

FOR HOSPITALITY MARKETERS

The half of the guest journey **your CRM can't see.**

Where retention is actually decided, and what marketers can do about it once they can see it.

3

Signals in every modern marketing stack

5

Questions your CRM cannot answer

4

Practical moves to close the gap



01

Where every marketer starts

The modern marketing measurement stack.

Hospitality marketing has never been better instrumented. You can see almost every touchpoint in the guest journey. Three streams of data do most of the work, and together they give you a rich digital picture of every guest in your database.



Behavioural

Opens, clicks, browses,
in-app actions.



Attribution

Channel, campaign,
cohort, guest value.

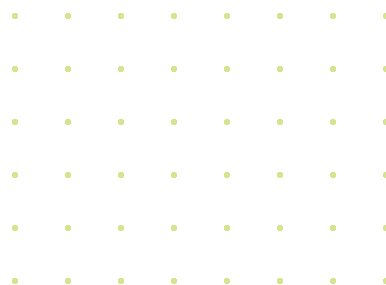


Transactional

Bookings, spend, visit
frequency, last visit.

Together, they cover every interaction a guest has with your brand while they are not at your venue. Every campaign impression, every booking, every payment.

But look at what those streams actually measure. Everything that happens inside your digital estate. Nothing that happens inside the venue itself.



02

The other half slips the net altogether

There is one part of the journey none of this data can measure.

Add all three streams up and you have a full digital picture of every guest. You still cannot answer questions like these. Pick your top ten guests. For each one, see how many you can answer with the data you have.

THE FIVE QUESTIONS

- 01 Did their last visit rate above or below your brand's average on taste, service and atmosphere?
- 02 Did what they experienced on site match what your last campaign promised them?
- 03 Are they still returning because they are happy, or because you have not given them a reason to leave yet?
- 04 If they wrote a Google review tonight, would its tone match their transaction history?
- 05 What did their last engagement with a member of your team actually look like?

Most marketers can answer one, maybe two. Your existing stack doesn't tell you any of this.

This is the gap. A guest can hit every spend and frequency target, open every email, and click through your last three campaigns while quietly eroding. The transactions stay. The affinity is going. **Your existing stack does not measure this.**



03

Guest experience changes the decisions

Where your CRM stops seeing them, their experience is deciding whether they come back.

Guest experience

How guests rate every visit: taste, service, atmosphere, value, intent to return.

Overlay this data on your CRM and guest segmentation looks very different:

CRM SAYS:

Loyal customer

↓

FEEDBACK SAYS:

Churn risk

High frequency, rating below average. Every acquisition pound spent on lookalikes refills a leaky bucket.

CRM SAYS:

At-risk lapser

↓

FEEDBACK SAYS:

Silent promoter

Low frequency, high satisfaction. An advocacy prompt does more here than an offer.

CRM SAYS:

High-value guest

↓

FEEDBACK SAYS:

Bad brand match

Spending high, rating low. Continued acquisition into this segment compounds the problem.

CRM SAYS:

Cold contact

↓

FEEDBACK SAYS:

