



Hotel Websites

UX & NPS Benchmark Report
2017

206

Executive Summary



In the perception study, Marriott had the highest overall SUPRQ and subscale scores. In the usability study, Hyatt was the leader.



Marriott had the highest brand favorability score (5.9), statistically higher than the Best Western, Holiday Inn and Hyatt. Best Western had the lowest brand favorability score (5.3).



Hilton is the website to watch, scoring consistently higher than Best Western and Holiday Inn. Hilton had the highest purchase rate (11%) and the highest self-reported task accomplishment rate (15%).



The top improvement area for Best Western, Hyatt and Marriott is Loyalty.

- How likely are you to recommend this website to a friend or colleague? [NPS]
- I will likely visit the website in the future



The majority of participants only visit a hotel website a few times per year. Hilton has the most frequent website visitors.

Perceptions of the Website User Experience: SUPR-Q

The Standardized User Experience Percentile Rank Questionnaire (SUPR-Q) is [psychometrically valid](#) and reliable 8-item questionnaire that measures the critical aspects of the website user-experience: usability, credibility, loyalty and appearance.

USABILITY

- This website is easy to use
- It is easy to navigate with this website

CREDIBILITY (TRUST)

- The information on this website is credible
- The information on this website is trustworthy

LOYALTY

- How likely are you to recommend this website to a friend or colleague? [NPS]
- I will likely visit the website in the future

APPEARANCE

- I found the website to be attractive
- The website has a clean and simple presentation

Study Design



PERCEPTION

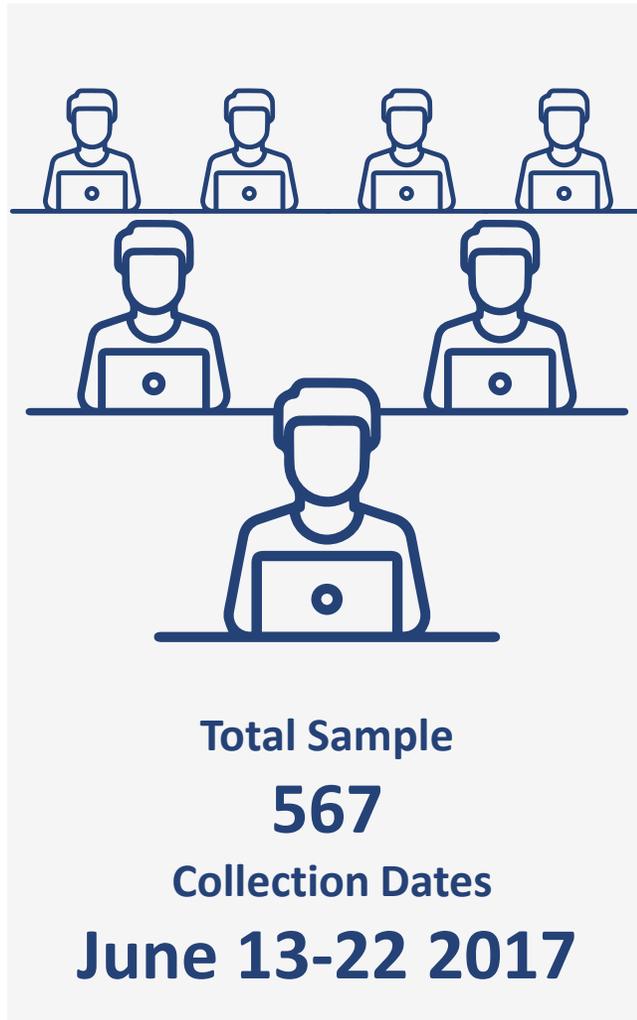
- Participants were asked to reflect on their last experience using the site



USABILITY

- Participants were randomly assigned to complete a task on one of the five websites
- **The Task:** On the following website, find out how much it would cost to book a room (without fees or taxes) with one king bed from August 10th to August 13th at the [hotel] in Denver Colorado.

The Websites & Sample Sizes



Perception

n=83

Usability

n=34



Hilton

n=80

n=32



n=80

n=31



n=86

n=32



n=76

n=31

SUPR-Q & NPS Summary (Perception)

	Overall SUPRQ	NPS	Top Improvement Area
	67%	-3%	Loyalty
	68%	10%	Trust
	68%	8%	Appearance
	70%	23%	Loyalty
	75%	25%	Loyalty

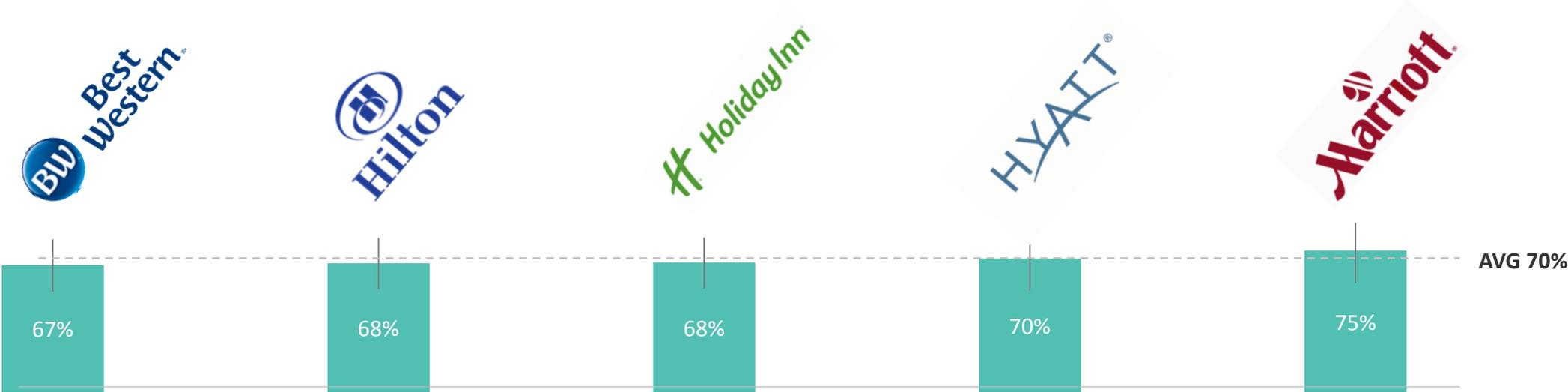
SUPR-Q & NPS Summary (Usability)

	Overall SUPRQ	NPS	Top Improvement Area
	69%	13%	Loyalty
	82%	24%	Loyalty
	69%	14%	Usability
	98%	50%	Loyalty
	96%	38%	Loyalty

KEY FINDINGS

SUPR-Q & Net Promoter Scores
PERCEPTION

Summary Scores (Overall SUPRQ + NPS): Perception



Overall SUPR-Q



Net Promotor Score (NPS)

Marriott Best overall SUPRQ & NPS

SUPR-Q & Subscale Percentile Rank Scores: Perception

					
SUPR-Q	67%	68%	68%	70%	75%
Usability	74%	63%	72%	64%	69%
Trust	61%	63%	76%	71%	72%
Loyalty	58%	67%	63%	62%	68%
Appearance	64%	65%	52%	74%	77%

Highest relative score  Lowest relative score

NPS Summary Scores: Perception

Website	NPS	Promotors	Passives	Detractors
	-3%	26%	45%	29%
	10%	35%	40%	25%
	8%	38%	33%	30%
	23%	43%	38%	20%
	25%	49%	26%	25%

Overall Brand Attitude

What is your attitude toward [brand]?

