

WINTER

GUEST SENTIMENT

REPORT

**Travel
Media
GROUP**

2023-2024 | 3RD EDITION

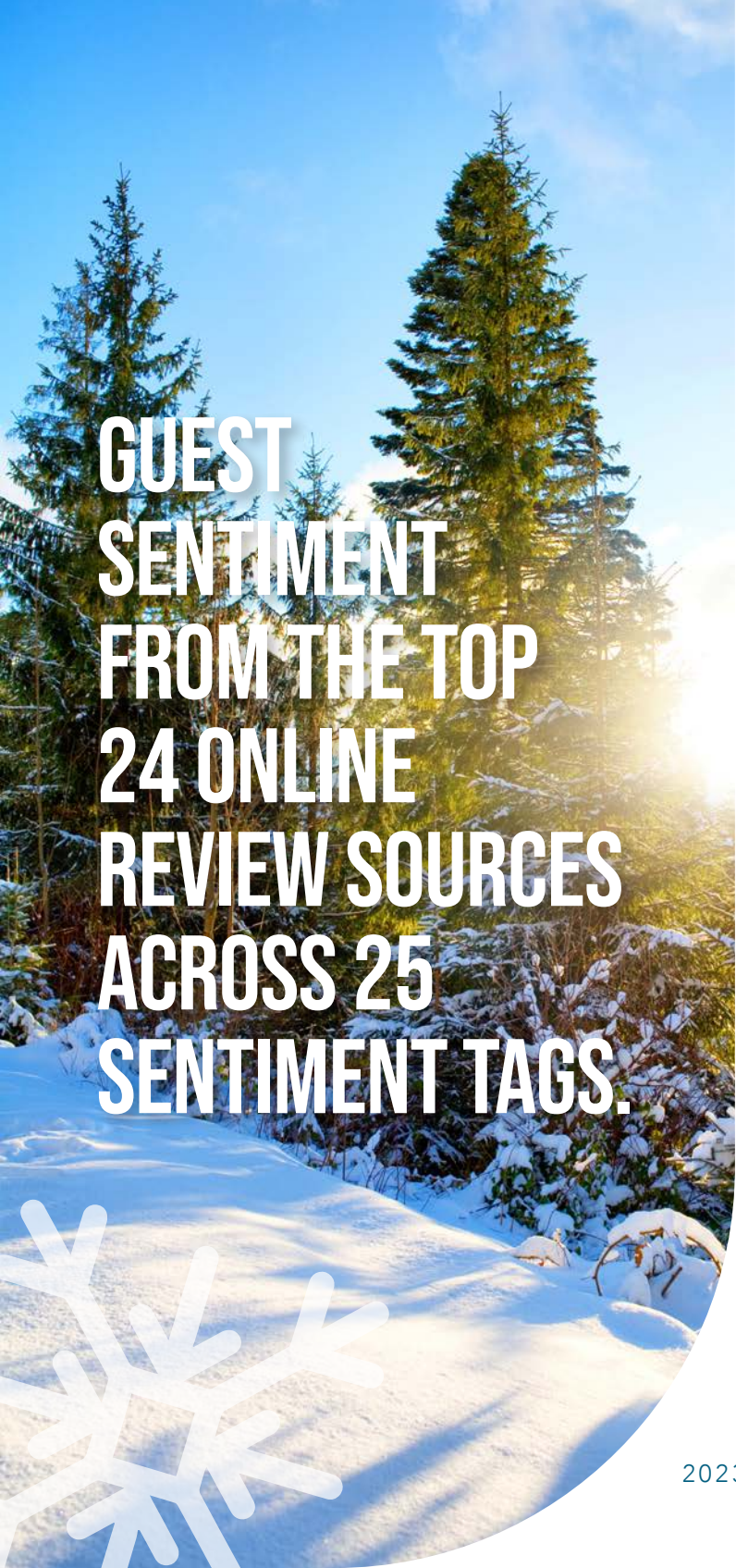
TABLE **OF** CONTENTS



- 01** Introduction
- 02** A Quick Look Back
- 03** Are Guests Still Price Sensitive?
- 04** Less Staff, More Efficiency
- 05** The Google Review Flow
- 06** Amenities: The Winter Season Secret to Success
- 07** Conclusion



INTRODUCTION



GUEST SENTIMENT FROM THE TOP 24 ONLINE REVIEW SOURCES ACROSS 25 SENTIMENT TAGS.

The winter season of 2023 experienced some incredible guest sentiment trends. Due to travelers continuing to travel and stay at hotels at an increasing rate, **our data reported a healthy number of 1.75M guest sentiment tags and an astounding 7.2M overall guest reviews left online across major review sites.**

Guest sentiment data continues to be one of the most reliable sources for accurately evaluating what guests say, where they leave feedback, and how they feel about their hotel stays. Hoteliers can leverage this data to enhance their guest experiences, respond to their online guest feedback, position their hotels in their markets, and drive more revenue.

By analyzing **guest sentiment from the top 24 online review sources across 25 sentiment tags**, we have interpreted what these insights mean for hoteliers so they can make the right decisions for their hotels and correctly set guest expectations.

