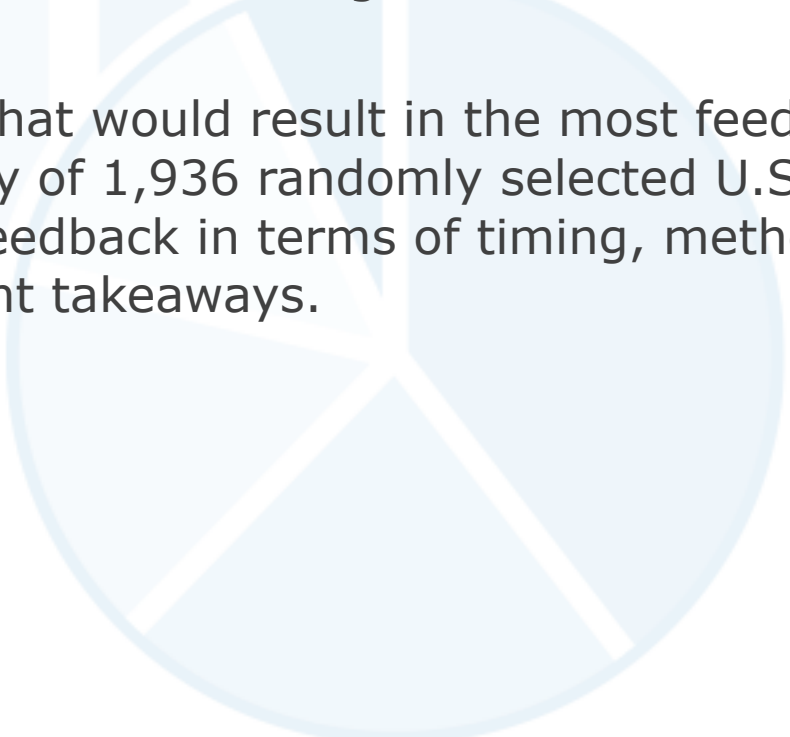# The Most Effective Tactics for Collecting Guest Feedback

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Abstract

Customer feedback is vital in any industry, but when the business is hospitality, personal comments and complaints from individual guests can reveal problems managers may not have noticed. Conversely, guest feedback can also be a barometer for what a hotel does well—so managers are wise to tap into this resource as often as possible.