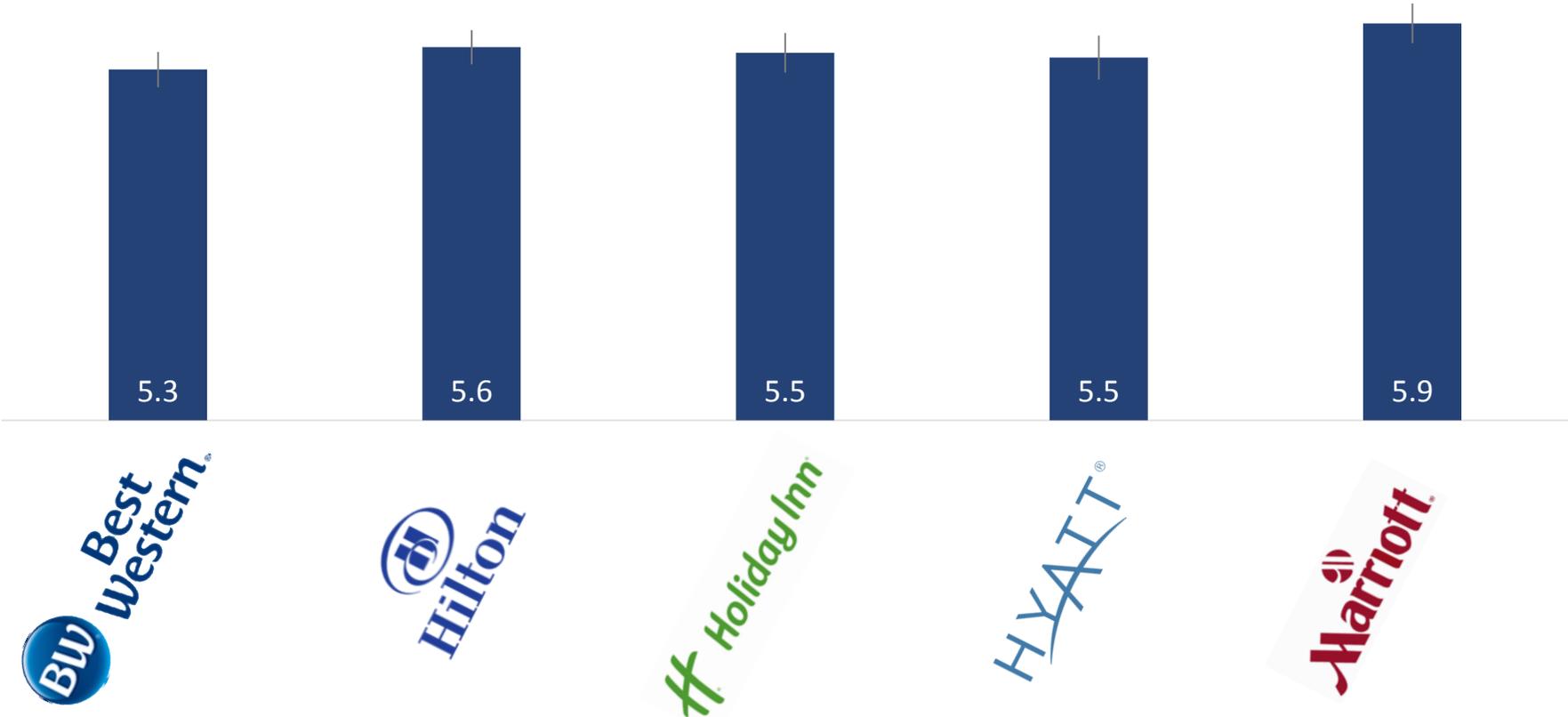
Favorable

7



Unfavorable

1



Past Experience



Have made a past purchase

Accomplished task on last visit

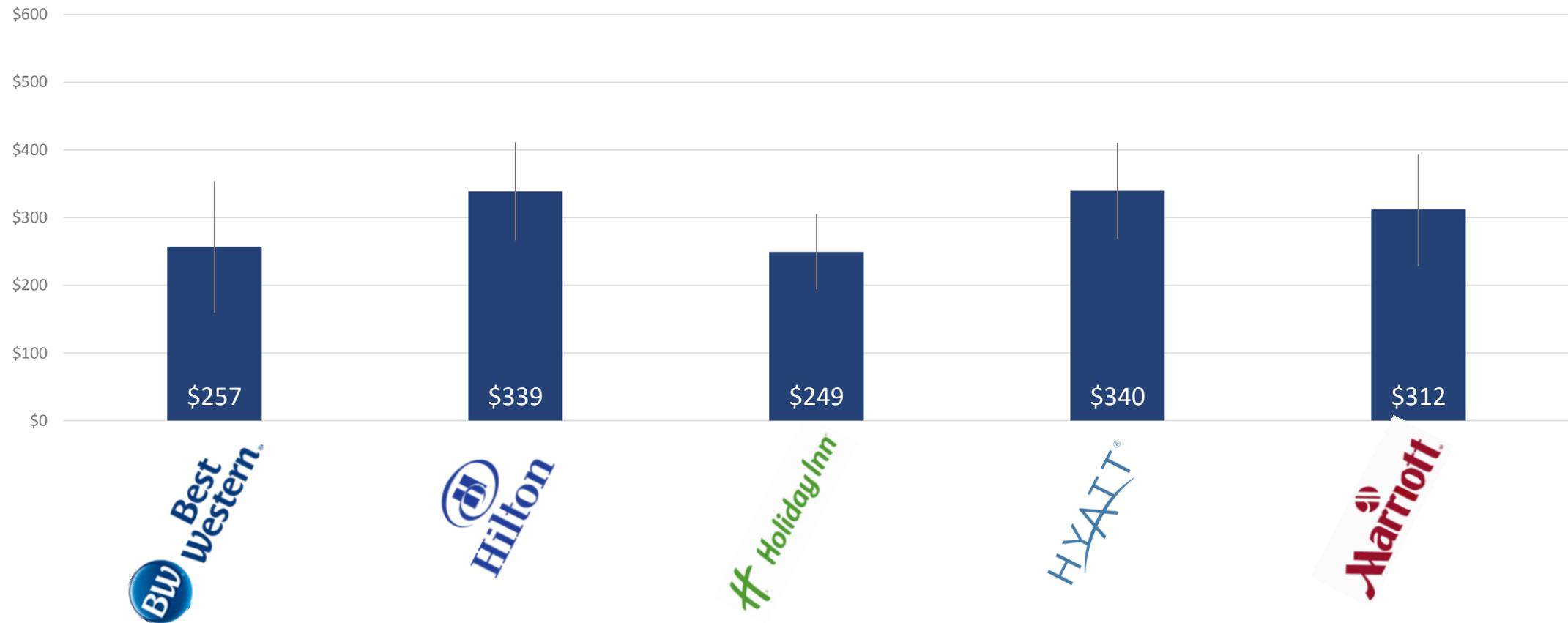
53%	55%	49%	42%	53%
74%	78%	65%	67%	70%

■ Highest purchase/accomplishment rate

■ Lowest purchase/accomplishment rate

Average Amount Spent

About how much did you spend on your last stay at [hotel]?



On average, participants spent about \$250 to \$350 during their last hotel stay.

Visit Frequency

	Once a day	Few times a week	Few times a month	Few times a year	Once	Never
 Best Western.	0%	1%	9%	45%	24%	4%
 Hilton	0%	5%	14%	54%	10%	0%
 Holiday Inn	0%	2%	9%	45%	19%	5%
 HYATT®	1%	5%	9%	47%	11%	5%
 Marriott.	0%	6%	18%	39%	16%	2%

 Most common visit frequency

Most participants visited the hotel websites a few times per year

Reason for Last Visit

Briefly describe what you were doing on your last visit to the website.
(Summarized Verbatim Comments)

	Booking a room	Browsing for a room	Comparing prices	Checking out the hotel facilities	I stayed at the hotel	Rewards
	33%	29%	5%	3%	8%	0%
	33%	30%	5%	4%	3%	1%
	33%	28%	3%	0%	3%	0%
	24%	28%	5%	7%	1%	0%
	30%	23%	8%	2%	7%	0%

Booking a room and browsing for a room were the top reasons for visiting the hotel websites.

What to improve: Verbatim User Comments



- The website is slow to load: *"At times, some of the pages took a while to load. This could be due to my internet connection or it may be due to the fact that the webpages contained so many photos and some popups. The design isn't as minimalistic as I'd like."*
- " The layout is cluttered
- Customer support is not helpful: *"I thought that their customer service did not respond well to my questions."*
- It's difficult to compare prices with other hotels: *"I'd like to compare to other hotel prices if possible to see what kind of deal I'm getting the rooms."*
- It's difficult to find the right room: *"Sometimes I had difficulties finding when the rooms were available"*
- Too expensive It is expensive to book a room.
- The website is confusing: *"it was hard to understand at first."*
- The hotel room was not up to my standards



- The website is slow to load: *"Pretty slow on load times", "the site loads a bit slow"*
- Too expensive
- The layout is clunky/cluttered: *"Design is a bit cluttered", "clunky and outdated"*
- It's difficult to find the right room- needs more filters: *"Sometimes it's difficult to find the right location and price for my needs."*
- Issues with the billing process: *"Entering the billing information could be easier", "I had a booking not go through once"*
- Difficult to navigate- too many steps: *"I found it difficult to navigate. I want to know where to go quickly to get the information I'm seeking rather than guess through a bunch of tabs."*
- Cannot compare prices with other hotels: *"Problem being able to compare room rates."*
- Needs more transparent pricing: *"Difficult to see how changing some aspects of a reservation would affect price"*

What to improve: User Comments



- The website is slow to load: *"Very busy, hard to load pages"*
- The layout is cluttered: *"I feel like there is a clutter of unnecessary images on the front page"*
- Difficult to find the amenities offered: *"It was somewhat difficult to find out about amenities the hotel had. i.e. breakfast or shuttle service"*
- The pictures: *"I'm not a huge fan of overly cheery stock photos"*
- Not enough information about location: *"Not clear about location in relevance to landmarks."*
- Too expensive: *"Pricey", "The rates are too high. I expected better rates from Holiday Inn than from Hilton but that wasn't the case."*
- Not obvious how to book: *"Took me a moment to find booking"*



- The website is slow to load: *"could be faster", "It is quite slow"*
- There are hidden fees at the end: *"Hidden fees in rates that you don't see until you're at the end of the reservation process"*
- It's difficult to redeem rewards points: *"I would like to find it easier to use reward points"*
- The date picker is difficult to use: *"The calendar was a little awkward to use at first."*
- Too expensive
- Layout isn't aesthetically pleasing: *"Some of the resort websites can be ugly"*
- Difficult to find hotel policies: *"I found it hard to find information about your policies."*
- Needs better photos of the rooms: *"the picture only shows a bed"*

What to improve: User Comments



- Website it slow to load: *"No frustrations beyond that at times the website seems to run slow and be unsecure."*
- Room is not available when I get to the booking page: *"Have had the rate pulled up and show as available and then when I click on it then says not available"*
- Difficult to find info about amenities: *"I couldn't find whether or not there are washers and dryers on any of the floors"*
- Difficult to compare room rates: *"It's hard to compare room rates on different dates."*
- Couldn't find pricing: *"Could not find the price page."*
- Too expensive: *"the prices are fairly high", "too expensive"*
- Layout is busy: *"The design of the website is not good. The information is not cleanly presented, and there is just too much text and white space. It is easy to get overwhelmed with all of the information on the screen."*
- Navigation is confusing at times: *"Sometimes the site can be a little busy and tough to navigate"*

Key Drivers of UX Quality

A multiple regression analysis was conducted with the SUPR-Q score as the dependent variable and the ratings on the site interactions as the independent variables. The key drivers shown on the subsequent slides are based on the standardized beta weights which best explain the SUPR-Q score by website.

Rating the Components of the Retail Website Experience

Participants were asked to rate their level of agreement to 10 items on their experience with the retail website on a five point scale.

