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# FALL GUEST SENTIMENT REPORT

**Travel**  
**Media**  
GROUP

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# Introduction

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This year's fall season saw extraordinary travel trends and massive amounts of online guest feedback across 23 review websites and 25 tag aspects. Travelers gave the industry immense insight into their hotel stays throughout the fall by providing 2.2 million online reviews comprising almost 10 million pieces of guest sentiment. Analyzing the data, we have presented the most critical and relevant discoveries to help hoteliers make informed operational and digital marketing decisions.

Guest sentiment continues to be one of the most consistent sources for how travelers feel about their hotel experiences during well-defined periods of the year and further depicts the most current state of the industry.



**TRANSLATING THIS  
DATA INTO ACTIONABLE  
STEPS TO BETTER SERVE  
HOTEL GUESTS AT YOUR  
PROPERTIES IS VITAL AS  
IT IS THE PRECURSOR  
FOR INCREASING  
GUEST SATISFACTION,  
FEEDBACK, AND HOTEL  
REVENUE.**

# Rising Reviews this Fall

Over the autumn months, September saw the highest volume of online guest reviews with sentiment at a staggering 873k. Surprisingly, travel remained healthy as the hospitality industry transitioned from summer to fall and entered what is historically a slower period. Due to Labor Day and travelers looking to get out and enjoy fall festivities such as pumpkin patches and the brisk weather, the online review flow remained steady.

It is important to note that as the winter season approaches, ensure you leverage this data to set your hotels up for success to capture more traveler demand. Also, remember that if your hotel properties were not seeing a stable stream of guest reviews this fall, it may be a sign of lower hotel performance and online guest engagement, which is detrimental as hoteliers aim to get ahead of the curve.



**873K**  
SEPTEMBER ONLINE  
GUEST REVIEWS



# Location is Key

One tag had abnormal behavior this fall season when deciphering through the 25 aspects, which contain subjects such as amenities, attractions, bathrooms, etc. Interestingly enough, “Location” came in as the 3rd most talked about aspect, totaling 798,315 mentions. This finding further supports that travelers wanted to get out and embrace the change in seasons while staying at hotels in some of the most desirable regions with plenty of fun fall activities.

Another enlightening detail coupling with location is that it had x10 the amount of positive guest sentiment compared to its negative. A strong signal like this means that overall, individuals had nothing but great things to say about the hotel’s surrounding area and local businesses. Reviewing your property’s guest feedback and identifying any negative mentions of the location is highly recommended to avoid potential guest dissatisfaction and safety concerns.



**“LOCATION”  
CAME IN AS THE  
3RD MOST TALKED  
ABOUT ASPECT**

# Big Bite Sites



Each guest sentiment industry report conducted each season gathers data across 24 of the most prominent guest feedback websites, and this fall was no exception. Guests were finding these places online, with the top three sites with the highest overall reviews being Expedia, Google Reviews, and Booking.com.



With 6.9 million total reviews amongst those three significant sites, it is strongly recommended to ensure that your hotels are monitoring and managing guest reviews on these three websites because they will have an immense impact on the online reputation of your properties. Also, engaging with travelers on these sites will help better identify operational weaknesses that guests mention, leading to improved guest experiences if acted on.



# The Price is (Sorta) Right



## “PRICE”

**WAS IN THE TOP 10  
NEGATIVELY MENTIONED  
SENTIMENT TAGS WITH OVER  
120K NEGATIVE MENTIONS.**

There is no secret about the current macroeconomic environment, and these challenges are affecting the state of the hospitality industry. With struggles such as inflation and limited staffing, travelers are being more selective and vocal about their hotel stays than ever. Price was among the most criticized aspects receiving overwhelming sentiment this fall season.

Travelers keep a close eye on hotel stay costs as “price” was in the top 10 most negatively mentioned sentiment tags with over 120k negative mentions. As ADR remains high, a hotelier’s margin for error remains slim as guests are quick to let their voices be heard if they realize their hard-earned money has not been well spent during the hotel stay or after checkout.



# Delicious Dining Decisions

The last sentiment tag finding, but certainly not the least, is about hotel dining options. Throughout the fall months, sentiment aspects “food” and “meal” had a combined total of 1.6 million tags. Additionally, 870k of those tags were positive, indicating that hotel food and beverage offerings are still critical to the guest experience and contribute significantly to guest satisfaction.



Suppose your hotels are receiving overwhelmingly negative feedback towards their dining options. In that case, they will heavily influence the online reputation of your hotels and, unfortunately, be a precursor for lower bookings and property occupancy. Keep in mind that taking a proactive approach to different dietary options, such as grab-and-go or sit-down meals, is the best way to cater to guests with different needs.



# Conclusion

Fall 2023 contained some really insightful and impactful pieces of guest sentiment from travelers worldwide. Guests were acting on their pent-up travel demands and making their experiences heard through various review websites and detailed feedback. Let us quickly recap the highlights presented in the TMG 2023 Fall Guest Sentiment Report:

- ✓ The month of September saw the highest number of guest reviews this fall, totaling a whopping number of 873k. As the industry transitions into a slower period, be sure to properly manage your hotel's guest reviews to set expectations and capture as many bookings as possible.
- ✓ Location was the #3 most mentioned tag out of all 25. Seasonal travel was in full swing as hotel guests sought ways to get involved in fall activities such as pumpkin patches and experiencing the change in seasons.
- ✓ Expedia, Booking.com, and Google Reviews brought in the highest overall volume of guest review traffic out of all the 23 sites. With 6.9 million reviews between all three, ensure your hotels manage their guest feedback on these sites to bolster their online reputation efforts and guest satisfaction initiatives.
- ✓ With looming economic turbulence affecting the hotel industry, travelers are keeping a close eye on hotel stay prices as ADR remains high. The aspect tag "Price" was in the top 10 of all sentiment tags and had over 120k negative mentions. A hotelier's margin for error is slim if travelers pay top dollar for a visit.
- ✓ Hoteliers can get ahead of the curve by proactively approaching their hotel's dining options. Our data showed that "food" and "meals" had almost 1.6m sentiment tags surrounding them. With 870k of those being positive, it is clear that food and beverage options remain staples of travelers' guest experience.

The logo for Travel Media Group, featuring the words "Travel Media" in a bold, white, sans-serif font above the word "GROUP" in a smaller, white, sans-serif font, all contained within a green circular shape.

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

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