We wanted to find the situation that would result in the most feedback for hotels, so we conducted an online survey of 1,936 randomly selected U.S. consumers about their likeliness to deliver feedback in terms of timing, method and incentives. Here are the important takeaways.
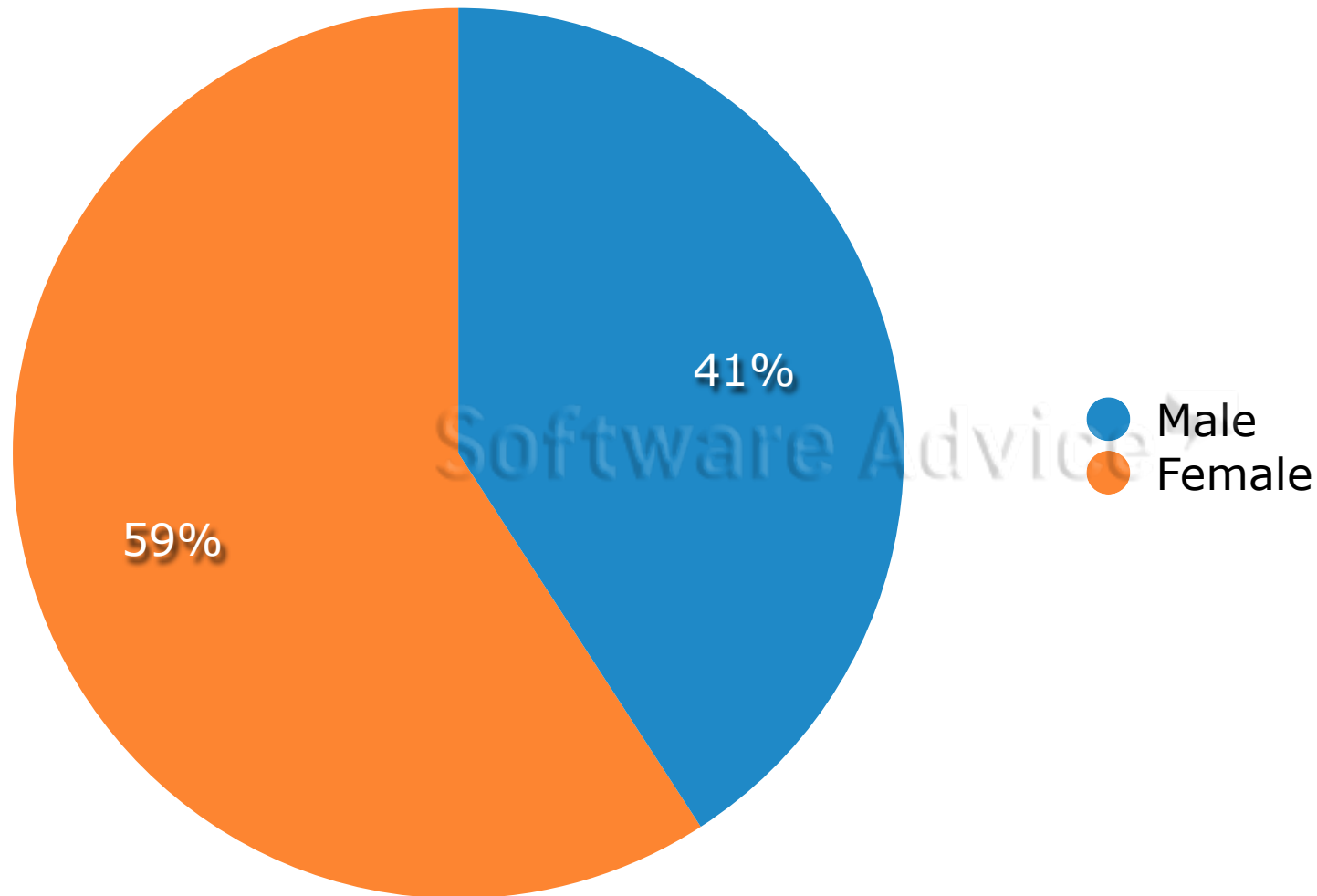
Times Guests Are Most Likely to Complete Feedback Forms