- The booking calendar was easy to use and understand.
- I knew where I was in the booking processes the entire time.
- Room options were available and clearly described.
- Rates were accurately and fully communicated.
- It was easy to compare different reservation options.
- Everything included in the hotel's rates was clearly communicated.
- It was easy to enter my billing information.
- I am confident that my reservation was accurate.
- The website clearly confirmed my reservation total and contents.
- The hotel's rates are a good value.
- Brand Attitude (Unfavorable to Favorable on 7 point scale)

Raw responses were then converted in [Z-scores](#) (relative to a mean score of 4) and then expressed as percentile ranks (shown on the next slide).

Retail Website Component Ratings



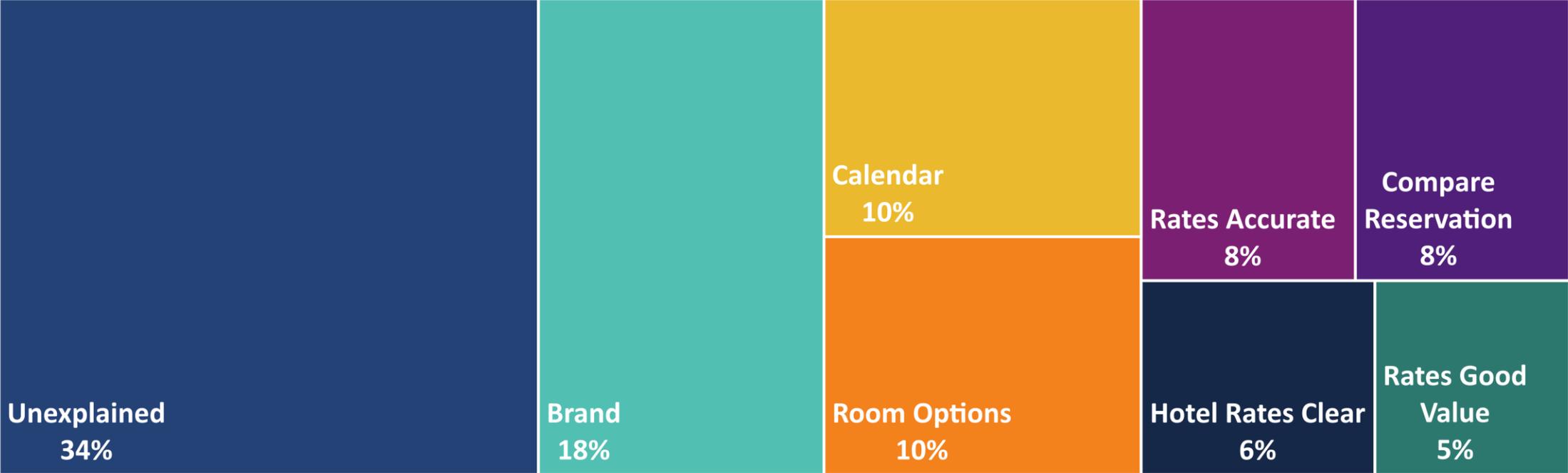
- I knew where I was in the booking processes the entire time.
- Brand Favorability
- The booking calendar was easy to use and understand.
- It was easy to compare different reservation options.
- It was easy to enter my billing information.
- Everything included in the hotel's rates was clearly communicated.
- Rates were accurately and fully communicated.
- The hotel's rates are a good value.
- I am confident that my reservation was accurate.
- Room options were available and clearly described.
- The website clearly confirmed my reservation total and contents.

	Best West	Hilton	Holiday In	Hyatt	Marriott
I knew where I was in the booking processes the entire time.	51%	54%	49%	57%	56%
Brand Favorability	54%	66%	54%	52%	70%
The booking calendar was easy to use and understand.	47%	48%	49%	50%	53%
It was easy to compare different reservation options.	47%	35%	48%	44%	45%
It was easy to enter my billing information.	49%	49%	49%	43%	51%
Everything included in the hotel's rates was clearly communicated.	50%	41%	46%	48%	49%
Rates were accurately and fully communicated.	53%	52%	56%	50%	55%
The hotel's rates are a good value.	50%	38%	45%	37%	36%
I am confident that my reservation was accurate.	54%	51%	50%	47%	51%
Room options were available and clearly described.	53%	47%	53%	53%	55%
The website clearly confirmed my reservation total and contents.	52%	46%	54%	53%	61%



For example, the average rating on a 5 point scale for the component item “It was easy to compare different reservation options.” for Hilton was at the 35th percentile – meaning it was a below average experience.

Key Drivers of Retail Website UX Quality (SUPR-Q Scores)



- These 7 components are key-drivers of the hotel website user experience. Taken together they account for 66% of the variation in SUPR-Q scores.
- For example, the booking calendar being easy to use and understand explains 10% of the SUPR-Q scores—which is twice as important as the rates being perceived as a good value and also explains 5% of the variation in SUPR-Q scores

Retail Website Component Key Drivers

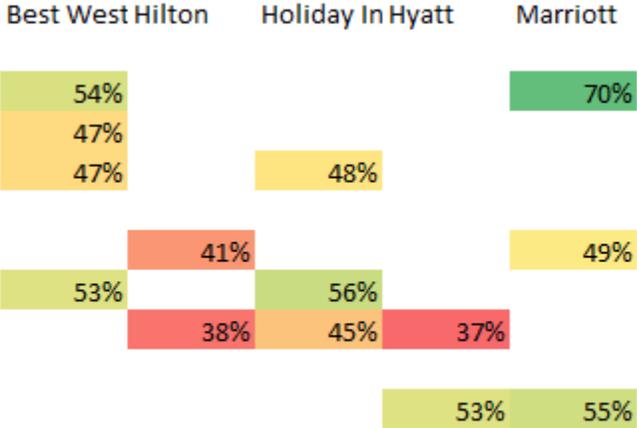


The boxes shown are the key drivers of the SUPR-Q for each website.

For example, Hilton has the driver “Everything in the hotel’s rates was clearly communicated.” which is rated below average (41%) suggesting this component is significantly decreasing SUPR-Q scores for the website and is a candidate for improvement. Its red color is based on the relative standing for the other values shown on this graph.

In contrast, the Marriott website key driver of Brand favorability is having a net positive increase on SUPR-Q scores with branding relatively high at the 71st percentile.

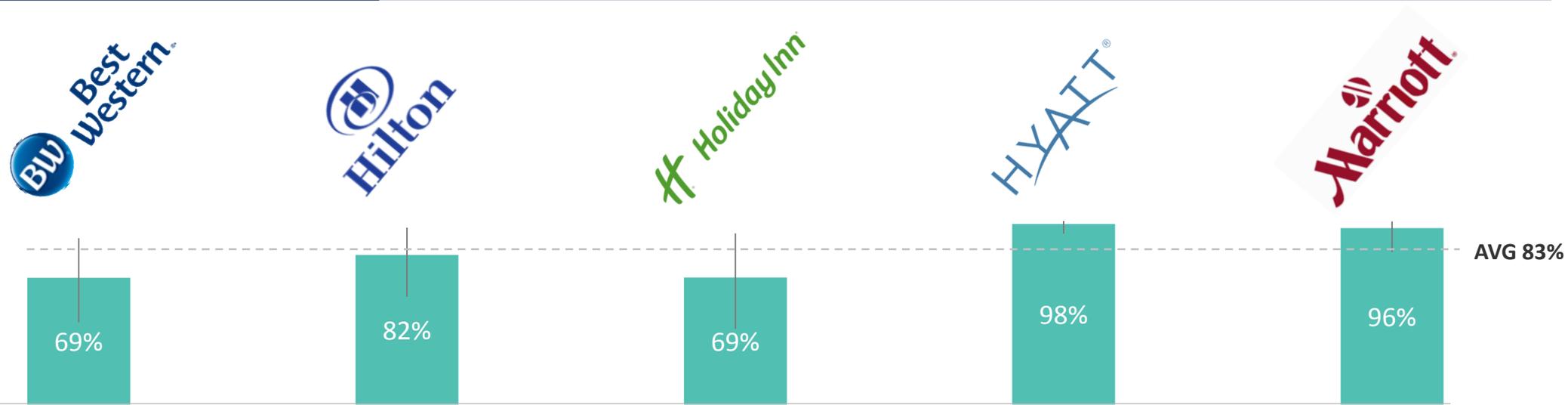
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- Brand Favorability
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- It was easy to compare different reservation options.
- It was easy to enter my billing information.
- Everything included in the hotel's rates was clearly communicated.
- Rates were accurately and fully communicated.
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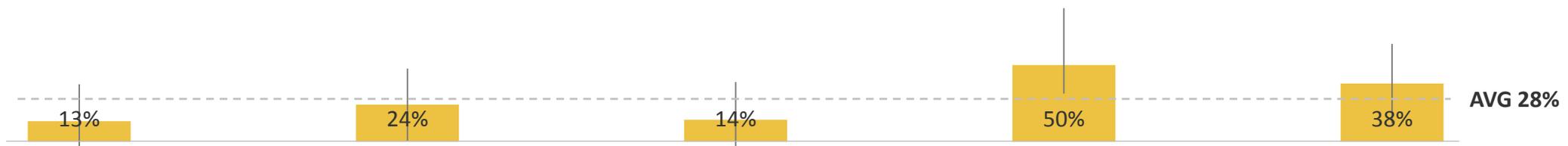
USABILITY FINDINGS

Video Analysis & Heuristic Evaluation

Summary Scores (Overall SUPRQ + NPS): Usability



Overall SUPR-Q



Net Promotor Score (NPS)

HYATT Best overall SUPRQ & NPS

SUPR-Q & Subscale Percentile Rank Scores: Usability

					
SUPR-Q	69%	82%	69%	98%	96%
Usability	68%	82%	59%	98%	87%
Trust	66%	81%	70%	98%	99%
Loyalty	54%	73%	60%	90%	84%
Appearance	81%	77%	79%	99%	99%

