



# Hospitality industry

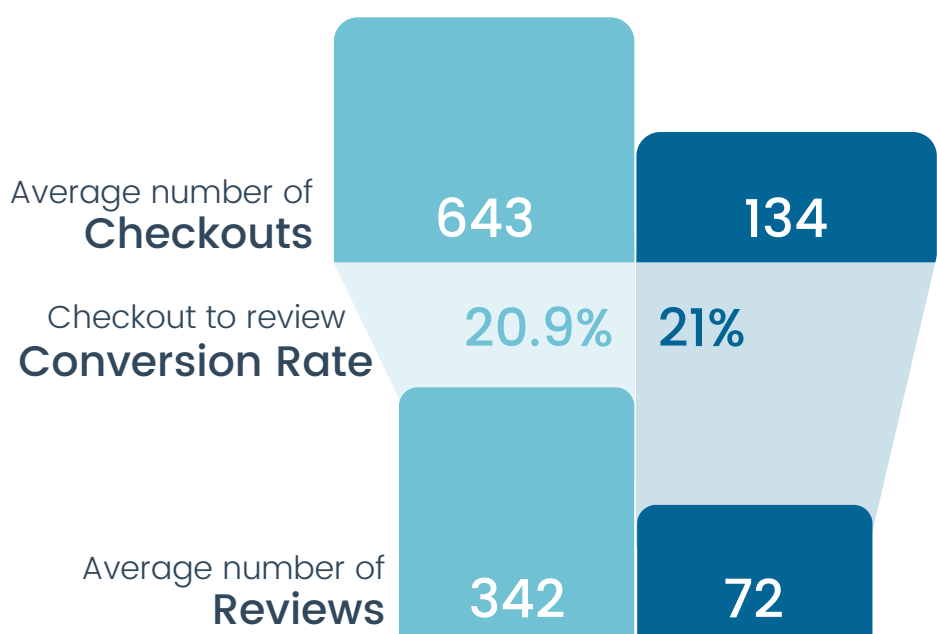
# Guest feedback benchmarks

2019

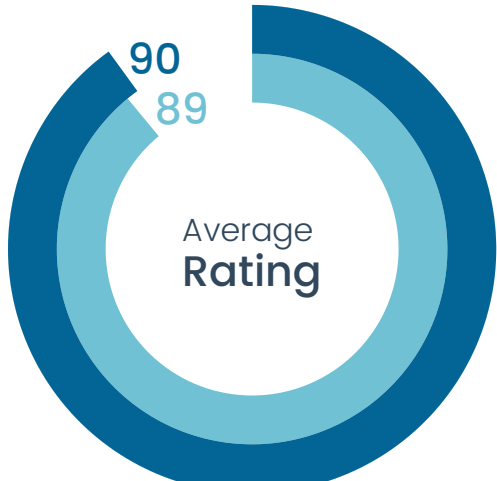
vs

2021

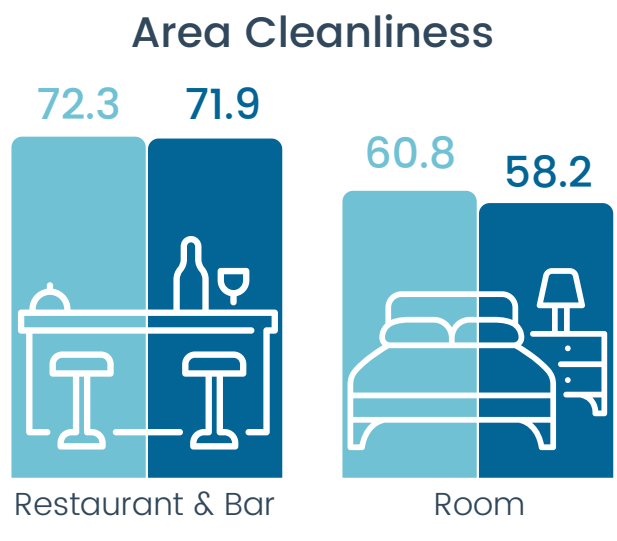
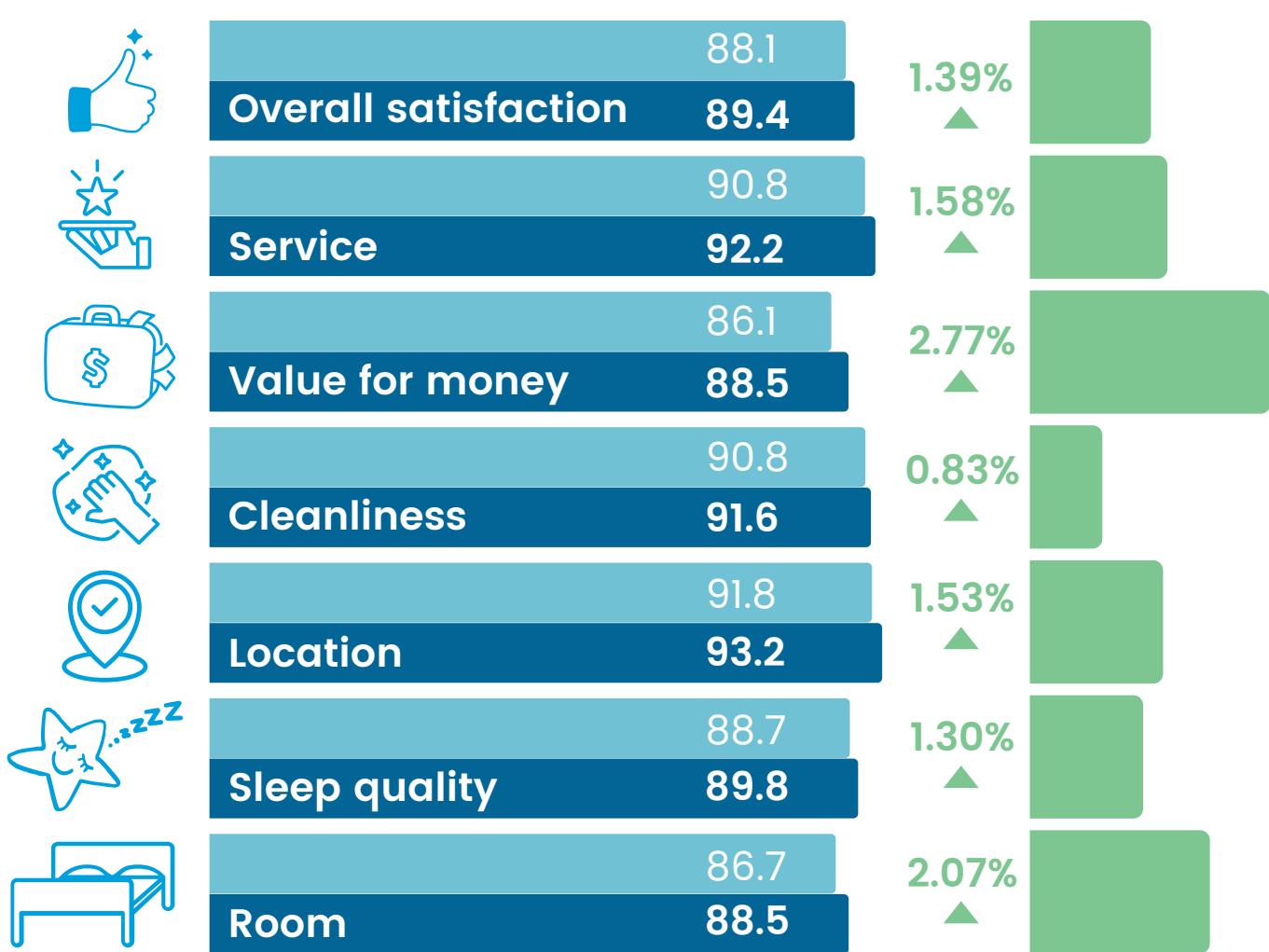
We looked at data from **200 properties** that were open for business in **Q1 in 2019 and 2021**



About half as many visitors, but the same checkout to review conversion rate



Guests were just as satisfied travelling in 2021 as they were in 2019



Cleanliness score for common areas was similar, but room cleanliness rating dropped by 4.27%

44.3% in 2019



56.8% in 2021

Target guests who are likely to return with communication that is timely and relevant

