



My Vip Guest

case study: hotels and loyalty

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

Loyalty members prefer to stay within the same hotel chain to accumulate points, resulting in higher occupancy rates. Programs like **My VIP Guest** enable direct communication with members, allowing hotels to efficiently promote special offers and events. The program gathers valuable customer data for personalized marketing, enhances services, and improves guest satisfaction. Overall, loyalty programs drive brand loyalty and enhance revenue through tailored guest experiences.

Revenue Increase

- Hotels with loyalty programs see a **5-10%** increase in **Revenue per Available Room (RevPAR)** due to higher occupancy rates and guests spending more.
- The program contributes to a **3-6%** increase in **Average Daily Rate (ADR)**, since loyalty members book premium options.
- Loyalty members can account for up to **50%** of a hotel's **revenue** due to their **repeat business**.
- **Direct bookings** increase by **20-40%** in hotels with loyalty programs, reducing dependency on Online Travel Agencies and saving on commission fees.
- Loyalty members spend **12% to 18% more per stay** on upgrades, dining, and amenities.

