

# How Hospitality Leaders Use Guest Insights

Key Use Cases, Goals and Challenges for Consumer Behavior Data in the Hospitality Industry

As hospitality leaders work to increase Direct Revenue at their hotels and better serve guests with exceptional experiences, they're leveraging consumer insights to:



Understand guest demographics and travel patterns



Identify competitors to better tailor services and offers



Anticipate travel trends



Build custom audiences and create compelling campaigns that entice consumers to stay at specific hotels



Optimize ROAS using footfall attribution and real conversion/booking metrics

And much more

## How Hospitality Leaders Approach Consumer Behavior Data

Hospitality leaders are more reliant on consumer behavior data compared with other industries, and more confident in their use of data to improve guest experiences:

87%

of leaders in hospitality agree that consumer behavior data is critical for their team's business decisions

46%

of hospitality leaders prioritize guest experience as their top metric

73%

of hospitality leaders plan to increase their use of consumer behavior data

## Top 3 use cases for hospitality leaders:



1. Guest Insights & Profiles (69%)



2. Market Research (49%)



3. Competitive Intelligence (43%)

## Top 3 insights for hospitality leaders:



1. Demographics (71%)



2. Guest Visitation Over Time (63%)



3. Guest Visits by Day of Week (45%)

## Hospitality Leaders' Focus

Looking ahead, hospitality leaders are most interested in improving the following metrics:



1. Guest Experience  
(46%)



2. Online Visits &  
Bookings (20%)



3. Growing ROAS for  
our Hotels (12%)

To achieve these goals, hospitality leaders can make the most of consumer behavior data by leveraging a platform like Azira to understand guest demographics and travel patterns, and identify key competitors. By building custom audiences, activating compelling campaigns, and using footfall attribution and conversion/booking metrics, hospitality leaders can optimize ROAS, maintain an edge over the competition, and deliver exceptional guest experiences.

Want to learn more? See how leaders can leverage **hospitality insights**, or **contact us today**.

*Azira partnered with Hanover Research to survey 590 global leaders working in the retail, restaurant, commercial real estate, and travel & hospitality industries.*

### About Azira

Azira LLC, a global Consumer Insights platform, helps marketing and operational leaders improve their effectiveness with actionable intelligence to drive business results. Its mission is to create a more relevant world where brands are empowered to reach and build relationships with their consumers. With a profound commitment to partnership, trust and transparency, combined with decades of expertise in consumer behavioral analytics, Azira delivers innovative marketing solutions to curate audiences, activate omnichannel campaigns, and understand footfall attribution. It also provides operational insights for use cases such as site selection, trade area analysis, competitive intelligence and more. Azira serves enterprises in retail, hospitality, travel, real estate, financial services and media. A global company, Azira is headquartered in Los Angeles with offices in Paris, Bangalore, Singapore, Sydney, and Tokyo. To learn more, please visit <https://azira.com>.