

Customizing a Post-Stay Survey✓ for Your Guests

4:31

ys.travelmediagroup.net

THANK YOU

H
Holiday Inn
AN IHG HOTEL

Please rate the location of the property.
★★★★★

Please rate the friendliness and courtesy of our staff.
★★★★★

Please rate the cleanliness of your room upon check-in.
★★★★★

Based on your experience, would you recommend
us to your family & friends?
☒ Yes ☐ No

Please rate your overall experience at Holiday Inn
★★★★★

Comments

Submit

**Travel
Media**
GROUP

Customizing a **Post-Stay Survey** for Your Guests

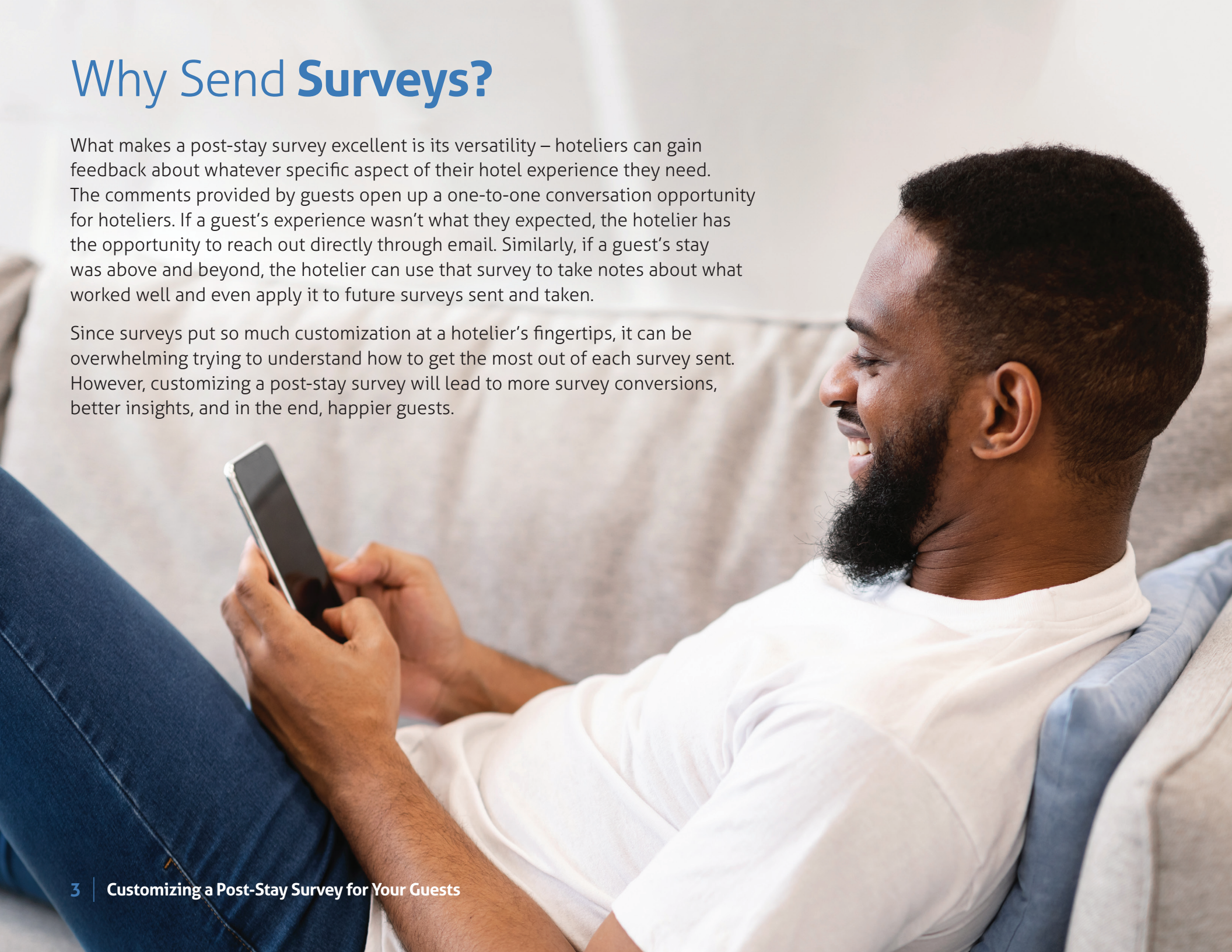
Of all the guest feedback tools that hoteliers have access to, post-stay surveys are among the most insightful. Through them, guests can provide honest feedback about aspects of their stay in an efficient way.

