

How Guest Delight Affects Hotel Pricing Before and During Covid-19 Pandemic

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Abstract

The aim of this study was to establish the extent to which Dubrovnik upscale hotels delight their guests and if such “wow effects” affect their rates. TripAdvisor pages of 15 Dubrovnik upscale hotels were searched for guest delight attributes and hotel rates, and analysed with descriptive statistics and linlog regression. The analysis showed that Dubrovnik upscale hotels provide solid services, but still lack the “wow effect” which would delight guests. In this context, guest delight has no discernible effect on hotel rates. We recommend that hotels focus more on experience personalization and guest delight in their search for extractable value particularly during the Covid-19 pandemic characterized by the diminished occupancy and rates.

Keywords: *guest delight, hotel pricing, price determinants, experience personalization, Dubrovnik*