Hotel Loyalty Promotion Mechanism Based on User Portrait

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Abstract: The purpose of this article is to explore the promotion mechanism of hotel loyalty based on user portraits in order to cope with the fierce competition faced by the hotel industry and the diversification of consumer demand. By deeply studying the construction method of user portrait and its application in hotel loyalty promotion, this article puts forward a set of systematic strategies, aiming at improving customer satisfaction and loyalty, and then enhancing the market competitiveness of hotels. Firstly, this article reviews the related theories and research of user portrait, customer loyalty and hotel marketing, and defines the components and construction methods of user portrait. Then, through customer segmentation, personalized service, loyalty programs design and optimization, and the implementation of communication and interaction strategies, the hotel loyalty promotion mechanism based on user portraits is constructed. User portraits play an important role in enhancing hotel loyalty. Through accurate user portraits, hotels can more accurately understand customer needs and provide more personalized services, thus effectively enhancing customer loyalty. At the same time, the loyalty promotion strategy based on user portraits can also help hotels achieve accurate marketing and improve customer satisfaction and market share.

1. Introduction

In today's highly competitive market environment, the hotel industry is facing unprecedented challenges [1]. With the increasing diversification and individualization of consumer demand, how to accurately capture and meet customer demand has become the key for hotels to enhance their competitiveness [2]. As an effective user analysis tool, user portrait can help enterprises deeply understand customer characteristics, preferences and behavior patterns, thus providing strong support for precise marketing and service [3]. The purpose of this study is to explore how to use user portraits to enhance the loyalty of hotel customers, which is of great significance for the hotel industry to achieve sustainable development and enhance customer stickiness.

The main purpose of this study is to build a hotel loyalty promotion mechanism based on customer portraits, with a view to forming accurate customer portraits through in-depth analysis of customer data, and making personalized service strategies and loyalty programs accordingly. The research will focus on the following core issues: How to effectively build user portraits? What are

the specific applications of user portraits in enhancing hotel loyalty? How to evaluate and optimize the loyalty promotion strategy based on user portraits?

In recent years, the application of user portraits in the field of marketing has gradually attracted attention [4]. Scholars have conducted extensive research on the construction methods, application scenarios and effect evaluation of user portraits [5]. In the hotel industry, although some studies have tried to apply user portraits to customer segmentation and service optimization, the systematic research on loyalty promotion is still insufficient [6]. Based on the existing literature, this article will further explore the specific application path and effect evaluation method of user portrait in hotel loyalty promotion.

2. User Portrait Construction and Theoretical Framework

2.1. Definition and components of user portrait

User portrait is also called user role. It is a virtual representative of real users and a target user model based on a series of real data [7]. It includes the user's basic information, behavioral characteristics, preference needs and psychological characteristics, as shown in Figure 1:
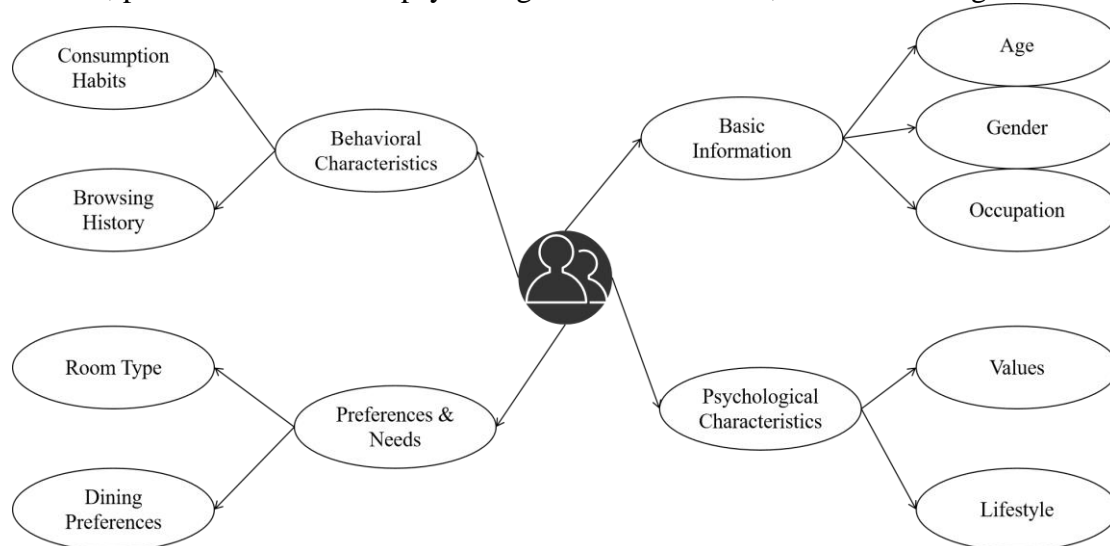

