAT IS GUEST EXPERIENCE?

The guest experience is the **result of every interaction** your guests have with your hotel or B&B — from the moment they first discover it through to any communication you have with them after their stay.

Put simply, guest experience is the overall impression of your stay that guests end up with.

Whether that's a warm, fuzzy feeling of contentment or an awestruck feeling of wonder, it's **a reflection of the end-to-end experience** you offer.





**GUEST EXPECTATIONS**  
ARE EVOLVING...

Of course, there are some baseline requirements that you must always meet to create a positive guest experience:

- a smooth check-in process
- a clean room with comfortable furnishings
- prompt, timely service

However, guests' expectations have evolved. The latest [travel trends](#) show that today's travelers want their stay to be a one-of-a-kind, curated experience, not just a place to rest their head.

For this reason, it's vital to create a unique guest experience that makes your accommodation stand out.



## WHAT MAKES YOUR GUEST EXPERIENCE STAND OUT?

### As a starting point you should be thinking about:

- **Amenities:** Do you offer guests any extra-special spaces (co-working area, restaurant, pool, etc.), in-room technology, or thoughtful extra touches?
- **Location:** Are you close to spectacular local events or in an area of outstanding natural beauty? Does your accommodation boast amazing views or a fascinating history?
- **Activities:** Make it easy for guests to surf if you're at the beach or fish if you're on the waterfront. For guests who want to stay in, offer wine tasting, cooking or painting.
- **Events:** Turn the activities you offer into 'must-do' events for guests.
- **Attractions:** Leverage nearby attractions (tours, historic sites, local landmarks). Can you form partnerships with their providers and offer discounts to your guests?
- **Technology:** Wow guests with [contactless check-in](#), hyperfast Wi-Fi or in-room voice control technology.
- **Values:** Do you have any sustainable or socially-conscious credentials to show off? Can you offer travelers the wellbeing retreat or digital detox they're seeking?



### Top Tip

If your accommodation is already established, identify existing features you can leverage to build your first-class guest experience. This is going to be much easier than creating an extra-special experience from scratch!

Identify the things that guests frequently bring up in their reviews. From this, you can work out which features are worth spotlighting or areas you should work on to improve your guest experience.



**MAKE THE MOST OF YOUR  
UNIQUE GUEST EXPERIENCE**

Once you've identified the things that make your guest experience extra-special, it's time to take advantage of them!

### **1. Upsell and create packages**

Offering guests upgrades or add-ons for an additional cost is a great way to generate extra revenue, and it shows guests that you're able to add value to their stay. Win-win!

### **2. Offer welcome packs and give recommendations**

A welcome pack provides guests with essential info like instructions, directions and emergency details. It's also ideal for highlighting your hotel's unique amenities and special features, plus your recommendations for nearby attractions and activities.



### 3. Promote your experience online

Make sure you share your unique qualities on your website. There are many ways to do this:

- Use your 'About' page to share your values and your history.
- Add custom pages that focus on your biggest differentiators.
- Include plenty of photos and videos. Showing is always more effective than telling!



Take advantage of your OTA (Online Travel Agency listings) too. Make sure your listings showcase all your amenities and your proximity to nearby attractions, plus anything else that makes you stand out to online searchers.

### 4. Share your unique story

Look out for opportunities to gain press and media coverage:

- Enter industry awards and highlight your unique qualities in your entries.
- Reach out to press if your accommodation has a particularly unique story to share or feature to showcase.
- Consider partnerships that can help. For example, [eviivo Collective](#) garners unique, notable and luxury independent accommodations coverage in media outlets from Forbes to the Daily Mail.





**IT'S NOT ALL  
ABOUT THE STAY...**

The guest experience is about the entire end-to-end journey.

Having a strong Property Management System (PMS) is one of the best ways to improve your accommodation's guest experience, as it allows you to **elevate interactions at every step**:

- Guests get the best first impression of your property at your stunning website, which is easy to navigate and showcases all your best photos.
- Your website's booking engine makes it easy for the guest to book and pay for their stay online.
- Your PMS [Channel Manager](#) makes booking through an OTA just as seamless for guests and helps you to banish overbookings.
- Guests get automated communications from you at key points throughout their experience, which keeps them feeling informed, engaged and well looked after.
- The guest has the option of a contactless check-in because your PMS integrates with your smart lock system.
- All rooms and facilities are spotless on arrival because you've used your PMS cleaning dashboard to manage housekeeping duties.
- After their stay, the guest gets an automated feedback request email from your hotel, which inspires them to write you a glowing review.

