



2024

Spring


GUEST SENTIMENT

REPORT

The central graphic is a large green circle with a white border. Inside the circle, the text "2024" is at the top in a small, white, all-caps sans-serif font. Below it, the word "Spring" is written in a large, white, cursive script font. Underneath "Spring", the words "GUEST SENTIMENT" are written in a white, all-caps, sans-serif font. At the bottom of the circle, the word "REPORT" is written in a white, all-caps, sans-serif font. The background of the entire cover is a photograph of a field of yellow wildflowers in the foreground, a blue sky with a few clouds in the middle ground, and two hot air balloons in the sky. One hot air balloon is large and colorful (purple, blue, and white stripes) and is positioned in the upper right. The other is smaller and also colorful, positioned further to the right.

3RD EDITION

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Introduction



SPRING 2024 SAW

2 million+
TOTAL REVIEWS

&

8 million+
SENTIMENT TAGS

ACROSS ALL REVIEW
WEBSITES THROUGH THE
MONTHS OF MARCH,
APRIL, AND MAY.

Spring travel was in full bloom this year, as a couple of record-breaking insights were uncovered in the third edition of our Spring Guest Sentiment Report. These insights signify that the hotel industry is on a strong upward trajectory as guests increase their feedback online. Travelers from all around the globe continue to take to major online review websites like TripAdvisor, Google, and Booking.com to tell hoteliers what they liked or disliked about their hotel stays this season.

This report looks at the top 25 guest sentiment tags across the main 24 online review websites and analyzes what exact aspects of the guest experience resonated with travelers, such as hotel cleanliness, breakfast, or amenities.

- Guest sentiment data analysis continues to be one of the most accurate and reliable sources of guest feedback. It empowers hoteliers to make more informed decisions that better position their properties to capture traveler bookings and drive occupancy.

Furthermore, Spring 2024 saw over 2 million total reviews and over 8 million sentiment tags across all review websites through the months of March, April, and May. A high online review volume indicates that the industry is healthy and means that leveraging the data presented will put your hotel portfolio one step ahead of the competition.



A NEW Threshold

The first major finding discovered in this year's spring guest sentiment report is that for the first time, we have seen in our data that more than 2 million total reviews occurred during an individual season. Review flow is clearly on the uptick, and this is critical for hoteliers because a large number of reviews means more opportunities for you to be in front of travelers' eyes online.

Additionally, more online review traffic means that each individual review has the ability to influence and inspire future travelers.

Guests primarily get their travel recommendations and inspiration from other travelers via social media and online review responses, so if you are active on those forums and consistently engage with your audience, you will capture more bookings when the guest decides to book their stay. It is no secret that a solid digital presence leads to high visibility online for individual properties and increased brand awareness.

- Different review websites have different requirements, such as TripAdvisor, which has a character minimum for all public-facing reviews left on the site. Knowing the requirements for a particular review website is crucial to navigate them efficiently and save time when responding.



TURN IT UP OR Turn it down?



Spring season means spring break and visiting new resorts in exciting locales. That said, spring travel can promote fun activities such as beach trips, energetic nightlife, or a lively staycation. All these activities lead to the second trend in this report, noise.

The data from our spring 2024 guest sentiment revealed that travelers were evenly split on how they felt about noisy environments during their stays, with a 50/50 comparison between positive and negative sentiment. Noise is perceived differently during the spring season as some guests are very understanding of the increase in rowdiness, whereas other travelers are not. It is important to mention that setting guest expectations regarding noise prior to arrival via social media and review response is key to overall guest satisfaction.

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By using your hotel's digital channels, be sure to explain the difference between good and bad noise. For example, lobby music, on-site entertainment, or a spring festival on the pool deck are all exciting features of good noise. On the other hand, onsite construction, loud HVAC systems, or nearby street noise are all bad noises that will garner negative feedback from guests. Informing people of what they will experience before they arrive at the front desk will shape their entire stay.

Paws-itivity

Who doesn't love seeing a few adorable furry friends walking around a hotel property? Well, travelers had very strong opinions about their pet babies this spring because almost half of all sentiment tags regarding "pets" were positive. These mentions are comprised of a variety of topics, including hotel pet policy, on-site pet amenities, and overall pet friendliness at a property.

These aspects of a hotel stay are imperative for travelers, as some individuals have service animals, or they may be traveling alone and need their pets for comfort. Whatever the reason, pet policy and pet offerings at your hotels are of the utmost importance to guests, and setting expectations of pet friendliness and guidelines online will temper any dissatisfaction that may arise from on-site guests.

