



Aurora Courtyard Hotel

Task Case: Designing a Better Green Guest Experience at Aurora Courtyard Hotel



Case Overview

Learner task case for the **Sustainable Customer Experience Design** module.



Business Context

Aurora Courtyard Hotel is a 31-room boutique hotel in a historic district of Tallinn. It attracts city-break travellers, remote workers, and short-stay international guests. The hotel has introduced several sustainability measures: opt-in housekeeping, refillable bathroom products, filtered water stations, and digital guest information instead of printed folders.

Although management sees these changes as responsible and modern, guest reactions are mixed. Some visitors appreciate the hotel's approach, but others interpret it as reduced service or cost-cutting. Housekeeping staff also report confusion about when rooms should be cleaned, what amenities still need replenishing, and how to explain the system when guests complain.

Available Information

The hotel has collected the following:

- Online reviews show repeated praise for the hotel's style and location, but mixed feedback on housekeeping and in-room amenities.
- Front desk staff report that guests often ask whether daily cleaning is still available.
- Housekeeping logs show frequent last-minute requests that disrupt the team's workflow.
- Welcome emails mention the hotel's sustainability approach, but open rates are low.
- Guests under 35 respond more positively to digital information and refill systems than older guests.
- Staff say they need clearer communication tools and more consistent service rules.

Business Goals Aurora Courtyard Hotel wants to:

1. make sustainable choices feel clear, intentional, and guest-friendly,
2. reduce confusion around housekeeping and in-room service,
3. maintain guest comfort while keeping sustainability measures in place,
4. support staff with clearer processes and communication,
5. improve review scores related to service experience.

Learner Task Your Role

You act as a guest-experience advisor helping Aurora Courtyard Hotel redesign how sustainability is communicated and experienced.

Assignment

Prepare a short proposal responding to the following questions:

1. Where are the main friction points in the current guest journey?
2. What 2–3 changes would make sustainable service choices easier for guests to understand and accept?
3. How could the hotel improve communication before arrival, at check-in, and in the room?
4. What should staff say or do differently to avoid confusion while protecting service quality?
5. Which monthly KPI would you recommend for each of the following areas?
 - Guest satisfaction
 - Service consistency
 - Sustainable guest participation

