



Guest Preferences

Setup, Best Practices and Inspiration



Please complete the guest preferences questionnaire

Your answers will help us personalize your experience.

What would be your preferred names?

Type your answer here...

What is the purpose of your visit

Leisure

Business

Would you prefer a high floor?

AGENDA

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GUEST PREFERENCES

A customisable questionnaire to capture the preferences of guests in an easy-to-complete form that can be sent via links in any Revinate campaign.

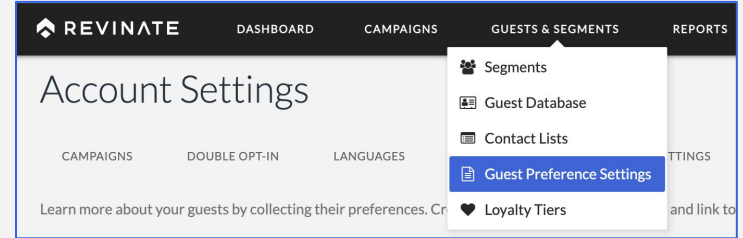
Once captured, the responses can be used to both personalise a guest's stay and send contacts targeted campaigns based on their questionnaire responses.

CREATING THE QUESTIONNAIRE

Create your questionnaire in Guest Preference Settings.

Guest Preference Settings

- Add/edit/remove questions on your questionnaire
- Question types supported: Multiple choice (single or multi-select) and open text
- Customise the landing page design with a logo, banner image, greeting message and submission confirmation message.



QUESTIONNAIRE SETUP

Each account supports a single questionnaire

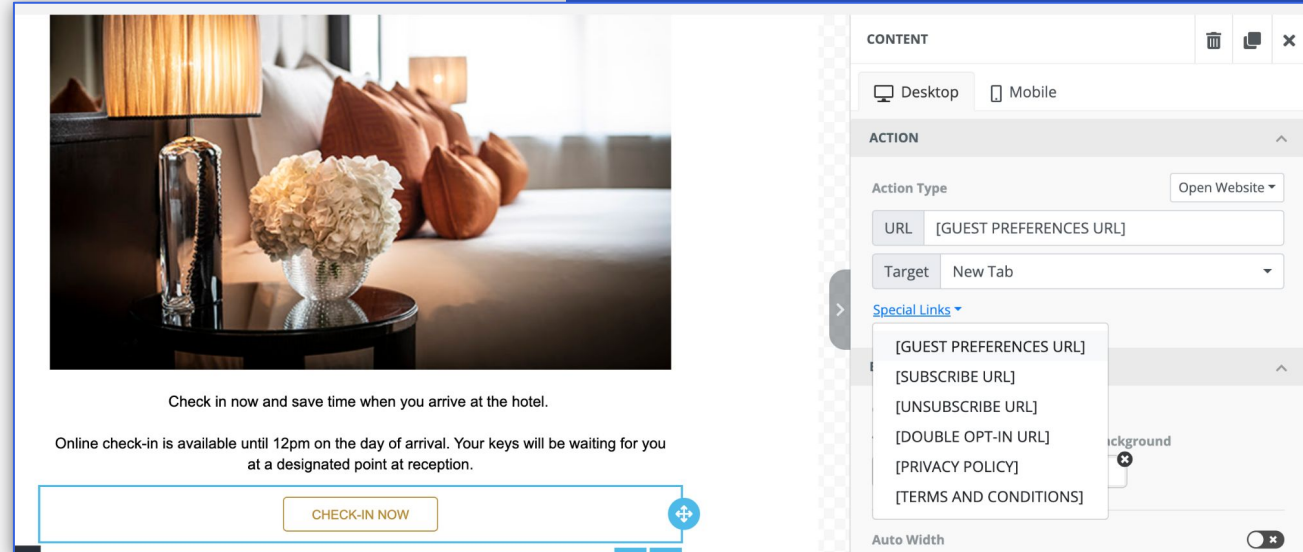
- It is not possible to create multiple versions of the questionnaire for different purposes, designs or segments. You do not need to send the questionnaire to all guests, but those that you do will all see the same form.

