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COURSE BROCHURE

Advanced Guest Journey and Loyalty Strategy Training Course

1 – 12 February 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Advanced Guest Journey and Loyalty Strategy Training Course

Ref: 2730_104310 **Date:** 1 – 12 February 2027 **Location:** Amsterdam **Fees:** 11100 GBP

Guest Journey and Loyalty Strategy is a 2-week advanced training course for hospitality and events managers who shape how guests arrive, stay, return and recommend, and it ends with a guest loyalty roadmap each participant takes back to the property or venue. Guests now compare every stay and every event with the most attentive service they have met anywhere. Jupiter Prime Training runs this course for leaders who turn guest feedback into service decisions.

Why Guest Journey and Loyalty Strategy Matters Now

Three forces shape guest strategy today. Guests book, review and complain through many channels at once, so one weak touchpoint spreads quickly. Owners and sponsors expect repeat business and referrals to carry more of the revenue line, not discounting. Frontline teams change often, so service standards must live in designed journeys rather than in a few experienced people. A hotel, resort or events organiser that handles this well earns returning guests and calmer recovery moments; one that handles it badly pays for each stay again through acquisition spend. The course rests on journey mapping, service blueprinting, net promoter scoring and customer lifetime value analysis.

Who Gains Most from Guest Journey and Loyalty Strategy

- Leaders accountable for front office, guest relations and arrival experience across a property
- Managers who design and run conferences, banquets, exhibitions and attendee services
- Heads of loyalty, membership and repeat-guest schemes who own retention targets
- Quality and service-standards leads who audit touchpoints and coach frontline staff
- Commercial managers who link guest satisfaction scores to revenue and owner reporting

A cross-department group from one hotel cluster or events business gains most, because arrival, stay and post-event touchpoints are then redesigned by the people who run them.

Guest Journey and Loyalty Strategy Capabilities

Participants move from reading guest comments one by one to steering service choices with mapped journeys, recovery rules and loyalty economics.

- Map end-to-end guest and attendee journeys with moments of truth marked — front office and event operations leads
- Design service blueprints that show backstage processes behind each touchpoint — department heads and duty managers
- Build service recovery protocols with empowerment limits and follow-up rules — guest relations and frontline supervisors
- Calculate guest lifetime value and retention economics by segment — commercial and revenue teams
- Assess loyalty scheme tiers, benefits and redemption costs — owners, sponsors and finance partners
- Communicate guest insight dashboards that trigger agreed service actions — general managers and executive committees

Key Guest Journey and Loyalty Strategy Terms

- Guest journey map — a visual sequence of every stage a guest passes through, from first search to post-stay contact, with emotions and pain points.
- Moment of truth — a single touchpoint where the guest forms a lasting judgement, such as check-in, a complaint or the final invoice.
- Service blueprint — a diagram linking what the guest sees to the staff actions, systems and support processes behind it.
- Service recovery paradox — the effect where a guest whose problem is resolved well becomes more loyal than one who had no problem.
- Net Promoter Score NPS — a measure of willingness to recommend, calculated as promoters minus detractors from a single question.
- Guest lifetime value — the expected net contribution of a guest across all future stays, events and spending, used to set retention budgets.

Guest Journey and Loyalty Strategy Day by Day

Day 1: The Changing Guest and Attendee

- Guest Expectation Shifts Across Channels — Which Touchpoints Need Redesign First
- Leisure, Business and Event Segments Compared — Where Loyalty Drivers Differ
- Owner and Sponsor Expectations of Repeat Business — Retention Targets Worth Setting
- Competitor Guest Experience Scan — Gaps a Property Can Close
- Current Guest Strategy Baseline — Strengths and Weaknesses to Address

Day 2: Mapping the Guest Journey

- Journey Stage Definition From Search to Return — Scope of the Map
- Persona Building From Booking and Profile Records — Which Guests to Map
- Emotion Curves and Pain Point Logging — Priorities for Improvement
- Moments of Truth Identification — Where Staff Attention Matters Most
- Event Attendee Journey Variants — Registration, Venue and Follow-Up Choices

Day 3: Service Blueprints and Backstage Design

- Front-Stage and Backstage Line Drawing — Hand-Offs That Cause Failures
- Housekeeping, Kitchen and Engineering Support Links — Dependencies to Fix
- Fail Point and Wait Point Marking — Standards for Response Times
- Arrival and Departure Blueprint Redesign — Queue and Staffing Decisions
- Banquet and Conference Flow Blueprints — Set-Up and Changeover Planning