Highest relative score



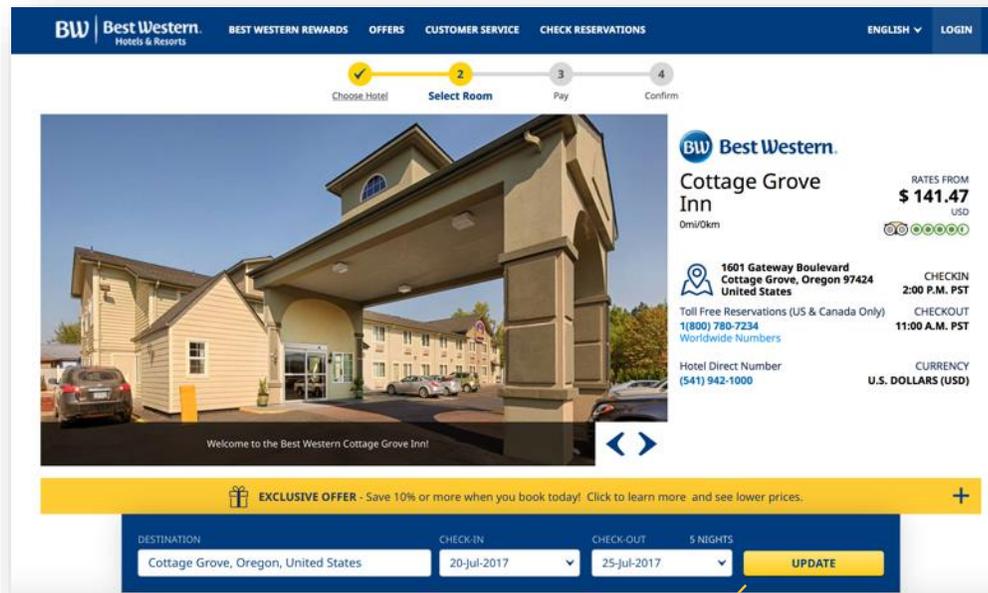
Lowest relative score

NPS Summary Scores: Usability

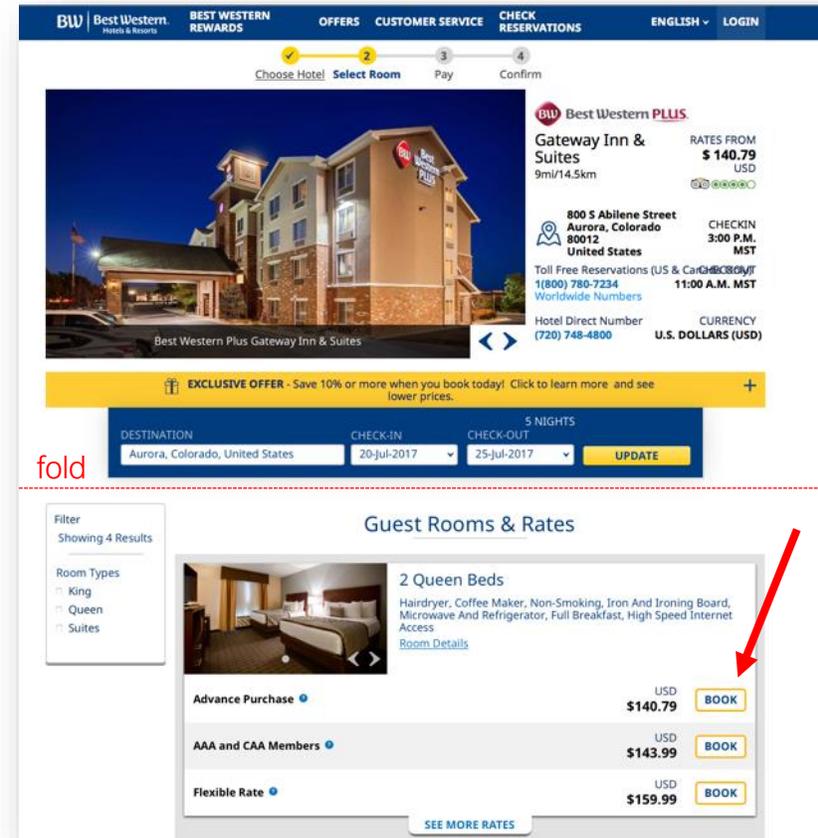
Website	NPS	Promoters	Passives	Detractors
	13%	40%	33%	27%
	24%	45%	35%	21%
	14%	39%	36%	25%
	50%	57%	37%	7%
	38%	62%	14%	24%

Best Western- Scroll stopper on booking page

The booking page clearly shows information about the selected hotel including the price, but the “Book” button is hidden below the fold. At first glance, there’s no clear CTA except to update the destination and check-in/check-out dates.



From this view, it looks like the only CTA is to update the destination and check-in dates. It’s unclear how to proceed to booking.



It isn't until users scroll down that they see the option to book the room.

Best Western- Rates not available

From the search results page, it looks like the hotel has availability for the selected dates. It's not until the details page that it says "Rates not available for selected dates". This can be frustrating for users.

Guest Rooms & Rates

2 Queen Beds
32-Inch LCD Television, Microwave And Refrigerator, Non-Smoking, High Speed Net, Full Breakfast
[Room Details](#)

Rate Not Available for Selected Dates

AAA and CAA Members ⓘ	USD \$141.47	<input type="button" value="BOOK"/>
Flexible Rate ⓘ	USD \$157.19	<input type="button" value="BOOK"/>

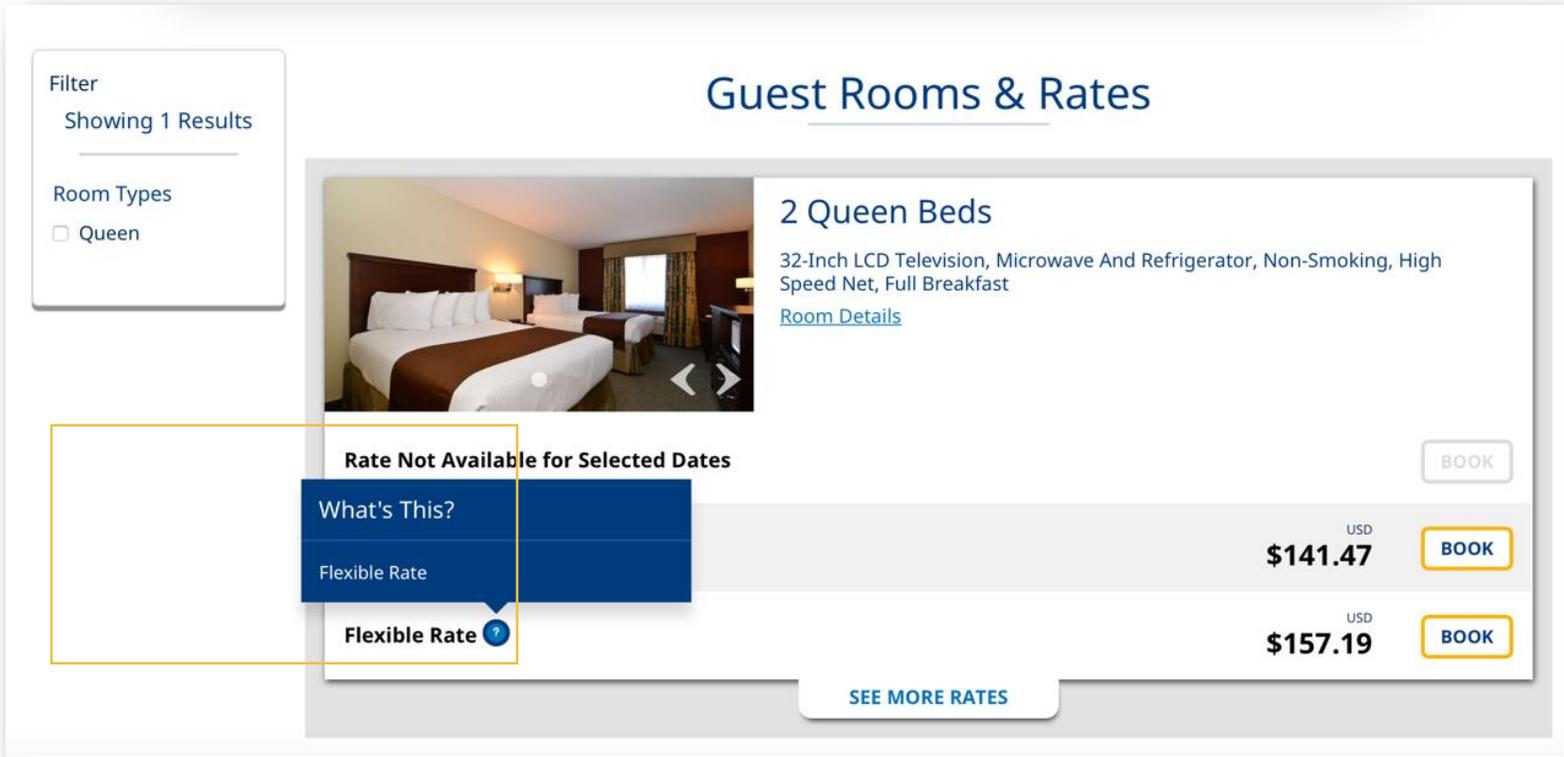
[SEE MORE RATES](#)

This hotel is only available for AAA and CAA Members and for a Flexible Rate. Users do not find this out until they have already selected the hotel.

"Sometimes I had difficulties finding when the rooms were available."

