

Global Hotel Review Benchmark

2022: The Year in Reviews



ReviewPro Global Hotel Review Benchmark | 2022 - The Year in Reviews

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Message from Michael Kessler CEO of Shiji ReviewPro



Welcome to the 2022 Global Hotel Review Benchmark!

In this fourth installment in the 2022 series, we analyze an entire year's review data. How many reviews, exactly? Over six million, including more than 20 million mentions in review comments, plus almost four million management responses.

When undertaking a project of this magnitude, it's hard not to question whether all the sweat and tears are worth it. But it's been rewarding to hear how many hotel companies around the world are using this data to benchmark performance and guide strategies in operations, quality control, and marketing.

At Shiji ReviewPro, we're proud to support these efforts with our end-to-end guest experience platform, featuring solutions for Hotel Reputation, Guest Surveys, Case Management, and Guest Communications.

A huge thanks to our team for producing this in-depth report. And a special thank you to our clients and partners for helping Shiji ReviewPro become the No. 1 global resource for review insights.

Now it's over to you, hoteliers. Enjoy this deep dive!



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2022: The Year in Reviews

As a follow-up to our quarterly Global Hotel Review Benchmark reports, here we analyze review data for the **entire year of 2022**, drawing from over 6.1 million reviews from 7,500 hotels, posted to 66 review sources from virtually every country and territory in the world.

This report represents the most comprehensive collection of review data available to hotels today. In addition to providing key metrics at the global level, we also break down performance by region and star segment and compare results to both 2019 and 2021.

How did hotels fare in 2022? It was the year travel bounced back from the pandemic. Although the pace of recovery varied, in most regions, hotels managed to surpass 2019 revenue performance. The only exception was Asia, where recovery was held back by continued travel restrictions. Meanwhile, however, the global industry struggled with labor shortages, inflation, and shifting travel patterns.

How did these conditions affect review performance? As we will see in the coming pages, hotel reputation took a hit in 2022, a pattern we've observed since the beginning of the year.

Forward-looking data points to a strong year for the hotel industry in 2023 in both financial performance and guest satisfaction. But with an expected economic downturn and continued labor shortages, hotels will have to be strategic, agile, and fully guest-centric to come out on top.

How to Navigate This Report

Key Findings: you will find a high-level summary of key review metrics.

This is followed by a more detailed analysis of review data at the **global level and for each of the five geographic regions.**

Insights & Strategies: here we draw from key metrics in the report to share our recommendations for improving online reputation in 2023.

Expert Insights: you will find observations and recommendations from leaders in hospitality.

Should you wish to dig deeper, you will find detailed review data in the Global and Regional References sections at the back of the report.

To jump to any section, simply click the menu bar on the left.

Methodology



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.

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Period 

Reviews posted between January 1 and December 31, 2022, and compared to reviews posted in 2019 and 2021.

Data Set 

7,500 hotels
6,132,521 reviews
20,076,777 mentions in review comments

Data Freeze

Data was collected on January 7, 2023. (Reviews and 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       

Reviews were collected from 66 review sites and online travel agencies (OTAs) in over 45 languages.

Star Rating Segment ★★★★★

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

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.

In this section, we summarize the main findings from the key review metrics analyzed in the report.

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Review Scores

In 2022, the Global Review Index™ for the global data set was 84.3%, 1.7 points lower than in 2019 and 0.5 points lower than in 2021. The GRI™ was highest for 5-star hotels (88.4%) and lowest for 3-star hotels (80.8%). Hotels in the Middle East & Africa region had the lowest GRI™, at 82.8%, and hotels in the Asia Pacific region had the highest GRI™, at 86.4%.

Review Volume

Global review volume grew by 20.3% from 2021 to 2022. However, 2022 volume was still 29.3% below 2019. The Middle East & Africa region came the closest to recovering 2019 review volume, falling just 16.3% short. The Asia Pacific region was the furthest from recovering 2019 volume, with 44.9% fewer reviews in 2022.