35%

13%

17%

35%

- ● Within a few days
- ● At check-out
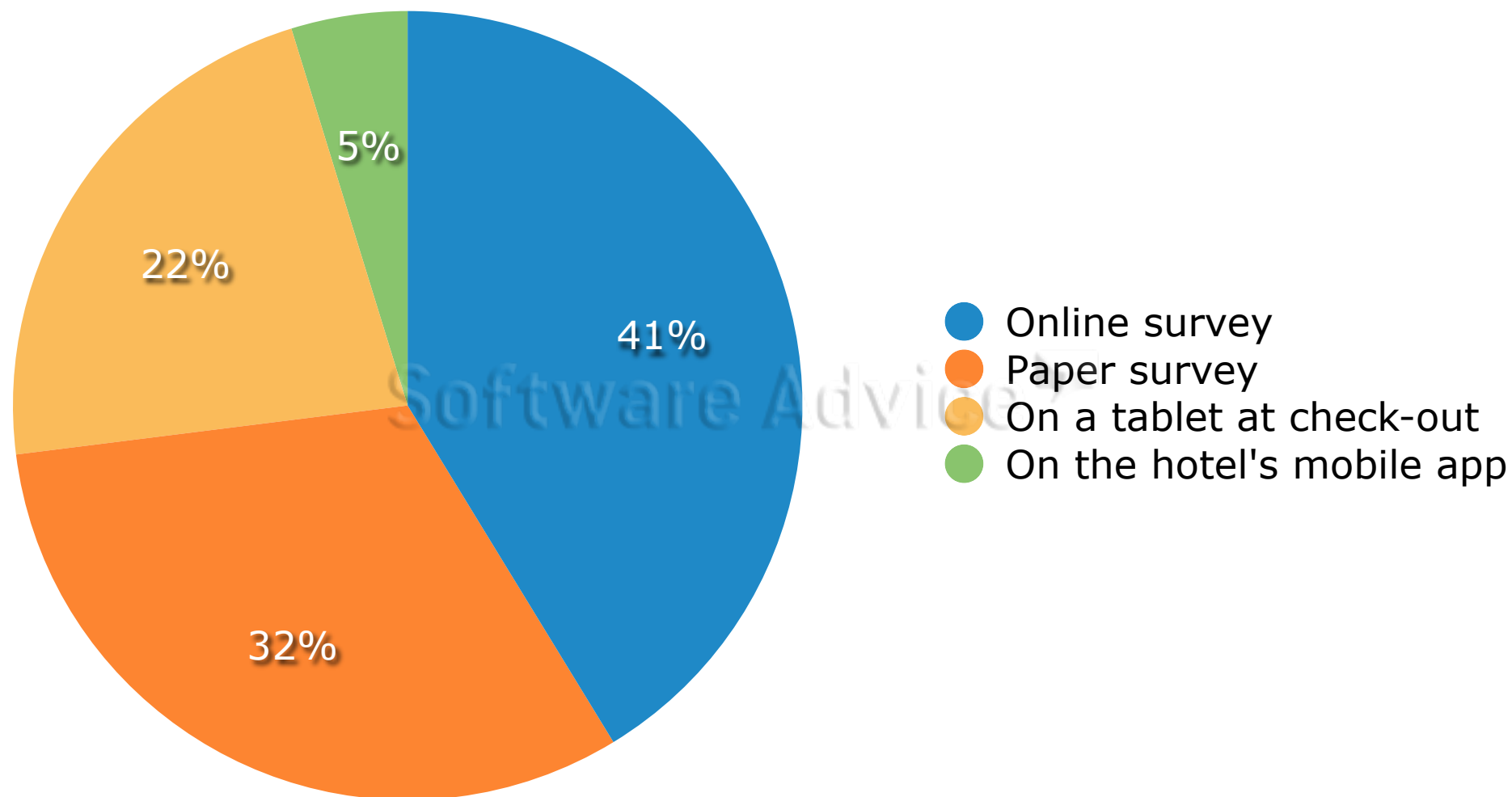- ● A week or two after
- ● Never

