

The Traveler Journey

how guests find & book your property

The traveler journey is the path that each potential guest follows when planning a trip. Understanding this journey is critical for hoteliers and hosts because it helps you deliver the right messages, to the right guests, on the right channels, at the right time.

Travelers

Travelers are looking for inspiration and are open to ideas. They may consider several destinations and compare options across websites such as Google, Tripadvisor and social media channels.

The decision-making stage where travelers narrow down their options by visiting OTAs and review sites to compare location information, amenities, pricing, and reviews.

Travelers have narrowed down their options and are ready to book. They will revisit numerous sites like OTAs, metasearch platforms, and hotel websites to compare pricing.

The guest has made it to your property!

Guests are eager to share their experience through word of mouth, on social media, or online reviews.

Hoteliers

Hoteliers should be active across online channels and have up-to-date listings, high-quality images, and reviews.

Hoteliers should ensure their OTA listings are complete and consistent, run paid ad campaigns to reach planners, and optimize their website.

Hoteliers should maintain a dynamic pricing strategy, be active on metasearch platforms, and make direct booking easy with an integrated booking engine.

Ensure a memorable guest experience from arrival to departure by sending a personalized pre-stay welcome letter, offer remote check-in, and contactless payment options. Stay engaged with guests throughout their stay through messaging platforms and gain feedback through digital surveys.

Hoteliers should send automated post-stay surveys to solicit feedback and for those guests that had a positive experience, send a review link. Invite guests to follow you on social media and invite them back to your property with special offers.

PHASE 1 Dreaming

PHASE 2 Planning

PHASE 3 Booking

PHASE 4 Experiencing

PHASE 5 Sharing

Learn more about how Cloudbeds can help you reach more travelers and deliver a remarkable guest experience.



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