Winnable

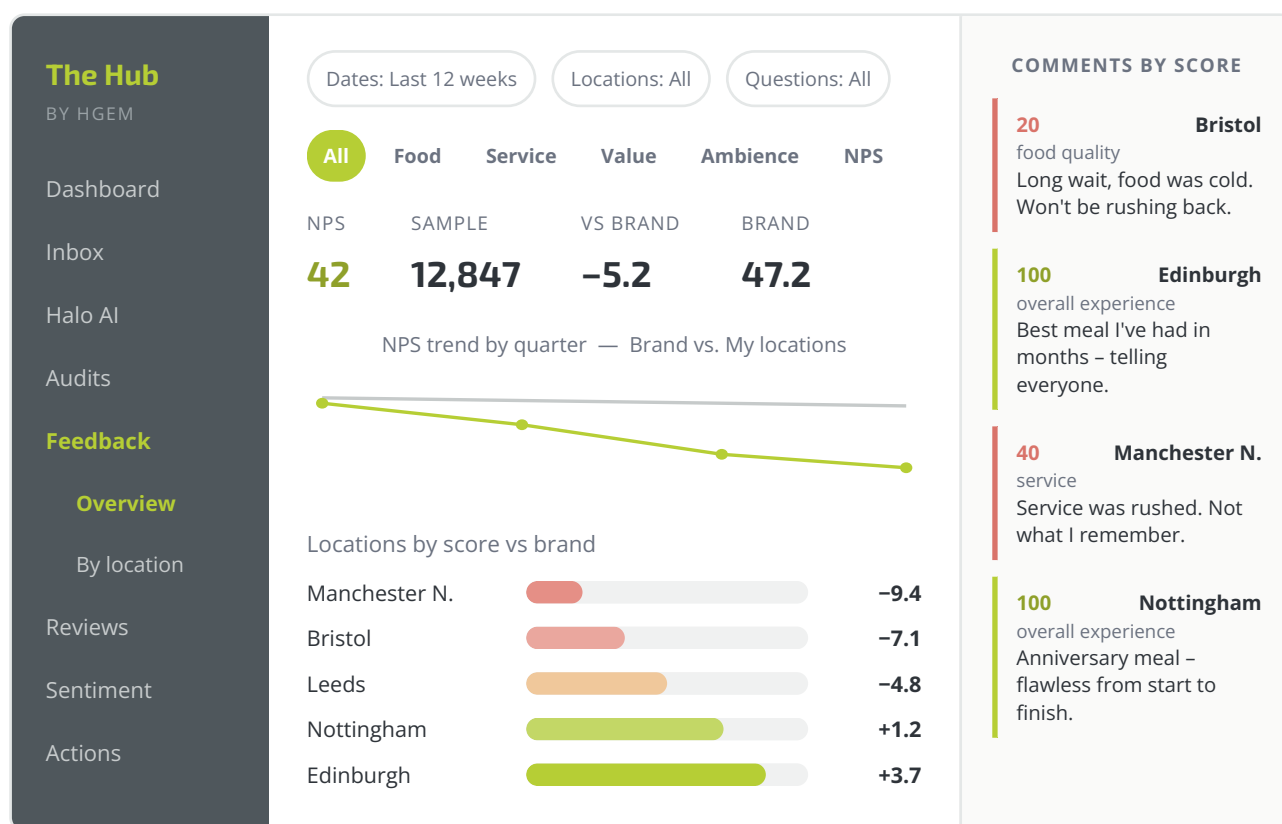
One recovery moment reopens the relationship faster than a paid retargeting flight.



What the other half looks like

Guest experience data, visit by visit, venue by venue.

The half your CRM can't see comes from three data streams. **Audits** – a trained, neutral observer's view of what's actually on offer. **Feedback** – the guest's direct voice, captured with structure. **Reviews** – the guest's unfiltered public voice. Bring the three together and you can see every visit rated on taste, service, atmosphere, value and intent to return.



The Hub · Feedback module · illustrative mockup with fictional data.

Data on its own is still just data. The layer that closes the loop is the one that **acts on it** – spotting which cohorts are quietly eroding, sharpening who your next campaign goes to, drafting brand-voice responses to guests at scale, and predicting the revenue impact of a targeting choice before you commit the spend. In HGEM's platform, that layer is our AI assistant, **Halo**.

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Four practical moves to close the gap

Where to start – none of it requires a full platform to begin.

The missing half isn't a five-year transformation. It's a set of small operational moves that get experience data into the hands of the marketers who need it.

1 See where your data stops.

Map your guest journey and mark the point where the visit begins and your visibility ends. Then, for your top ten guests, see how many of the five questions above you can actually answer with what your CRM shows. Most marketers can answer one, maybe two. That number is the size of your gap.