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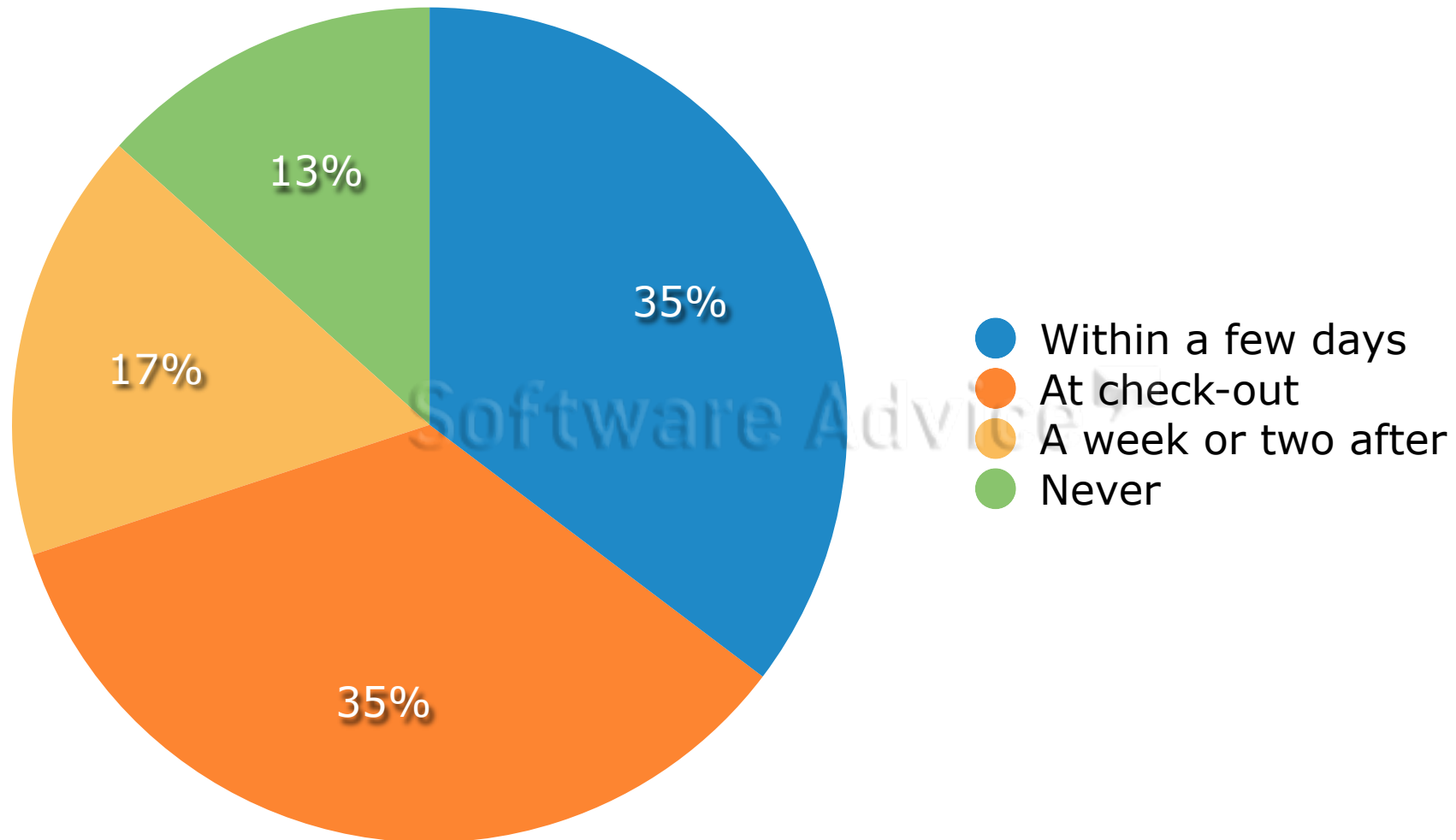
Guests would be most likely to complete a feedback form during check-out and within a few days after check-out, each at 35 percent.