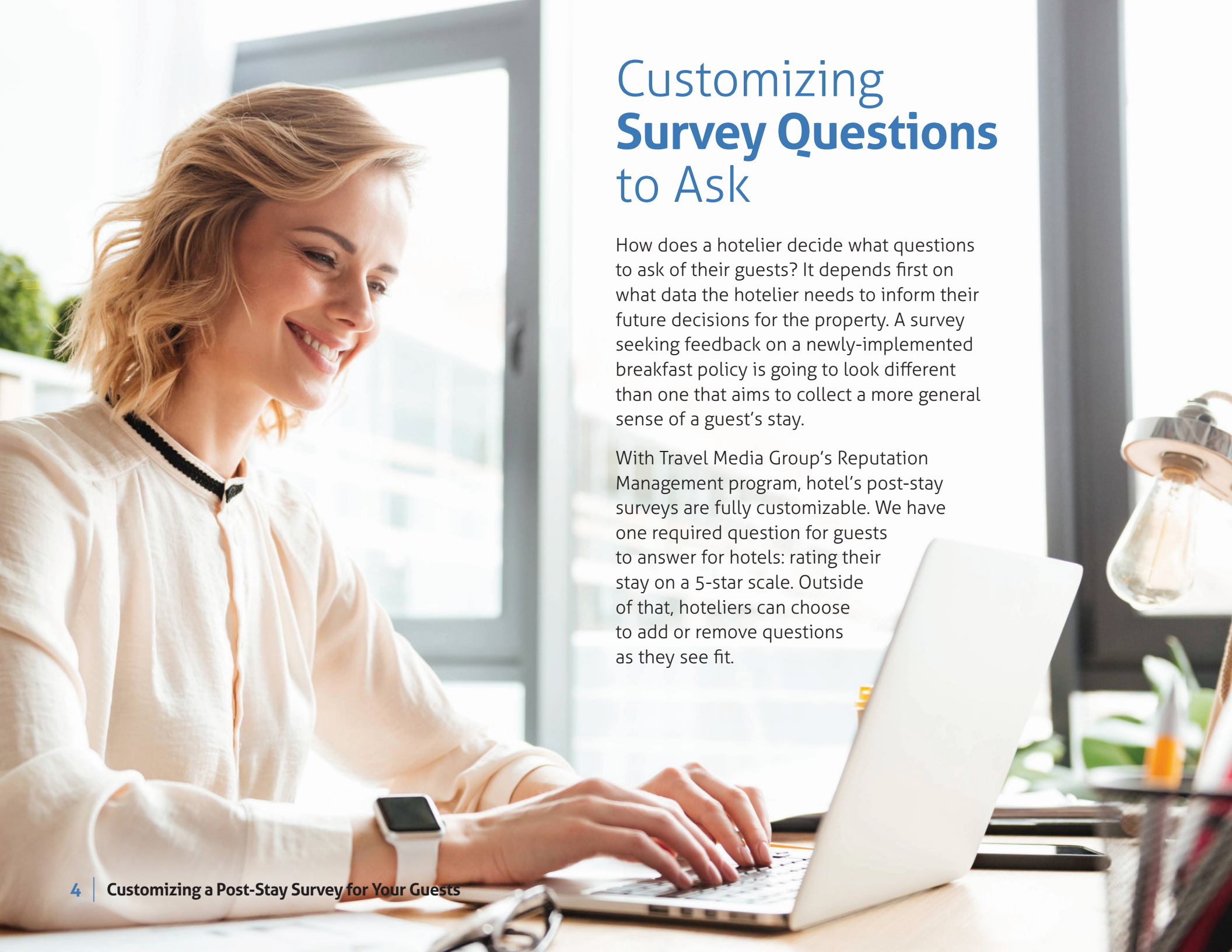


Why Send **Surveys**?

