Enhancing the hospitality customer journey

Helping consumers discover, book, visit and repeat.

As living costs rise, many Australians are scrutinising nights out, travel and food and beverage purchases. They are doing more research before spending, seeking deals and offers, and are often drawn to seamless buying and point of sale experiences. As competition for scarcer consumer dollars increase, we unearth strategies for hospitality providers to meet emerging customer demands.

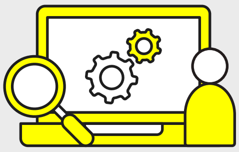
Consumer viewpoints across categories

Accommodation

Pubs and clubs

Restaurants and cafes

Fast food and quick service restaurants



Stage:
Active evaluation

With two in three consumers researching more before buying, being discoverable and appealing is crucial. Word of mouth is the most popular, but online is the top starting point, as consumers traverse multiple channels. Valued technologies in the active evaluation stage tend to save time and money and increase relevancy. Consumers say the most useful are:

71%
search filters to target results aligned with needs or budget

50%
targeted advertising based on previous search behaviour

52%
information kiosks or an app to access information unassisted

44%
visual search technology via uploading images of properties, restaurants or food

Stage:
Purchasing decisions

When deciding where to book and visit, consumers are clear on the non-negotiable and appealing aspects of the experience. Welcoming and informed staff and a positive in-venue experience are paramount. Enhanced cyber security and personal data controls round out the top three. From there, digital factors feature heavily on prospective guests' wish lists, with consumers drawn to optionality and convenience, including:

84%
wide range of payment options for faster checkout

77%
payments technology to split bills, tip and get digital receipts

83%
integrated channels to deliver a consistent experience

53%
QR codes to order unassisted from the table

Stage:
Purchasing pathways

While 80% of consumers expect hospitality providers to use technology to enhance purchasing processes and personalisation, consumers are highly conscious of responsible data usage. With data security a top priority when purchasing, venues must ensure they're upfront about how data is used and give consumers control.

81%
say businesses should be more transparent about how data is shared

78%
want the ability to view, update, and delete their data

Did you know?

63% of consumers are unsure which websites they can trust, turning to reviews or third-party payment providers to seek protection in the event of fraud and scams.

Stage: Purchasing triggers

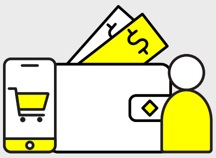
With many Australians turning to discounts, promotions, and cashback offers, hospitality providers can offer incentives to help convert a sale. However, not all are equally appealing, with consumers in different categories drawn to certain incentives.

68%
of accommodation guests value free access to amenities like parking

67%
of fast food and quick service restaurant consumers value a free menu item or drink when booking

64%
of restaurant and café guests value a lower price on a second service or item

55%
of pubs and clubs patrons value a set menu that provides an affordable experience



Stage: Point of sale

Most consumers say a wider range of payment options that allow for a faster checkout is essential or important. That number is higher for Gen Z. Physical cards are the most popular payment type, followed by digital cards and rewards and loyalty points. Younger generations are ahead in their use of digital payment options.

Skews older generations

57%
often use physical cards

Skews younger generations

27%
often use digital credit/debit cards

17%
often use mobile payments

13%
often use rewards/loyalty points

5%
often use Buy Now Pay Later

Stage:
Customer loyalty and advocacy

65% of consumers had a poor hospitality experience in the past year, and of those, 73% say they will stop booking or visiting when problems arise. Customer service and support issues are the most common and highly impact loyalty. While adverse digital experiences were less prevalent, they were likely to stop someone from returning. High-impact issues include:

1. Issues with food quality or comfort, noise and cleanliness
2. Inaccurate service or product information online
3. Inadequate technology

How do you get more information?

To help hospitality providers reflect new consumer needs in their brand and product experiences, we have outlined **more opportunities in our full report here**, including a breakdown by hospitality category.

For further insights, expert commentary, case studies and details about how CommBank supports hospitality operators, visit commbank.com.au/hospitality

About CommBank Consumer Insights

CommBank Consumer Insights is an exclusive, wide-ranging analysis of the Australian consumer. This edition focuses on understanding consumer attitudes, motivations and expectations of their experiences amid changes to the real and digital economy. This edition is based on an online quantitative survey conducted by Fifth Quadrant on behalf of the Commonwealth Bank. The survey was conducted in May and June 2023 and was completed by 5,279 consumers of goods and services.
Each respondent answered questions relating to one category where they had spent money in recent months, including: Groceries and liquor (n=406), clothing & footwear (n=406), homewares and household appliances (n=408), consumer electronics and entertainment including books, games, music and media (n=404), recreational sporting and outdoor goods (n=407), motor vehicle parts and accessories (n=406), health and beauty products (n=406), hardware, DIY, building and garden supplies (n=407), personal care services including hairdressing, beauty and weight loss treatments (n=406), fast food and quick service restaurants (n=405), pubs and clubs (n=408), restaurants and cafes (n=407), and accommodation including hotels, motels and AirBnb (n=403). The sample was selected to ensure the results are nationally representative. All statistics and references to consumers in this report are based on the responses to the survey unless otherwise stated.

Things you should know