Day 4: Listening to Guests

- Post-Stay and Post-Event Survey Design — Questions That Produce Action
- Online Review Theme Coding — Recurring Issues Behind Star Ratings
- In-Stay Pulse Checks and Duty Manager Rounds — Early Problem Detection
- Complaint Log Structure and Root Cause Tags — Repeat Failure Removal
- Voice of Guest Panels and Interviews — Insight Beyond Survey Scores

Day 5: Guest Experience Indicators

- Net Promoter Score and Satisfaction Index Choice — Which Measure Leads
- Touchpoint-Level Indicators and Targets — Accountability by Department
- Leading Versus Lagging Guest Measures — Early Warning Design
- Guest Insight Dashboard Layout — What Executives See Weekly
- Benchmarking Scores Across Properties and Events — Fair Comparison Rules

Day 6: Service Recovery Strategy

- Recovery Protocol Steps and Scripts — Consistent Responses Under Pressure
- Empowerment Limits and Gesture Budgets — Who Approves Which Remedy
- Service Recovery Paradox Evidence — When Recovery Builds Loyalty
- Escalation Paths for VIP and Group Incidents — Senior Involvement Triggers
- Recovery Follow-Up and Closure Tracking — Lessons Fed Into Blueprints

Day 7: Loyalty Economics

- Guest Lifetime Value Calculation by Segment — Retention Spend Limits
- Repeat Rate and Share of Wallet Analysis — Growth Potential per Guest
- Acquisition Versus Retention Cost Comparison — Budget Allocation Choices
- Churn Signals in Booking Patterns — Win-Back Campaign Targets
- Referral and Advocacy Value Estimation — Promoter Reward Priorities

Day 8: Loyalty Scheme and Personalisation Design

- Tier Structures and Qualifying Rules — Status Benefits Worth Funding
- Earn, Burn and Redemption Cost Modelling — Scheme Liability Control
- Recognition Rituals for Returning Guests — Low-Cost Loyalty Gestures
- Guest Profile Data and Preference Capture — Personalisation Boundaries
- Corporate and Event Client Account Plans — Repeat Booking Agreements

Day 9: Leading Service Culture

- Service Standards Translation Into Daily Briefings — Shift-Level Consistency
- Frontline Coaching With Guest Feedback — Behaviour Change Priorities
- Recognition Schemes Linked to Guest Scores — Fair Staff Incentives
- Cross-Department Guest Huddles — Shared Ownership of Problems
- Executive Committee Guest Reviews — Investment and Staffing Decisions

Day 10: Practising the Guest Loyalty Roadmap

- Journey Map and Blueprint Synthesis — Top Touchpoint Redesigns Chosen
- Indicator Set and Dashboard Finalisation — Owners and Targets Agreed
- Recovery Protocol and Loyalty Scheme Alignment — Consistent Guest Promises
- Peer Challenge of Draft Roadmaps — Weak Assumptions Tested
- Guest Loyalty Roadmap Completion — Twelve-Month Actions and Owners

Applying Guest Journey and Loyalty Strategy After the Course

- Run a journey mapping session with front office, housekeeping and events staff to redesign the two weakest moments of truth found in recent guest reviews.
- Pilot the new service recovery protocol on one shift for four weeks, logging each incident, the remedy given and the guest's later score.

Guest Journey and Loyalty Strategy Questions FAQ

What is guest journey and loyalty strategy and why does it matter now?

Guest journey and loyalty strategy is the planned design of every touchpoint so guests return and recommend. It matters now because guests compare across many channels, reviews spread quickly and owners expect repeat business rather than discounting to drive revenue.

Which roles gain most from guest journey and loyalty strategy training?

Front office, guest relations, events, loyalty and quality leaders gain most. You benefit if you own guest satisfaction targets, run conferences or banquets, manage a repeat-guest scheme or report guest scores to owners and executive committees.

How does guest journey and loyalty strategy differ from a general hospitality management course?

It goes deeper on one question: why guests come back. A general hospitality management course covers rooms, food and beverage, finance and staffing broadly, while this course concentrates on journey maps, service blueprints, recovery protocols, guest indicators and loyalty economics.

What do you bring back from guest journey and loyalty strategy training?

You bring back a guest loyalty roadmap ready for your executive committee. It holds redesigned touchpoints, a guest indicator set with owners, a recovery protocol, loyalty scheme choices and twelve months of actions with named owners.

Guest Journey and Loyalty Strategy: The Way Forward

The guest loyalty roadmap first informs which two or three touchpoints receive investment and staff attention in the coming quarter. General managers, event directors and guest relations leads use it in weekly reviews to track scores against targets. After its first cycle, revisit the loyalty economics: retention value per segment often shifts once recovery and recognition improve.