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Q3 2022

Global Hotel Review Benchmark

Spotlight on Sentiment Analysis

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Sections

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Global Hotel Review Benchmark | Q3 2022 - Spotlight on Semantic Analysis

Introduction

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Q3 2022

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Message from Michael Kessler
CEO of ReviewPro

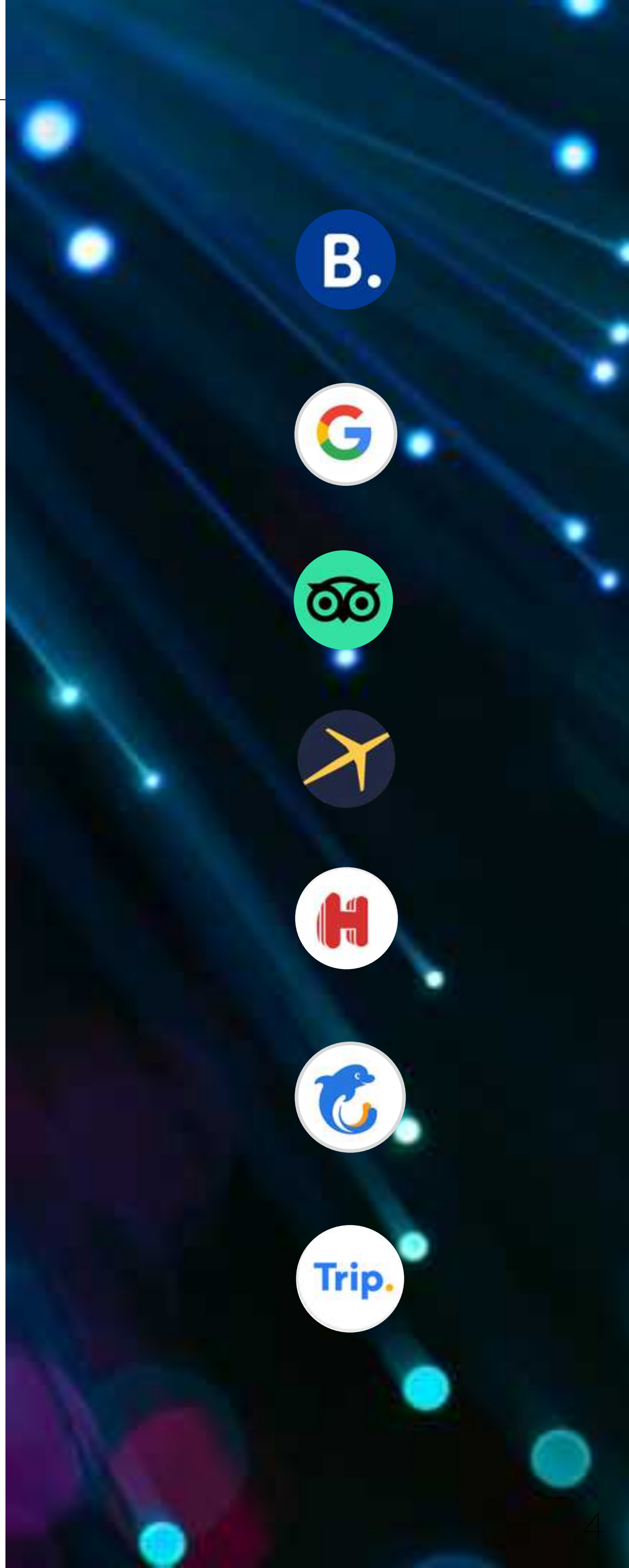
Welcome to the Q3 2022 Global Hotel Review Benchmark!

Since the launch of Tripadvisor over 20 years ago, online reviews have been an essential resource for hotels to understand guest sentiment and attract travelers. Today, reviews have proliferated to more than 140 sources worldwide.

With this report, hotels now have access to data consolidated from millions of guest reviews of hotels around the world. This trove of data enables hoteliers to identify trends in guest sentiment, benchmark performance at the global, regional, and star-segment level, and use the insights to guide business strategies.

At ReviewPro, a Shiji Group brand, we've been helping hotels manage online reputation for over 14 years. Today, our end-to-end guest experience platform provides solutions for managing Hotel Reputation, Guest Surveys, Case Management, and Guest Communications. If you aren't our client yet, we hope you will be soon.

As always, if we can answer your questions or assist with your technology needs, please don't hesitate to reach out to our team.



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Introduction: Semantic Analysis

In the third installment of the 2022 Global Hotel Review Benchmark, we take a deep dive into review data from over 1.7 million reviews of 7,500 hotels posted in the third quarter of the year.

During this period, leisure travel bounced back in many regions, and hoteliers took advantage of the opportunity to increase room rates, in some cases exceeding pre-pandemic levels. However, ongoing staffing shortages and operational challenges made it difficult keep up with demand and meet the high expectations of travelers.

How did these conditions affect guest satisfaction? And what lessons can hoteliers glean from the results? To find answers, we go straight to the source: traveler reviews. We compare 2022 data to the pre-pandemic period in 2019 and to 2021 during the height of the pandemic. In addition to providing consolidated global numbers, we also break down performance by region and star segment.

We encourage hoteliers to share this report with your team and benchmark the results against your own property's performance to find ways to boost guest satisfaction, online reputation, and revenue in 2023 and beyond.

Spotlight on Semantic Analysis

In this edition we focus on semantic analysis – the mining of guest comments in reviews to qualify and quantify guest sentiment and identify feedback patterns.

Semantic analysis provides deep insights into guest sentiment not provided by ratings, helping hoteliers pinpoint specific areas of strength and weakness and take action to make improvements.

In addition to viewing the Semantic Analysis data in the Global and Regional sections of this report, we encourage you to **visit the Insights & Strategies section, where industry leaders share perspectives on what it will take to restore guest satisfaction ratings in 2023.**

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Methodology

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Methodology

Data in this report was drawn from a sample set of 7,500 hotels representing five major geographical regions in the world. It is reported at the global, regional, and star segment level and broken down by source, sentiment, and other key review metrics.

Period

Reviews posted in Q3 2022 (July 1 to September 30) and compared to Q3 2019 and Q3 2021.

Data Set

7,500 hotels
1,762,943 reviews
6,048,592 mentions in review comments

Data Freeze

Data was collected on October 7, 2022. (Review responses posted after this date were not included in the data set.)

Regions


Asia Pacific (1,500 hotels)


Europe (1,500 hotels)


Middle East & Africa (1,500 hotels)


Latin America & Caribbean (1,500 hotels)


North America (1,500 hotels)

Sources

ReviewPro collects guest reviews from 140 online travel agencies (OTAs) and review sites in over 45 languages.

Star Rating Segment

- 3-star (2,500 hotels)
- 4-star (2,500 hotels)
- 5-star hotels (2,500 hotels)

Countries

- Asia Pacific: Australia, China, India, Indonesia, Thailand
- Europe: Germany, Portugal, Spain, Turkey, United Kingdom
- Middle East & Africa: Egypt, Morocco, Saudi Arabia, South Africa, UAE
- Latin America & Caribbean: Brazil, Caribbean Islands, Colombia, Mexico
- North America: US, Canada

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Key Findings

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Key Findings

In this report, in addition to 2021 comparisons we also provide 2019 data to benchmark 2022 performance against pre-pandemic numbers.

Here we summarize our key findings at the global and regional levels. Following this section, you'll find highlights from our global analysis in the Global Data section and highlights from our regional analyses in the five Regional Data sections.

For more detailed data, visit the Global and Regional References sections at the back of the report.

Review Scores

In Q3 2022, the Global Review Index™ (GRI™) for the global data set was 84.0%, a decrease of 1.9 points from the pre-pandemic period of Q3 2019. Hotels in North America had the lowest GRI™ (82.8%), and hotels in Asia Pacific had the highest GRI™ (86.4%).

Review Volume

Global review volume grew by 15.0% from Q3 2021 to Q3 2022. However, Q3 volume was still 27.8% short of Q3 2019 numbers. Asia Pacific had the largest shortfall over Q3 2019 (-42.1%), whereas Middle East & Africa showed the strongest rebound (-13.5%).

Review Market Share

From Q3 2019 to Q3 2022 Booking.com increased its global market share of reviews by 13.0 points, generating 43.4% of reviews in Q3 2022. Google generated 29.4% of reviews. Together, the two sources represented almost three-quarters of review volume in Q3 2022, or 72.8%. Booking.com's market share was highest in Europe, at 56.7%, whereas Google's market share was highest in the Asia Pacific region, at 37.3%.

Source Indexes

At the global level, Booking.com's Source Index, or review score, was 81.4% in Q3 2022. This was the lowest index of the major review sources and 2.6 points lower than the GRI™ for all review sources combined. Ctrip, Trip.com, and Hotels.com had the highest Source Indexes, but their review volume was very low.

Department Indexes

Within the global data set, all major Department Indexes were down in Q3 2022 relative to Q3 2019. The Value Index showed the largest decline, at –1.9 points, followed by Cleanliness (-1.7) and Service (-1.5).

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Semantic Analysis

In semantic analysis of review comments, 71.3% of mentions were categorized as positive and 28.7% as negative. Reviews in Chinese (84.6%) and German (77.2%) had the most positive mentions, whereas reviews in Portuguese (33.8%) and French (33.0%) had the most negative mentions. The *Room* (-2.5 points) and *Cleanliness* (-1.9 points) categories had the highest negative impact on the Global Review Index™. The *Experience* (+1.0) and *Staff* (+0.7) categories had the highest positive impact on the GRI™.

Management Response

Hotels within the global data set responded to 61.5% of respondable reviews in Q3 2022, an increase of 5.5 points over Q3 2019. The highest response rate came from the Middle East & Africa, at 73.6%, and the lowest came from North America, at 48.3%. Hoteliers showed a strong preference for responding to positive reviews (64.8%) over negative reviews (50.8%). On average, hotels responded to positive reviews in 3.5 days and to negative reviews in 4.3 days.

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Global Data

Global Review Index™ (GRI™)

The Global Review Index™ (GRI™) is ReviewPro's industry-standard online reputation score. It is derived from a proprietary algorithm based on review data collected from +140 OTAs and review sites in +45 languages.

Recognizing the impact of online reputation on revenue, thousands of ReviewPro clients worldwide use the GRI™ to track review performance, set quality objectives, and benchmark performance against competitors.

A 1-point increase in a hotels Global Review Index™ equals up to:

+0.89% In ADR

+0.54% In Occupancy

+1.42% In RevPar

Cornell University
School of Hotel Administration
The Center for Hospitality Research

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Global GRI™ Metrics

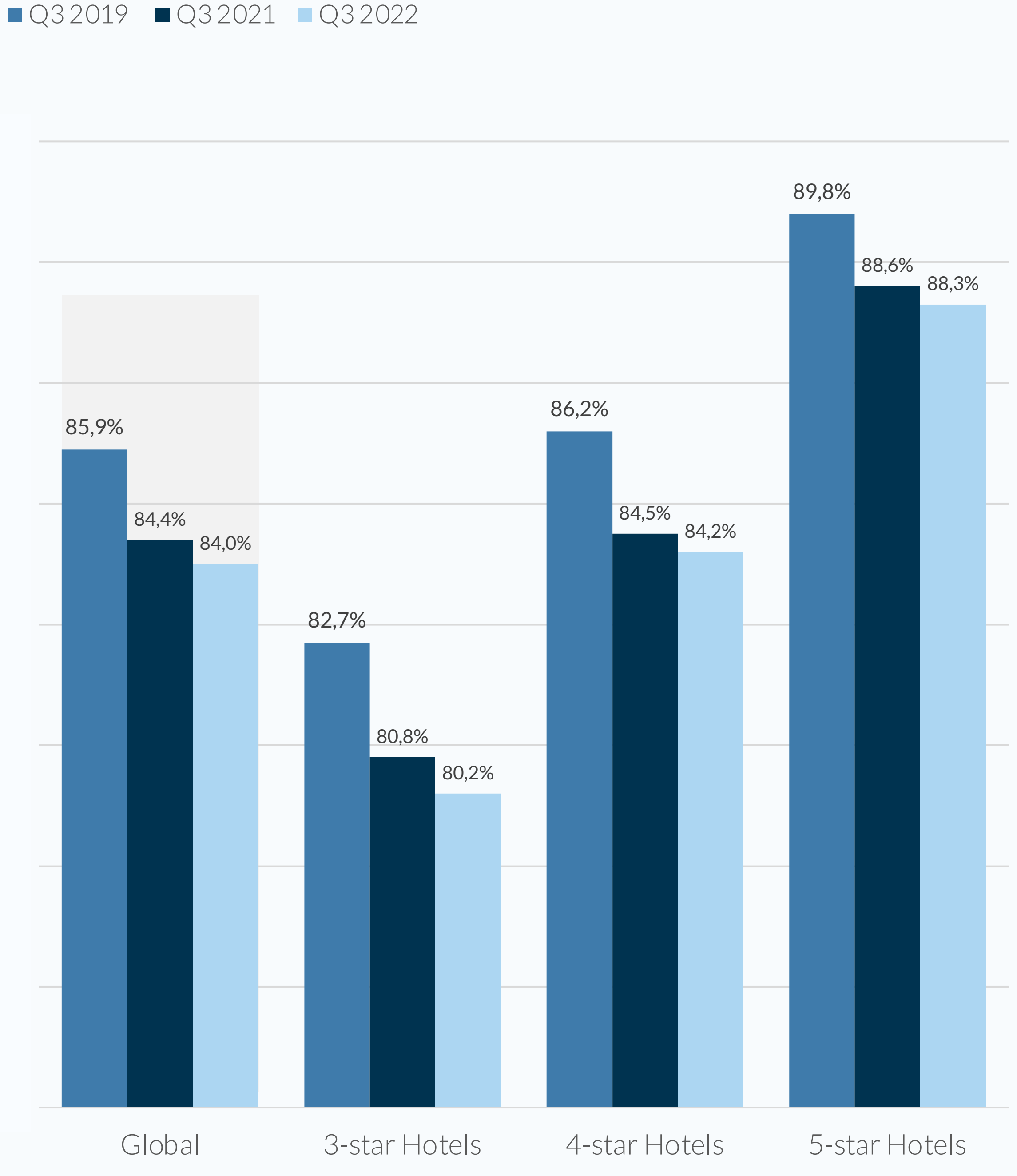
The third quarter is high season for hotels in the northern hemisphere, and this year was no exception. By this time, most Covid-19 restrictions had been eliminated around the world, resulting in a long-awaited boom in leisure demand.

At 67%, average global hotel occupancy in July and August was 3% higher than in the same period in 2019, according to Amadeus[1]. STR reports that in August nearly one-third of global markets grew both occupancy and average rate over 2019 numbers[2].

However, ongoing staffing shortages and higher room rates took a toll on guest satisfaction. The Global Review Index (GRI™) fell to 84.0% in the third quarter, a decrease of 1.9 points compared to Q3 2019. This is part of a pattern observed since the start of the pandemic.

The GRI™ for all three-star segments fell during this period, with 3-star hotels experiencing the largest decline, at -2.5 points, and 5-star hotels experiencing the smallest decline, at -1.5 points. Four-star hotels experienced a decline in GRI™ of 2.0 points.

Global GRI™ Metrics



[1]Amadeus, Global Hotel Occupancy Exceeds Pre-pandemic Levels, Sept 2022.
[2]STR, More Global Markets Above Pre-pandemic Occupancy Levels, Sept 2022.

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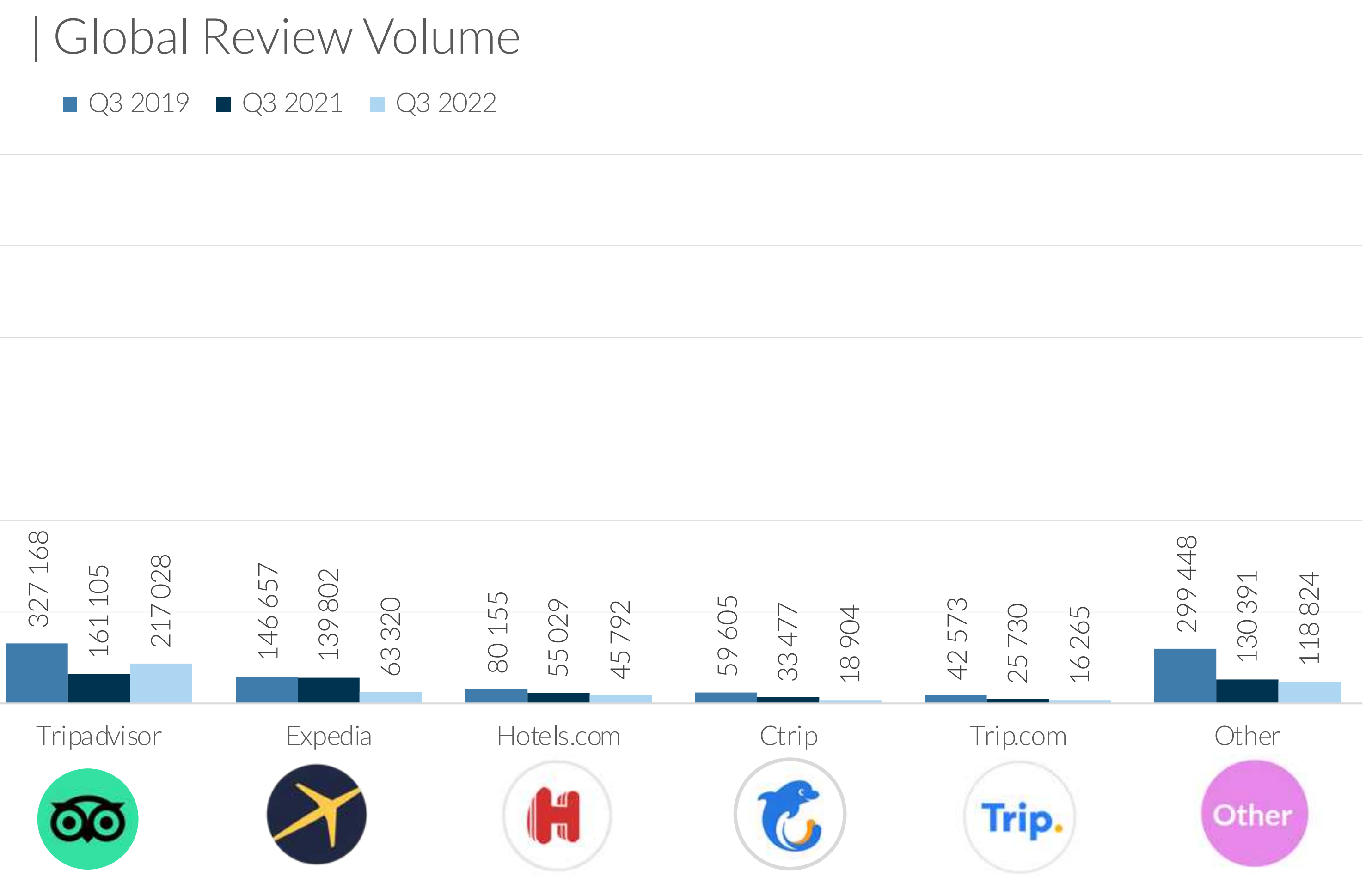
Global Review Volume

Here we look at review volume and review source.

Global review volume continued to recover in the third quarter of 2022, a reflection of higher travel activity. Volume grew by 15.0% compared to the same quarter the previous year. However, it still fell short of 2019 numbers by 27.8%.

As for review source, Booking.com experienced substantial growth relative to other review sources, increasing volume by 38.5% compared to Q3 2021. What about comparing to 2019? While global review volume was down for all sources in Q3 2022 compared to Q3 2019, except Booking.com which generated a modest increase of 3.1%.



Global Share of Reviews Per Source

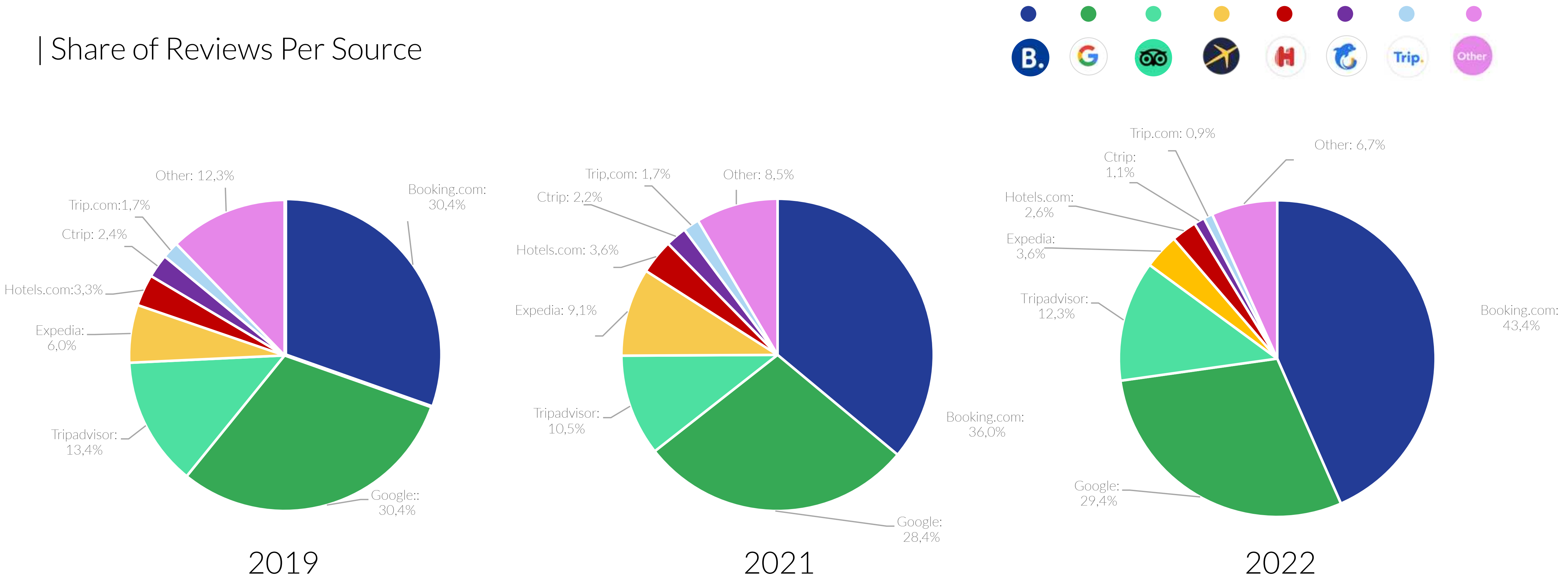
Here we break down review market share by the most popular review sources within our global data set.

In the third quarter of 2022, Booking.com continued to carve review market share relative to other sources, generating an incredible 43.4% of reviews. This represents an increase of 7.4 points over Q3 2021 and of 13.0 points over Q3 2019.

All other major review sources experienced modest declines. The biggest loss came from Expedia, which lost 5.5 points in market share from Q3 2021 to Q3 2022.

Together, Booking.com and Google represented 72.8%, or almost three quarters, of review market share in Q3 2022.

| Share of Reviews Per Source

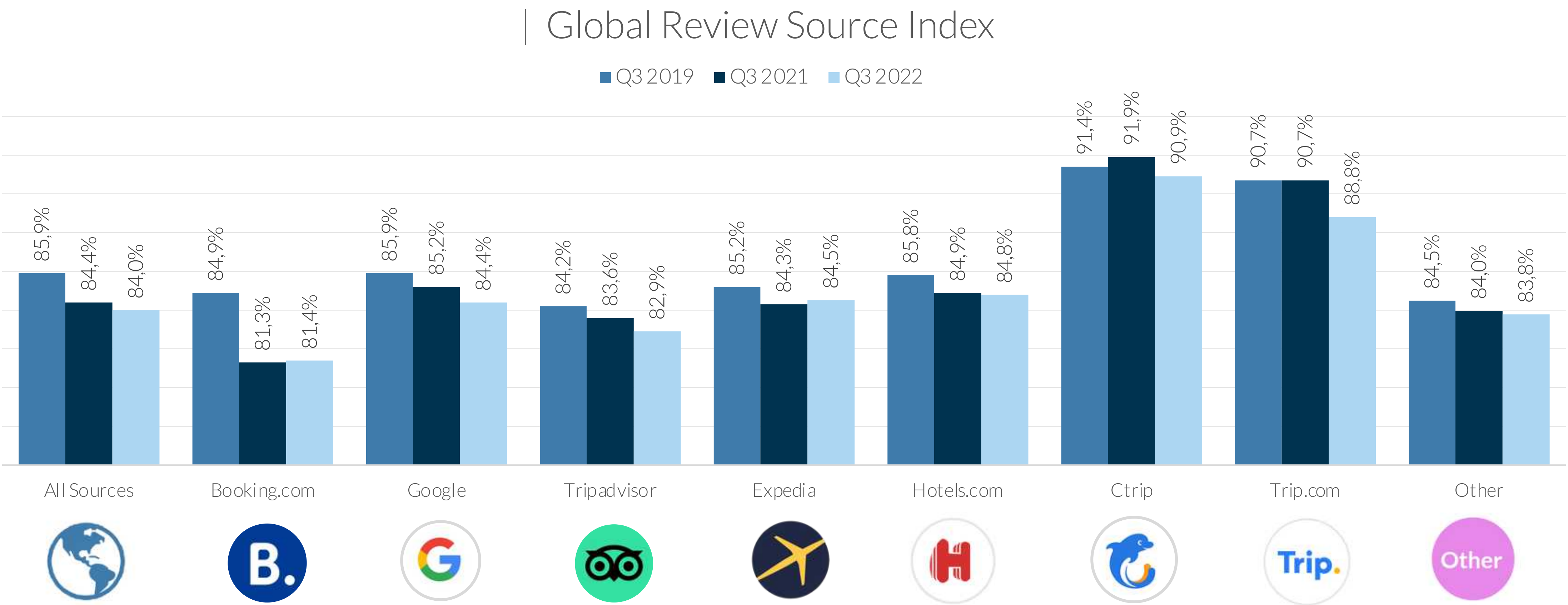


Global Review Source Indexes

Source Indexes are a measure of review scores for each review source derived from ReviewPro's proprietary algorithm. Source Indexes are valuable metrics for understanding online reputation by travel site and the relationship between guest ratings and bookings on online travel agencies (OTAs).

In a pattern observed in previous quarters, at 81.4% Booking.com's Source Index was significantly lower than the other major sources in Q3 2022. Given the OTA's market share of 43.4% of reviews, this should be a concern for hoteliers as it pulls down overall review scores. While all Source Indexes have experienced a decline since the outbreak of the pandemic, Booking.com's decrease was significantly higher, at 3.5 points.

At 82.9%,Tripadvisor's index was also lower relative to other sources. By comparison, the indexes for Ctrip and Trip.com were very high, but each source generated only about one percent of review volume, so the impact on the GRI™ was minimal.



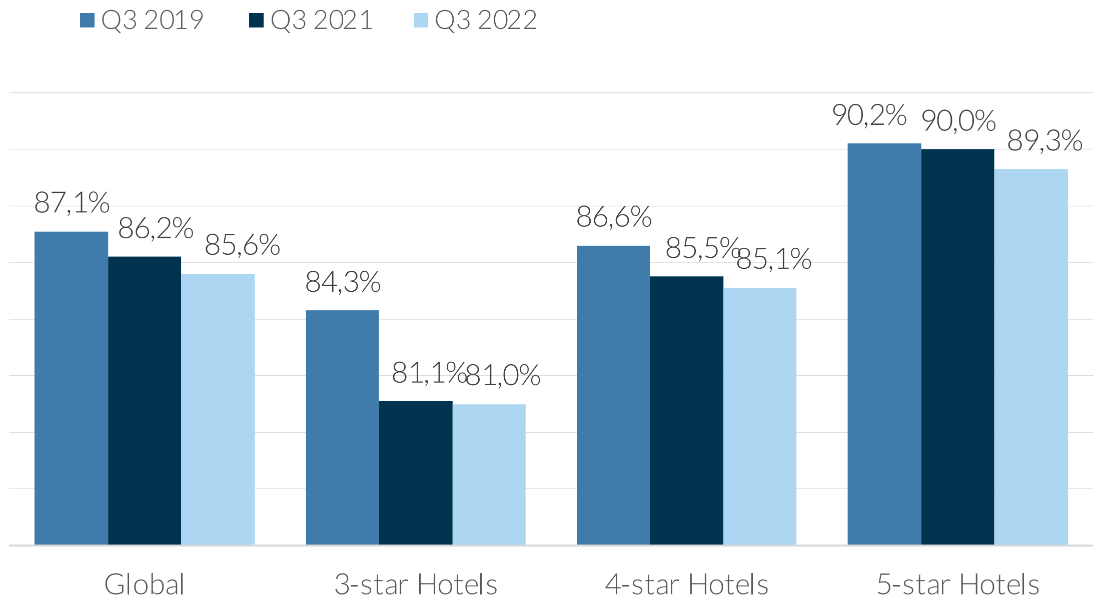
Global Department Indexes

ReviewPro's Department Indexes are review scores measured by department or attribute such as *Service*, *Cleanliness*, and *Value*. They are derived from ReviewPro's proprietary algorithm. Department Indexes provide valuable insights into how well each department is performing and where opportunities for improvement lie.

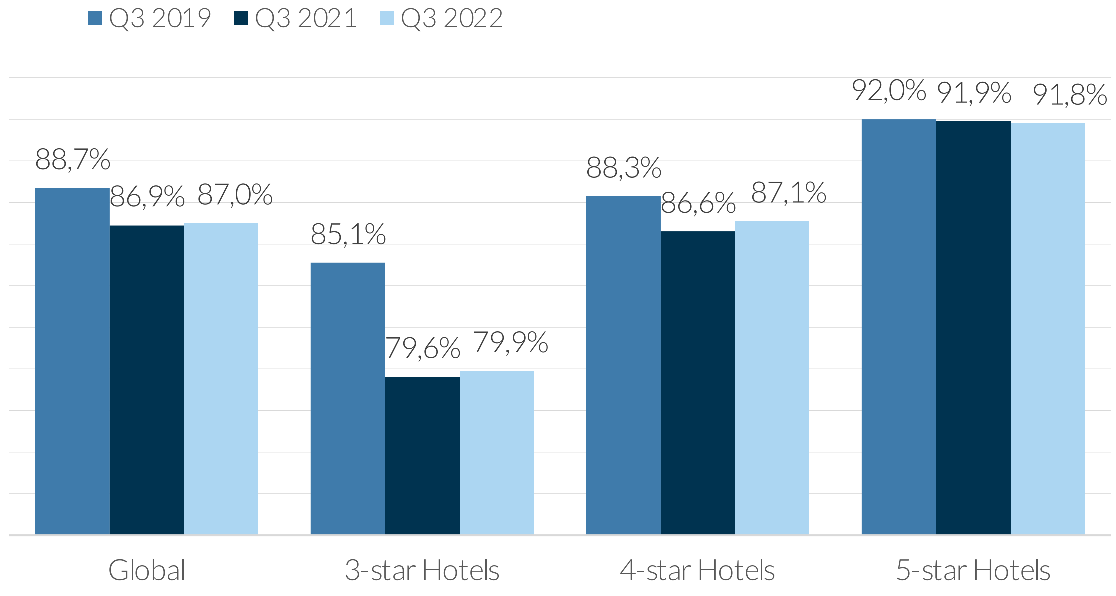
It's important to note that not all review sources allow department ratings, and not all guests rate departments when given the option. With the exception of Tripadvisor, most review sites require only an overall rating. Departmental data therefore represents a smaller sample of reviews compared to other key metrics in this report.

All major Department Indexes declined in Q3 2022 relative to both Q3 2021 and Q3 2019. The only exception was the *Cleanliness* Index, which experienced a nominal increase of 0.1 points relative to Q3 2021, although it fell 1.7 points compared to Q3 2019. Notably, the *Value* Index experienced the sharpest decline, at 1.9 points from Q3 2019. This was presumably a product of hotels increasing room rates at a time when many struggled with labor shortages and offered scaled-down services.

Service

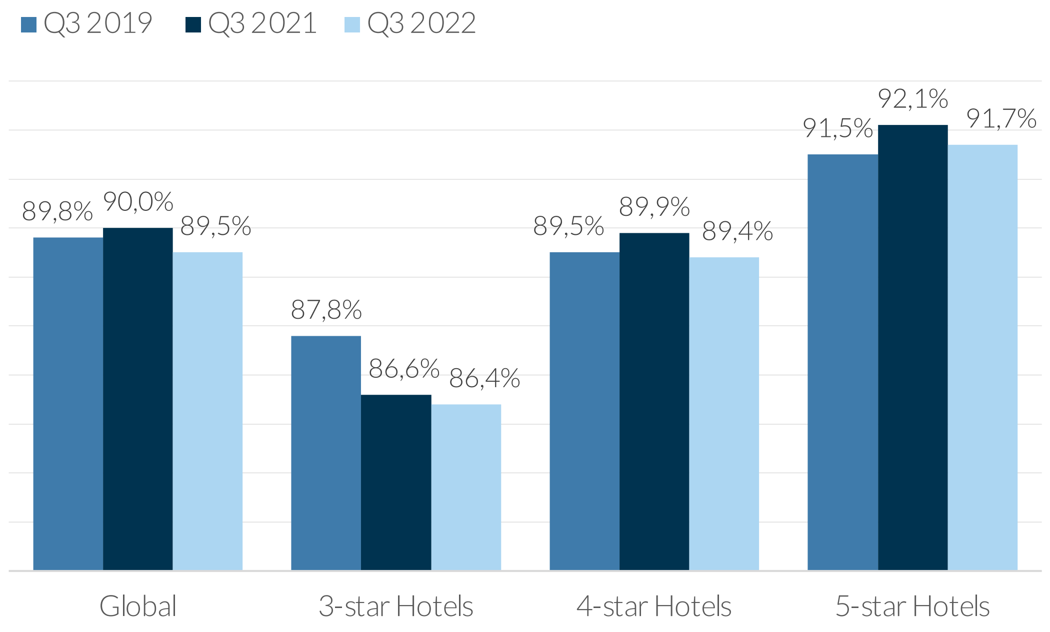


Cleanliness

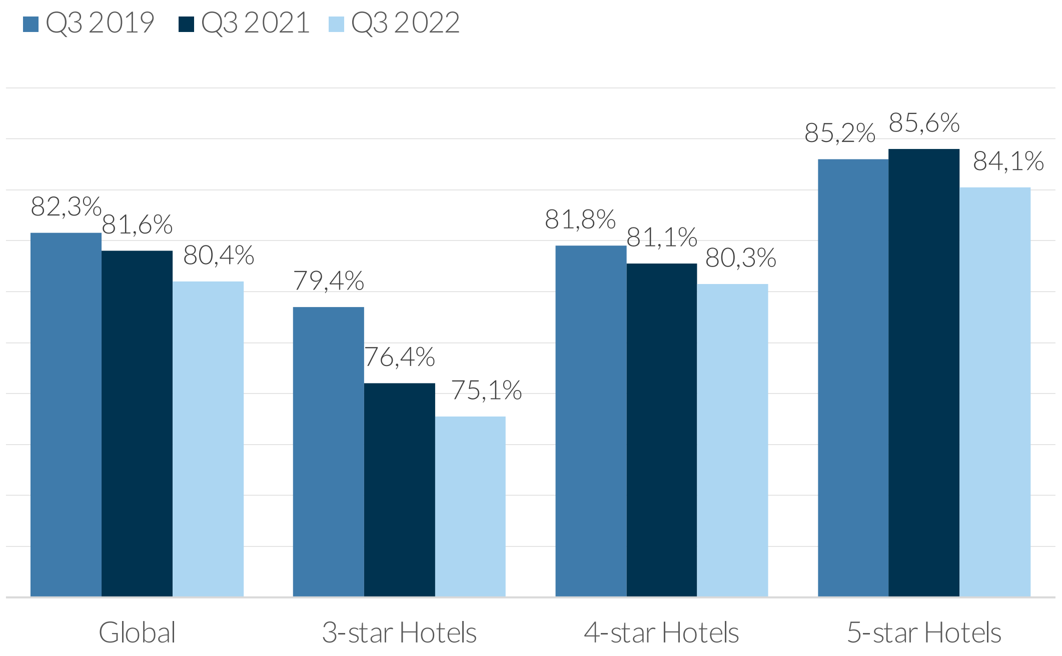


Global Department Indexes

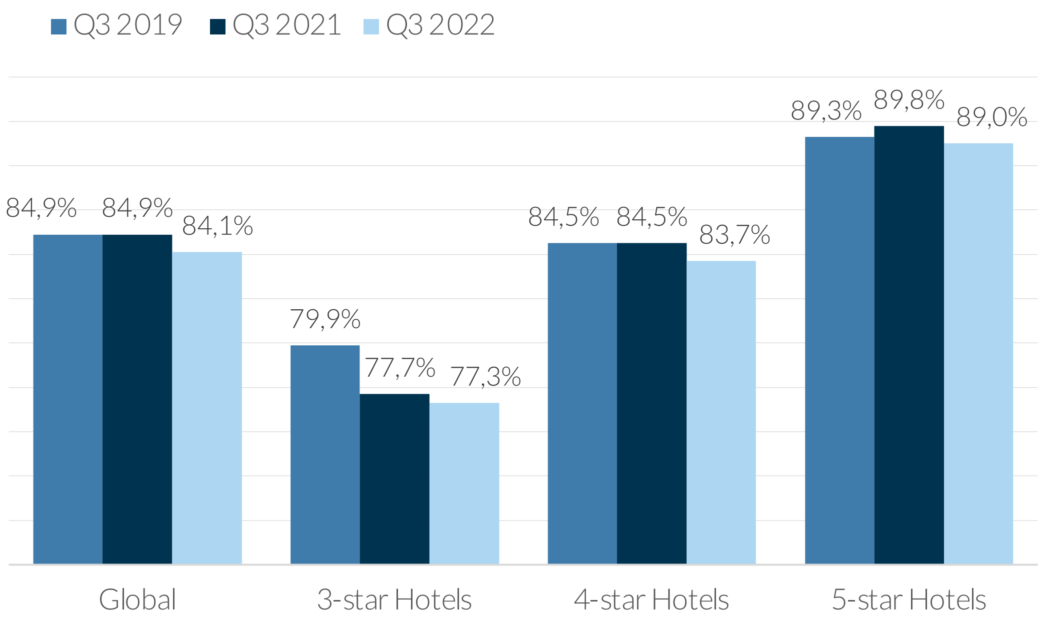
| Location



| Value



| Room



Global Semantic Analysis

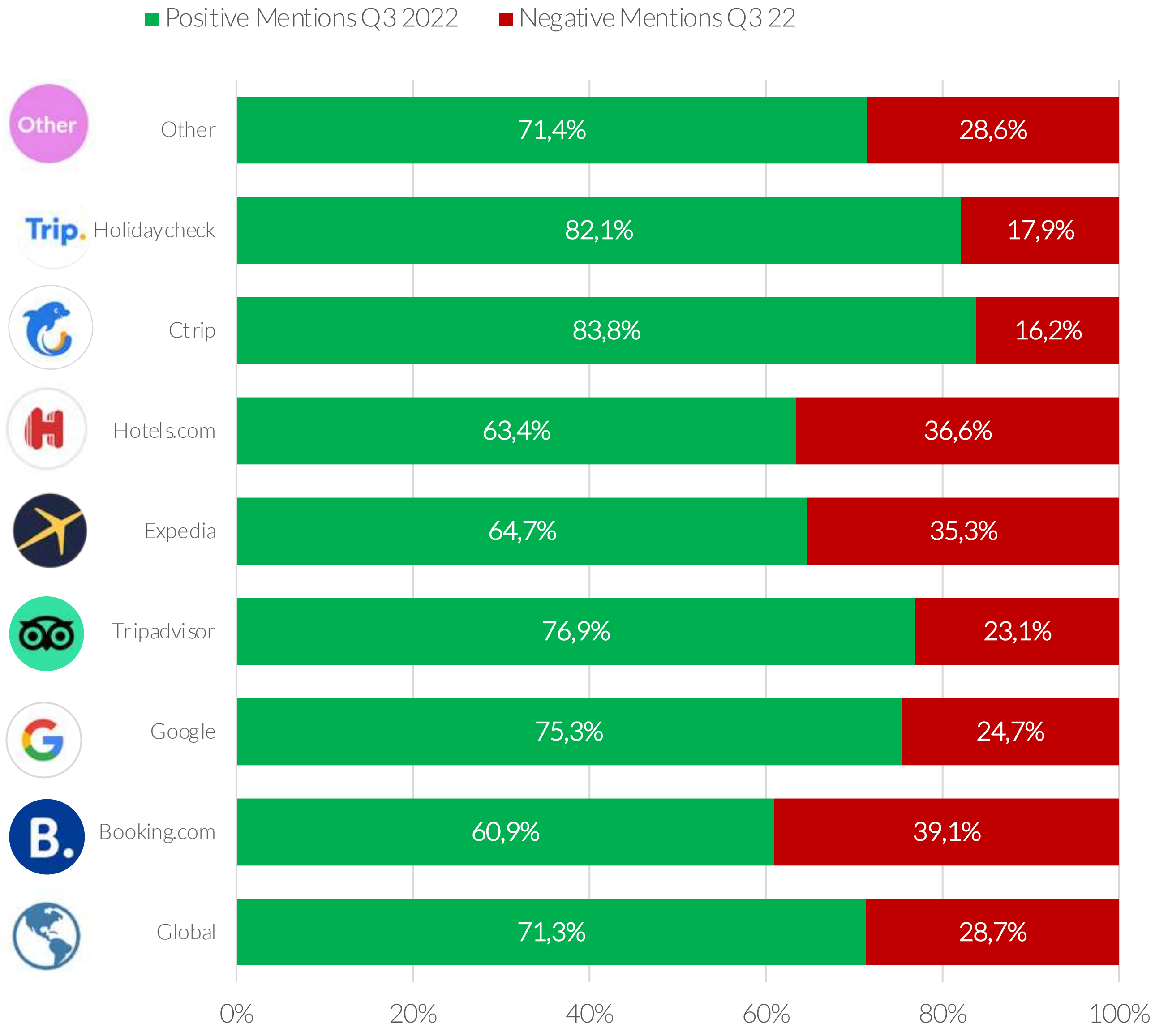
Comments in reviews provide insights into guest sentiment not offered by guest ratings. ReviewPro's Semantic Analysis tools scan review comments, group them into Categories and Concepts, and qualify the sentiment as positive or negative. This turns freeform commentary into quantifiable metrics and can be highly valuable for drilling down on strengths and weaknesses at a more granular level.

Within the global data set, ReviewPro analyzed over six million mentions in review comments posted in Q3 2022. Of these mentions, 71.3% were classified as positive and 28.7% were classified as negative.

One-third of mentions (33.1%) came from Tripadvisor reviews, whereas 28.4% came from Booking.com and 21.5% came from Google.

Booking.com generated a significantly higher proportion of negative mentions than other sources in Q3 2022, at 39.1%. Negative mentions were also high on Hotels.com (36.6% and) Expedia (35.3%).

| Q3 2022 Positive/Negative Mentions Per Source



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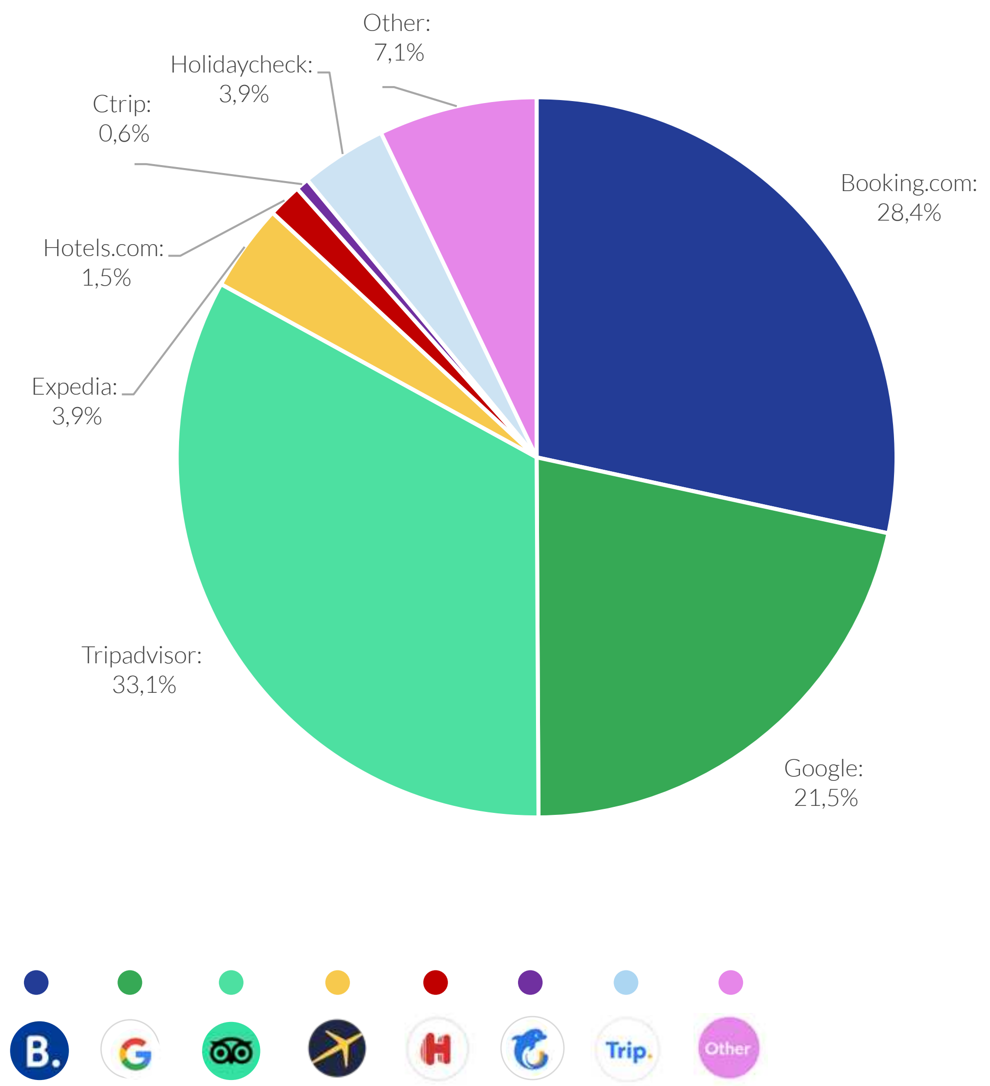
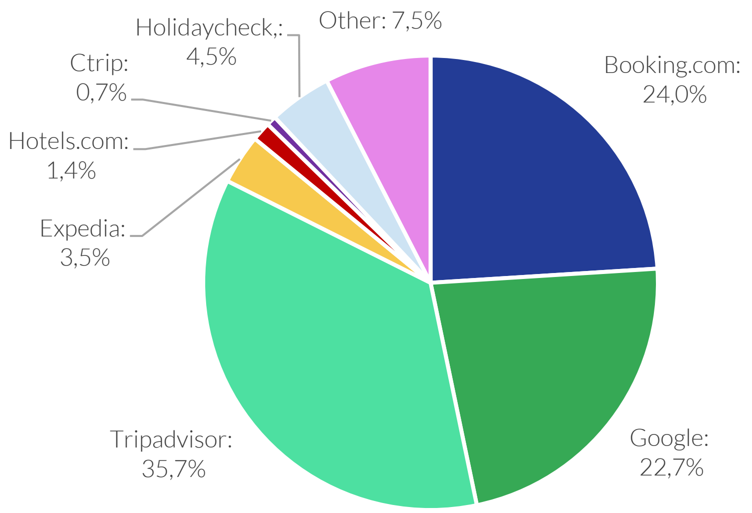
Global Semantic Analysis

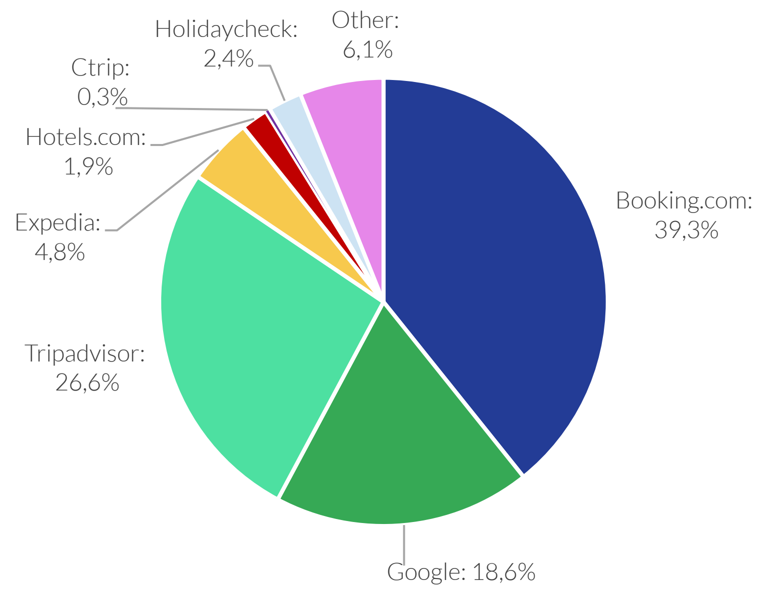
| Total Mentions by Source



| Share of Positive Mentions by Source



| Share of Negative Mentions by Source



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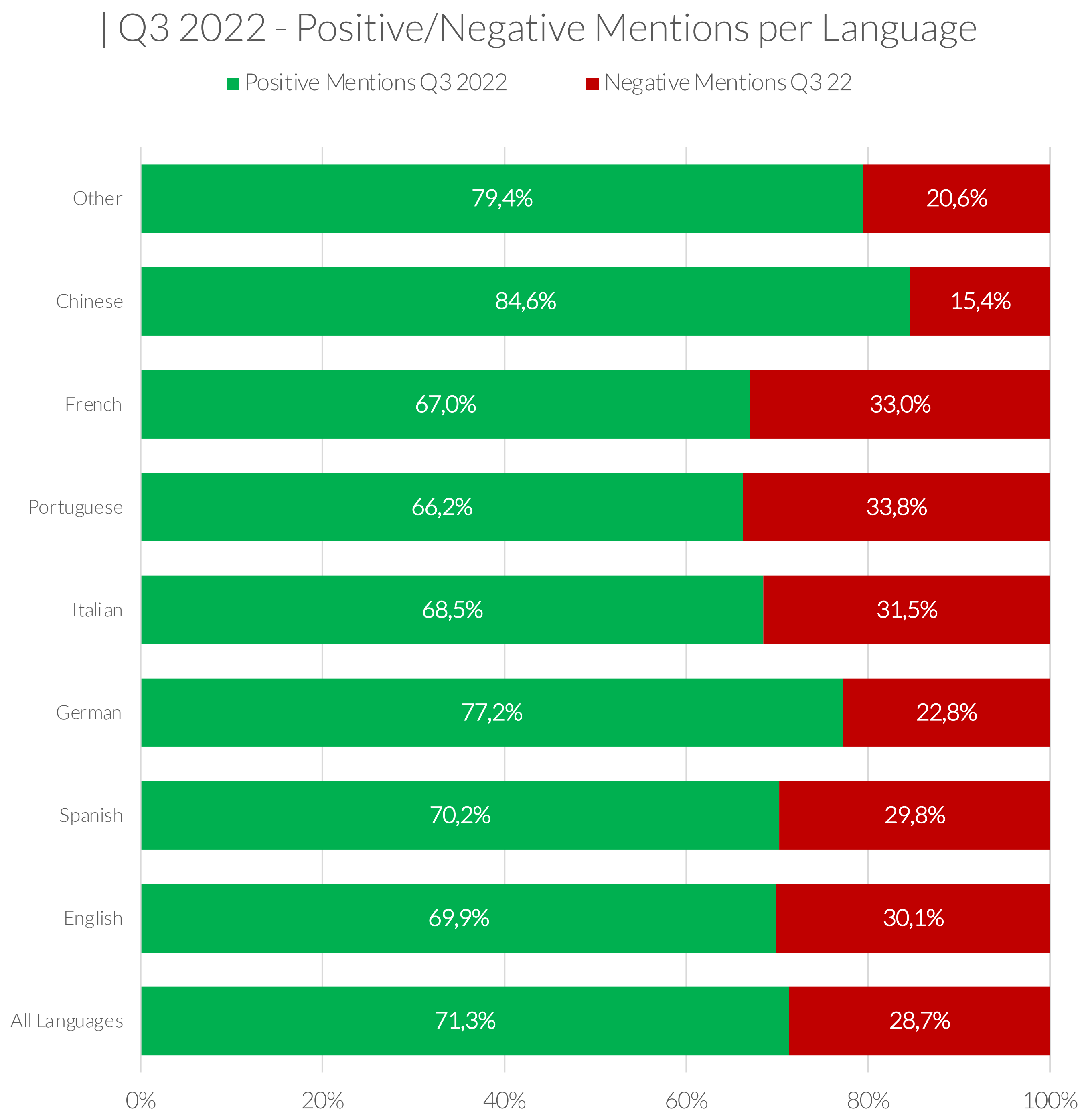
Global Semantic Analysis

Here we break down mentions in review comments by language.

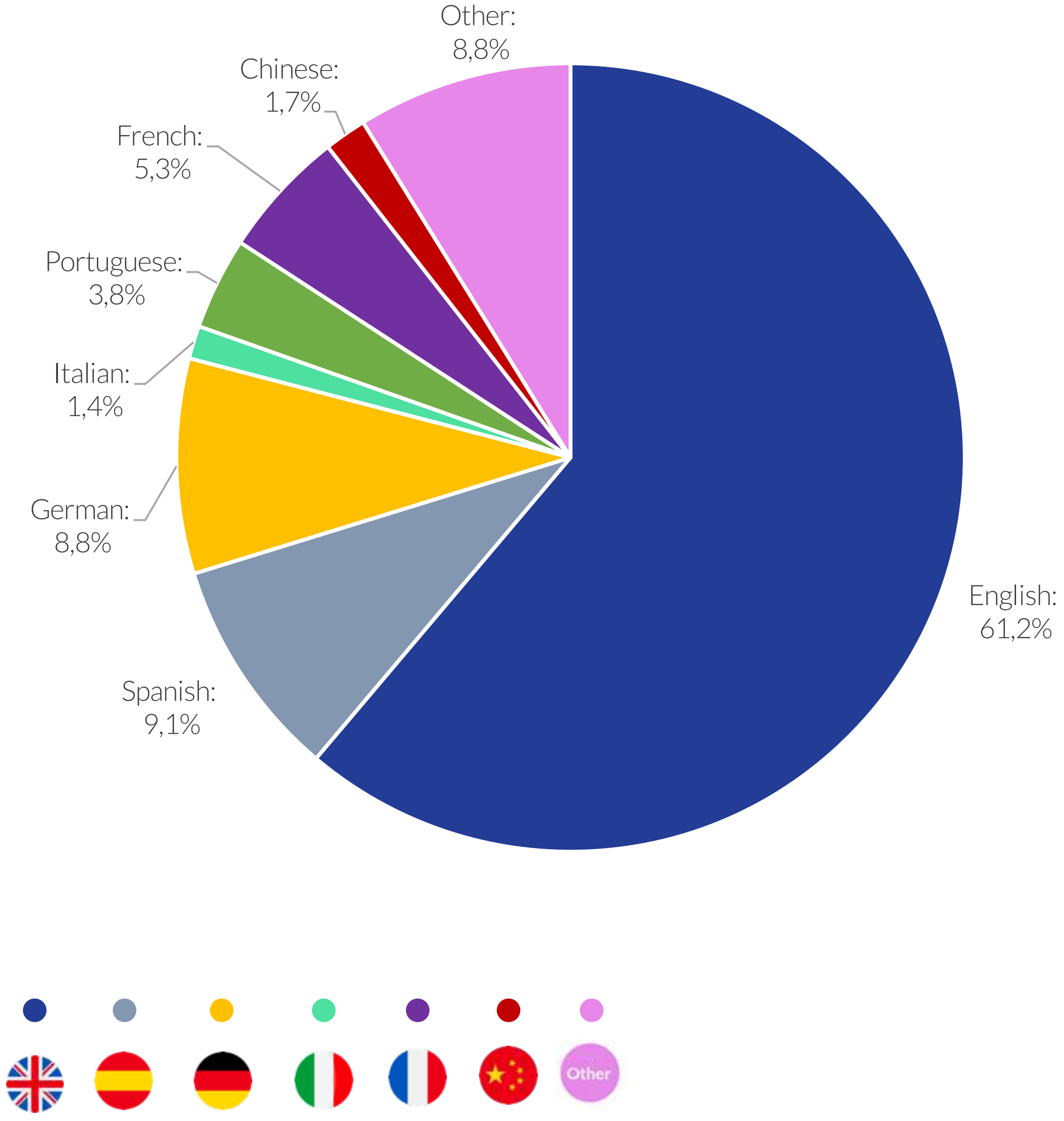
Of the over six million review mentions, the majority (61.2%) were in English, whereas 9.1% were in Spanish and 8.8% were in German.