ALMOST **1/2**
OF ALL SENTIMENT
REGARDING "PETS" WERE
POSITIVE



If your hotel provides a dog park, pet treats, pet grooming, or any other services, these occupancy drivers will attract more pet owner guests and boost guest satisfaction.

Social media images and videos displaying these amenities will better influence travelers than online reviews, but it is still relevant to manage both. Contrarily, it will notify individuals who prefer to avoid animals to look for another hotel near by to bypass any potential frustrations.



Livin' LIKE THE LOCALS

Travelers are always looking for unique and authentic experiences. They may be seeking a historic museum, renowned restaurant, or well-known landmark. Whatever the case, location is a primary factor for guests when booking a hotel. The number four trend that was apparent in the spring data related to the sentiment tag "location."

"Location" ranked #3 in guest sentiment tags out of 25, with over 675k mentions. The main takeaway from this realization is that hoteliers who emphasize nearby attractions or businesses on social media and review websites will ultimately outperform their competitors by drawing in more traffic to their properties. Guests want to know what exciting places they can visit when staying at a property that is a short distance away. Remember that what is a far or a short distance away from the property is relative to each person, so explicitly stating the mileage in social media captions or responses to reviews will prevent any confusion.

Hoteliers can leverage their hotel locations by tagging local businesses on social media posts, updating the hotel website to feature proximity, and highlighting what it feels like to be a local in the region. Providing as much context for your audiences as possible will entice travelers to pick your hotel instead of a competitor. The more you showcase authentic and unique experiences at the property or in the local area, the better your chances are of capturing bookings.

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IN GUEST SENTIMENT TAGS OUT OF 25,
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DIGITAL Word-of-Mouth

Good old-fashioned word-of-mouth is one of the oldest yet most proven strategies for increasing business and revenue. A friend telling a friend or a family member telling their relative that a particular hotel is “the place to be” is sometimes all it takes to acquire another booking reservation. In today’s digital age, the word-of-mouth effect is amplified online to millions of travelers, who use online reviews as the most reliable and trustworthy source.



SENTIMENT TAG “RECOMMENDATIONS” HAD OVER
86k POSITIVE MENTIONS
DURING THE SPRING SEASON, AND THESE SPECIFIC REVIEWS
HELPED FACILITATE HOTEL BOOKINGS ACROSS THE COUNTRY.

With that said, our final 2024 spring guest sentiment data insight centers on the power of recommendations. The sentiment tag “recommendations” had over 86k positive mentions during the spring season, and these specific reviews helped facilitate hotel bookings across the country. Leveraging social advocates who stay at your property is a fantastic way of getting repeat business or boosting new business. Social media influencers on TikTok or Instagram can have a massive impact on occupancy, just as verified reviewers on TripAdvisor or Google Reviews can affect future guests’ decision-making process. Great ways to leverage the ability of advocates online is by interacting and engaging with their content or sharing their content on your hotel’s social platforms after confirming their permission.



Conclusion



Spring 2024 contained some incredible insights and findings into how travelers felt about their hotel experiences during March, April, & May. Guest sentiment data continues to be one of the most credible & accurate sources for informing hoteliers on how they can optimize their hotel portfolio digital presence and bolster property bookings through digital channels. As we wrap up, let us take one quick look at the key takeaways presented in the third edition of this report.



For the first time, our data showed that more than 2 million reviews were left on review sites throughout March, April, and May. This signals that the hotel industry is seeing a healthy amount of guest engagement online and that travelers are frequenting properties at a steady rate.



During spring, travelers are split evenly between positive and negative feedback regarding the sentiment tag “noise.” Explaining the difference between good and bad noise online is key when trying to promote exciting activities on the property for guests looking to have fun but also appealing to travelers who do not want to be disrupted during their stay.



The sentiment tag “pets” continues to see varying amounts of positive and negative feedback, as almost half of all sentiment regarding pets was positive. Communicating your hotel’s pet policy, guidelines, and amenities to travelers will improve guest satisfaction for those traveling with animal companions, and prevent frustration from individuals looking to stay fur-free.



“Location” was ranked #3 overall guest sentiment tag out of 25, meaning travelers seek hotels that provide unique and authentic experiences. Highlighting what it is like to be a local around your hotel and the unique offerings at the property goes a long way in capturing more bookings.



Good old-fashioned word-of-mouth has evolved in the digital age. The sentiment tag “Recommendations” had over 86k positive sentiment mentions during the spring, meaning that hotels need to engage and interact with their following online. Having a prominent online presence will allow for more opportunities to influence future traveler perceptions and affect the decision-making process.



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

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