



for an
insightful approach
to guest satisfaction

hotel guest experience surveys

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www.bluskymarketing.com/research





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Adelphi Hotel, Melbourne, Australia
HIP Hotel

introduction

“We live in a very dynamic and transparent world, where hotel guests have been empowered to very easily and quickly share their hotel experiences online via a number of review websites, whether that is good, bad or indifferent.

By implementing an online hotel guest experience survey, developed specifically for that hotel, the hotelier can rebalance the feedback received by the hotel and ensure the hotel management team operate on accurate feedback.

While for those progressive hoteliers who are continuously seeking to refine their proposition a hotel guest experience survey will support hotels to evolve, anticipate changing guest needs and identify emerging opportunities via responses to questions like:

- What one thing could we have done to improve your overall experience?
- Do you have any ideas or changes we could make so that we can be greener as a business?

The following pages of the brochure cover other reasons why a hotelier should consider a hotel guest experience survey as an invaluable management tool. I hope you enjoy”

Chris Larsen
Managing Director, BluSky Marketing

HIP HOTELS



Cheil (Samsung) Worldwide



A1GP World Cup of Motorsport

BluSky Marketing

BluSky Marketing is a boutique marketing consultancy based in the East Midlands of the United Kingdom.

Established in 2003, BluSky Marketing have also managed a number of online research projects for international companies like Logica, Samsung, A1GP World Cup of Motorsports, Royal Institute of Chartered Surveyors (RICS) and Macdonald & Company.

With over 7 years of managed online research experience, BluSky Marketing have secured over 50,000 survey responses across 60 different types of surveys throughout the world, including translations into Arabic, Chinese, French, German, Italian & Spanish.

BluSky Marketing can now offer a cost effective managed online hotel guest experience survey for the progressive hotelier.



“ Thanks for asking for the feedback. We appreciate being able to provide this and hope it is taken constructively thanks ”

Hotel Guest Response December 2010

Guest Insight: Discerning guests are given the opportunity to easily share their experience directly with the hotelier.



why

- Provides a hotel with an opportunity to proactively secure honest feedback from their valued guests
- An issue brought to light and resolved quickly can transform a guest into a lifelong advocate
- We live in a transparent world
- Rebalance feedback received via other hotel review websites
- Discerning guests appreciate the opportunity to express their comments and opinions when appropriate
- Assists hotel management in focusing on the “real” issues
- Part of a continuous improvement philosophy which assists in improving and refining the hotel experience
- Sometimes we forget to acknowledge what we do well

Enhance online reviews, operate from accurate feedback and identify new business opportunities



Smartphone (iPhone) compatibility makes it even easier for guests to provide hotel insight while on the move.



“Wow, this is more feedback than we usually capture in a month”

Comment after three days of survey distribution.

Dion Chandler

General Manager, Adelphi Hotel
Melbourne, Australia

online difference*

1. Instantaneous results allows faster hotel response, if and when required, to secure longer term guest loyalty
2. Considered response improves quality insight provided to hotel
3. Sophisticated analysis tool for management to pinpoint the real issues and areas of improvement quickly
4. Real time results stored within a central repository for anytime and easy access
5. Higher response rate
6. No need to utilise in-house staff to “key in data”
7. Paperless and environmentally friendly
8. Opportunity to reinforce “brands” style & tone

Online survey tool assists in managing dynamic feedback requirements of the business

*in comparison to securing feedback via in room paper questionnaires



Bespoke Hotel Guest Experience Surveys developed by BluSky Marketing inline with hotel "brand's" style and tone



how

- BluSky Marketing, working with the hotel, prepares the appropriate online hotel guest experience survey
- The hotel provides unique imagery for their establishment
- BluSky Marketing completes the survey design and build
- The hotel approves the final version of the hotel guest experience survey prior to going live
- BluSky Marketing provides the hotel with the unique survey link for distribution to their valued guests
- BluSky Marketing provides login details for the real time online results access
- Prior to going live, BluSky Marketing will also provide training on how to use the real time online results system

Working with the hotelier, BluSky Marketing can launch a customised online hotel guest experience survey within two weeks consistent with their brand positioning



Stapleford Park
Melton Mowbray, England



“In the world of social media networking, interaction with guests has become extremely important to generate buzz. I think a tool like this will assist us to identify the buzz and sustain it.”

Shuif Hussain
Managing Director, Stapleford Park
Melton Mowbray, England

price

Options	Single Hotel		Hotel Chain / Group	
	'Off-Shelf'	'Bespoke'	'Off-Shelf'	'Bespoke'
Annual Establishment License Fee	✓	✓	✓	✓
Survey Questions Number	upto 30	30 plus	upto 30	30 plus
Bespoke/Additional Questions	×	✓	×	✓
Real Time Online Results Access	✓	✓	✓	✓
Branded Hotel Design	×	✓	✓	✓
Bespoke Survey Design ¹	×	✓	×	✓
'Issue' Auto Prompt	×	✓	£599.00	✓
Training Support	✓	✓	✓	✓
Annual Benchmarking Report ²	✓	✓	✓	✓
Annual License Fee³ (inc design & build)	£999.00	£1,499.00	£1,999.00	£2,499.00
Per Response Fee⁴	£1.00	£1.00	£0.75	£0.75

(1. As per hotels existing websites design, look & feel, 2. Available from 1st September 2011, 3. Hotel Chain/Group up to 10 hotels, 4. Per response rate fee invoiced on a quarterly basis. BluSky Marketing, reserve the right to amend pricing and payment terms, without notification, and as required.)

“The survey tool is fantastic, easy to use and reinforces our style as a hotel, while also securing some great feedback which is already helping us improve as a business.”

Aatin Anadkat
Managing Director, Hotel Maiyango
Leicester, England



Hotel Maiyango, Leicester, England
'Small Hotel of the Year' 2010 East Midlands Tourism Awards.





contact

For more information, to organise an online demonstration or meeting, please contact Chris Larsen

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“We booked this break to be pampered and spoilt for the evening and alleviate our stress. We should have complained at the time, but to be honest we did not need the hassle.”

Hotel Guest Response, January 2011

BluSky Marketing | Strategy | Digital | Events | Research | Design | PR

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