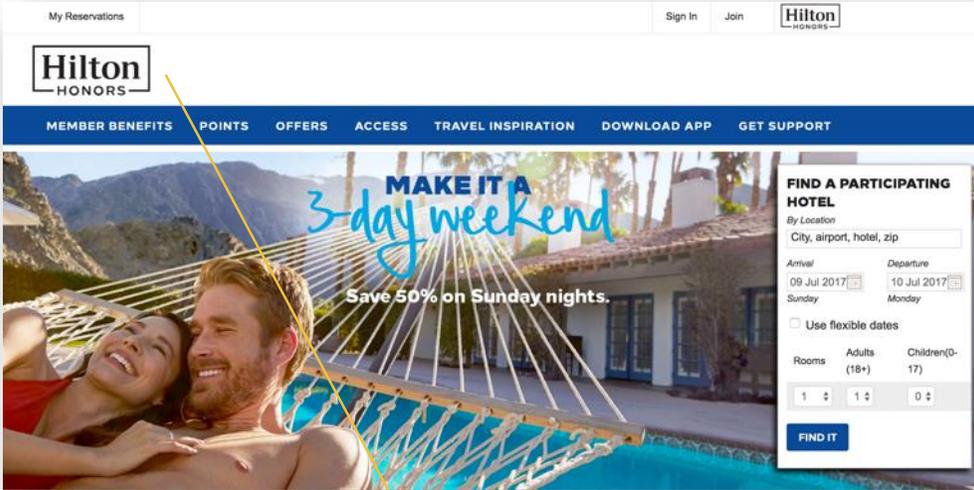
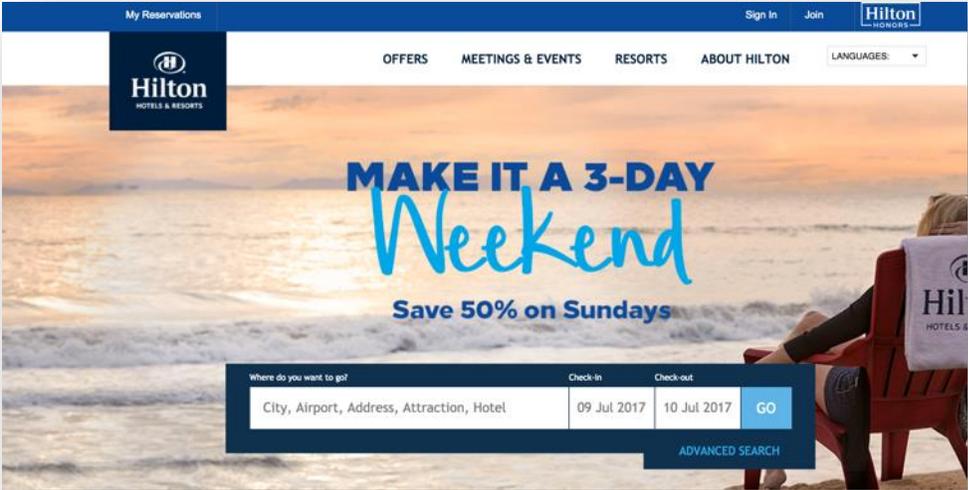
Best Western- Flexible Rate is confusing

Some rooms are only available at a Flexible Rate. The Flexible Rate option has an information button, but is not helpful to users who don't understand what a flexible rate is. It gives no additional information, it only says "Flexible Rate" again.



Hilton- No way to get home from HH page

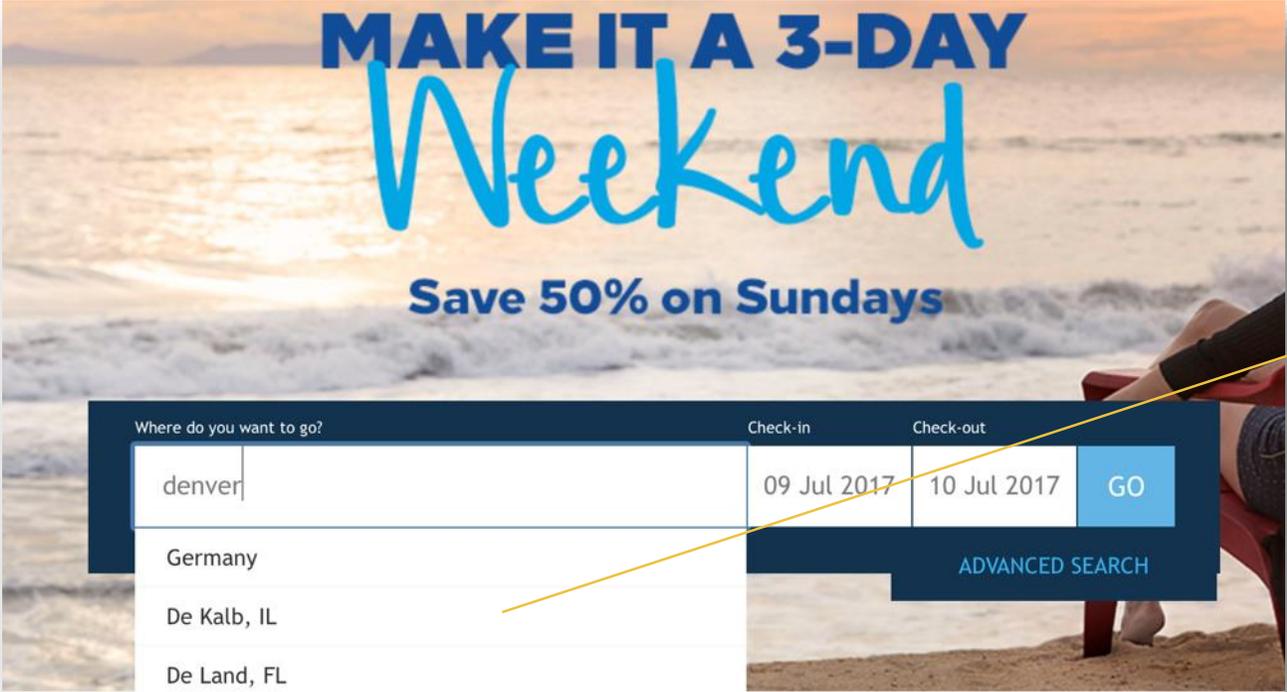
Clicking on the hero image on the homepage brings users to the Hilton Honors page. Once on the Hilton Honors page, it's not obvious how to get back to the Hilton homepage.



For users who just wanted to check out the promotion and need to get back to the homepage, there's no link to easily take them back to the Hilton website

Hilton- Auto population is slow and inaccurate

When typing in the “Where do you want to go” search bar, the auto populated suggestions are slow to appear and sometimes inaccurate.

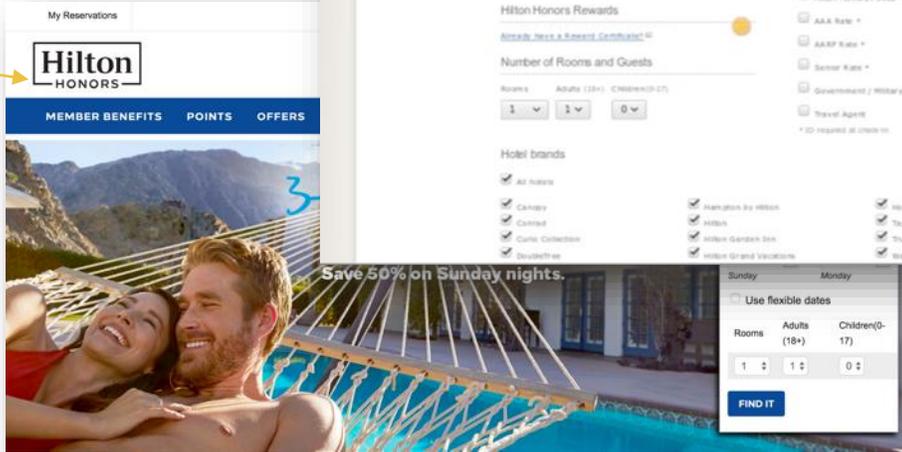
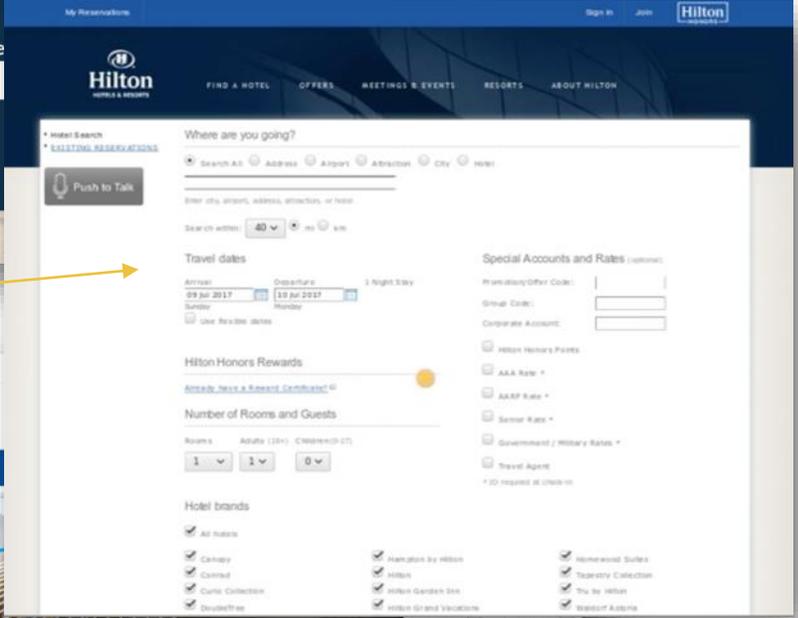
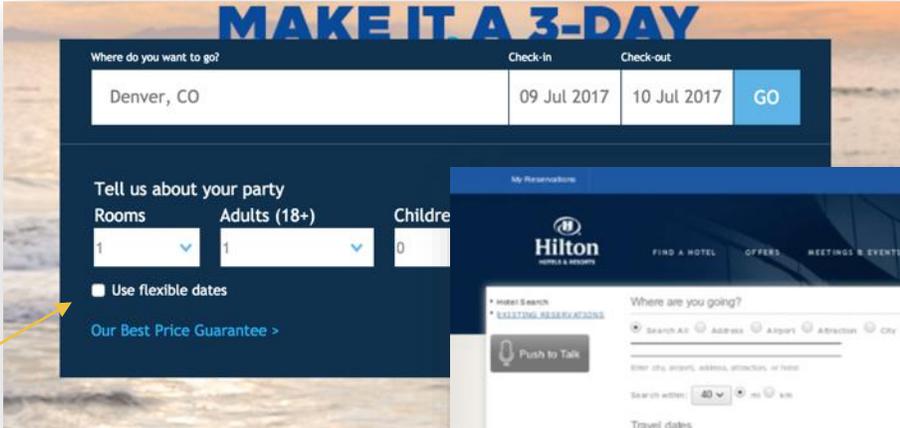
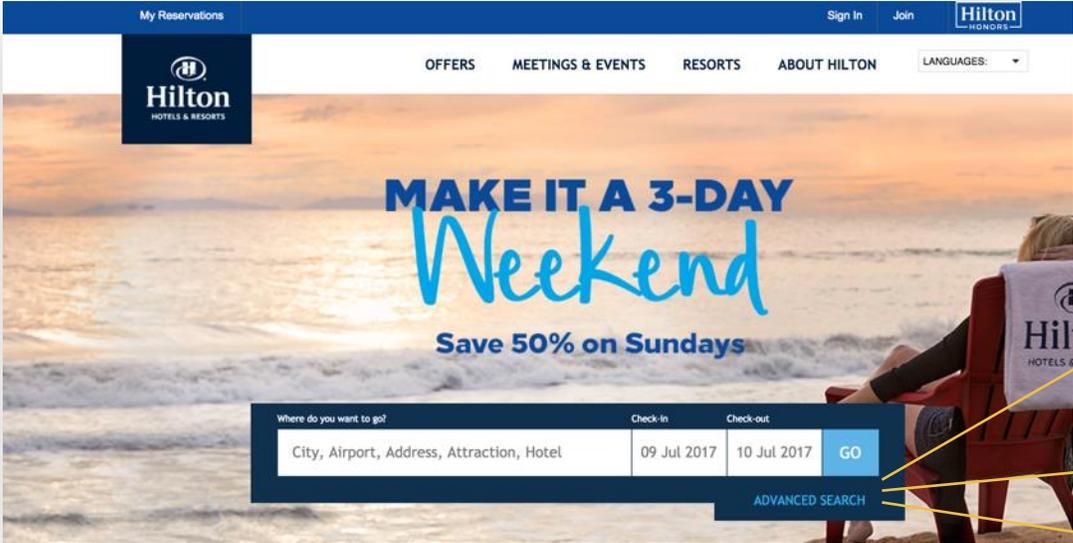