What makes a post-stay survey excellent is its versatility – hoteliers can gain feedback about whatever specific aspect of their hotel experience they need. The comments provided by guests open up a one-to-one conversation opportunity for hoteliers. If a guest's experience wasn't what they expected, the hotelier has the opportunity to reach out directly through email. Similarly, if a guest's stay was above and beyond, the hotelier can use that survey to take notes about what worked well and even apply it to future surveys sent and taken.

Since surveys put so much customization at a hotelier's fingertips, it can be overwhelming trying to understand how to get the most out of each survey sent. However, customizing a post-stay survey will lead to more survey conversions, better insights, and in the end, happier guests.





Customizing Survey Questions to Ask

How does a hotelier decide what questions to ask of their guests? It depends first on what data the hotelier needs to inform their future decisions for the property. A survey seeking feedback on a newly-implemented breakfast policy is going to look different than one that aims to collect a more general sense of a guest's stay.

With Travel Media Group's Reputation Management program, hotel's post-stay surveys are fully customizable. We have one required question for guests to answer for hotels: rating their stay on a 5-star scale. Outside of that, hoteliers can choose to add or remove questions as they see fit.

What Questions Do I Ask?

When deciding on what questions to pose to guests, hoteliers will want to keep them short and easily quantifiable. Questions where the answer is “yes” or “no” and questions that can be rated on a scale out of 5 stars are ideal, such as:

- **Please rate the friendliness and courtesy of the staff.**
- **How would you rate the breakfast offering at the hotel?**
- **Please rate the location of the property.**
- **Please rate the cleanliness of your room upon check-in.**
- **How likely are you to recommend us to someone you know?**
- **Were your expectations met regarding policies and safety measures for COVID-19?**

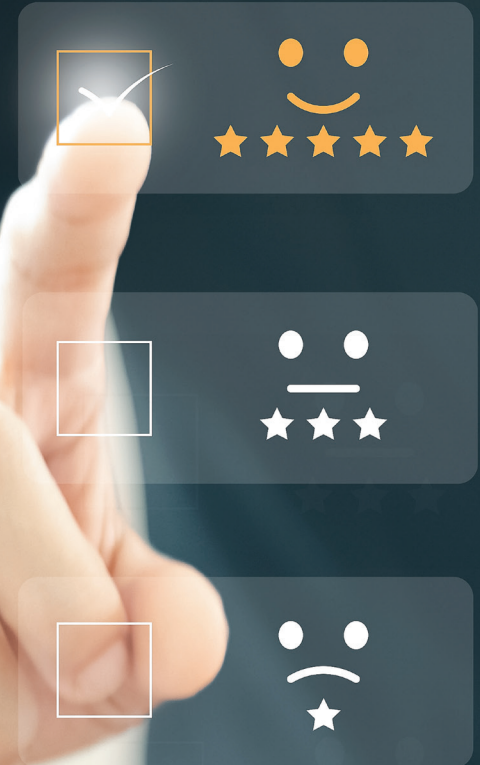
How Many Questions Do You Need?

As a hotelier, it is tempting to ask about every minute detail of a guest's stay. However, bogging down a post-stay survey with questions greatly reduces the survey completion rate. It makes a survey arduous and lengthy, and guests simply do not have the time to spend on a survey between getting back into the swing of their daily lives.

Patrick O'Brien discusses this in [an episode of The Suite Spot](#), where he emphasizes that surveys are a crucial tool for hoteliers, so they "don't want to be trying to make decisions or understanding what's going on at your property in a vacuum." At first, that may seem like hoteliers want to ask about each element of a guest's stay. However, Patrick warns hoteliers against getting too granular, because "you're not going to get the conversion rate and the feedback that's going to really move the needle for your property."