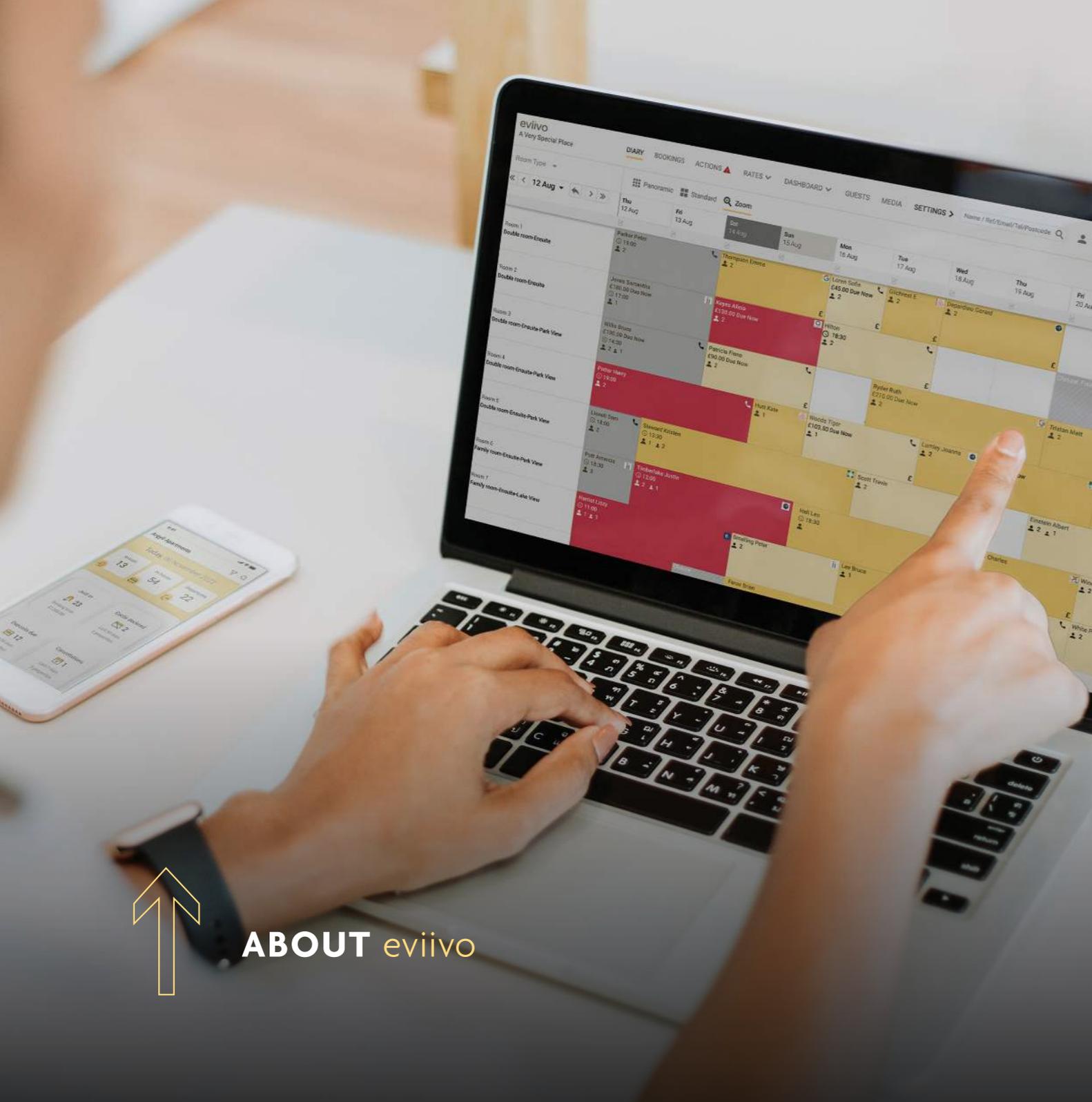
Best of all, by putting automation tools at the heart of your property management, your PMS gives your team more time to interact with guests face-to-face. After all, in-person hospitality is what drives the best guest experiences!

To learn more about this issue's topic, read our in-depth article [here](#).

Would you like to learn more about how you can elevate the guest experience with eviivo Suite?

Book your **FREE DEMO** of our award-winning software below.

[BOOK DEMO](#)



## ABOUT eviivo

Launched in 2011, eviivo is a leading hospitality software company known for its award-winning, cloud-based booking and property management system. eviivo Suite, an “all-in-one” system that allows property owners, hoteliers and hosts to manage guests, bookings and online travel agencies — such as Airbnb, Booking.com, Expedia and Vrbo — in one simple, easy-to-use platform, helping them increase revenue and occupancy, improve the guest experience and future-proof their business.

With over **20,000 accommodations** and **660,000 bookings per month**, eviivo’s booking and property management platform is the preferred software for hotels, B&Bs, vacation rentals, urban rentals, guest houses, serviced apartments, resorts, inns, villas, cottages, campsites and even unique accommodations, such as windmills, boats, castles and yurts!

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eviivo has seven main headquarters across the globe, including: London, UK (flagship location); Austin, TX and New York, NY (USA); Dusseldorf, Germany; Paris, France; Malaga, Spain; and Tunis, Tunisia.

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