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Review Market Share

Of the 66 sources from which reviews were aggregated, Booking.com accounted for an incredible 41.8% of global review volume in 2022, an increase of 12.9 points over 2019. Google generated 29.4% of reviews, losing 2.2% of 2019 share. Together, Booking.com and Google accounted for 71.2% of reviews posted in 2022. In third place was Tripadvisor, with 11.8% of market share in 2022, a decrease of 1.8 points over 2019. Of the five regions, Booking.com generated the highest proportion of reviews in Europe, at 58.6%.



Source Indexes

Of the top review sources, the highest global Source Indexes came from Ctrip (91.1%), Trip.com (89.3%), and Hotels.com (85.0%); however, review volume for these sources was relatively low. Booking.com had the lowest Source Index, at 81.5%, which is significant given that it generated 41.8% of reviews.

Department Indexes

Globally, all major Department Indexes were down in 2022 relative to 2019. The Value Index had the lowest score, at 81.1%, falling 1.4 points from 2019. The Room Index had the second lowest score at 84.4%, falling 0.5 points from 2019. The Cleanliness Index fell 1.5 points to 87.2%. Decreases were most pronounced among 3-star hotels.

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Semantic Analysis

In semantic analysis of more than 20 million mentions in review comments in 2022, 72.4% were classified as positive and 27.6% were classified as negative. Reviews in Chinese (86.4%) and German (78.5%) had the highest proportion of positive mentions, whereas reviews in Portuguese (34.1%) and French (29.8%) had the highest proportion of negative mentions.

The *Experience* category (+0.9) had the highest positive impact on the Global Review Index™. The *Room* category (-2.3) had the highest negative impact.



Management Response

Hotels within the global data set responded to an average of 61.9% of responsible reviews in 2022. This was an increase of 6.0 points over 2019 and 3.1 points over 2021. Five-star hotels responded to 70.0% of reviews, 4-star hotels to 61.7%, and 3-star hotels to 56.2%.

Hoteliers in the Middle East & Africa region responded to the highest proportion of reviews (72.6%). Hoteliers in the North America region responded to the lowest proportion of reviews (49.5%). On average, hotels responded to positive reviews in 4.4 days and to negative reviews in 5.6 days.

Global Data



Global Review Index™ (GRI™)

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

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

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**A 1-point increase in a hotel's
Global Review Index™ can lead to growth of up to:**

