

Lodging Benchmark Research - Abstract

eVOC Insights, in partnership with Keynote Systems, conducts industry benchmark research that seeks to develop a 360 view of the customer and understand the site experience, as a combination of brand perception, website effectiveness, and performance. Specifically, the Lodging industry research reveals, along with overall site performance measures, users' perceptions of hotel suppliers vs. online travel agencies and the differentiating brand characteristics these sites exhibit.

Methodology

eVOC Insights conducts syndicated research, evaluating 10 different websites, to ascertain the industry leaders in brand affinity, user experience, and future call-to-action. For Lodging, eVOC Insights recruits 1000 respondents to evaluate one of 10 sites, including hotel suppliers (Hilton, Hyatt, Marriott, and Sheraton) and online travel agencies (OTA's) (Booking.com, Expedia, Hotels.com, Orbitz, Priceline.com, Travelocity). Studies are conducted every 6 months.

As part of the survey, users are tasked to evaluate 3 key areas of the brand site: the home page, the hotel search process, and the booking process. For each task, the variety of question formats generate quantitative and qualitative feedback to formulate a complete picture of the users' site interaction. All 10 sites are evaluated and ranked based on 4 key areas: brand impact, user experience, site performance, and future intent.



Benefits



Benchmark your brand against other competitors in your digital space



Measure site according to key areas: web effectiveness, perceptions and intent, and brand strength



Track ratings over time to monitor changes to your site or your competitor



Understand key insights to help inform business priorities and focus marketing efforts

Questions

- Who are the online leaders in the Lodging industry across, brand, user experience, and performance measures?
- What sites are the best in driving customer satisfaction, retention, conversion and loyalty?
- How does performance and user experience promote or detract from the brand?
- What are the best practices for performance and user experience in the Lodging industry?

Insights

Insights from the Lodging syndicated research inform on a broad range of brand and site goals. Scaled questions and competitive rankings show a clear distinction of how users perceive hotel suppliers and online travel agencies. For brand perception, respondents draw clear lines based on good quality / service for providers and good value / easy for OTA's. Echoes of these characteristics carry through the search and booking processes, ultimately resulting in the OTA's as the top sites for brand impact, user experience, and future intent.

Customer expectations also give rise to top 10 lodging recommendations and additional site best practices. Furthermore, for each brand, areas of best performance, as well as areas for improvement, provide insight into potential site enhancements.