Figure 1: User portrait

These elements together constitute the rich connotation of the user portrait. It not only enables enterprises to have a more comprehensive and in-depth understanding of the target user groups, but also provides a solid cornerstone for subsequent precise marketing and service. Enterprises can tailor marketing strategies according to users' portraits and launch products and services that better meet users' needs, so as to stand out from the fierce market competition and win users' favor and loyalty.

2.2. User portrait construction method

The construction of user portrait is a complex and systematic process, involving data collection, data processing, feature extraction and model construction [8]. In the data collection stage, it is necessary to collect customers' data in all aspects such as reservation, check-in and check-out, as well as external data such as social media and online evaluation. In the data processing stage, the collected data need to be cleaned, integrated and transformed for subsequent analysis [9]. In the feature extraction stage, features useful for building user portraits are extracted from data by

statistical analysis and machine learning [10]. Finally, in the model building stage, according to the extracted features, we use clustering analysis, decision tree and other algorithms to build a representative and differentiated user portrait.

2.3. Theoretical framework of loyalty promotion based on user portrait

The theoretical framework of hotel loyalty promotion based on user portrait is to promote customer loyalty and satisfaction through personalized service strategy, accurate marketing activities and optimized loyalty programs on the basis of in-depth understanding of customer needs and characteristics. The framework includes four key links: customer segmentation, personalized service, loyalty programs design and evaluation optimization, as shown in Table 1:

Table 1: Theoretical Framework for Enhancing Hotel Loyalty Based on User Profiles

Key Components	Description
Customer Segmentation	Based on a deep understanding of customer needs and characteristics, customers are divided into different segments to more accurately meet their demands.
Personalized Services	According to the results of customer segmentation, personalized service strategies are provided for different customer groups to enhance customer satisfaction and loyalty.
Loyalty Program Design	Design attractive loyalty programs, including point rewards, member privileges, promotional activities, etc., to motivate customers to continue choosing the hotel.
Evaluation & Optimization	Regularly evaluate the loyalty program, collect customer feedback, analyze data, and optimize the program based on evaluation results to continuously improve customer loyalty and satisfaction.

Table 1 shows four key links in the theoretical framework of hotel loyalty promotion based on user portraits. This theoretical framework provides a strong theoretical support and practical guidance for the hotel industry to achieve precision marketing and loyalty promotion.

3. Hotel loyalty promotion strategy based on user portrait

3.1. Customer segmentation and personalized service

Customer segmentation is the first and key step in the hotel loyalty promotion strategy based on user portraits. Through in-depth analysis of various data in user portraits, such as customers' age, gender, consumption habits, preferences and needs, hotels can subdivide customer groups into multiple subgroups with similar characteristics. This subdivision will help the hotel to understand the needs and expectations of different customer groups more accurately, so as to provide more personalized services for each sub-group. For example, for customers who pursue high-end experience, the hotel can provide upgraded room types and exclusive butler services; For customers who pay attention to cost performance, they can offer special rooms and package discounts. The implementation of personalized service can significantly enhance customer satisfaction and loyalty, and make customers feel the care and respect of the hotel.

3.2. Loyalty program design and optimization

Loyalty programs is an important means for hotels to enhance customer loyalty. Based on the

user's portrait, the hotel can design a loyalty programs that is more in line with the customer's needs. This includes formulating reasonable points rules, reward mechanism and membership grade system. Table 2 shows the key elements of hotel loyalty programs based on user portrait design, aiming to better meet customer needs and enhance customer loyalty and participation through meticulous rule design.