+0.89%
In ADR

+0.54%
In Occupancy

+1.42%
In RevPAR



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Global GRI™ Metrics

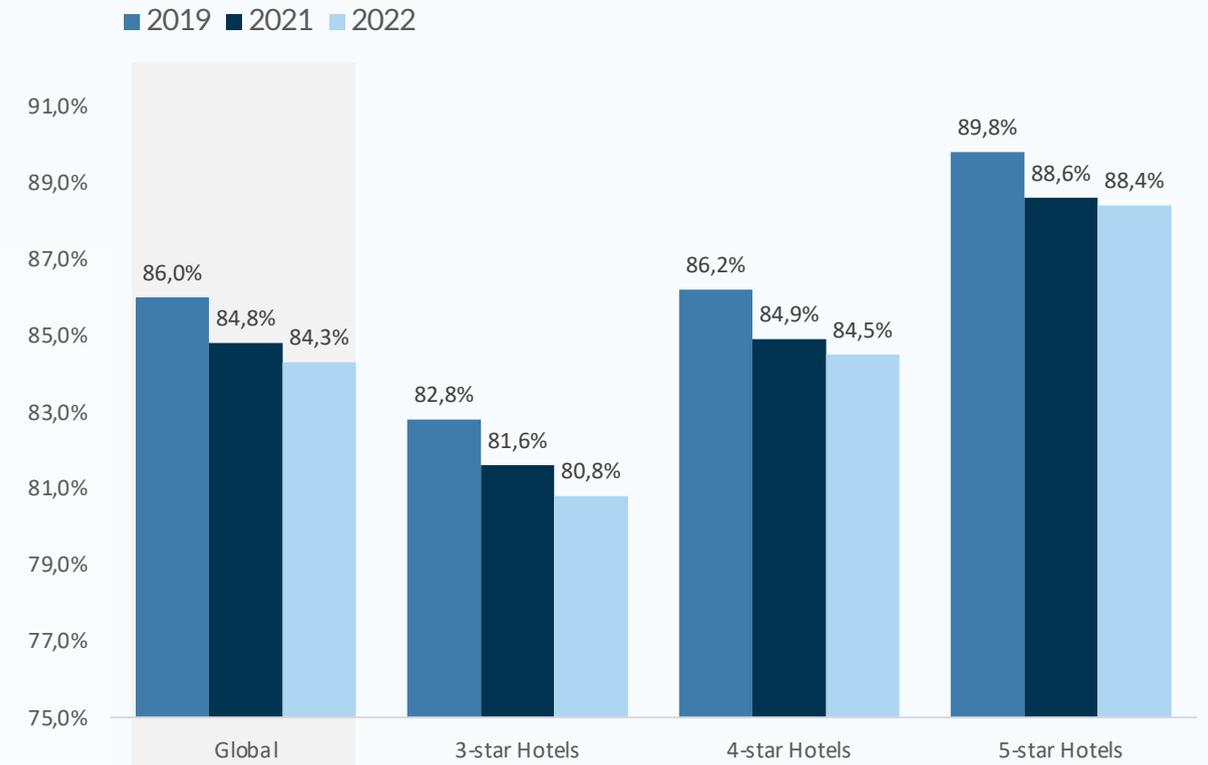
In 2022, the global travel industry continued its path to recovery from the pandemic, with most hotels reopened and services reinstated. However, after being laid off during the pandemic, many hotel employees found work in other industries, and a new crisis emerged: a severe labor shortage.

Meanwhile, rising inflation drove up hotel operating costs as well as hotel pricing. While occupancy fell short of 2019 numbers, increased room rates enabled hotels in all regions but Asia to surpass 2019 RevPAR (Revenue Per Available Room) performance.¹

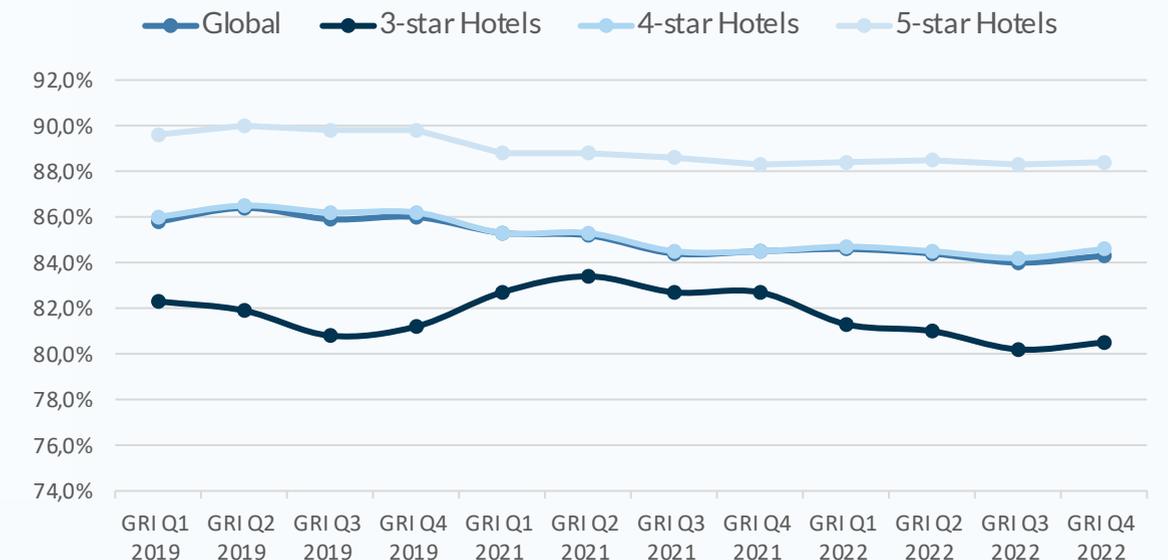
Nevertheless, hotels paid a price for high rates and labor challenges. In 2022, the Global Review Index™ for our global data set was 84.3%, a decrease of 1.7 points from 2019 and 0.5 points from 2021.

