

# Is your hotel taking advantage of the latest guest touchpoints?

For hotels to surpass guest expectations and establish loyalty, they must offer value to travelers at every touchpoint:

- Inspiration
- Pre-trip
- In-destination
- Post Stay



Guests want information to be relevant throughout their travel journey depending on whether they are booking through an OTA or a hotel. [\(Inooz\)](#)



Guest touchpoints have increased with the digital transformation. Travelers visit up to 700 digital touchpoints to plan for their next trip. (Think with Google)



Provide a mobile optimized website or native mobile app to promote the hotel's unique value proposition. This information should be available for inspiration and pre-trip touchpoints as well.



Guests who download and use a hotel's mobile app are more satisfied and have greater loyalty to that brand. [\(JD Power\)](#)



Hotels need to utilize their data to understand their guest needs to increase on-property upsell and personalized service.



Utilize in-destination and post-stay touchpoints to encourage social media engagement, surveys, and reviews.



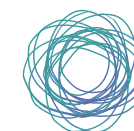
### Concilio Guest Scores™

Delight each guest by acknowledging the relationship online and on property. Our proprietary guest scoring systems reveals the real person behind every reservation and their value to the hotel.

### Concilio's Insight™ Engine

Concilio Insight Engine provides hoteliers with meaningful insights, enabling you to create memorable guest experiences and increase direct revenue. Actionable insights can automatically send prescriptive recommendations to websites, booking engines, and mobile apps – making digital properties smarter.

For more information or a product demo visit [www.conciliolabs.com](http://www.conciliolabs.com)



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