If connected to a group account, Guest Preferences are then managed from the group account

- The guest preference form can only be accessed and edited from the group account. Property accounts will not see Guest Preferences Settings in their navigation.
- Group accounts support a single questionnaire.
 - All properties that include the GP questionnaire will use the same form, with the same questions and design.
 - You do not need to use GP for all properties but for all properties that do, contacts will view the same form.

LINK TO A CAMPAIGN

Add the questionnaire to any campaign using [GUEST PREFERENCES URL] in hyperlinked body text or a CTA.



The image shows a campaign editor interface. On the left, there is a preview of a campaign element. It features a photograph of a hotel room interior with a bed, pillows, and a table with a vase of white flowers. Below the image, the text reads: "Check in now and save time when you arrive at the hotel." and "Online check-in is available until 12pm on the day of arrival. Your keys will be waiting for you at a designated point at reception." At the bottom of the preview is a button labeled "CHECK-IN NOW".

On the right, there is a configuration panel titled "CONTENT". It includes a "Desktop" and "Mobile" view selector. Under the "ACTION" section, the "Action Type" is set to "Open Website". The "URL" field contains "[GUEST PREFERENCES URL]" and the "Target" is set to "New Tab". A "Special Links" dropdown menu is open, showing a list of options: "[GUEST PREFERENCES URL]", "[SUBSCRIBE URL]", "[UNSUBSCRIBE URL]", "[DOUBLE OPT-IN URL]", "[PRIVACY POLICY]", and "[TERMS AND CONDITIONS]". The "Auto Width" toggle is turned on.

LINK TO A CAMPAIGN



Please complete the guest preferences questionnaire

Your answers will help us personalize your experience.

What would be your preferred names?

Type your answer here...

What is the purpose of your visit

Leisure

Business

Guests who click the link will be taken to the GP form landing page, similar to Upsells.

RICH GUEST PROFILE

The Preferences tab on the Rich Guest Profile (RGP) holds the current questionnaire and latest response

Mr. Caroline Brettell

(US)
c_brettell@gmail.com
UNSUBSCRIBED

LIFETIME STAYS: 1 stay
LIFETIME NIGHTS: 3 nights
LIFETIME SPEND: €287

PROFILE STAYS ENGAGEMENT SURVEY **PREFERENCES**

GUEST PREFERENCES (as of Aug 24, 2022) EDIT

LIVE QUESTIONS

Your reason for travelling

Do you have any additional guests? Yes No

Are you travelling with children? Yes No

Room Preferences (All room requests are subject to availability) Feather Allergies Accessible Room Lower Floor Close to other guests in party Travel Cot Early Arrival Extra Bed

Interest (All requests are subject to availability) Spa Fitness Food/Private Dining Culture Shopping Family

Your Dietary Requirements Vegetarian Vegan No Shell Fish Nut Allergy No Dairy Gluten Free Kosher Low Fat

ARCHIVED QUESTIONS

Would like us to arrange your transportation for you to / from airport?

Annotations:

- Red arrow: Points to the 'PREFERENCES' tab.
- Green box: Date the form was most recently completed. **TIP:** Guests can complete it multiple times, but we only store the most responses.
- Orange box: Revinate users can manually edit/add responses for to an individual profile.
- Blue box: All form questions will display. Responses are noted in blue.
- Yellow box: Questions that have been removed from the live form.

HOW DOES THE DATA MIX?

Data is accessible in the Guest Preferences section of the RGP.

GP response are separate from data we receive from Contact Lists or PMS data.

Why does that matter?

1. Using Guest Preferences to update contact data (ex Date of Birth, Email address) is not possible.
 - Ex. birthdays collected on the GP form will not update the birthday field on the profile and therefore cannot be used to trigger birthday.
 - GP responses are also separate from any custom profile fields (UDFs) added via contact lists or through webforms connected to Revinate.
2. Preferences collected in the PMS or other sources cannot be transferred to Revinate.
3. Guest Preferences data does not push back to the PMS.



Tools for Using Preference Data

Two ways to approach collecting and using Guest Preferences

CREATING SEGMENTS

Multiple choice questions can be used for segmentation.
Create segments based on preferences to **send targeted campaigns** based on their preferences.