The drop was most pronounced with 3-star hotels, which lost 2.0 points from 2019 to 2022. 4-star hotels lost 1.7 points, and 5-star hotels lost 1.4 points.

Global GRI™ Metrics



Global GRI™ Evolution



¹STR. [Most Global Regions Showed Full RevPAR Recovery in 2022](#). January 2023.

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Global Review Volume

Global review volume for hotels in our data set increased by 20.2% in 2022 compared to the previous year, an indication of the increase in travel activity. However, 2022 volume was still 29.3% lower than in 2019.

Booking.com grew its review volume by 52.7% from 2021 to 2022. Google also increased its volume during that period, by 23.4%, and Tripadvisor grew by 48.3%. However, all the top review sources were down in review volume significantly compared to 2019, with the exception of Booking.com, which managed to increase its volume slightly, by 2.1%.



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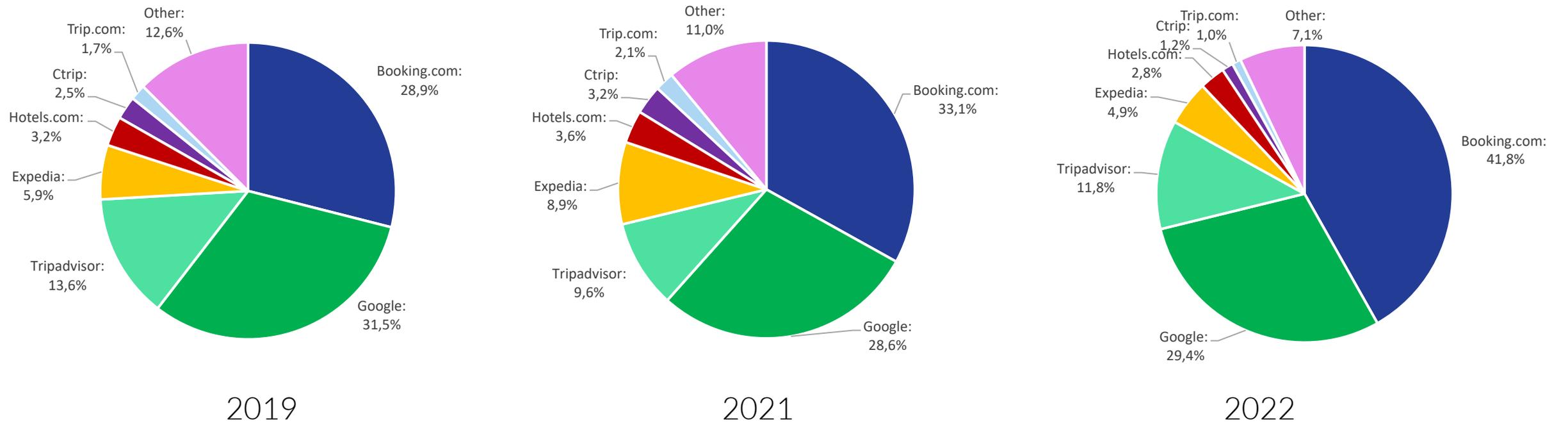
Global Share of Reviews Per Source

Here review market share is broken down by the top-producing review sources within the global data set.

