

What Guests said they need in a Hotel



Research conducted
with overseas and
domestic tourists
reveals what guests
need most from a hotel



Fáilte Ireland

National Tourism Development Authority

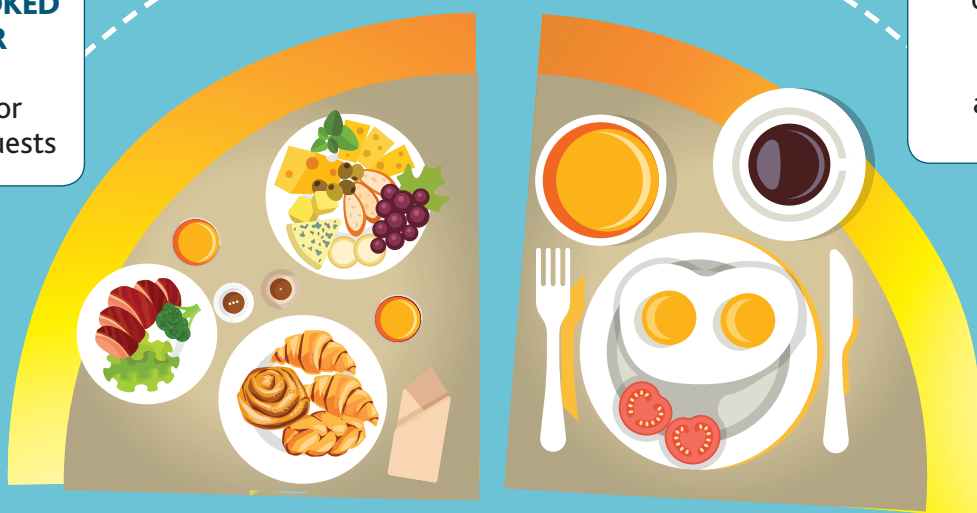
WHAT GUESTS SAID ABOUT:

The Food Offering

Breakfast **USING FRESH AND LOCAL INGREDIENTS** is very important particularly for 5 star, French and German guests

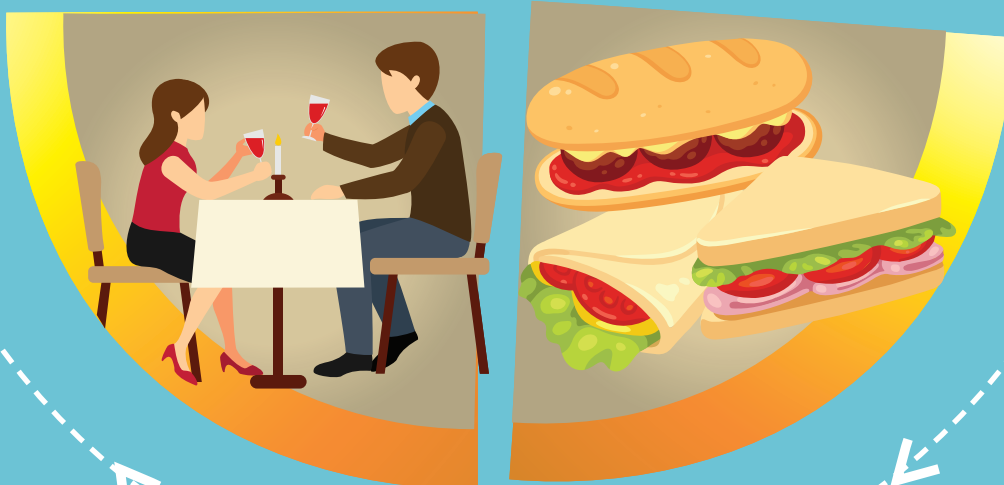
Breakfast **FRESHLY COOKED TO ORDER** is very important for 4 and 5 star guests

The majority of consumers prefer to eat **BREAKFAST** at their hotel



HEALTHY OPTIONS very important for 5 star, business and German guests

More important for a hotel to provide dinner in a **RURAL** location



Half of 5 star guests like to eat **DINNER** at their Hotel

The above summarises key findings of Fáilte Ireland research with regular hotel users. All of the above were rated as 'very important'.