Of the major languages, the highest proportion of negative mentions in Q3 2022 were written in Portuguese (33.8%), followed by French (33.0%) and Italian (31.5%). The highest proportion of positive mentions were written in Chinese (84.6%) and German (77.2%).

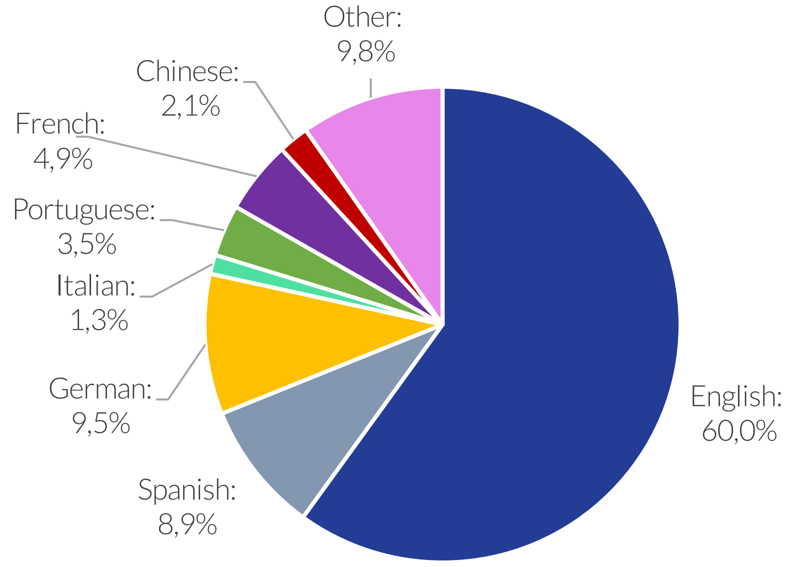


Global Semantic Analysis

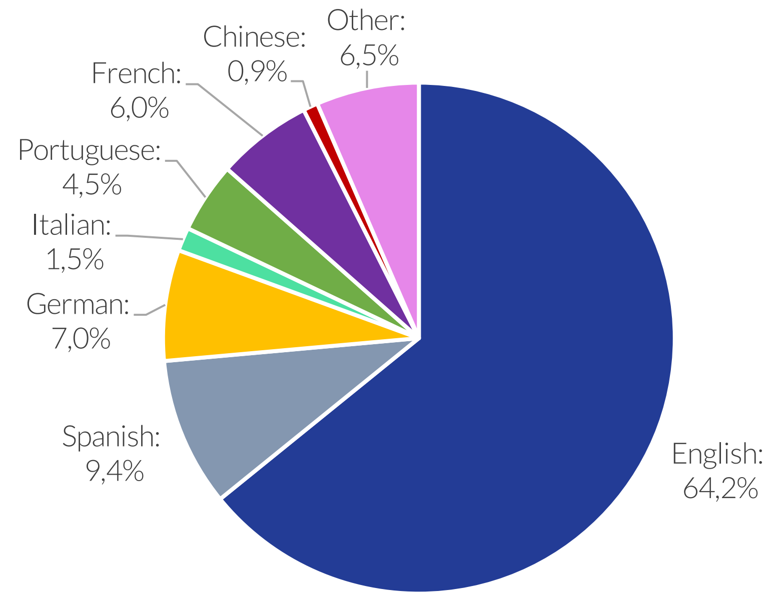
| Total Mentions by Language



| Share of Positive Mentions by Language



| Share of Negative Mentions by Language



Global Top 5 Categories Affecting GRI™

ReviewPro's Semantic Analysis tools quantify the impact of Categories in review comments on the Global Review Index™. Here we identify the Top 5 Positive and Negative Categories. This information helps hoteliers prioritize areas that are having the highest impact on overall guest satisfaction.

Within the global data set, the *Experience* category had the highest positive impact on the GRI™ in Q3 2022, driving it up by +1.0 points. Next was *Staff* at +0.7, followed by *Service* at +0.5, *Food & Drinks* at +0.4, and *Cleanliness* at +0.4

The *Room* category had the highest negative impact on the GRI™, driving it down by -2.5 points. *Cleanliness* also had a significant negative impact of –1.9 points, followed by *Establishment* at –1.6, *Food & Drinks* at 1.5, and *Experience* at -1.3. Note that some categories such as *Experience* and *Cleanliness* had both a negative and positive impact on the GRI™.

Did staffing shortages and cost-cutting measures like delayed maintenance work and capital upgrades have an impact on guest sentiment in the quarter, which in turn drove down overall review scores?

Positive		Negative	
Experience	1.0	Room	-2.5
Staff	0.7	Cleanliness	-1.9
Service	0.5	Establishment	-1.6
Food & Drinks	0.4	Food & Drinks	-1.5
Cleanliness	0.4	Experience	-1.3

Global Management Responses

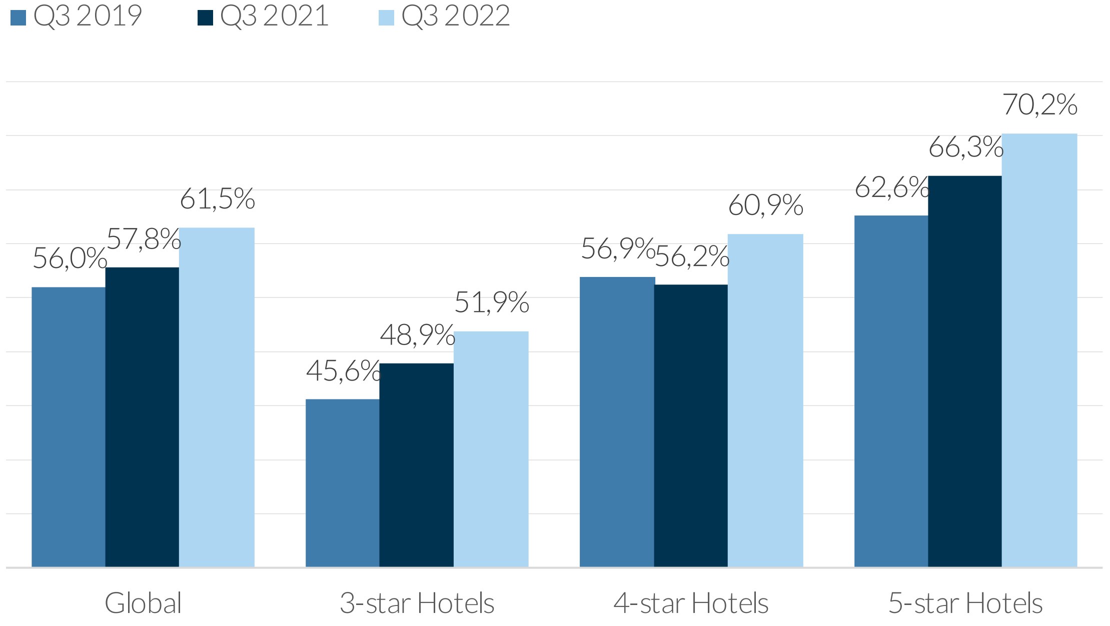
Here we analyze management responses to 'respondable reviews' – reviews from sources that permit management responses and include comments with ratings. Ratings-only reviews are not included in the calculations.

By responding to reviews, hoteliers show travelers that they're listening and are committed to guest satisfaction. Even when reviews are negative, **a thoughtful response can make travelers more likely to book a property, according to Tripadvisor**[1].

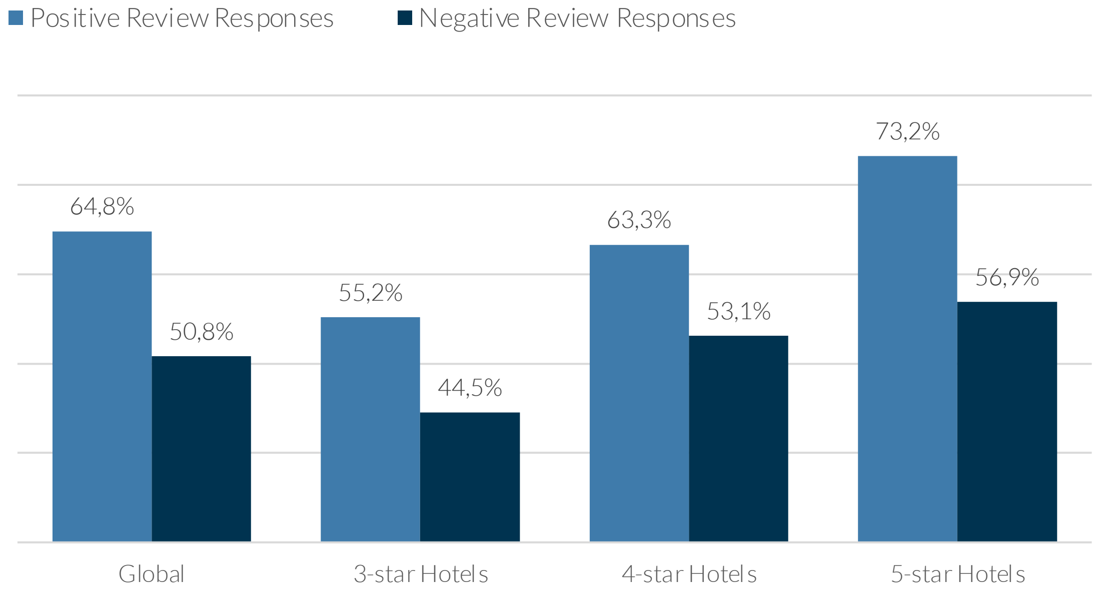
Despite staffing shortages and high occupancy levels, hotels in the global data set managed to respond to 61.5% of reviews in Q3 2022, **an increase of 5.5 points over Q3 2019.** Five-star hotels responded to 70.2% of reviews, whereas 4-star hotels responded to 60.9% and 3-star hotels responded to 51.9%.

For all star segments combined, 64.8% of positive reviews received a response whereas only 50.8% of negative reviews received a response. **This goes against the conventional wisdom that negative reviews should be the priority.**

| Management Responses Per Category



| Positive/Negative Review Responses Per Category



[1]Tripadvisor, 77% of Travelers More Likely to Book When Business Owners Respond to Reviews. December 2019.

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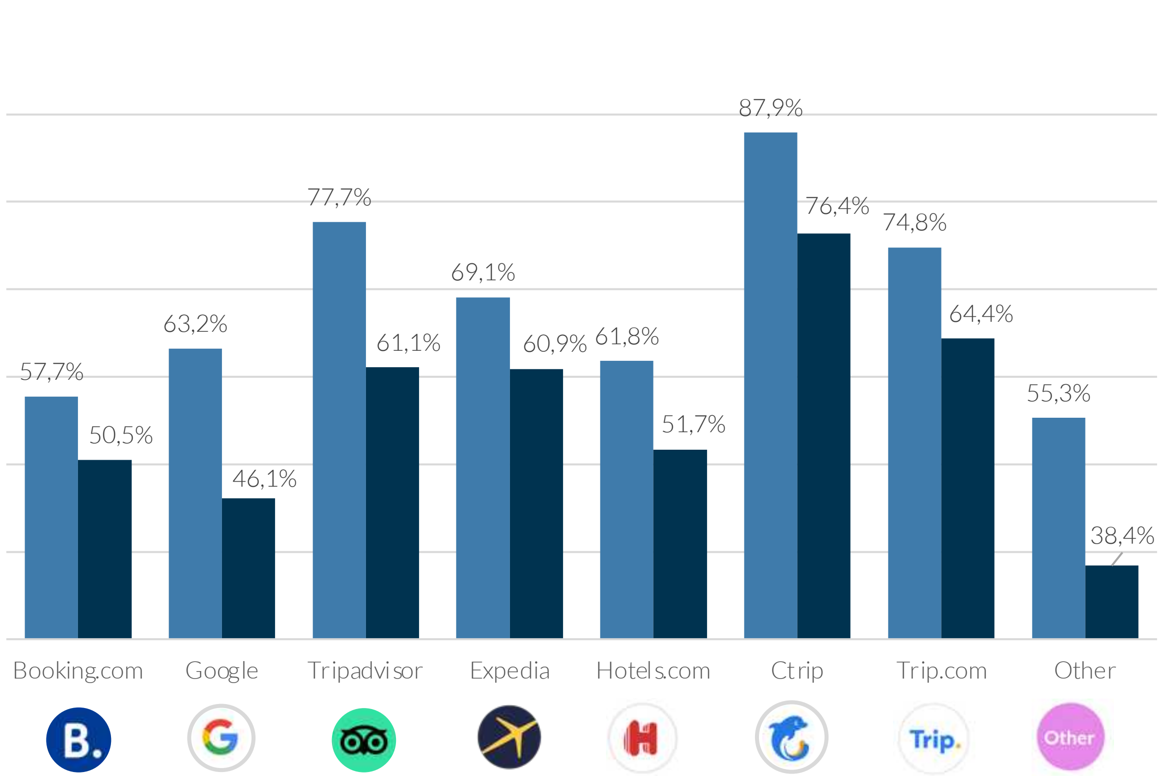
Global Management Responses

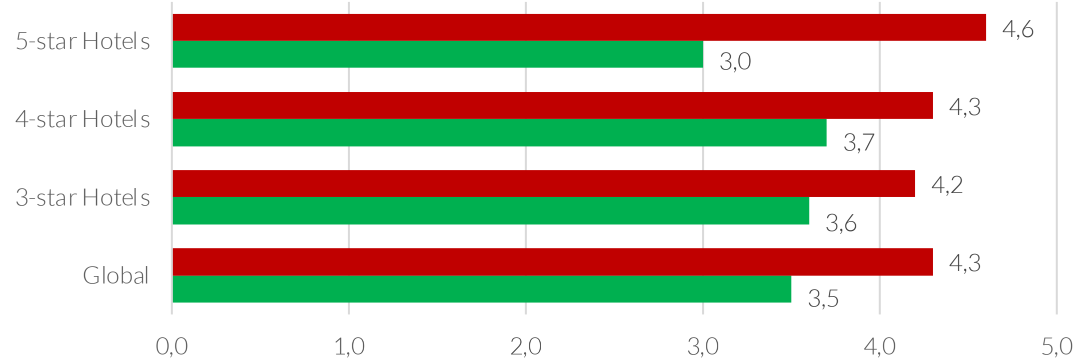
Hotels responded to a higher proportion of reviews on Ctrip than any other major review sources, at 87.9% of positive reviews and 76.4% of negative reviews. Next came Tripadvisor, at 77.7% of positive reviews and 61.1% of negative reviews. Booking.com received the lowest response rate, at 57.7% of positive reviews and 50.5% of negative reviews.

For all sources combined, hotels responded to negative reviews in 3.5 days on average and to positive reviews in 4.3 days on average. Of the major review sources, Booking.com received the quickest responses to negative reviews (3.5 days) and Tripadvisor received the slowest responses (5.2 days).

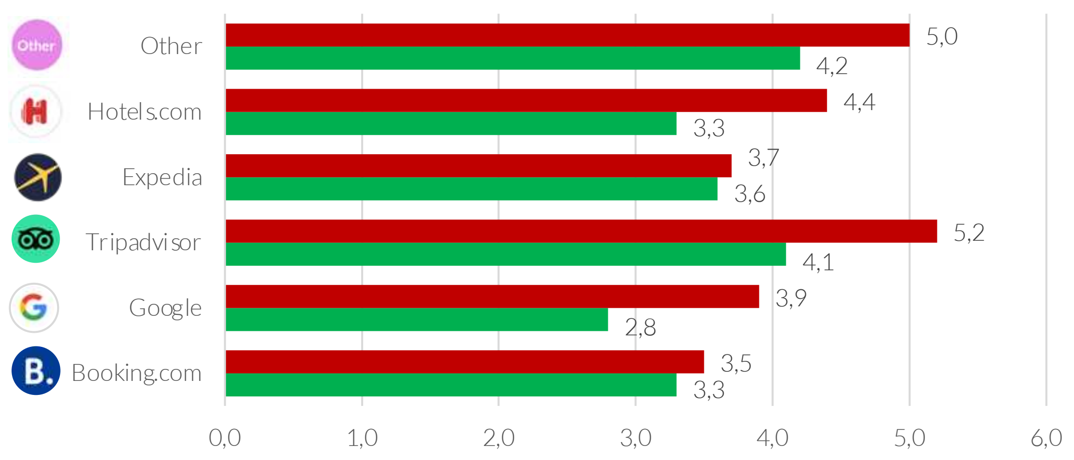
| Positive/Negative Review Responses Per Source



| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)



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Regional Data

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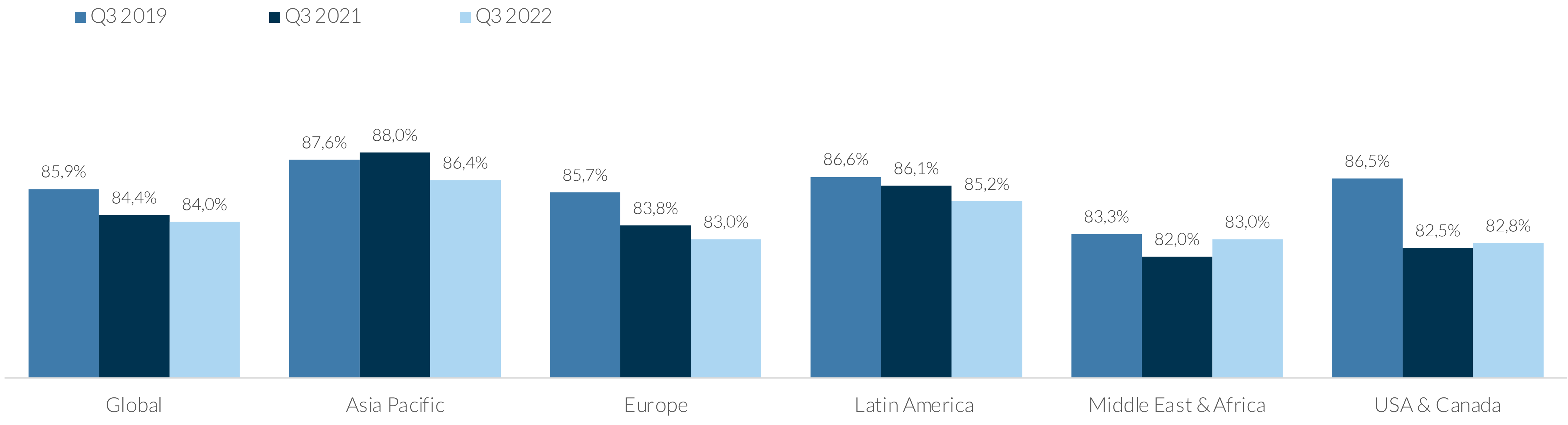
Key Review Performance Metrics by Region

In the following sections we break down review performance by five geographical regions: Asia Pacific, Europe, Latin America & Caribbean, Middle East & Africa, and North America. Within each region, we also break down performance by three main star segments: 3-star hotels, 4-star hotels, and 5-star hotels.

As observed in our Q1 and Q2 2022 reports, in Q3 there were significant variances in traveler sentiment across regions. All regions have experienced significant declines in the Global Review Index™ since prior to the pandemic. The only exception is the Middle East & Africa region, where hotels almost fully restored their pre-pandemic GRI™ in the third quarter of 2022. North American hotels experienced the sharpest decline, losing 3.7 points over 2019, and had the lowest GRI™ of all five regions. Europe also experienced a significant decline of 2.7 points. The Asia Pacific region can boast the highest overall review score of 86.4%.

For more detailed data, see the tables in the Global and Regional References sections at the end of the report.

| GRI™ Metrics Across Regions



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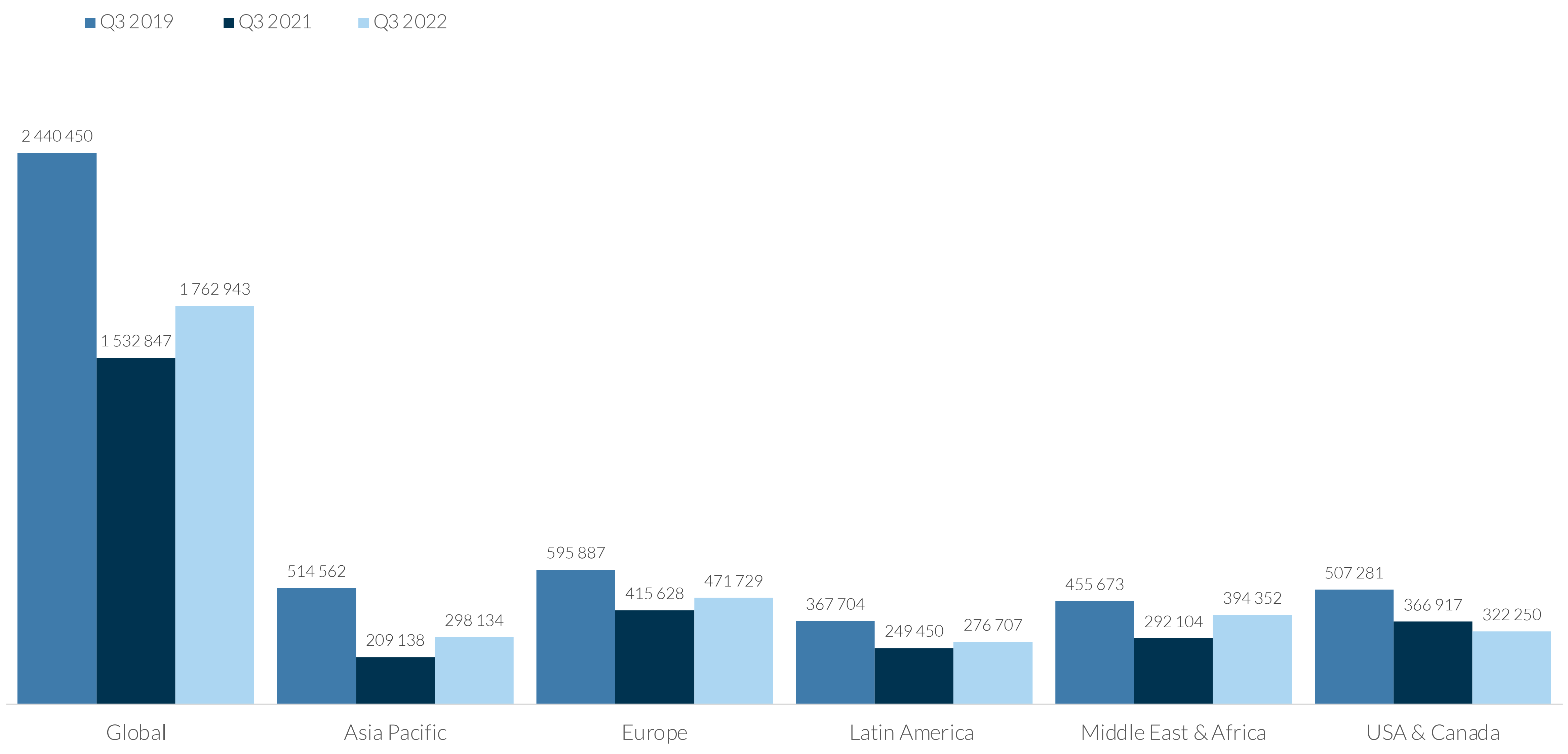
Key Review Performance Metrics by Region

| Review Volume Across Regions



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Asia Pacific

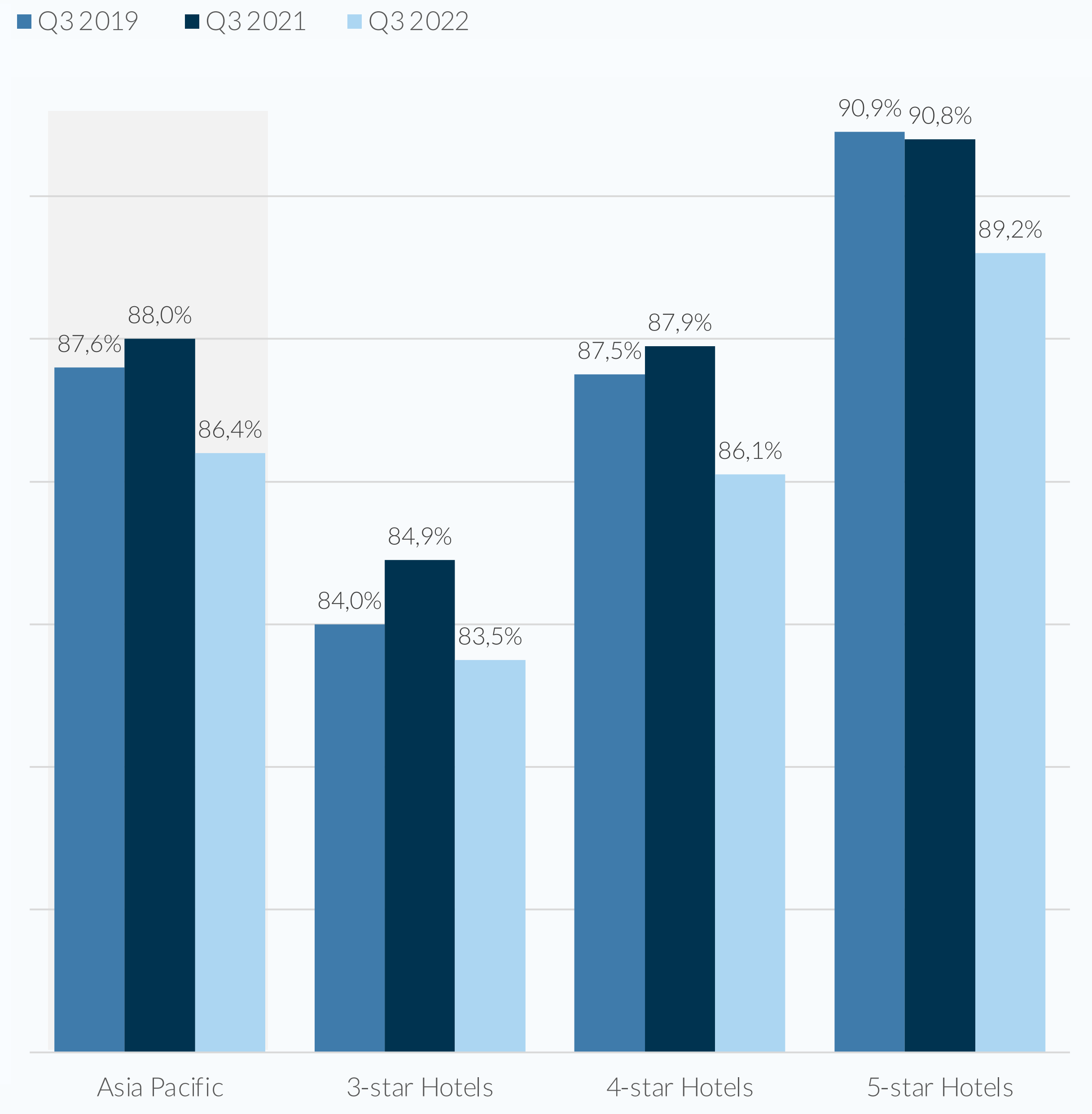
Asia Pacific Global Review Index™ (GRI™)

In the third quarter of 2022, recovery in Asia Pacific was tempered by continued border restrictions in some countries that impeded travel.

In contrast to the bounce-back in other regions, inbound traveler volume in the Asia Pacific region is forecasted to be 77% below 2019 levels in 2022[1]. In Japan, tight border restrictions that kept tourists out of the country were not relaxed until October. In Australia, New Zealand, and other countries, travel restrictions have eased but dependence on Chinese travelers has softened demand. And in China, which accounted for 23% of inbound travel in the Asia-Pacific region in 2019, strict travel restrictions are still in place, essentially closing the border to inbound and outbound travelers.[2]

One silver lining is hotels in the Asia Pacific region have managed to earn the highest Global Review Index™ of the five global regions. However, after showing a slight increase in GRI™ from Q3 2019 to Q3 2021, the region fell by 1.6 points in Q3 2022. The pattern was relatively consistent across star segments.

| Asia Pacific Global Review Index™ (GRI™)

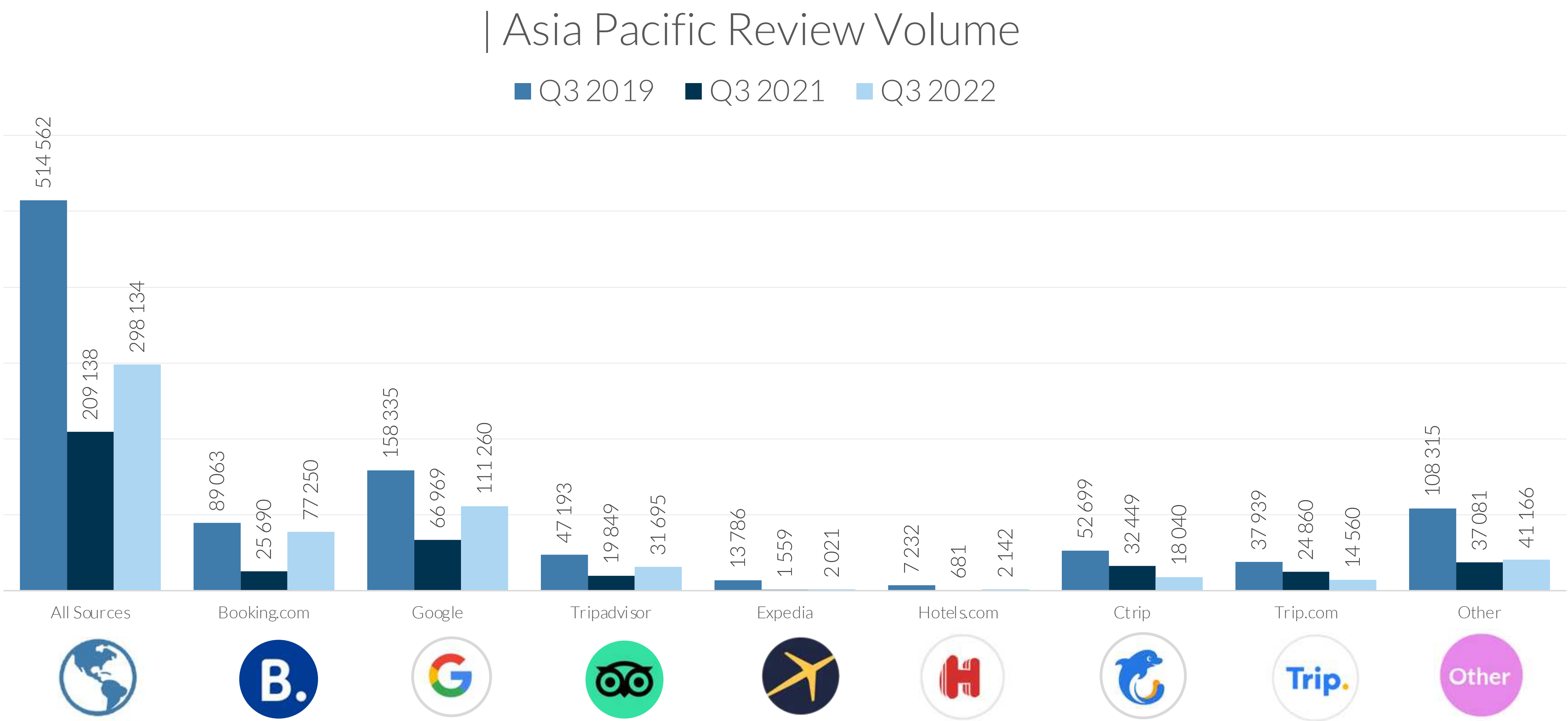


1STR. STR-TE Market Forecast Assumptions. September 2022.
2STR. STR-TE Market Forecast Assumptions. August 2022.

Asia Pacific Review Volume

The slow pace of recovery in the Asia Pacific region was apparent in the weak review volume in Q3 2022, which increased by 42.6% compared to Q2 2021 but was still 42.1% lower than Q2 2019 volume.

All major review sources were down significantly relative to Q3 2019. Expedia lost 85.3% in review volume, and Hotels.com lost 70.4%. Ctrip was down by 65.8%, and Trip.com was down by 61.6%. Only Booking.com fared relatively well, losing 13.3% of reviews from 2019 to 2022 but showing **an increase of 200.7% from 2021 to 2022.**

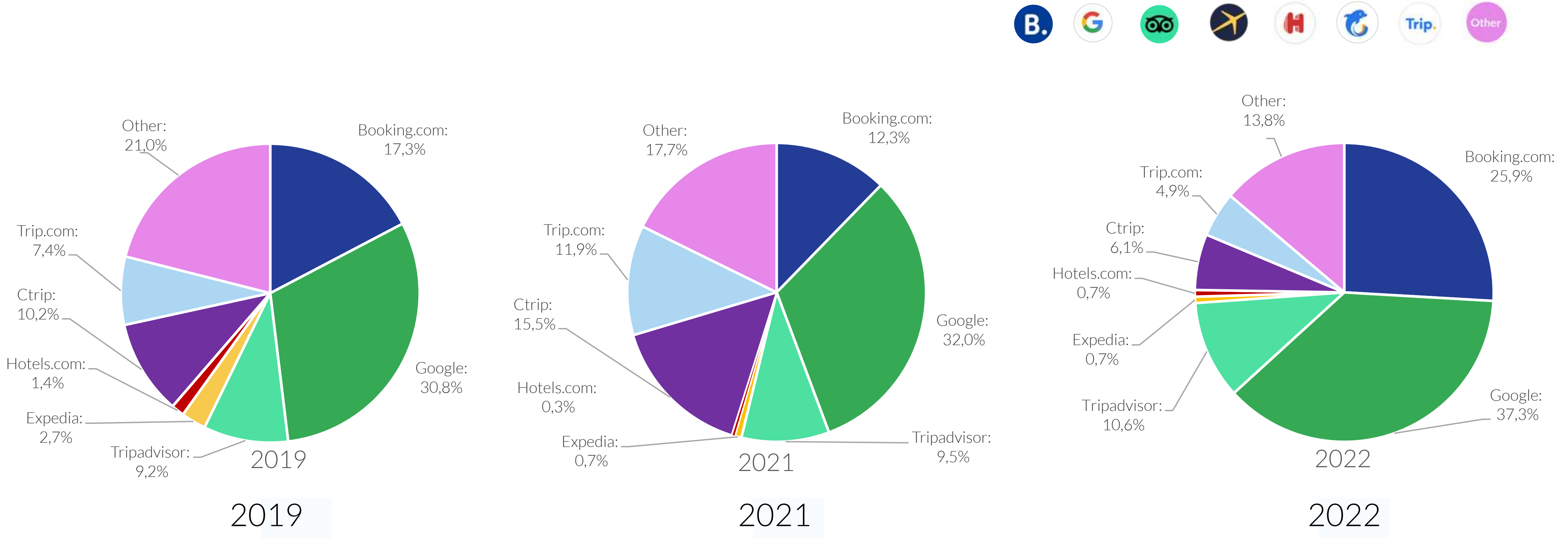


Asia Pacific Share of Reviews Per Source

In a break from the pattern observed in other regions, in which Booking.com dominated review market share, in the Asia Pacific region Google held the dominant position, generating 37.3% of reviews in Q3 2022. This was an increase of 6.5 points over Q3 2019.

However, Booking.com grew its review market share by 8.6 points during the same period, generating 25.9% of review volume in the region in Q3 2022. Tripadvisor represented 10.6% of market share, whereas Expedia and Hotels.com represented only 0.7% each.

| Share of Reviews Per Source

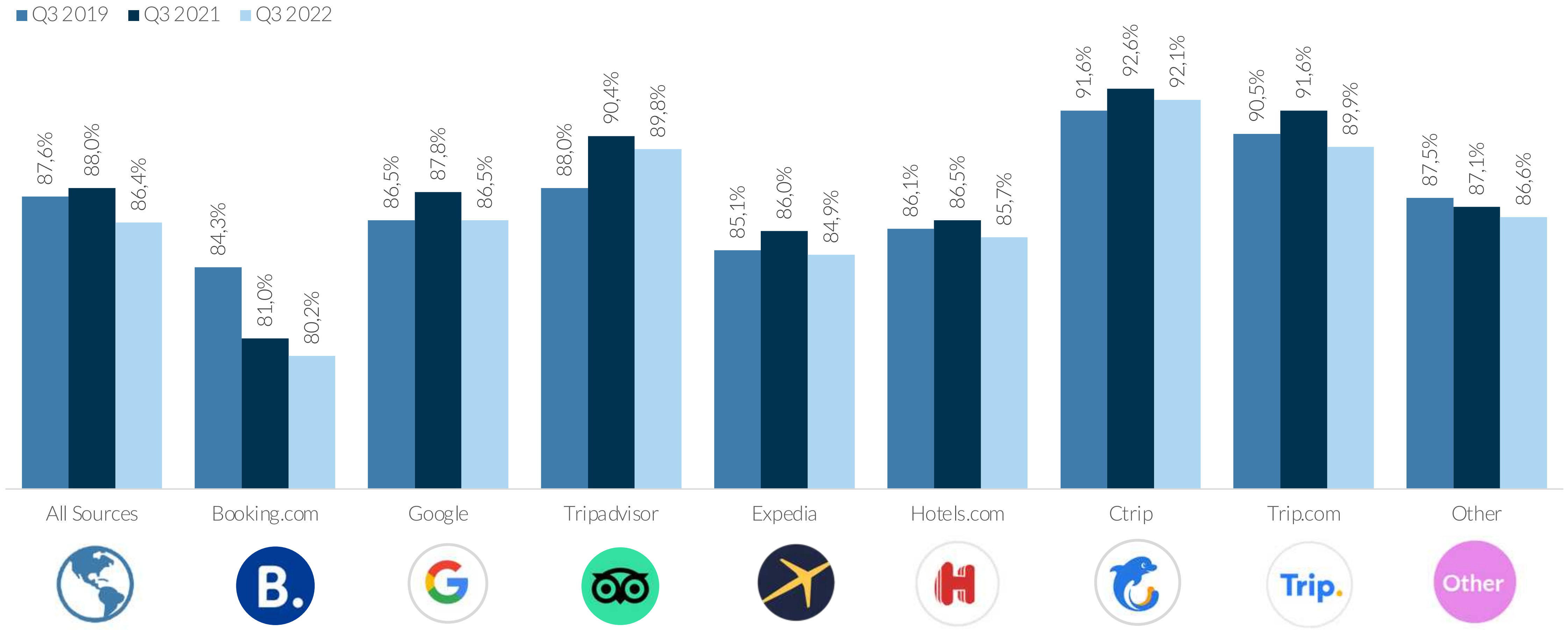


Asia Pacific Review Source Indexes

The variance in Source Indexes, or review scores by source, between the top two review sources in the Asia Pacific region was quite significant in Q3 2022, and the divide has grown over time. Whereas Google's Source Index was 86.5% in the quarter, Booking.com's Source Index was only 80.2%.

Booking.com's Source Index fell by 4.1 points from Q3 2019 to Q3 2022, whereas Google's index stayed flat. Tripadvisor's Source Index increased by 1.8 points during the same period. At 89.8%, Tripadvisor's Source Index for the region was much higher than the global average of 82.9%. The indexes for all other major review sources either fell slightly or stayed relatively flat.

| Asia Pacific Global Review Index™ Per Source



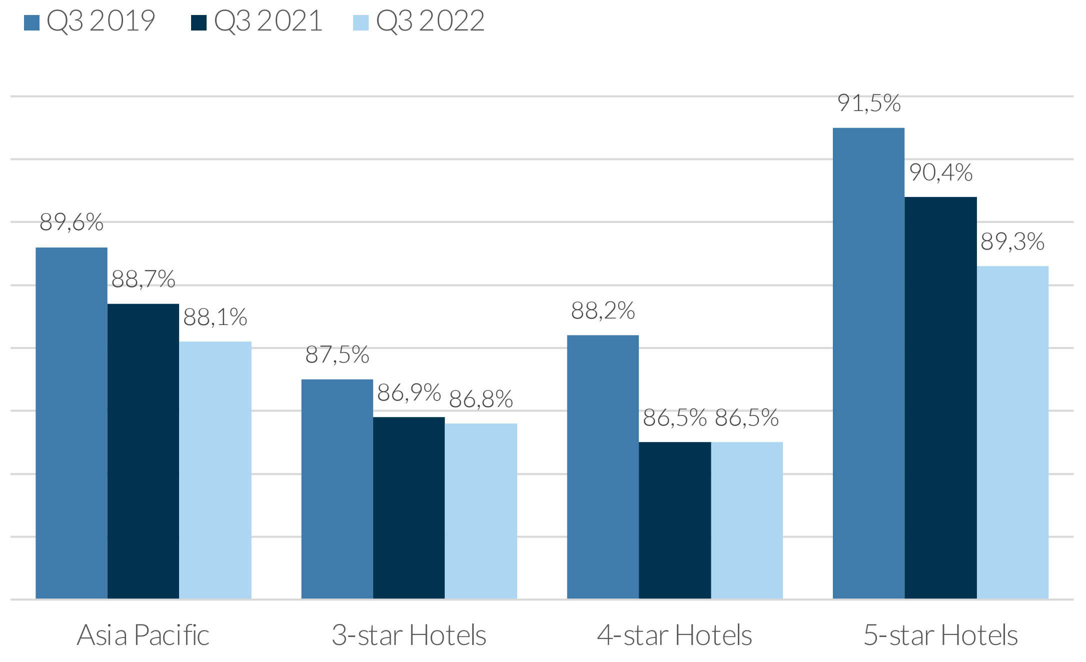
Asia Pacific Department Indexes

Upon examining review scores by department within our data set of hotels in the Asia Pacific region, we observe that the top Department Indexes fell in Q3 2022 compared to both Q3 2019 and Q3 2021.

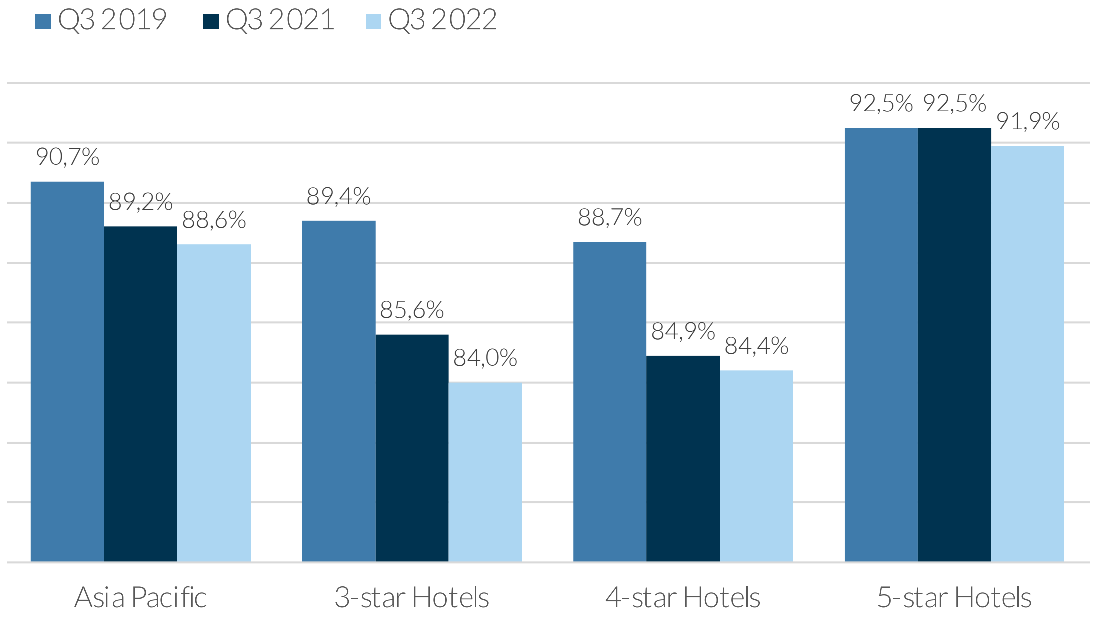
The only exception was the *Room* Index, which stayed flat from 2019 to 2022. The largest decrease came from the *Cleanliness* Index, which fell by 2.1 points. The *Value* Index fell by 1.6 points, and the *Service* Index fell by 1.5 points.

Notably, the 3-star segment was an outlier in some departments, managing to increase its *Value* Index by 1.9 points and its *Room* Index by 2.6 points.

| Service

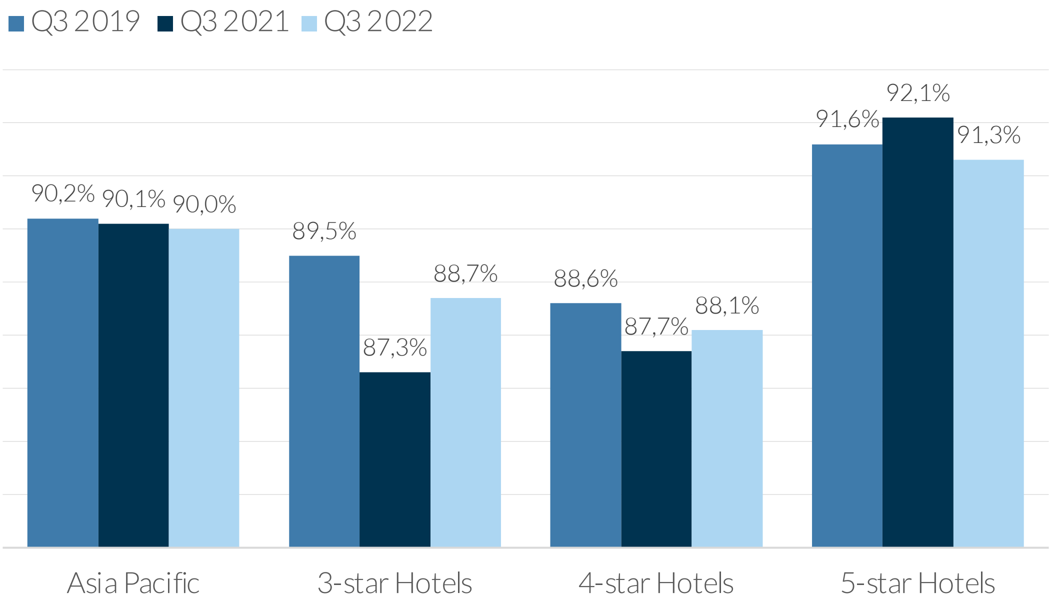


| Cleanliness

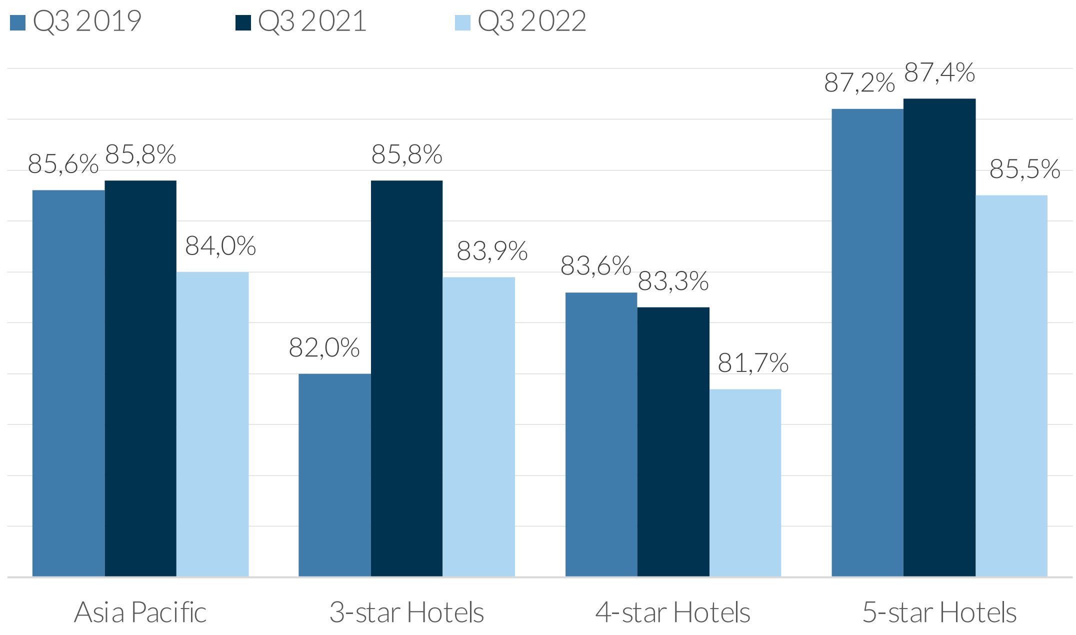


Asia Pacific Department Indexes

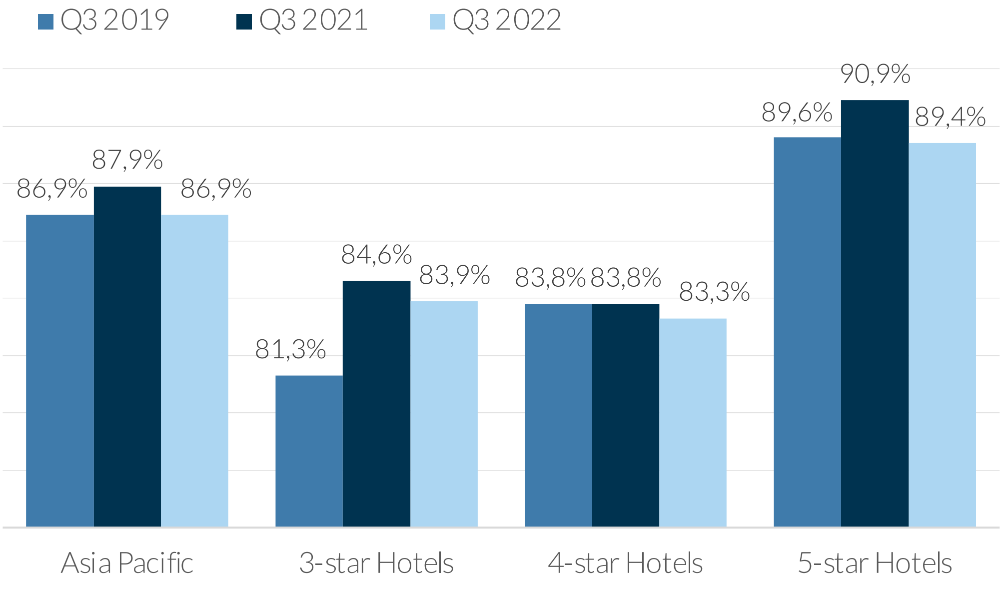
Location



Value



Room



Asia Pacific Top 5 Categories Affecting GRI™

In semantic analysis of review comments in the Asia Pacific region, the five Categories that had the biggest positive impact on the Global Review Index™ were *Service* (+0.7), *Experience* (+0.7), *Staff* (+0.6), *Food & Drinks* (+0.5), and *Cleanliness* (+0.4).

The impacts were more acute in the top five Categories negatively affecting GRI™, beginning with *Room* (-1.4) and *Cleanliness* (-1.0) and followed by *Food & Drinks* (-0.8), *Establishment* (-0.8), and *Facilities* (-0.7).

The negative impacts of the *Cleanliness* and *Food & Drinks* categories on the GRI™ were partially offset by the positive impacts. **Clearly, reviewers had both positive and negative things to say about these aspects of the guest experience.**

Positive

Experience	0.7
Service	0.7
Staff	0.6
Food & Drinks	0.5
Cleanliness	0.4

Negative

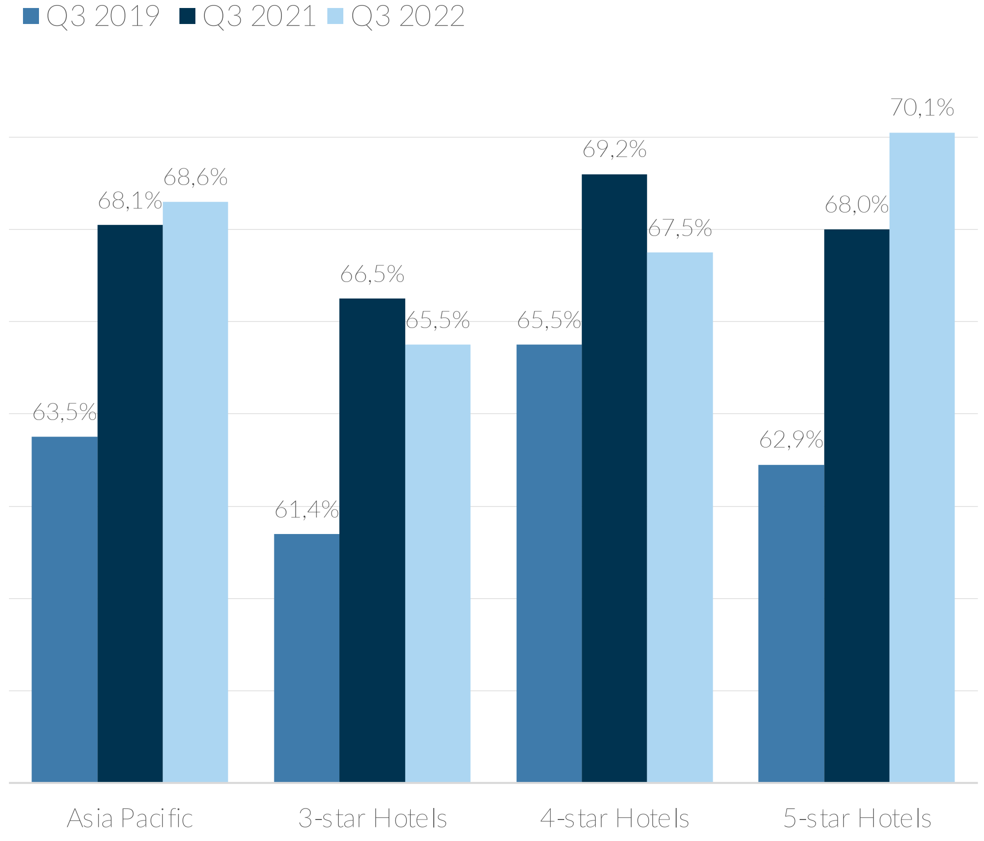
Room	-1.4
Cleanliness	-1.0
Food & Drinks	-0.8
Establishment	-0.8
Facilities	-0.7

Asia Pacific Management Responses

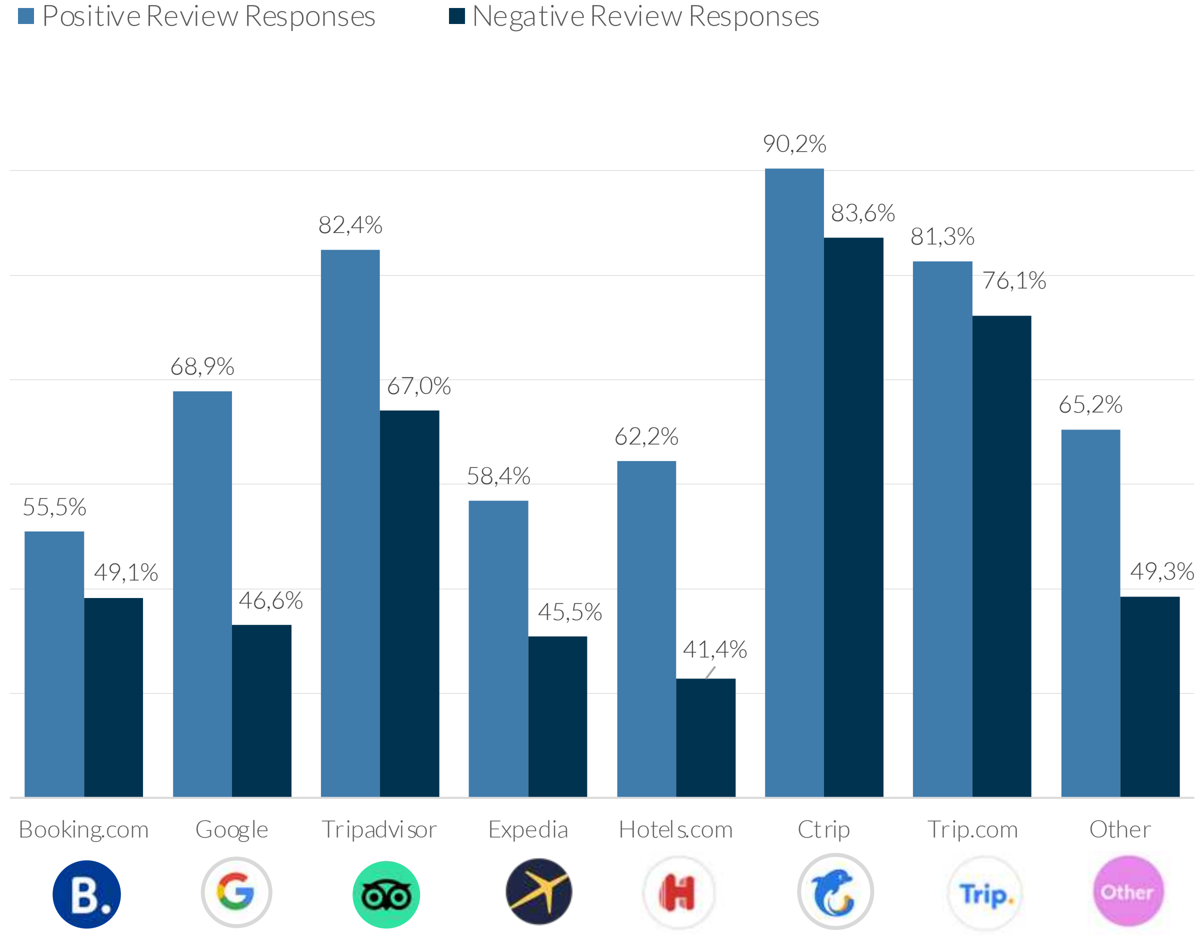
In the Asia Pacific region, the proportion of management responses to respondable reviews increased by 5.1 points from Q3 2019 to Q3 2022. The overall response rate in Q3 2022 was 68.6%, the second highest rate of the five regions. Five-star hotels responded to an impressive 70.1% of reviews, whereas 4-star hotels responded to 67.5% and 3-star hotels responded to 65.5%.

