

Hospitality Guest Experience Journey Map Outline

01. Guest Journey Phases

Pre-Arrival

- Research & Discovery
- Booking
- Pre-stay Communication

Arrival

- Check-In
- First Impressions

Stay

- Room Experience
- On-site Services
- Dining & Amenities

Departure

- Check-Out
- Farewell

Post-Stay

- Follow-Up
- Feedback & Loyalty

02. Touchpoints Outline

- Website & Online Presence
- Booking Process
- Pre-arrival Emails & Calls
- Front Desk Interaction
- Room Condition & Cleanliness
- Staff Engagement
- Facilities & Amenities
- Check-Out Process
- Thank You/Feedback Requests

03. Guest Needs & Expectations (Sample)

- Efficient & easy-to-use booking system
- Clear information and communication
- Welcoming arrival experience
- Comfortable, clean, and safe environment
- Responsive service from staff
- Personalized recommendations
- Simple, fast check-out
- Opportunities to share feedback

04. Pain Points (Sample)

- Complicated booking process

- Lack of timely communication
- Long wait at check-in/check-out
- Room cleanliness issues
- Poor staff responsiveness
- Inadequate amenities or service gaps