WHAT GUESTS SAID ABOUT: The Bedroom

ROOM SIZE MATTERS:

Size matters to an extent. Optimum room size allows free movement around the room without banging into furniture. Size matters more when there are more people in the room and when longer trips are taken.

INTERNET ACCESS IN ROOM:

Expected to be free. Increases in importance by star rating. Especially important for business and American guests

Provision for **ROOM SERVICE** very important, especially for lone travellers, business guests and 5 star guests

COMFORTABLE BED of good quality very important across all markets, star ratings and guest types

DAYLIGHT: Adds to the feeling of spaciousness, as does less furniture

SMOKE FREE ROOM:

A key requirement, especially for American guests

Must have **PRIVATE BATHROOM**

CLOTHES HANGING:

Area with adequate amount of good quality hangers

SAFE: Large enough to store laptop (essential for business travellers and 4 and 5 star guests)

Area available for **LUGGAGE** without cluttering the room

EASY MOVEMENT around all furniture and fittings

Doors and drawers **FULLY OPERABLE** without having to move furniture

BED SIZE: Very important for Americans and couples

PLUG SOCKETS IN ROOM: On average 3 are needed for guest use. American and 5 star guests need 4

Guest information **DIRECTORY** important, particularly for leisure guests

WORK STATION very important for business guests

HAIRDRYER expected in the room

TEA/COFFEE making facilities expected at 3, 4 and 5 star (especially for British guests)

The above summarises key findings of Fáilte Ireland research with regular hotel users. All of the above were rated as 'very important'.

WHAT GUESTS SAID ABOUT: The Bathroom

WELL LIT MIRROR:
Especially important
for business guests

**SHAVER
SOCKET:**
Particularly
important for
5 star guests

GRAB RAILS:
The majority of
guests consider
grab rails important,
particularly older
and 5 star guests

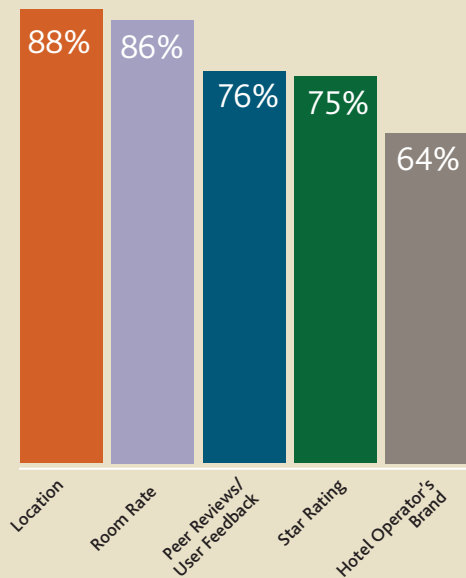
TOILETRIES:
At 3 star a basic
provision is expected.
At 4 and 5 star,
better quality and
choice are expected

BATH:
Very important
for 5 star guests
(almost half
require it)

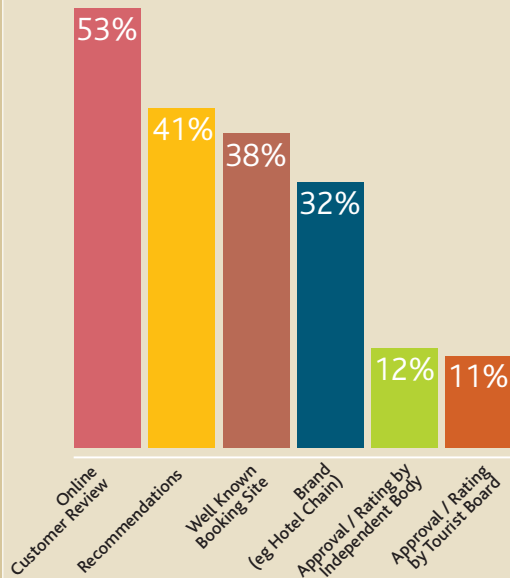
STAND ALONE SHOWER:
Very important to 4 and 5 star
guests and over 65s

Hotel Facts & Figures

WHAT INFLUENCES CONSUMERS' HOTEL CHOICE?