Of the major review sources, Tripadvisor received the highest response rates, at 82.4% of positive reviews and 67.0% of negative reviews.

| Management Responses Per Category

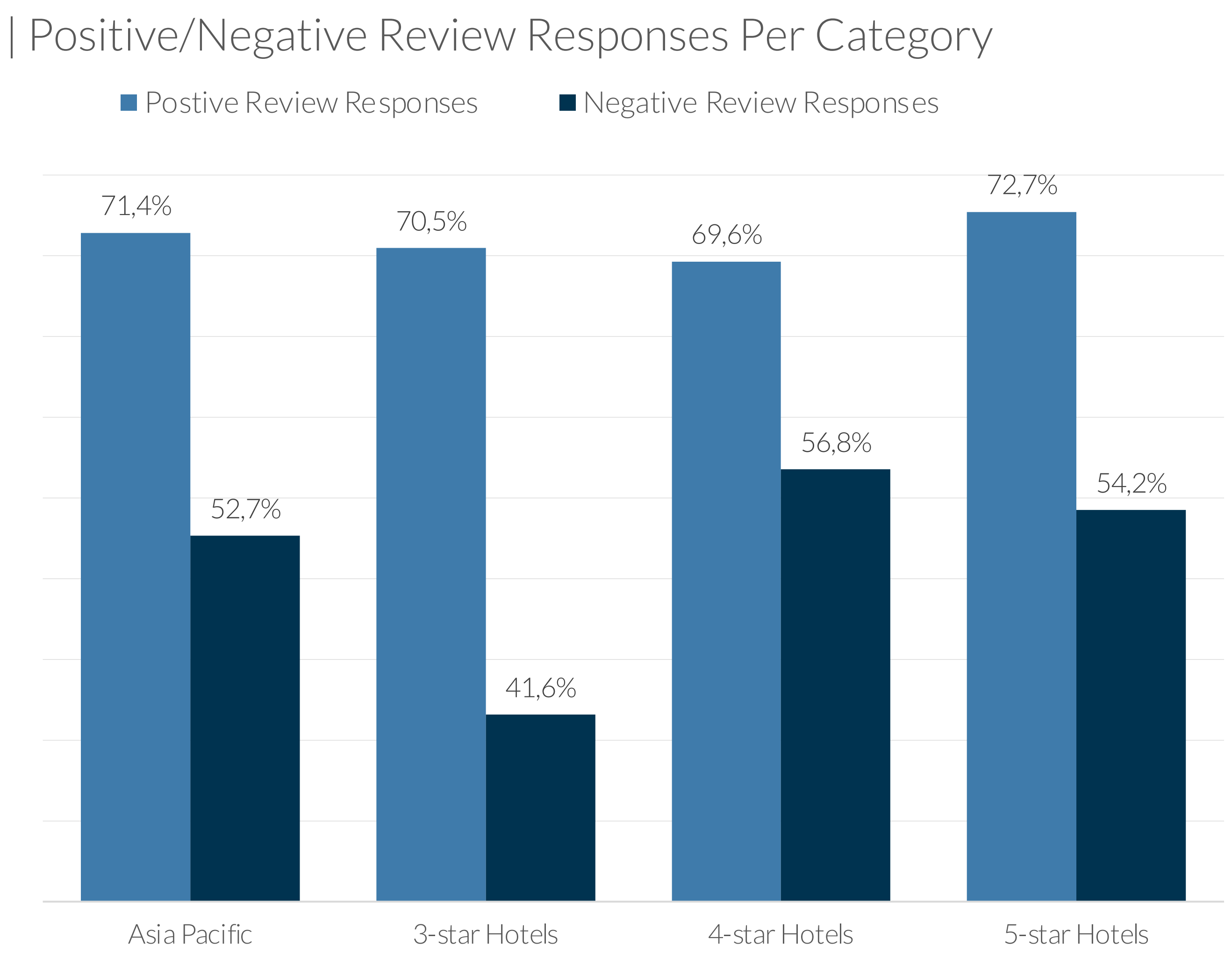


| Positive/Negative Review Responses Per Source



Asia Pacific Management Responses

Overall, hotels responded to a much higher proportion of positive reviews (71.4%) than negative reviews (52.7%), going against the recommendations of prioritizing negative reviews in a management response strategy.



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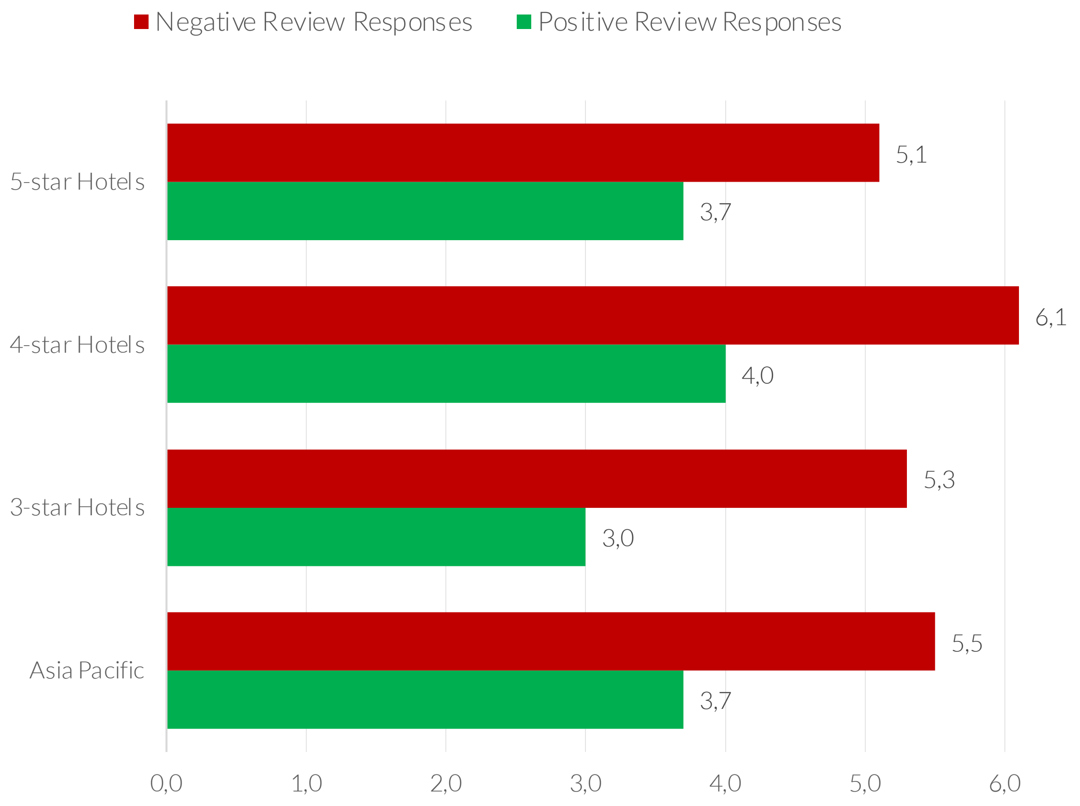
Asia Pacific Management Responses

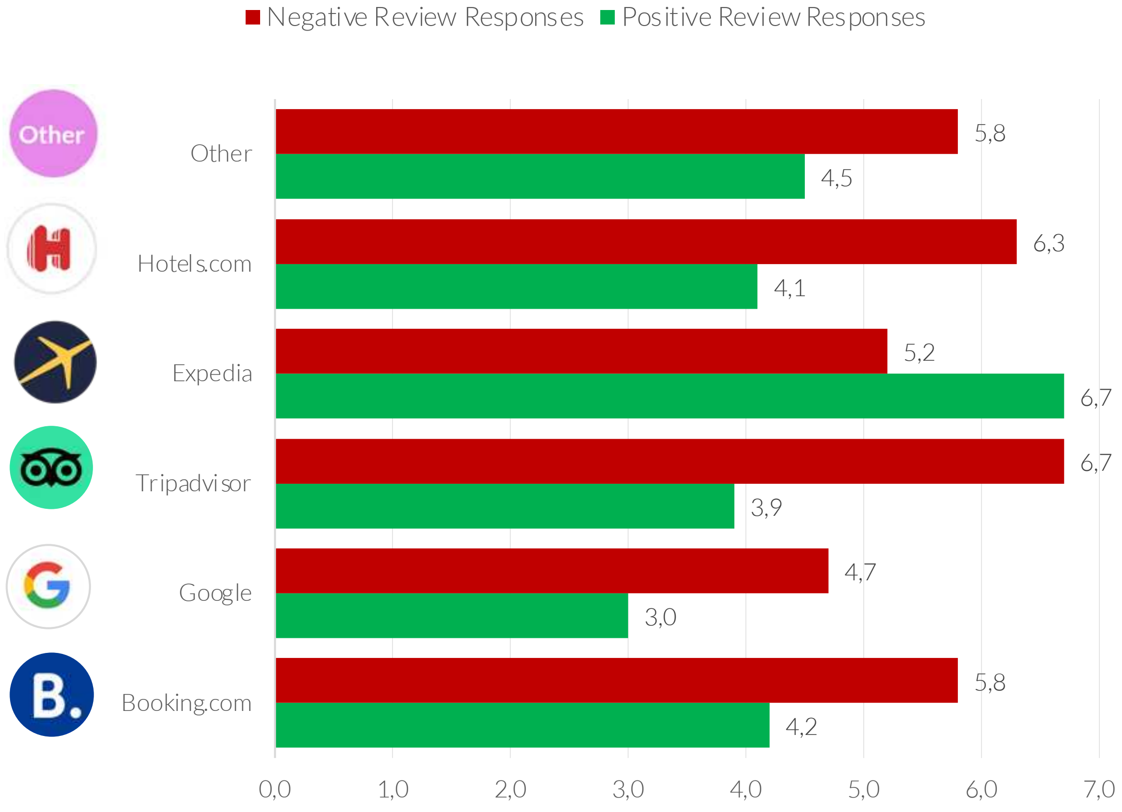
Hotels took an average of 3.7 days to respond to positive reviews and 5.5 days to respond to negative reviews.

All source were faster to respond to positive than negative reviews. This goes against our recommendations of prioritizing negative guest reviews.

| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)



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Q3

Europe

ReviewPro

Global Hotel Review Benchmark

Q3 2022

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Europe Global Review Index™ (GRI™)

Recovery was strong in Europe in the third quarter of 2022, with hotels benefiting from strong pent-up demand during the summer season and a surge in American travelers due to a strong U.S. dollar.

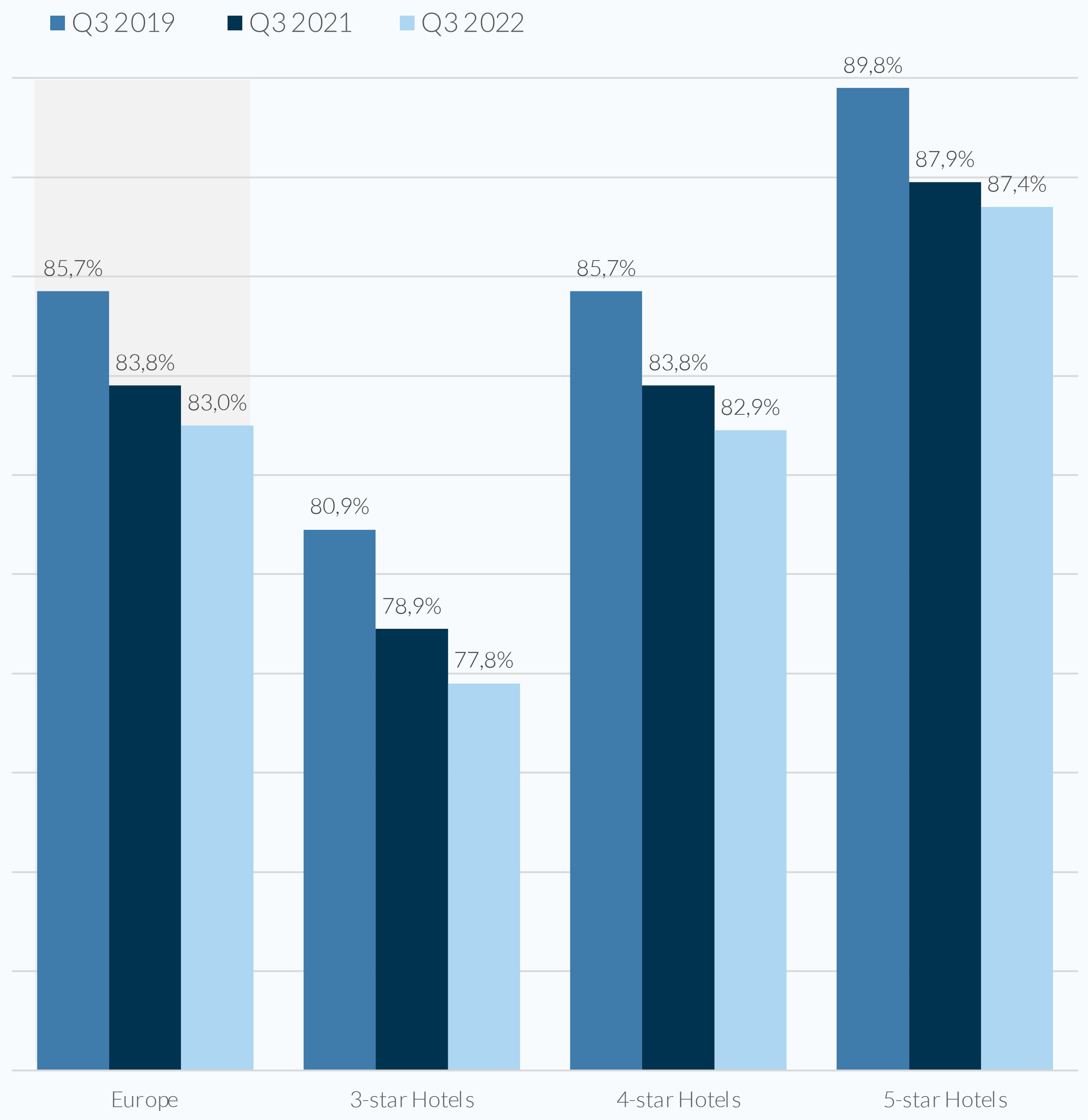
In July, Europe hotel occupancy fell just 10% short of 2019 levels. Room rates helped to compensate for the shortfall, registering at 27% higher than in July 2019, according to STR[1].

However, extreme temperatures and congestion at airports resulted in unpleasant experiences for many travelers. Meanwhile, hotels struggled to accommodate demand in the face of staffing shortages.

In Q3 2022, the Global Review Index™ for European hotels in our data set fell by 2.7 points compared to Q3 2019. At 83.0%, Europe and the Middle East & Africa region tied for the second lowest GRI™ in the quarter.

The decrease was most severe in the 3-star segment, which lost 3.1 points in GRI™. Four-star hotels lost 2.8 points, and 5-star hotels lost 2.4 points.

| Europe Global Review Index™ (GRI™)



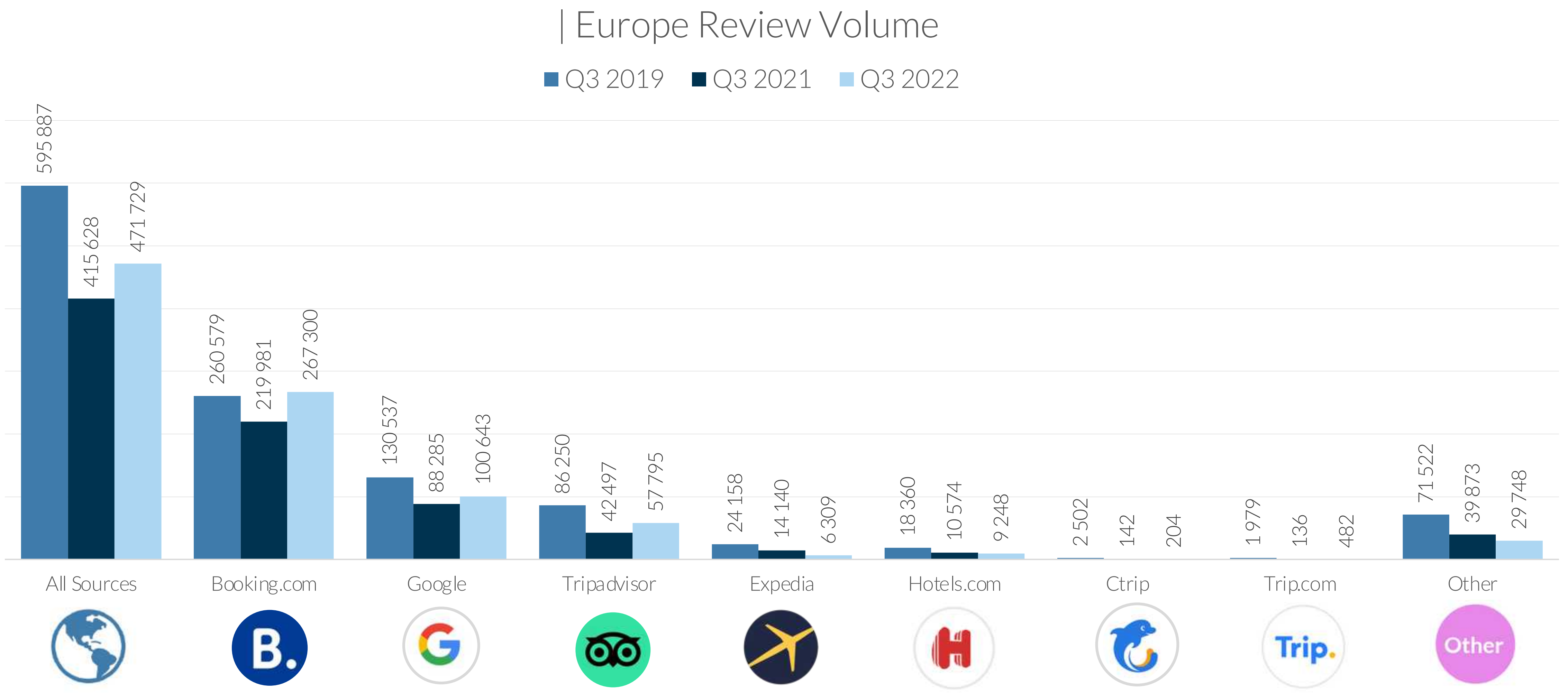
[1]STR. Europe's Key Hotel Markets Surpassed 2019 Profitability Levels in July. September 2022.

Shiji

Europe Review Volume

Reflecting the upsurge in travel, review volume increased by 13.5% in Q3 2022 relative to Q3 2021. However, volume was still 26.3% lower than in Q3 2019.

Tripadvisor showed the largest increase compared to Q3 2021, at 36.0%, but still generated 33.0% fewer reviews than in Q3 2019. Booking.com was the only major review source to increase review volume from 2019 to 2022, by a modest 2.6%. Volume for all other sources was significantly lower in Q3 2022 compared to the same period in 2019. Expedia lost 73.9% in review volume over that period, and Hotels.com lost 49.6%.

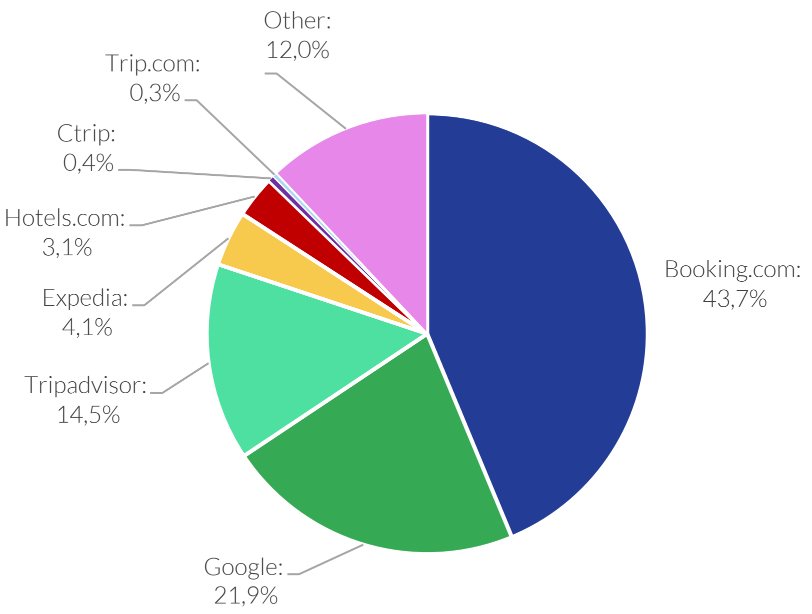


Europe Share of Reviews Per Source

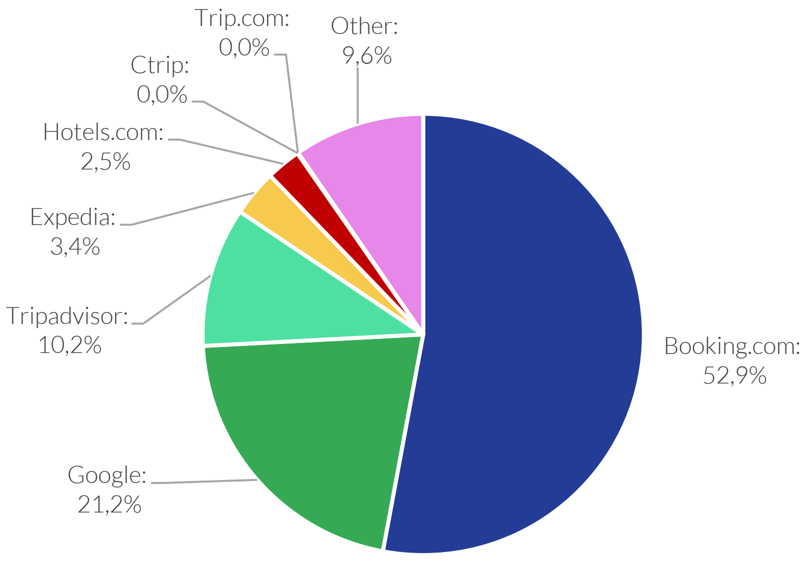
In the third quarter of 2022, Booking.com continued to dominate review market share in Europe, generating 56.7% of reviews – over half of all reviews. Since Q3 2019, the OTA has grown its market share by 12.9 points.

All other major review sources experiences minor declines from 2019 to 2022. Google generated 21.3% of review volume in Q3 2022, considerably lower than its global volume of 29.4%. Expedia represented only 1.3% of review market share in Europe during the quarter, and Hotels.com represented only 2.0%.

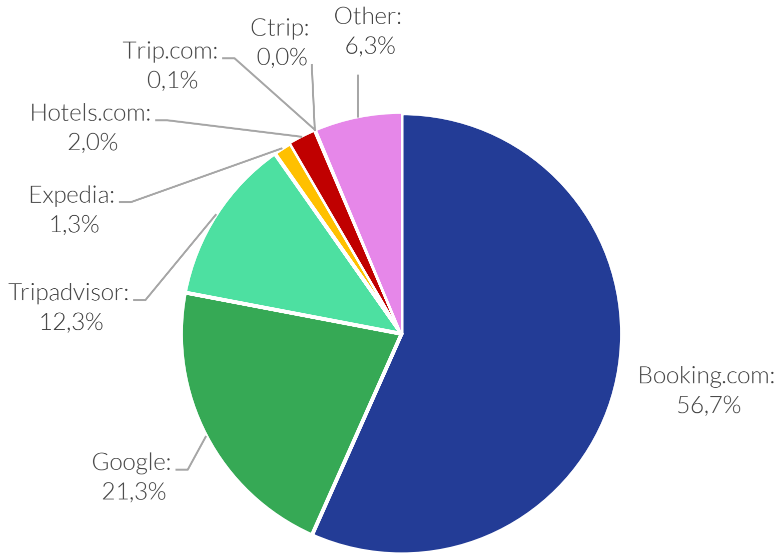
| Share of Reviews Per Source



2019



2021



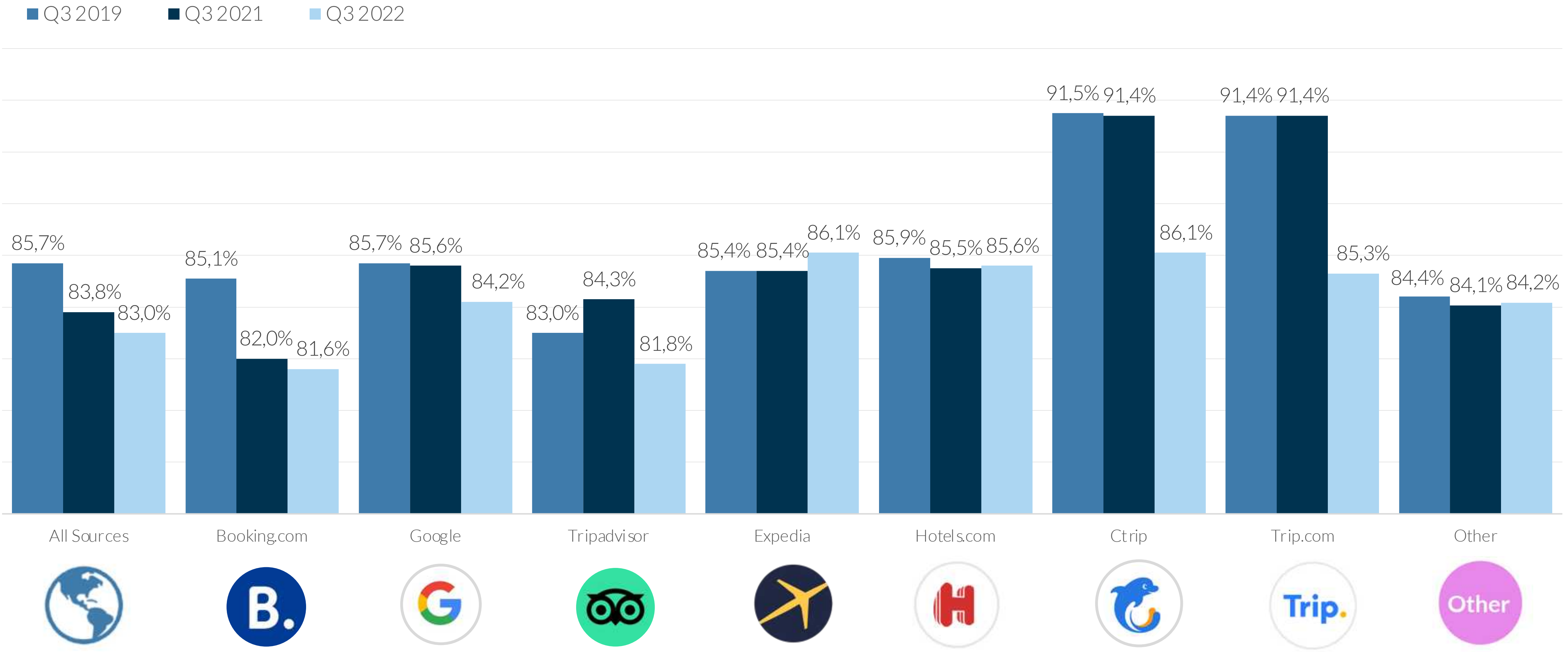
2022

Europe Review Source Indexes

Booking.com's Source Index has fallen substantially since pre-pandemic times, decreasing from 85.1% in Q3 2019 to 81.6% in Q3 2022, the lowest index of the major review sources within our data set of hotels in Europe.

The decrease of 3.5 points in Booking.com's Source Index is quite significant considering its market share of 56.7% of reviews. Tripadvisor's Source Index was only slightly higher, at 81.8%. By comparison, Source Indexes for Trip.com, Ctrip, Hotels.com, and Expedia were several points higher; however, these sources generated only a small fraction of total reviews in the quarter.

Europe Global Review Index™ Per Source



Europe Department Indexes

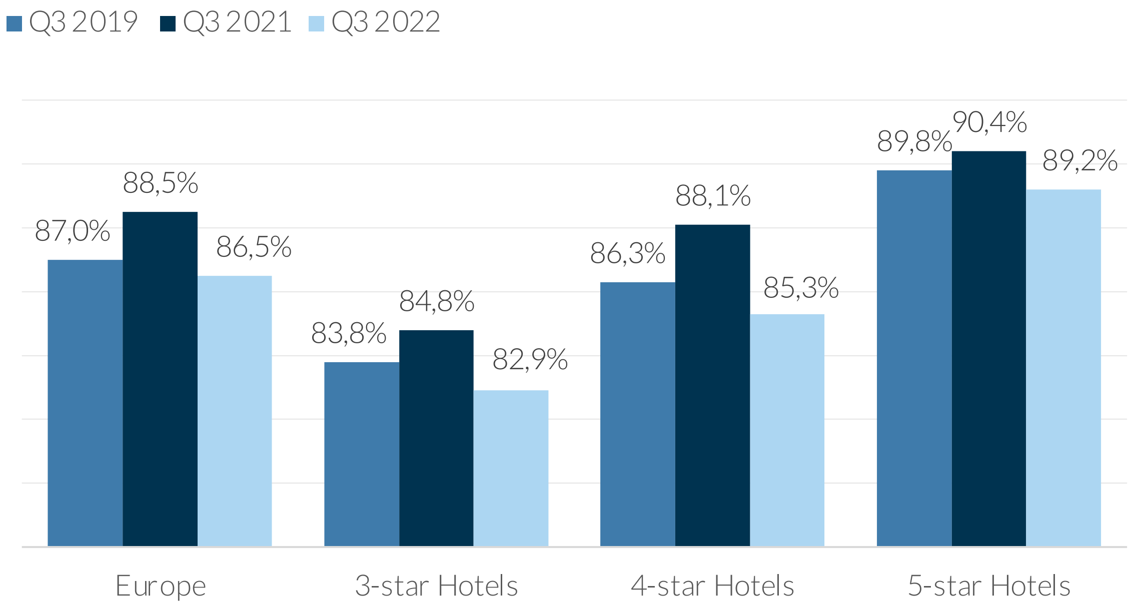
All Department Indexes in Europe fell in Q3 2022 compared to the same quarter the previous year, although the Location Index and Room Index showed slight increases over Q3 2019.

As expected, 5-star hotels performed significantly better than 4-star and 3-star hotels in all five indexes.

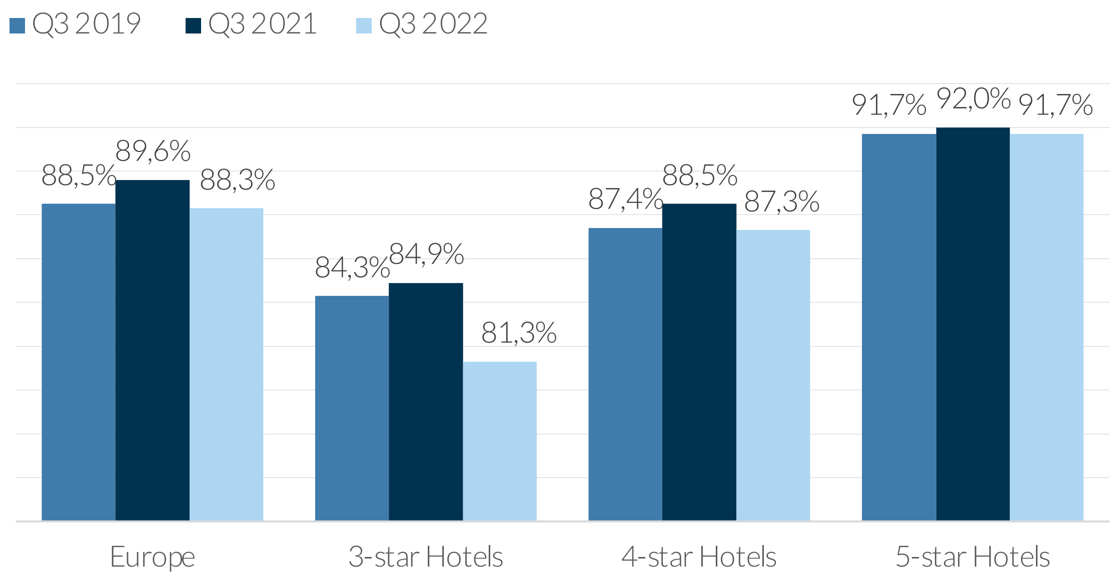
At 89.4%, the Location Index showed the highest score of the top five indexes in Q3 2022. The Cleanliness Index showed the second highest score, at 88.3%.

The Value Index had the lowest score, at 81.2%, a decrease of 2.5 points from Q3 2021 to Q3 2022. Of the star segments, 3-star hotels experienced the sharpest decline in the Value Index, losing 6.7 points from Q3 2021 to Q3 2022.

| Service

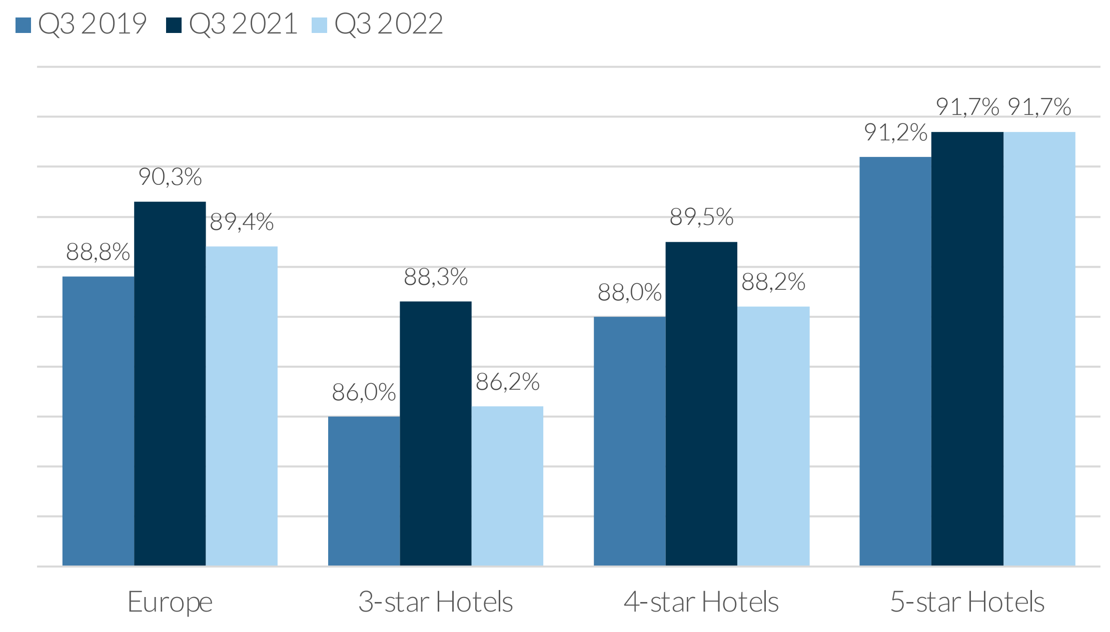


| Cleanliness

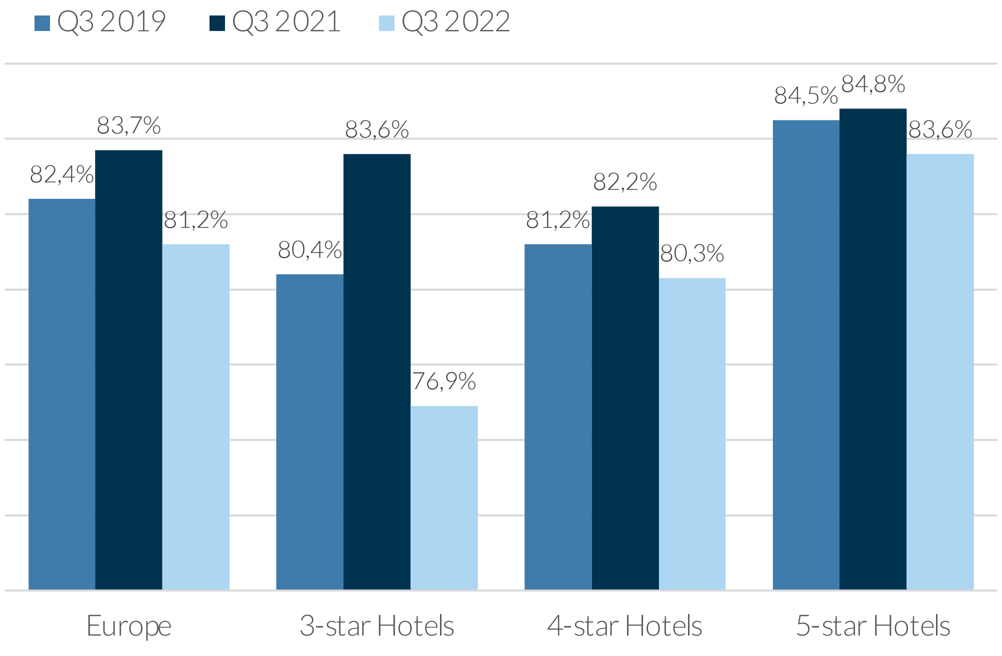


Europe Department Indexes

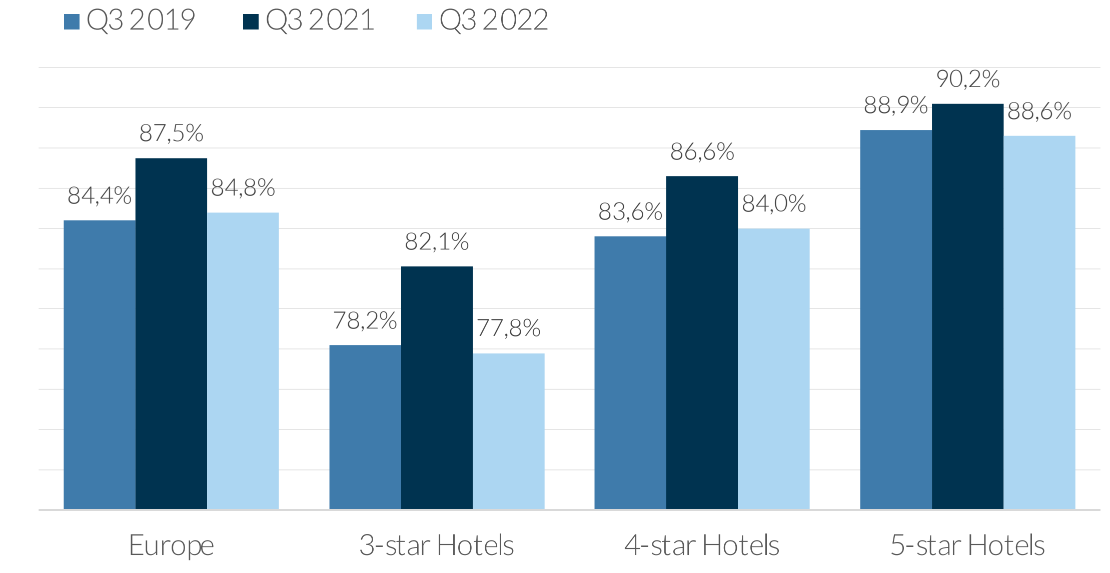
| Location



| Value



| Room



Europe Top 5 Categories Affecting GRI™

In semantic analysis of review comments within the data set of hotels in Europe, we found that the top five negative Categories had a much stronger impact on the Global Review Index™ than the top five positive Categories.

The *Room* Index had the highest negative impact, driving down the GRI™ by 2.6 points in Q3 2022. Next was *Cleanliness* (-1.9), followed by *Food & Drinks* (-1.8), *Establishment* (-1.7), and *Facilities* (-1.3).

The *Experience* and *Staff* Indexes had the highest positive impact on the GRI™, both at +0.9 points, followed by *Food & Drinks*, *Cleanliness*, and *Establishment*, all of which had a positive impact of +0.4.

Positive

Experience	0.9
Staff	0.9
Food & Drinks	0.4
Cleanliness	0.4
Establishment	0.4

Negative

Room	-2.6
Cleanliness	-1.9
Food & Drinks	-1.8
Establishment	-1.7
Facilities	-1.3

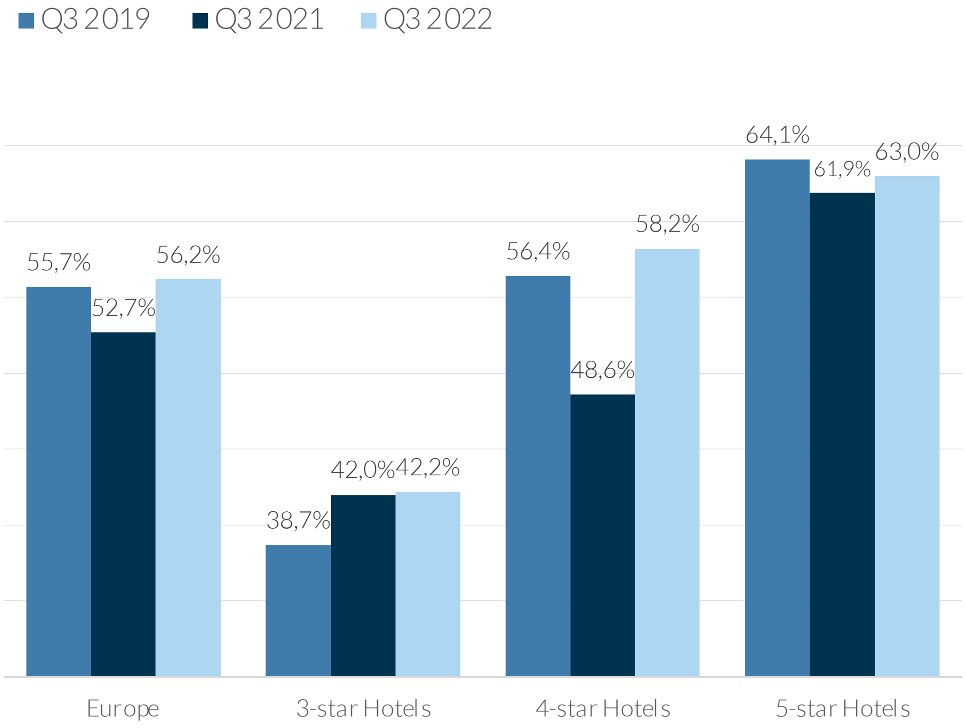
Europe Management Responses

Hotels in Europe responded to 56.2% of respondable reviews in Q3 2022, an increase of 3.5 points relative to Q3 2021 and of 0.5 points relative to Q3 2019.

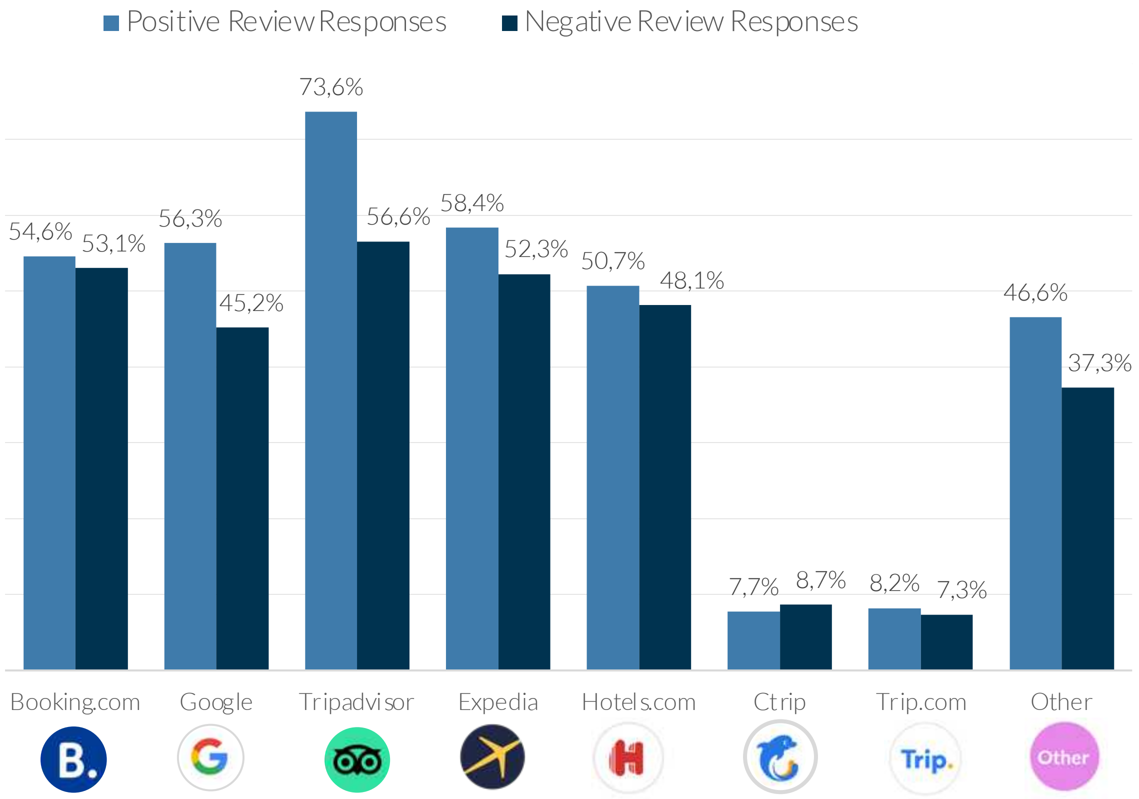
Three-star hotels responded to 42.2% of reviews, whereas 4-star hotels responded to 58.2% and 5-star hotels responded to 63.0%.

Tripadvisor received the highest response rate, at 73.6% of positive reviews and 56.6% of negative reviews. Response rates to reviews on Ctrip and Trip.com were extremely low, perhaps because volume was so low.

| Management Responses Per Category



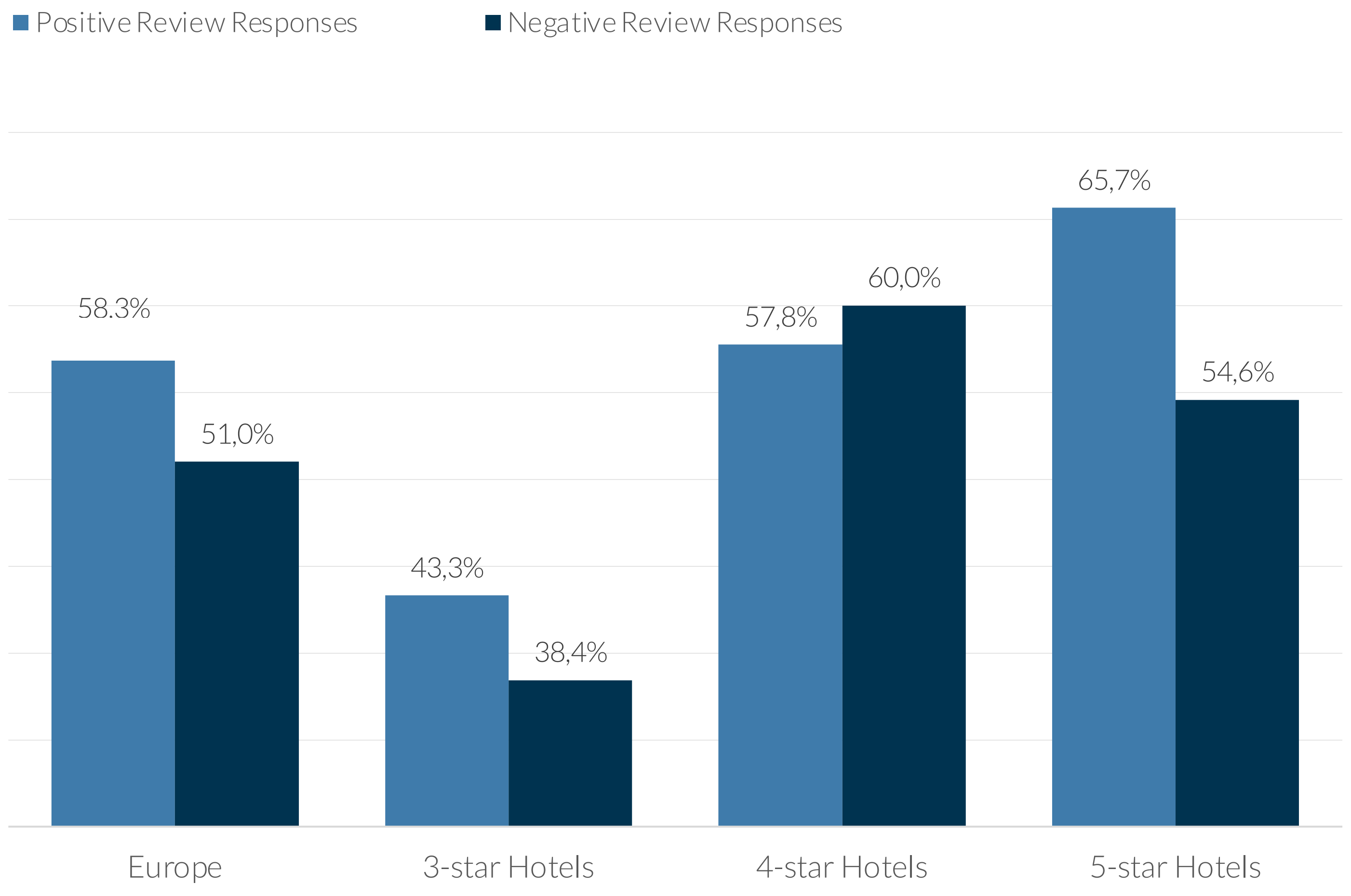
| Positive/Negative Review Responses Per Source



Europe Management Responses

Upon breaking down response rates by positive and negative reviews, we see that hotels in Europe responded to more positive reviews (58.3%) than negative reviews (51.0%).

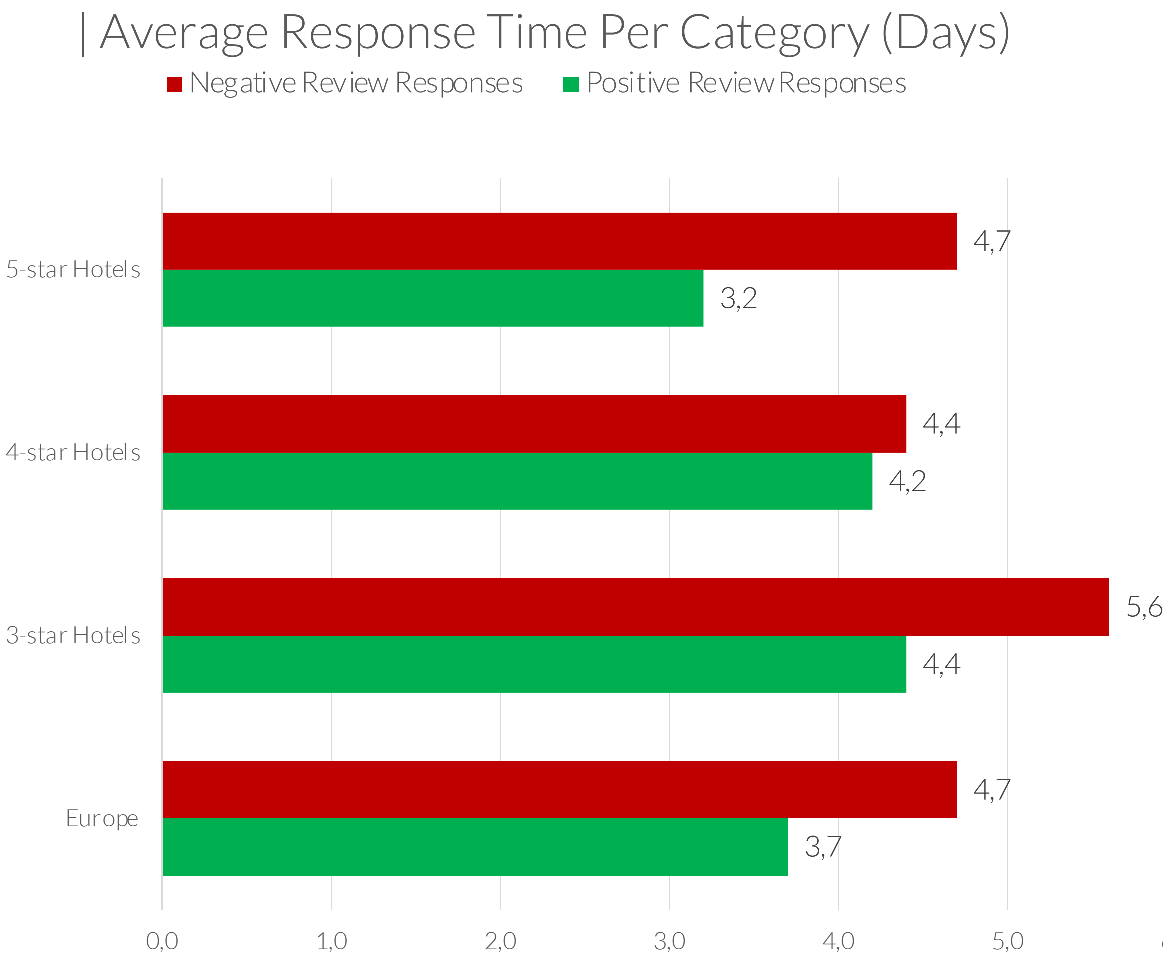
| Positive/Negative Review Responses Per Category

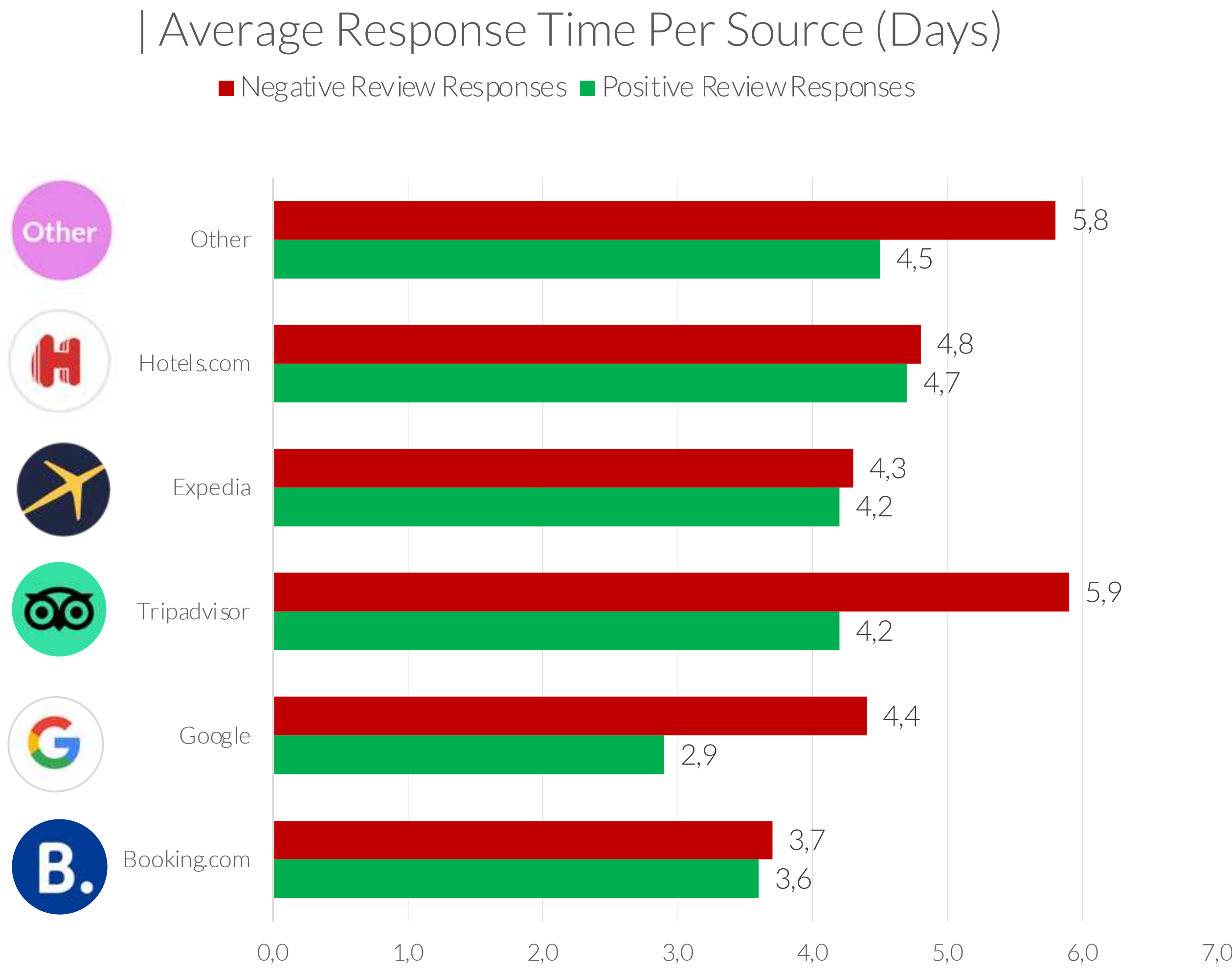


Europe Management Responses

The average response time was 3.7 days for positive reviews and 4.7 days for negative reviews.

