

# 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:

Attentive staff and flexible cancellation policies are among the most sought-guest features.<sup>1</sup>



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.<sup>2</sup>

High turnover rates can interfere with a positive guest experience.

The hotel industry turnover rate can range from 60% to 300%.<sup>3</sup>



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.<sup>4</sup>



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<sup>1</sup><https://www.jdpower.com/business/press-releases/2021-north-america-hotel-guest-satisfaction-index-nagsi-study>  
<sup>2</sup><https://www.jdpower.com/business/press-releases/2021-north-america-hotel-guest-satisfaction-index-nagsi-study>  
<sup>3</sup> <https://www.dailypay.com/resource-center/blog/employee-retention-rate/>  
<sup>4</sup> <https://builtin.com/recruiting/cost-of-turnover>