What Makes for a Great Guest Experience?

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The Experience Enterprise of Travel

Would you rather spend your disposable income on a travel experience or material objects?

Source: Skift

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49% of people say a holiday brings them more happiness than their wedding day

Source: HotelNewsNow: November 29, 2016 – Study shows travel is the secret to happiness (Global research funded by Booking.com)

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51% prefer traveling over going on a date with a partner

Source: HotelNewsNow: November 29, 2016 – Study shows travel is the secret to happiness (Global research funded by Booking.com)

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34% more likely to receive a bonus

Source: HotelNewsNow: November 29, 2016 – Study shows travel is the secret to happiness (Global research funded by Booking.com)

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Happiness and Loyalty across the Guest Lifecycle

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