Of the major review sources, Booking.com received the fastest responses to negative reviews (3.7 days on average), whereas Tripadvisor received the slowest response to negative reviews (5.9 days on average).





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Q3

Latin America & Caribbean

ReviewPro
Global Hotel Review Benchmark
Q3 2022

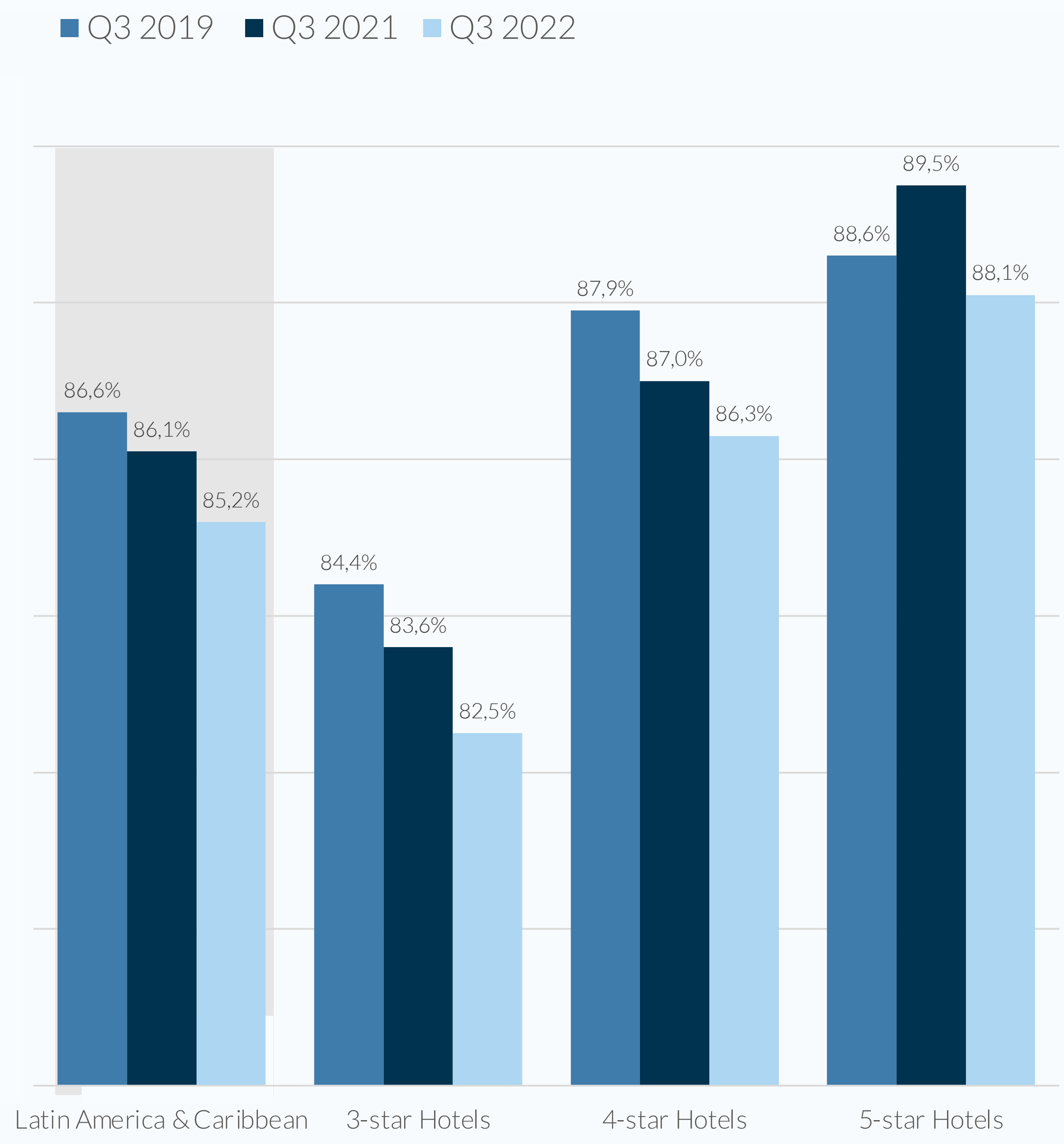
Latin America & Caribbean
Global Review Index™ (GRI™)

As primarily leisure destinations, the Caribbean and parts of Latin America were relatively quick to bounce back from the pandemic. In 2022, occupancy among hotels and resorts in the Caribbean is expected to reach close to 80% of record pre-pandemic levels, with some destinations setting all-time records[1].

In the third quarter of 2022, hotels within our data set in the Latin America & Caribbean region achieved the second-highest Global Review Index™ of the five global regions, at 85.2%. However, this represents a decrease in GRI™ of 0.9 points from Q3 2021 and of 1.4 points from Q3 2019.

Five-star hotels managed to almost fully restore their pre-pandemic GRI™ in Q3 2022, achieving a score of 88.1%, just 0.5 points short of Q3 2019. Four-star hotels lost 1.6 points in GRI™ during the same period, and 3-star hotels lost 1.9 points.

| Latin America & Caribbean Global Review Index™ (GRI™)



[1]TBDCHTVA. Caribbean Tourism Bounces Back. May 2022.

Latin America & Caribbean Review Volume

Review volume in the Latin America & Caribbean region increased by 10.9% in Q3 2022 relative to the same quarter in 2021, but still fell 26.5% short of Q3 2019 volume.

All major review sources were down substantially in Q3 2022 compared to Q3 2019, with one notable exception. Booking.com bucked the trend by generating an impressive 26.2% more reviews.

Tripadvisor increased volume by 43.5% over Q3 2021 but was still 25.4% short of Q3 2019 volume.

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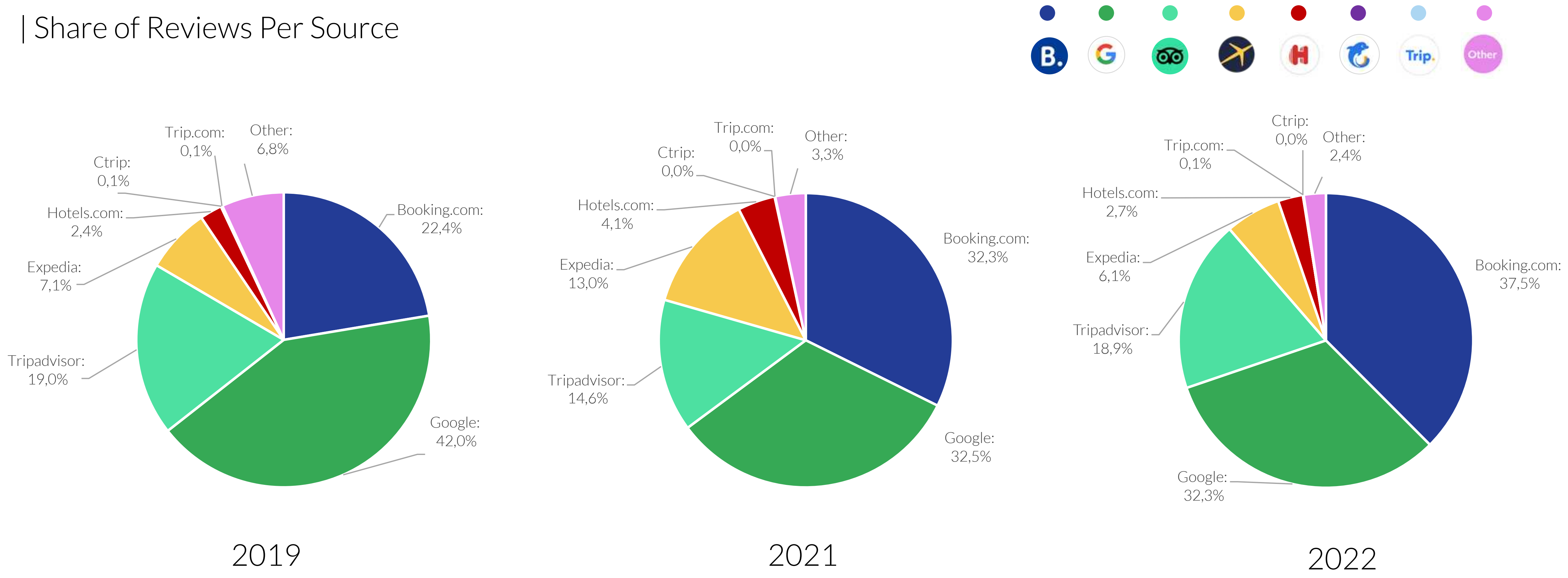
Latin America & Caribbean Share of Reviews Per Source

In the third quarter of 2022, Booking.com generated 37.5% of total reviews within the data set in the Latin America & Caribbean region, a sizeable increase of 15.1 points from Q3 2019.

The growth came largely at the expense of Google, which lost 9.7 points in market share from Q3 2019 to Q3 2022. Still, Google generated 32.3% of total review volume in Q3 2022, only 5.2 points lower than Booking.com's share. All other major sources stayed relatively flat from Q3 2019 to Q3 2022.

Share of Reviews Per Source



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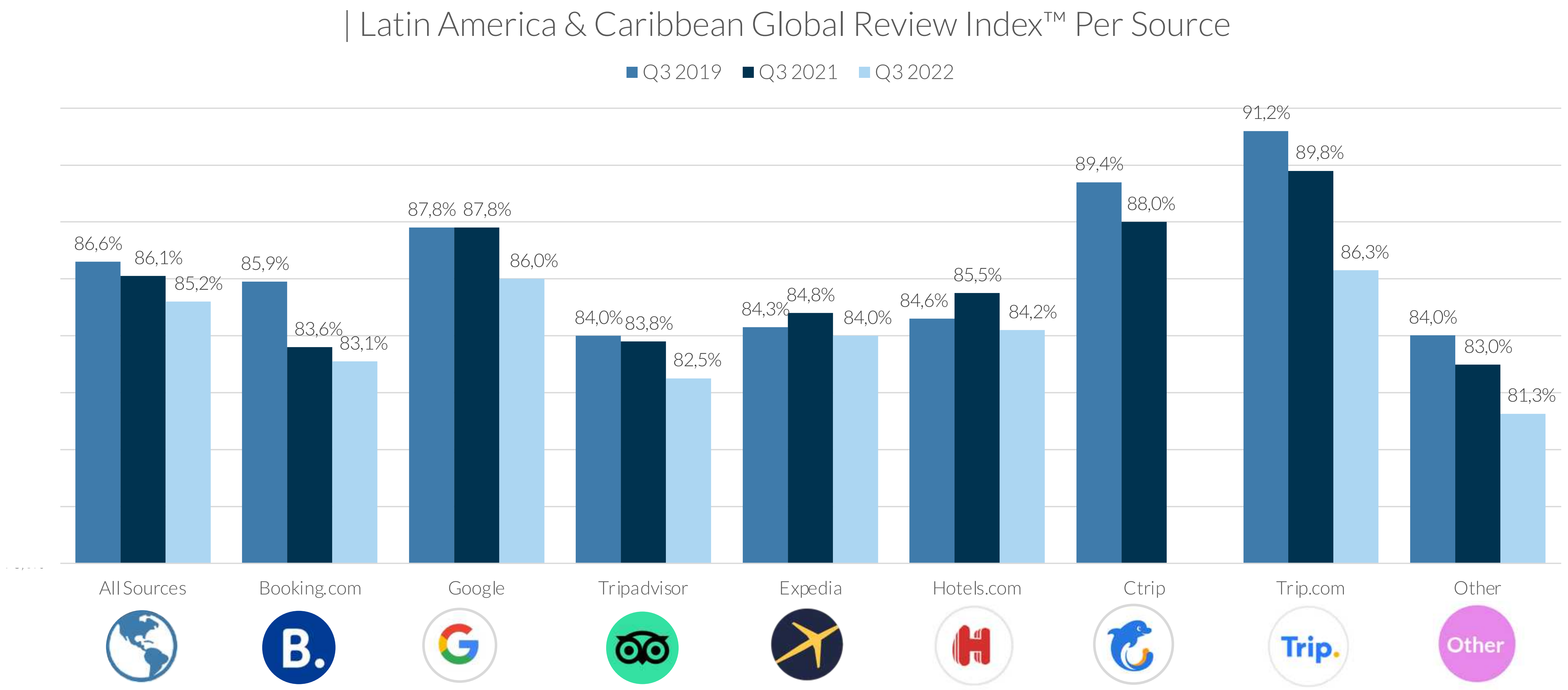
Latin America & Caribbean Review Source Indexes

At 83.1%, Booking.com's Source Index was lower than all other major review sources in Q3 2022 – with one notable exception: Tripadvisor, whose Source Index was 82.5%.

Google, which generated the second highest review volume in the quarter next to Booking.com, had the highest Source Index of the major review sources at 86.0%. Trip.com's Source Index was slightly higher, but its review volume was negligible.



Latin America & Caribbean Department Indexes

All major Department Indexes were down in the third quarter of 2022 relative to the pre-pandemic period of Q3 2019.

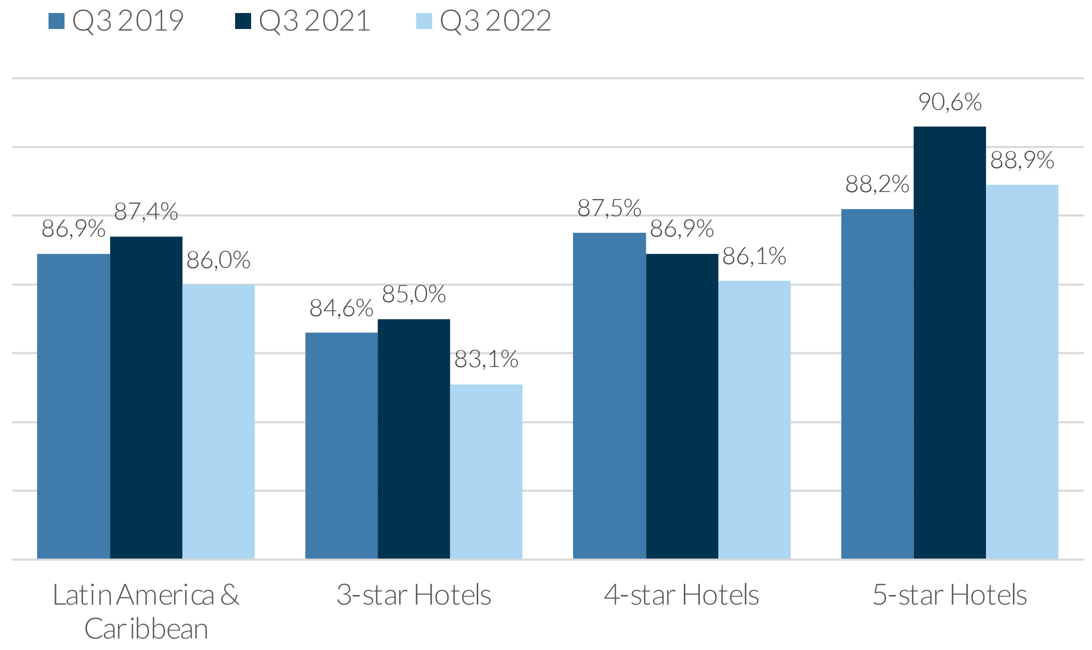
The Value Index showed the greatest decline, falling 3.2 points from Q3 2021 to Q3 2022 and 1.2 points from Q3 2019.

The Service Index fell by 1.4 points from 2021 to 2022 and by 0.9 points from 2019 to 2022.

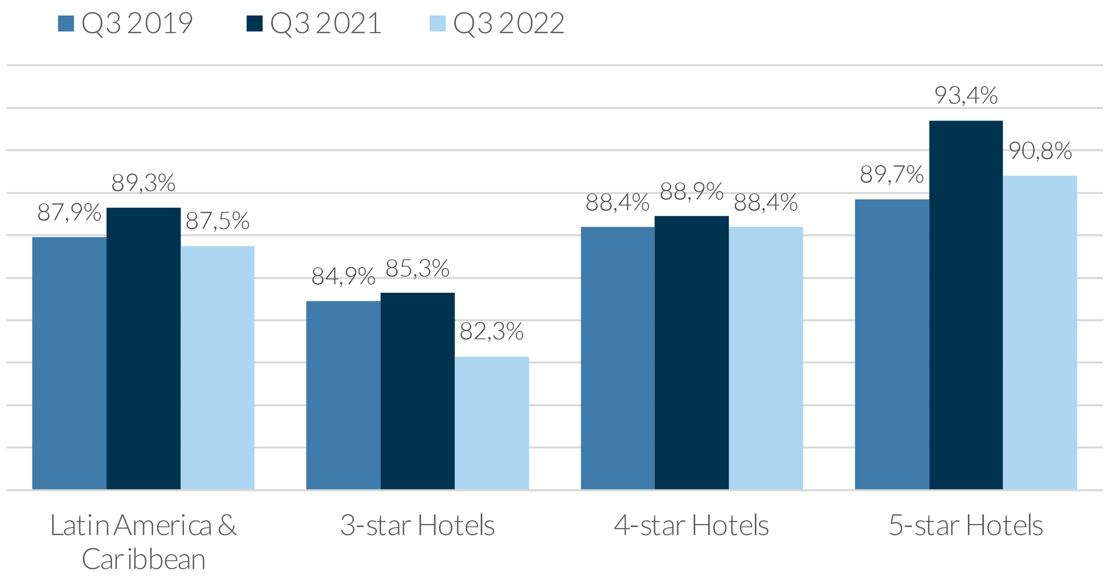
Among the star segments, the greatest declines came from 3-star hotels, which lost 2.6 points in the Cleanliness Index, 1.9 points in the Value Index, and 1.5 points in the Service Index from Q3 2019 to Q3 2022.

Four-star hotels lost 1.4 points in the Service Index during the same period. Five-star hotels were relatively flat in all indexes during this period, with the exception of the Cleanliness Index, which increased by 1.1 points.

| Service



| Cleanliness



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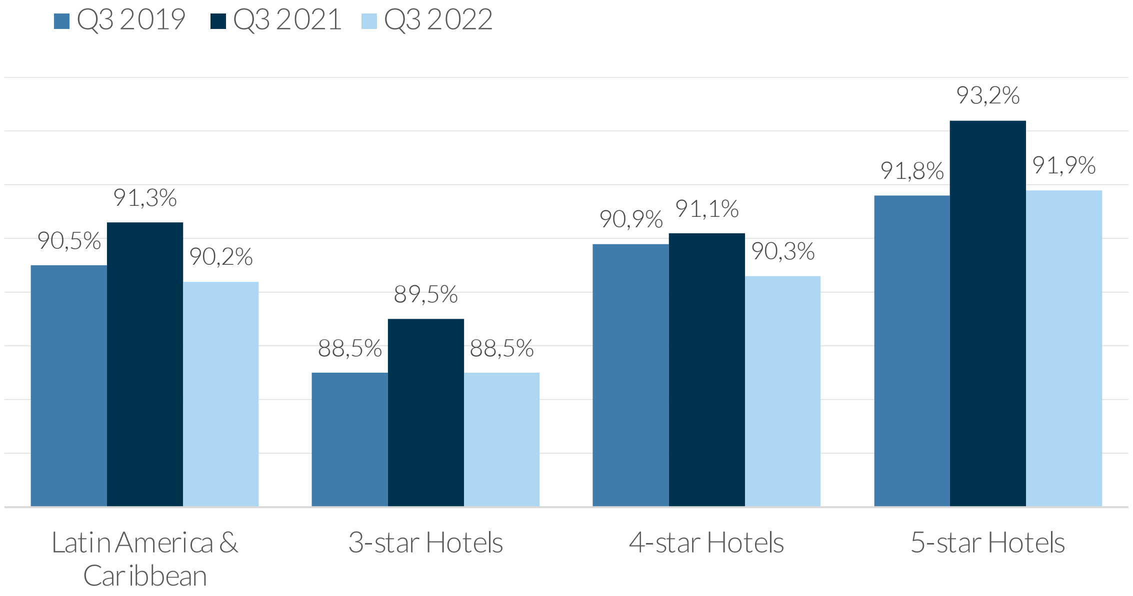
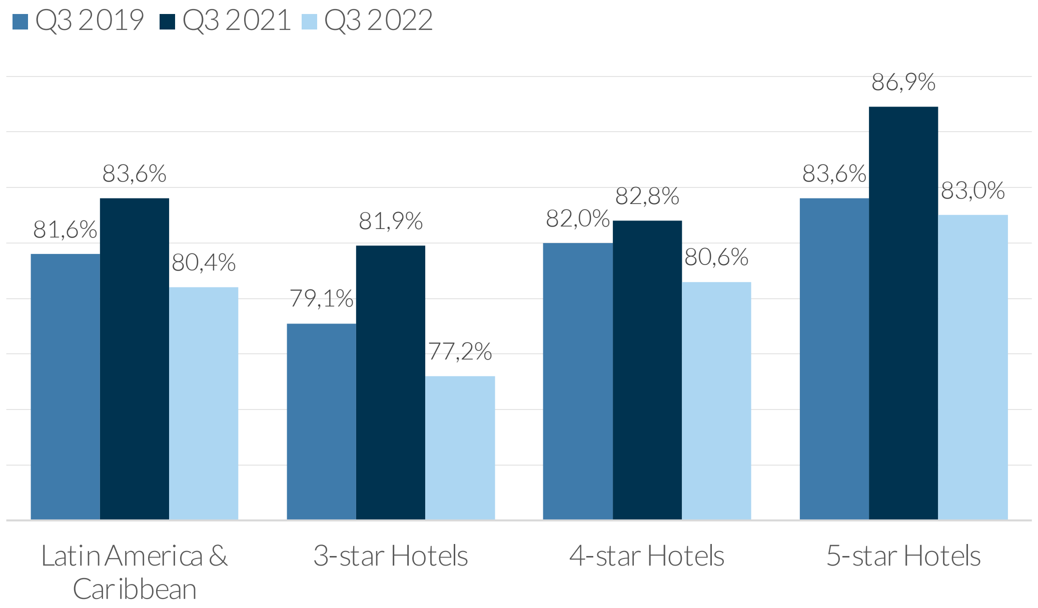
Latin America & Caribbean Department Indexes

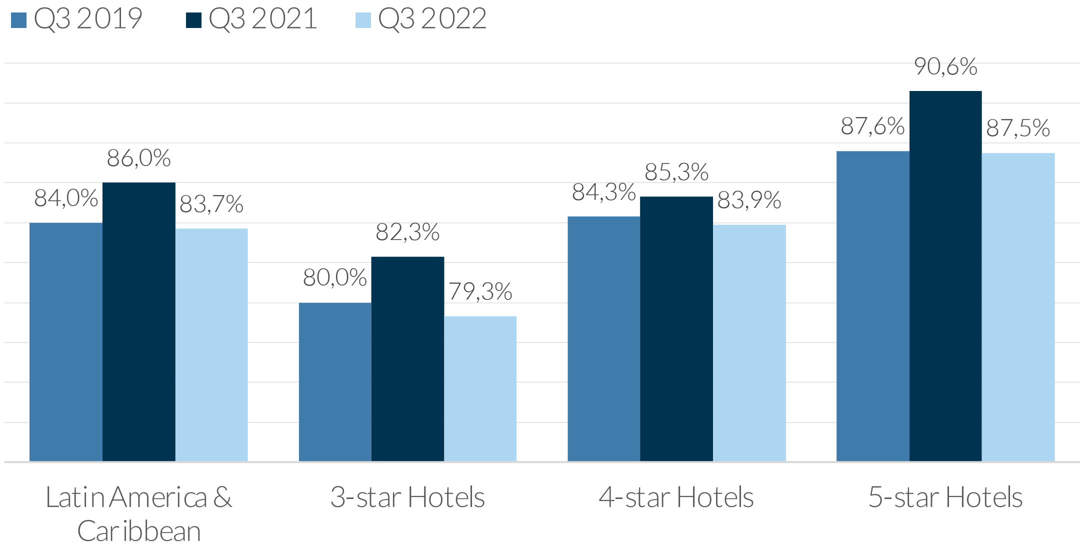
| Location



| Value



| Room



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Latin America & Caribbean Top 5 Categories Affecting GRI™

Hotels within our data set in the region experienced sizeable negative impacts on the Global Review Index™ from the top five Categories.

The *Room* category had the largest negative impact, driving down the GRI™ by –2.7 points, followed by *Food & Drinks* at –2.4 points. The *Establishment* and *Cleanliness* categories each pulled down the GRI™ by –2.0 points, and the *Experience* category had a negative impact of –1.7 points.

By comparison, the top positive Categories had a significantly lower impact on the GRI™. The *Experience* category had a positive impact of +1.0 points, followed by *Service* (+0.6), *Staff* (+0.5), and *Food & Drinks* (+0.3).

Positive

Experience	1.0
Service	0.6
Staff	0.5
Food & Drinks	0.3

Negative

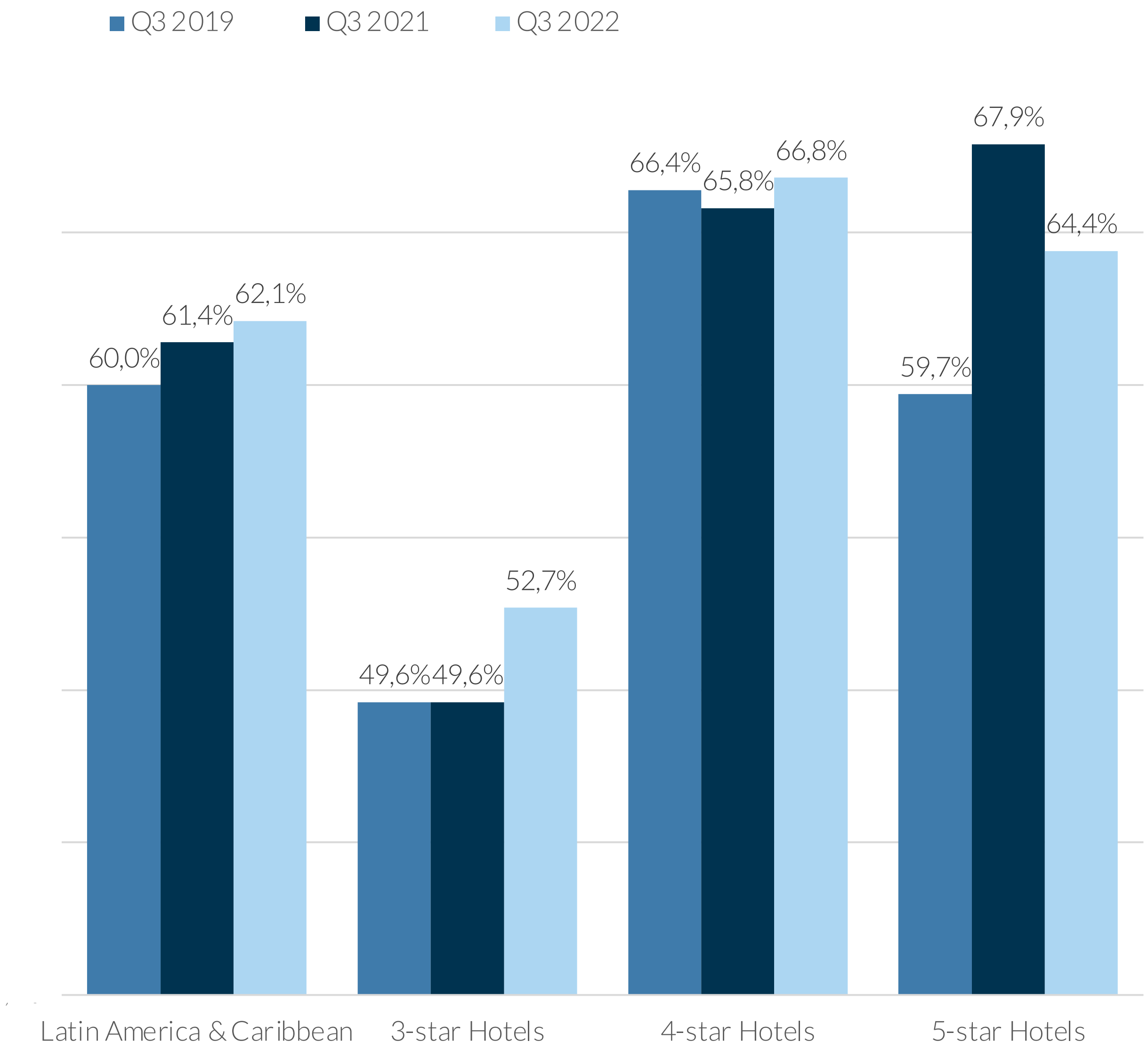
Room	-2.7
Food & Drinks	-2.4
Establishment	-2.0
Cleanliness	-2.0
Experience	-1.7

Latin America & Caribbean Management Responses

Hotels in the Latin America & Caribbean region responded to 62.1% of respondable reviews in Q3 2022, a slight increase over the same periods in 2019 and 2021.

In a break from the typical pattern of 5-star hotels responding to the highest proportion of reviews among star segments, in Latin America & Caribbean 4-star hotels responded to the most reviews, at 66.8%. Five-star hotels weren't far behind, however, with a response rate of 64.4%. Three-star hotels responded to 52.7% of reviews.

| Management Responses Per Category



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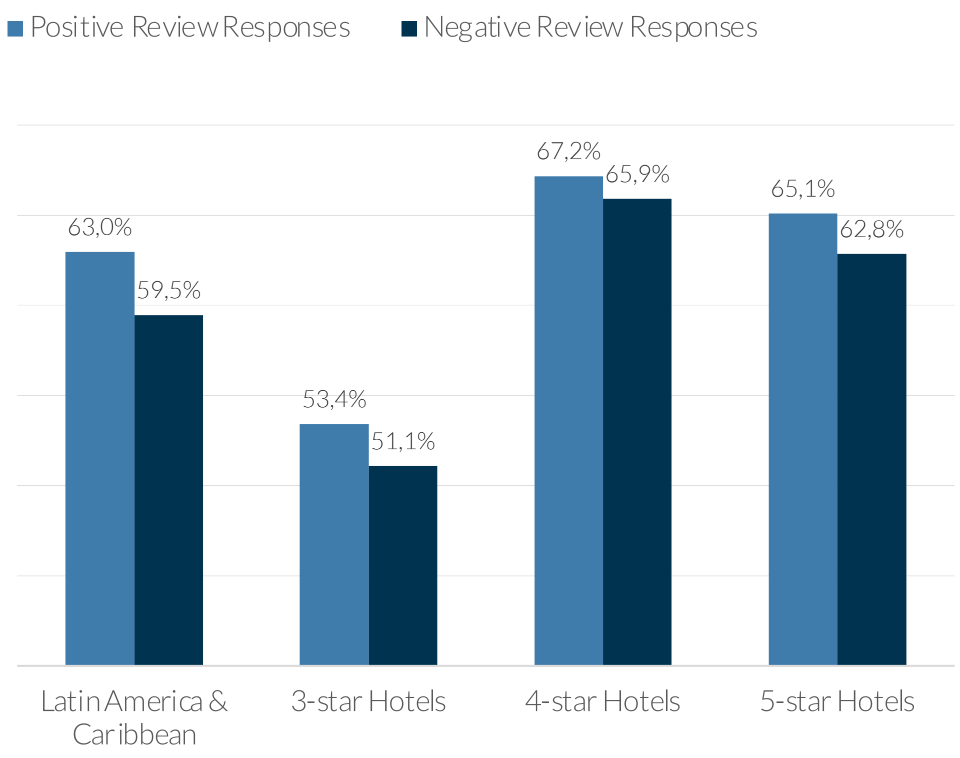
Latin America & Caribbean Management Responses

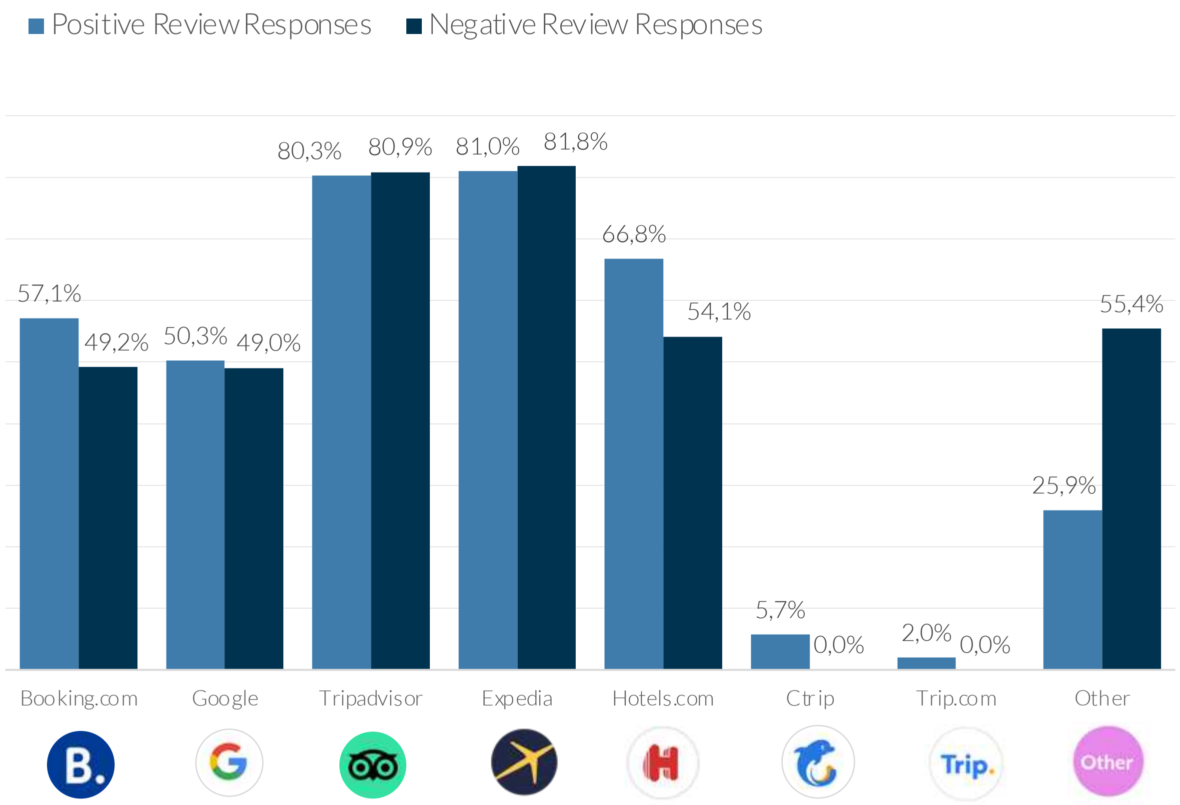
Expedia received the highest response rate of the top review sources in the region, at 81.0% of positive reviews and 81.8% of negative reviews. Tripadvisor wasn't far behind, at 80.3% of positive reviews and 80.9% of negative reviews.

Google reviews received a much lower response rate, at 50.3% of positive reviews and 49.0% of negative reviews. Response rates on Booking.com were also relatively low, at 57.1% of positive reviews and 49.2% of negative reviews.

| Positive/Negative Review Responses Per Category



| Positive/Negative Review Responses Per Source



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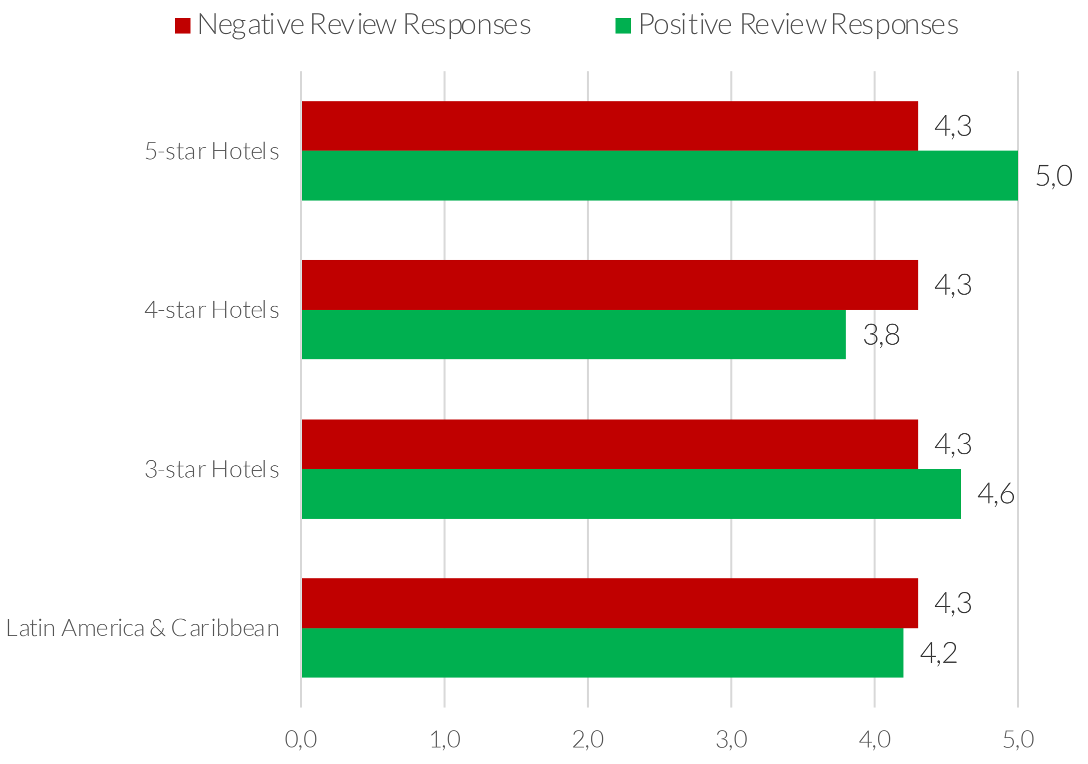
Latin America & Caribbean Management Responses

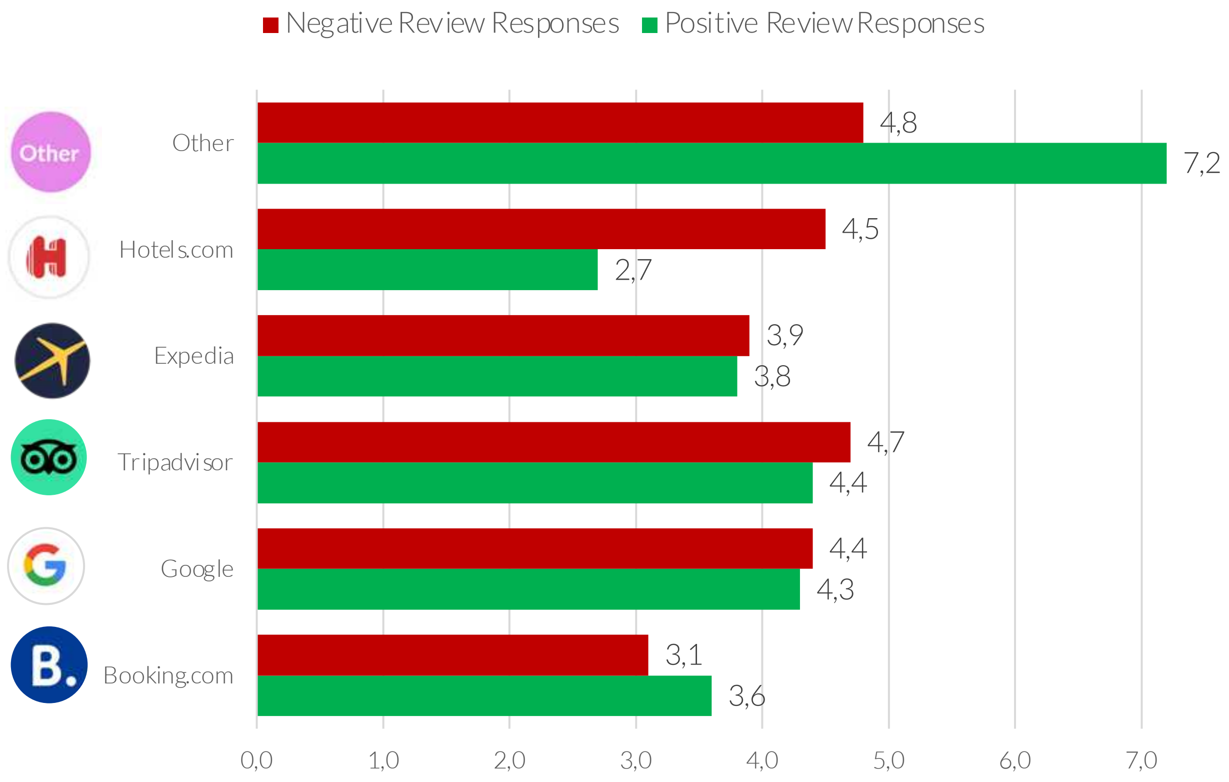
The average response time for hotels in the Latin America & Caribbean region was 4.2 days for positive reviews and 4.3 days for negative reviews.

Hotels responded to reviews on Booking.com faster than the other major sources, at 3.6 days for positive reviews and 3.1 days for negative reviews.

| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)



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Middle East & Africa

ReviewPro
Global Hotel Review Benchmark
Q3 2022

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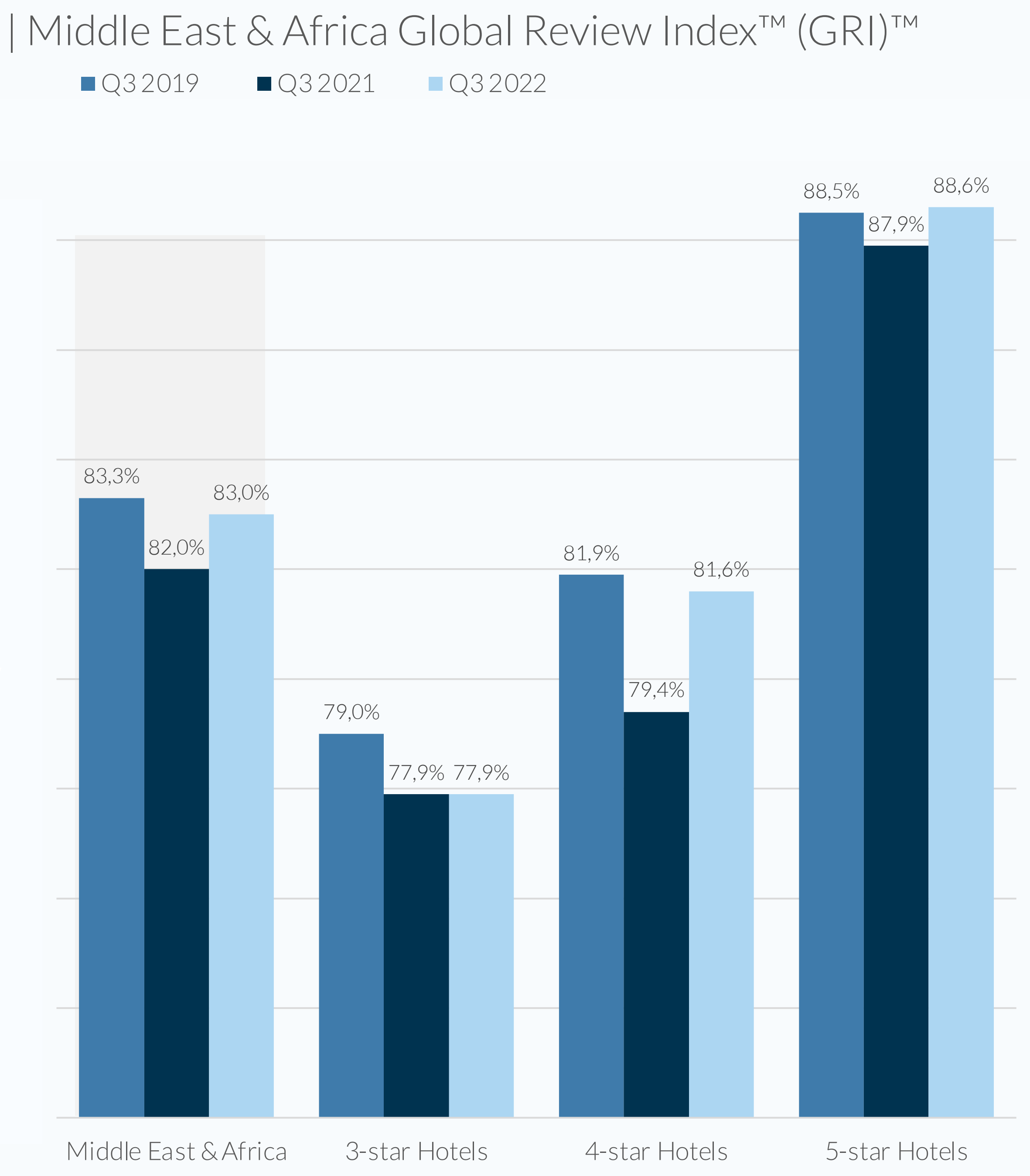
Middle East & Africa Global Review Index™ (GRI™)

Demand in the Middle East & Africa region was strong in the third quarter of 2022, with most Covid-19 travel restrictions eliminated and strong domestic and international travel, although still falling short of pre-pandemic volumes.

Hotel developers are optimistic about the pace of recovery. Middle East & Africa was the only world region to show an increase in overall hotel pipeline activity at the end of the third quarter, according to STR[1].

In the third quarter of 2022, hotels in our data set in the Middle East & Africa region managed to almost fully restore the pre-pandemic Global Review Index™, reaching 83.0%, just 0.3 points shy of Q3 2019. However, the GRI™ was one percentage point lower than the global GRI™ of 84.0%.

Among the star segments, there were significant variances in performance. At 88.6%, 5-star hotels maintained a substantially higher GRI™ than the other two segments, a small increase over Q3 2019. For 4-star hotels the GRI™ was much lower, at 81.6%, and for 3-star hotels the GRI was™ 77.9%.

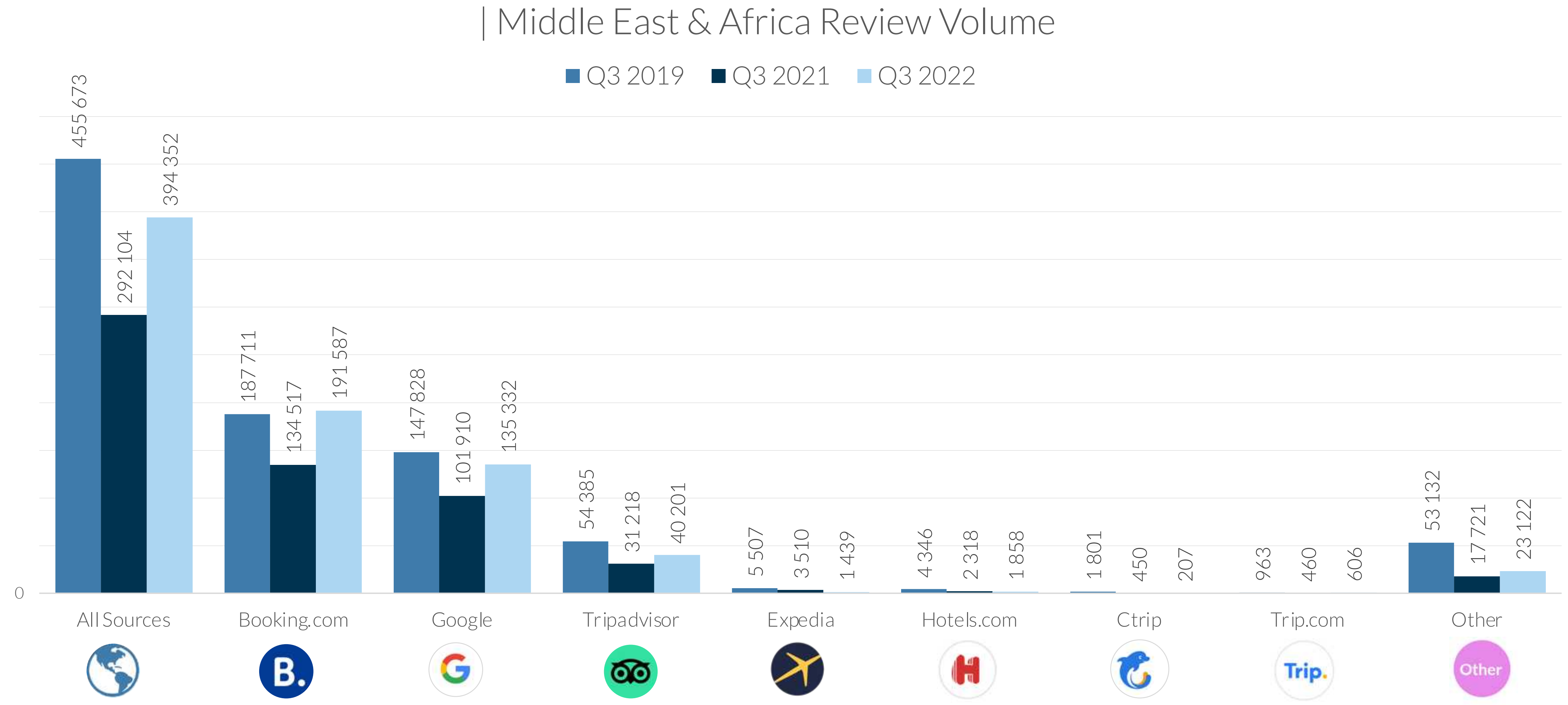


[1]STR. Hotel Pipeline Down Globally, Except for Middle East & Africa. October 2022.

Middle East & Africa Review Volume

Review volume among hotels in the data set in Middle East & Africa increased by 35.0% in Q3 2022 over Q3 2021. While the volume was 13.5% lower than in Q3 2019, the region showed the strongest recovery in review volume of the five global regions.

All review sources fell well below pre-pandemic numbers in 2022, with the exception of Booking.com, which managed a modest increase of 2.1%. Compared to Q3 2021, Booking.com was up 42.4% in review volume in Q3 2022. Expedia has experienced significant declines since pre-pandemic times, generating 73.9% fewer reviews in Q3 2022 than in Q3 2019.

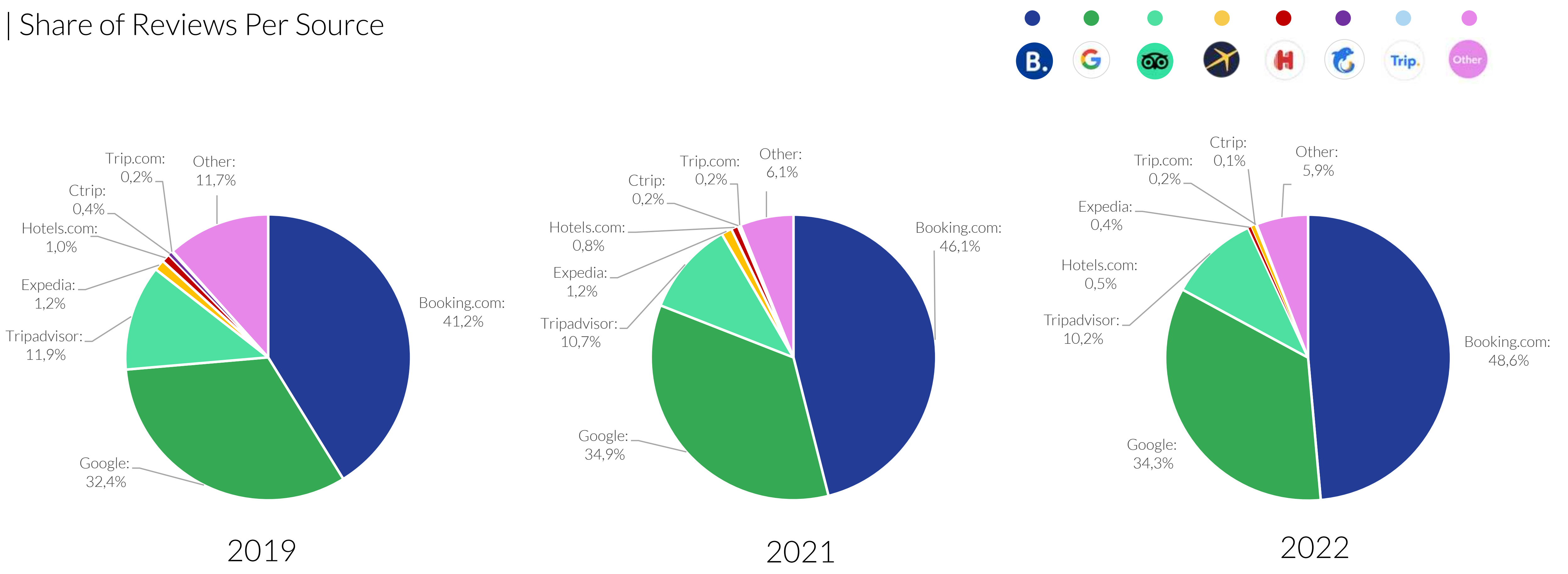


Middle East & Africa Share of Reviews Per Source

In the third quarter of 2022, Booking.com accounted for almost half of all reviews posted to the data set, at 48.6%. This was an increase in review market share of 7.4 points over Q3 2019.

Google occupied the next highest market share, at 34.3%. Together, the two sources generated the vast majority of reviews in the region, at 82.9%. Tripadvisor accounted for 10.2% of total reviews. Hotels.com generated only 0.5% of reviews, and Expedia generated only 0.4% of reviews.

