

The Key to the Success of Hotel Loyalty Program Enrolments: An Assessment of the Best Practices within the Three Hospitality Tiers

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Abstract : The objective of this study were to identify the numerous effective ways of capturing new members to participate in the brand hotel loyalty programs through the following objectives: (1) To differentiate the appropriate approach on selling the loyalty program to the different consumer market within their tier; (2) to evaluate the different behavioural degree of guests from different aspects of class and preference; (3) to compare the 3 hospitality tiers and the best tactic of approach according to their target market; (4) to assess the best practices suitable to the category of hotel in their specific tier. This study is a mixed methods research which involves both qualitative and quantitative. The qualitative research consisted of twelve management level respondents from 6 different hotels. These hotels were subdivided into 3 hotel tiers -- Luxury Hotels Upper Upscale Hotels and Mid-Scale Hotels—and the research studied two hotels of each hotel tier. Meanwhile, the quantitative research was conducted to further confirm and enhance the results by the means of guest post-stay surveys. Research findings of the qualitative research were as follows: (1) There are no differentiated best practices in capturing new enrolments based on the hotel tier. (2) There is only one key tool that determines the hotel loyalty program enrolment success. Meanwhile, the research findings of the quantitative research lead to the conclusion that most guests do not participate in the loyalty program was because they were not invited from the start.

Keywords : best practices, loyalty program, hospitality tier, enrollment success

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