Likelihood to Offer Feedback Within Days of Check-Out by Gender
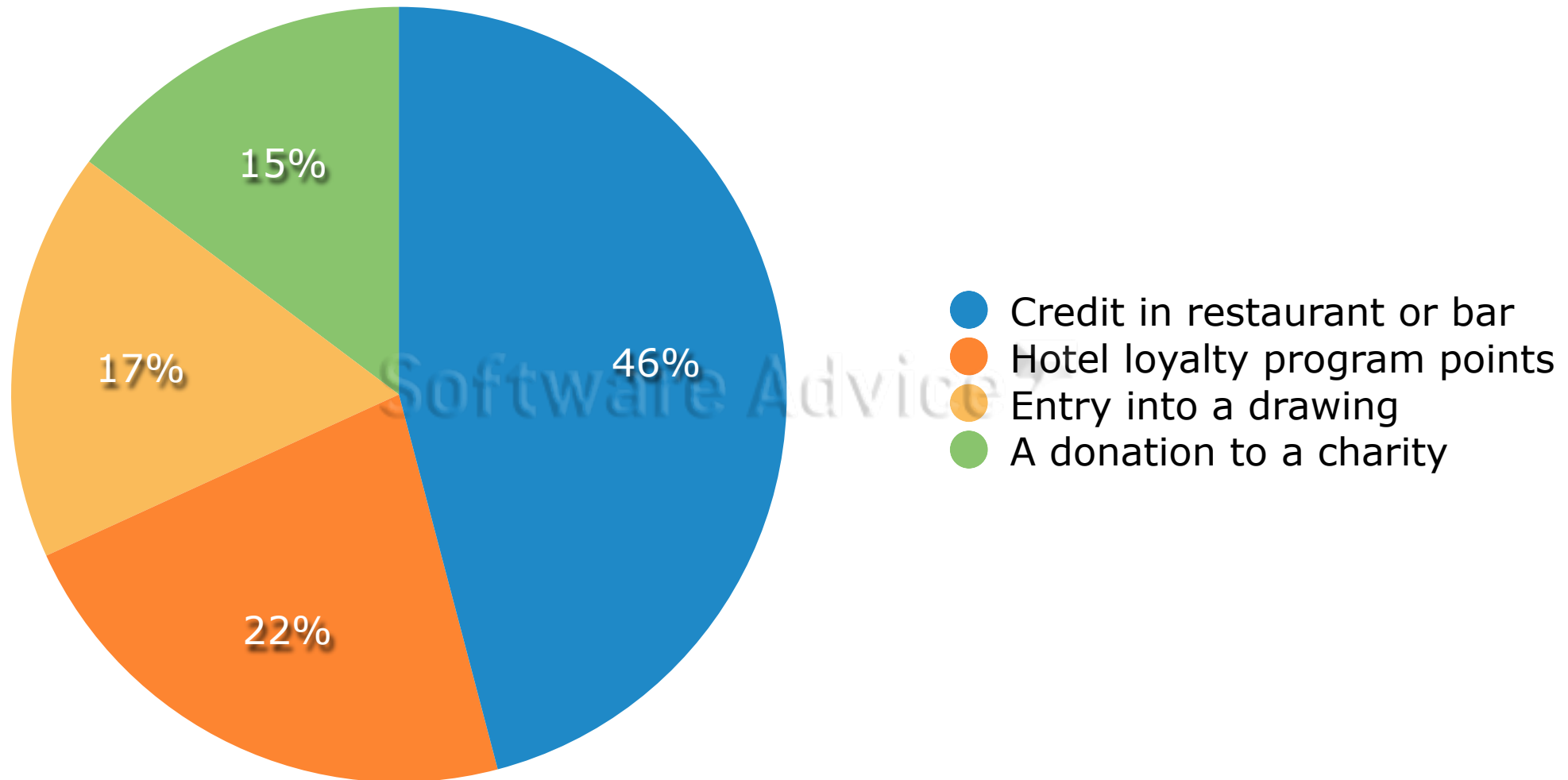

- **Male** — 41%
- **Female** — 59%

Nearly 60 percent of female guests say they would complete a satisfaction survey within a few days of checking out of a hotel, compared to 41 percent of males.

Preferred Feedback Methods

- 🔵 Online survey
- 🟠 Paper survey
- 🟡 On a tablet at check-out
- 🟢 On the hotel's mobile app