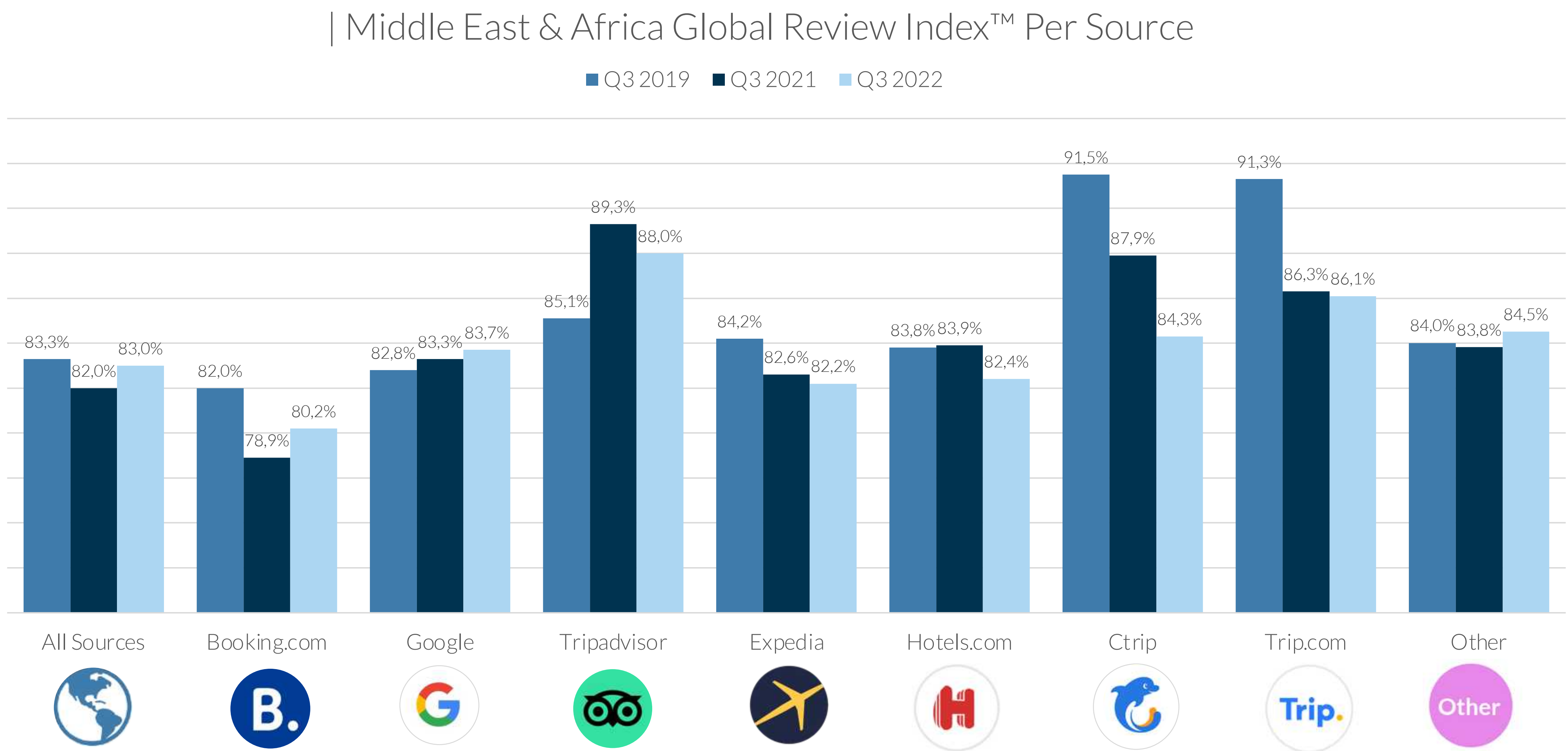
| Share of Reviews Per Source



Middle East & Africa Review Source Indexes

In a pattern observed in other regions, Booking.com's Source Index was lower than all other major review sources in the third quarter of 2022. At 80.2%, the OTA's Source Index was down 1.8 points compared to the same quarter in 2019.

By comparison, Tripadvisor's Source Index increased by 2.9 points during the same period. At 88.0%, the MEA Tripadvisor's Source Index was higher than any other major review source and was significantly higher than Tripadvisor's global Source Index of 82.9%.



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Middle East & Africa Department Indexes

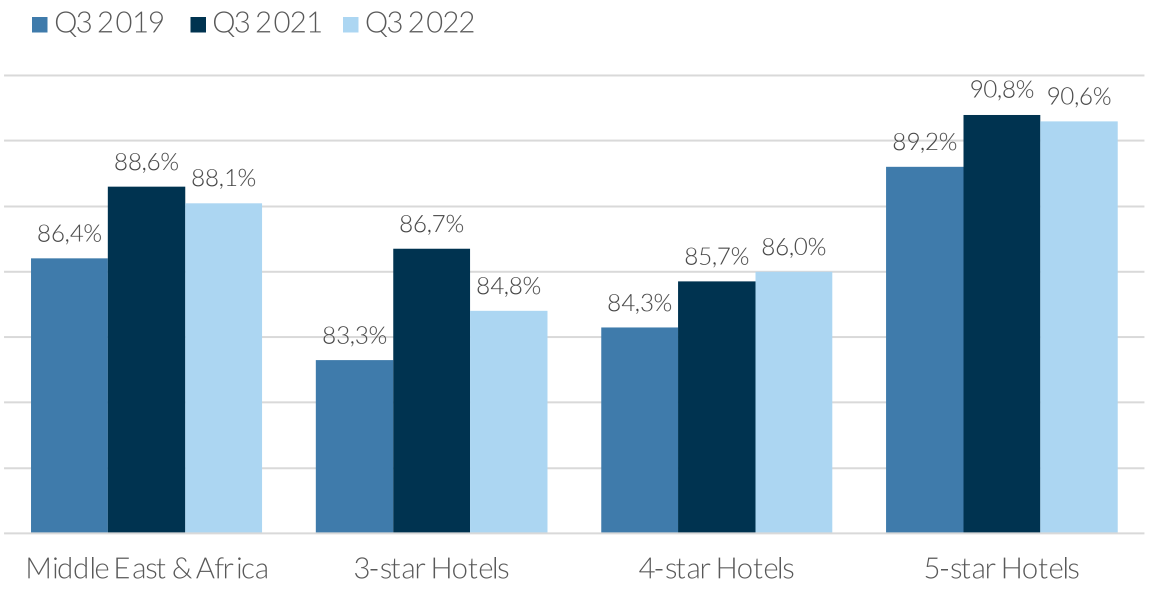
Breaking down performance by department, we see that hotels in the Middle East & Africa region managed to improve performance in the top five Department Indexes from Q3 2019 to Q3 2022.

While the increases were relatively modest, **Middle East & Africa was the only region to show improvements in all five indexes.** All other regions showed declines virtually across the board. Improvements were made in all star segments.

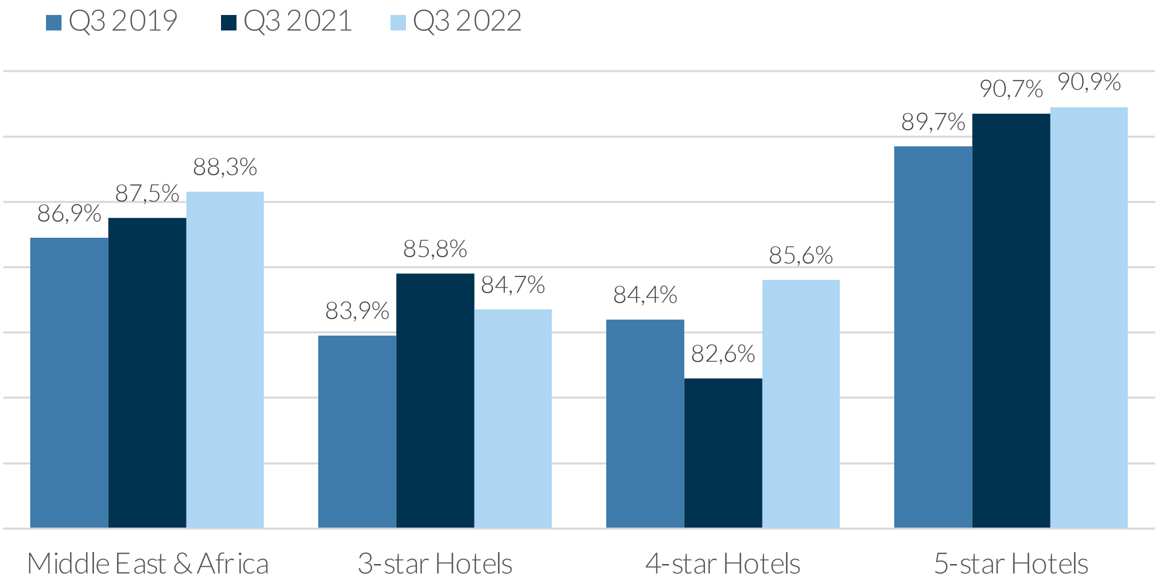
The biggest improvement came in the Service Index, which increased by 1.7 points from 2019 to 2022, reaching 88.1% (although it was slightly higher in 2021). The Cleanliness Index also improved significantly, increasing by 1.4 points to 88.3%.

At 84.5%, the Value Index had the lowest score and showed the weakest growth, improving by 0.4 points over Q3 2019 but falling 0.8 points from Q3 2021.

| Service



| Cleanliness



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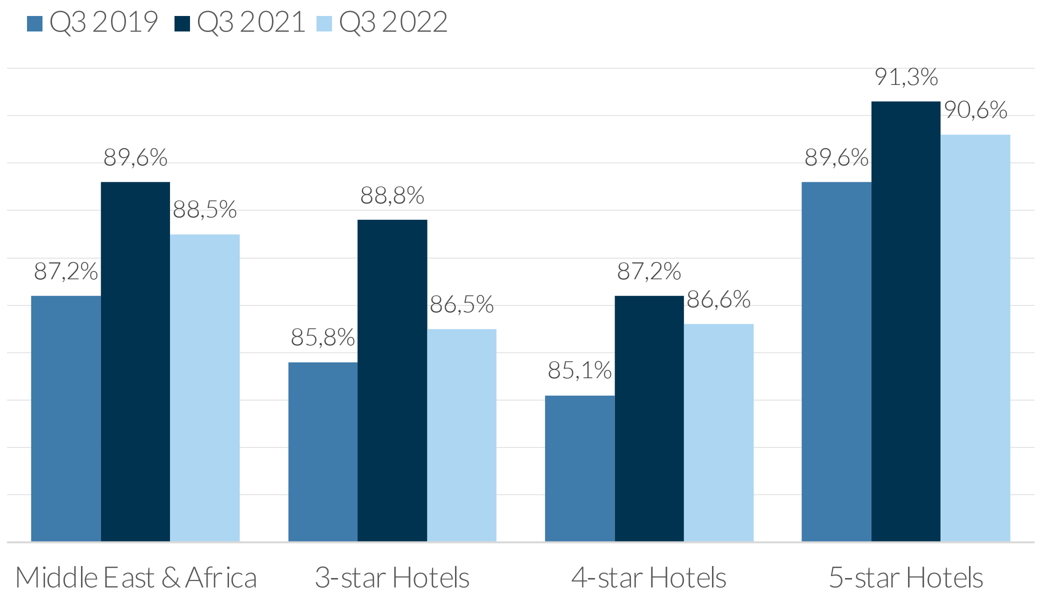
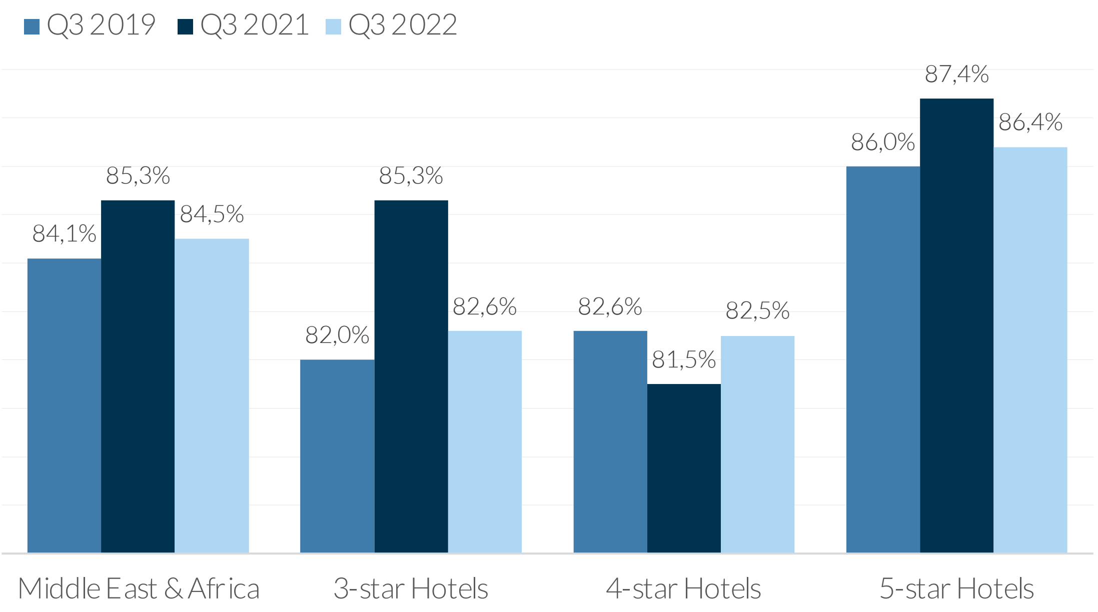
Middle East & Africa Department Indexes

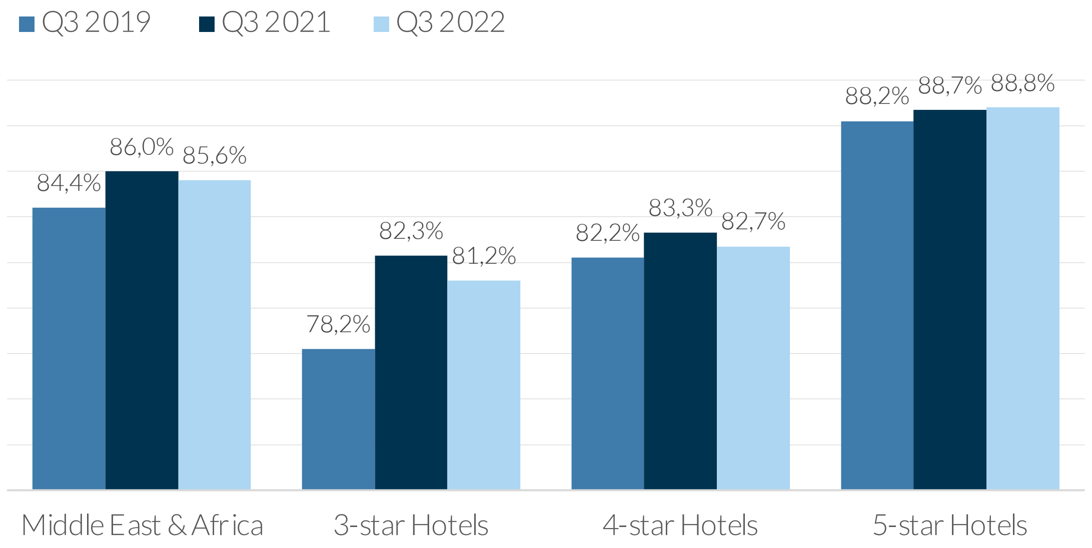
| Location



| Value



| Room



Middle East & Africa Top 5 Categories Affecting GRI™

The *Experience* category had the biggest positive impact on the Global Review Index™ in the region, at +1.0 points.

Not far behind was the *Staff* category, at +0.9 points. The *Establishment* category had a positive impact of +0.7, followed by *Service* (+0.6) and *Cleanliness* (+0.5).

Of the five categories with the biggest negative impact on the GRI™, Room was highest at –1.6. The *Cleanliness* category had a negative impact of –1.4, followed by *Food & Drinks* (–1.3), *Establishment* (-1.2) and *Facilities* (-0.9).

Positive

Experience	1.0
Staff	0.9
Establishment	0.7
Service	0.6
Food & Drinks	0.5
Cleanliness	0.5

Negative

Room	-1.6
Cleanliness	-1.4
Food & Drinks	-1.3
Establishment	-1.2
Facilities	-0.9

Middle East & Africa Management Responses

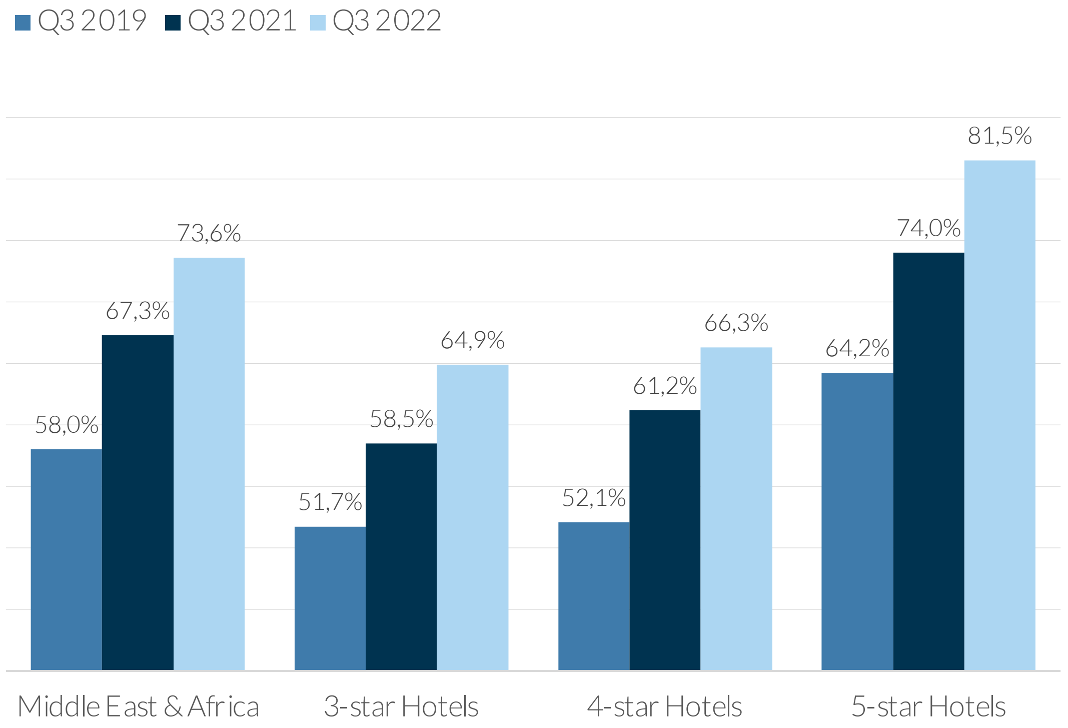
Hotels within the data set in the Middle East & Africa region responded to 73.6% of reviews in the third quarter of 2022. This was an increase of 15.6 points over Q3 2019.

It was the **highest response rate of any region** and was significantly higher than the global average of 61.5%.

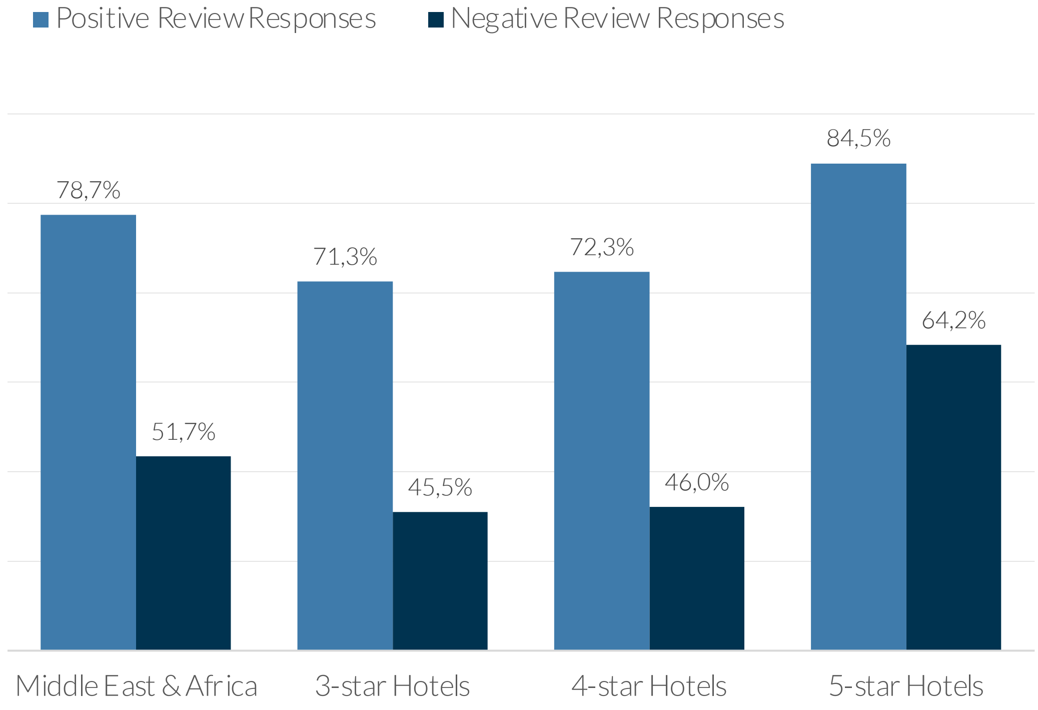
Five-star hotels led the charge, responding to 81.5% of reviews. The response rates for 4-star hotels was considerably lower, at 66.3%. Three-star hotels responded to a similar proportion of reviews, at 64.9%.

Hotels in the region responded to far more positive reviews (78.7%) than negative reviews (51.7%).

| Management Responses Per Category



| Positive/Negative Review Responses Per Category

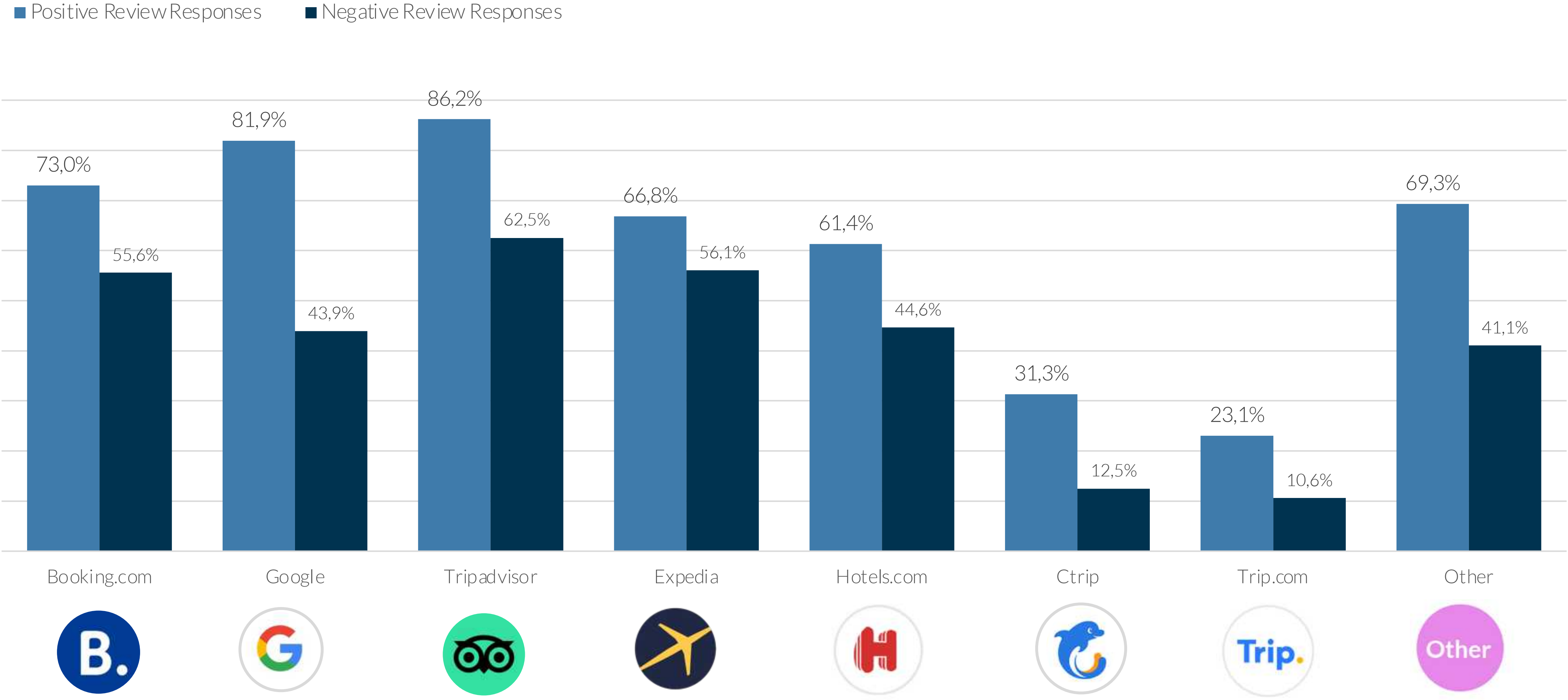


Middle East & Africa Management Responses

Tripadvisor received the highest response rates, at 86.2% of positive reviews and 62.5% of negative reviews.

Google also received a high response rate to positive reviews, at 81.9%, although the response rate to negative reviews was much lower, at 43.9%. Aside from Ctrip and Trip.com, whose review volume was extremely low, Hotels.com received the lowest response rate of the major sources.

| Positive/Negative Review Responses Per Source

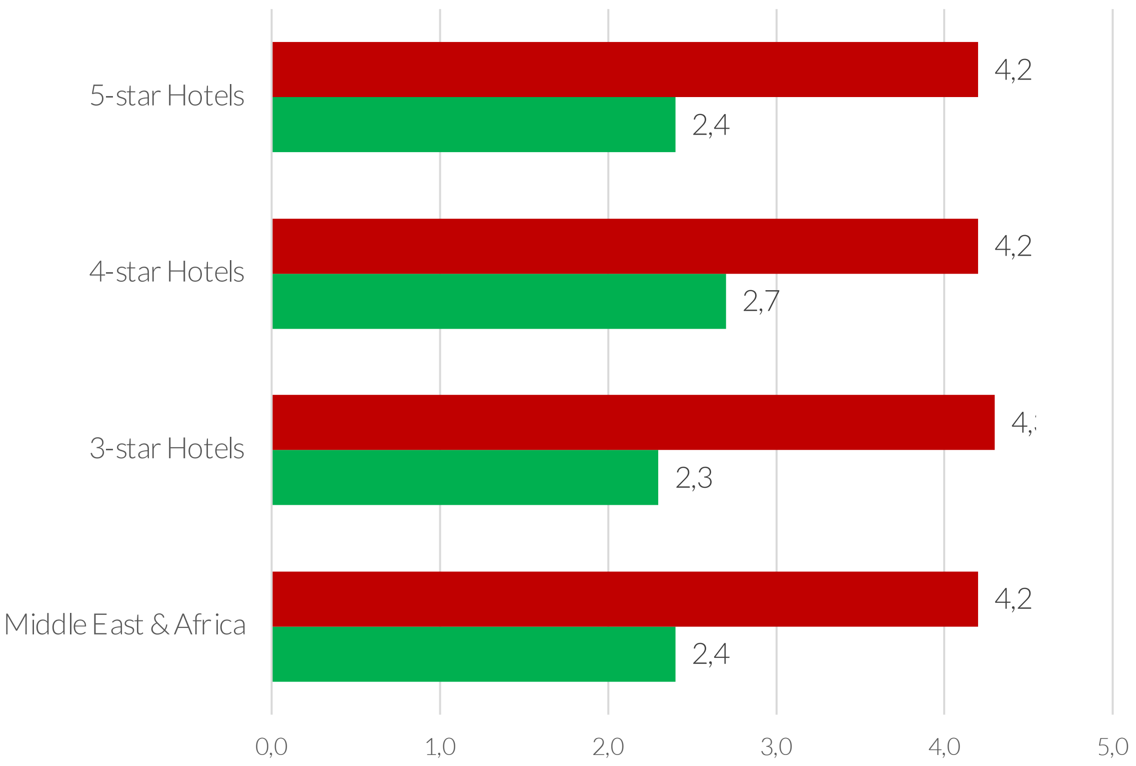


Middle East & Africa Management Responses

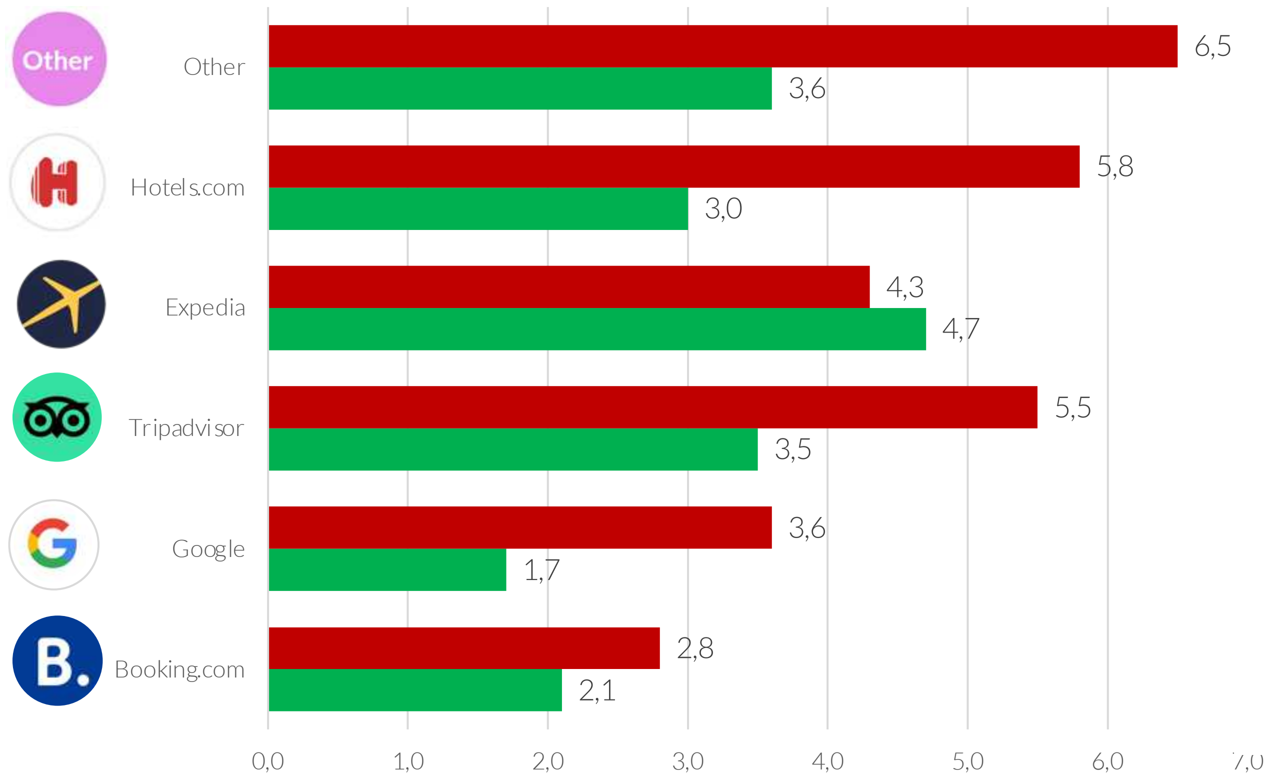
On average, hotels responded to positive reviews in 2.4 days and to negative reviews in 4.2 days.

For positive reviews, Booking.com and Google received the fastest responses, and Expedia and Tripadvisor received the slowest responses. Hotels.com received the slowest response for negative reviews at 5.8 days.

| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)



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North America

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Global Hotel Review Benchmark
Q3 2022

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North America Global Review Index™ (GRI™)

The travel industry in North America enjoyed a strong third quarter in 2022 thanks to relaxed Covid-19 restrictions, increased air travel, and a strong leisure market.

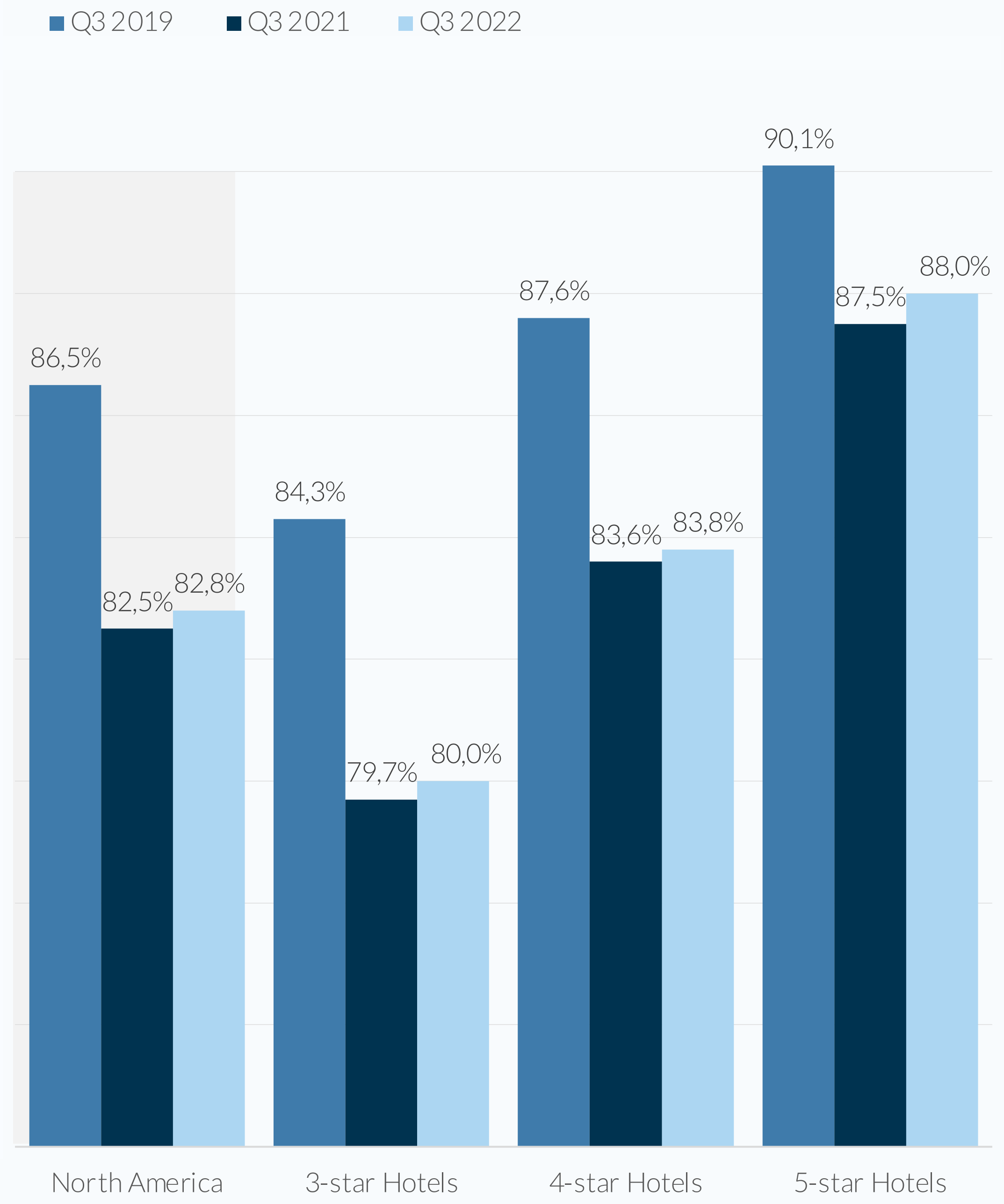
In August, U.S. hotel occupancy fell just 6.7 % below July 2019 numbers, at 66.5%. The shortfall was offset by an average daily rate that was 14% higher than the previous August[1]. Recovery was even stronger in September, with an occupancy rate that was down only 0.6% compared to September 2019 and an ADR that was 16.9% higher[2]. In Canada, occupancy rates were even higher in August, at 76.4% , just 3.0 points short of July 2019, and the ADR was 14.6% higher[3].

Meanwhile, hotels continued to struggle with labor shortages. A September 2022 survey from the American Hotel & Lodging Assocation (AHLA) found that 87% of hotels were experiencing a staffing shortage, and 36% indicated that the shortages were severe.[4]

The challenges were evident in reputation scores. At 82.8% the region's Global Review Index™ was 3.7 points lower in Q3 2022 than in Q3 2019 and the lowest of the five regions.

[1]STR. U.S. Hotels – August 2022 Commentary. October 2022.
[2]STR. U.S. Hotel Performance for September 2022. October 2022.
[3]STR. Canada Hotel Occupancy Reached Three-year High in August. September 2022.
[4]AHLA. 87% of Surveyed Hotels Report Staffing Shortages. October 2022.

| North America Global Review Index™ (GRI)™



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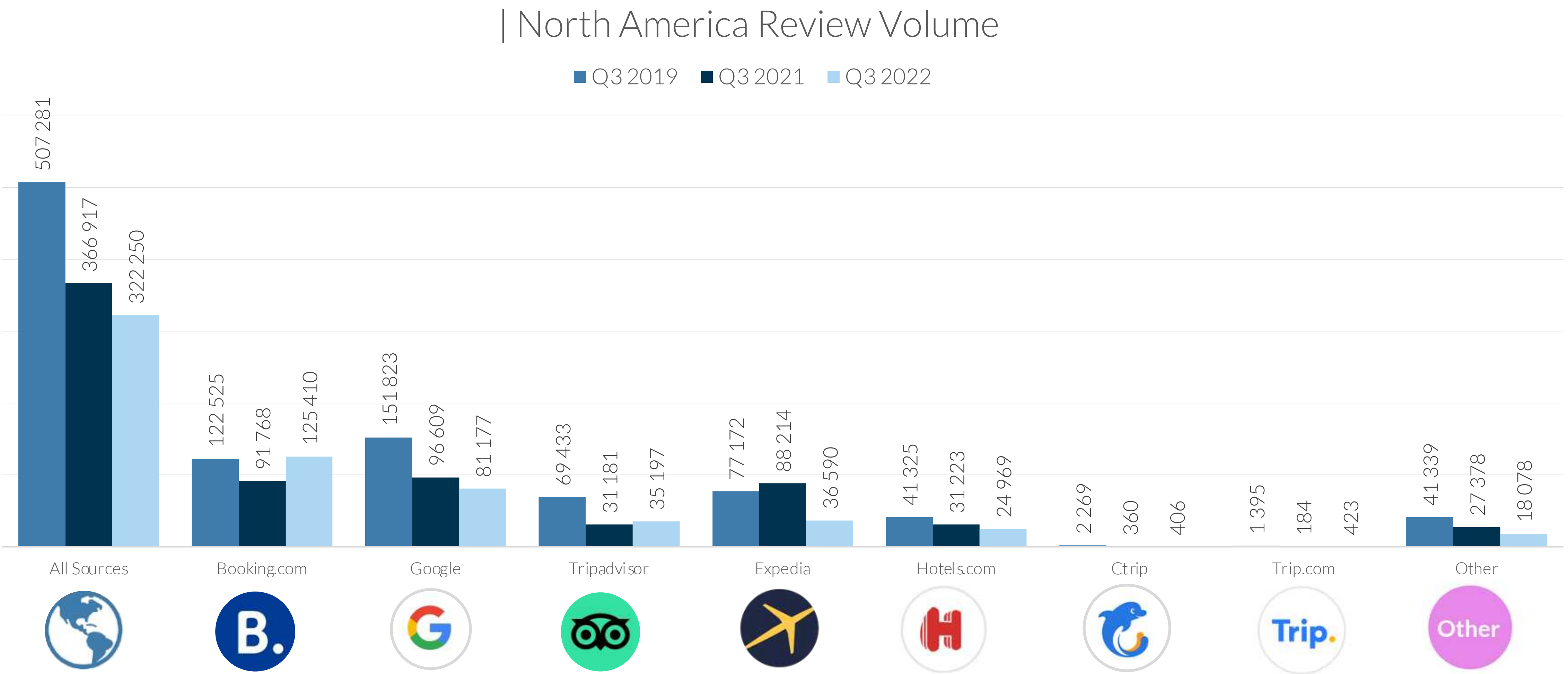
North America Review Volume

Unlike in other regions, review volume partially recovered in 2021 in North America. Even so, it **was surprising to see volume fall** by 12.2% in Q3 2022 compared to the same quarter in 2021. All other regions saw substantial increases during this period.

Compared to Q3 2021, Booking.com increased review volume by 36.7% in reviews, and Tripadvisor increased volume by 12.9%. Meanwhile, Expedia's volume was down by 58.5%, Hotel.com was down by 20.0%, and Google was down by 16.0%.

Compared to Q3 2019, review volume in North America was 36.5% lower in Q3 2022. All major review sources were down, with the notable exception of Booking.com, which generated a modest increase of 2.4%.

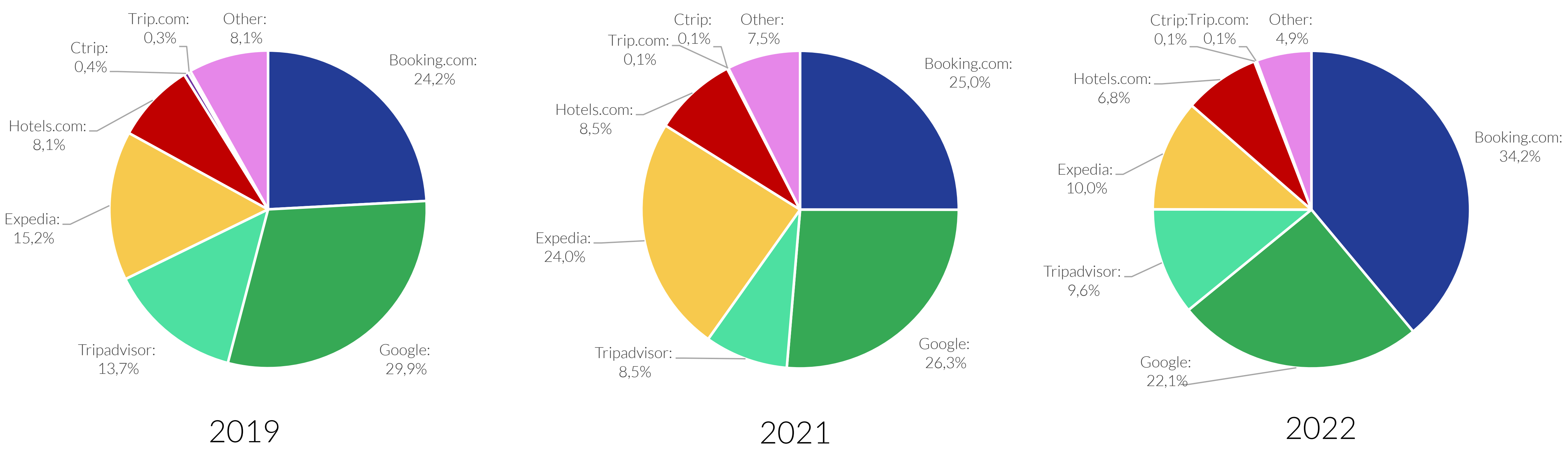


North America Share of Reviews Per Source

Among hotels in our data set in North America, Booking.com continued to grow its review market share in the third quarter of 2022. Since Q3 2019, the OTA has increased its share by 10.0 points, generating 34.2% of total reviews in Q3 2022.

Google generated the second highest proportion of reviews, at 22.1%. Showing its popularity in North America relative to other regions, Expedia generated 10.0% of reviews, much higher than its global share of 3.6%. Tripadvisor wasn't far behind Expedia, at 9.6%.

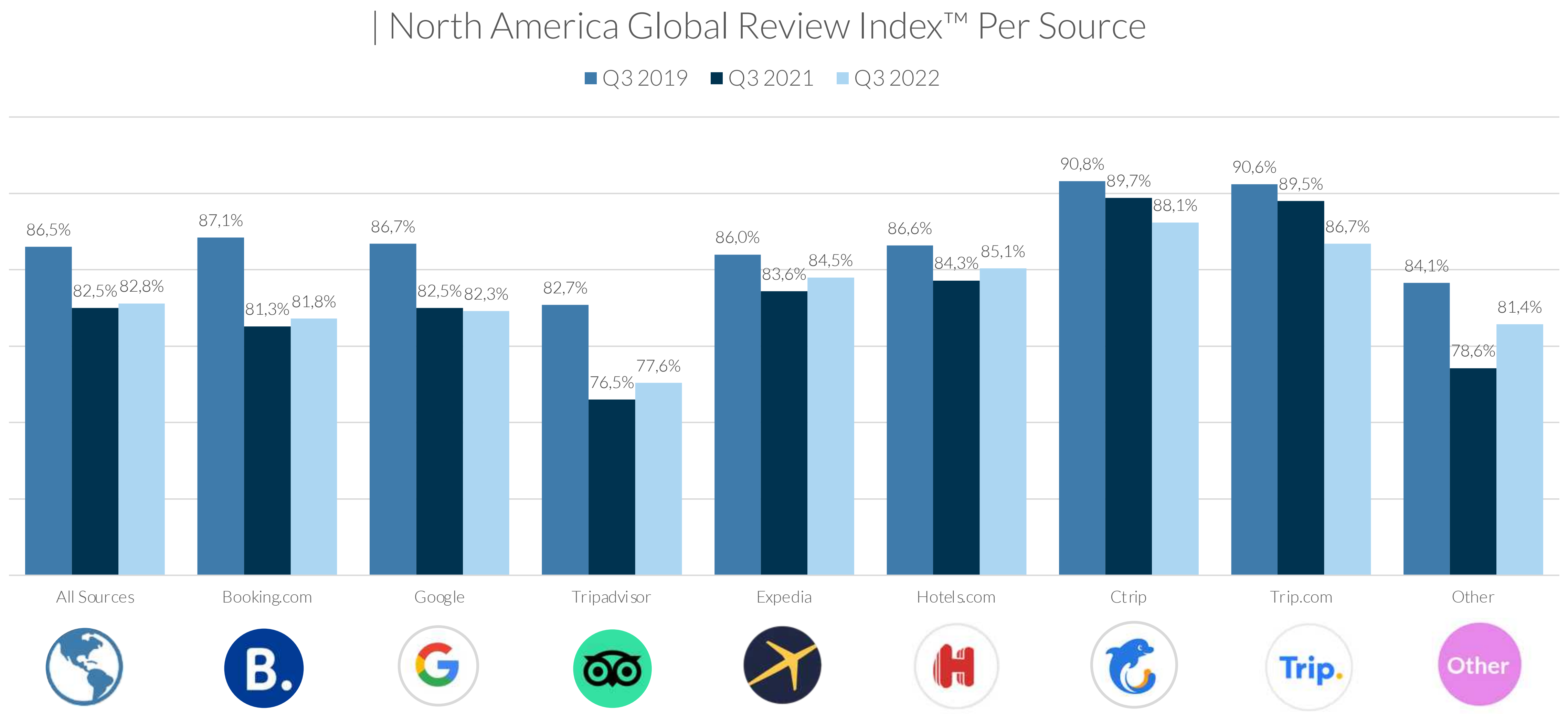
| Share of Reviews Per Source



North America Review Source Indexes

As observed in other regions, Booking.com had a lower Source Index than the other major sources in the third quarter of 2022, at 81.8%. This represents a decrease of 5.3 points since Q3 2019.

However, Tripadvisor's Source Index was the lowest of the major review sources, at 77.6%. Tripadvisor's Source Index in North America was 5.3 points lower than its global Source Index of 82.9%. Expedia's Source Index was substantially higher relative to Tripadvisor and Booking.com, at 84.5%



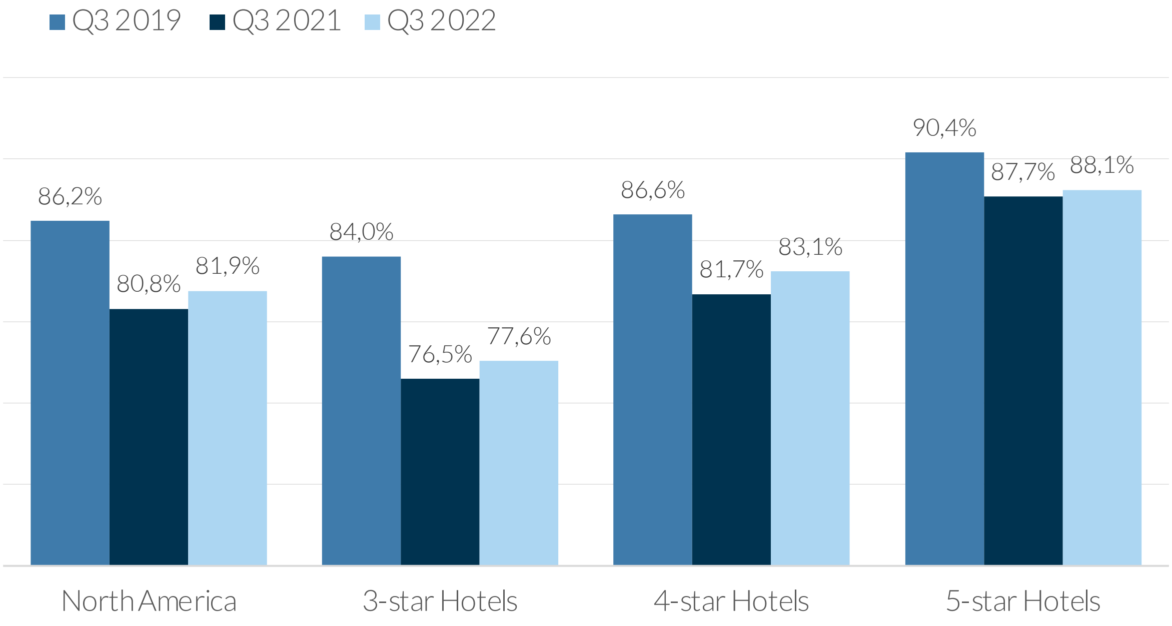
North America Department Indexes

Breaking down performance by department, we see that all five top Department Indexes in North America grew modestly from Q3 2021 to Q3 2022 but were substantially down from Q3 2019.

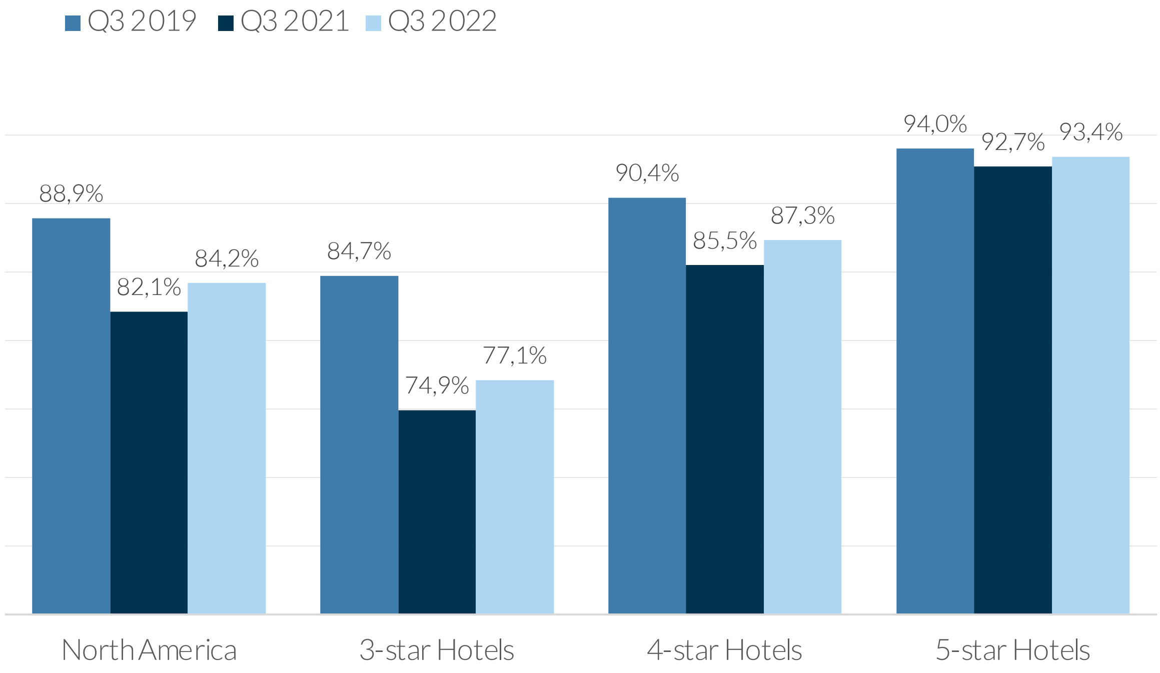
At only 75.6%, North America had the lowest Value Index of the five regions, losing 4.8 points from Q3 2019 to Q3 2022. Next came the Cleanliness Index, down 4.7 points, and the Service and Room Indexes, both down 4.3 points.

