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Travel
Media
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Spring Guest

SENTIMENT REPORT

2ND EDITION

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Introduction



This spring experienced some incredible amounts of guest feedback this year. Over 1.7 million reviews were posted across 23 major review sites, with over 7.5 million sentiment tags through the months of March, April, and May. These high numbers signal a healthy upward trend for the travel industry, and the sentiment data paints a clear picture of what guests say about their hotel stays and how they feel.

Over 1.7 million reviews were posted across 23 major review sites, with over 7.5 million sentiment tags through the months of March, April, and May.

By leveraging these insights, hoteliers can properly set guest expectations, increase bookings, improve online review scores, and maintain a competitive market advantage.

Guest sentiment data continues to be one of the most reliable sources of information for hoteliers to be better educated on what their guests want from their hotel visits and make better strategic decisions. Whether those decisions revolve around improving the guest experience, hotel operations, or marketing initiatives, guest sentiment data provides the foundation for elevating all aspects of a hotel.

Happy Guests, Happy TripAdvisor



TripAdvisor had the highest positive sentiment percentage among the top 4 online review websites, with 64% of all sentiment tags on the site being positive this spring.

It goes without saying that TripAdvisor is one of the best review websites for improving and strengthening a hotel's online reputation. This is evident by the fact that 64% of all sentiment tags left on TripAdvisor this spring were positive. More pieces of positive guest feedback directly correlate to an increase in a hotel's online reputation.

When looking at the 23 major review sites, TripAdvisor ranked #4 in overall sentiment tag volume. However, TripAdvisor had the highest positive sentiment percentage among the top 4 online review websites, which include Booking.com, Google Reviews, Expedia, and themselves. What's astounding is even with a character minimum on the site, travelers who post reviews to TripAdvisor choose to give positive feedback as opposed to negative. Knowing this information, hoteliers are more likely to receive desirable sentiments from their guests if they can find creative ways to solicit feedback.

Sticky Staffing Situation

Even though the industry saw incredible growth this season, it still has an interesting staffing dilemma. With many hoteliers still facing this challenge, staffing became the second most discussed topic across all 23 aspects from guest reviews. Staffing came behind accommodations in the rankings, signaling that guests continue to encounter inadequate service levels during their stays, hindering many properties.

Guest dissatisfaction can be directly related to sub-par service levels, such as long wait times, poor housekeeping, or dissatisfactory food quality due to few team members on duty. By optimizing the staff members available to increase operational efficiency, hotels can still garner high-rating guest reviews. These positive reviews will help bolster the online reputation of a hotel and play a role in maintaining high occupancy rates.

Across all 23 sentiment aspects, staffing ranked #2 as the most talked about topic across all guest reviews.



Squeaky-Clean Sentiment

On the bright side, travelers are delighted with the quality of cleanliness they experienced during the spring travel season. The cleanliness initiatives being invested in by hoteliers across the country have been performing well and are showing great results, as 77% of all sentiment regarding cleanliness was positive.



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This is a strong sign that post-pandemic efforts to implement more ways for guests to feel safe and sterilized are working. When planning a trip, many travelers wonder if a hotel will be clean enough and meet their expectations. Eliminating this concern by setting proper guest expectations through review responses and executing cleanliness protocols on-site establishes guest loyalty. Giving guests a sense of mental clarity and knowing that the hotel is going above and beyond to routinely disinfect and sanitize the property is a key factor in increasing guest satisfaction and securing repeat guests.

Overall, guests feel like they are getting a clean room and guest experience, leading to exceptional guest feedback and positive sentiment.



Lost Signal = Lost Bookings



During spring travel, guests had a 2:1 ratio of negative sentiment to positive toward hotel wifi. Having slow internet could also slow bookings.

In today's digital age, access to the internet is essential, especially if you are traveling with family and friends or going on a work trip. Even though a hotel property might be located in a preferred destination with many activities to get involved in, guests still expect a solid and stable wifi connection.

Internet connectivity is one of the most popular amenities that hotel guests require for a great stay. Due to guests wanting to share photos or videos of their trips and experiences on social media, this aspect of a hotel stay can either make or break it. The spring sentiment data shows that guests had a 2:1 ratio of negative to positive sentiment toward the internet during their spring travels.

Furthermore, this finding indicates a negative impact on "bleisure" travel as many people are having their business excursions impeded by slow internet connections or no connection at all. Ultimately, having wifi setbacks will heavily affect a hotel's bookings.



Positively Delicious

Now everyone knows how important a hearty breakfast is to a productive day. Providing travelers with healthy and tasty food options to begin their day has always been one of the classic staples of hospitality. Our data shows that **hoteliers did a fantastic job setting breakfast expectations because only 2/10 mentions regarding hotel breakfast included a complaint.**

The two primary channels hoteliers use to set guest expectations properly are social media and online review responses. This evidence further demonstrates that guest satisfaction has a better chance of increasing if expectations are addressed before guests arrive on the property. Failing to set and meet travelers' expectations continues to be the number one cause of dissatisfaction and low-rated review scores.

Guests better understand what they can look forward to before they check in to a hotel with food items such as grab-n-go breakfast or if a property has more in-depth offerings like a breakfast bar. The best case is to provide travelers with a couple of different options that complement their stay, whether guests are on the go or have the time for a sit-down meal.



Conclusion



As the hospitality industry says farewell to the spring season and looks forward to the rest of the year, it is crucial to remain educated on what travelers say about their hotel stays and adapt hotel operations accordingly. Being two steps ahead of guests will not only prepare hoteliers for traveler demand, but it will also position them above the competition in the market.

Let's recap the key takeaways from the 2nd Annual Spring Guest Sentiment Report:

- ✓ Over 1.7 million reviews were posted across 23 major review sites, with over 7.5 million sentiment tags through March, April, and May. These numbers provide healthy signs for the industry, and the guest feedback provides hoteliers with valuable information.
- ✓ 64% of all sentiment tags on TripAdvisor are positive. This means if a hotelier wants to strengthen their online reputation and digital presence, TripAdvisor is a great way to do that. Also, TripAdvisor remains one of the most popular and trusted review sites by travelers.
- ✓ This sentiment report gathered data across 23 individual aspects, ranking staffing as the second most talked about topic. As the industry continues to battle staffing challenges, guests are making their voices heard regarding hotel staff issues.
- ✓ The guest sentiment showed that cleanliness standards were well met this spring. 77% of all cleanliness mentions were positive, meaning that the investment in hotel cleaning protocols and initiatives has been well spent.
- ✓ Want a strong digital presence and online reputation? Well, then you need to offer an even stronger wifi and internet connection for travelers. There was a 2:1 ratio of negative to positive sentiment from guest feedback regarding wifi/internet at hotel properties.
- ✓ Hoteliers are doing a phenomenal job at setting guest expectations regarding breakfast offerings. The data shows that only 2 out of every 10 hotel breakfast mentions on review sites had something negative to say this spring. Make sure to leverage social media and review responses to increase guest satisfaction and educate future travelers.

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

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