Booking.com generated an incredible 41.8% of all reviews in 2022, an increase of 12.9 points over 2019 and 8.7 points over 2021. The second most prolific review source was Google,

generating 29.4% of total reviews in 2022, a decrease of 2.1 points from 2019. Next was Tripadvisor, with 11.8% of total review volume in 2022, a decrease of 1.8 points over 2019. Trailing in a distant fourth place was Expedia, generating 4.9% of reviews, a decrease of 1.0 point over 2019.

| Share of Reviews Per Source



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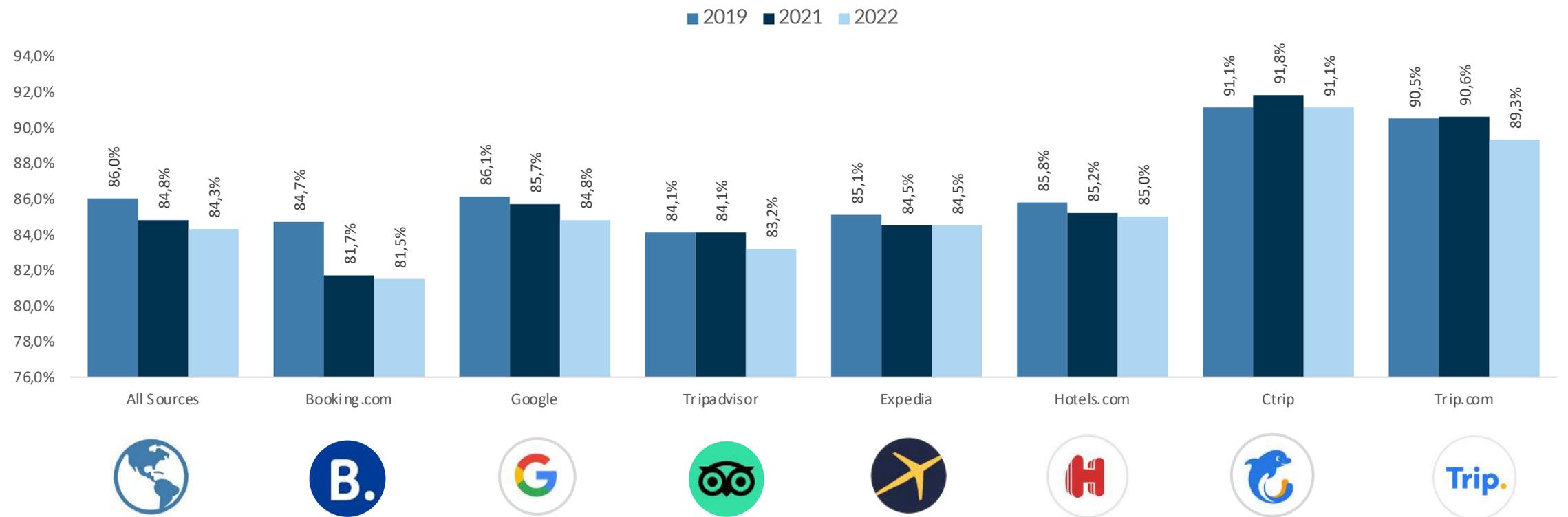
Global Review Source Indexes

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).

Of the top review sources, Booking.com had the lowest Source Index in 2022, at 81.5%. This represents a decrease of 3.2 points from 2019. Given Booking.com's high proportion of review volume, this had the effect of pulling down the overall GRI™.

Ctrip and Trip.com had much higher Source Indexes in 2022, at 91.1% and 89.3% respectively, but their review volume was quite low. The other three major review sources, Google, Tripadvisor, and Expedia, had relatively similar indexes, ranging between 83.2% to 84.8%.

