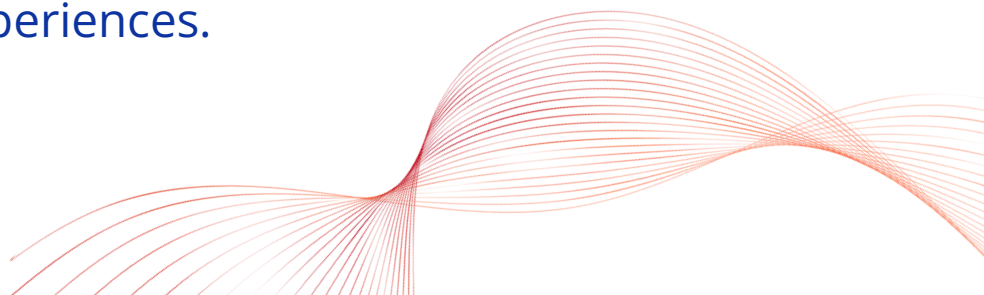




## How Hotels Use CDPs to Personalize the Pre-Arrival, In-Stay & Post-Stay Experience

From fragmented guest data to personalized hospitality. Learn how a CDP unifies customer insights to power smarter engagement, stronger loyalty & exceptional guest experiences.



# Chapter 1: The Fragmented Guest Data Problem

A guest books a king suite through an OTA. She mentions a dietary preference at check-in, upgrades to a spa package, orders room service twice and checks out. Each interaction generates data. Yet that data lives in separate systems with no unified view. **The next time she books, the hotel treats her like a first-time visitor.**



## PMS

Captures reservations and billing rarely connects to marketing or service platforms.

## OTA Channels

Generate demand but retain guest data, limiting first-party data capture.

## Loyalty CRM

Holds preference and stay history but lacks real-time sync with on-property systems.

## F&B & Spa

Records spend and preferences without feeding them into the broader guest profile.

A CDP ingests data from all these sources in real time, resolving them into a single, continuously updated guest profile that fuels personalization at every touchpoint.

# Chapter 2: Pre-Arrival – Setting the Stage

The period between booking confirmation and arrival is the **highest-intent window** in the guest journey. The guest has committed and is anticipating their stay the ideal moment to deepen the relationship and drive incremental revenue.



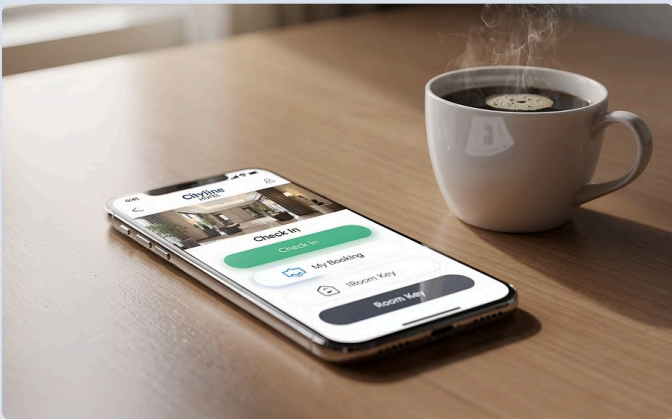
## Personalized Communications

CDP-powered workflows identify guest segments and automatically personalize confirmations with relevant content and preferences.



## Targeted Upsell Offers

Profile attributes stay history, booking channel, spend patterns surface the right upgrade for each guest. No blanket promotions.



## Digital Pre-Check-In

Known preferences are surfaced and guests invited to update them preferred floor, pillow type, dietary needs reducing friction on arrival.



## OTA Guest Conversion

For third-party bookings, the pre-arrival phase is the first opportunity to establish a direct relationship & begin building a first-party profile.

**Segment Example:** A frequent solo business traveller receives express check-in instructions, a prompt to confirm dining preferences, and a targeted business lounge day pass offer all driven by CDP-resolved attributes.

# Chapter 3: In-Stay – Personalizing the Experience in Real Time

The in-stay phase is where personalization has the most direct impact on guest satisfaction and the highest operational complexity. Real-time data, cross-departmental coordination, and instant execution are required. CDPs provide the connective tissue.



## Front-of-House Profile Access

Staff view a consolidated guest profile history, preferences, loyalty tier without switching between systems.



## Personalized Digital Touchpoints

Smart TVs, mobile apps, and QR menus surface content and promotions based on known preferences and real-time behaviour.



## Triggered Service Alerts

Internal notifications fire for loyalty guests not yet greeted, anniversary celebrations, or delayed room service orders.



## Cross-Property Recognition

For hotel groups, the guest profile travels across properties and brands the guest is recognized, not rebooked from scratch.

**Segment Example:** A gold-tier loyalty member's preferred floor is confirmed without asking. An automated 2 PM message offers a spa appointment at a discounted loyalty rate. F&B is pre-notified of their dietary restriction ahead of dinner service.

