



Takeaways from Traveler Sentiment Surveys

On this 8th episode of the ThinkUp Podcast, host Lily Mockerman and special guest Stuart Butler, COO of Fuel Travel, discuss the data that Fuel has gathered with their bi-weekly surveys, and how sentiments have evolved over the course of time. Stuart also provides meaningful advice on best practices for marketing based on the data, his prediction regarding future staffing challenges, and the 3 things hoteliers should be focused on right now as we work towards recovery.

Highlights from This Episode

Lily Mockerman:

Fuel has recently been doing traveler sentiment surveys to support the hospitality industry which are pretty phenomenal. What prompted you to do these surveys, and what have been some of your biggest takeaways as the series has progressed?

Stuart Butler:

We're data nerds. We sent out the surveys every 2 weeks. We wanted to create awareness from the data and also to find creative ways to help our clients and others financially by implementing this data. It's been interesting to see how the sentiments have evolved. We wanted to make this available to everyone, not just our own clients.

Other topics discussed:

- Some of the biggest takeaways as the series has progressed
- The main areas that hoteliers should see as action items for their reopening or ramp up strategies
- Types of hotels that the data shows that should stay closed for an extended period of time
- How Fuel is using this data to support the industry
- The three things hoteliers should be focused on right now as we work towards a recovery

Don't miss Stuart's prediction regarding future staffing challenges!

[Newest results of the Consumer Sentiment Study updated June 4, 2020](#)

To contact Stuart Butler:

fueltravel.com

[Fuel Travel Podcast](#)

[Fuel Travel Blog](#)

[Contact Stuart on LinkedIn](#)

Fuel's podcast with Lily: [Episode 149 - 5 Amazing Revenue Management Tips to Think About During A Downturn](#)

We'd love to have you join us next week for **Episode 9 of the ThinkUp Podcast**, when we'll talk with **Anisha Yadav from Revinate** about the Revinate Reopening Guide.

Read more articles on Hospitality Revenue Management on our [ThinkUp Thought Leadership page](#).

Join us live on the *This Week in Hospitality Live Show*, which you can register for at hospitalitydigitalmarketing.com/live.

For questions on this episode or any other revenue management related topics, you can send them to us at info@thinkupenterprises.com.