The suggested locations didn't pop up right away, and once they did appear, were not helpful.

Germany is the first suggested location after typing in “Denver”.

Hilton- Buggy

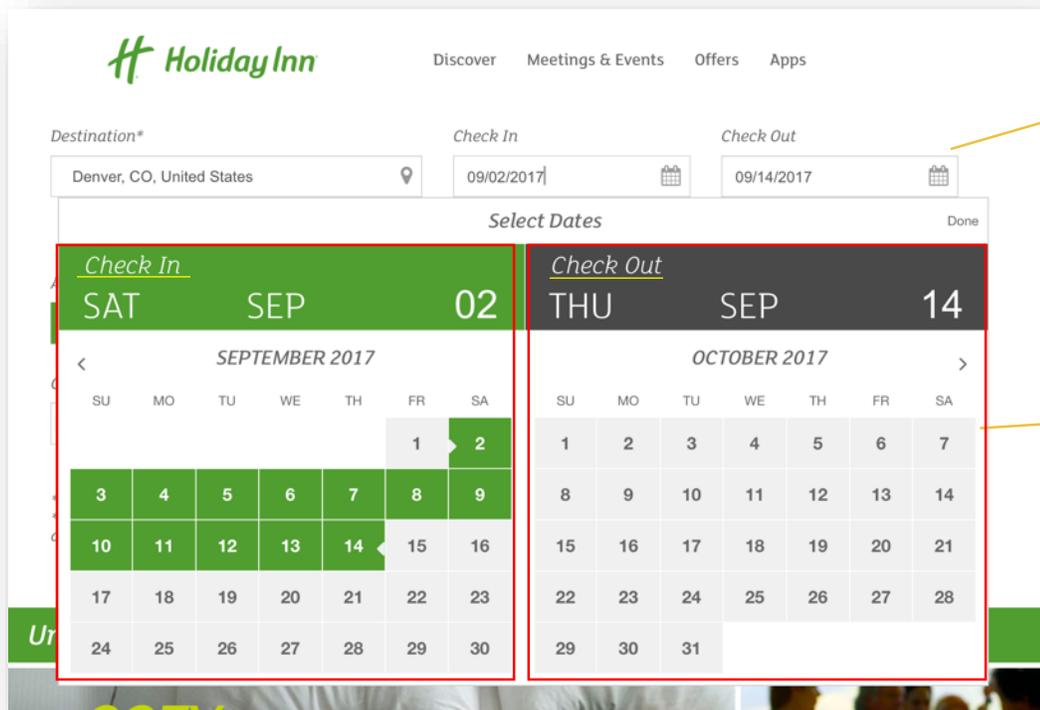
Clicking on the “Advanced Search” button oftentimes takes users to unexpected places. It may expand a selection for number of rooms and guests, it may bring users to the Hilton Honors page or take users to the “Where are you going?” page.



“There’s bugs and sometimes it lags out for me for no reason at all.”

Holiday Inn- Date picker is difficult to use

11% of participants in the task-based study mentioned having trouble with the date picker. Two participants mentioned that it was confusing when the calendar automatically jumps to the check out calendar once the check-in date is selected.



Participants expect the Check-in and Check-out calendars to be separate due to the separate boxes at the top.

When they act as a combined calendar, it's confusing to users.

The Check In and Check Out headings over the months is confusing.

- *"The pop up boxes that are used to select your dates don't work well on the site."*
- *"The way that the calendar is set up isn't the best. I would like to just click on the date I need and it close the box for me."*
- *"Setting the check in and checkout dates can be a little confusing at first. You would think clicking on either would open up a popup for either check in or checkout, not a combined popup."*

Holiday Inn- Details + map dropdowns are unnoticeable

The “Details” and “Map” dropdowns are unnoticeable and users think that information is not available. 10% of participants in the perception study mentioned not being able to find information on amenities or a map of the location.

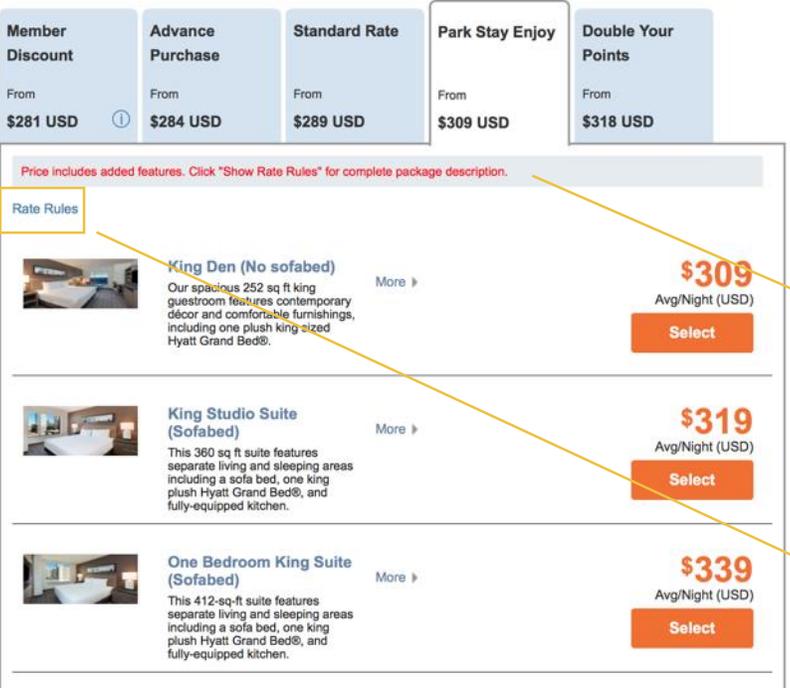
• “It was somewhat difficult to find out about amenities the hotel had. i.e. breakfast or shuttle service”

• “Lack of information about early check ins”

• “None that I recall, except sometimes I couldn't find the map view of locations”

Hyatt- Differences between prices unclear

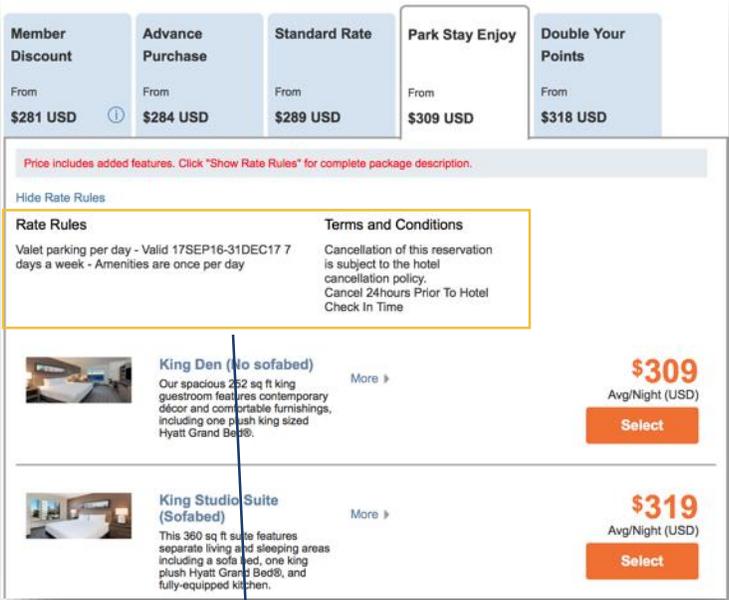
Once on the page to select a room, there are multiple different tabs with different prices. It's not clear why the prices are different and what is included with each package.