Find guests who match the following conditions:

select

Guest Preferences

- + Who are you traveling with? (Choose all that apply)
- + OR When it comes to meals, are you looking forward to... (Choose all that apply)
- Which of these activities align the most with what you & your travel companions are looking for?



GP questions will grouped together in your segment filters.

Segment filters allow you to select contacts who did or did not respond.



Find guests who match the following conditions:

What is the purpose of your visit

is

+ AND

+ OR

is

is not

is blank

is not blank

x Leisure x Special Occasion

CREATE A TRACKING SEGMENT

Revinate reports do not show how many contacts have submitted preferences. Instead, **keep track of preference data growth with a segment.**

Select each GP question and add 'is not blank' as the filter. Make sure all questions are added to the segment so that this will capture anyone who responded.

The screenshot displays the Revinate interface for creating a segment. On the left, a 'Questionnaire' panel shows 'Live Questions' with three questions selected: 'What is the purpose of your visit?', 'Would you prefer a high floor?', and 'Would you like a beach view?'. The main panel, titled 'All Guest Preference Responders', shows three summary cards: 'REACHABLE BY EMAIL' with a count of 36, 'PROFILES IN THIS SEGMENT' with a count of 51, and 'TOTAL LIFETIME ROOM SPEND' with a value of USD 183,391. Below these cards, a list of filters is shown, each with a green checkmark: 'In any Group Contact List', 'What is the purpose of your visit is not blank', and 'From any Property'. These filters are grouped by 'OR' operators. A blue circle with a yellow border and the text 'Use OR Segments' is overlaid on the filter list. At the bottom left, there is a 'VIEW LESS' link.

Want to track response rates for individual questions?

No problem! There is no limit to the number of segments you can create. Create one segment for each question. But don't forget to create that single segment, using OR filters and all GP questions so you can track the total number of form submission.

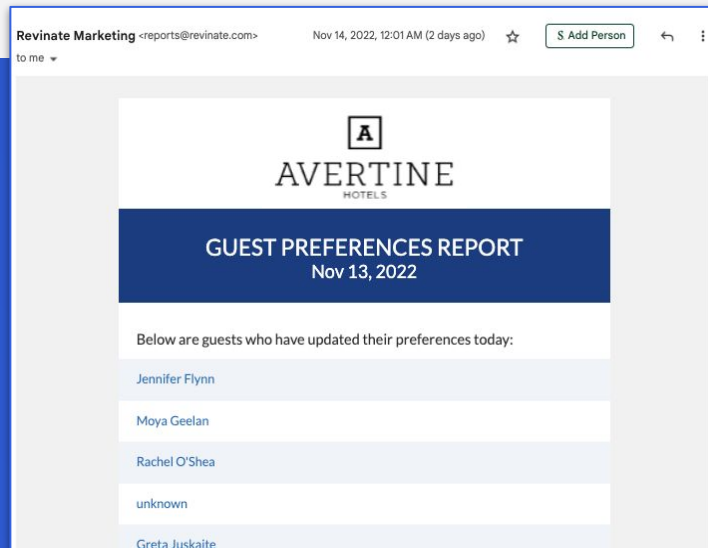
GUEST PREFERENCES REPORT

→ Daily report sent by email, showing anyone who submitted Guest Preferences the day prior.

→ Property level report, not available at group level.

Go to Property account → Reports → Report Subscriptions → Turn on Guest Preferences

TIP: Admin users can subscribe themselves to the report as well as other users.



Name	Description	Schedule	Subscription	Actions
Monthly Digest	A monthly report focused on the previous month's campaign performance	Monthly	ON OFF	All Subscribers
Yearly Digest	Your year with Revinate Report	Yearly	ON OFF	All Subscribers
Guest Preferences Report	A daily report of profiles who have updated their preferences questionnaire	Daily	ON OFF	Actions

ARRIVALS REPORT

Customise columns in your personal Arrivals Report to include GP responses that are relevant to operational needs or may help personalise a guest's stay.

