

2022

Winter Guest Sentiment Report

2ND EDITION



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Introduction

The last quarter of 2022 saw travelers taking more trips which is an excellent sign for the hospitality industry. More holiday and family vacations signal that travel stability and vitality are healthy. As hoteliers begin forecasting and setting financial budgets for the new year, the first few months remain the perfect time to grasp what travelers feel and say about their trips and hotel stays.

Guest sentiment data continues to be the best source for a high-level and accurate evaluation of how guests feel, what they're saying, where they're saying it, and how hoteliers can respond.

For better insight, Travel Media Group collected and identified millions of sentiment tags from the top 20 online review sources across 25 aspects and provided context into what this means and how hotels can utilize this information.

It is crucial to make the right decisions in the right direction for your hotels. By understanding what your guests expect from their next hotel visit and leveraging these analytics, you can adequately set guest expectations, increase bookings, improve online review scores, and achieve superior market sustainability.

More Holiday Spirit, More Guest Feedback

To put it into perspective, during Q4 2021, 1,226,256 guest sentiment tags were gathered and examined, and exactly one year later, that number grew to 2,014,507. This means that the industry saw more travel, and guests shared more than ever about their guest experience.

With a booming influx of guest sentiment tags, hotels and hotel management groups can take comfort amid diminishing travel restrictions and precautions.

64.8%
increase in
overall guest
sentiment tags
from 2021 to 2022



This 64.8% increase in overall guest sentiment tags spells growth and opportunities for hoteliers moving forward as guest plan their next perfect holiday vacation with travel returning to a sense of normalcy and hospitality thriving.

Google Reviews: Checkin' It Twice

When managing your hotel's online guest reviews, you must look closely at Google Reviews. Out of the top 20 online guest review websites for hotels, **Google Reviews accounts for 25.8% of all review traffic.**

Keep in mind, although Google Reviews does not require a character minimum for reviews such as TripAdvisor, it is still a significant player in the online guest review space by being the **second highest-grossing guest review source on the internet.**

As a hotelier, it is imperative that you monitor your Google Reviews by reading and responding to them frequently to track guest feedback, mitigate negative reviews, and set guest expectations, so that guest satisfaction is maintained and positive feedback increases. Millions of travelers refer to Google Reviews daily as a credible platform for selecting a qualified hotel property, so **you need to solidify your hotels as the preferred choice.**

Having Some Holiday Fun



87%

**Attractions had the
highest positive
sentiment**

Attractions had the highest positive sentiment percentage at 87% of all 25 aspects due to guests looking for fun things to do and see during their holiday trip, which means they were more likely to mention this in their reviews.

In addition, out of the top 50 most common words mentioned, "location" came in at #6 with 319,176 mentions, further showing that the surrounding area and alluring attractions continue to play an essential role in guest satisfaction and decision-making.

Ensure that you showcase local attractions and highlight your hotel's unique location on social media sites like Facebook and Instagram. This gives prospective travelers an accurate portrayal of the surrounding area and, according to this trend, could result in more positive feedback for your hotel online.

Pinchin' Pennies



Price was the **ONLY**
aspect with a nearly
50/50
split of positive and
negative sentiment

Price sensitivity remains prevalent as ever, especially around the holidays. Price was the **ONLY** aspect with a nearly 50/50 split of positive and negative sentiment, which means that this statistic reflects a more extensive notion. Guests who travel during the holiday season are more price sensitive and pay considerably more attention to where their money is going since the holidays come with a heavy financial component. Inflation and economic uncertainty also create a thin margin of error for hotels to provide travelers with the perfect experience or risk negative sentiment online from guests regarding price.

Around this time of year, hoteliers must be aware of price sensitivity and excel at showing and providing value through marketing and operations to secure guest satisfaction because it will be more difficult.

You can get a detailed pulse on how travelers feel and what they say throughout the busy holiday by observing your social media channels and checking online review platforms for your properties.

Don't Forget Furry Friends

What would the holidays be like if it weren't for our trusty companions, pets? Almost 2/3 of guest review sentiment around pets was positive. As holiday travel picks up, it is strongly advised to promote your pet-friendly properties and welcome them to your property.

A great way to accomplish this is by creating and publishing social media content that encourages travelers to bring their pets whenever they stay at your properties.

Communicating to guests that your hotel is pet-friendly via online guest review responses is also an ideal way to reach your audience and market your hotels as pet-accommodating places.

In the responses, you can supply information explaining how your properties have a dog park, pet grooming facilities, or complimentary pet treats. If your hotel does not offer these amenities, promote business or areas around your property that do.



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Conclusion

As 2023 progresses, this guest sentiment data should be a reference point for you as you plan marketing initiatives and onsite operational changes. Many unexpected events can take place over a year, but if you can remember your strengths and connect with your guests in a meaningful way, you will sustain a competitive advantage in your market and flourish this year.

Let's wrap up the main takeaways from our holiday sentiment data:

- ✓ Compared to the 2021 holiday season, there was a 64.8% increase in overall guest sentiment volume, which is a positive indicator for the hospitality industry moving forward.
- ✓ Google Reviews accounts for 25.8% of all online guest review traffic, so it's critical that you manage and respond to all your guest reviews on the platform professionally and promptly.
- ✓ Leveraging local attractions and your location are the best tools to improve your online review scores and increase foot traffic to your properties as guests want to participate in fun activities during the holiday season.
- ✓ Price is a sensitive concern during the holidays, as it was the only aspect that received a 50/50 split of positive and negative sentiment. Awareness of this and adapting your marketing strategies and operations around this issue will garner more positive guest reception and bookings.
- ✓ Just about 2/3 of guest sentiment toward pets was positive, which means during the holidays, you need to make sure your hotels are promoting and welcoming pets successfully to capture traveler attention and convince them to stay at your properties.