

A stylized, dark grey leaf graphic with several veins, positioned in the upper left corner of the slide.

CONTEMPORARY THEMES IN THE HOTEL AND
HOSPITALITY SECTOR

BMIH6001

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PERSONALISATION
RESEARCH CONFERENCE
PRESENTATION



PERSONALISATION

IN THE HOSPITALITY AND HOTEL INDUSTRY



What is personalisation ?



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THE RITZ CARLTON IS ONE OF THE FIRST BRAND TO USE DATA EFFECTIVELY TO PERSONALISE A GUESTS STAY (GERBER,2017)





91% of guests choose brands that recognise and remember a guest's preference and act upon it.

BRANDS THAT CREATE PERSONALISATION EXPERIENCE BY INTEGRATING DATA AND ADVANCED TECHNOLOGY ARE INCREASING THEIR REVENUE BY 6 TO 10% (Elphick, 2021)

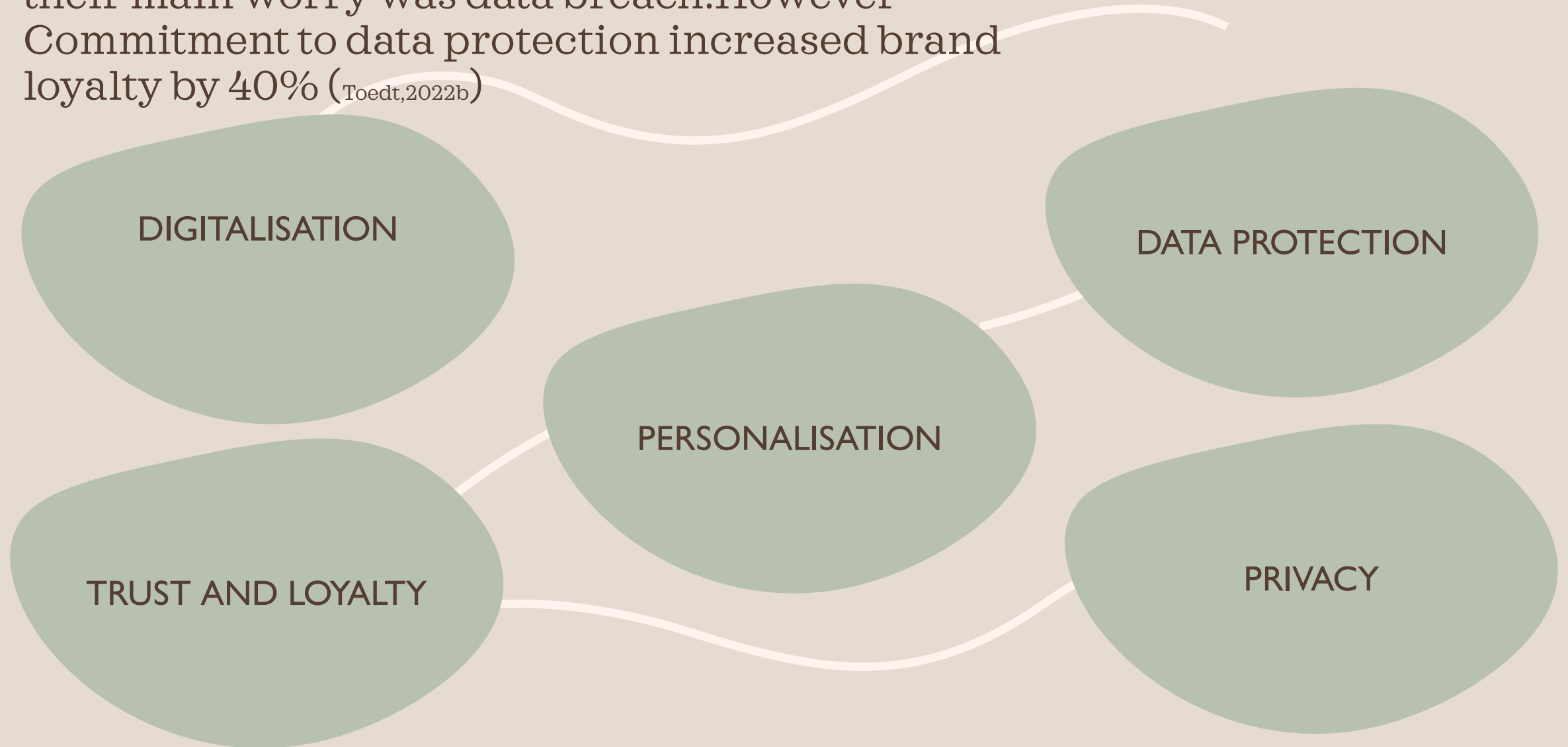
A SIMPLE HANDWRITTEN NOTE

BLACKISH ON ABC STARTS AT
8PM TONIGHT.





Privitar research found that 78% of consumers are concerned about data protection whilst 33% said their main worry was data breach. However Commitment to data protection increased brand loyalty by 40% (Toedt, 2022b)





THANK YOU

SHAHEDA AHMED

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