Our recommendation to ensure maximum survey conversion is to limit the number of questions to **no more than 10**. [Data from SurveyMonkey](#) suggests surveys that are 10 questions long still fall within the 2-5 minute completion time range. This is crucial: hoteliers should understand as well as anyone that every minute counts with surveys. Adding more questions, even if they are simple, will rack up seconds that pile into minutes whether the hotelier means to or not.

When deciding between survey questions, keep in mind that a survey should aim for quality over quantity. At TMG, our surveys retain just one question: "how would you rate your experience?" This serves as a good final catch-all and opens up a guest to a separate feedback box where they can elaborate if they have the time and feel there was something about their experience the survey missed.



Applying Your Branding

Guests will feel more secure when your post-stay email looks and feels professional. This is why adding your branding elements is such an important step when customizing your post-stay survey for guests. At Travel Media Group, we help hotels of all types add their branding colors and photos to their post-stay surveys.

Selecting the right photos is important to designing your survey because it sets the stage for the guest to remember their experience. If a hotel is part of a brand, selecting photos can be easier, as hotel managers can follow a unifying theme. However, managers who own boutique or unique hotel properties have the opportunity to emphasize that unique voice in their photo decisions. An exterior photo is recommended, but which amenities or offers hoteliers choose to highlight is entirely up to them.

Along with property photos, hotel managers can add whatever brand colors they desire to the body of the survey. Color is a huge component when it comes to catching a guest's eye before their stay, but it holds significance after, as well. It sets the tone for the guest when they open your email. The language used follows suit; our team at TMG works with hoteliers to ensure that the brief text before and after the survey questions matches a brand or hotel's individual voice.

The image displays three overlapping post-stay survey templates, each featuring a unique color scheme and branding elements. The top template is for Quality Inn, with a green and white color palette. The middle template is for Four Points by Sheraton, with a dark blue and white color palette. The bottom template is for Hampton Inn by Hilton, with a red and white color palette. Each survey includes a 'THANK YOU' header, a property photo, and several rating questions with star-based scales. The Hampton Inn survey also includes a recommendation question with 'Yes' and 'No' radio buttons. All surveys conclude with a 'Comments' text box and a 'Submit' button.

Quality Inn

THANK YOU

Quality Inn

Please rate the location of the property.

Please rate the friendliness and courtesy of our staff.

Please rate the cleanliness of your room upon check-in.

Based on your experience, would you recommend us to your family & friends?

Please rate your overall experience at Quality Inn.

Comments

Four Points by Sheraton

THANK YOU

Four Points by Sheraton

Please rate the location of the property.

Please rate the friendliness and courtesy of our staff.

Please rate the cleanliness of your room upon check-in.

Based on your experience, would you recommend us to your family & friends?

Please rate your overall experience at Four Points by Sheraton.

Comments

Hampton Inn by Hilton

THANK YOU

Hampton Inn by Hilton

Please rate the location of the property.

Please rate the friendliness and courtesy of our staff.

Please rate the cleanliness of your room upon check-in.

Based on your experience, would you recommend us to your family & friends?

Please rate your overall experience at Hampton Inn.

