

# Phase 4 Execution

This work completes the Loyalty block of your Guest Journey Map Framework.

## EXERCISE 1: IDENTIFY THE MEMORY ANCHOR

A **Memory Anchor** is the single moment most likely to be remembered after departure.

This could be:

- a ritual
- a service moment
- a sensory detail
- a human interaction
- a farewell experience

**Answer this:**

*What moment should guests recall first when they think of your hotel?*

**YOUR MEMORY ANCHOR:**

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## EXERCISE 2: MAP POST-STAY TOUCHPOINTS

List every interaction that happens after checkout.

**Examples:**

- thank-you email
- feedback request
- review reminder
- newsletter
- follow-up offer
- social media exposure





**YOUR POST-STAY TOUCHPOINTS:**

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**EXERCISE 3: IDENTIFY WHERE CONTINUITY BREAKS**

For each touchpoint, answer:

**TOUCHPOINT:**

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Does this feel personal or generic?

Personal     Generic

Does it reinforce the Memory Anchor™?

Yes.     No.

Does it make returning feel easier?

Yes.     No.

**NOTES:**

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## EXERCISE 4: DEFINE YOUR RETURN TRIGGER

A Return Trigger is the single element that makes rebooking feel natural and effortless.

### Examples:

- acknowledged preferences
- “welcome back” framing
- a returning-guest advantage (not a discount)
- a simplified rebooking path
- a personalised invitation

### Answer this:

What should make the guest think:

*“Coming back here just makes sense.”*

### YOUR RETURN TRIGGER:

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## EXERCISE 5: COMPLETE THE LOYALTY BLOCK

Using your answers above, complete the Loyalty section of your Guest Journey Map Framework.

### MEMORY ANCHOR:

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### POST-STAY TOUCHPOINTS:

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### CONTINUITY BREAKS IDENTIFIED:

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**RETURN TRIGGER:**

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**FIXES REQUIRED (1–3 CONCRETE ACTIONS):**

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## **END OF PHASE 4 OUTPUT**

**You now have:**

- A **defined Memory Anchor**
- A **mapped post-stay journey**
- Clear visibility on **loyalty leaks**
- One **Return Trigger**
- The Loyalty block of your Guest Journey Map Framework **completed**

**You are now ready to move forward to Phase 5: Advocacy.**