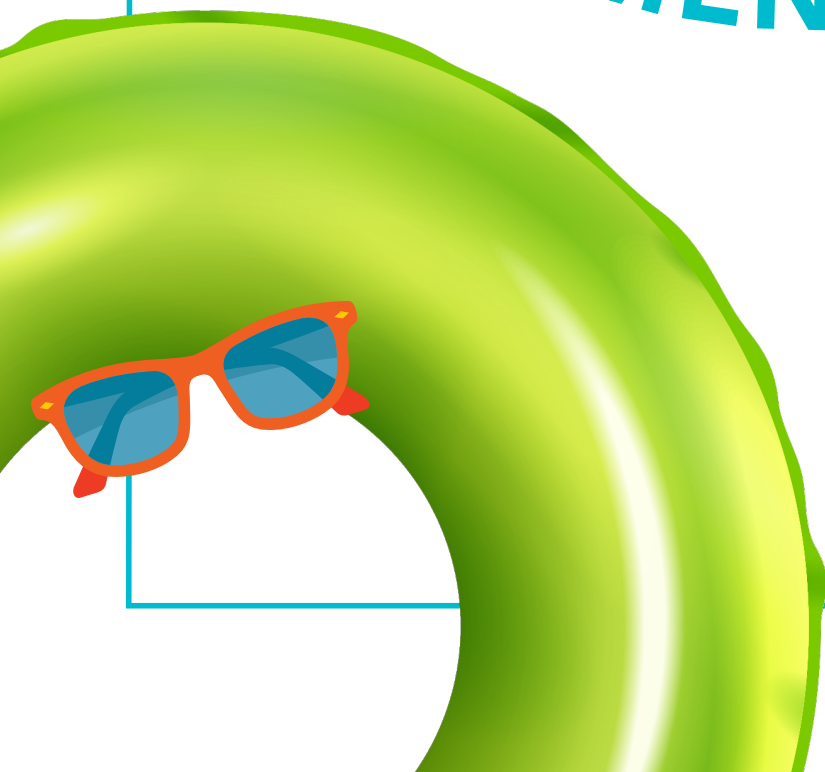


# SUMMER

— 2022 —

# SENTIMENT REPORT



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# Introduction

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Fun in the sun this summer may be officially over, but there is much to learn from the summer travel trends. The biggest surprise was the resurgence of international travel and its promising forecast. It is evident that people all over the world are recharged and ready to explore new places.

Not as surprising, everyone wanted to go for a refreshing swim during the summer, as 66% of the sentiment around the keyword “pool” was positive. It seems the increase in temperature also meant a rise in cannonballs.

**While many guests enjoyed splashing around, many did not appreciate the lack of staff during their hotel stay. 1 in 3 sentiments surrounding housekeeping/ staff came back negative despite hoteliers desperately boosting their recruiting efforts.**

Finally, people have decided to post their reviews on websites like Google reviews and Bookings.com instead of TripAdvisor, as only 1 in 10 people published their hotel reviews on the website this summer.



# Short Staffed, Tall Order

The ongoing crisis of hoteliers not being able to adequately staff their hotels with housekeeping, cooks, and maintenance positions, to name a few, continues to cripple the hospitality industry.

A proven way to bolster your recruiting endeavors is by reaching potential workers through social media. Many young professionals and students trying to enter the hospitality industry use social media daily. By capitalizing on this youthful audience, your hotel will find fresh talent that can fill those open positions.

The task will become much easier if you consistently use the social media method. However, you can also encourage applicants to apply by having updated and responsive job listings on your company website.



**Find fresh  
talent that can  
fill those open  
positions**



# Diving Into Summer

Guests look forward to cooling off during the scorching summer months. 2 in 3 guests gave positive mentions when addressing their experiences with hotel pools. If you know what guests are looking for in a hotel as they plan their trip, you can capture their peaked interest in this stage.

Ensure you prioritize and take care of your amenities and facilities that cater to summer travel needs, like ice machines, beverage locations, and towel stands. Guests will be more critical of these areas and give extra attention to them, resulting in your hotel receiving either extremely positive or negative feedback online.

