

2

0

2

1

# Holiday Sentiment Industry Report



# Table of Contents

---

- 01 // Introduction**
- 02 // Happier for the Holidays**
- 03 // TripAdvisor: Happiest Place Online**
- 04 // No Shortage of Praise for Staff**
- 05 // Squeaky Clean Sentiment**
- 06 // Learn the Lingo**
- 07 // Conclusion**

# Introduction

---

This past holiday season saw more travelers taking trips. After the events of the past couple of years, many people were grateful for the opportunity to take vacations they had been dreaming about or to visit family they hadn't seen in months. Hoteliers were grateful for the opportunity to fill rooms during what is normally an active time of the year.

In order to get insight into the travel trends of this holiday season and understand traveler sentiment, Travel Media Group pulled data to give hoteliers a full-picture analysis. We are sharing this data with you here, along with context, to give you a better understanding of guest sentiment and the power of the analytics Travel Media Group has access to.

**The data in this report tells a story about how guests feel, what they're saying, where they're saying it, and how hoteliers can respond. As a hotelier, you should take any opportunity you have to gain an edge and learn what your guests are thinking so you can be poised to make the best possible decisions for your property.**

# Happier for the Holidays

---

The data isn't joking: guests are happier than ever! The holidays are generally a feel-good time, but travel can often bring out the worst in people; they're tired, away from home, and are usually stressed.

However, our data shows that when it came to reviewing hotels, guests were overwhelmingly positive in their feedback.

With over double the amount of praise left for hotels than criticism, hoteliers can give themselves a pat on the back for providing exceptional guest experiences and service.



**2.5x**  
more positive  
reviews than  
negative were  
left by guests.



# tripadvisor: Happiest Place Online

---



## 01. Positivity Abounds

Out of all the major review sites, TripAdvisor ranked number one in highest volume of positive reviews.



## 02. Create a Strategy

To improve your reputation, it's important to have a strategy. Responding to every review your hotel receives is vital to its reputation, whether you take some time to respond each and every day or enlist the expertise of hotel digital marketers.



## 03. Digital Marketing Services

Never miss any reviews and ensure timely and professional responses with the help of a digital marketing service like Respond and Resolve. Sometimes emotions can take over, especially when faced with a particularly bad review, and having an impartial party to write a response can help avoid issues and even resolve the situation.



# No Shortage of Praise for Staff

---



**86%**  
of sentiment  
regarding staff  
is positive

Despite staffing shortages, guest sentiment was highly positive surrounding staff. With such a good report, hoteliers should think of ways they can reward staff for their hard work during such a difficult time. It's clear from this data that when staff members' focus is on guests, it pays off. Hoteliers should consider finding ways to reduce distracting tasks that may take away employees' attention from guests and negatively affect the hotel's review ratings.

# Squeaky Clean Sentiment

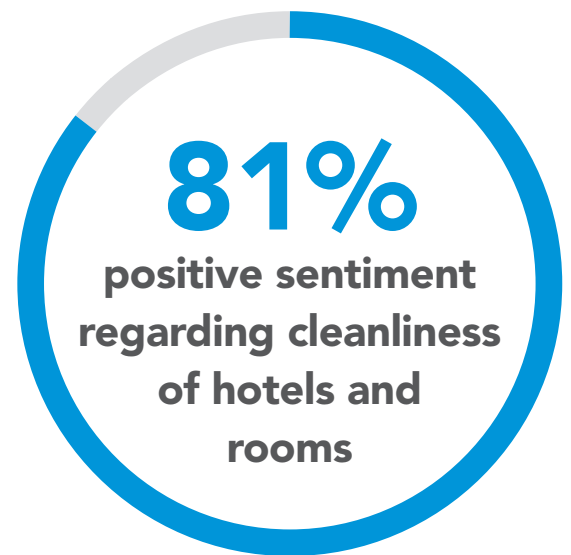
The sentiment surrounding cleanliness within hotels was overwhelmingly positive this holiday season. Hoteliers should take pride in the fact that guests noticed the efforts to keep their hotels spotless.



It's evident that cleanliness is still top-of-mind for many guests. They want to feel secure and confident that the place they are staying is clean, as cleanliness has become associated with health and safety. Hoteliers should continue to be diligent in putting out information about their cleaning policies in order to set proper guest expectations, as well as informing guests about any COVID-19 protocols.



With your hotel's cleanliness receiving sparkling reviews, you should take the opportunity to give your housekeeping staff some well-deserved praise. Letting your employees know you appreciate their hard work builds loyalty and keeps morale up. With the staffing shortage still affecting the hospitality industry harder than others, hoteliers need to do everything they can to keep the staff they already have.



# Learn the Lingo

12

## different languages found in reviews

It looks like international travel is picking up! According to TMG's data, reviews were left in 12 different languages which means many guests are coming in from abroad. Hoteliers should make every effort to give international travelers a warm welcome.

With international travel picking up, hoteliers should make decisions that factor in this growing segment of guests. Check out this [blog](#) to learn more on how you can prepare for international guests!



Communication is key, especially when your guests are coming from another country and may not speak the language well or at all. Having staff on property that can speak multiple languages is just one way you can make a positive impact on an international guest's stay, and earn yourself a glowing review.



# Conclusion

---

As we move further into 2022, hoteliers should keep this guest sentiment top of mind, especially if things get tough. It's important to remember your successes and keep striving to exceed your previous standards. Let's recap the takeaways from our holiday sentiment data:

- ✓ Guests are feeling happier than ever and leaving 2.5x more positive reviews than negative.
- ✓ TripAdvisor is home to the highest volume of positive reviews out of all the major review sites.
- ✓ Sentiment surrounding staff is 86% positive. Enable your staff to continue focusing on guests - it pays off.
- ✓ Cleanliness is still a priority, so make sure to praise housekeeping staff for positive reviews and encourage them to keep up the good work.
- ✓ International travel is back: make your international guests feel comfortable by having staff on hand that speak their language.

**If you are interested in  
Travel Media Group's  
solutions, please reach  
out to us today!**

851 Trafalgar Court,  
Suite 400E,  
Maitland, FL 32751  
1-877-434-7644



[www.travelmediagroup.com](http://www.travelmediagroup.com)  
[info@travelmediagroup.com](mailto:info@travelmediagroup.com)