A QUICK LOOK BACK

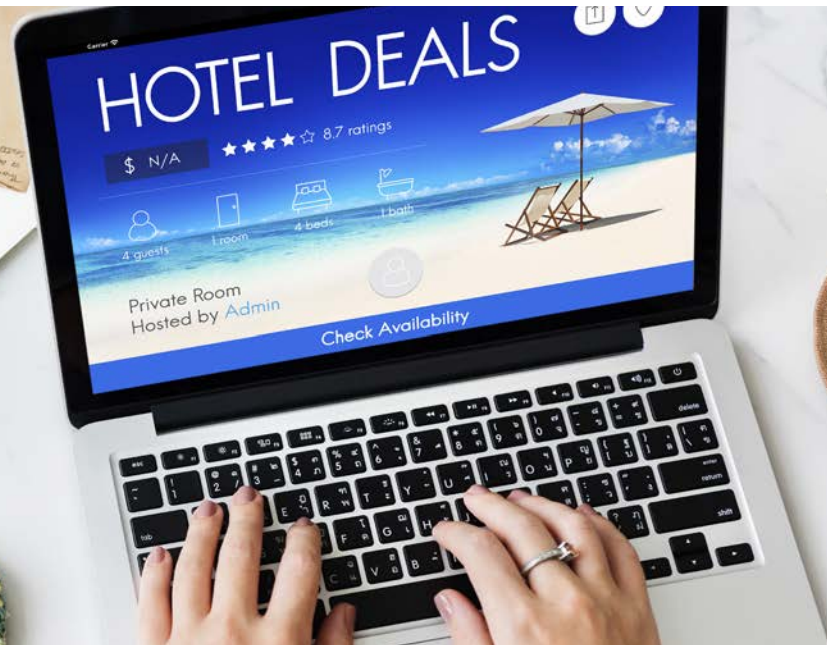
A pleasant sight this winter season was uncovering that **Q4 2023 saw more overall online reviews and guest sentiment tags than in comparison to both 2022 and 2021 during the same period.** Even though economic uncertainty is currently affecting many travelers, it is clear that guests are still willing to spend their hard-earned money during the turning point of the year.

Elevated inflation and record-high hotel rates may appear discouraging on paper to travelers, but when it comes to the holiday season, people tend to be more flexible with their spending habits. A quick look back at previous years shows that individuals are adapting to a new normal in the industry and have found innovative ways to budget effectively during this time.



ARE GUESTS STILL PRICE SENSITIVE?

72%
OF ALL SENTIMENT TAGS
REGARDING “PRICE”
WERE EITHER POSITIVE
OR NEUTRAL.



Being that spending on travel is positive, does that mean travelers are happy with the current state of hotel rates or airfare? Well, our data analysis shows that **72% of all sentiment tags regarding “Price” were either positive or neutral.** Meaning that only 28% of guest sentiment around it was negative, which paints a clear picture of how guests were feeling.

The positive reception from guests surrounding the aspect of “Price” means that **hotels are doing a much better job of providing value to travelers and delivering a satisfactory guest experience.** Furthermore, the holiday season typically puts people in a good mood, affecting hotel associates. A team of happier hotel staff means that the service given to on-site guests also improves, resulting in high marks for hotel properties on online review sites.

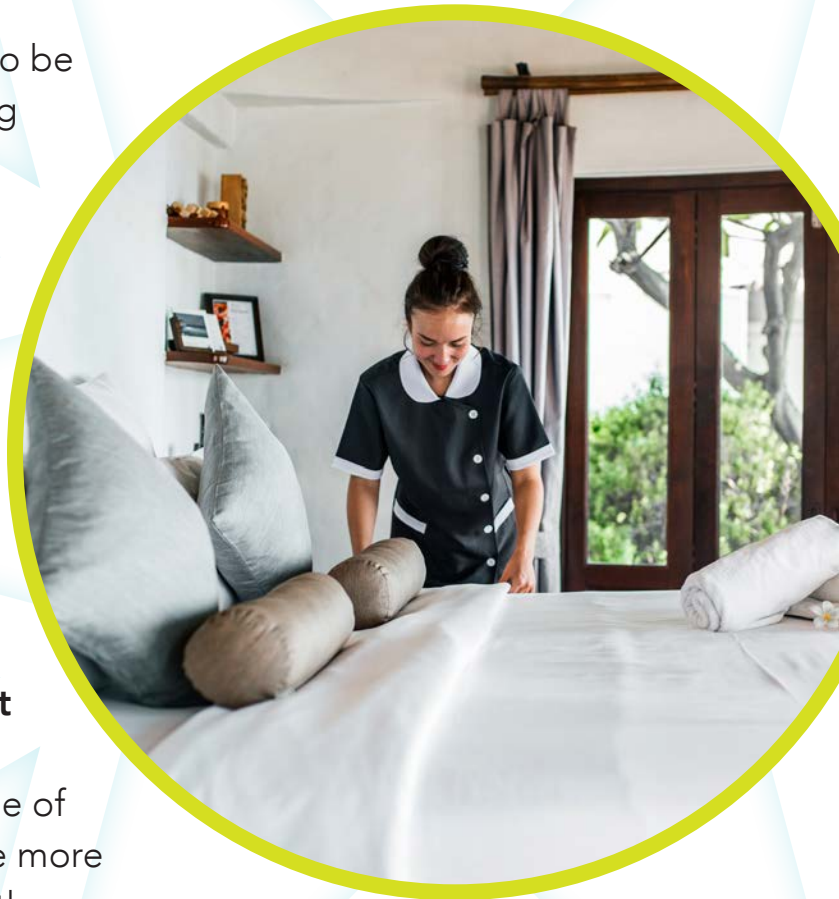
Keep in mind that setting guest expectations prior to arrival by managing feedback on review sites is a great way to mitigate negative guest sentiment online and drive guest satisfaction because there will be no unwelcome surprises for travelers after they book.