There's no information about the package on each tab, just the room options and prices.

A message at the top says to click "Show Rate Rules" for a complete package description, which is difficult to find.

This button says "Rate Rules", not "Show Rate Rules" which can be confusing. Furthermore, it's tiny and does not stand out, making it hard to find.



Recommendation: Eliminate the "Rate Rules" button and list the rate rules on each tab.

"Sometimes hard to understand exactly the pricing"

Hyatt- Prices are misleading

7% of participants in the perception study mentioned that the pricing was misleading and there were hidden fees that popped up in the end.

Search Results

HYATT house
Hyatt House Denver/Downtown
440 14th Street
Denver, Colorado, USA, 80202
0.1 miles / 0.2 km
Extended-stay hotel steps from shopping & Civic Center Park
Hotel Features & Amenities Map

Avg/Night (USD) **\$281**
Select

HYATT PLACE
Hyatt Place Denver/Downtown
440 14th Street
Denver, Colorado, USA, 80202
0.1 miles / 0.2 km
Within walking distance of the Colorado Convention Center
Hotel Features & Amenities Map

Avg/Night (USD) **\$301**
Select

BEST RATES guaranteed

Here, the price looks like \$281 per night.

Selected Hotel
Hyatt House Denver/Downtown
440 14th Street
Denver, Colorado, 80202, USA
Tel: +1 303 893 3100
Maps & Directions

Selected Dates and Details
Thursday 20 July 2017 through Saturday 22 July 2017 (2 Nights)
1 Room / 1 Adult / No Child

Member Discount	Advance Purchase	Standard Rate	Park Stay Enjoy	Double Your Points
From \$281 USD	From \$284 USD	From \$289 USD	From \$309 USD	From \$318 USD

Hide Rate Rules
Rate Rules
Exclusive rate for World Of Hyatt Members. To receive this discount sign in with your membership number or join when making your reservation. Book now - limited rooms available. One Room Per World of Hyatt Member

Terms and Conditions
Cancellation of this reservation is subject to the hotel cancellation policy. Cancel 24hours Prior To Hotel Check In Time

King Den (No sofa bed)
Our spacious 252 sq ft king guestroom features contemporary decor and comfortable furnishings, including one plush king sized Hyatt Grand Bed™.

Avg/Night (USD) **\$281**
Select

Then users see that the \$281/night rate is for members only. The standard rate is truly \$289/night.

Complete Your Reservation

World of Hyatt Member Sign In (Optional)

World of Hyatt # Username
Password
Remember Me
Sign In

Guest Name
Prefix
Given / First Name
Surname / Last Name

Contact Information

BEST RATES guaranteed

Selected Hotel
Hyatt House Denver/Downtown
440 14th Street
Denver, Colorado, 80202, USA

Selected Dates and Details
2 Nights : Thu Jul 20 - Sat Jul 22
1 Room : Den K No Sofa Room Details
Standard Rate Rate Rules
1 Adult / No Child

Summary of Charges

Subtotal:	\$578.00 USD
Additional Fees & Taxes:	
State Tax	\$16.76 USD
City Tax	\$62.13 USD
Other	\$6.36 USD
Total Per Room**:	\$663.25 USD

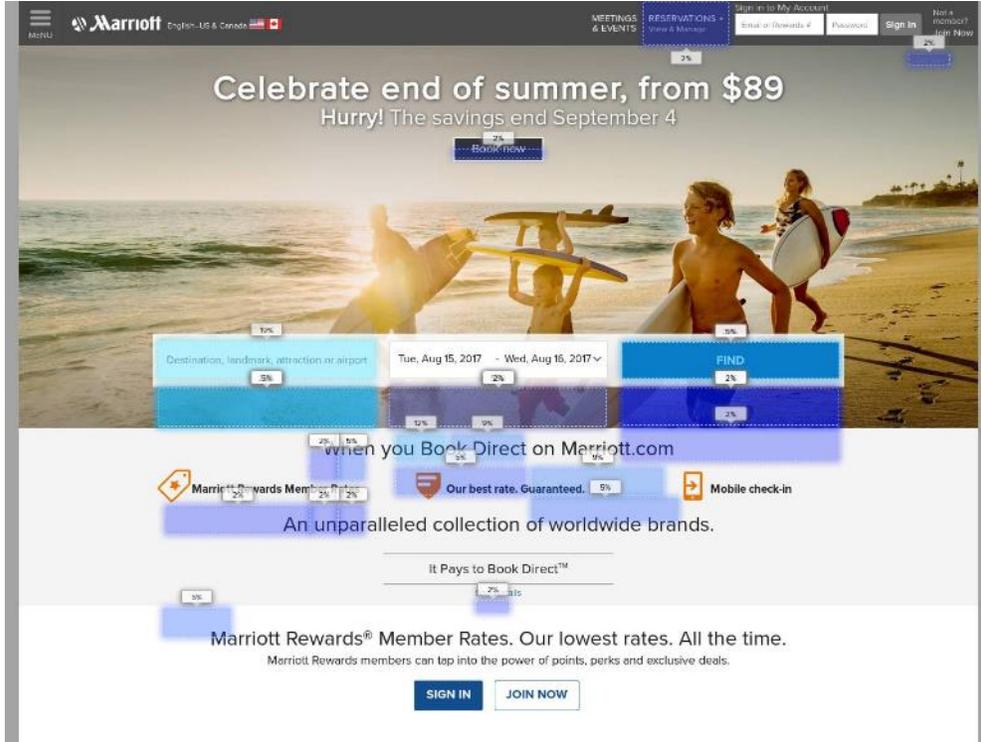
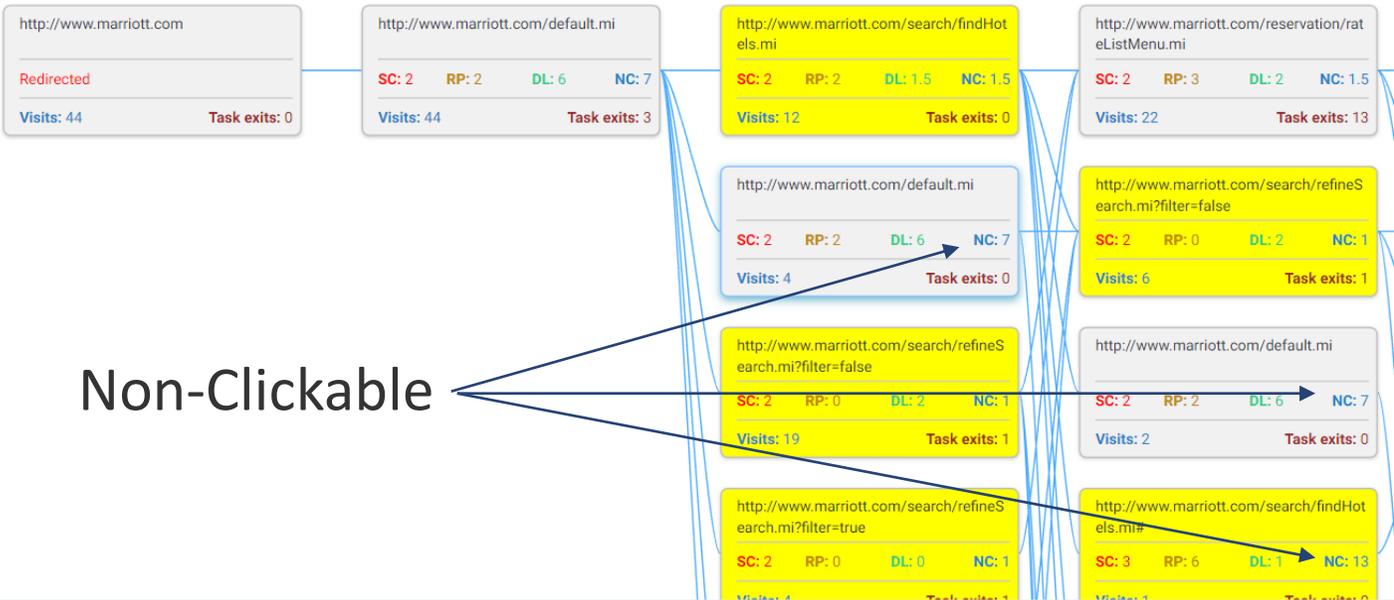
** Changes in taxes or fees will affect the total price.

Then at the billing page, users see that there is almost \$100 in added fees and taxes.