REVINATE DASHBOARD CAMPAIGNS GUESTS & SEGMENTS REPORTS UPSELLS

Arrivals Report for Thu Nov 17, 2022

ARRIVING **33** guests

DEPARTING **20** guests

ROOM REVENUE **\$9,911**

GUEST LIST

Nights, stays, and spend includes past, current, and future reservations

Customize columns

GUEST	NIGHTS	ROOM TYPE	UPSSELLS	NPS	WHICH OF THESE ACTIVITIES ALIGN THE MOST WITH WHAT YOU & YOUR TRAVEL COMPANIONS ARE LOOKING FOR?	ARE YOU MORE LIKELY TO...
Ontario	2	Premium Airstream Suite	-	-	Learn how to rock climb, hike nearby trails, or try a new extreme sport, Explore nearby historical sites, take a guided tour, or attend a wildlife discussion	Sit fireside and enjoy a classic s'more
Anaheim, US	3	Premium Airstream Suite	-	PROMOTER	Explore nearby historical sites, take a guided tour, or attend a wildlife discussion	Sit fireside and enjoy a classic s'more
	2	Premium Airstream Suite	-	-	-	-



What to Include

Best practices and two ways to approach Guest Preferences

TWO APPROACHES TO GUEST PREFERENCES

1. Marketing

- Get to know your guests better to create more compelling offers based on their interests and preferences
- Send targeted offers based on preferences

2. Operational

- Functional purpose asking stay based questions, like arrival time, flight number or allergies etc so you can prepare for a guest's stay.
- Surprise and delight guests at check in and during their stay with things like :
 - Tailored recommendations
 - Special welcome treats
 - Prepare their room the way they like it (ex pillows, extra beds etc)
 - Allergy safe F&B
 - Personalised greetings

WHAT TO ASK EXAMPLES

Marketing

- When I travel, I usually travel for... (beach retreat, mountain views, the tastiest food)
- What would you like to hear more about?
- What cities would you like to visit?
- When you travel, is it usually for... (work, family holidays, last minute getaways etc)

Tell us a little about yourself!
Your responses will help us serve you better.

What do you like to do when you travel?

- Go Shopping
- Visit Theme Parks
- Dine
- Go to the Beach
- Discover Arts & Culture
- Attend Events
- Experience Outdoor Adventures

Operational

General

- What type of amenities do you look for while travelling?
- Pillow preference, food allergies, fave wine type etc.

Trip specific

- Are you celebrating any special occasions during your trip?
- What time are you arriving?
- What are you most excited to do on your trip?

Can we suggest a few things to see and do? Our concierge will be delighted to assist.

- Visitor attractions, museums & galleries
- Wining, dining, bars & cocktails
- Getting around - bus, trams & taxis
- Shopping & gifts
- Shows, tickets & tours
- Other

TIPS AND TOOLS FOR EACH APPROACH

Marketing

- Use multiple choice questions NOT open text
- Not concerned with locating a specific guest or stay, but groups of guests who answered the same way

TIP: Ask m/c questions that fit with what you already offer (outlets, mailing lists, promotional offerings etc.) so you can easily segment and action feedback with tailored offers.

Helpful Tools

← **Segments**

Operational

- Use multiple choice AND/OR open text questions
- Responses are relevant to the individual guest not groups of guests
- Useful to the hotel leading up to or during they stay

TIP: Ask questions that will allow you to personalise the stay.

Arrivals Report

← **Guest Preference Report**

WHERE AND WHEN TO INCLUDE THE LINK

- ✓ Add a GP link in to the standard email footer
- ✓ Pre-Arrivals and Confirmation
- ✓ Send campaigns specifically intended for preferences
 - Qualification campaigns connected to contact lists
 - One time campaign to existing engaged database