LESS STAFF, MORE EFFICIENCY

For many reasons, staffing continues to be one of the most prevalent topics being addressed in the hotel industry. This trend is also present in our guest sentiment findings, which exhibit a positive attitude towards the sentiment tag "Staff."

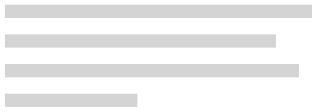
Even with a staffing shortage currently taking a toll on hotels across the country, hoteliers are becoming more efficient with their resources, as evidenced by a 5:1 ratio of positive guest sentiment to negative relating to hotel staff.

This type of discovery could be a cause of the holiday spirit, as guests tend to be more understanding during the winter months.



Additionally, hotels are conducting more initiatives to retain their associates, as provided by the [2024 State of the Industry Report published by the American Hotel & Lodging Association](#). It was stated that increases in wages and benefits for hotel staff are just a few investments being made by hoteliers to keep top talent that bolsters the bottom line. Ultimately, happier and more productive associates correlate directly with hotel stays for travelers.

THE GOOGLE REVIEW FLOW



GOOGLE REVIEWS
RECEIVED A MASSIVE
1.9M
SENTIMENT TAG MENTIONS
DURING THE WINTER
SEASON

It can not be emphasized enough that Google Reviews remains a primary source for travelers to leave feedback and one of the best review sites to leverage for your online reputation. **Google Reviews received a massive 1.9 million sentiment tags during the winter season**, indicating that the review flow is in good condition.

It is critical to actively manage the reviews on the site because if they are neglected, a hotel could potentially experience a negative impact on its online reputation and an increase in traveler dissatisfaction. Even though responding to online guest reviews can be challenging and time-consuming, it is the foundation for connecting with guests and potential travelers trying to decide if their next hotel booking should be with you.

People are using these sentiment tags to tell hoteliers exactly how they can improve their hotel experience or what is already working at their properties. So, be sure to monitor what type of guest feedback is left online frequently.

AMENITIES:

THE WINTER SEASON SECRET TO SUCCESS

When looking at what specific sentiment tags were mentioned the most, “Amenities” came in with a high ranking of #5.

Amenities were the 5th most mentioned sentiment tag aspect out of 25 total tags,

which places it above breakfast and just below cleanliness.



During the colder months of the year, hotel guests tend to spend more time on-site at the property than visiting local attractions or activities in the area, which supports the sentiment data finding.

A great way to take advantage of this insight is to promote hotel amenities like the hot tub or on-site gym on social media with high-quality images and descriptive captions. Travelers are more likely to search for these features and set new resolutions around New Year's.



Social media does an excellent job of highlighting your hotel property and sharing what components of your hotel are unique. Utilize your social platforms to **amplify your hotel's digital voice and entice travelers to book when they come across your social posts.**

CONCLUSION

Guest sentiment data should be a guideline when planning digital or on-site initiatives. Review feedback is the foundation for any hotel to execute its operational strategies and capture more bookings effectively. Remember to use this data to supplement your hotel's strengths and reduce weaknesses. By connecting with guests meaningfully through social media and online review responses, you will maintain a competitive advantage in your market and have a successful year.

Here is a look at the key takeaways from this year's Winter Guest Sentiment Report:



Q4 2023 saw more overall reviews and guest sentiment tags than in comparison to 2022 and 2021 during the same period, which signals that the hospitality industry is healthy.



72% of all sentiment tags regarding "Price" were either positive or neutral, which means hotels are doing a much better job of providing value to travelers and delivering a satisfactory guest experience.



Even with a staffing shortage currently taking a toll on hotels across the country, hoteliers are becoming more efficient with their staffing resources, as evidenced by a 5:1 ratio of positive guest sentiment to negative relating to hotel staff.



Google Reviews received a massive 1.9 million sentiment tags during the winter season. Managing or failing to manage all online guest reviews on the site will significantly impact your hotel's online reputation and property bookings.



Amenities were the 5th most mentioned sentiment tag aspect out of 25 total tags. A great way to take advantage of this insight is to promote hotel amenities like the hot tub or on-site gym on social media. Social posts are key drivers that influence hotel bookings.

Reach out to us today to learn more about Travel Media Group's digital solutions and how we can help you grow your social presence and online reputation.



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