

2023

TravelMedia
GROUP

S U M M E R

Guest Sentiment

..... R E P O R T



2ND EDITION

A photograph of a swimming pool with a wooden deck and lounge chairs. A metal ladder is visible in the water. The text 'Table of Contents' is overlaid on the image.

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Introduction

This summer season saw some astounding numbers of guest feedback from travelers all over, with more than **1.6 million guest reviews** containing over 7 million guest sentiment tags across 23 online review websites like Google and TripAdvisor. By analyzing 25 tags, from staffing to pools, we have presented the most prevalent and insightful guest sentiment findings to help hoteliers make better operational and digital marketing decisions.

7 million
guest
sentiment
tags

Guest sentiment analysis is one of the most reliable sources for how guests feel about their hotel stays, as expressed through their online reviews posted to well-known review platforms and hotel brand sites.

Interpreting this data and implementing it into various business strategies for hotels leads to a better understanding of traveler needs which assists in driving revenue for a hotel portfolio or individual property and improves the guest experience.



Sizzlin' Staffing Turnaround

The hotel industry has had its fair share of staffing shortages and other related difficulties. However, this summer saw a turn of events from last year. Previously, in 2022 “staff” was mentioned negatively 33% of the time, whereas during the summer of 2023, “staff” came in at only 15% negative.



Hoteliers continue to do a fantastic job of delivering excellent service during the current industry staffing shortage.

Hoteliers continue to do a fantastic job of delivering excellent service during the current industry staffing shortage. This stat signals that travelers were happy with their hotel stays this summer and that hoteliers successfully set and met guest expectations through online review responses and social media.

Tweaking and adapting hotel operations and digital strategies as needed throughout the remainder of the year will be critical for hoteliers to keep up with changing traveler demands.



Clean, Clean... & Clean Again

#4 Cleanliness
was the
**most talked
about topic,**
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reviews.

Cleanliness just keeps on sweeping up the charts of guest sentiment. Cleanliness was the #4 most talked about topic, and it was mentioned over 530,000 times in online reviews. This sentiment tag and aspect of hotels continue to resonate with travelers as safety and health remain a top priority.

Clean hotel conditions have always been the standard during the guest experience, and the data supports that notion. Due to the high degree of sensitivity around cleanliness, travelers set their first impressions of a hotel based on their hotel room conditions and the property's cleanliness.

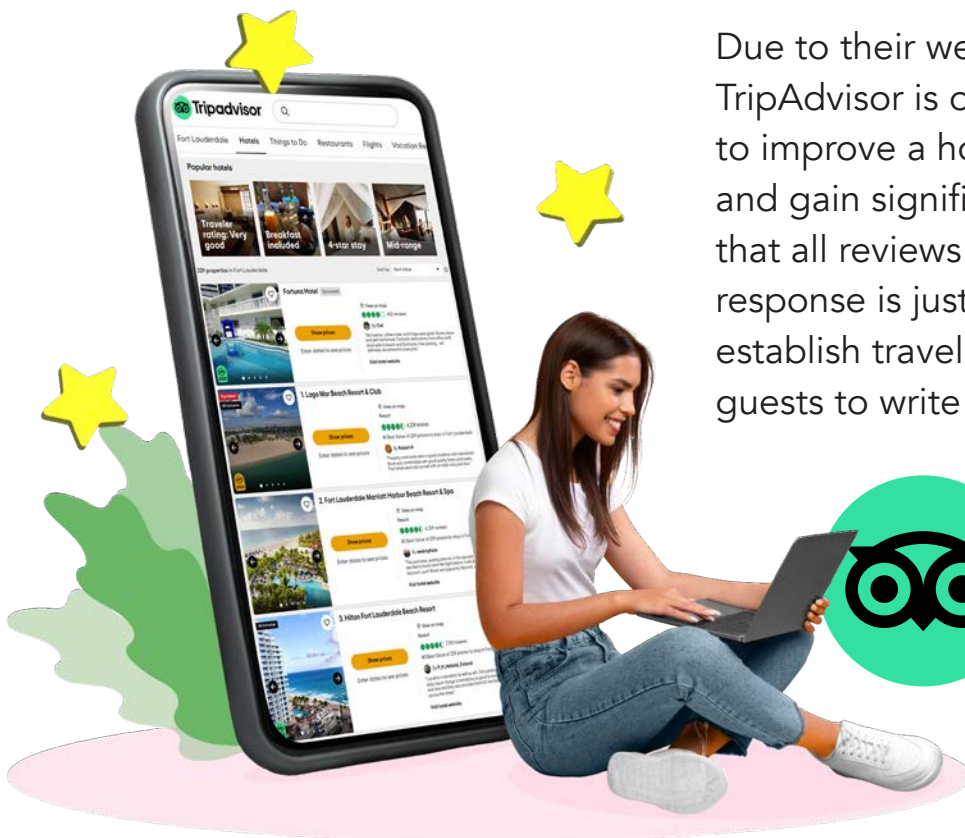
Lacking in this area will ultimately lead to upset guests and negative feedback for your properties. Make sure to execute exemplary housekeeping processes and promote them on online review websites and social media to show guests how clean and safe your hotels are.