Comments

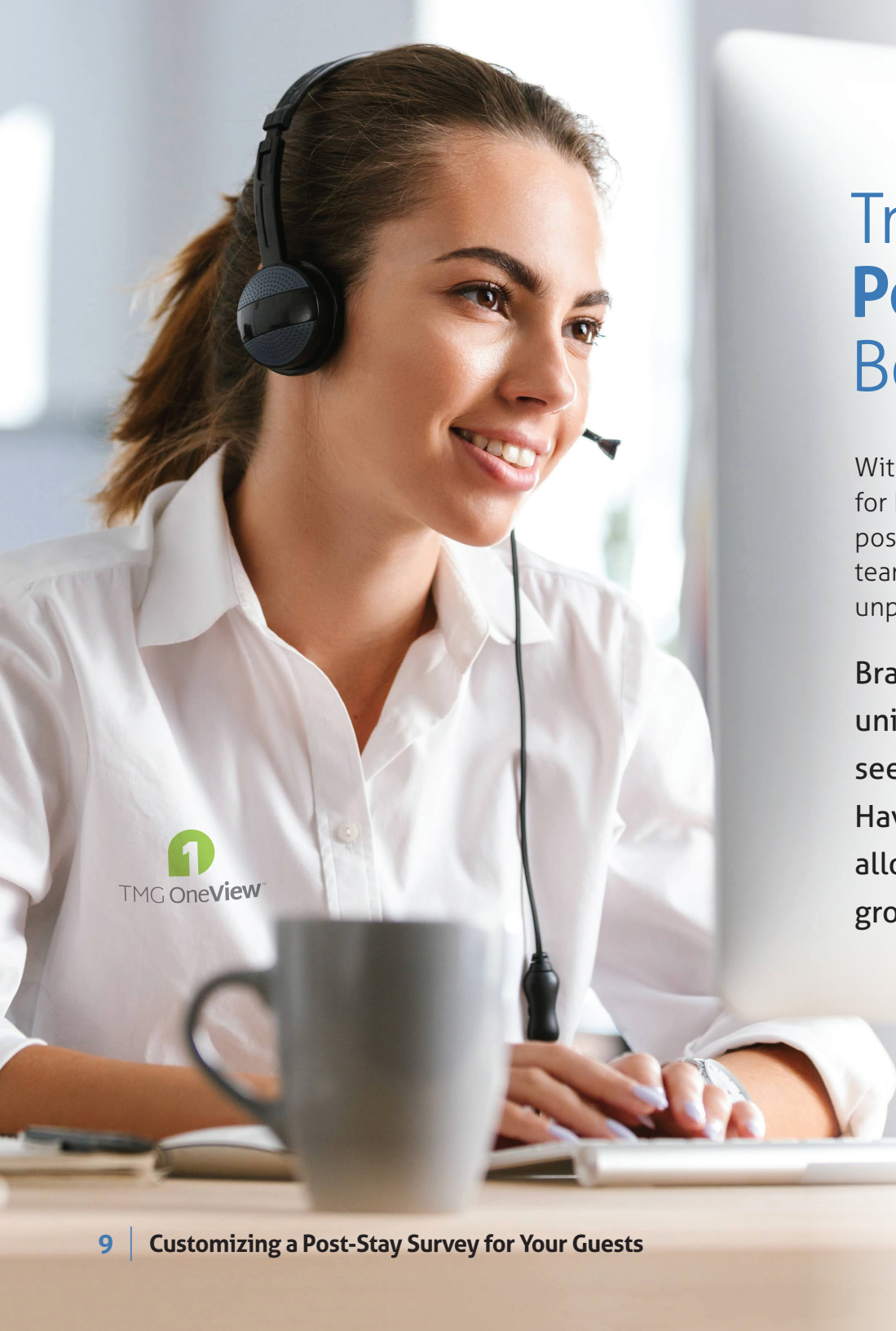
Submit



Email Marketing Tips

While design, question phrasing, and format are all key elements of getting a survey ready to send, the perfect post-stay survey won't get any engagement if it's not sent at the right time. The ideal time to send a survey to guests is as close to the end of their visit as possible. This way, guests are more likely to remember the minute details of their stay that would push them to leave appropriate feedback for hoteliers.

Other than timing, there are a few additional email marketing techniques that will help ensure survey conversion. Keeping your message before the survey content brief will prevent skimming, allowing guests to get right down to business. If any of the content of a post-stay survey email leads away from the survey itself, the call to action must be made clear, as well. If an email recipient doesn't know where a link leads, they are going to be far less likely to click.



Travel Media Group's **Post-Stay Email Program** Boosts Survey Conversion

With TMG's Reputation Management program, we offer the ability for hotels to easily manage guest email lists, allowing us to send post-stay surveys within hours of a guest's check-out time. Our team assists with every step of the design process and offers unparalleled support for every hotel's business goals.

Brands and management groups benefit from our unique TMG OneView® platform, as it allows them to see which hotels are keeping on top of their email lists. Having the data front and center for an entire brand allows decision makers to uphold their whole hotel group to a higher standard of service.

To get started, visit:
trvl.media/reputation!