# Chapter 4: Post-Stay – Sustaining the Relationship Beyond Checkout

Most hotels treat checkout as the end of the guest journey. CDPs reframe it as a **transition point** from stay to relationship. The data generated during the stay becomes the foundation for re-engagement, loyalty deepening, and long-term revenue.



## Personalized Feedback Flows

Post-stay surveys adapt based on stay attributes spa users receive spa-specific prompts; guests who experienced delays receive targeted recovery communications.

## Intelligent Re-Engagement

A business traveller is re-engaged with a leisure rate during low-occupancy periods. An anniversary couple is targeted with a return offer timed to the same week the following year.

## Direct Channel Migration

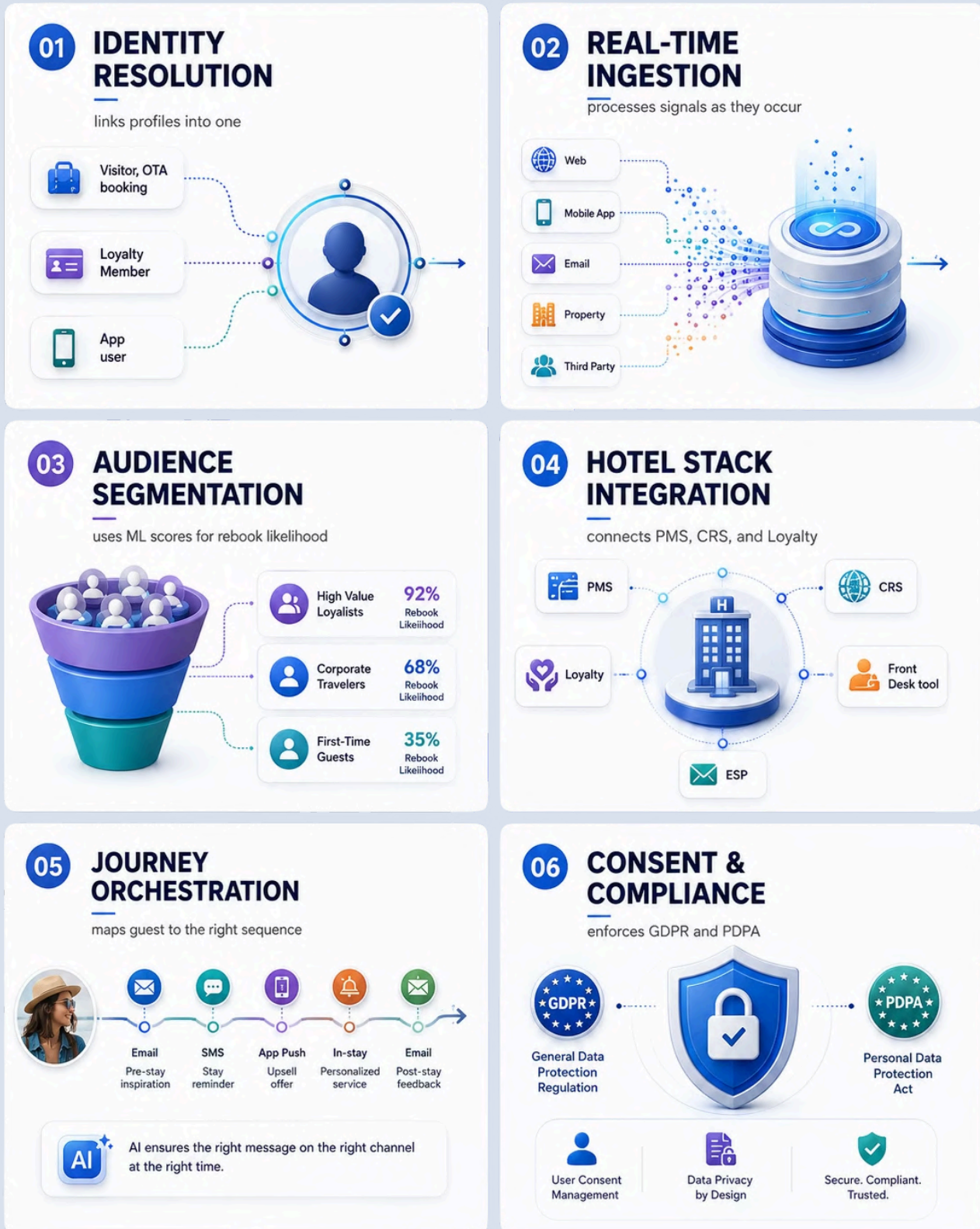
OTA guests captured during pre-arrival or in-stay become addressable post-stay. Personalized direct booking incentives reduce OTA dependency over time.

## Suppression & Preference Management

Guests who have opted out or recently re-engaged are automatically excluded from campaigns maintaining deliverability and guest trust.

# Chapter 5: CDP Capabilities That Drive Personalization

Delivering personalization across all three phases requires more than data collection. These core CDP capabilities determine the depth and quality of personalization a hotel can achieve.