Triumphant TripAdvisor

What more needs to be said about the dependability and relevance of TripAdvisor? The review platform showed off this summer by having the highest percentage of positive guest sentiment. **Boasting a whopping 61% positive sentiment, TripAdvisor continues to be the site that fosters the most positive and reliable guest feedback.**

The review site sees that all reviews posted must meet the 200-character minimum before publishing and that all accounts are verified by real travelers, amongst other strict requirements. While online travel agencies (OTAs) try and solicit guest reviews, TripAdvisor has a firm banning policy on any brand or individual trying to garner reviews through incentives.

Due to their website guidelines, TripAdvisor is one the best review sites to improve a hotel's online reputation and gain significant credibility. Ensuring that all reviews on TripAdvisor get a response is just one impactful way to establish traveler trust and encourage guests to write a review for a hotel.



Everybody Out of the Pool!

**Positive sentiment
regarding the sentiment
tag “pool” fell to 43%
compared to 66%
in 2022.**



Going for a relaxing swim sure is a good way of cooling off during the hot summer, but hotel guests felt different this year. Positive sentiment regarding the sentiment tag “pool” fell to 43% compared to 66% in 2022. The amenity seemed not what guests expected during the season, and they were highly disappointed.

Furthermore, it is essential to note that guests look forward to the amenities offered at hotels, and because of this, hoteliers must guarantee they are meeting traveler standards. Failing to provide quality features and facilities for guests is a quick way to get negative online reviews directed at the property. Sending a post-stay survey right after a guest checks out is a superb tactic to intercept guest dissatisfaction and prevent that frustration from appearing on public review websites.

Basking in Sunny Positive Sentiment

Travelers enjoyed plenty of fun in the sun the past few months as only 23% of all guest sentiment was negative in the summer. This season is the busiest time of year and brings many challenges. Regardless, even during a stress-tested summer, hoteliers provided a high level of service to guests.

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Looking at the review response strategy, social media presence, and online reputation of all the hotels in your portfolio and making necessary adjustments is an excellent preliminary measure to guarantee more positive guest sentiment as the hospitality industry enters the upcoming holiday season.



Conclusion

Summer 2023 brought some of the most insight and relevant guest sentiment data for hoteliers and their portfolios. By analyzing the digital feedback from travelers worldwide, hoteliers will be able to make better operational and digital marketing decisions as they enter Q4. Let's quickly recap the main highlights:

- ★ Staff was negatively mentioned 33% of the time last year, while in 2023 that dropped to 15%, showing signs that hoteliers are doing a great job of adapting their operations to being short-staffed and settling into the new staffing norm.
- ★ The #4 most talked about topic was cleanliness, and it was mentioned over 530,000 times. Cleanliness continues to resonate with travelers. It's always been a part of the guest experience, and it remains top of mind for guests.
- ★ With 61% total positive sentiment, TripAdvisor continues to be the place where the majority of positive sentiment is found. They also have some of the most strict guidelines and policies among all online review websites, which makes them the most trustworthy and reliable source of guest feedback.
- ★ Positive sentiment around the tag "pool" is down to 43% from 66% in 2022. Hoteliers needed to meet guest expectations regarding their pools during the hot summer season, but unfortunately, they seemed to have missed the mark. Make sure to review and upkeep all hotel amenities before going into the busiest time of the year for travel.
- ★ Only 23% of all guest sentiment was negative in the summer. Even during a stress-tested summer season, hoteliers prevailed and provided a high level of service to guests. Overall a job well done on behalf of hoteliers everywhere, and a round of applause is in order.

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

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