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Global Department Indexes

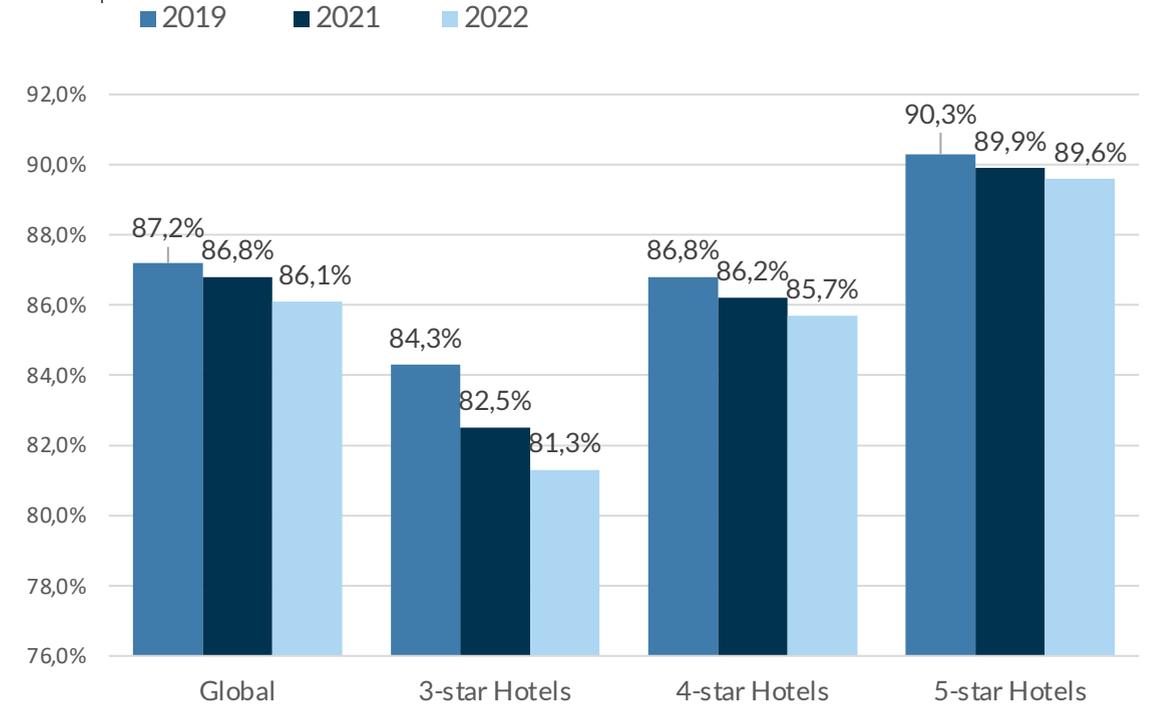
Department Indexes are review scores measured by department or attribute such as Service, Cleanliness, and Value derived from ReviewPro's proprietary algorithm. Department Indexes provide valuable insights into how well each department is performing and where opportunities for improvement lie.