“Hidden fees in rates that you don't see until you're at the end of the reservation process”

Marriott Homepage Reservations

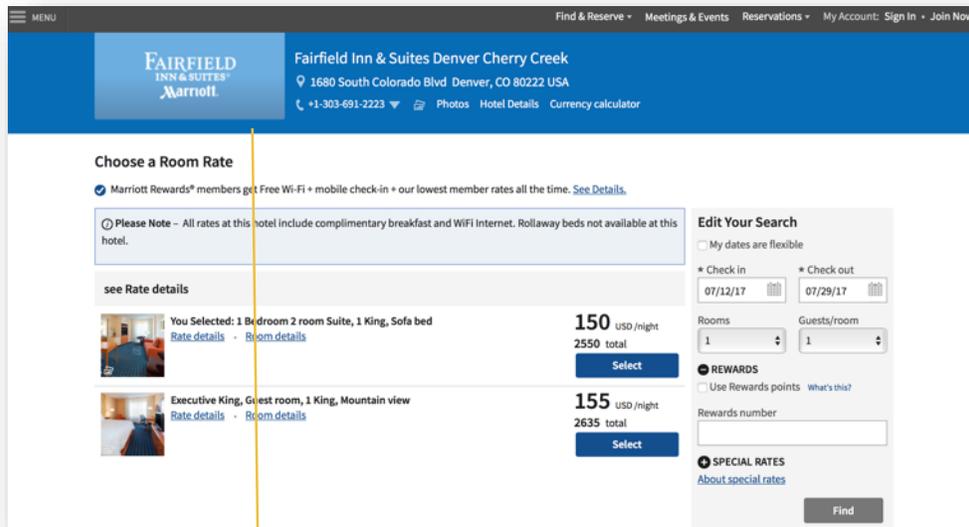
After observing participant videos and clickmaps, participants had some difficulty selecting the reservations on the homepage with the dynamic date elements. Participants were clicking on many non-clickable elements on the home



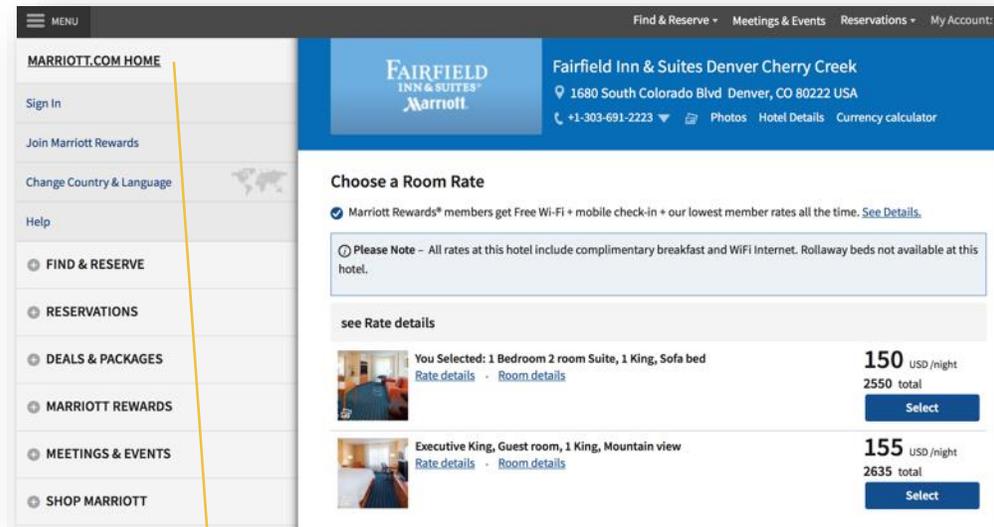
"I had a hard time selecting the dates that I wanted to search for."

Marriott- Getting home

The logo in the top left usually takes users to the homepage of a website. On Marriott.com, users must click the Menu hamburger icon in order to select “Marriott.com Home” once on a specific hotel.



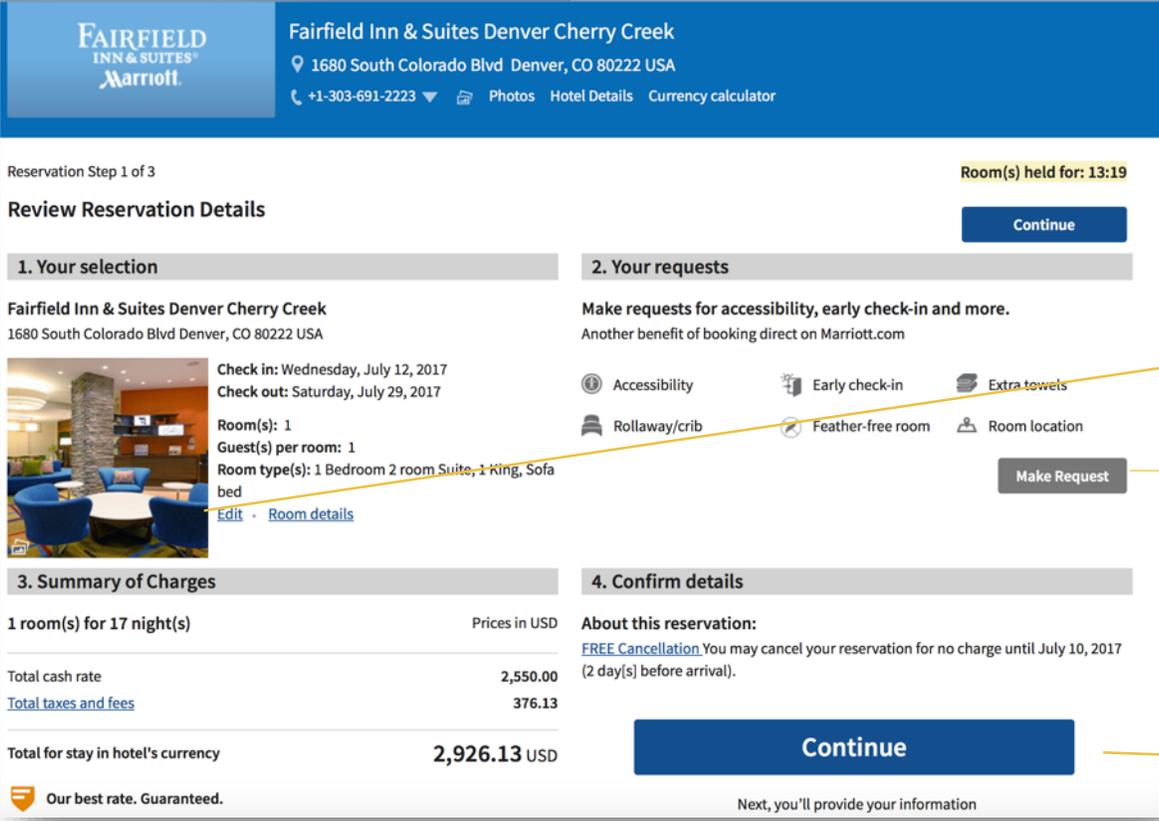
Logo in top left is expected to be a homepage link.



Users must click “Menu” before finding a link to the homepage, introducing an extra step.

Marriott- Review Reservation page is helpful

The Review Reservation Details page is helpful and gives users a quick snapshot of the entire reservation as well as what amenities are included and an option to make special requests.



Users can easily look at the included amenities with the reservation by clicking "Room Details".

Users can also make special requests by clicking "Make Request"

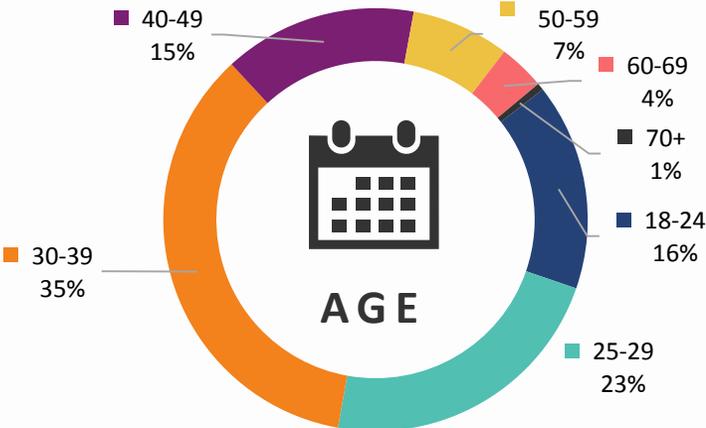
It's clear how to proceed to the billing section with the obvious "Continue" CTA

A blue-tinted photograph of a business meeting. In the foreground, a man in a white shirt is pointing at a laptop screen. In the background, another man in a dark shirt is pointing at a whiteboard. The scene is dimly lit, with the primary light source being the screens and the whiteboard.

Appendix

Demographics | Overall Experience

Demographics

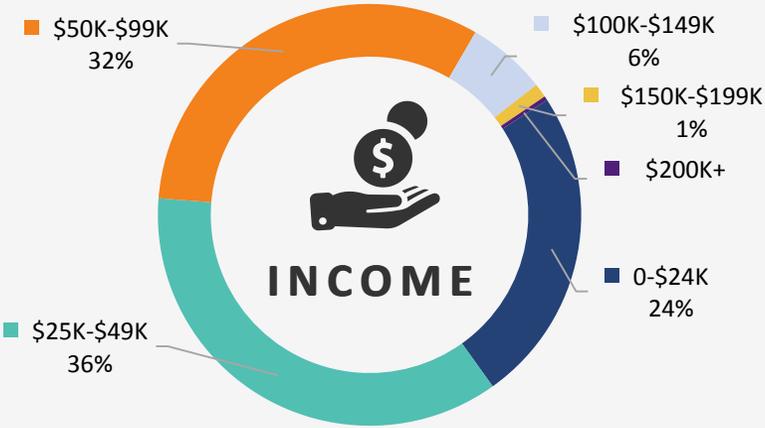


49%



51%

GENDER



Graduate/Professional degree, 10%

GED/High School diploma, 11%



Bachelor's degree, 42%

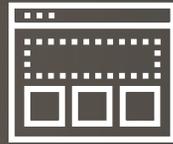
Some College, 38%

About MeasuringU

MeasuringU is a quantitative research firm based in Denver, Colorado focusing on quantifying the user experience.



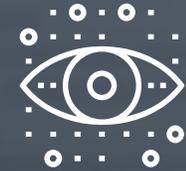
Remote UX Testing Platform
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UX Research



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& Statistical Analysis



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