2 Get one experience signal into your CRM – even a rough one.

If you already run guest feedback, start with a monthly export of scores by venue or segment. If you don't, use what's already public: your Google review score by venue, your GBP star rating, or the post-visit rating your booking platform records. Tag each guest with the venue-level score they experienced. Even that crude signal reshapes how your next segment gets built.

3 Add "did the visit go well?" as a campaign KPI.

Use the venue-level score you tagged in Move 2. When you evaluate your next campaign, don't just count conversions – filter them by that score. Did the campaign send guests to venues rated above your brand average, or below? A campaign that converts fifty guests to a poor-experience venue is a different result from one that converts fifty to a five-star one, even if both look identical on the conversion dashboard.

4 Sharpen your win-back with what you now know.

The signal from Move 2 tells you which venues had rough patches, and by extension, which lapsed guests are likely to have been affected. Use it to tune your win-back messaging. Guests whose last visit was to a below-average venue during its dip get one framing: acknowledgement first, then the offer. Guests who left venues rated well but haven't come back get a different prompt entirely. Same tools, sharper aim.

Where does a Guest Experience Management platform come in? A platform is what makes moves like the above automatic, integrated and continuous – guest experience data flowing into every guest profile without anyone chasing it. That's exactly what the **HGEM and Airship integration** is built to do.

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HGEM and Airship, integrated

The join is where it gets interesting.

Airship holds the guest identity, the campaign, the transaction history. HGEM holds the experience, the feedback, the reviews, the audit data. What becomes possible when the two are brought together:



A guest scores a visit below average

HGEM captures the low score. Airship routes them into a tailored win-back journey rather than the standard newsletter.



A guest scores a visit above average

HGEM captures the high score. Airship enrolls them in a referral or advocacy sequence.



A venue's audit score drops on service consistency

HGEM surfaces it. Airship pauses acquisition campaigns for that venue until the fix is in.



A campaign runs to a segment

Attribution measures not just bookings and covers, but the quality of experience each visit produced.

HGEM X AIRSHIP – REAL CLIENT STORY

One multi-site hospitality business running both platforms has HGEM's guest feedback flowing directly into Airship via the integration – using it to segment campaigns and trigger experience-based guest journeys, so **marketing responds to what each guest actually experienced.**

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Integration, in practice

A guest's feedback lands in HGEM, and that signal triggers the right journey in Airship – **automatically.**



STEP 1 · HGEM

HGEM captures guest feedback, sentiment and NPS across every venue.

[Ask Airship](#)[Insights](#)[Segments](#)[Emails](#)[Journeys](#)[SMS campaigns](#)[Feedback](#)[Database](#)

Contact Feedback Data · Advanced

GENERAL FEEDBACK DATA

Unit	Source	Type	Date
The Three Crowns	Website	negative	24 Mar 2026

FEEDBACK RATINGS · NPS: 1

"I booked the conservatory, but it was just a room that dogs could go into and people could eat – expected way more, some plants or nicer furnishings. Very disappointing for the price."



STEP 2 · AIRSHIP

Insight triggers targeted guest journeys: recovery, loyalty and win-back.

[Ask Airship](#)[Insights](#)[Segments](#)[Emails](#)[Journeys](#)[SMS campaigns](#)[Rewards](#)

Journeys

[+ Create New Journey](#)**Active**

Loyalty Journey

Sent: 6,419 · Opened: 62% · Clicked: 19.5%

**Active**

Feedback Journey

Sent: 9,304 · Opened: 52.1% · Clicked: 10.2%

Illustrative mockups with fictional data.

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CLOSING THE GAP

Ready to see the other half of the **guest journey?**

Book a 30-minute walkthrough with the HGEM team. We'll show you what your campaign decisions could look like with guest experience data, using your brand, your venues, your numbers.

BOOK A 30-MINUTE CALL



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HGEM