Hotels & Hospitality Series: Challenges for Employers in 2022 Changing Guest Expectations

Despite the labor shortage, hospitality guests have higher expectations. Staffing levels will play a major role in how the hotel industry addresses customer demands and bounces back from pandemic-related issues.

The hotel and hospitality industry should focus on meeting and exceeding guest expectations:



cancellation policies are among the most sought-guest features.¹

Attentive staff and flexible



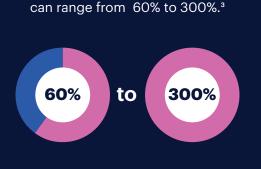
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J.D. Power study ranked overall hotel guest satisfaction at

830 out of 1,000

which is unchanged from 2020 and 10 points higher than in 2019.²

High turnover rates can interfere with a positive guest experience.



The hotel industry turnover rate

In addition to impacting the guest experience, high turnover rates are costly for hotels. The estimated cost for replacing an employee is 1.5x to 2x the employee's salary.⁴



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