Collecting Preferences

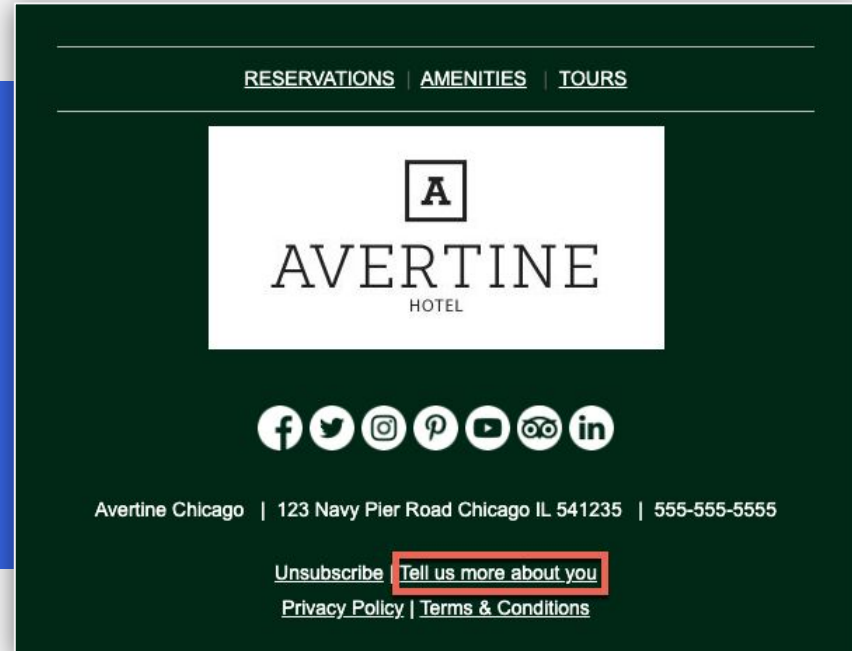
Revinate Campaign Examples

Collect Preferences in the Footer in All Campaigns

👍 High exposure to the database since it's included in all emails. More exposure = more chances to collect!

👎 Likely to have a lower click rate for the GP questionnaire because it's not highlighted in campaign content.

TIP: Calling it 'preferences' might lead guests to think it's about email frequency. Consider using a different phrase like this so guests know what you're really asking



Collect Preferences in Pre-Arrivals and Confirmations

👍 High campaign open rates and engaged contacts looking forward to their stay → Likely to submit their preferences!

👎 May draw attention away from Upsell CTAs or get lost in lots of pre-stay info.

For best results, keep this in mind when designing as IPP did.

😊 **TIP:** Ask questions that'll help personalise a stay - it's a great opportunity to create memorable experiences for guests!



ARRIVAL DATE	January 10, 2022
DEPARTURE DATE	January 17, 2022
CONFIRMATION #	875964521

Please answer 3 questions to help us personalize your experience and keep you up to date with our best offers.

[Personalize My Experience](#)

Avertine Chicago
123 Navy Pier Road, Chicago, IL, 541235, United States
[HOTEL PHONE]

[f](#) [t](#) [p](#) [in](#) [o](#) [i](#) [y](#)

[Subscribe](#) from our marketing emails.
[Privacy Policy](#) | [Terms & Conditions](#)

Collect Preferences from Subscribers

Use Qualification campaigns to send campaigns specifically intended to collect preferences

👍 Sending to engaged contacts, with collecting preferences as the campaign's main purpose

👎 Smaller reach since PMS database grows much faster than newsletter database



We want to know you better



In order to improve our communications and tailor our offers to your needs, we would love to learn more about you.

Please click the link below to answer 5 guest preferences questions to improve your guest experience.

ANSWER NOW

Tell us about what you prefer to hear about

By answering the following questions, you can ensure our communications will include the most interesting and relevant updates for you! These preferences can be updated at any time from the "Subscriber Preferences" link in our communications.



Avertine Chicago
123 Navy Pier Road Chicago IL 541235 | [HOTEL PHONE]



[Unsubscribe](#) from our marketing emails.

[Manage your subscription preferences](#)

One-time Campaign to Engaged Database

Pre-arrivals, confirmation, even collecting with newsletter signups are all great to collect preferences from new contacts. But what about your **existing database**? Consider sending a one-time campaign to collect preferences.

👍 **The more you ask, the more you'll collect. Re-engage with your database, then send them highly targeted content they are likely to book.**

👎 **Potential for some unsubscribes.** To reduce this risk, follow standard campaign best practices by making sure the segment focuses on engaged contacts and recent guests.



We love to treat our guests to little surprises, great offers and memorable stays!