TRUSTWORTHY INFORMATION SOURCES



Sources of information customers trust most when searching for accommodation they have not stayed in before

ACCESSIBILITY:

Over a quarter of travelling parties have at least one accessibility need (this is higher among 5 star parties)

KEY REQUIREMENTS WITHIN STAR RATING:

5 STAR:

- ★ Customer service
- ★ Smile and warm welcome (particularly personal touch)
- ★ Luxury
- ★ Comfort

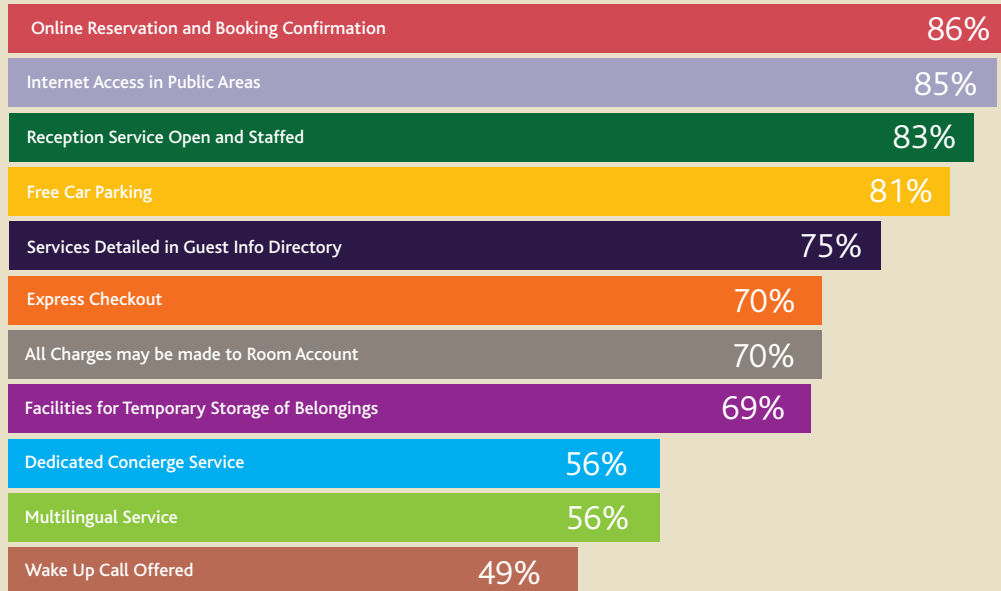
4 STAR:

- ★ Food quality and choice
- ★ Customer Service
- ★ Room décor & contents
- ★ Facilities expected (e.g. swimming pool)

3 STAR:

- ★ Basic food provision
- ★ Basic décor & contents
- ★ Cleanliness
- ★ Internet access

ESSENTIAL RECEPTION, PORTERAGE AND CONCIERGE SERVICES VALUED IN A HOTEL



Sources of information customers trust most when searching for accommodation they have not stayed in before

HOTEL CAPACITY 2017:

819 Registered Hotels
58,088 Rooms
142,808 Bed Spaces

METHODOLOGY:

This research into consumer views of hotel classification was carried out by Strategic Research on behalf of Fáilte Ireland. This research was carried out in two waves (2016 (wave 1) and 2017 (wave 2)).

Over 4,000 consumers were tested online in 5 markets – Ireland, Britain, France, Germany and the USA. Consumers were a mix of business and leisure guests who stay in 5,4,3 and 2 star hotels. Qualitative interviews were also carried out during wave 1 of this research.

For more information please visit:

www.failteireland.ie/research

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