The decreases were smaller for 5-star hotels than for 4-star hotels and considerably higher for 3-star hotels.

| Service

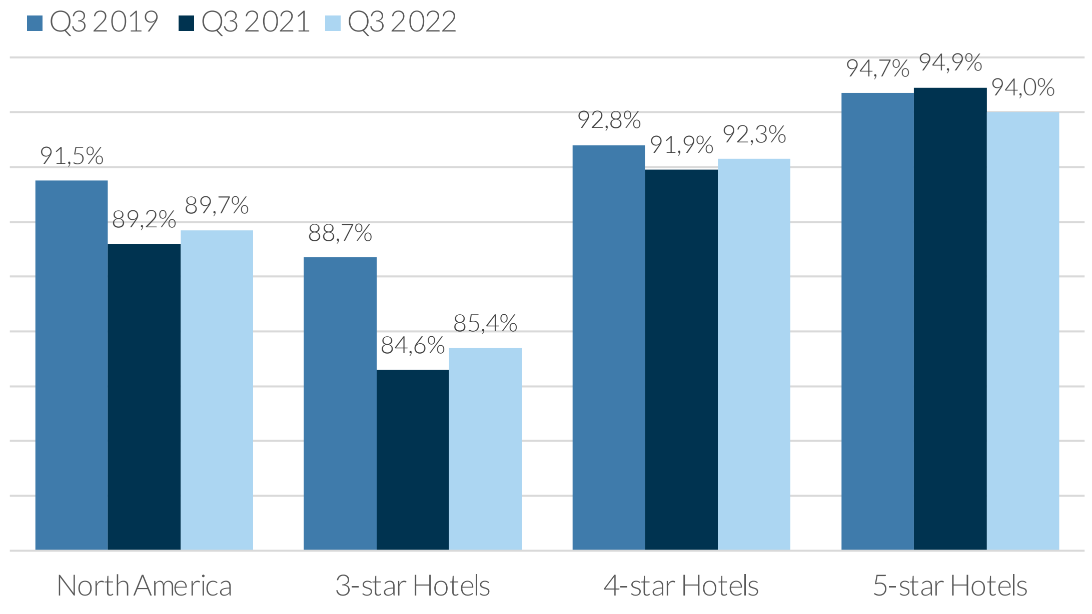


| Cleanliness

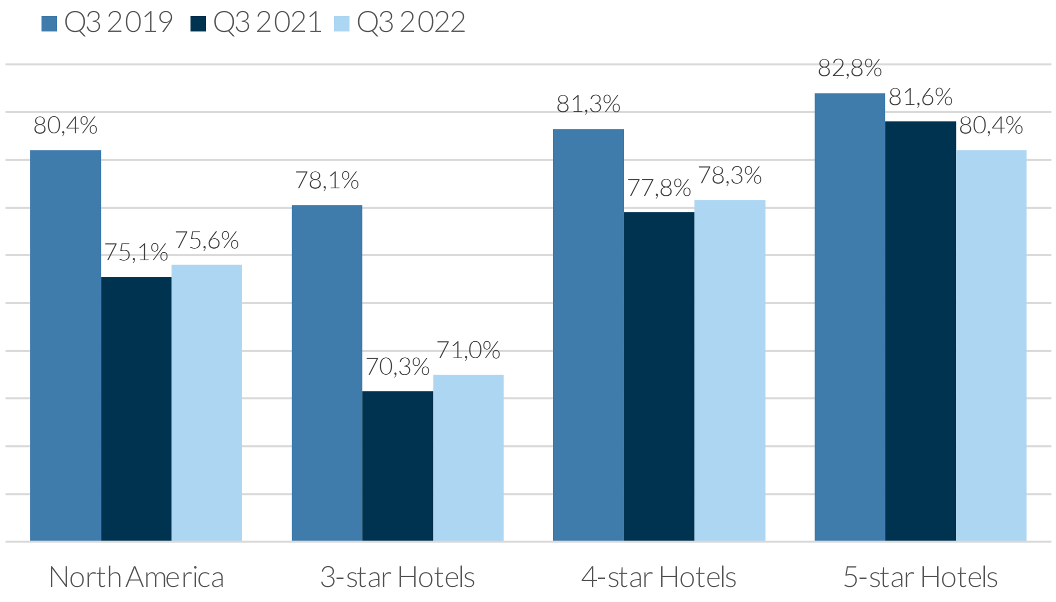


North America Department Indexes

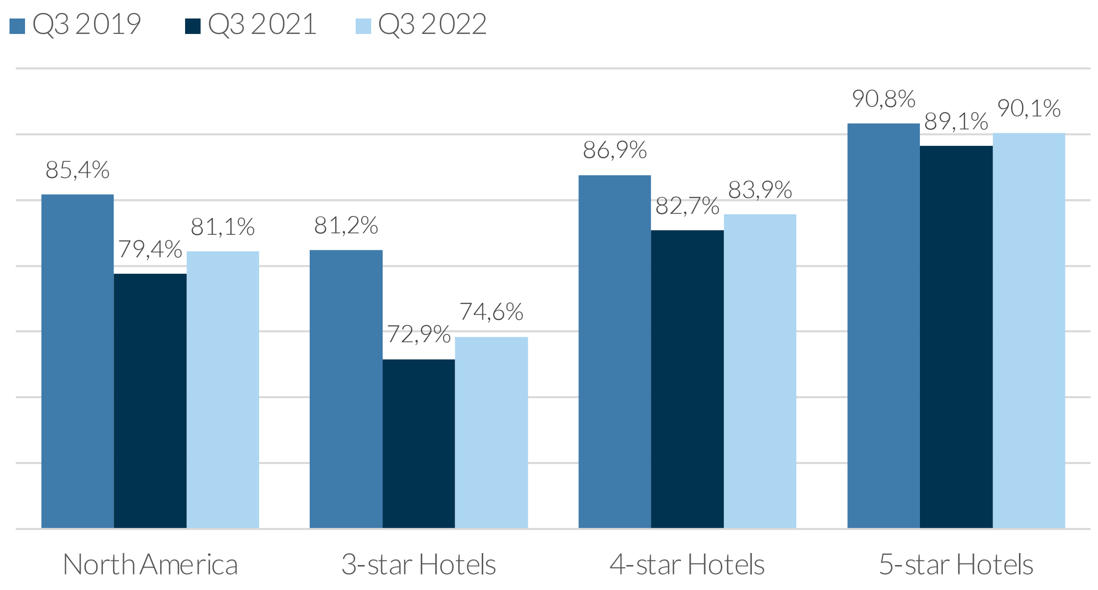
| Location



| Value



| Room



North America Top 5 Categories Affecting GRI™

In Semantic Analysis of review comments, we found that the *Experience* category had the largest positive impact on the Global Review Index™, at +1.1 points.

Next came the *Staff* category, at +0.8 points, followed by *Food & Drinks* (+0.5), *Cleanliness* (+0.4), and *Service* (+0.3).

The negative impacts of the top five categories on the GRI™ were much more substantial. The *Room* category drove down the GRI™ by -4.1 points, and the *Cleanliness* category drove it down by –3.1 points. Next came *Establishment* (-2.2), *Value* (-2.0), and *Experience* (-2.0).

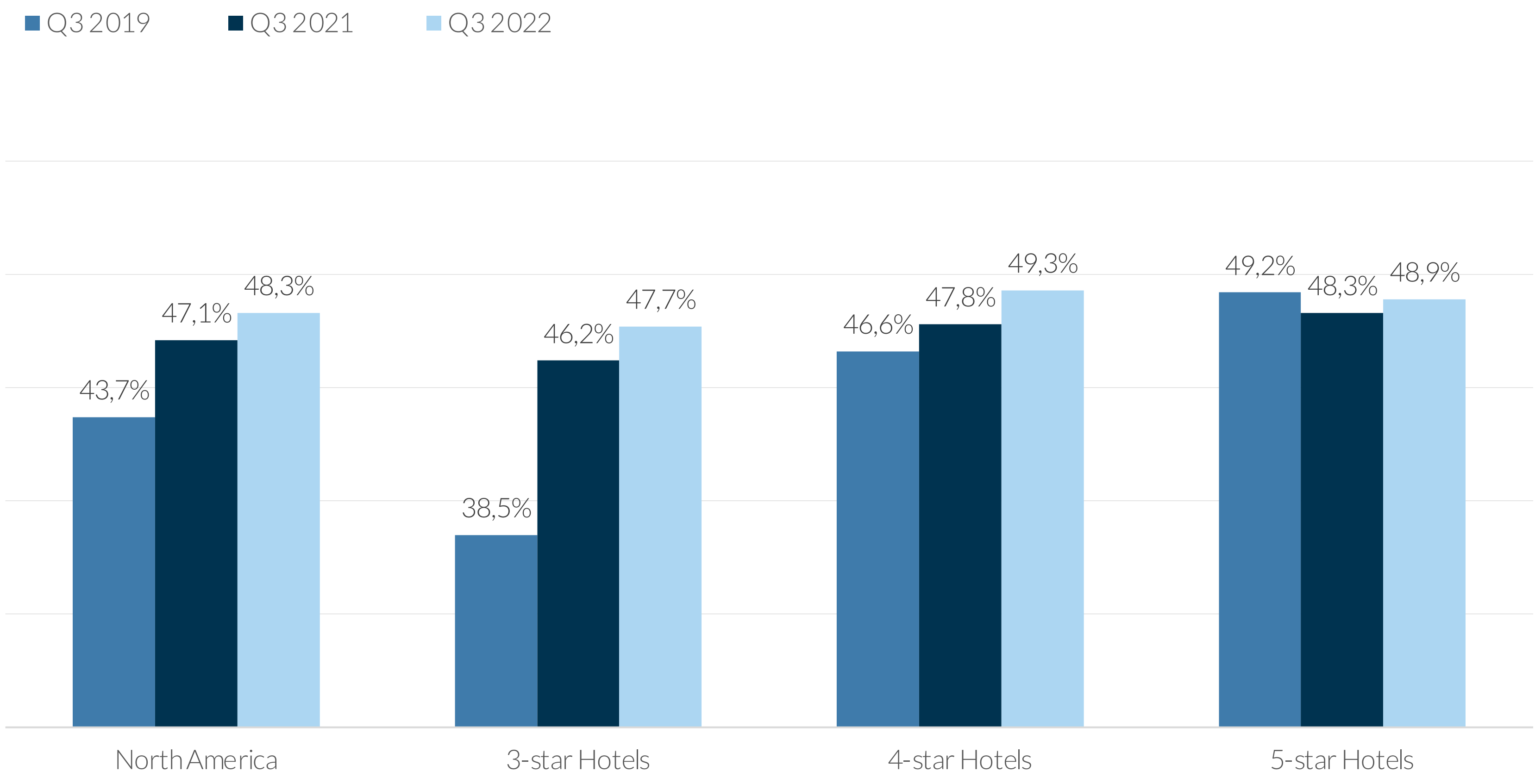
Positive		Negative	
Experience	1.1	Room	-4.1
Staff	0.8	Cleanliness	-3.1
Food & Drinks	0.5	Establishment	-2.2
Cleanliness	0.4	Value	-2.0
Service	0.3	Experience	-2.0

North America Management Responses

Hotels within the North America data set responded to 48.3% of reviews in Q3 2022. This was the lowest response rate of all five regions and was substantially lower than the global average response rate of 61.5%.

The low response rate was consistent across star segments; all responded to less than 50% of reviews.

| Management Responses Per Category



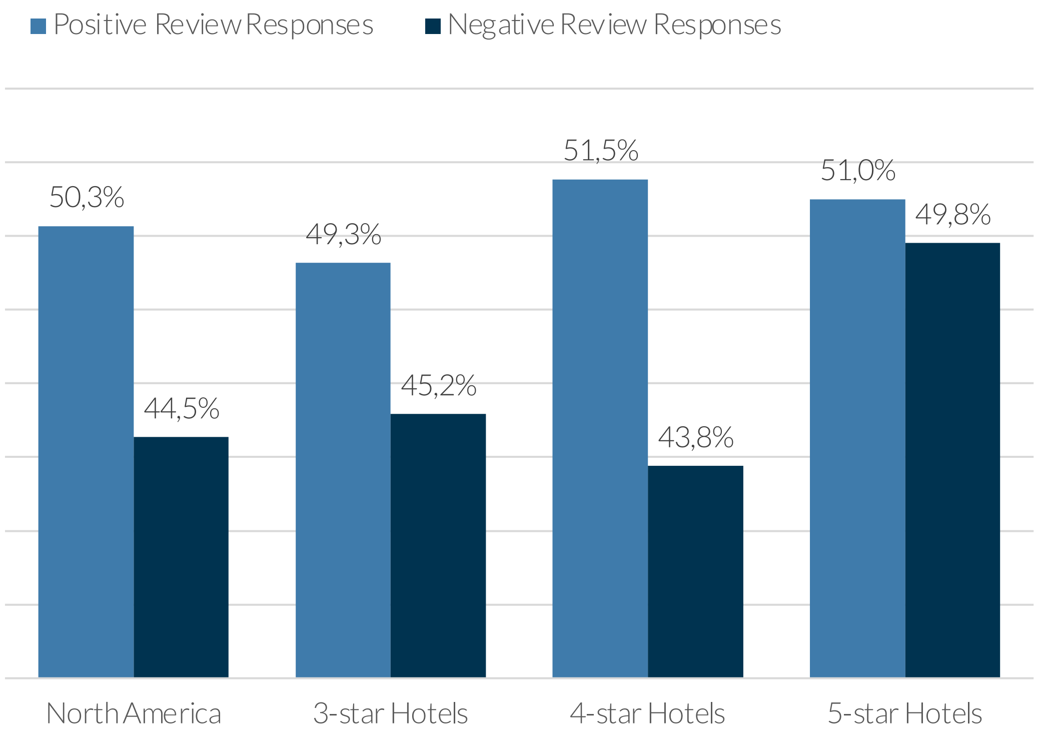
North America Management Responses

Hotels in the region responded to more positive reviews (50.3%) than negative reviews (44.5%).

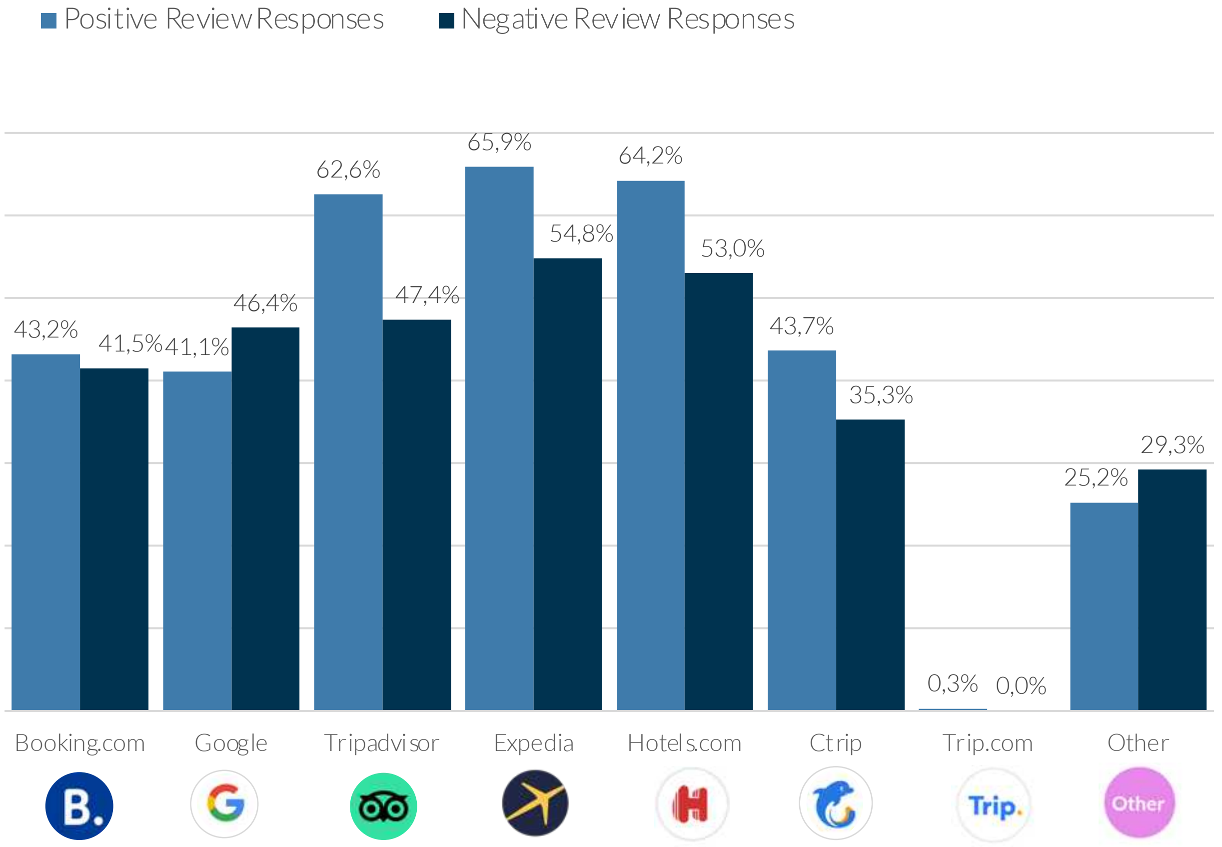
Hotels responded to a much large proportion of reviews on Expedia, Hotels.com, and Tripadvisor than on Booking.com and Google.

Notably, Google was the only major source to receive a higher response rate to negative reviews than to positive reviews.

| Positive/Negative Review Responses Per Category



| Positive/Negative Review Responses Per Source

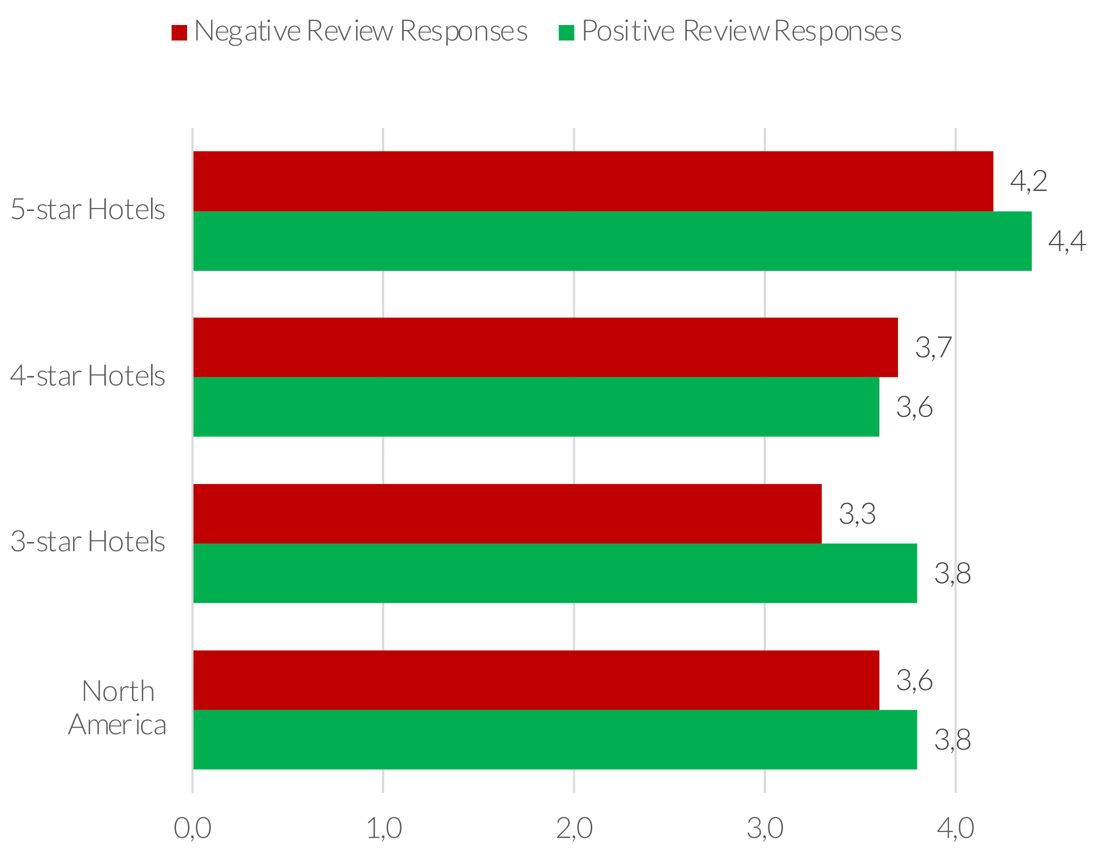


North America Management Responses

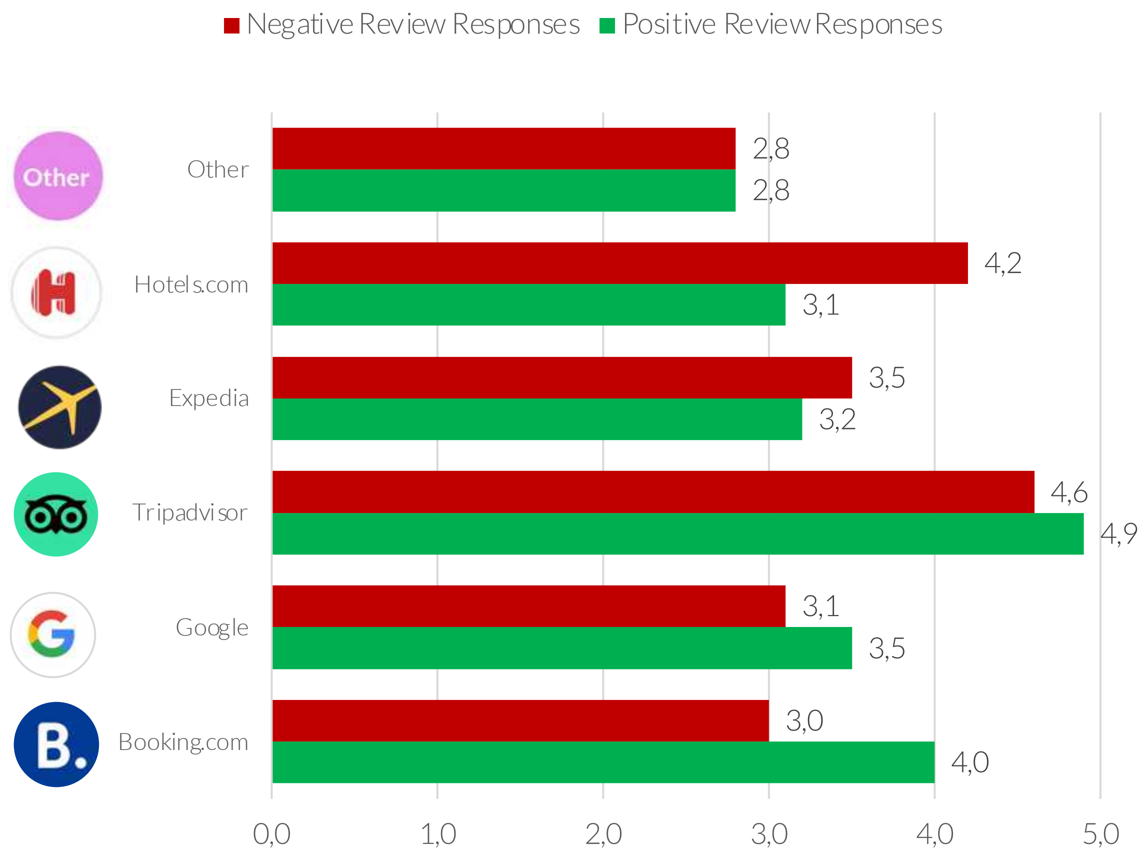
Hotels in the region took an average of 3.8 days to respond to positive reviews and 3.6 days to respond to negative reviews.

Google received the fastest responses on average, and Tripadvisor received the slowest responses.

| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)



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Insights & Strategies

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Global Hotel Review Benchmark
Q3 2022

10 Recommendations for Using Semantic Analysis to Improve Guest Satisfaction

While ratings in reviews provide valuable measures of guest satisfaction, the deeper insights come from analyzing guest comments.

Semantic analysis is the process of analyzing review comments to understand the reasons behind guest ratings, gain insights into guests' impressions of the hotel, and identify feedback patterns.

ReviewPro's Semantic Analysis tools automate this process, turning freeform review comments into quantifiable metrics. Mentions are grouped into categories, qualified as positive or negative, and used to identify patterns. To help prioritize action, ReviewPro also quantifies the positive and negative impacts of each category on overall reputation (GRI™).

Here we share 10 recommendations for using semantic analysis to better understand the needs and expectations of guests and guide strategies to improve guest satisfaction and online reputation.

1. ANALYZE GUEST SENTIMENT AT YOUR PROPERTY

After reviewing the semantic analysis metrics in this report, perform an analysis of your own hotel's reviews. A semantic analysis tool will make this process easier, but even without one you can track review comments on a spreadsheet, group mentions into positive and negative categories, and identify feedback patterns. Incorporate the insights into planning, training, and quality improvement initiatives.

2. LOOK FOR REASONS BEHIND THE RATINGS

A guest rating can be helpful, but without accompanying comments you don't know the reasons behind the rating. This is why reviews with comments are so valuable. Analyze comments to understand the context and reasons behind the ratings. Look for clues about how to prevent bad ratings in the future and, in the case of positive ratings, how to earn more reviews like them.

3. MEASURE IMPACT ON REVIEW SCORES

Another important exercise is to identify the top categories in review comments that have the highest negative and positive impacts on overall reputation. This will help you pinpoint areas of strength and weakness and where to prioritize resources. But that's just the beginning. To understand why certain aspects of the guest experience receive frequent mentions, you'll need to take a deep dive into review comments.

4. PRIORITIZE SOURCES WITH DETAILED COMMENTS

Review comments on OTAs and Google are often small snippets that prompt more questions than answers. Tripadvisor is a particularly valuable source of review commentary because travelers must provide a minimum number of characters to post a review. In fact, Tripadvisor generated 39.5% of review mentions within our global data set in Q3 despite generating only 12.3% of reviews.

5. ANALYZE GUEST SENTIMENT BY SOURCE

Source Indexes provide invaluable measures of guest sentiment on each review source. With semantic analysis, review comments are broken down into positive and negative mentions, providing further insights into which sources generate a higher proportion of positive feedback and which generate a higher proportion of negative feedback. This data can help guide your distribution strategy in both reputation management and revenue management.

6. ANALYZE SENTIMENT BY LANGUAGE & COUNTRY

If your property receives a lot of international guests, understanding guest sentiment by language and country is another highly valuable exercise. From which countries is there a disproportionate volume of negative feedback, and why? Is it due to unique needs and expectations your property isn't providing? To find out how to reverse the pattern and attract more guests, analyze guest sentiment in review comments from the countries in question.

7. MINE REVIEW FOR TRAVEL TRENDS

Traveler behavior and expectations are constantly evolving. What experiences are they raving about or complaining about these days? Is it queues at the front desk, food & beverage quality, or cleanliness? Do complaints involve specific rooms, employees, or days of the week? Mine review comments and analyze granular data points to find real-time answers to these questions directly from your guests. Then adapt accordingly.

8. RESPOND TO REVIEWS

Based on the impressive response rate this quarter of 61.5% of reviews, we probably don't have to convince you of the importance of responding to reviews. But bear in mind it's about quality as well as quantity. When responding, be sure to address specific comments in reviews to show travelers you're listening, are making efforts to address their concerns, and are committed to preventing recurring issues for other guests.

9. SUPPLEMENT REVIEWS WITH SURVEYS

Online reviews and guest surveys aren't an either/or option. They each provide different types of feedback. Guest surveys complement reviews by allowing hotels to ask specific questions about aspects of the guest experience important to them, receive feedback privately, and resolve issues before they are posted online. That's why surveys are an essential part of a comprehensive guest feedback management program. Together, reviews and surveys present a holistic view of guest satisfaction and sentiment.

10. INVEST IN TECHNOLOGY

If you don't subscribe to a hotel reputation solution, now may be the time. It will save you time by automating the process of collecting, scoring, and responding to reviews, as well as reporting, analysis, and benchmarking. Additional tools for guest messaging and case management will help streamline operations, improve guest communications, and ensure a steady stream of rave reviews. In a highly competitive marketplace, these tools can give you the upper edge you need to outperform competitors.

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Expert Insights

At Shiji's ReviewPro, we work with tens of thousands of hoteliers around the world, all united by passion and dedication to providing excellent guest experiences, improve online reputation, and boost revenue.

While we are the technology providers, we consider our clients and partners to be the real experts. For inspiration, we asked experts in the hotel industry to share their perspectives on the following question:

What do you think hoteliers should focus on to restore guest sentiment to pre-pandemic levels (or better) in 2023?

Here are highlights from their responses.

With international travel back on track and growing, we've noticed that our guests have become more discerning in what they expect from a stay experience. To that, it is key for hotels to leverage guest feedback and sentiments to ensure that our hotels stay ahead of the curve. This helps us better understand and anticipate their needs so we can create Memorable Moments during their stay.

To restore guest sentiment, it is also important to focus on our frontline teams; it is a proven fact that having satisfied and engaged team members contributes greatly to the guest experience as well.

Last but not least, hotels must continue to be flexible and adapt their service and operational plans to meet the everchanging travel patterns and corresponding needs of their guests.

Chong Yoon Ong
Manager, Quality & Brand Standards, Asia Pacific
Radisson Hotel Group
Singapore

Shiji

ReviewPro
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Expert Insights

In the unusual times of late, property managers need to treat existing guests like gold. Your biggest marketing tool is always the quality of the in-property experience. Get that right and you will have hundreds of advocates for your product.

Despite challenging staffing issues, work every day to constantly improve customer service levels and do whatever you can to surprise and delight your guests.

Over the pandemic period we have in fact increased our minimum acceptable thresholds in a number of areas as measured by ReviewPro which, despite being challenging to property owners at times, have had the desired effect up pushing us to get that little bit better every day. These improvements are evident and trackable in our ReviewPro reports and those advocates are helping every day with our recovery from two very challenging years.

David Ovendale
CEO
TOP 10 Holiday Parks Group
Christchurch, New Zealand

Regardless of the nature of stay, it is imperative that the arrival experience is congenial, seamless, and efficient - a quintessential element of hospitality. After all, everybody loves a warm welcome, which sets the tone for what is to follow.

Most guests indulge in breakfast. The offering, may it be a la carte or a buffet, must provide excellent value for money in form of variety, quality ingredients with a sense of place, notably served with grace and attention to detail.

Personal interactions were curtailed during the pandemic. Therefore, it is imperative to bring recognition (acknowledging guests by their name) and appreciation (offering the occasional personalised touch) back to the front burner – two key elements in the realm of luxury 5-star establishments.

In short order, less transactional encounters, more 'joie de vivre'!

Walter Hess
Head of Quality & Operations Excellence
Corinthia Hotels Limited
London, England

Shiji

Expert Insights

I think the three key focuses are: building great memories, colleague engagement and sustainability.

Our guests are always looking for an experience that is beyond expectation. In early 2022 our senior leaders deployed our new company vision “Building Great Memories”. It is about anticipating needs, providing personalized services and engaging our guests emotionally.

We also need to engage our colleagues by taking an active approach to care for them. Each individual colleague has a position to play, and each position supports the big picture.

The pandemic raised concerns on the sustainability measures of hotels. By offering more green options to our guests, we all can contribute to environmental protection.

To measure if we are building great memories for our guests and to identify opportunities for improvement, we are making use of our guest survey, asking our guests if their stay was memorable.

Teresa Poon
Director of Quality
Langham Hospitality Group
Hong Kong

As hotels face so many new challenges following the pandemic, it is about seeing how hoteliers can work smarter and not harder. What can be done from a technology perspective to help the guest experience while also improving efficiencies to hotels?

1. Understand what parts of the guest journey can be digitized quickly. This may mean using an AI chatbot solution, a digital dining solution, or an online check-in solution.

2. Use guest data from reviews and surveys to really understand the experience of your guests. Guest expectations have changed, as have traveler perceptions of value now that room rates are higher. Ensure you're studying sentiment data to understand what their needs are now.

3. Personalize. This means understanding why guests are visiting and what they plan to do while there. Then it’s about how to make the experience more personalized, how to wow them, and how to turn them into loyal guests and promoters.

Neil James
COO
ReviewPro and MyCheck, Shiji Group Companies
Barcelona, Spain

Expert Insights

"Each guest that stays at one of our Quest Apartment Hotels is unique. We aim to tailor our approach to each guest by ensuring we know what is unique to them prior to their arrival and then, most importantly, delivering on these expectations.

We always aim to be genuine in our approach by living our 'As local as you like it' brand platform through all parts of our business. We can achieve this by harnessing the power of the data we have in ReviewPro across our entire network to pre-empt these guests' needs and deliver a guest experience that is localised, personalised and memorable."

Brad Sammut
Senior Franchise Relationship Manager
Quest Apartment Hotels
Melbourne, Australia

Stay Tuned for Our Year-end Report

In February 2023, we'll release our 2022 year-end report, providing comprehensive reporting of the entire year's review data, along with comparisons to 2019 and 2021, analysis of results, and more expert insights.

So far this year, our results provide many reasons for optimism about the final quarter of this year and beyond to 2023. The third quarter showed a strong rebound in leisure travel and, for some hotels, even better financial results than 2019. Provided business and international travel rebounds and China reopens, hoteliers can look forward to robust demand in 2023.

An essential part of recovery, however, will be restoring pre-pandemic levels of guest satisfaction – or better, exceeding them. This will require solid commitment to review analysis and quality control. Only by identifying guest concerns and mobilizing the entire team to resolve them will hotels recapture the pre-pandemic highs of guest satisfaction.

We look forward to reporting on the progress in our next report. In the meantime, be sure to visit the Global and Regional References sections at the end of this report for a more detailed reporting of Q3 2022 data.

The ReviewPro Team

About ReviewPro

Want to know more about your online reputation?

TALK TO US

About ReviewPro

ReviewPro, a Shiji Group product, provides the world's leading guest experience software solutions in one powerful platform. Our aim is to help the hospitality industry become more profitable by gathering, understanding, and acting upon guest feedback data. Our unified Guest Experience Platform includes Hotel Reputation, Guest Surveys, Case Management, and Guest Communications.

Shiji's ReviewPro owns the industry-standard online reputation score, the Global Review Index™ (GRI), a propriety algorithm based on review data collected from +140 OTAs and review sites in +45 languages. Globally renowned brands like Radisson Hotel Group, Kempinski Hotels, and Mèlia Hotels International, rely on Shiji's ReviewPro to continually learn from their guests, improve their operations, enjoy steady growth, and drive revenue. Our flexible, cloud-based guest experience platform is fully secure and integrated to enable our clients to focus on serving their clients in the best possible way. We offer over a decade of experience and investment in innovation to ensure we continue to be the benchmark of the industry.

With over 60,000 establishments in +150 countries, Shiji's ReviewPro offers the technology, support, and education to empower you to be better. Join us.

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Q3

Global References

Q3 2022 - Global Review Index™ (GRI)

HOTEL TYPE	GRI Q3 2019	GRI Q3 2021	GRI Q2 2022	GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Global	85.9%	84.4%	84.4%	84.0%	-1.9	-0.4	-0.4
3-star Hotels	82.7%	80.8%	81.0%	80.2%	-2.5	-0.8	-0.6
4-star Hotels	86.2%	84.5%	84.5%	84.2%	-2.0	-0.3	-0.3
5-star Hotels	89.8%	88.6%	88.5%	88.3%	-1.5	-0.2	-0.3

Q3 2022 - Review Volume from top Sources

SOURCE	REVIEW VOLUME Q3 2019	REVIEW VOLUME Q3 2021	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022
All Sources	2,440,450	1,532,847	1,528,272	1,762,943	-27.8%	15.4%	15.0%	100.0%	100.0%	100.0%	100.0%
Booking.com	741,980	552,508	633,719	765,280	3.1%	20.8%	38.5%	30.4%	36.0%	41.5%	43.4%
Google	742,864	434,805	462,742	517,530	-30.3%	11.8%	19.0%	30.4%	28.4%	30.3%	29.4%
Tripadvisor	327,168	161,105	180,333	217,028	-33.7%	20.3%	34.7%	13.4%	10.5%	11.8%	12.3%
Expedia	146,657	139,802	71,834	63,320	-56.8%	-11.9%	-54.7%	6.0%	9.1%	4.7%	3.6%
Hotels.com	80,155	55,029	41,336	45,792	-42.9%	10.8%	-16.8%	3.3%	3.6%	2.7%	2.6%
Ctrip	59,605	33,477	7,425	18,904	-68.3%	154.6%	-43.5%	2.4%	2.2%	0.5%	1.1%
Trip.com	42,573	25,730	6,894	16,265	-61.8%	135.9%	-36.8%	1.7%	1.7%	0.5%	0.9%
Other	299,448	130,391	123,989	118,824	-60.3%	-4.2%	-8.9%	12.3%	8.5%	8.1%	6.7%

Q3 2022 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q3 2019	SHARE OF REVIEWS Q3 2021	SHARE OF REVIEWS Q2 2022	SHARE OF REVIEWS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Booking.com	30.4%	36.0%	41.5%	43.4%	13.0	1.9	7.4
Google	30.4%	28.4%	30.3%	29.4%	-1.1	-0.9	1.0
Tripadvisor	13.4%	10.5%	11.8%	12.3%	-1.1	0.5	1.8
Expedia	6.0%	9.1%	4.7%	3.6%	-2.4	-1.1	-5.5
Hotels.com	3.3%	3.6%	2.7%	2.6%	-0.7	-0.1	-1.0
Ctrip	2.4%	2.2%	0.5%	1.1%	-1.4	0.6	-1.1
Trip.com	1.7%	1.7%	0.5%	0.9%	-0.8	0.4	-0.8
Other	12.3%	8.5%	8.1%	6.7%	-5.5	-1.4	-1.8

Q3 2022 – Global Review Source Index

ALL SOURCES	SOURCE GRI Q3 2019	SOURCE GRI Q3 2021	SOURCE GRI Q2 2022	SOURCE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	85.9%	84.4%	84.4%	84.0%	-1.9	-0.4	-0.4
Booking.com	84.9%	81.3%	81.6%	81.4%	-3.5	-0.2	0.1
Google	85.9%	85.2%	84.9%	84.4%	-1.5	-0.5	-0.8
Tripadvisor	84.2%	83.6%	83.6%	82.9%	-1.3	-0.7	-0.7
Expedia	85.2%	84.3%	84.7%	84.5%	-0.7	-0.2	0.2
Hotels.com	85.8%	84.9%	85.0%	84.8%	-1.0	-0.2	-0.1
Ctrip	91.4%	91.9%	91.6%	90.9%	-0.5	-0.7	-1.0
Trip.com	90.7%	90.7%	90.1%	88.8%	-1.9	-1.3	-1.9
Other	84.5%	84.0%	84.3%	83.8%	-0.7	-0.5	-0.2

Q3 2022 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q3 2019	SERVICE GRI Q3 2021	SERVICE GRI Q2 2022	SERVICE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Global	87.1%	86.2%	86.2%	85.6%	-1.5	-0.6	-0.6
3-star Hotels	84.3%	81.1%	81.4%	81.0%	-3.3	-0.4	-0.1
4-star Hotels	86.6%	85.5%	86.0%	85.1%	-1.5	-0.9	-0.4
5-star Hotels	90.2%	90.0%	89.6%	89.3%	-0.9	-0.3	-0.7

Q3 2022 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q3 2019	CLEANLINESS GRI Q3 2021	CLEANLINESS GRI Q2 2022	CLEANLINESS GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Global	88.7%	86.9%	87.4%	87.0%	-1.7	-0.4	0.1
3-star Hotels	85.1%	79.6%	80.4%	79.9%	-5.2	-0.5	0.3
4-star Hotels	88.3%	86.6%	87.6%	87.1%	-1.2	-0.5	0.5
5-star Hotels	92.0%	91.9%	91.9%	91.8%	-0.2	-0.1	-0.1

Q3 2022 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q3 2019	LOCATION GRI Q3 2021	LOCATION GRI Q2 2022	LOCATION GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Global	89.8%	90.0%	89.9%	89.5%	-0.3	-0.4	-0.5
3-star Hotels	87.8%	86.6%	86.7%	86.4%	-1.4	-0.3	-0.2
4-star Hotels	89.5%	89.9%	90.0%	89.4%	-0.1	-0.6	-0.5
5-star Hotels	91.5%	92.1%	92.0%	91.7%	0.2	-0.3	-0.4

Q3 2022 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q3 2019	ROOM GRI Q3 2021	ROOM GRI Q2 2022	ROOM GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Global	84.9%	84.9%	84.7%	84.1%	-0.8	-0.6	-0.8
3-star Hotels	79.9%	77.7%	78.0%	77.3%	-2.6	-0.7	-0.4
4-star Hotels	84.5%	84.5%	84.5%	83.7%	-0.8	-0.8	-0.8
5-star Hotels	89.3%	89.8%	89.4%	89.0%	-0.3	-0.4	-0.8

Q3 2022 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q3 2019	VALUE GRI Q3 2021	VALUE GRI Q2 2022	VALUE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Global	82.3%	81.6%	81.0%	80.4%	-1.9	-0.6	-1.2
3-star Hotels	79.4%	76.4%	76.0%	75.1%	-4.3	-0.9	-1.3
4-star Hotels	81.8%	81.1%	81.1%	80.3%	-1.5	-0.8	-0.8
5-star Hotels	85.2%	85.6%	84.3%	84.1%	-1.1	-0.2	-1.5

Q3 2022 – Semantic Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Global	73.2%	70.7%	72.2%	71.3%	-1.9	-0.9	0.6
Booking.com	63.3%	61.7%	62.0%	60.9%	-2.4	-1.1	-0.8
Google	77.7%	74.3%	75.9%	75.3%	-2.4	-0.6	1.0
Tripadvisor	77.6%	78.0%	78.7%	76.9%	-0.7	-1.8	-1.1
Expedia	70.9%	63.3%	65.5%	64.7%	-6.2	-0.8	1.4
Hotels.com	68.8%	64.4%	64.6%	63.4%	-5.4	-1.2	-1.0
Ctrip	80.8%	86.0%	88.5%	83.8%	3.0	-4.7	-2.2
Holidaycheck	80.6%	79.8%	84.5%	82.1%	1.5	-2.4	2.3
Other	73.6%	73.5%	72.8%	71.4%	-2.2	-1.4	-2.1

Q3 2022 – Semantic Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Global	26.8%	29.3%	27.8%	28.7%	1.9	0.9	-0.6
Booking.com	36.7%	38.3%	38.0%	39.1%	2.4	1.1	0.8
Google	22.3%	25.7%	24.1%	24.7%	2.4	0.6	-1.0
Tripadvisor	22.4%	22.0%	21.3%	23.1%	0.7	1.8	1.1
Expedia	29.1%	36.7%	34.5%	35.3%	6.2	0.8	-1.4
Hotels.com	31.2%	35.6%	35.4%	36.6%	5.4	1.2	1.0
Ctrip	19.2%	14.0%	11.5%	16.2%	-3.0	4.7	2.2
Holidaycheck	19.4%	20.2%	15.5%	17.9%	-1.5	2.4	-2.3
Other	26.4%	26.5%	27.2%	28.6%	2.2	1.4	2.1

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Q3 2022 – Semantic total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	5,853,426	3,576,845	3,731,958	4,312,646	-26.3%	15.6%	20.6%
Booking.com	1,249,902	888,706	956,421	1,035,300	-17.2%	8.2%	16.5%
Google	708,417	701,404	790,776	980,251	38.4%	24.0%	39.8%
Tripadvisor	2,446,305	1,097,402	1,300,000	1,538,000	-37.1%	18.3%	40.1%
Expedia	284,077	269,935	163,283	152,625	-46.3%	-6.5%	-43.5%
Hotels.com	132,836	89,692	68,337	58,347	-56.1%	-14.6%	-34.9%
Ctrip	75,478	54,483	12,597	30,103	-60.1%	139.0%	-44.7%
Holidaycheck	284,098	100,543	182,552	192,455	-32.3%	5.4%	91.4%
Other	672,313	374,680	257,992	325,565	-51.6%	26.2%	-13.1%

Q3 2022 – Semantic total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	2,140,644	1,480,079	1,438,105	1,735,946	-18.9%	20.7%	17.3%
Booking.com	725,419	551,805	591,116	681,512	-6.1%	15.3%	23.5%
Google	202,846	242,375	251,199	322,174	58.8%	28.3%	32.9%
Tripadvisor	707,706	310,278	361,228	462,339	-34.7%	28.0%	49.0%
Expedia	116,445	156,824	85,892	83,258	-28.5%	-3.1%	-46.9%
Hotels.com	60,302	49,601	37,514	33,734	-44.1%	-10.1%	-32.0%
Ctrip	17,970	8,854	1,635	5,836	-67.5%	256.9%	-34.1%
Holidaycheck	68,491	25,396	34,078	42,020	-38.6%	23.3%	65.5%
Other	241,465	134,946	75,443	105,073	-56.5%	39.3%	-22.1%

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Q3 2022 – Semantic total volume of mentions per source

SOURCE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	7,994,070	5,056,924	5,170,063	6,048,592	-1,945,478	878,529	991,668
Booking.com	1,975,321	1,440,511	1,547,537	1,716,812	-258,509	169,275	276,301
Google	911,263	943,779	1,041,975	1,302,425	391,162	260,450	358,646
Tripadvisor	3,154,011	1,407,680	1,661,228	2,000,339	-1,153,672	339,111	592,659
Expedia	400,522	426,759	249,175	235,883	-164,639	-13,292	-190,876
Hotels.com	193,138	139,293	105,851	92,081	-101,057	-13,770	-47,212
Ctrip	93,448	63,337	14,232	35,939	-57,509	21,707	-27,398
Holidaycheck	352,589	125,939	216,630	234,475	-118,114	17,845	108,536
Other	913,778	509,626	333,435	430,638	-483,140	97,203	-78,988

Q3 2022 – Source Market Share

SOURCE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
Booking.com	24.7%	28.5%	29.9%	28.4%	3.7	-1.5	-0.1
Google	11.4%	18.7%	20.2%	21.5%	10.1	1.4	2.9
Tripadvisor	39.5%	27.8%	32.1%	33.1%	-6.4	0.9	5.2
Expedia	5.0%	8.4%	4.8%	3.9%	-1.1	-0.9	-4.5
Hotels.com	2.4%	2.8%	2.0%	1.5%	-0.9	-0.5	-1.2
Ctrip	1.2%	1.3%	0.3%	0.6%	-0.6	0.3	-0.7
Holidaycheck	4.4%	2.5%	4.2%	3.9%	-0.5	-0.3	1.4
Other	11.4%	10.1%	6.4%	7.1%	-4.3	0.7	-3.0

Q3 2022 – Semantic – language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	73.2%	70.7%	72.2%	71.3%	-1.9	-0.9	0.6
English	72.9%	68.8%	70.8%	69.9%	-3.0	-0.9	1.1
Spanish	70.2%	68.4%	71.0%	70.2%	0.0	-0.8	1.8
German	77.7%	75.8%	79.0%	77.2%	-0.5	-1.8	1.4
Italian	72.8%	70.3%	72.4%	68.5%	-4.3	-3.9	-1.8
Portuguese	70.8%	67.8%	65.4%	66.2%	-4.6	0.8	-1.6
French	70.0%	71.0%	71.2%	67.0%	-3.0	-4.2	-4.0
Chinese	81.6%	86.4%	88.0%	84.6%	3.0	-3.4	-1.8
Other	74.6%	78.4%	80.1%	79.4%	4.8	-0.7	1.0

Q3 2022 – Semantic – language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	26.8%	29.3%	27.8%	28.7%	1.9	0.9	-0.6
English	27.1%	31.2%	29.2%	30.1%	3.0	0.9	-1.1
Spanish	29.8%	31.6%	29.0%	29.8%	0.0	0.8	-1.8
German	22.3%	24.2%	21.0%	22.8%	0.5	1.8	-1.4
Italian	27.2%	29.7%	27.6%	31.5%	4.3	3.9	1.8
Portuguese	29.2%	32.2%	34.6%	33.8%	4.6	-0.8	1.6
French	30.0%	29.0%	28.8%	33.0%	3.0	4.2	4.0
Chinese	18.4%	13.6%	12.0%	15.4%	-3.0	3.4	1.8
Other	25.4%	21.6%	19.9%	20.6%	-4.8	0.7	-1.0

Q3 2022 – Semantic – language – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	5,853,426	3,576,845	3,731,958	4,312,646	-26.3%	15.6%	20.6%
English	3,705,156	2,142,766	2,400,000	2,586,300	-30.2%	7.8%	20.7%
Spanish	494,109	328,622	276,941	384,943	-22.1%	39.0%	17.1%
German	558,019	263,500	400,964	411,371	-26.3%	2.6%	56.1%
Italian	105,749	17,667	37,304	56,067	-47.0%	50.3%	217.4%
Portuguese	193,548	156,766	139,809	151,503	-21.7%	8.4%	-3.4%
French	286,961	156,299	165,700	213,171	-25.7%	28.6%	36.4%
Chinese	186,310	133,612	38,283	88,621	-52.4%	131.5%	-33.7%
Other	323,574	377,613	272,957	420,670	30.0%	54.1%	11.4%

Q3 2022 – Semantic – language – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	2,140,644	1,480,079	1,438,105	1,735,946	-18.9%	20.7%	17.3%
English	1,375,786	973,429	992,802	1,113,700	-19.0%	12.2%	14.4%
Spanish	210,174	151,661	113,332	163,436	-22.2%	44.2%	7.8%
German	160,410	84,077	106,731	121,829	-24.1%	14.1%	44.9%
Italian	39,442	7,449	14,195	25,723	-34.8%	81.2%	245.3%
Portuguese	79,767	74,296	74,118	77,298	-3.1%	4.3%	4.0%
French	122,848	63,901	66,969	104,949	-14.6%	56.7%	64.2%
Chinese	42,047	21,028	5,242	16,174	-61.5%	208.5%	-23.1%
Other	110,170	104,238	64,716	112,837	2.4%	74.4%	8.2%

Q3 2022 – Semantic – language – Total mentions per region per hotel type

LANGUAGE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	7,994,070	5,056,924	5,170,063	6,048,592	-1,945,478	878,529	991,668
English	5,080,942	3,116,195	3,392,802	3,700,000	-1,380,942	307,198	583,805
Spanish	704,283	480,283	390,273	548,379	-155,904	158,106	68,096
German	718,429	347,577	507,695	533,200	-185,229	25,505	185,623
Italian	145,191	25,116	51,499	81,790	-63,401	30,291	56,674
Portuguese	273,315	231,062	213,927	228,801	-44,514	14,874	-2,261
French	409,809	220,200	232,669	318,120	-91,689	85,451	97,920
Chinese	228,357	154,640	43,525	104,795	-123,562	61,270	-49,845
Other	433,744	481,851	337,673	533,507	99,763	195,834	51,656

Q3 2022 – Semantic – language – Source Market Share

LANGUAGE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
English	63.6%	61.6%	65.6%	61.2%	-2.4	-4.5	-0.5
Spanish	8.8%	9.5%	7.5%	9.1%	0.3	1.5	-0.4
German	9.0%	6.9%	9.8%	8.8%	-0.2	-1.0	1.9
Italian	1.8%	0.5%	1.0%	1.4%	-0.5	0.4	0.9
Portuguese	3.4%	4.6%	4.1%	3.8%	0.4	-0.4	-0.8
French	5.1%	4.4%	4.5%	5.3%	0.1	0.8	0.9
Chinese	2.9%	3.1%	0.8%	1.7%	-1.1	0.9	-1.3
Other	5.4%	9.5%	6.5%	8.8%	3.4	2.3	-0.7

Q3 2022 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	66.3%	62.8%	61.4%	60.4%	-5.9%	-1.0%	-2.4%
Cleanliness	68.4%	64.1%	67.7%	64.2%	-4.2%	-3.5%	0.1%
Food & Drinks	75.6%	73.2%	75.4%	74.8%	-0.8%	-0.6%	1.6%
Establishment	79.1%	77.7%	78.7%	78.0%	-1.1%	-0.7%	0.3%
Facilities	68.1%	63.0%	66.7%	65.2%	-2.9%	-1.5%	2.2%
Service	77.8%	75.7%	76.8%	77.2%	-0.6%	0.4%	1.5%
Value	56.5%	53.8%	55.7%	54.4%	-2.1%	-1.3%	0.6%
Staff	84.7%	84.4%	85.3%	84.7%	0.0%	-0.6%	0.3%
Experience	81.9%	81.1%	82.4%	81.9%	0.0%	-0.5%	0.8%

CATEGORY	POSITIVE IMPACT Q3 2019	POSITIVE IMPACT Q3 2021	POSITIVE IMPACT Q2 2022	POSITIVE IMPACT Q3 2022
Room	-	-	-	-
Cleanliness	0.3	0.3	0.4	0.4
Food & Drinks	0.4	0.4	0.4	0.4
Establishment	0.3	0.3	0.3	0.3
Facilities	0.1	-	-	-
Service	0.3	0.4	0.4	0.5
Value	-	-	-	-
Staff	0.6	0.7	0.7	0.7
Experience	0.6	0.9	1.0	1.0

Q3 2022 – Semantic – Percentage of positive mentions per category

CATEGORY	NEGATIVE MENTIONS Q3 2019	NEGATIVE MENTIONS Q3 2021	NEGATIVE MENTIONS Q2 2022	NEGATIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	33.7%	37.2%	42.7%	39.6%	5.9%	-3.1%	2.4%
Cleanliness	31.6%	35.9%	32.4%	35.8%	4.2%	3.4%	-0.1%
Food & Drinks	24.4%	26.8%	24.6%	25.2%	0.8%	0.6%	-1.6%
Establishment	20.9%	22.3%	21.3%	22.0%	1.1%	0.7%	-0.3%
Facilities	31.9%	37.0%	33.3%	34.8%	2.9%	1.5%	-2.2%
Service	22.2%	24.3%	23.2%	22.8%	0.6%	-0.4%	-1.5%
Value	43.5%	46.2%	44.3%	45.6%	2.1%	1.3%	-0.6%
Staff	15.3%	15.6%	14.7%	15.3%	0.0%	0.6%	-0.3%
Experience	18.1%	18.9%	17.6%	18.1%	0.0%	0.5%	-0.8%

CATEGORY	NEGATIVE IMPACT Q3 2019	NEGATIVE IMPACT Q3 2021	NEGATIVE IMPACT Q2 2022	NEGATIVE IMPACT Q3 2022
Room	-1.8	-2.4	-2.4	-2.5
Cleanliness	-1.3	-1.8	-1.7	-1.9
Food & Drinks	-1.1	-1.5	-1.5	-1.5
Establishment	-1.2	-1.6	-1.5	-1.6
Facilities	-0.9	-1.3	-1.2	-1.2
Service	-0.8	-1.1	-1.1	-1.0
Value	-0.9	-1.2	-1.2	-1.2
Staff	-0.9	-1.1	-1.1	-1.2
Experience	-0.9	-1.3	-1.2	-1.3

Q3 2022 – Management Responses – Percentages of review responses per hotel type

HOTEL TYPE	REVIEW RESPONSES Q3 2019	REVIEW RESPONSES Q3 2021	REVIEW RESPONSES Q2 2022	REVIEW RESPONSES Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Global	56.0%	57.8%	60.3%	61.5%	5.5	3.7	3.7
3-star Hotels	45.6%	48.9%	51.3%	51.9%	6.3	3.0	3.0
4-star Hotels	56.9%	56.2%	60.1%	60.9%	4.0	4.7	4.7
5-star Hotels	62.6%	66.3%	67.9%	70.2%	7.6	3.9	3.9

Q3 2022 – Total volume of respondable reviews per hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q3 2019	RESPONDABLE REVIEWS Q3 2021	RESPONDABLE REVIEWS Q2 2022	RESPONDABLE REVIEWS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Global	1,566,384	1,030,245	974,339	1,173,047	-25.1%	20.4%	13.9%
3-star Hotels	376,863	252,165	250,833	293,144	-22.2%	16.9%	16.3%
4-star Hotels	622,199	409,605	386,231	455,240	-26.8%	17.9%	11.1%
5-star Hotels	505,410	318,090	284,489	368,987	-27.0%	29.7%	16.0%

Q3 2022 only – Average response time to positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Global	3.5	4.3
3-star Hotels	3.6	4.2
4-star Hotels	3.7	4.3
5-star Hotels	3.0	4.6
	DAYS	DAYS

Q3 2022 only – Average response time to positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	3.3	3.5
Google	2.8	3.9
Tripadvisor	4.1	5.2
Expedia	3.6	3.7
Hotels.com	3.3	4.4
Ctrip	-	-
Trip.com	-	-
Other	4.2	5.0
	DAYS	DAYS

Q3 2022 only – Percentage of positive review responses

HOTEL TYPE	% POSITIVE RESPONSES Q3 22	% NEGATIVE RESPONSES Q3 22
Global	64.8%	50.8%
3-star Hotels	55.2%	44.5%
4-star Hotels	63.3%	53.1%
5-star Hotels	73.2%	56.9%
	%	%

Q3 2022 only – Average response time to positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	57.7%	50.5%
Google	63.2%	46.1%
Tripadvisor	77.7%	61.1%
Expedia	69.1%	60.9%
Hotels.com	61.8%	51.7%
Ctrip	87.9%	76.4%
Trip.com	74.8%	64.4%
Other	55.3%	38.4%
	%	%

Q3 2022 vs Q3 2021

REGION	AVERAGE GRI Q3 2021	AVERAGE GRI Q3 2022	CHANGE	REVIEW VOLUME Q3 2021	REVIEW VOLUME Q3 2022	CHANGE	MGMT RESPONSES Q3 2021	MGMT RESPONSES Q3 2022	CHANGE
Global	84.4%	84.0%	-0.4	1,532,847	1,762,943	15.0%	57.8%	61.5%	3.7
Asia Pacific	88.0%	86.4%	-1.6	209,138	298,134	42.6%	68.1%	68.6%	0.5
Europe	83.8%	83.0%	-0.8	415,628	471,729	13.5%	52.7%	56.2%	3.5
Latin America	86.1%	85.2%	-0.9	249,450	276,707	10.9%	61.4%	62.1%	0.7
Middle East & Africa	82.0%	83.0%	1.0	292,104	394,352	35.0%	67.3%	73.6%	6.3
USA & Canada	82.5%	82.8%	0.3	366,917	322,250	-12.2%	47.1%	48.3%	1.2

Q3 2022 vs Q3 2019

REGION	AVERAGE GRI Q3 2019	AVERAGE GRI Q3 2022	CHANGE	REVIEW VOLUME Q3 2019	REVIEW VOLUME Q3 2022	CHANGE	MGMT RESPONSES Q3 2019	MGMT RESPONSES Q3 2022	CHANGE
Global	85.9%	84.0%	-1.9	2,440,450	1,762,943	-27.8%	56.0%	61.5%	5.5
Asia Pacific	87.6%	86.4%	-1.2	514,562	298,134	-42.1%	63.5%	68.6%	5.1
Europe	85.7%	83.0%	-2.7	595,887	471,729	-20.8%	55.7%	56.2%	0.5
Latin America	86.6%	85.2%	-1.4	367,704	276,707	-24.7%	60.0%	62.1%	2.1
Middle East & Africa	83.3%	83.0%	-0.3	455,673	394,352	-13.5%	58.0%	73.6%	15.6
USA & Canada	86.5%	82.8%	-3.7	507,281	322,250	-36.5%	43.7%	48.3%	4.6

