

# HOW DO GUEST ROOM DETAILS DEFINE LUXURY?

Guests perceive care through their senses. Refined flavors, textures, and packaging communicate a broader commitment to quality throughout the guest experience.

66%

Of guests interpret an elevated snack selection as a sign of thoughtfulness throughout the hotel

Amenity quality shapes first impressions

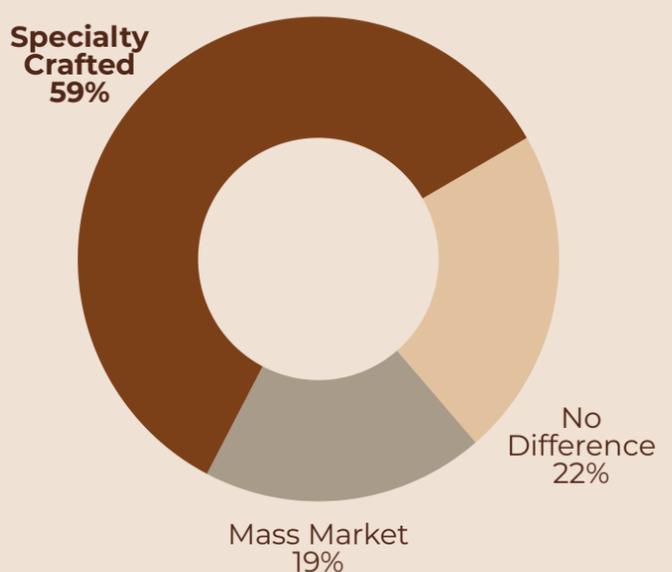
44%

of guests say the quality of snacks makes the biggest first impression

**Top 5:**

- Cleanliness 🍷
- Amenities 🍷
- Design 🍷
- Greetings 🍷
- Tech 🍷

Hotel Preference When Amenities Differ (%)



Guests Prefer Elegant & Sustainable Packaging

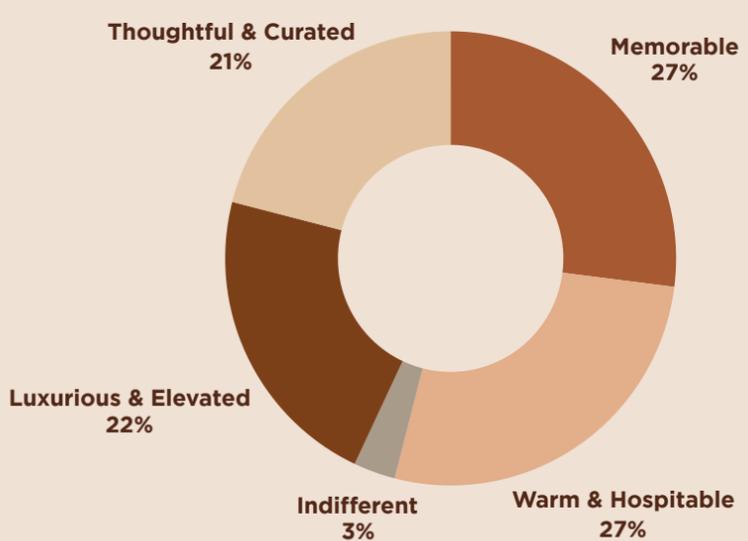
How much do the packaging and presentation of amenities influence your perception of quality? (%)



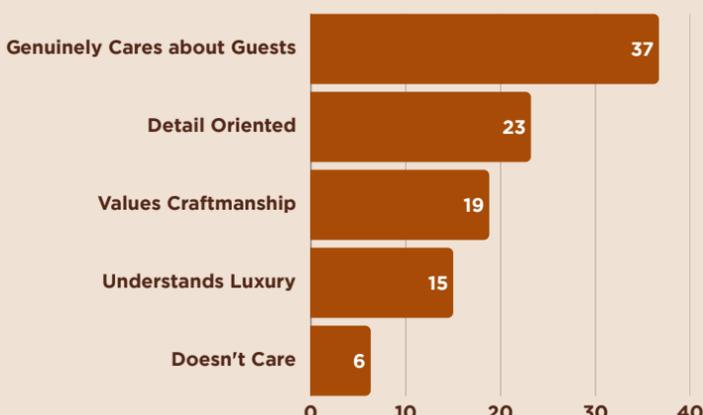
When presented with two identical hotels, 59% of guests said the one offering artisan, handcrafted snacks feels more premium

Guests who receive artisan, beautifully presented amenities report strong positive emotions

How would you describe the feeling of being welcomed with a high-quality snack or treat upon arrival? (%)



What do premium snacks and amenities communicate about a hotel? (%)



Snacks have become silent brand ambassadors—they tell guests who you are: thoughtful, sustainable, and proud, without a single word

Nearly half of guests feel dissatisfied when convenience store level snacks are in the room

How do you feel about the hotel experience when convenience store level snacks are in the room?



46%  
Disappointed