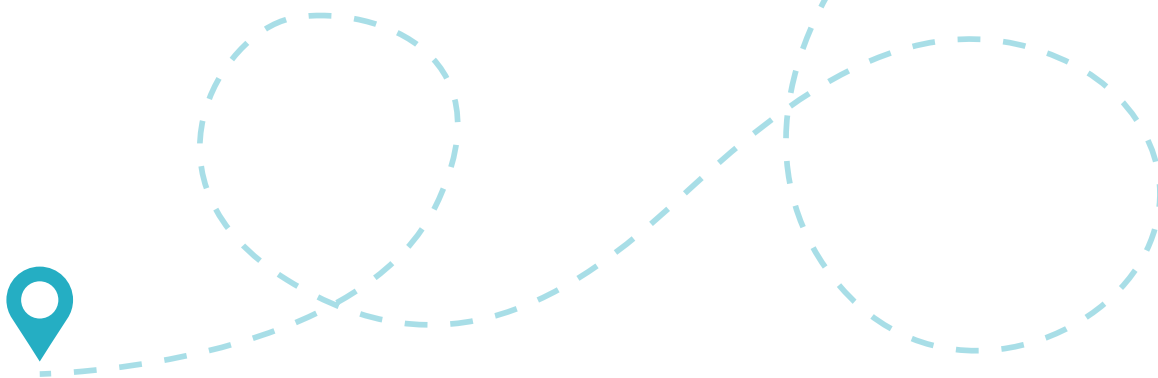
Being prepared for seasonal needs is a must. Still, you can complement it further by adapting quickly to unforeseen changes and requests from guests by doing some prior research before the season begins.



**66%**  
guests gave positive  
mentions when addressing their  
experiences with hotel pools



# Hola, Bonjour, Kon'nichiwa



International travel is back and better than ever as we see that guest review websites like Booking.com, Google reviews, and Expedia.com received a large volume of guest reviews written in different languages over the summer.

For hoteliers, your online content needs to be appealing and welcoming for international travelers, just like for domestic. Successfully capturing these two travel segments means uncapped potential and growth for your hotel. Travel Media Group's Multi-Language Translations allows seamless tracking and deciphering of this data that you can study for analysis on where your guests are flying in from.



TMG**TRANSLATIONS**

# Don't Slip on Trip...Advisor

One noticeable trend we found in our guest feedback data was the decreased number of hotel review postings on TripAdvisor. This could be due to TripAdvisor's 100-character minimum for all hotel reviews published on the website, discouraging many reviewers from writing one. With such a significant decline in usage, it remains one of the most reputable and reliable review sites that travelers reference for researching hotels online due to this character minimum.



Even if only 1 in 10 guests left a review on the site, actively reviewing and responding to guests on TripAdvisor and other online review platforms continue to strengthen the connection between your brand and your audience. You can set and manage guest expectations and learn about guest experiences that support your online hotel reputation.

Make your efforts even more effective by encouraging guests to write a TripAdvisor review after their stay to build an online community around your hotel. Just because the data shows that people are not likely to post on TripAdvisor does not mean that potential travelers aren't reading them.





# Conclusion

Moving into Q4 is either a redeemable or celebratory time for hoteliers. Summer 2022 provided insights into the mindset and behavior of travelers while uncovering opportunities for hotels to capitalize on. It is imperative to keep these points in mind but also be flexible with them as the industry welcomes the upcoming fall season:

- ✓ The hospitality industry is revved up and going full speed ahead as guests plan more trips and keep their expectations high.
- ✓ As the staffing dilemma continues, some travelers may be forgiving regarding the topic, but 33% are not. Constantly keep staffing in your view and find creative ways to recruit top talent for open positions.
- ✓ Maintain hotel amenities and facilities as guests expect to have access to them. 66% of guests provided positive sentiment around swimming pools. Increase this percentage for your property by meeting their expectations.
- ✓ International travel was on the rise during the summer, with no signs of slowing down. Make sure you appropriately target and cater to this flourishing segment of travelers, which will boost your bottom line tremendously.
- ✓ Continue putting time and effort into your TripAdvisor profile. Even though data shows only 10% of guests publish reviews on the website, it remains one of the most trusted and used review websites for researching hotels.

**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 • info@travelmediagroup.com