Q3 2022 vs Q2 2022

REGION	AVERAGE GRI Q2 2022	AVERAGE GRI Q3 2022	CHANGE	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	CHANGE	MGMT RESPONSES Q2 2022	MGMT RESPONSES Q3 2022	CHANGE
Global	84.4%	84.0%	-0.4	1,528,272	1,762,943	15.4%	60.3%	61.5%	1.2
Asia Pacific	86.2%	86.4%	0.2	238,719	298,134	24.9%	65.1%	68.6%	3.5
Europe	84.8%	83.0%	-1.8	386,968	471,729	21.9%	56.1%	56.2%	0.1
Latin America	85.2%	85.2%	0.0	274,739	276,707	0.7%	62.6%	62.1%	-0.5
Middle East & Africa	82.8%	83.0%	0.2	339,618	394,352	16.1%	71.3%	73.6%	2.3
USA & Canada	83.1%	82.8%	-0.3	285,952	322,250	12.7%	45.2%	48.3%	3.1

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Asia Pacific References

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Q3 2022 – Asia Pacific Global Review Index ™ (GRI™)

HOTEL TYPE	GRI Q3 2019	GRI Q3 2021	GRI Q2 2022	GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Asia Pacific	87.6%	88.0%	86.2%	86.4%	-1.2	0.2	-1.6
3-star Hotels	84.0%	84.9%	83.3%	83.5%	-0.5	0.2	-1.4
4-star Hotels	87.5%	87.9%	86.1%	86.1%	-1.4	0.0	-1.8
5-star Hotels	90.9%	90.8%	88.9%	89.2%	-1.7	0.3	-1.6

Q3 2022 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q3 2019	REVIEW VOLUME Q3 2021	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022
All Sources	514,562	209,138	238,719	298,134	-42.1%	24.9%	42.6%	100.0%	100.0%	100.0%	100.0%
Booking.com	89,063	25,690	62,366	77,250	-13.3%	23.9%	200.7%	17.3%	12.3%	26.1%	25.9%
Google	158,335	66,969	110,714	111,260	-29.7%	0.5%	66.1%	30.8%	32.0%	46.4%	37.3%
Tripadvisor	47,193	19,849	21,306	31,695	-32.8%	48.8%	59.7%	9.2%	9.5%	8.9%	10.6%
Expedia	13,786	1,559	2,198	2,021	-85.3%	-8.1%	29.6%	2.7%	0.7%	0.9%	0.7%
Hotels.com	7,232	681	1,839	2,142	-70.4%	16.5%	214.5%	1.4%	0.3%	0.8%	0.7%
Ctrip	52,699	32,449	7,028	18,040	-65.8%	156.7%	-44.4%	10.2%	15.5%	2.9%	6.1%
Trip.com	37,939	24,860	5,742	14,560	-61.6%	153.6%	-41.4%	7.4%	11.9%	2.4%	4.9%
Other	108,315	37,081	27,526	41,166	-62.0%	49.6%	11.0%	21.0%	17.7%	11.5%	13.8%

Q3 2022 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q3 2019	SHARE OF REVIEWS Q3 2021	SHARE OF REVIEWS Q2 2022	SHARE OF REVIEWS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Booking.com	17.3%	12.3%	26.1%	25.9%	8.6	-0.2	13.6
Google	30.8%	32.0%	46.4%	37.3%	6.5	-9.1	5.3
Tripadvisor	9.2%	9.5%	8.9%	10.6%	1.5	1.7	1.1
Expedia	2.7%	0.7%	0.9%	0.7%	-2.0	-0.2	-0.1
Hotels.com	1.4%	0.3%	0.8%	0.7%	-0.7	-0.1	0.4
Ctrip	10.2%	15.5%	2.9%	6.1%	-4.2	3.1	-9.5
Trip.com	7.4%	11.9%	2.4%	4.9%	-2.5	2.5	-7.0
Other	21.0%	17.7%	11.5%	13.8%	-7.2	2.3	-3.9

Q3 2022 – GRI Source Index

ALL SOURCES	SOURCE GRI Q3 2019	SOURCE GRI Q3 2021	SOURCE GRI Q2 2022	SOURCE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	87.6%	88.0%	86.2%	86.4%	-1.2	0.2	-1.6
Booking.com	84.3%	81.0%	79.9%	80.2%	-4.1	0.3	-0.8
Google	86.5%	87.8%	86.2%	86.5%	0.0	0.3	-1.3
Tripadvisor	88.0%	90.4%	89.8%	89.8%	1.8	0.0	-0.6
Expedia	85.1%	86.0%	85.1%	84.9%	-0.2	-0.2	-1.1
Hotels.com	86.1%	86.5%	86.6%	85.7%	-0.4	-0.9	-0.8
Ctrip	91.6%	92.6%	92.8%	92.1%	0.5	-0.7	-0.5
Trip.com	90.5%	91.6%	91.6%	89.9%	-0.6	-1.7	-1.7
Other	87.5%	87.1%	86.6%	86.6%	-0.9	0.0	-0.5

Q3 2022 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q3 2019	SERVICE GRI Q3 2021	SERVICE GRI Q2 2022	SERVICE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Asia Pacific	89.6%	88.7%	88.0%	88.1%	-1.5	0.1	-0.6
3-star Hotels	87.5%	86.9%	87.2%	86.8%	-0.7	-0.4	-0.1
4-star Hotels	88.2%	86.5%	86.5%	86.5%	-1.7	0.0	0.0
5-star Hotels	91.5%	90.4%	89.1%	89.3%	-2.2	0.2	-1.1

Q3 2022 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q3 2019	CLEANLINESS GRI Q3 2021	CLEANLINESS GRI Q2 2022	CLEANLINESS GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Asia Pacific	90.7%	89.2%	88.6%	88.6%	-2.1	0.0	-0.6
3-star Hotels	89.4%	85.6%	84.2%	84.0%	-5.4	-0.2	-1.6
4-star Hotels	88.7%	84.9%	84.5%	84.4%	-4.3	-0.1	-0.5
5-star Hotels	92.5%	92.5%	91.8%	91.9%	-0.6	0.1	-0.6

Q3 2022 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q3 2019	LOCATION GRI Q3 2021	LOCATION GRI Q2 2022	LOCATION GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Asia Pacific	90.2%	90.1%	90.6%	90.0%	-0.2	-0.6	-0.1
3-star Hotels	89.5%	87.3%	88.7%	88.7%	-0.8	0.0	1.4
4-star Hotels	88.6%	87.7%	88.3%	88.1%	-0.5	-0.2	0.4
5-star Hotels	91.6%	92.1%	92.1%	91.3%	-0.3	-0.8	-0.8

Q3 2022 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q3 2019	ROOM GRI Q3 2021	ROOM GRI Q2 2022	ROOM GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Asia Pacific	86.9%	87.9%	86.9%	86.9%	0.0	0.0	-1.0
3-star Hotels	81.3%	84.6%	83.9%	83.9%	2.6	0.0	-0.7
4-star Hotels	83.8%	83.8%	83.4%	83.3%	-0.5	-0.1	-0.5
5-star Hotels	89.6%	90.9%	89.3%	89.4%	-0.2	0.1	-1.5

Q3 2022 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q3 2019	VALUE GRI Q3 2021	VALUE GRI Q2 2022	VALUE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Asia Pacific	85.6%	85.8%	83.9%	84.0%	-1.6	0.1	-1.8
3-star Hotels	82.0%	85.8%	83.6%	83.9%	1.9	0.3	-1.9
4-star Hotels	83.6%	83.3%	81.5%	81.7%	-1.9	0.2	-1.6
5-star Hotels	87.2%	87.4%	85.4%	85.5%	-1.7	0.1	-1.9

Q3 2022 – Semantics – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	78.1%	83.1%	76.7%	78.8%	0.7	2.1	-4.3
Booking.com	65.6%	64.0%	60.8%	62.2%	-3.4	1.4	-1.8
Google	82.7%	84.6%	80.8%	83.1%	0.4	2.3	-1.5
Tripadvisor	84.9%	90.0%	85.3%	87.5%	2.6	2.2	-2.5
Expedia	75.9%	74.1%	69.7%	72.5%	-3.4	2.8	-1.6
Hotels.com	72.9%	71.6%	68.9%	71.3%	-1.6	2.4	-0.3
Ctrip	81.3%	86.3%	89.1%	84.3%	3.0	-4.8	-2.0
Holidaycheck	84.9%	96.6%	80.6%	82.9%	-2.0	2.3	-13.7
Other	77.4%	83.4%	78.3%	79.2%	1.8	0.9	-4.2

Q3 2022 – Semantics – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	21.9%	16.9%	23.3%	21.2%	-0.7	-2.1	4.3
Booking.com	34.4%	36.0%	39.2%	37.8%	3.4	-1.4	1.8
Google	17.3%	15.4%	19.2%	16.9%	-0.4	-2.3	1.5
Tripadvisor	15.1%	10.0%	14.7%	12.5%	-2.6	-2.2	2.5
Expedia	24.1%	25.9%	30.3%	27.5%	3.4	-2.8	1.6
Hotels.com	27.1%	28.4%	31.1%	28.7%	1.6	-2.4	0.3
Ctrip	18.7%	13.7%	10.9%	15.7%	-3.0	4.8	2.0
Holidaycheck	15.1%	3.4%	19.4%	17.1%	2.0	-2.3	13.7
Other	22.6%	16.6%	21.7%	20.8%	-1.8	-0.9	4.2

Q3 2022 – Semantics – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	852,544	364,844	460,060	598,230	-29.8%	-29.8%	64.0%
Booking.com	155,166	37,422	89,019	107,852	-30.5%	-30.5%	188.2%
Google	98,441	71,768	136,775	154,869	57.3%	57.3%	115.8%
Tripadvisor	300,271	106,924	138,883	191,896	-36.1%	-36.1%	79.5%
Expedia	23,794	3,271	5,072	5,083	-78.6%	-78.6%	55.4%
Hotels.com	11,316	1,126	3,636	2,773	-75.5%	-75.5%	146.3%
Ctrip	66,423	52,813	12,105	29,117	-56.2%	-56.2%	-44.9%
Holidaycheck	6,042	144	370	1,986	-67.1%	-67.1%	1279.2%
Other	191,091	91,376	74,200	104,654	-45.2%	-45.2%	14.5%

Q3 2022 – Semantics – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	239,619	74,122	139,789	160,856	-32.9%	15.1%	117.0%
Booking.com	81,417	21,081	57,416	65,603	-19.4%	14.3%	211.2%
Google	20,660	13,062	32,452	31,499	52.5%	-2.9%	141.1%
Tripadvisor	53,497	11,880	24,017	27,385	-48.8%	14.0%	130.5%
Expedia	7,543	1,143	2,204	1,924	-74.5%	-12.7%	68.3%
Hotels.com	4,213	446	1,642	1,118	-73.5%	-31.9%	150.7%
Ctrip	15,327	8,368	1,484	5,432	-64.6%	266.0%	-35.1%
Holidaycheck	1,077	5	89	409	-62.0%	359.6%	8080.0%
Other	55,885	18,137	20,485	27,486	-50.8%	34.2%	51.5%

Q3 2022 – Semantics – Total volume mentions per region per source

SOURCE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	1,092,163	438,966	599,849	759,086	-333,077	159,237	320,120
Booking.com	236,583	58,503	146,435	173,455	-63,128	27,020	114,952
Google	119,101	84,830	169,227	186,368	67,267	17,141	101,538
Tripadvisor	353,768	118,804	162,900	219,281	-134,487	56,381	100,477
Expedia	31,337	4,414	7,276	7,007	-24,330	-269	2,593
Hotels.com	15,529	1,572	5,278	3,891	-11,638	-1,387	2,319
Ctrip	81,750	61,181	13,589	34,549	-47,201	20,960	-26,632
Holidaycheck	7,119	149	459	2,395	-4,724	1,936	2,246
Other	246,976	109,513	94,685	132,140	-114,836	37,455	22,627

Q3 2022 – Semantics – Source Market Share

SOURCE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
Booking.com	21.7%	13.3%	24.4%	22.9%	1.2	-1.6	9.5
Google	10.9%	19.3%	28.2%	24.6%	13.6	-3.7	5.2
Tripadvisor	32.4%	27.1%	27.2%	28.9%	-3.5	1.7	1.8
Expedia	2.9%	1.0%	1.2%	0.9%	-1.9	-0.3	-0.1
Hotels.com	1.4%	0.4%	0.9%	0.5%	-0.9	-0.4	0.2
Ctrip	7.5%	13.9%	2.3%	4.6%	-2.9	2.3	-9.4
Holidaycheck	0.7%	0.0%	0.1%	0.3%	-0.3	0.2	0.3
Other	22.6%	24.9%	15.8%	17.4%	-5.2	1.6	-7.5

Q3 2022 – Language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	78.10%	83.1%	76.7%	78.8%	0.7	2.1	-4.3
English	77.47%	81.1%	74.4%	76.7%	-0.8	2.3	-4.4
Spanish	65.86%	76.4%	68.5%	66.0%	0.1	-2.5	-10.4
German	77.15%	80.6%	75.5%	74.0%	-3.2	-1.5	-6.6
Italian	72.86%	77.6%	71.6%	71.7%	-1.2	0.1	-5.9
Portuguese	74.16%	79.5%	71.6%	63.4%	-10.8	-8.2	-16.1
French	72.56%	84.6%	70.8%	70.5%	-2.1	-0.3	-14.1
Chinese	82.37%	86.5%	88.8%	85.1%	2.7	-3.7	-1.4
Other	75.74%	85.2%	83.3%	85.8%	10.1	2.5	0.6

Q3 2022 – Language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	21.9%	16.9%	23.3%	21.2%	-0.7	-2.1	4.3
English	22.5%	18.9%	25.6%	23.3%	0.8	-2.3	4.4
Spanish	34.1%	23.6%	31.5%	34.0%	-0.1	2.5	10.4
German	22.9%	19.4%	24.5%	26.0%	3.2	1.5	6.6
Italian	27.1%	22.4%	28.4%	28.3%	1.2	-0.1	5.9
Portuguese	25.8%	20.5%	28.4%	36.6%	10.8	8.2	16.1
French	27.4%	15.4%	29.2%	29.5%	2.1	0.3	14.1
Chinese	17.6%	13.5%	11.2%	14.9%	-2.7	3.7	1.4
Other	24.3%	14.8%	16.7%	14.2%	-10.1	-2.5	-0.6

Q3 2022 – Sources – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	852,544	364,844	460,060	598,230	-29.8%	-29.8%	64.0%
English	586,627	218,410	341,263	401,625	-31.5%	-31.5%	83.9%
Spanish	7,992	194	1,061	2,905	-63.7%	-63.7%	1397.4%
German	17,071	831	5,282	8,419	-50.7%	-50.7%	913.1%
Italian	7,324	66	472	2,379	-67.5%	-67.5%	3504.5%
Portuguese	1,303	35	257	362	-72.2%	-72.2%	934.3%
French	16,373	532	3,634	8,057	-50.8%	-50.8%	1414.5%
Chinese	167,193	131,854	36,981	86,119	-48.5%	-48.5%	-34.7%
Other	48,661	12,922	71,110	88,364	81.6%	81.6%	583.8%

Q3 2022 – Sources – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	239,619	74,122	139,789	160,856	-32.9%	-32.9%	117.0%
English	170,652	50,998	116,972	122,207	-28.4%	-28.4%	139.6%
Spanish	4,142	60	488	1,495	-63.9%	-63.9%	2391.7%
German	5,055	200	1,716	2,954	-41.6%	-41.6%	1377.0%
Italian	2,728	19	187	940	-65.5%	-65.5%	4847.4%
Portuguese	454	9	102	209	-54.0%	-54.0%	2222.2%
French	6,192	97	1,498	3,376	-45.5%	-45.5%	3380.4%
Chinese	35,774	20,494	4,645	15,110	-57.8%	-57.8%	-26.3%
Other	14,622	2,245	14,181	14,565	-0.4%	-0.4%	548.8%

Q3 2022 – Sources –

LANGUAGE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	1,092,163	438,966	599,849	759,086	-333,077	159,237	320,120
English	757,279	269,408	458,235	523,832	-233,447	65,597	254,424
Spanish	12,134	254	1,549	4,400	-7,734	2,851	4,146
German	22,126	1,031	6,998	11,373	-10,753	4,375	10,342
Italian	10,052	85	659	3,319	-6,733	2,660	3,234
Portuguese	1,757	44	359	571	-1,186	212	527
French	22,565	629	5,132	11,433	-11,132	6,301	10,804
Chinese	202,967	152,348	41,626	101,229	-101,738	59,603	-51,119
Other	63,283	15,167	85,291	102,929	39,646	17,638	87,762

Q3 2022 – Sources – Market Share

LANGUAGE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
English	69.3%	61.4%	76.4%	69.0%	-0.3	-7.4	7.6
Spanish	1.1%	0.1%	0.3%	0.6%	-0.5	0.3	0.5
German	2.0%	0.2%	1.2%	1.5%	-0.5	0.3	1.3
Italian	0.9%	0.0%	0.1%	0.4%	-0.5	0.3	0.4
Portuguese	0.2%	0.0%	0.1%	0.1%	-0.1	0.0	0.1
French	2.1%	0.1%	0.9%	1.5%	-0.6	0.7	1.4
Chinese	18.6%	34.7%	6.9%	13.3%	-5.2	6.4	-21.4
Other	5.8%	3.5%	14.2%	13.6%	7.8	-0.7	10.1

Q3 2022 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	73.0%	79.9%	68.4%	71.7%	-1.3%	3.3%	-8.2%
Cleanliness	70.4%	79.4%	70.0%	72.7%	2.3%	2.7%	-6.7%
Food & Drinks	80.6%	83.1%	79.8%	81.9%	1.3%	2.1%	-1.2%
Establishment	82.0%	85.7%	80.8%	82.1%	0.1%	1.3%	-3.6%
Facilities	73.8%	76.6%	72.8%	74.6%	0.8%	1.8%	-2.0%
Service	86.0%	89.5%	84.3%	87.9%	1.9%	3.6%	-1.6%
Value	63.6%	70.9%	63.1%	65.4%	1.8%	2.3%	-5.5%
Staff	87.6%	89.7%	86.7%	88.8%	1.2%	2.1%	-0.9%
Experience	86.6%	89.2%	85.7%	87.3%	0.7%	1.6%	-1.9%

CATEGORY	POSITIVE IMPACT Q3 2019	POSITIVE IMPACT Q3 2021	POSITIVE IMPACT Q2 2022	POSITIVE IMPACT Q3 2022
Room	0.2	0.2	0.1	0.3
Cleanliness	0.2	0.2	0.4	0.4
Food & Drinks	0.4	0.4	0.6	0.5
Establishment	0.3	0.2	0.3	0.3
Facilities	0.2	0.1	0.2	0.2
Service	0.4	0.5	0.7	0.7
Value	-	-	-	-
Staff	0.4	0.4	0.7	0.6
Experience	0.5	0.5	0.8	0.7

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Q3 2022 – Semantic – Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q3 2019	NEGATIVE MENTIONS Q3 2021	NEGATIVE MENTIONS Q2 2022	NEGATIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	27.0%	20.1%	31.6%	28.3%	1.3%	-3.3%	8.2%
Cleanliness	29.6%	20.6%	30.0%	27.3%	-2.3%	-2.7%	6.7%
Food & Drinks	19.4%	16.9%	20.2%	18.1%	-1.3%	-2.1%	1.2%
Establishment	18.0%	14.3%	19.2%	17.9%	-0.1%	-1.3%	3.6%
Facilities	26.2%	23.4%	27.2%	25.4%	-0.8%	-1.8%	2.0%
Service	14.0%	10.5%	15.7%	12.1%	-1.9%	-3.6%	1.6%
Value	36.4%	29.1%	36.9%	34.6%	-1.8%	-2.3%	5.5%
Staff	12.4%	10.3%	13.3%	11.2%	-1.2%	-2.1%	0.9%
Experience	13.4%	10.8%	14.3%	12.7%	-0.7%	-1.6%	1.9%

CATEGORY	NEGATIVE IMPACT Q3 2019	NEGATIVE IMPACT Q3 2021	NEGATIVE IMPACT Q2 2022	NEGATIVE IMPACT Q3 2022
Room	-0.9	-0.8	-1.7	-1.4
Cleanliness	-0.7	-0.5	-1.2	-1.0
Food & Drinks	-0.5	-0.6	-1.0	-0.8
Establishment	-0.6	-0.6	-1.0	-0.8
Facilities	-0.5	-0.5	-0.8	-0.7
Service	-0.4	-0.5	-0.9	-0.6
Value	-0.4	-0.4	-0.8	-0.6
Staff	-0.4	-0.4	-0.9	-0.6
Experience	-0.4	-0.4	-0.9	-0.6

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Q3 2022 – Management response – Percentage of review responses per Hotel type

HOTEL TYPE	REVIEW RESPONSES Q3 2019	REVIEW RESPONSES Q3 2021	REVIEW RESPONSES Q2 2022	REVIEW RESPONSES Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Asia Pacific	63.5%	68.1%	65.1%	68.6%	5.1	0.5	0.5
3-star Hotels	61.4%	66.5%	57.9%	65.5%	4.1	-1.0	-1.0
4-star Hotels	65.5%	69.2%	66.3%	67.5%	2.0	-1.7	-1.7
5-star Hotels	62.9%	68.0%	66.8%	70.1%	7.2	2.1	2.1

Q3 2022 – Management response – Total volume of review responses per Hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q3 2019	RESPONDABLE REVIEWS Q3 2021	RESPONDABLE REVIEWS Q2 2022	RESPONDABLE REVIEWS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Asia Pacific	343,226	157,606	152,830	206,509	-39.8%	-39.8%	31.0%
3-star Hotels	53,218	18,377	26,332	32,947	-38.1%	-38.1%	79.3%
4-star Hotels	103,364	45,159	50,735	64,689	-37.4%	-37.4%	43.2%
5-star Hotels	183,645	94,070	75,763	108,873	-40.7%	-40.7%	15.7%

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Q3 2022 only – Average response time – to positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Asia Pacific	3.7	5.5
3-star Hotels	3.0	5.3
4-star Hotels	4.0	6.1
5-star Hotels	3.7	5.1
	DAYS	DAYS

Q3 2022 only – Average response time – to positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	4.2	5.8
Google	3.0	4.7
Tripadvisor	3.9	6.7
Expedia	6.7	5.2
Hotels.com	4.1	6.3
Ctrip	-	-
Trip.com	-	-
Other	4.5	5.8
	DAYS	DAYS

Q3 2022 only – Average response time – to positive and negative reviews per source

HOTEL TYPE	% POSITIVE RESPONSES Q3 22	% NEGATIVE RESPONSES Q3 22
Asia Pacific	71.4%	52.7%
3-star Hotels	70.5%	41.6%
4-star Hotels	69.6%	56.8%
5-star Hotels	72.7%	54.2%
	%	%

Q3 2022 only – Average response time – to positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	55.5%	49.1%
Google	68.9%	46.6%
Tripadvisor	82.4%	67.0%
Expedia	58.4%	45.5%
Hotels.com	62.2%	41.4%
Ctrip	90.2%	83.6%
Trip.com	81.3%	76.1%
Other	65.2%	49.3%
	%	%

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HOTEL TYPE	GRI Q3 2019	GRI Q3 2021	GRI Q2 2022	GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Europe	85.7%	83.8%	84.8%	83.0%	-2.7	-1.8	-0.8
3-star Hotels	80.9%	78.9%	81.0%	77.8%	-3.1	-3.2	-1.1
4-star Hotels	85.7%	83.8%	84.8%	82.9%	-2.8	-1.9	-0.9
5-star Hotels	89.8%	87.9%	88.6%	87.4%	-2.4	-1.2	-0.5

Q3 2022 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q3 2019	REVIEW VOLUME Q3 2021	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022
All Sources	595,887	415,628	386,968	471,729	-20.8%	21.9%	13.5%	100.0%	100.0%	100.0%	100.0%
Booking.com	260,579	219,981	231,049	267,300	2.6%	15.7%	21.5%	43.7%	52.9%	59.7%	56.7%
Google	130,537	88,285	74,466	100,643	-22.9%	35.2%	14.0%	21.9%	21.2%	19.2%	21.3%
Tripadvisor	86,250	42,497	44,008	57,795	-33.0%	31.3%	36.0%	14.5%	10.2%	11.4%	12.3%
Expedia	24,158	14,140	6,923	6,309	-73.9%	-8.9%	-55.4%	4.1%	3.4%	1.8%	1.3%
Hotels.com	18,360	10,574	8,168	9,248	-49.6%	13.2%	-12.5%	3.1%	2.5%	2.1%	2.0%
Ctrip	2,502	142	86	204	-91.8%	137.2%	43.7%	0.4%	0.0%	0.0%	0.0%
Trip.com	1,979	136	287	482	-75.6%	67.9%	254.4%	0.3%	0.0%	0.1%	0.1%
Other	71,522	39,873	21,981	29,748	-58.4%	35.3%	-25.4%	12.0%	9.6%	5.7%	6.3%

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Q3 2022 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q3 2019	SHARE OF REVIEWS Q3 2021	SHARE OF REVIEWS Q2 2022	SHARE OF REVIEWS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Booking.com	43.7%	52.9%	59.7%	56.7%	12.9	-3.0	3.7
Google	21.9%	21.2%	19.2%	21.3%	-0.6	2.1	0.1
Tripadvisor	14.5%	10.2%	11.4%	12.3%	-2.2	0.9	2.0
Expedia	4.1%	3.4%	1.8%	1.3%	-2.7	-0.5	-2.1
Hotels.com	3.1%	2.5%	2.1%	2.0%	-1.1	-0.1	-0.6
Ctrip	0.4%	0.0%	0.0%	0.0%	-0.4	0.0	0.0
Trip.com	0.3%	0.0%	0.1%	0.1%	-0.2	0.0	0.1
Other	12.0%	9.6%	5.7%	6.3%	-5.7	0.6	-3.3

Q3 2022 – GRI Source Index

ALL SOURCES	SOURCE GRI Q3 2019	SOURCE GRI Q3 2021	SOURCE GRI Q2 2022	SOURCE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	85.7%	83.8%	84.8%	83.0%	-2.7	-0.8	-0.8
Booking.com	85.1%	82.0%	82.7%	81.6%	-3.5	-0.4	-0.4
Google	85.7%	85.6%	86.2%	84.2%	-1.5	-1.4	-1.4
Tripadvisor	83.0%	84.3%	84.1%	81.8%	-1.2	-2.5	-2.5
Expedia	85.4%	85.4%	86.4%	86.1%	0.7	0.7	0.7
Hotels.com	85.9%	85.5%	86.4%	85.6%	-0.3	0.1	0.1
Ctrip	91.5%	91.4%	87.4%	86.1%	-5.4	-5.3	-5.3
Trip.com	91.4%	91.4%	87.7%	85.3%	-6.1	-6.1	-6.1
Other	84.4%	84.1%	84.2%	84.2%	-0.2	0.1	0.1

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Q3 2022 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q3 2019	SERVICE GRI Q3 2021	SERVICE GRI Q2 2022	SERVICE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Europe	87.0%	88.5%	88.1%	86.5%	-0.5	-1.6	-2.0
3-star Hotels	83.8%	84.8%	84.1%	82.9%	-0.9	-1.2	-1.9
4-star Hotels	86.3%	88.1%	87.5%	85.3%	-1.0	-2.2	-2.8
5-star Hotels	89.8%	90.4%	90.2%	89.2%	-0.6	-1.0	-1.2

Q3 2022 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q3 2019	CLEANLINESS GRI Q3 2021	CLEANLINESS GRI Q2 2022	CLEANLINESS GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Europe	88.5%	89.6%	89.1%	88.3%	-0.2	-0.8	-1.3
3-star Hotels	84.3%	84.9%	82.4%	81.3%	-3.0	-1.1	-3.6
4-star Hotels	87.4%	88.5%	88.2%	87.3%	-0.1	-0.9	-1.2
5-star Hotels	91.7%	92.0%	92.3%	91.7%	0.0	-0.6	-0.3

Q3 2022 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q3 2019	LOCATION GRI Q3 2021	LOCATION GRI Q2 2022	LOCATION GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Europe	88.8%	90.3%	90.2%	89.4%	0.6	-0.8	-0.9
3-star Hotels	86.0%	88.3%	87.2%	86.2%	0.2	-1.0	-2.1
4-star Hotels	88.0%	89.5%	89.3%	88.2%	0.2	-1.1	-1.3
5-star Hotels	91.2%	91.7%	92.2%	91.7%	0.5	-0.5	0.0

Q3 2022 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q3 2019	ROOM GRI Q3 2021	ROOM GRI Q2 2022	ROOM GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Europe	84.4%	87.5%	86.4%	84.8%	0.4	-1.6	-2.7
3-star Hotels	78.2%	82.1%	79.6%	77.8%	-0.4	-1.8	-4.3
4-star Hotels	83.6%	86.6%	85.6%	84.0%	0.4	-1.6	-2.6
5-star Hotels	88.9%	90.2%	90.0%	88.6%	-0.3	-1.4	-1.6

Q3 2022 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q3 2019	VALUE GRI Q3 2021	VALUE GRI Q2 2022	VALUE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Europe	82.4%	83.7%	82.7%	81.2%	-1.2	-1.5	-2.5
3-star Hotels	80.4%	83.6%	79.3%	76.9%	-3.5	-2.4	-6.7
4-star Hotels	81.2%	82.2%	81.9%	80.3%	-0.9	-1.6	-1.9
5-star Hotels	84.5%	84.8%	84.7%	83.6%	-0.9	-1.1	-1.2

Q3 2022 – Semantics – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	72.5%	71.7%	73.1%	70.5%	-2.0	-2.6	-1.2
Booking.com	64.5%	64.1%	64.7%	62.2%	-2.3	-2.5	-1.9
Google	77.0%	74.7%	77.8%	75.3%	-1.7	-2.5	0.6
Tripadvisor	75.7%	77.7%	78.7%	74.1%	-1.6	-4.6	-3.6
Expedia	75.2%	72.0%	73.4%	71.2%	-4.0	-2.2	-0.8
Hotels.com	73.4%	71.2%	69.7%	68.8%	-4.6	-0.9	-2.4
Ctrip	77.5%	69.9%	67.3%	72.1%	-5.4	4.8	2.2
Holidaycheck	82.2%	80.1%	85.4%	81.8%	-0.4	-3.6	1.7
Other	75.1%	78.9%	79.8%	78.0%	2.9	-1.8	-0.9

Q3 2022 – Semantics – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	27.5%	28.3%	26.9%	29.5%	2.0	2.6	1.2
Booking.com	35.5%	35.9%	35.3%	37.8%	2.3	2.5	1.9
Google	23.0%	25.3%	22.2%	24.7%	1.7	2.5	-0.6
Tripadvisor	24.3%	22.3%	21.3%	25.9%	1.6	4.6	3.6
Expedia	24.8%	28.0%	26.6%	28.8%	4.0	2.2	0.8
Hotels.com	26.6%	28.8%	30.3%	31.2%	4.6	0.9	2.4
Ctrip	22.5%	30.1%	32.7%	27.9%	5.4	-4.8	-2.2
Holidaycheck	17.8%	19.9%	14.6%	18.2%	0.4	3.6	-1.7
Other	24.9%	21.1%	20.2%	22.0%	-2.9	1.8	0.9

Q3 2022 – Semantic – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	1,716,024	1,156,898	1,088,644	1,344,019	-21.7%	-21.7%	16.2%
Booking.com	496,240	413,982	382,114	424,500	-14.5%	-14.5%	2.5%
Google	154,701	196,605	166,837	257,689	66.6%	66.6%	31.1%
Tripadvisor	697,825	319,074	364,992	481,831	-31.0%	-31.0%	51.0%
Expedia	51,877	31,155	16,887	17,454	-66.4%	-66.4%	-44.0%
Hotels.com	32,225	21,701	15,117	12,365	-61.6%	-61.6%	-43.0%
Ctrip	3,565	253	108	209	-94.1%	-94.1%	-17.4%
Holidaycheck	119,483	60,707	70,245	80,186	-32.9%	-32.9%	32.1%
Other	160,108	113,421	72,344	69,785	-56.4%	-56.4%	-38.5%

Q3 2022 – Semantic – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	651,500	456,052	389,253	561,644	-13.8%	44.3%	23.2%
Booking.com	272,713	231,602	208,631	258,221	-5.3%	23.8%	11.5%
Google	46,210	66,645	47,478	84,606	83.1%	78.2%	27.0%
Tripadvisor	223,769	91,355	98,975	168,530	-24.7%	70.3%	84.5%
Expedia	17,115	12,089	6,131	7,077	-58.7%	15.4%	-41.5%
Hotels.com	11,668	8,766	6,559	5,601	-52.0%	-14.6%	-36.1%
Ctrip	1,034	109	49	81	-92.2%	65.3%	-25.7%
Holidaycheck	25,806	15,108	11,998	17,810	-31.0%	48.4%	17.9%
Other	53,185	30,378	9,432	19,718	-62.9%	109.1%	-35.1%

Q3 2022 – Semantic – Total volume of mentions per region per source

SOURCE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	2,367,524	1,612,950	1,477,897	1,905,663	-461,861	427,766	292,713
Booking.com	768,953	645,584	590,745	682,721	-86,232	91,976	37,137
Google	200,911	263,250	214,315	342,295	141,384	127,980	79,045
Tripadvisor	921,594	410,429	463,967	650,361	-271,233	186,394	239,932
Expedia	68,992	43,244	23,018	24,531	-44,461	1,513	-18,713
Hotels.com	43,893	30,467	21,676	17,966	-25,927	-3,710	-12,501
Ctrip	4,599	362	157	290	-4,309	133	-72
Holidaycheck	145,289	75,815	82,243	97,996	-47,293	15,753	22,181
Other	213,293	143,799	81,776	89,503	-123,790	7,727	-54,296

Q3 2022 – Semantic – Source Market Share

SOURCE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
Booking.com	32.5%	40.0%	40.0%	35.8%	3.3	-4.1	-4.2
Google	8.5%	16.3%	14.5%	18.0%	9.5	3.5	1.6
Tripadvisor	38.9%	25.4%	31.4%	34.1%	-4.8	2.7	8.7
Expedia	2.9%	2.7%	1.6%	1.3%	-1.6	-0.3	-1.4
Hotels.com	1.9%	1.9%	1.5%	0.9%	-0.9	-0.5	-0.9
Ctrip	0.2%	0.0%	0.0%	0.0%	-0.2	0.0	0.0
Holidaycheck	6.1%	4.7%	5.6%	5.1%	-1.0	-0.4	0.4
Other	9.0%	8.9%	5.5%	4.7%	-4.3	-0.8	-4.2

Q3 2022 – Language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	72.5%	71.7%	73.1%	70.5%	-2.0	-2.6	-1.2
English	72.1%	69.3%	71.4%	68.3%	-3.8	-3.1	-1.0
Spanish	67.1%	67.0%	69.9%	67.8%	0.7	-2.1	0.8
German	76.7%	74.6%	74.9%	74.7%	-2.0	-0.2	0.1
Italian	72.4%	70.2%	70.3%	67.9%	-4.5	-2.4	-2.3
Portuguese	71.0%	68.4%	68.4%	67.7%	-3.3	-0.7	-0.7
French	70.1%	69.4%	69.8%	66.0%	-4.1	-3.8	-3.4
Chinese	75.3%	75.7%	69.4%	71.8%	-3.5	2.4	-3.9
Other	77.1%	79.7%	82.8%	80.1%	3.0	-2.7	0.4

Q3 2022 – Language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	27.5%	28.3%	26.9%	29.5%	2.0	2.6	1.2
English	27.9%	30.7%	28.6%	31.7%	3.8	3.1	1.0
Spanish	32.9%	33.0%	30.1%	32.2%	-0.7	2.1	-0.8
German	23.3%	25.4%	25.1%	25.3%	2.0	0.2	-0.1
Italian	27.6%	29.8%	29.7%	32.1%	4.5	2.4	2.3
Portuguese	29.0%	31.6%	31.6%	32.3%	3.3	0.7	0.7
French	29.9%	30.6%	30.2%	34.0%	4.1	3.8	3.4
Chinese	24.7%	24.3%	30.6%	28.2%	3.5	-2.4	3.9
Other	22.9%	20.3%	17.2%	19.9%	-3.0	2.7	-0.4

Q3 2022 – Language – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	1,716,024	1,156,898	1,088,644	1,344,019	-21.7%	-21.7%	16.2%
English	906,329	432,176	560,616	648,667	-28.4%	-28.4%	50.1%
Spanish	182,828	166,398	77,650	143,160	-21.7%	-21.7%	-14.0%
German	281,715	190,637	201,724	220,036	-21.9%	-21.9%	15.4%
Italian	43,738	13,399	17,252	24,854	-43.2%	-43.2%	85.5%
Portuguese	55,721	46,037	31,561	44,438	-20.2%	-20.2%	-3.5%
French	95,598	66,972	54,538	74,017	-22.6%	-22.6%	10.5%
Chinese	8,813	408	543	821	-90.7%	-90.7%	101.2%
Other	141,282	240,871	144,760	188,026	33.1%	33.1%	-21.9%

Q3 2022 – Language – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	651,500	456,052	389,253	561,644	-13.8%	-13.8%	23.2%
English	351,319	191,190	224,561	300,984	-14.3%	-14.3%	57.4%
Spanish	89,747	82,036	33,437	68,052	-24.2%	-24.2%	-17.0%
German	85,507	65,006	67,601	74,424	-13.0%	-13.0%	14.5%
Italian	16,673	5,700	7,299	11,746	-29.6%	-29.6%	106.1%
Portuguese	22,707	21,235	14,581	21,205	-6.6%	-6.6%	-0.1%
French	40,747	29,581	23,596	38,069	-6.6%	-6.6%	28.7%
Chinese	2,886	131	239	323	-88.8%	-88.8%	146.6%
Other	41,914	61,173	17,939	46,841	11.8%	11.8%	-23.4%

Q3 2022 – Language – Total volume of mentions per region per hotel type

LANGUAGE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	2,367,524	1,612,950	1,477,897	1,905,663	-461,861	427,766	292,713
English	1,257,648	623,366	785,177	949,651	-307,997	164,474	326,285
Spanish	272,575	248,434	111,087	211,212	-61,363	100,125	-37,222
German	367,222	255,643	269,325	294,460	-72,762	25,135	38,817
Italian	60,411	19,099	24,551	36,600	-23,811	12,049	17,501
Portuguese	78,428	67,272	46,142	65,643	-12,785	19,501	-1,629
French	136,345	96,553	78,134	112,086	-24,259	33,952	15,533
Chinese	11,699	539	782	1,144	-10,555	362	605
Other	183,196	302,044	162,699	234,867	51,671	72,168	-67,177

Q3 2022 – Language – Source Market Share

LANGUAGE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
English	53.1%	38.6%	53.1%	49.8%	-3.3	-3.3	11.2
Spanish	11.5%	15.4%	7.5%	11.1%	-0.4	3.6	-4.3
German	15.5%	15.8%	18.2%	15.5%	-0.1	-2.8	-0.4
Italian	2.6%	1.2%	1.7%	1.9%	-0.6	0.3	0.7
Portuguese	3.3%	4.2%	3.1%	3.4%	0.1	0.3	-0.7
French	5.8%	6.0%	5.3%	5.9%	0.1	0.6	-0.1
Chinese	0.5%	0.0%	0.1%	0.1%	-0.4	0.0	0.0
Other	7.7%	18.7%	11.0%	12.3%	4.6	1.3	-6.4

Q3 2022 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	64.9%	64.2%	62.6%	59.9%	-5.0%	-2.7%	-4.3%
Cleanliness	70.8%	68.7%	73.1%	65.7%	-5.1%	-7.4%	-3.0%
Food & Drinks	73.9%	70.9%	74.5%	73.1%	-0.8%	-1.4%	2.2%
Establishment	79.2%	78.9%	80.4%	77.8%	-1.4%	-2.6%	-1.1%
Facilities	67.2%	64.3%	68.1%	64.1%	-3.1%	-4.0%	-0.2%
Service	74.2%	73.4%	75.2%	72.7%	-1.5%	-2.5%	-0.7%
Value	57.4%	58.1%	58.6%	55.2%	-2.2%	-3.4%	-2.9%
Staff	84.3%	86.1%	87.2%	84.5%	0.2%	-2.7%	-1.6%
Experience	80.7%	82.1%	82.9%	80.7%	0.0%	-2.2%	-1.4%

CATEGORY	POSITIVE IMPACT Q3 2019	POSITIVE IMPACT Q3 2021	POSITIVE IMPACT Q2 2022	POSITIVE IMPACT Q3 2022
Room	-	-	-	-
Cleanliness	0.3	0.4	0.4	0.4
Food & Drinks	0.3	0.3	0.4	0.4
Establishment	0.3	0.4	0.3	0.4
Facilities	-	-	-	-
Service	0.2	0.3	0.3	0.3
Value		-	-	-
Staff	0.7	0.9	0.8	0.9
Experience	0.6	1.0	0.9	0.9

Q3 2022 – Semantic - Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q3 2019	NEGATIVE MENTIONS Q3 2021	NEGATIVE MENTIONS Q2 2022	NEGATIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	35.1%	35.8%	37.4%	40.1%	5.0%	2.7%	4.3%
Cleanliness	29.2%	31.3%	26.9%	34.3%	5.1%	7.4%	3.0%
Food & Drinks	26.1%	29.1%	25.5%	26.9%	0.8%	1.4%	-2.2%
Establishment	20.8%	21.1%	19.6%	22.2%	1.4%	2.6%	1.1%
Facilities	32.8%	35.7%	31.9%	35.9%	3.1%	4.0%	0.2%
Service	25.8%	26.6%	24.8%	27.3%	1.5%	2.5%	0.7%
Value	42.6%	41.9%	41.4%	44.8%	2.2%	3.4%	2.9%
Staff	15.7%	13.9%	12.8%	15.5%	-0.2%	2.7%	1.6%
Experience	19.3%	17.9%	17.1%	19.3%	0.0%	2.2%	1.4%

CATEGORY	NEGATIVE IMPACT Q3 2019	NEGATIVE IMPACT Q3 2021	NEGATIVE IMPACT Q2 2022	NEGATIVE IMPACT Q3 2022
Room	-1.9	-2.4	-2.3	-2.6
Cleanliness	-1.3	-1.7	-1.4	-1.9
Food & Drinks	-1.3	-1.9	-1.5	-1.8
Establishment	-1.2	-1.6	-1.3	-1.7
Facilities	-1.0	-1.3	-1.0	-1.3
Service	-0.6	-0.8	-0.7	-0.9
Value	-1.0	-1.1	-1.1	-1.2
Staff	-0.9	-1.1	-1.0	-1.2
Experience	-0.8	-1.1	-0.9	-1.2

Q3 2022 – Management response – Percentage of review responses per hotel type

HOTEL TYPE	REVIEW RESPONSES Q3 2019	REVIEW RESPONSES Q3 2021	REVIEW RESPONSES Q2 2022	REVIEW RESPONSES Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Europe	55.7%	52.7%	56.1%	56.2%	0.5	3.5	3.5
3-star Hotels	38.7%	42.0%	42.2%	42.2%	3.5	0.2	0.2
4-star Hotels	56.4%	48.6%	58.4%	58.2%	1.8	9.6	9.6
5-star Hotels	64.1%	61.9%	63.0%	63.0%	-1.1	1.1	1.1

Q3 2022 – Management response – Total volume of review responses per hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q3 2019	RESPONDABLE REVIEWS Q3 2021	RESPONDABLE REVIEWS Q2 2022	RESPONDABLE REVIEWS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Europe	387,839	272,529	238,841	304,109	-21.6%	-21.6%	11.6%
3-star Hotels	83,537	57,543	58,629	73,433	-12.1%	-12.1%	27.6%
4-star Hotels	146,981	102,921	89,481	110,852	-24.6%	-24.6%	7.7%
5-star Hotels	158,561	112,685	91,543	120,863	-23.8%	-23.8%	7.3%

Q3 2022 only – Average response time – to positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Europe	3.7	4.7
3-star Hotels	4.4	5.6
4-star Hotels	4.2	4.4
5-star Hotels	3.2	4.7
	DAYS	DAYS

Q3 2022 only – Average response time – to positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	3.6	3.7
Google	2.9	4.4
Tripadvisor	4.2	5.9
Expedia	4.2	4.3
Hotels.com	4.7	4.8
Ctrip	-	-
Trip.com	-	-
Other	4.5	5.8
	DAYS	DAYS

Q3 2022 only – Average response time – to positive and negative reviews per source

HOTEL TYPE	% POSITIVE RESPONSES Q3 22	% NEGATIVE RESPONSES Q3 22
EUROPE	58.3%	51.0%
3-star Hotels	43.3%	38.4%
4-star Hotels	57.8%	60.0%
5-star Hotels	65.7%	54.6%
	%	%

Q3 2022 only – Average response time – to positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	54.6%	53.1%
Google	56.3%	45.2%
Tripadvisor	73.6%	56.6%
Expedia	58.4%	52.3%
Hotels.com	50.7%	48.1%
Ctrip	7.7%	8.7%
Trip.com	8.2%	7.3%
Other	46.6%	37.3%
	%	%

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Latin America & Caribbean References

Global Hotel Review Benchmark

Q3 2022

Q3 2022 – Latin America & Caribbean Global Review Index ™ (GRI™)

HOTEL TYPE	GRI Q3 2019	GRI Q3 2021	GRI Q2 2022	GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Latin America & Caribbean	86.6%	86.1%	85.2%	85.2%	-1.4	0.0	-0.9
3-star Hotels	84.4%	83.6%	82.9%	82.5%	-1.9	-0.4	-1.1
4-star Hotels	87.9%	87.0%	86.3%	86.3%	-1.6	0.0	-0.7
5-star Hotels	88.6%	89.5%	87.9%	88.1%	-0.5	0.2	-1.4

Q3 2022 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q3 2019	REVIEW VOLUME Q3 2021	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022
All Sources	367,704	249,450	274,739	276,707	-24.7%	0.7%	10.9%	100.0%	100.0%	100.0%	100.0%
Booking.com	82,267	80,633	103,602	103,818	26.2%	0.2%	28.8%	22.4%	32.3%	37.7%	37.5%
Google	154,580	81,146	87,532	89,263	-42.3%	2.0%	10.0%	42.0%	32.5%	31.9%	32.3%
Tripadvisor	69,965	36,379	49,047	52,189	-25.4%	6.4%	43.5%	19.0%	14.6%	17.9%	18.9%
Expedia	26,175	32,522	19,139	16,901	-35.4%	-11.7%	-48.0%	7.1%	13.0%	7.0%	6.1%
Hotels.com	8,936	10,266	7,860	7,587	-15.1%	-3.5%	-26.1%	2.4%	4.1%	2.9%	2.7%
Ctrip	337	76	24	44	-86.9%	83.3%	-42.1%	0.1%	0.0%	0.0%	0.0%
Trip.com	297	90	138	191	-35.7%	38.4%	112.2%	0.1%	0.0%	0.1%	0.1%
Other	25,147	8,338	7,397	6,714	-73.3%	-9.2%	-19.5%	6.8%	3.3%	2.7%	2.4%

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Q3 2022 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q3 2019	SHARE OF REVIEWS Q3 2021	SHARE OF REVIEWS Q2 2022	SHARE OF REVIEWS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Booking.com	22.4%	32.3%	37.7%	37.5%	15.1	-0.2	5.2
Google	42.0%	32.5%	31.9%	32.3%	-9.8	0.4	-0.3
Tripadvisor	19.0%	14.6%	17.8%	18.9%	-0.2	1.1	4.3
Expedia	7.1%	13.0%	6.9%	6.1%	-1.0	-0.8	-6.9
Hotels.com	2.4%	4.1%	2.8%	2.7%	0.3	-0.1	-1.4
Ctrip	0.1%	0.0%	0.0%	0.0%	-0.1	0.0	0.0
Trip.com	0.1%	0.0%	0.0%	0.1%	0.0	0.1	0.0
Other	6.8%	3.3%	2.9%	2.4%	-4.4	-0.5	-0.9

Q3 2022 – GRI Source Index

ALL SOURCES	SOURCE GRI Q3 2019	SOURCE GRI Q3 2021	SOURCE GRI Q2 2022	SOURCE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	86.6%	86.1%	85.2%	85.2%	-1.4	0.0	-0.9
Booking.com	85.9%	83.6%	83.0%	83.1%	-2.8	0.1	-0.5
Google	87.8%	87.8%	86.1%	86.0%	-1.8	-0.1	-1.8
Tripadvisor	84.0%	83.8%	82.7%	82.5%	-1.5	-0.2	-1.3
Expedia	84.3%	84.8%	83.9%	84.0%	-0.3	0.1	-0.8
Hotels.com	84.6%	85.5%	84.1%	84.2%	-0.4	0.1	-1.3
Ctrip	89.4%	88.0%			-89.4	0.0	-88.0
Trip.com	91.2%	89.8%	85.8%	86.3%	-4.9	0.5	-3.5
Other	84.0%	83.0%	82.5%	81.3%	-2.8	-1.2	-1.7

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Q3 2022 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q3 2019	SERVICE GRI Q3 2021	SERVICE GRI Q2 2022	SERVICE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Latin America & Caribbean	86.9%	87.4%	86.3%	86.0%	-0.9	-0.3	-1.4
3-star Hotels	84.6%	85.0%	83.2%	83.1%	-1.5	-0.1	-1.9
4-star Hotels	87.5%	86.9%	86.5%	86.1%	-1.4	-0.4	-0.8
5-star Hotels	88.2%	90.6%	89.2%	88.9%	0.7	-0.3	-1.7

Q3 2022 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q3 2019	CLEANLINESS GRI Q3 2021	CLEANLINESS GRI Q2 2022	CLEANLINESS GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Latin America & Caribbean	87.9%	89.3%	88.5%	87.5%	-0.4	-1.0	-1.8
3-star Hotels	84.9%	85.3%	83.7%	82.3%	-2.6	-1.4	-3.0
4-star Hotels	88.4%	88.9%	89.1%	88.4%	0.0	-0.7	-0.5
5-star Hotels	89.7%	93.4%	91.8%	90.8%	1.1	-1.0	-2.6

Q3 2022 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q3 2019	LOCATION GRI Q3 2021	LOCATION GRI Q2 2022	LOCATION GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Latin America & Caribbean	90.5%	91.3%	90.7%	90.2%	-0.3	-0.5	-1.1
3-star Hotels	88.5%	89.5%	89.2%	88.5%	0.0	-0.7	-1.0
4-star Hotels	90.9%	91.1%	90.8%	90.3%	-0.6	-0.5	-0.8
5-star Hotels	91.8%	93.2%	92.1%	91.9%	0.1	-0.2	-1.3

Q3 2022 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q3 2019	ROOM GRI Q3 2021	ROOM GRI Q2 2022	ROOM GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Latin America & Caribbean	84.0%	86.0%	84.5%	83.7%	-0.3	-0.8	-2.3
3-star Hotels	80.0%	82.3%	80.7%	79.3%	-0.7	-1.4	-3.0
4-star Hotels	84.3%	85.3%	84.5%	83.9%	-0.4	-0.6	-1.4
5-star Hotels	87.6%	90.6%	87.9%	87.5%	-0.1	-0.4	-3.1

Q3 2022 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q3 2019	VALUE GRI Q3 2021	VALUE GRI Q2 2022	VALUE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Latin America & Caribbean	81.6%	83.6%	81.1%	80.4%	-1.2	-0.7	-3.2
3-star Hotels	79.1%	81.9%	78.3%	77.2%	-1.9	-1.1	-4.7
4-star Hotels	82.0%	82.8%	81.3%	80.6%	-1.4	-0.7	-2.2
5-star Hotels	83.6%	86.9%	83.6%	83.0%	-0.6	-0.6	-3.9

Q3 2022 – Semantics – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	74.0%	71.4%	71.7%	70.7%	-3.3	-1.0	-0.7
Booking.com	62.6%	60.3%	58.9%	58.8%	-3.8	-0.1	-1.5
Google	78.6%	75.7%	75.5%	72.7%	-5.9	-2.8	-3.0
Tripadvisor	76.7%	77.6%	77.2%	76.0%	-0.7	-1.2	-1.6
Expedia	70.8%	66.0%	67.0%	65.9%	-4.9	-1.1	-0.1
Hotels.com	69.1%	67.5%	66.6%	66.3%	-2.8	-0.3	-1.2
Ctrip	78.0%	76.6%	74.4%	67.5%	-10.5	-6.9	-9.1
Holidaycheck	75.4%	71.7%	75.3%	75.0%	-0.4	-0.3	3.3
Other	74.3%	74.3%	74.0%	74.4%	0.1	0.4	0.1

Q3 2022 – Semantics – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	26.0%	28.6%	28.3%	29.3%	3.3	1.0	0.7
Booking.com	37.4%	39.7%	41.1%	41.2%	3.8	0.1	1.5
Google	21.4%	24.3%	24.5%	27.3%	5.9	2.8	3.0
Tripadvisor	23.3%	22.4%	22.8%	24.0%	0.7	1.2	1.6
Expedia	29.2%	34.0%	33.0%	34.1%	4.9	1.1	0.1
Hotels.com	30.9%	32.5%	33.4%	33.7%	2.8	0.3	1.2
Ctrip	22.0%	23.4%	25.6%	32.5%	10.5	6.9	9.1
Holidaycheck	24.6%	28.3%	24.7%	25.0%	0.4	0.3	-3.3
Other	25.7%	25.7%	26.0%	25.6%	-0.1	-0.4	-0.1

Q3 2022 – Semantic – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	1,058,184	668,826	806,944	789,815	-25.4%	-25.4%	18.1%
Booking.com	147,925	131,708	152,994	146,623	-0.9%	-0.9%	11.3%
Google	166,707	144,815	172,977	178,616	7.1%	7.1%	23.3%
Tripadvisor	584,793	277,236	391,502	383,728	-34.4%	-34.4%	38.4%
Expedia	56,978	69,451	49,059	44,073	-22.6%	-22.6%	-36.5%
Hotels.com	14,101	15,668	12,507	8,984	-36.3%	-36.3%	-42.7%
Ctrip	508	177	29	56	-89.0%	-89.0%	-68.4%
Holidaycheck	15,788	4,958	9,467	7,682	-51.3%	-51.3%	54.9%
Other	71,384	24,813	18,409	20,053	-71.9%	-71.9%	-19.2%

Q3 2022 – Semantic – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	370,853	267,397	318,198	327,761	-11.6%	3.0%	22.6%
Booking.com	88,242	86,881	106,952	102,922	16.6%	-3.8%	18.5%
Google	45,321	46,493	56,193	67,032	47.9%	19.3%	44.2%
Tripadvisor	177,421	80,051	115,637	120,975	-31.8%	4.6%	51.1%
Expedia	23,512	35,835	24,180	22,777	-3.1%	-5.8%	-36.4%
Hotels.com	6,309	7,550	6,261	4,561	-27.7%	-27.2%	-39.6%
Ctrip	143	54	10	27	-81.1%	170.0%	-50.0%
Holidaycheck	5,160	1,953	3,103	2,564	-50.3%	-17.4%	31.3%
Other	24,745	8,580	5,862	6,903	-72.1%	17.8%	-19.5%

Q3 2022 – Semantic – Total volume of mentions per region per source

SOURCE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	1,429,037	936,223	1,125,142	1,117,576	-311,461	-7,566	181,353
Booking.com	236,167	218,589	259,946	249,545	13,378	-10,401	30,956
Google	212,028	191,308	229,170	245,648	33,620	16,478	54,340
Tripadvisor	762,214	357,287	507,139	504,703	-257,511	-2,436	147,416
Expedia	80,490	105,286	73,239	66,850	-13,640	-6,389	-38,436
Hotels.com	20,410	23,218	18,768	13,545	-6,865	-5,223	-9,673
Ctrip	651	231	39	83	-568	44	-148
Holidaycheck	20,948	6,911	12,570	10,246	-10,702	-2,324	3,335
Other	96,129	33,393	24,271	26,956	-69,173	2,685	-6,437