Together, identity resolution and real-time data ingestion form the technical foundation that makes true anticipatory hospitality possible.

# Chapter 6: Measuring the Impact of CDP-Driven Personalization

The return on CDP investment in hospitality is measurable across revenue, efficiency, and loyalty dimensions. Hotels implementing CDP-driven personalization report measurable improvement within the first operating year with **compounding returns** as the guest profile database matures.



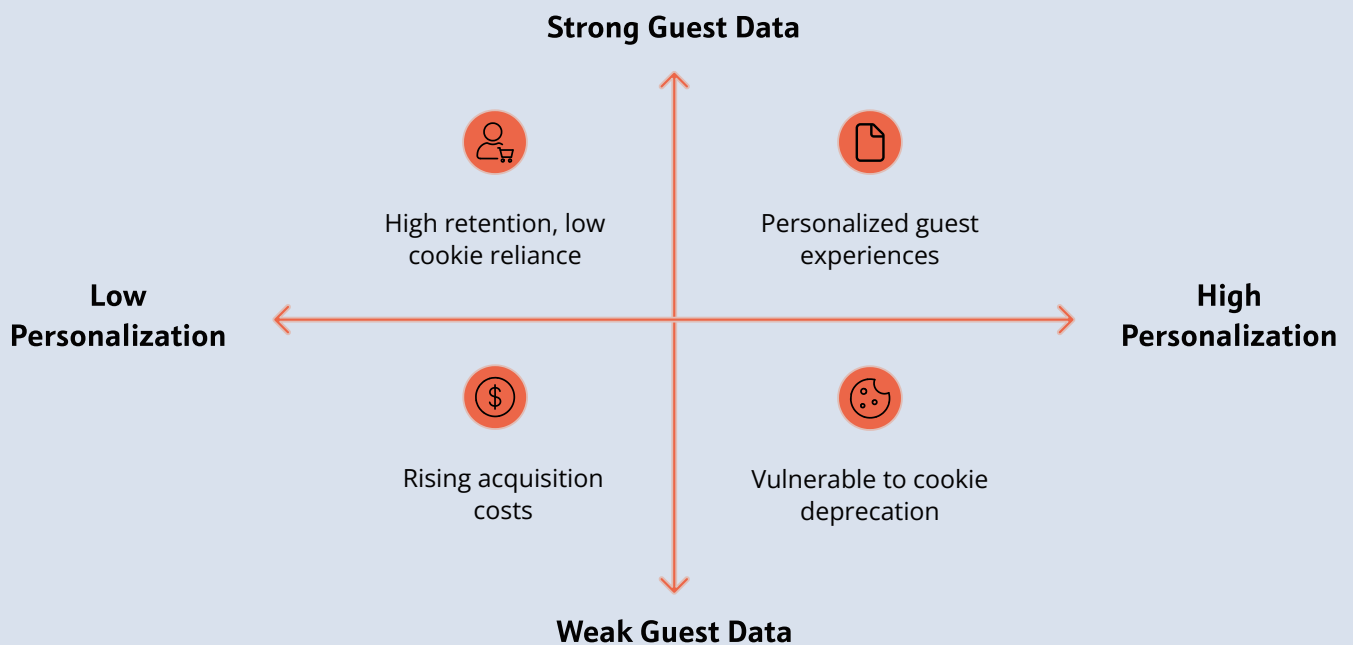
| Metric                          | CDP Influence  |
|---------------------------------|--|
| <b>RevPAR</b>                   | Targeted upsell campaigns increase ancillary revenue and upgrade conversion        |
| <b>OTA Mix Shift</b>            | Post-stay direct booking incentives reduce third-party channel dependency          |
| <b>Guest Satisfaction (NPS)</b> | Personalized service delivery and timely recovery improve satisfaction scores      |
| <b>Loyalty Enrolment Rate</b>   | Post-stay campaigns convert OTA guests to direct relationships                     |
| <b>Campaign Conversion Rate</b> | Personalized communications outperform batch-and-blast across all lifecycle stages |
| <b>Repeat Stay Rate</b>         | Relevant, timely re-engagement offers improve long-term retention                  |

# Conclusion: From Transactions to Relationships

CDPs unify guest data to power relationship-driven hospitality — and with OTA commissions eroding margins at 15–25% per booking, **competing on relationship is no longer optional.**

| Pre-Arrival   | In-Stay   | Post-Stay  |
|---|---|--|
| Predict needs before guests arrive. Convert OTA bookings into direct relationships. | Deliver real-time personalization at the moment of truth. | Sustain the relationship. Drive re-engagement, loyalty, and direct channel growth. |

## The Urgency of Acting



Hotels that implement CDP capabilities across all three phases gain a durable competitive advantage: the ability to treat every guest as a known individual, not an anonymous booking. **In an industry where loyalty is earned one stay at a time, that capability is the margin.**

## See Lemnisk in Action

Ready to see how Lemnisk powers guest personalization across the full stay lifecycle?

[Request a Demo](#)