Online survey: 41%
Paper survey: 32%
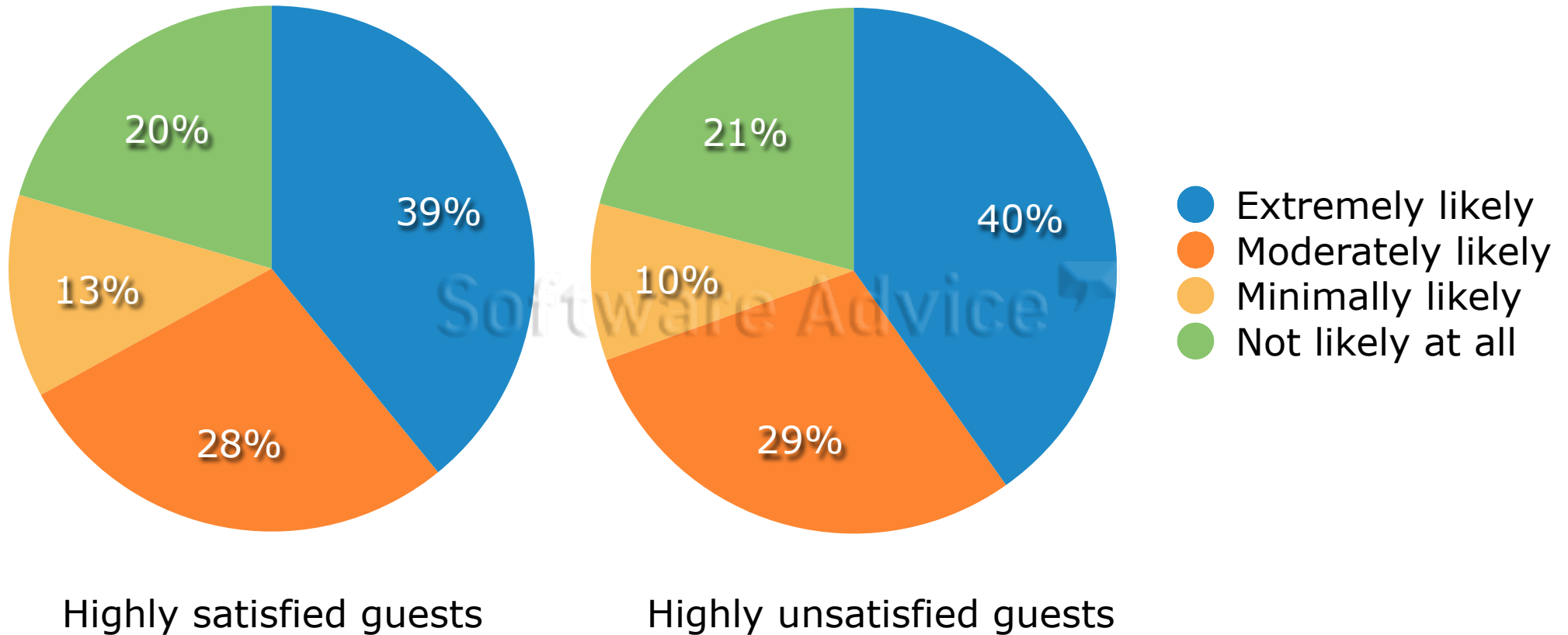On a tablet at check-out: 22%
On the hotel's mobile app: 5%

Most guests (41 percent) prefer an online version of the satisfaction survey sent via email. Another 32 percent would prefer a paper survey left in the hotel room.

Preferred Incentives for Completing Feedback Form

Pie chart:
- Credit in restaurant or bar: 46%
- Hotel loyalty program points: 22%
- Entry into a drawing: 17%
- A donation to a charity: 15%

Forty-six percent of guests say they would be motivated to complete a feedback form with the promise of credit for food and drinks in the hotel's restaurant or bar.

Impact of Satisfaction Levels on Guest Feedback Rates

Highly satisfied guests

- 39% Extremely likely
- 28% Moderately likely
- 13% Minimally likely
- 20% Not likely at all

Highly unsatisfied guests

- 40% Extremely likely
- 29% Moderately likely
- 10% Minimally likely
- 21% Not likely at all

Legend:
- Extremely likely
- Moderately likely
- Minimally likely
- Not likely at all

About 40 percent of each group say they would be "extremely likely" to give feedback about their experience.

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