Q3 2022 – Semantic – Source Market Share

SOURCE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
Booking.com	16.5%	23.3%	23.1%	22.3%	5.8	-0.8	-1.0
Google	14.8%	20.4%	20.4%	22.0%	7.1	1.6	1.5
Tripadvisor	53.3%	38.2%	45.1%	45.2%	-8.2	0.1	7.0
Expedia	5.6%	11.2%	6.5%	6.0%	0.3	-0.5	-5.3
Hotels.com	1.4%	2.5%	1.7%	1.2%	-0.2	-0.5	-1.3
Ctrip	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0
Holidaycheck	1.5%	0.7%	1.1%	0.9%	-0.5	-0.2	0.2
Other	6.7%	3.6%	2.2%	2.4%	-4.3	0.3	-1.2

Q3 2022 – Language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	74.0%	71.4%	71.7%	70.7%	-3.3	-1.0	-0.7
English	75.1%	72.2%	72.9%	70.7%	-4.4	-2.2	-1.5
Spanish	73.5%	71.7%	72.5%	73.1%	-0.4	0.6	1.4
German	75.3%	71.9%	74.6%	73.7%	-1.6	-0.9	1.8
Italian	70.4%	65.8%	74.1%	65.9%	-4.5	-8.2	0.1
Portuguese	70.7%	67.6%	64.3%	65.6%	-5.1	1.3	-2.0
French	73.3%	74.0%	73.5%	70.5%	-2.8	-3.0	-3.5
Chinese	75.2%	77.5%	69.3%	71.1%	-4.1	1.8	-6.4
Other	76.1%	78.0%	73.2%	72.9%	-3.2	-0.3	-5.1

Q3 2022 – Language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	26.0%	28.6%	28.3%	29.3%	3.3	1.0	0.7
English	24.9%	27.8%	27.1%	29.3%	4.4	2.2	1.5
Spanish	26.5%	28.3%	27.5%	26.9%	0.4	-0.6	-1.4
German	24.7%	28.1%	25.4%	26.3%	1.6	0.9	-1.8
Italian	29.6%	34.2%	25.9%	34.1%	4.5	8.2	-0.1
Portuguese	29.3%	32.4%	35.7%	34.4%	5.1	-1.3	2.0
French	26.7%	26.0%	26.5%	29.5%	2.8	3.0	3.5
Chinese	24.8%	22.5%	30.7%	28.9%	4.1	-1.8	6.4
Other	23.9%	22.0%	26.8%	27.1%	3.2	0.3	5.1

Q3 2022 – Language – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	1,058,184	668,826	806,944	789,815	-25.4%	-2.1%	18.1%
English	562,353	375,131	466,244	418,898	-25.5%	-10.2%	11.7%
Spanish	265,547	141,516	176,861	212,334	-20.0%	20.1%	50.0%
German	27,993	11,748	20,932	15,058	-46.2%	-28.1%	28.2%
Italian	16,977	1,488	3,782	6,933	-59.2%	83.3%	365.9%
Portuguese	122,269	106,480	100,286	98,143	-19.7%	-2.1%	-7.8%
French	48,691	20,533	34,441	33,854	-30.5%	-1.7%	64.9%
Chinese	852	93	113	216	-74.6%	91.2%	132.3%
Other	13,502	11,837	4,285	4,379	-67.6%	2.2%	-63.0%

Q3 2022 – Language – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	370,853	267,397	318,366	327,761	-11.6%	-11.6%	22.6%
English	186,009	144,537	173,302	173,239	-6.9%	-6.9%	19.9%
Spanish	95,697	55,930	66,989	78,141	-18.3%	-18.3%	39.7%
German	9,176	4,595	7,141	5,384	-41.3%	-41.3%	17.2%
Italian	7,144	775	1,322	3,594	-49.7%	-49.7%	363.7%
Portuguese	50,566	50,999	55,569	51,502	1.9%	1.9%	1.0%
French	17,737	7,196	12,403	14,186	-20.0%	-20.0%	97.1%
Chinese	281	27	50	88	-68.7%	-68.7%	225.9%
Other	4,243	3,338	1,590	1,627	-61.7%	-61.7%	-51.3%

Q3 2022 – Language – Total volume of mentions per region per hotel type

LANGUAGE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	1,429,037	936,223	1,125,310	1,117,576	-311,461	-7,734	181,353
English	748,362	519,668	639,546	592,137	-156,225	-47,409	72,469
Spanish	361,244	197,446	243,850	290,475	-70,769	46,625	93,029
German	37,169	16,343	28,073	20,442	-16,727	-7,631	4,099
Italian	24,121	2,263	5,104	10,527	-13,594	5,423	8,264
Portuguese	172,835	157,479	155,855	149,645	-23,190	-6,210	-7,834
French	66,428	27,729	46,844	48,040	-18,388	1,196	20,311
Chinese	1,133	120	163	304	-829	141	184
Other	17,745	15,175	5,875	6,006	-11,739	131	-9,169

Q3 2022 – Language – Source Market Share

LANGUAGE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
English	52.4%	55.5%	56.8%	53.0%	0.6	-3.9	-2.5
Spanish	25.3%	21.1%	21.7%	26.0%	0.7	4.3	4.9
German	2.6%	1.7%	2.5%	1.8%	-0.8	-0.7	0.1
Italian	1.7%	0.2%	0.5%	0.9%	-0.7	0.5	0.7
Portuguese	12.1%	16.8%	13.9%	13.4%	1.3	-0.5	-3.4
French	4.6%	3.0%	4.2%	4.3%	-0.3	0.1	1.3
Chinese	0.1%	0.0%	0.0%	0.0%	-0.1	0.0	0.0
Other	1.2%	1.6%	0.5%	0.5%	-0.7	0.0	-1.1

Q3 2022 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	65.4%	61.3%	58.2%	57.1%	-8.3%	-1.1%	-4.2%
Cleanliness	65.2%	63.6%	63.2%	58.8%	-6.4%	-4.4%	-4.8%
Food & Drinks	76.0%	73.7%	74.5%	73.3%	-2.7%	-1.2%	-0.4%
Establishment	78.9%	77.2%	77.1%	76.7%	-2.2%	-0.4%	-0.5%
Facilities	70.3%	66.3%	66.8%	66.1%	-4.2%	-0.7%	-0.2%
Service	79.4%	77.1%	77.0%	76.8%	-2.6%	-0.2%	-0.3%
Value	55.0%	52.2%	53.4%	51.5%	-3.5%	-1.9%	-0.7%
Staff	84.4%	83.3%	83.8%	83.0%	-1.4%	-0.8%	-0.3%
Experience	82.1%	81.1%	82.1%	81.7%	-0.4%	-0.4%	0.6%

CATEGORY	POSITIVE IMPACT Q3 2019	POSITIVE IMPACT Q3 2021	POSITIVE IMPACT Q2 2022	POSITIVE IMPACT Q3 2022
Room	-	-	-	-
Cleanliness	0.1	0.1	0.1	-
Food & Drinks	0.2	0.2	0.2	0.3
Establishment	0.1	-	-	-
Facilities	-	-	-	-
Service	0.4	0.6	0.5	0.6
Value	-	-	-	-
Staff	0.4	0.5	0.4	0.5
Experience	0.7	0.9	1.0	1.0

Q3 2022 – Semantic - Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q3 2019	NEGATIVE MENTIONS Q3 2021	NEGATIVE MENTIONS Q2 2022	NEGATIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	34.6%	38.7%	41.8%	42.9%	8.3%	1.1%	4.2%
Cleanliness	34.8%	36.4%	36.8%	41.2%	6.4%	4.4%	4.8%
Food & Drinks	24.0%	26.3%	25.5%	26.7%	2.7%	1.2%	0.4%
Establishment	21.1%	22.8%	22.9%	23.3%	2.2%	0.4%	0.5%
Facilities	29.7%	33.7%	33.2%	33.9%	4.2%	0.7%	0.2%
Service	20.6%	22.9%	23.0%	23.2%	2.6%	0.2%	0.3%
Value	45.0%	47.8%	46.6%	48.5%	3.5%	1.9%	0.7%
Staff	15.6%	16.7%	16.2%	17.0%	1.4%	0.8%	0.3%
Experience	17.9%	18.9%	17.9%	18.3%	0.4%	0.4%	-0.6%

CATEGORY	NEGATIVE IMPACT Q3 2019	NEGATIVE IMPACT Q3 2021	NEGATIVE IMPACT Q2 2022	NEGATIVE IMPACT Q3 2022
Room	-2.0	-2.4	-2.6	-2.7
Cleanliness	-1.5	-1.7	-1.7	-2.0
Food & Drinks	-1.8	-2.2	-2.2	-2.4
Establishment	-1.5	-1.9	-1.9	-2.0
Facilities	-1.2	-1.4	-1.4	-1.5
Service	-1.2	-1.5	-1.5	-1.6
Value	-1.1	-1.4	-1.4	-1.5
Staff	-1.1	-1.3	-1.3	-1.4
Experience	-1.2	-1.6	-1.6	-1.7

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Q3 2022 – Management response – Percentage of review responses per hotel type

HOTEL TYPE	REVIEW RESPONSES Q3 2019	REVIEW RESPONSES Q3 2021	REVIEW RESPONSES Q2 2022	REVIEW RESPONSES Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Latin America & Caribbean	60.0%	61.4%	62.6%	62.1%	2.1	0.7	0.7
3-star Hotels	49.6%	49.6%	48.9%	52.7%	3.1	3.1	3.1
4-star Hotels	66.4%	65.8%	67.1%	66.8%	0.4	1.0	1.0
5-star Hotels	59.7%	67.9%	70.4%	64.4%	4.7	-3.5	-3.5

Q3 2022 – Management response – Total volume of review responses per hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q3 2019	RESPONDABLE REVIEWS Q3 2021	RESPONDABLE REVIEWS Q2 2022	RESPONDABLE REVIEWS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Latin America & Caribbean	238,438	173,266	188,698	196,457	-17.6%	-17.6%	13.4%
3-star Hotels	74,653	51,358	58,405	58,776	-21.3%	-21.3%	14.4%
4-star Hotels	121,792	86,681	91,375	97,487	-20.0%	-20.0%	12.5%
5-star Hotels	41,993	35,227	38,918	40,194	-4.3%	-4.3%	14.1%

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Q3 2022 only – Average response time – to positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Latin America & Caribbean	4.2	4.3
3-star Hotels	4.6	4.3
4-star Hotels	3.8	4.3
5-star Hotels	5.0	4.3
	DAYS	DAYS

Q3 2022 only – Average response time – to positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	3.6	3.1
Google	4.3	4.4
Tripadvisor	4.4	4.7
Expedia	3.8	3.9
Hotels.com	2.7	4.5
Ctrip	-	-
Trip.com	-	-
Other	7.2	4.8
	DAYS	DAYS

Q3 2022 only – Average response time – to positive and negative reviews per source

HOTEL TYPE	% POSITIVE RESPONSES Q3 22	% NEGATIVE RESPONSES Q3 22
Latin America & Caribbean	63.0%	59.5%
3-star Hotels	53.4%	51.1%
4-star Hotels	67.2%	65.9%
5-star Hotels	65.1%	62.8%
	%	%

Q3 2022 only – Average response time – to positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	57.1%	49.2%
Google	50.3%	49.0%
Tripadvisor	80.3%	80.9%
Expedia	81.0%	81.8%
Hotels.com	66.8%	54.1%
Ctrip	5.7%	0.0%
Trip.com	2.0%	0.0%
Other	25.9%	55.4%
	%	%

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Q3 2022 – Middle East & Africa Global Review Index ™ (GRI™)

HOTEL TYPE	GRI Q3 2019	GRI Q3 2021	GRI Q2 2022	GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Middle East & Africa	83.3%	82.0%	82.8%	83.0%	-0.3	0.2	1.0
3-star Hotels	79.0%	77.9%	78.1%	77.9%	-1.1	-0.2	0.0
4-star Hotels	81.9%	79.4%	81.1%	81.6%	-0.3	0.5	2.2
5-star Hotels	88.5%	87.9%	88.6%	88.6%	0.1	0.0	0.7

Q3 2022 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q3 2019	REVIEW VOLUME Q3 2021	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022
All Sources	455,673	292,104	339,618	394,352	-13.5%	16.1%	35.0%	100.0%	100.0%	100.0%	100.0%
Booking.com	187,711	134,517	167,371	191,587	2.1%	14.5%	42.4%	41.2%	46.1%	49.3%	48.6%
Google	147,828	101,910	110,687	135,332	-8.5%	22.3%	32.8%	32.4%	34.9%	32.6%	34.3%
Tripadvisor	54,385	31,218	34,577	40,201	-26.1%	16.3%	28.8%	11.9%	10.7%	10.2%	10.2%
Expedia	5,507	3,510	2,069	1,439	-73.9%	-30.4%	-59.0%	1.2%	1.2%	0.6%	0.4%
Hotels.com	4,346	2,318	2,136	1,858	-57.2%	-13.0%	-19.8%	1.0%	0.8%	0.6%	0.5%
Ctrip	1,801	450	132	207	-88.5%	56.8%	-54.0%	0.4%	0.2%	0.0%	0.1%
Trip.com	963	460	470	606	-37.1%	28.9%	31.7%	0.2%	0.2%	0.1%	0.2%
Other	53,132	17,721	22,176	23,122	-56.5%	4.3%	30.5%	11.7%	6.1%	6.5%	5.9%

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Q3 2022 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q3 2019	SHARE OF REVIEWS Q3 2021	SHARE OF REVIEWS Q2 2022	SHARE OF REVIEWS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Booking.com	41.2%	46.1%	49.3%	48.6%	7.4	-0.7	2.5
Google	32.4%	34.9%	32.6%	34.3%	1.9	1.7	-0.6
Tripadvisor	11.9%	10.7%	10.2%	10.2%	-1.7	0.0	-0.5
Expedia	1.2%	1.2%	0.6%	0.4%	-0.8	-0.2	-0.8
Hotels.com	1.0%	0.8%	0.6%	0.5%	-0.5	-0.1	-0.3
Ctrip	0.4%	0.2%	0.0%	0.1%	-0.3	0.1	-0.1
Trip.com	0.2%	0.2%	0.1%	0.2%	-0.1	0.1	0.0
Other	11.7%	6.1%	6.5%	5.9%	-5.8	-0.6	-0.2

Q3 2022 – GRI Source Index

ALL SOURCES	SOURCE GRI Q3 2019	SOURCE GRI Q3 2021	SOURCE GRI Q2 2022	SOURCE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	83.3%	82.0%	82.8%	83.0%	-0.3	0.2	1.0
Booking.com	82.0%	78.9%	79.9%	80.2%	-1.8	0.3	1.3
Google	82.8%	83.3%	83.8%	83.7%	0.9	-0.1	0.4
Tripadvisor	85.1%	89.3%	87.8%	88.0%	2.9	0.2	-1.3
Expedia	84.2%	82.6%	81.5%	82.2%	-2.0	0.7	-0.4
Hotels.com	83.8%	83.9%	82.0%	82.4%	-1.4	0.4	-1.5
Ctrip	91.5%	87.9%	85.6%	84.3%	-7.2	-1.3	-3.6
Trip.com	91.3%	86.3%	85.4%	86.1%	-5.2	0.7	-0.2
Other	84.0%	83.8%	85.1%	84.5%	0.5	-0.6	0.7

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Q3 2022 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q3 2019	SERVICE GRI Q3 2021	SERVICE GRI Q2 2022	SERVICE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Middle East & Africa	86.4%	88.6%	88.5%	88.1%	1.7	-0.4	-0.5
3-star Hotels	83.3%	86.7%	85.1%	84.8%	1.5	-0.3	-1.9
4-star Hotels	84.3%	85.7%	86.9%	86.0%	1.7	-0.9	0.3
5-star Hotels	89.2%	90.8%	90.6%	90.6%	1.4	0.0	-0.2

Q3 2022 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q3 2019	CLEANLINESS GRI Q3 2021	CLEANLINESS GRI Q2 2022	CLEANLINESS GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Middle East & Africa	86.9%	87.5%	87.9%	88.3%	1.4	0.4	0.8
3-star Hotels	83.9%	85.8%	84.7%	84.7%	0.8	0.0	-1.1
4-star Hotels	84.4%	82.6%	85.0%	85.6%	1.2	0.6	3.0
5-star Hotels	89.7%	90.7%	90.5%	90.9%	1.2	0.4	0.2

Q3 2022 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q3 2019	LOCATION GRI Q3 2021	LOCATION GRI Q2 2022	LOCATION GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Middle East & Africa	87.2%	89.6%	88.8%	88.5%	1.3	-0.3	-1.1
3-star Hotels	85.8%	88.8%	87.3%	86.5%	0.7	-0.8	-2.3
4-star Hotels	85.1%	87.2%	86.9%	86.6%	1.5	-0.3	-0.6
5-star Hotels	89.6%	91.3%	90.6%	90.6%	1.0	0.0	-0.7

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Q3 2022 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q3 2019	ROOM GRI Q3 2021	ROOM GRI Q2 2022	ROOM GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Middle East & Africa	84.4%	86.0%	85.6%	85.6%	1.2	0.0	-0.4
3-star Hotels	78.2%	82.3%	81.7%	81.2%	3.0	-0.5	-1.1
4-star Hotels	82.2%	83.3%	83.1%	82.7%	0.5	-0.4	-0.6
5-star Hotels	88.2%	88.7%	88.3%	88.8%	0.6	0.5	0.1

Q3 2022 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q3 2019	VALUE GRI Q3 2021	VALUE GRI Q2 2022	VALUE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Middle East & Africa	84.1%	85.3%	84.5%	84.5%	0.4	0.0	-0.8
3-star Hotels	82.0%	85.3%	83.4%	82.6%	0.6	-0.8	-2.7
4-star Hotels	82.6%	81.5%	82.8%	82.5%	-0.1	-0.3	1.0
5-star Hotels	86.0%	87.4%	85.7%	86.4%	0.4	0.7	-1.0

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Q3 2022 – Semantics – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	75.0%	77.0%	78.2%	77.4%	2.4	-0.8	0.4
Booking.com	62.1%	63.8%	65.2%	64.0%	1.9	-1.2	0.2
Google	81.9%	82.7%	83.7%	83.3%	1.4	-0.4	0.6
Tripadvisor	81.8%	87.3%	85.5%	83.9%	2.1	-1.6	-3.4
Expedia	74.7%	72.6%	73.6%	75.1%	0.4	1.5	2.5
Hotels.com	70.6%	71.2%	70.6%	66.5%	-4.1	-4.1	-4.7
Ctrip	78.0%	75.8%	74.1%	72.6%	-5.4	-1.5	-3.2
Holidaycheck	79.6%	80.6%	84.5%	82.9%	3.3	-1.6	2.3
Other	72.9%	77.0%	78.8%	75.7%	2.8	-3.1	-1.3

Q3 2022 – Semantics – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	25.0%	23.0%	21.8%	22.6%	-2.4	0.8	-0.4
Booking.com	37.9%	36.2%	34.8%	36.0%	-1.9	1.2	-0.2
Google	18.1%	17.3%	16.3%	16.7%	-1.4	0.4	-0.6
Tripadvisor	18.2%	12.7%	14.5%	16.1%	-2.1	1.6	3.4
Expedia	25.3%	27.4%	26.4%	24.9%	-0.4	-1.5	-2.5
Hotels.com	29.4%	28.8%	29.4%	33.5%	4.1	4.1	4.7
Ctrip	22.0%	24.2%	25.9%	27.4%	5.4	1.5	3.2
Holidaycheck	20.4%	19.4%	15.5%	17.1%	-3.3	1.6	-2.3
Other	27.1%	23.0%	21.2%	24.3%	-2.8	3.1	1.3

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Q3 2022 – Semantic – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	1,004,728	585,747	757,449	842,808	-16.1%	-16.1%	43.9%
Booking.com	232,383	162,520	201,106	206,346	-11.2%	-11.2%	27.0%
Google	125,957	131,807	169,418	226,501	79.8%	79.8%	71.8%
Tripadvisor	394,762	204,492	246,977	271,291	-31.3%	-31.3%	32.7%
Expedia	11,880	6,273	5,068	4,034	-66.0%	-66.0%	-35.7%
Hotels.com	7,283	3,653	4,176	2,228	-69.4%	-69.4%	-39.0%
Ctrip	2,179	597	103	230	-89.4%	-89.4%	-61.5%
Holidaycheck	137,020	34,661	102,073	101,193	-26.1%	-26.1%	192.0%
Other	93,264	41,744	28,528	30,985	-66.8%	-66.8%	-25.8%

Q3 2022 – Semantic – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	335,210	174,523	211,108	246,698	-26.4%	16.9%	41.4%
Booking.com	141,833	92,379	107,277	115,938	-18.3%	8.1%	25.5%
Google	27,746	27,629	33,018	45,363	63.5%	37.4%	64.2%
Tripadvisor	87,937	29,687	40,971	51,999	-40.9%	26.9%	75.2%
Expedia	4,025	2,370	1,821	1,337	-66.8%	-26.6%	-43.6%
Hotels.com	3,038	1,476	1,739	1,121	-63.1%	-35.5%	-24.1%
Ctrip	615	191	36	87	-85.9%	141.7%	-54.5%
Holidaycheck	35,223	8,318	18,759	20,917	-40.6%	11.5%	151.5%
Other	34,793	12,473	7,487	9,936	-71.4%	32.7%	-20.3%

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Q3 2022 – Semantic – Total volume of mentions per region per source

SOURCE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	1,339,938	760,270	968,557	1,089,506	-250,432	120,949	329,236
Booking.com	374,216	254,899	308,383	322,284	-51,932	13,901	67,385
Google	153,703	159,436	202,436	271,864	118,161	69,428	112,428
Tripadvisor	482,699	234,179	287,948	323,290	-159,409	35,342	89,111
Expedia	15,905	8,643	6,889	5,371	-10,534	-1,518	-3,272
Hotels.com	10,321	5,129	5,915	3,349	-6,972	-2,566	-1,780
Ctrip	2,794	788	139	317	-2,477	178	-471
Holidaycheck	172,243	42,979	120,832	122,110	-50,133	1,278	79,131
Other	128,057	54,217	36,015	40,921	-87,136	4,906	-13,296

Q3 2022 – Semantic – Source Market Share

SOURCE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
Booking.com	27.9%	33.5%	31.8%	29.6%	1.7	-2.3	-3.9
Google	11.5%	21.0%	20.9%	25.0%	13.5	4.1	4.0
Tripadvisor	36.0%	30.8%	29.7%	29.7%	-6.4	-0.1	-1.1
Expedia	1.2%	1.1%	0.7%	0.5%	-0.7	-0.2	-0.6
Hotels.com	0.8%	0.7%	0.6%	0.3%	-0.5	-0.3	-0.4
Ctrip	0.2%	0.1%	0.0%	0.0%	-0.2	0.0	-0.1
Holidaycheck	12.9%	5.7%	12.5%	11.2%	-1.6	-1.3	5.6
Other	9.6%	7.1%	3.7%	3.8%	-5.8	0.0	-3.4

Q3 2022 – Language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	75.0%	77.0%	78.2%	77.4%	2.4	-0.8	0.4
English	75.3%	77.9%	77.9%	78.6%	3.3	0.7	0.7
Spanish	65.4%	72.1%	72.1%	65.1%	-0.3	-7.0	-7.0
German	80.1%	81.1%	83.9%	82.7%	2.6	-1.2	1.6
Italian	77.4%	74.3%	77.2%	72.8%	-4.6	-4.4	-1.5
Portuguese	73.6%	76.2%	70.3%	72.0%	-1.6	1.7	-4.2
French	69.1%	72.5%	73.1%	67.6%	-1.5	-5.5	-4.9
Chinese	78.2%	80.2%	71.3%	75.8%	-2.4	4.5	-4.4
Other	70.8%	75.2%	75.2%	74.6%	3.8	-0.6	-0.6

Q3 2022 – Language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	25.0%	23.0%	21.8%	22.6%	-2.4	0.8	-0.4
English	24.7%	22.1%	22.1%	21.4%	-3.3	-0.7	-0.7
Spanish	34.6%	27.9%	27.9%	34.9%	0.3	7.0	7.0
German	19.9%	18.9%	16.1%	17.3%	-2.6	1.2	-1.6
Italian	22.6%	25.7%	22.8%	27.2%	4.6	4.4	1.5
Portuguese	26.4%	23.8%	29.7%	28.0%	1.6	-1.7	4.2
French	30.9%	27.5%	26.9%	32.4%	1.5	5.5	4.9
Chinese	21.8%	19.8%	28.7%	24.2%	2.4	-4.5	4.4
Other	29.2%	24.8%	24.8%	25.4%	-3.8	0.6	0.6

Q3 2022 – Language – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	1,004,728	585,747	757,449	842,808	-16.1%	11.3%	43.9%
English	552,072	348,569	431,263	482,090	-12.7%	11.8%	38.3%
Spanish	10,259	2,815	5,834	6,756	-34.1%	15.8%	140.0%
German	205,066	59,444	159,595	154,022	-24.9%	-3.5%	159.1%
Italian	24,330	2,513	13,718	16,284	-33.1%	18.7%	548.0%
Portuguese	6,043	2,220	3,572	4,256	-29.6%	19.1%	91.7%
French	96,361	60,783	63,505	80,049	-16.9%	26.1%	31.7%
Chinese	3,622	502	333	539	-85.1%	61.9%	7.4%
Other	106,975	108,901	79,629	98,812	-7.6%	24.1%	-9.3%

Q3 2022 – Language – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	335,210	174,523	211,108	246,698	-26.4%	16.9%	41.4%
English	181,312	98,994	122,815	130,930	-27.8%	6.6%	32.3%
Spanish	5,429	1,088	2,261	3,623	-33.3%	60.2%	233.0%
German	50,928	13,883	30,657	32,290	-36.6%	5.3%	132.6%
Italian	7,094	867	4,061	6,074	-14.4%	49.6%	600.6%
Portuguese	2,167	693	1,508	1,659	-23.4%	10.0%	139.4%
French	43,063	23,034	23,395	38,280	-11.1%	63.6%	66.2%
Chinese	1,008	124	134	172	-82.9%	28.4%	38.7%
Other	44,209	35,840	26,277	33,670	-23.8%	28.1%	-6.1%

Q3 2022 – Language – Total volume of mentions per region per hotel type

LANGUAGE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	1,339,938	760,270	968,557	1,089,506	-250,432	120,949	329,236
English	733,384	447,563	554,078	613,020	-120,364	58,942	165,457
Spanish	15,688	3,903	8,095	10,379	-5,309	2,284	6,476
German	255,994	73,327	190,252	186,312	-69,682	-3,940	112,985
Italian	31,424	3,380	17,779	22,358	-9,066	4,579	18,978
Portuguese	8,210	2,913	5,080	5,915	-2,295	835	3,002
French	139,424	83,817	86,900	118,329	-21,095	31,429	34,512
Chinese	4,630	626	467	711	-3,919	244	85
Other	151,184	144,741	105,906	132,482	-18,702	26,576	-12,259

Q3 2022 – Language – Source Market Share

LANGUAGE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
English	54.7%	58.9%	57.2%	56.3%	1.5	-0.9	-2.6
Spanish	1.2%	0.5%	0.8%	1.0%	-0.2	0.1	0.4
German	19.1%	9.6%	19.6%	17.1%	-2.0	-2.5	7.5
Italian	2.3%	0.4%	1.8%	2.1%	-0.3	0.2	1.6
Portuguese	0.6%	0.4%	0.5%	0.5%	-0.1	0.0	0.2
French	10.4%	11.0%	9.0%	10.9%	0.5	1.9	-0.2
Chinese	0.3%	0.1%	0.0%	0.1%	-0.3	0.0	0.0
Other	11.3%	19.0%	10.9%	12.2%	0.9	1.2	-6.9

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Q3 2022 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	68.4%	69.5%	69.0%	67.3%	-1.1%	-1.7%	-2.2%
Cleanliness	72.5%	73.5%	77.4%	74.2%	1.7%	-3.2%	0.7%
Food & Drinks	74.8%	76.3%	78.4%	77.4%	2.6%	-1.0%	1.1%
Establishment	80.7%	82.6%	83.4%	83.0%	2.3%	-0.4%	0.4%
Facilities	71.2%	70.8%	74.1%	72.0%	0.8%	-2.1%	1.2%
Service	79.9%	82.1%	83.2%	84.5%	4.6%	1.3%	2.4%
Value	61.3%	62.6%	63.6%	63.2%	1.9%	-0.4%	0.6%
Staff	85.6%	87.5%	88.4%	88.4%	2.8%	0.0%	0.9%
Experience	84.2%	86.2%	86.9%	86.2%	2.0%	-0.7%	0.0%

CATEGORY	POSITIVE IMPACT Q3 2019	POSITIVE IMPACT Q3 2021	POSITIVE IMPACT Q2 2022	POSITIVE IMPACT Q3 2022
Room	0.2	0.2	0.2	0.1
Cleanliness	0.4	0.6	0.5	0.5
Food & Drinks	0.4	0.5	0.5	0.5
Establishment	0.6	0.8	0.7	0.7
Facilities	0.1	0.1	0.1	0.1
Service	0.4	0.6	0.6	0.6
Value	-	-	-	-
Staff	0.8	0.9	0.9	0.9
Experience	0.8	1.1	1.0	1.0

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Q3 2022 – Semantic - Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q3 2019	NEGATIVE MENTIONS Q3 2021	NEGATIVE MENTIONS Q2 2022	NEGATIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	31.6%	30.5%	30.9%	32.7%	1.1%	1.8%	2.2%
Cleanliness	27.5%	26.5%	22.5%	25.8%	-1.7%	3.3%	-0.7%
Food & Drinks	25.2%	23.7%	21.6%	22.6%	-2.6%	1.0%	-1.1%
Establishment	19.3%	17.4%	16.6%	17.0%	-2.3%	0.4%	-0.4%
Facilities	28.8%	29.2%	25.9%	28.0%	-0.8%	2.1%	-1.2%
Service	20.1%	17.9%	16.7%	15.5%	-4.6%	-1.2%	-2.4%
Value	38.7%	37.4%	36.4%	36.8%	-1.9%	0.4%	-0.6%
Staff	14.4%	12.5%	11.6%	11.6%	-2.8%	0.0%	-0.9%
Experience	15.8%	13.8%	13.1%	13.8%	-2.0%	0.7%	0.0%

CATEGORY	NEGATIVE IMPACT Q3 2019	NEGATIVE IMPACT Q3 2021	NEGATIVE IMPACT Q2 2022	NEGATIVE IMPACT Q3 2022
Room	-1.3	-1.6	-1.5	-1.6
Cleanliness	-1.2	-1.4	-1.3	-1.4
Food & Drinks	-1.0	-1.2	-1.2	-1.3
Establishment	-1.0	-1.2	-1.1	-1.2
Facilities	-0.8	-0.8	-0.8	-0.9
Service	-0.6	-0.8	-0.8	-0.7
Value	-0.6	-0.7	-0.7	-0.7
Staff	-0.8	-1.0	-0.9	-0.9
Experience	-0.7	-0.9	-0.8	-0.9

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Q3 2022 – Management response – Percentage of review responses per hotel type

HOTEL TYPE	REVIEW RESPONSES Q3 2019	REVIEW RESPONSES Q3 2021	REVIEW RESPONSES Q2 2022	REVIEW RESPONSES Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Middle East & Africa	58.0%	67.3%	71.3%	73.6%	15.6	6.3	6.3
3-star Hotels	51.7%	58.5%	64.2%	64.9%	13.2	6.4	6.4
4-star Hotels	52.1%	61.2%	64.7%	66.3%	14.2	5.1	5.1
5-star Hotels	64.2%	74.0%	77.7%	81.5%	17.3	7.5	7.5

Q3 2022 – Management response – Total volume of review responses per hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q3 2019	RESPONDABLE REVIEWS Q3 2021	RESPONDABLE REVIEWS Q2 2022	RESPONDABLE REVIEWS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Middle East & Africa	274,851	183,613	207,569	246,264	-10.4%	-10.4%	34.1%
3-star Hotels	47,775	28,972	36,259	41,883	-12.3%	-12.3%	44.6%
4-star Hotels	95,801	61,943	69,846	82,839	-13.5%	-13.5%	33.7%
5-star Hotels	131,963	93,424	102,782	122,414	-7.2%	-7.2%	31.0%

Q3 2022 only – Average response time – to positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Middle East & Africa	2.4	4.2
3-star Hotels	2.3	4.3
4-star Hotels	2.7	4.2
5-star Hotels	2.4	4.2
	DAYS	DAYS

Q3 2022 only – Average response time – to positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	2.1	2.8
Google	1.7	3.6
Tripadvisor	3.5	5.5
Expedia	4.7	4.3
Hotels.com	3.0	5.8
Ctrip	-	-
Trip.com	-	-
Other	3.6	6.5
	DAYS	DAYS

Q3 2022 only – Average response time – to positive and negative reviews per source

HOTEL TYPE	% POSITIVE RESPONSES Q3 22	% NEGATIVE RESPONSES Q3 22
Middle East & Africa	78.7%	51.7%
3-star Hotels	71.3%	45.5%
4-star Hotels	72.3%	46.0%
5-star Hotels	84.5%	64.2%
	%	%

Q3 2022 only – Average response time – to positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	73.0%	55.6%
Google	81.9%	43.9%
Tripadvisor	86.2%	62.5%
Expedia	66.8%	56.1%
Hotels.com	61.4%	44.6%
Ctrip	31.3%	12.5%
Trip.com	23.1%	10.6%
Other	69.3%	41.1%
	%	%

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Q3 2022 – North America Global Review Index ™ (GRI™)

HOTEL TYPE	GRI Q3 2019	GRI Q3 2021	GRI Q2 2022	GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
North America	86.5%	82.5%	83.1%	82.8%	-3.7	-0.3	0.3
3-star Hotels	84.3%	79.7%	80.7%	80.0%	-4.3	-0.7	0.3
4-star Hotels	87.6%	83.6%	83.9%	83.8%	-3.8	-0.1	0.2
5-star Hotels	90.1%	87.5%	87.7%	88.0%	-2.1	0.3	0.5

Q3 2022 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q3 2019	REVIEW VOLUME Q3 2021	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022
All Sources	507,281	366,917	285,952	322,250	-36.5%	12.7%	-12.2%	100.0%	100.0%	100.0%	100.0%
Booking.com	122,525	91,768	99,593	125,410	2.4%	25.9%	36.7%	24.2%	25.0%	34.8%	38.9%
Google	151,823	96,609	76,659	81,177	-46.5%	5.9%	-16.0%	29.9%	26.3%	26.8%	25.2%
Tripadvisor	69,433	31,181	31,503	35,197	-49.3%	11.7%	12.9%	13.7%	8.5%	11.0%	10.9%
Expedia	77,172	88,214	41,873	36,590	-52.6%	-12.6%	-58.5%	15.2%	24.0%	14.6%	11.4%
Hotels.com	41,325	31,223	21,604	24,969	-39.6%	15.6%	-20.0%	8.1%	8.5%	7.6%	7.7%
Ctrip	2,269	360	178	406	-82.1%	128.1%	12.8%	0.4%	0.1%	0.1%	0.1%
Trip.com	1,395	184	261	423	-69.7%	62.1%	129.9%	0.3%	0.1%	0.1%	0.1%
Other	41,339	27,378	14,281	18,078	-56.3%	26.6%	-34.0%	8.1%	7.5%	5.0%	5.6%

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Q3 2022 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q3 2019	SHARE OF REVIEWS Q3 2021	SHARE OF REVIEWS Q2 2022	SHARE OF REVIEWS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
Booking.com	24.2%	25.0%	34.8%	34.2%	10.0	-0.6	9.2
Google	29.9%	26.3%	26.8%	22.1%	-7.8	-4.7	-4.2
Tripadvisor	13.7%	8.5%	11.0%	9.6%	-4.1	-1.4	1.1
Expedia	15.2%	24.0%	14.6%	10.0%	-5.2	-4.6	-14.1
Hotels.com	8.1%	8.5%	7.6%	6.8%	-1.3	-0.8	-1.7
Ctrip	0.4%	0.1%	0.1%	0.1%	-0.3	0.0	0.0
Trip.com	0.3%	0.1%	0.1%	0.1%	-0.2	0.0	0.1
Other	8.1%	7.5%	5.0%	4.9%	-3.2	-0.1	-2.5

Q3 2022 – GRI Source Index

ALL SOURCES	SOURCE GRI Q3 2019	SOURCE GRI Q3 2021	SOURCE GRI Q2 2022	SOURCE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	86.5%	82.5%	83.1%	82.8%	-3.7	-0.3	0.3
Booking.com	87.1%	81.3%	82.0%	81.8%	-5.3	-0.2	0.5
Google	86.7%	82.5%	82.7%	82.3%	-4.4	-0.4	-0.2
Tripadvisor	82.7%	76.5%	78.0%	77.6%	-5.1	-0.4	1.1
Expedia	86.0%	83.6%	84.9%	84.5%	-1.5	-0.4	0.9
Hotels.com	86.6%	84.3%	85.4%	85.1%	-1.5	-0.3	0.8
Ctrip	90.8%	89.7%	87.1%	88.1%	-2.7	1.0	-1.6
Trip.com	90.6%	89.5%	88.8%	86.7%	-3.9	-2.1	-2.8
Other	84.1%	78.6%	81.8%	81.4%	-2.7	-0.3	2.9

Q3 2022 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q3 2019	SERVICE GRI Q3 2021	SERVICE GRI Q2 2022	SERVICE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
North America	86.2%	80.8%	82.1%	81.9%	-4.3	-0.2	1.1
3-star Hotels	84.0%	76.5%	77.9%	77.6%	-6.4	-0.3	1.1
4-star Hotels	86.6%	81.7%	83.6%	83.1%	-3.5	-0.5	1.4
5-star Hotels	90.4%	87.7%	87.2%	88.1%	-2.3	0.9	0.4

Q3 2022 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q3 2019	CLEANLINESS GRI Q3 2021	CLEANLINESS GRI Q2 2022	CLEANLINESS GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
North America	88.9%	82.1%	84.4%	84.2%	-4.7	-0.2	2.1
3-star Hotels	84.7%	74.9%	77.4%	77.1%	-7.6	-0.3	2.2
4-star Hotels	90.4%	85.5%	87.9%	87.3%	-3.1	-0.6	1.8
5-star Hotels	94.0%	92.7%	93.4%	93.4%	-0.6	0.0	0.7

Q3 2022 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q3 2019	LOCATION GRI Q3 2021	LOCATION GRI Q2 2022	LOCATION GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
North America	91.5%	89.2%	89.6%	89.7%	-1.8	0.1	0.5
3-star Hotels	88.7%	84.6%	85.3%	85.4%	-3.3	0.1	0.8
4-star Hotels	92.8%	91.9%	92.4%	92.3%	-0.5	-0.1	0.4
5-star Hotels	94.7%	94.9%	93.9%	94.0%	-0.7	0.1	-0.9

Q3 2022 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q3 2019	ROOM GRI Q3 2021	ROOM GRI Q2 2022	ROOM GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
North America	85.4%	79.4%	81.4%	81.1%	-4.3	-0.3	1.7
3-star Hotels	81.2%	72.9%	75.0%	74.6%	-6.6	-0.4	1.7
4-star Hotels	86.9%	82.7%	84.7%	83.9%	-3.0	-0.8	1.2
5-star Hotels	90.8%	89.1%	89.8%	90.1%	-0.7	0.3	1.0

Q3 2022 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q3 2019	VALUE GRI Q3 2021	VALUE GRI Q2 2022	VALUE GRI Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
North America	80.4%	75.1%	76.2%	75.6%	-4.8	-0.6	0.5
3-star Hotels	78.1%	70.3%	71.8%	71.0%	-7.1	-0.8	0.7
4-star Hotels	81.3%	77.8%	79.2%	78.3%	-3.0	-0.9	0.5
5-star Hotels	82.8%	81.6%	80.1%	80.4%	-2.4	0.3	-1.2

Q3 2022 – Semantics – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	69.2%	61.2%	63.3%	62.5%	-6.7	-0.8	1.3
Booking.com	60.7%	54.4%	55.9%	55.7%	-5.0	-0.2	1.3
Google	72.1%	63.9%	63.8%	63.5%	-8.6	-0.3	-0.4
Tripadvisor	74.0%	66.1%	70.4%	69.6%	-4.4	-0.8	3.5
Expedia	68.5%	60.3%	62.9%	62.1%	-6.4	-0.8	1.8
Hotels.com	66.0%	60.3%	60.7%	60.0%	-6.0	-0.7	-0.3
Ctrip	76.6%	83.0%	75.7%	70.3%	-6.3	-5.4	-12.7
Holidaycheck	82.5%	85.9%	78.6%	81.2%	-1.3	2.6	-4.7
Other	68.2%	61.2%	62.7%	61.5%	-6.7	-1.2	0.3

Q3 2022 – Semantics – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	30.8%	38.8%	36.7%	37.5%	6.7	0.8	-1.3
Booking.com	39.3%	45.6%	44.1%	44.3%	5.0	0.2	-1.3
Google	27.9%	36.1%	36.2%	36.5%	8.6	0.3	0.4
Tripadvisor	26.0%	33.9%	29.6%	30.4%	4.4	0.8	-3.5
Expedia	31.5%	39.7%	37.1%	37.9%	6.4	0.8	-1.8
Hotels.com	34.0%	39.7%	39.3%	40.0%	6.0	0.7	0.3
Ctrip	23.4%	17.0%	24.3%	29.7%	6.3	5.4	12.7
Holidaycheck	17.5%	14.1%	21.4%	18.8%	1.3	-2.6	4.7
Other	31.8%	38.8%	37.3%	38.5%	6.7	1.2	-0.3

Q3 2022 – Semantic – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	1,223,278	801,320	656,223	736,219	-39.8%	-39.8%	-8.1%
Booking.com	218,418	143,202	141,261	174,532	-20.1%	-20.1%	21.9%
Google	162,815	156,577	141,483	162,857	0.0%	0.0%	4.0%
Tripadvisor	469,082	189,796	194,641	214,082	-54.4%	-54.4%	12.8%
Expedia	139,923	160,114	87,949	82,043	-41.4%	-41.4%	-48.8%
Hotels.com	67,984	47,590	32,994	31,985	-53.0%	-53.0%	-32.8%
Ctrip	2,804	643	227	491	-82.5%	-82.5%	-23.6%
Holidaycheck	5,770	73	445	1,338	-76.8%	-76.8%	1732.9%
Other	156,482	103,325	57,223	68,891	-56.0%	-56.0%	-33.3%

Q3 2022 – Semantic – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Sources	543,801	508,279	381,052	441,171	-18.9%	15.8%	-13.2%
Booking.com	141,336	119,940	111,282	138,882	-1.7%	24.8%	15.8%
Google	62,933	88,585	80,186	93,723	48.9%	16.9%	5.8%
Tripadvisor	165,169	97,374	82,013	93,514	-43.4%	14.0%	-4.0%
Expedia	64,330	105,478	51,971	50,053	-22.2%	-3.7%	-52.5%
Hotels.com	35,091	31,380	21,324	21,322	-39.2%	0.0%	-32.1%
Ctrip	857	132	73	207	-75.8%	183.6%	56.8%
Holidaycheck	1,226	12	121	310	-74.7%	156.2%	2483.3%
Other	72,859	65,378	34,082	43,160	-40.8%	26.6%	-34.0%

Q3 2022 – Semantic – Total volume of mentions per region per source

SOURCE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	1,767,079	1,309,599	1,037,275	1,177,390	-589,689	140,115	-132,209
Booking.com	359,754	263,142	252,543	313,414	-46,340	60,871	50,272
Google	225,748	245,162	221,669	256,580	30,832	34,911	11,418
Tripadvisor	634,251	287,170	276,654	307,596	-326,655	30,942	20,426
Expedia	204,253	265,592	139,920	132,096	-72,157	-7,824	-133,496
Hotels.com	103,075	78,970	54,318	53,307	-49,768	-1,011	-25,663
Ctrip	3,661	775	300	698	-2,963	398	-77
Holidaycheck	6,996	85	566	1,648	-5,348	1,082	1,563
Other	229,341	168,703	91,305	112,051	-117,290	20,746	-56,652

Q3 2022 – Semantic – Source Market Share

SOURCE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Sources	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
Booking.com	20.4%	20.1%	24.3%	26.6%	6.3	2.3	6.5
Google	12.8%	18.7%	21.4%	21.8%	9.0	0.4	3.1
Tripadvisor	35.9%	21.9%	26.7%	26.1%	-9.8	-0.5	4.2
Expedia	11.6%	20.3%	13.5%	11.2%	-0.3	-2.3	-9.1
Hotels.com	5.8%	6.0%	5.2%	4.5%	-1.3	-0.7	-1.5
Ctrip	0.2%	0.1%	0.0%	0.1%	-0.1	0.0	0.0
Holidaycheck	0.4%	0.0%	0.1%	0.1%	-0.3	0.1	0.1
Other	13.0%	12.9%	8.8%	9.5%	-3.5	0.7	-3.4

Q3 2022 – Language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	69.2%	61.2%	63.3%	62.5%	-6.7	-0.8	1.3
English	69.3%	61.2%	63.3%	62.5%	-6.8	-0.8	1.3
Spanish	64.6%	58.5%	60.6%	62.1%	-2.5	1.5	3.6
German	72.9%	68.1%	67.6%	67.0%	-5.9	-0.6	-1.1
Italian	69.7%	69.6%	61.1%	62.5%	-7.2	1.4	-7.1
Portuguese	68.0%	59.5%	63.7%	61.3%	-6.7	-2.4	1.8
French	66.5%	65.2%	61.0%	60.9%	-5.6	-0.1	-4.3
Chinese	73.5%	75.0%	70.8%	66.2%	-7.3	-4.6	-8.8
Other	71.7%	65.2%	67.5%	68.1%	-3.6	0.6	2.9

Q3 2022 – Language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	30.8%	38.8%	36.7%	37.5%	6.7	0.8	-1.3
English	30.7%	38.8%	36.7%	37.5%	6.8	0.8	-1.3
Spanish	35.4%	41.5%	39.4%	37.9%	2.5	-1.5	-3.6
German	27.1%	31.9%	32.4%	33.0%	5.9	0.6	1.1
Italian	30.3%	30.4%	38.9%	37.5%	7.2	-1.4	7.1
Portuguese	32.0%	40.5%	36.3%	38.7%	6.7	2.4	-1.8
French	33.5%	34.8%	39.0%	39.1%	5.6	0.1	4.3
Chinese	26.5%	25.0%	29.2%	33.8%	7.3	4.6	8.8
Other	28.3%	34.8%	32.5%	31.9%	3.6	-0.6	-2.9

Q3 2022 – Language – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	1,223,278	801,320	656,223	736,219	-39.8%	12.2%	-8.1%
English	1,098,892	769,214	610,354	668,179	-39.2%	9.5%	-13.1%
Spanish	27,663	17,755	15,107	19,872	-28.2%	31.5%	11.9%
German	26,179	840	8,837	13,761	-47.4%	55.7%	1538.2%
Italian	13,380	201	2,080	5,621	-58.0%	170.2%	2696.5%
Portuguese	8,227	1,994	4,200	4,308	-47.6%	2.6%	116.0%
French	29,948	7,479	9,521	17,189	-42.6%	80.5%	129.8%
Chinese	5,831	755	534	932	-84.0%	74.5%	23.4%
Other	13,158	3,082	5,590	6,357	-51.7%	13.7%	106.3%

Q3 2022 – Language – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q3 19	NEGATIVE MENTIONS Q3 21	NEGATIVE MENTIONS Q2 22	NEGATIVE MENTIONS Q3 22	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
All Languages	543,801	508,279	381,052	441,171	-18.9%	15.8%	-13.2%
English	486,785	487,981	353,947	401,674	-17.5%	13.5%	-17.7%
Spanish	15,189	12,570	9,813	12,150	-20.0%	23.8%	-3.3%
German	9,745	393	4,239	6,764	-30.6%	59.6%	1621.1%
Italian	5,803	88	1,326	3,372	-41.9%	154.3%	3731.8%
Portuguese	3,878	1,360	2,397	2,724	-29.8%	13.6%	100.3%
French	15,114	3,993	6,083	11,034	-27.0%	81.4%	176.3%
Chinese	2,104	252	220	475	-77.4%	115.9%	88.5%
Other	5,183	1,642	3,027	2,978	-42.5%	-1.6%	81.4%

Q3 2022 – Language – Total volume of mentions per region per hotel type

LANGUAGE	TOTAL MENTIONS Q3 2019	TOTAL MENTIONS Q3 2021	TOTAL MENTIONS Q2 2022	TOTAL MENTIONS Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	1,767,079	1,309,599	1,037,275	1,177,390	-589,689	140,115	-132,209
English	1,585,677	1,257,195	964,301	1,069,853	-515,824	105,552	-187,342
Spanish	42,852	30,325	24,920	32,022	-10,830	7,102	1,697
German	35,924	1,233	13,076	20,525	-15,399	7,449	19,292
Italian	19,183	289	3,406	8,993	-10,190	5,587	8,704
Portuguese	12,105	3,354	6,597	7,032	-5,073	435	3,678
French	45,062	11,472	15,604	28,223	-16,839	12,619	16,751
Chinese	7,935	1,007	754	1,407	-6,528	653	400
Other	18,341	4,724	8,617	9,335	-9,006	718	4,611

Q3 2022 – Language – Source Market Share

LANGUAGE	MKT SHARE Q3 2019	MKT SHARE Q3 2021	MKT SHARE Q2 2022	MKT SHARE Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
All Languages	100.0%	100.0%	100.0%	100.0%	0.0	0.0	0.0
English	89.7%	96.0%	93.0%	90.9%	1.1	-2.1	-5.1
Spanish	2.4%	2.3%	2.4%	2.7%	0.3	0.3	0.4
German	2.0%	0.1%	1.3%	1.7%	-0.3	0.5	1.6
Italian	1.1%	0.0%	0.3%	0.8%	-0.3	0.4	0.7
Portuguese	0.7%	0.3%	0.6%	0.6%	-0.1	0.0	0.3
French	2.6%	0.9%	1.5%	2.4%	-0.2	0.9	1.5
Chinese	0.4%	0.1%	0.1%	0.1%	-0.3	0.0	0.0
Other	1.0%	0.4%	0.8%	0.8%	-0.2	0.0	0.4

Q3 2022 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q3 2019	POSITIVE MENTIONS Q3 2021	POSITIVE MENTIONS Q2 2022	POSITIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	63.6%	55.0%	54.0%	52.9%	-10.7%	-1.1%	-2.1%
Cleanliness	62.8%	52.1%	55.4%	52.6%	-10.2%	-2.8%	0.5%
Food & Drinks	75.5%	69.0%	71.7%	71.6%	-3.9%	-0.1%	2.6%
Establishment	75.9%	70.4%	71.5%	71.5%	-4.4%	0.0%	1.1%
Facilities	61.5%	51.2%	54.8%	54.3%	-7.2%	-0.5%	3.1%
Service	70.2%	60.9%	63.5%	62.7%	-7.5%	-0.8%	1.8%
Value	49.7%	44.0%	47.2%	46.1%	-3.6%	-1.1%	2.1%
Staff	82.5%	77.7%	78.9%	78.6%	-3.9%	-0.3%	0.9%
Experience	78.7%	74.1%	75.5%	75.4%	-3.3%	-0.1%	1.3%

CATEGORY	POSITIVE IMPACT Q3 2019	POSITIVE IMPACT Q3 2021	POSITIVE IMPACT Q2 2022	POSITIVE IMPACT Q3 2022
Room	-	-	-	-
Cleanliness	0.3	0.4	0.4	0.4
Food & Drinks	0.5	0.4	0.5	0.5
Establishment	0.1	0.1	0.1	0.1
Facilities	0.1	-	-	-
Service	0.2	0.2	0.2	0.3
Value	-	-	-	-
Staff	0.7	0.7	0.8	0.8
Experience	0.7	1.1	1.1	1.1

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Q3 2022 – Semantic - Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q3 2019	NEGATIVE MENTIONS Q3 2021	NEGATIVE MENTIONS Q2 2022	NEGATIVE MENTIONS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
Room	36.4%	45.0%	46.0%	47.1%	10.7%	1.1%	2.1%
Cleanliness	37.2%	47.9%	44.6%	47.4%	10.2%	2.8%	-0.5%
Food & Drinks	24.5%	31.0%	28.3%	28.4%	3.9%	0.1%	-2.6%
Establishment	24.1%	29.6%	28.5%	28.5%	4.4%	0.0%	-1.1%
Facilities	38.5%	48.8%	45.2%	45.7%	7.2%	0.5%	-3.1%
Service	29.8%	39.1%	36.5%	37.3%	7.5%	0.8%	-1.8%
Value	50.3%	56.0%	52.8%	53.9%	3.6%	1.1%	-2.1%
Staff	17.5%	22.3%	21.1%	21.4%	3.9%	0.3%	-0.9%
Experience	21.3%	25.9%	24.5%	24.6%	3.3%	0.1%	-1.3%

CATEGORY	NEGATIVE IMPACT Q3 2019	NEGATIVE IMPACT Q3 2021	NEGATIVE IMPACT Q2 2022	NEGATIVE IMPACT Q3 2022
Room	-3.1	-4.3	-4.1	-4.1
Cleanliness	-2.1	-3.4	-2.9	-3.1
Food & Drinks	-1.2	-1.4	-1.4	-1.3
Establishment	-1.8	-2.4	-2.2	-2.2
Facilities	-1.4	-2.1	-1.8	-1.8
Service	-1.2	-1.6	-1.6	-1.6
Value	-1.7	-2.0	-2.0	-2.0
Staff	-1.2	-1.6	-1.6	-1.6
Experience	-1.5	-2.2	-2.0	-2.0

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Q3 2022 – Management response – Percentage of review responses per hotel type

HOTEL TYPE	REVIEW RESPONSES Q3 2019	REVIEW RESPONSES Q3 2021	REVIEW RESPONSES Q2 2022	REVIEW RESPONSES Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS Q2 22	CHANGE Q3 22 VS 21
North America	43.7%	47.1%	45.2%	48.3%	4.6	1.2	1.2
3-star Hotels	38.5%	46.2%	46.0%	47.7%	9.2	1.5	1.5
4-star Hotels	46.6%	47.8%	44.7%	49.3%	2.7	1.5	1.5
5-star Hotels	49.2%	48.3%	45.4%	48.9%	-0.3	0.6	0.6

Q3 2022 – Management response – Total volume of review responses per hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q3 2019	RESPONDABLE REVIEWS Q3 2021	RESPONDABLE REVIEWS Q2 2022	RESPONDABLE REVIEWS Q3 2022	% CHANGE Q3 22 VS 19	% CHANGE Q3 22 VS Q2 22	% CHANGE Q3 22 VS 21
North America	322,412	243,303	185,145	219,838	-31.8%	-31.8%	-9.6%
3-star Hotels	124,698	101,443	75,785	90,807	-27.2%	-27.2%	-10.5%
4-star Hotels	164,725	122,997	93,597	110,003	-33.2%	-33.2%	-10.6%
5-star Hotels	29,162	16,632	14,239	16,426	-43.7%	-43.7%	-1.2%

Q3 2022 only – Average response time – to positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
North America	3.8	3.6
3-star Hotels	3.8	3.3
4-star Hotels	3.6	3.7
5-star Hotels	4.4	4.2
	DAYS	DAYS

Q3 2022 only – Average response time – to positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	4.0	3.0
Google	3.5	3.1
Tripadvisor	4.9	4.6
Expedia	3.2	3.5
Hotels.com	3.1	4.2
Ctrip	-	-
Trip.com	-	-
Other	2.8	2.8
	DAYS	DAYS

Q3 2022 only – Average response time – to positive and negative reviews per source

HOTEL TYPE	% POSITIVE RESPONSES Q3 22	% NEGATIVE RESPONSES Q3 22
North America	50.3%	44.5%
3-star Hotels	49.3%	45.2%
4-star Hotels	51.5%	43.8%
5-star Hotels	51.0%	49.8%
	%	%

Q3 2022 only – Average response time – to positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	43.2%	41.5%
Google	41.1%	46.4%
Tripadvisor	62.6%	47.4%
Expedia	65.9%	54.8%
Hotels.com	64.2%	53.0%
Ctrip	43.7%	35.3%
Trip.com	0.3%	0.0%
Other	25.2%	29.3%
	%	%

Thank you

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