

Why Do Corporate Guests Leave?



We all agree that guest retention is the most efficient way to build revenues. But have we examined why corporate clients leave our properties, never to return?

The Top Six Reasons Corporate Guests Leave Your Property %

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| 6. Died. 1% of our corporate guests will leave a property because they will pass away. | 1% |
| 5. Leave the Territory. 3% of our corporate guests will be transferred to a different territory. | 3% |
| 4. Other Friendships. 5% of our corporate guests will leave for reasons of new friendships... meeting an employee of another property while out for drinks or possibly a friend knows a friend... in any event, they will try a new property. | 5% |
| 3. Competition. 9% of our corporate clients will leave because of competition. They may prefer their rewards program. It may be the breakfast. It may be price. It's a war out there. | 9% |
| 2. Dissatisfaction with the Product. 14% of our corporate guests leave because the property they were staying with has grown tired. Or their staffs have forgotten they are in the hospitality business. | 14% |
| 1. Indifferent Attitude. The single greatest reason (68%) that guests leave a property is completely controllable. <i>Our actions control whether or not guests return.</i> | 68% |

Guest Satisfaction is not something that just happens. We should be establishing and supporting a culture that applauds exceeding guest expectations. If we succeed, then each of guests will tell 3 to 10 people about their great stay. Word of mouth advertising is the least costly and most effective advertising we can have!



Diamond Service on the Rise

Diamond Service on the Rise is a web-based program that emphasizes: Exceeding guest expectations; Successful complaint resolution; and driving occupancies through guest retention and positive word of mouth. For a sample module go to: www.wetrainhotels.com.

WeTrainHotels.com is an award winning, online training tool designed specifically for the hospitality industry, created to engage the next generation of staff through a fun and interactive web interface using the latest in web technology, video and animation.

The focus of the website is to enable hotel properties to exceed guest expectations by allowing them to focus: on the Guest; on driving *Industry Best Practices*; and on winning the war for market share while expanding profitability.

📁 **Great Training is Now Only A Click Away!**

Please go to www.wetrainhotels.com for more information or contact Laurence Marans at