

THE GUEST EDIT

GUEST EXPERIENCE AUDIT · BOUTIQUE HOSPITALITY CONSULTING

The Guest Edit conducts deep, end-to-end audits of the guest experience. We stay as guests, observe as consultants, and report as designers — combining AI analysis with editorial precision to deliver insights that are both strategic and beautiful.

WHAT WE DO

In exchange for a two-night stay, your property receives a full bespoke audit report — part strategic brief, part editorial — covering every stage of the guest journey from digital discovery to post-stay loyalty.

AREAS OF FOCUS

Sensory Design — Scent, sound, light, and texture as emotional tools

Service Culture — The invisible choreography of great hospitality

Spatial Storytelling — How space shapes the arc of a stay

Digital Touchpoints — Booking flows and in-stay technology

Loyalty & Retention — Turning a first stay into a lasting relationship

THE 11-STAGE JOURNEY

- 01 Discovery & Booking
- 02 Pre-Arrival Communication
- 03 Arrival & First Impression
- 04 Check-In Experience
- 05 In-Room Experience
- 06 F&B & Dining
- 07 Wellness & Recreation
- 08 Staff & Service Culture
- 09 Digital & In-Stay Technology
- 10 Check-Out
- 11 Post-Stay & Loyalty

THE REPORT

Each engagement delivers a beautifully composed document: clear, considered, and designed to be read, shared, and acted upon. Delivered within 14 days of the stay.

HOW IT WORKS

- 1 Inquiry — Share your property & objectives
- 2 Stay — Two nights, full immersion as a guest
- 3 Report — Bespoke audit delivered in 14 days
- 4 Action — Optional follow-up session on findings

ABOUT

Jeroen Janssen brings 20+ years of transforming guest experiences across luxury hospitality, travel, and branded retail. Faculty at MIT's Sloan School of Management. Recognized by Forbes. Work spanning Marriott, IHG, Banyan Tree Dubai, and independent luxury properties across Asia, Europe, and the Middle East.