Tell us more about yourself so we can send you news and offers that will inspire you to travel. And who knows, you might just get a special treat on arrival.... Or maybe those treats will even start now, with a special offer just for you! 🍷 😊

[Update Your Preferences](#)

Avertine Hotels

3 Letterman Dr. San Francisco California 94129 | 4152639819



WHERE AND WHEN TO INCLUDE THE LINK

The **Guest Preferences** URL can be **included in any Revinate campaign**. One-time campaigns, post-stay, pre-stay, you name it!

There is no standard right or wrong campaign to include it in. It can be shared in multiple campaign types, but the types of questions you ask may impact where it makes sense to include them.

For best results, you should try to **draw attention to the Guest Preferences link** at the right points in *your* communication journey, keeping in mind the marketing vs operational use and **track response rates**. Then find ways to use the data to **impact the guest experience** with these insights.



Using Preference Data

Customer Examples

Operational

Stay based questions designed help with check in and personalise the stay.

Use this to **surprise and delight** your guests on arrival

- Traveling with young kids? Add a children's pack to the room
- Celebrating something during the stay? Make sure they get a surprise dessert at their dinner reso! Or just wish the a happy birthday when they check in.

Little things can make a big difference!

Questionnaire ADD QUEST

⋮ A How many guests are traveling? ACTIONS ▾

⋮ A Are you celebrating any special occasion? ACTIONS ▾

⋮ A What is your estimated arrival time? ACTIONS ▾

⋮ A What is your estimated departure time? ACTIONS ▾

⋮ Do you need any assistance with transportation? ACTIONS ▾
Options: Yes | No

⋮ Would you like to schedule any spa treatments? ACTIONS ▾
Options: Yes | No

⋮ Would you like to make dining reservations? ACTIONS ▾
Options: Yes | No

⋮ Would you like to request any of the following special items?
Options: Extra Pillows | Rollaway Bed (\$75 fee applies) | Baby-Proofed Accommodation | Baby Amenities | Extra Towels | Extra Hangers | Other

How many guests are traveling?

Type your answer here...

Are you celebrating any special occasion?

Type your answer here...

What is your estimated arrival time?

Type your answer here...

What is your estimated departure time?

Type your answer here...

Stay based questions, applicable for all properties and designed to give the hotel info to make the guest's stay personal and memorable

Uses the GP Report to prepare further in advance of the stay

GP responses do not update the Rich Guest Profile so this question requires a manual update to the PMS in order to be reflected in Revinate.

This Property finds the extra effort of a manual update is worth it to improve the reachable database and personalise communication. But if you do not have the resources to manually update, Revinate recommends not asking for email, birthday etc.

Any specific dietary requirements?

Type your answer here...

Will you be celebrating any special occasion during your stay?

Type your answer here...

Anything we can do to make your stay even better?

Type your answer here...

What type of experiences do you look forward to?

Spa and wellness

Excursions to explore places of interest

Nature and wilderness experiences

Culinary experiences

Active experiences, hiking, surfing, cycling etc

Live Questions

A Estimated time of arrival.

A Full names of guests as it appears in passports.

A Email address, if you did not reserve directly.

A Any specific dietary requirements?

A Will you be celebrating any special occasion during your stay?

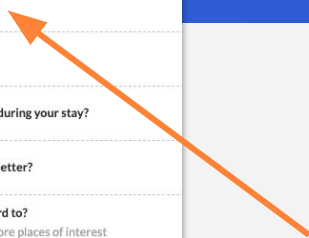
A Anything we can do to make your stay even better?

What type of experiences do you look forward to?

Options: Spa and wellness | Excursions to explore places of interest
| Nature and wilderness experiences | Culinary experiences
| Active experiences, hiking, surfing, cycling etc

How did you hear about us?

Options: Friend/colleague | Travel agent | Magazine, newspaper article
| Online search engine - Google, Bing etc. | Clicked on an online ad
| Online travel website - Expedia, Booking.com, Tablet Hotels, Mr. and Mrs. Smith etc.
| Relais & Chateaux | TripAdvisor | Instagram | Facebook | LinkedIn | Other





Steps to Success

TIPS

→ For higher response rates, keep it short, clear CTAs and only ask questions where responses will be used.

→ The what and when/where should be specific to the hotel/group and how they intend to use the data.

