



10-Minute Guest Data Check

Collecting guest data is important, but in hospitality it needs to be done carefully. You want to stay in touch with your customers without making the experience feel intrusive or uncomfortable.

The key is finding the right balance – asking at the right time, in the right way, and making it clear why it benefits them. When done well, most guests are happy to share their details.

If you want to quickly review how you're currently handling guest data, this short check can help you spot any easy improvements without needing to go into too much detail.

1. Look at Your Current Setup

Think about how you're currently collecting guest details.

Booking system

Wi-Fi sign-up

Website form

Not sure / not collecting

2. Try It Yourself

Go through the process as if you were a guest and notice how it feels from their perspective.

Is it quick and easy to complete?

Does it feel clear what's being asked?

Does it ask for more than necessary?

3. Check the Value

Take a moment to ask yourself whether a guest would actually understand why they're being asked to share their details, and whether there's a clear and reasonable benefit to doing so.

Is the value clear?

Would this feel worthwhile as a guest?

4. Simplify Where Possible

Look at whether anything can be reduced or made easier, whether that's fewer fields, clearer wording, or a more visible prompt.

Can anything be simplified?

Is there an easier way to ask?

5. Make One Improvement

Choose one small change you can make straight away, whether that's improving the wording, adjusting the form, or making the sign-up more visible.

One small improvement to implement

Collecting guest data doesn't need to feel complicated or intrusive, and when it's approached in the right way, it simply becomes a natural extension of the guest experience, helping you stay in touch with the people who already enjoy what you do, without getting in the way of their visit.