Table 2: Hotel Loyalty Program Design Based on User Profiles

Loyalty Program Elements	Design Content	Explain
Point Rules	Ways to Earn Points	1. Earn 1 point for every RMB 1 spent; 2. Extra 50 points for completing a satisfaction survey after staying; 3. Double points for stays during the member's birthday month.
	Point Validity	Points are valid for 24 months from the date of acquisition and will be automatically cleared if not used within this period.
Reward Mechanism	Point Redemption	1. 1,000 points for a free room upgrade; 2. 5,000 points for a free one-night stay (specific room type); 3. Redeem exquisite gifts from the point mall.
	Member-exclusive Discounts	1. Exclusive room rate discounts for members (e.g., Gold members enjoy 10% off); 2. Priority booking for members; 3. Special treats on specific holidays or anniversaries.
Membership Tier System	Tier Division	Silver Member (0-10,000 points), Gold Member (10,001-50,000 points), Diamond Member (50,001 points and above)
	Tier Privileges	1. Silver Member: Basic point accumulation; 2. Gold Member: Additional point rewards, free room upgrades; 3. Diamond Member: Dedicated customer service, complimentary airport transfers, annual exclusive treats.
Others	Member Activities	Regularly organize member-exclusive activities such as member day specials, themed parties, cultural experiences, etc., to enhance member belongingness.
	Upgrade/Downgrade Rules	Membership tiers are automatically adjusted based on the member's annual point accumulation, with a grace period provided for downgrades.

Hotels also need to regularly evaluate the effect of loyalty programs, and make timely adjustments and optimizations according to customer feedback and market changes, so as to ensure that loyalty programs can continuously attract and retain customers.

3.3. Communication and interaction strategies

Based on user portraits, hotels can formulate more accurate communication and interaction strategies. The core of this strategy is to deliver personalized marketing information to customers through multiple channels, such as social media platforms, e-mail communication and SMS reminders. This information is not only simple promotional content, but also contains customized

recommendations for customers' personal preferences. For example, according to customers' previous accommodation preferences, we can push the corresponding room type discount, or send warm holiday wishes and exclusive birthday gifts to customers on special festivals. This way of communication makes customers feel the attention and care of the hotel.

In addition to online interaction, hotels should also pay attention to the organization and planning of offline activities. It aims to build a bridge of emotional communication between customers and hotels through a series of colorful activities, such as members' exclusive parties and well-designed theme dinners. These activities not only provide customers with unique experience opportunities, but also enable them to gradually establish a deep emotional connection in their interaction with the hotel. Through continuous online and offline communication and interaction, the hotel can capture the changes of customers' needs and feedback in real time, so as to adjust service strategies in time and continuously improve service quality. This customer-centered service model will eventually be transformed into the consolidation and promotion of customer loyalty, laying a solid foundation for the long-term development of the hotel.

4. Conclusions

This study deeply discusses the important role of user portrait in hotel loyalty promotion, and constructs a systematic loyalty promotion strategy based on user portrait. Through customer segmentation and personalized service, loyalty programs design and optimization, and the implementation of communication and interaction strategies, hotels can understand customer needs more accurately and provide more intimate services, thus effectively enhancing customer loyalty. It is found that user portraits can not only help hotels achieve accurate marketing, but also promote deep interaction between hotels and customers and establish long-term trust relationship.

This study has made some contributions both in theory and practice. On the theoretical level, this study enriches the research results in the related fields of user portrait and loyalty promotion, and provides a new perspective and train of thought for the hotel industry. On the practical level, the loyalty promotion strategy based on user portraits proposed in this study can provide specific operational guidelines for the hotel industry, help hotels improve customer satisfaction and loyalty, and then enhance market competitiveness. In the future, with the continuous development of big data, artificial intelligence and other technologies, the construction of user portraits will be more accurate and efficient, providing hotels with richer customer information. Continuous research and practical exploration are of great significance to continuously enhance customer loyalty and promote the sustainable development of the hotel industry.

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