

How important is a good interior design for a great guest experience!

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Acknowledgements:

"This research has been supported by the Madrid Government (Comunidad de Madrid-Spain) under the Multiannual Agreement with Universidad Complutense de Madrid in the Excellence Programme for university teaching staff, in the context of the V-PRICIT (V Regional Programme of Research and Technological Innovation)".

Cite as:

GAVILAN DIANA, Avello Maria (2023), How important is a good interior design for a great guest experience!. *Proceedings of the European Marketing Academy, 52nd*, (114211)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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## **Abstract**

This study explores the influence of hotel design on guest experience by examining self-reported data from visitors of urban hotels. Data were collected from a hotel reservation website (2,562 reviews) and analyzed using Leximancer 4.0. Findings indicate that hotels' interior design influences guest experiences in both positive and negative ways. Moreover, the esthetic appeal of interior design can also impact performance. The study differentiates guest experience according to the star category of the hotel, showing significant differences in guest experience because of interior design, but not in overall satisfaction. Also, differences in visitors' purpose of stay led to various ways of experiencing the hotel design. This article contributes to the overall understanding of the impact of interior design on guest experience and help hotel managers understand the role of interior design in enhancing guests' experience, comfort, and differentiation.

**Subject Areas:** *Consumer Behaviour, Consumer Services, Customer Satisfaction and Delight, Recommendation Systems, Service Marketing*

**Track:** Tourism Marketing