For example:

- Consider where, when and to whom the survey is being shared. Is it in the footer of all emails? Shared only in a pre-arrival? Sent after subscribing to a newsletter?
- If they want to use it for both operational and marketing purposes, the questions should to be written in a general way.
 - *What usually brings you to our hotel? vs What is the purpose of your trip?*
- Do they want to use it for segmentation? Make sure to use Multiple Choice questions not open text
- Are you asking functional stay based questions and need time to prepare? Don't wait to ask until a day or two before they arrive, send it in a 7 day pre-arrival!

3 STEPS TO SUCCESS WITH GUEST PREFERENCES

Step 1

- Decide what data you want to collect. Consider:
 - What you want to promote?
 - What you want to learn about your guests?
 - How you want to use the response data?
- When/where to ask for preference submissions

Step 2

- Set up campaigns to include the Guest Preference Link
- Activate campaigns with link
- Create a segment(s) to monitor response growth
- Turn on arrivals and/or GP reports if helpful

Step 3

- Use the data! Evaluate responses, your planned offers and automated communication
- Create targeted campaigns by interest
- Make memorable stays by incorporating preferences

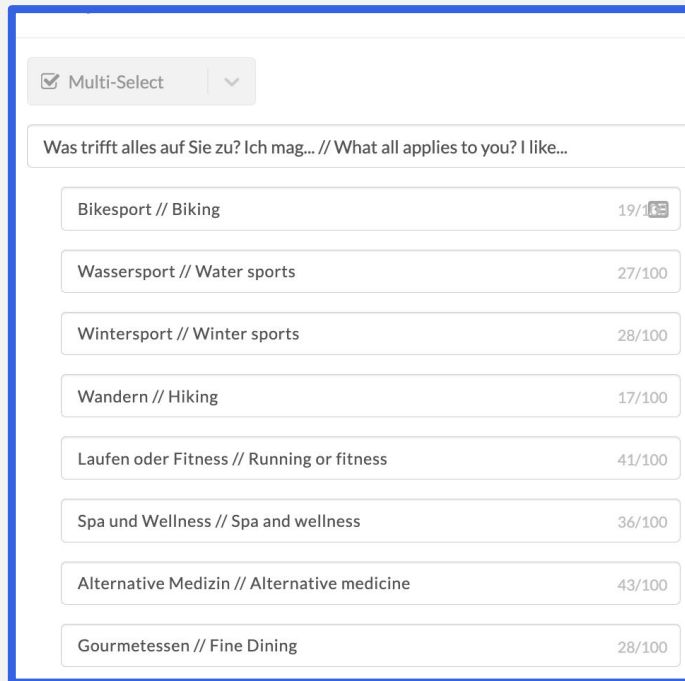


Thank you



Appendix

MULTI-LINGUAL GUEST PREFERENCE QUESTIONNAIRE



The image shows a screenshot of a multi-select questionnaire form. At the top, there is a 'Multi-Select' toggle switch which is checked. Below this is a question in German: 'Was trifft alles auf Sie zu? Ich mag... // What all applies to you? I like...'. The form contains eight options, each with a count and a percentage. The options are: Bikesport // Biking (19/100), Wassersport // Water sports (27/100), Wintersport // Winter sports (28/100), Wandern // Hiking (17/100), Laufen oder Fitness // Running or fitness (41/100), Spa und Wellness // Spa and wellness (36/100), Alternative Medizin // Alternative medicine (43/100), and Gourmetessen // Fine Dining (28/100).

Activity	Count	Percentage
Bikesport // Biking	19	19%
Wassersport // Water sports	27	27%
Wintersport // Winter sports	28	28%
Wandern // Hiking	17	17%
Laufen oder Fitness // Running or fitness	41	41%
Spa und Wellness // Spa and wellness	36	36%
Alternative Medizin // Alternative medicine	43	43%
Gourmetessen // Fine Dining	28	28%

Reminder: Guest Preferences does not currently support multiple languages

The form can be created in any language, however it cannot be translated in the app. All contacts who receive the form will see it in the same language, regardless of their settings or the campaign language.

With 2 languages, we suggest writing inline translations to make it bilingual.