



My Vip Guest

case study: hospitality services

17%

Increase in Customer Engagement

Our business partners have reported

95%

Consumers' High Satisfaction Rate

According to feedback from service consumers



Innovative Loyalty Platform



<https://myvipguest.com/promo>

Quality of Service Increase

A loyalty program for hospitality services encourages repeat business, leading to steady bookings and stable revenue. It helps build long-term relationships with customers, creating a sense of community and belonging. The program enhances the customer experience through exclusive benefits and personalized services, making members more likely to stay loyal. It also increases referrals and boosts revenue by encouraging the use of additional services and the purchase of merchandise. Finally, loyalty programs provide valuable customer data for targeted marketing and reduce marketing costs by focusing on retaining existing members.

Revenue Increase

- Loyalty programs in hospitality service companies can **increase customer retention by 5% to 20%**, leading to a **profit increase of 25% to 95%**. Members often visit **2-3 times more frequently** and **spend 15% to 25% more** per visit, boosting **revenue by 5% to 15%** within the first year.
- **Referral rates** can increase by **25% to 50%**, significantly growing membership. Retaining customers through loyalty programs is 5 to 10 times less expensive than acquiring new ones, making it a cost-effective strategy.
- Additionally, these programs can help a hospitality service company capture up to **30% more market share** by offering targeted promotions and personalized experiences.