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

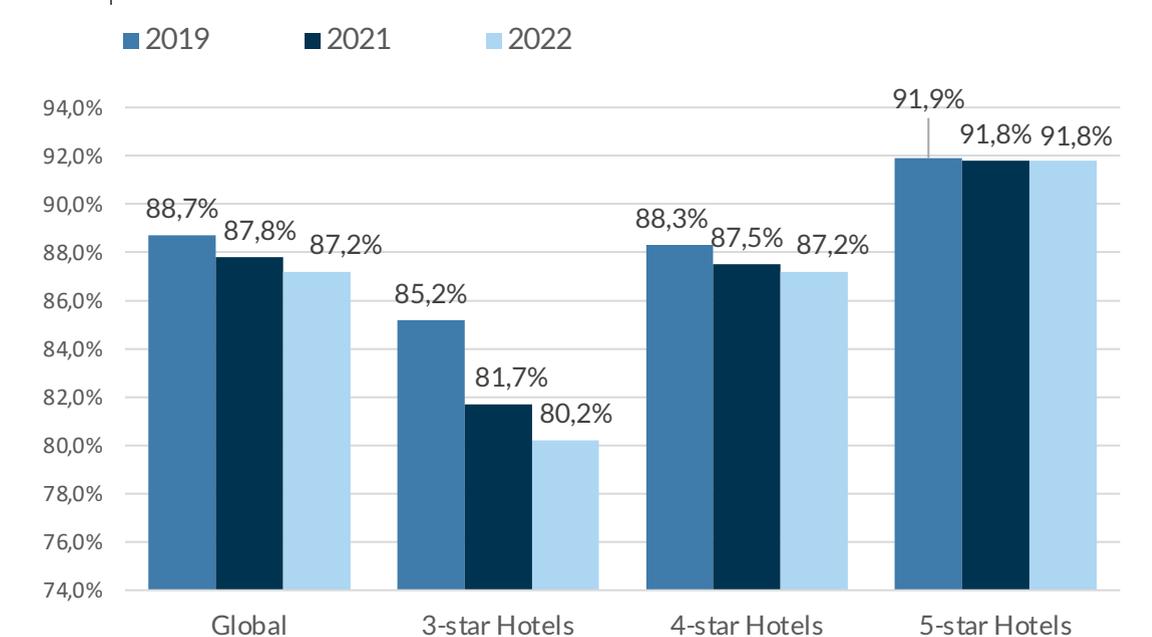
Globally, four of the top five Department Indexes declined in 2022 relative to 2019. The Location Index managed a slight increase of 0.1 points. The Value Index had the lowest score in 2022, at 81.1%, falling 1.4 points from 2019, while the Room Index fell by 0.5 points.

Of the star segments, the decrease was most pronounced among 3-star hotels.

Service



Cleanliness

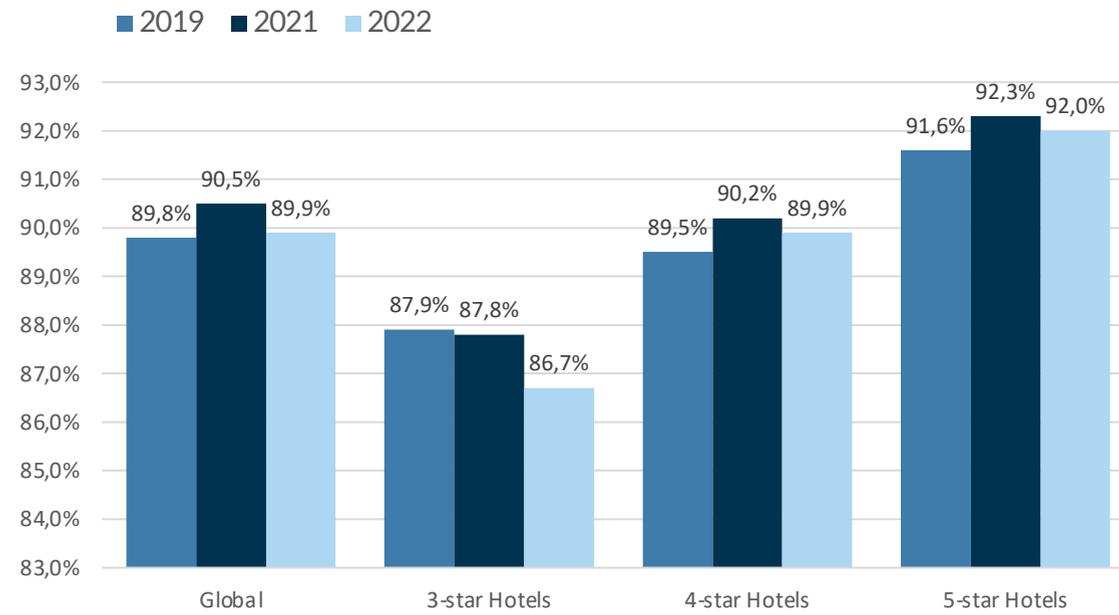


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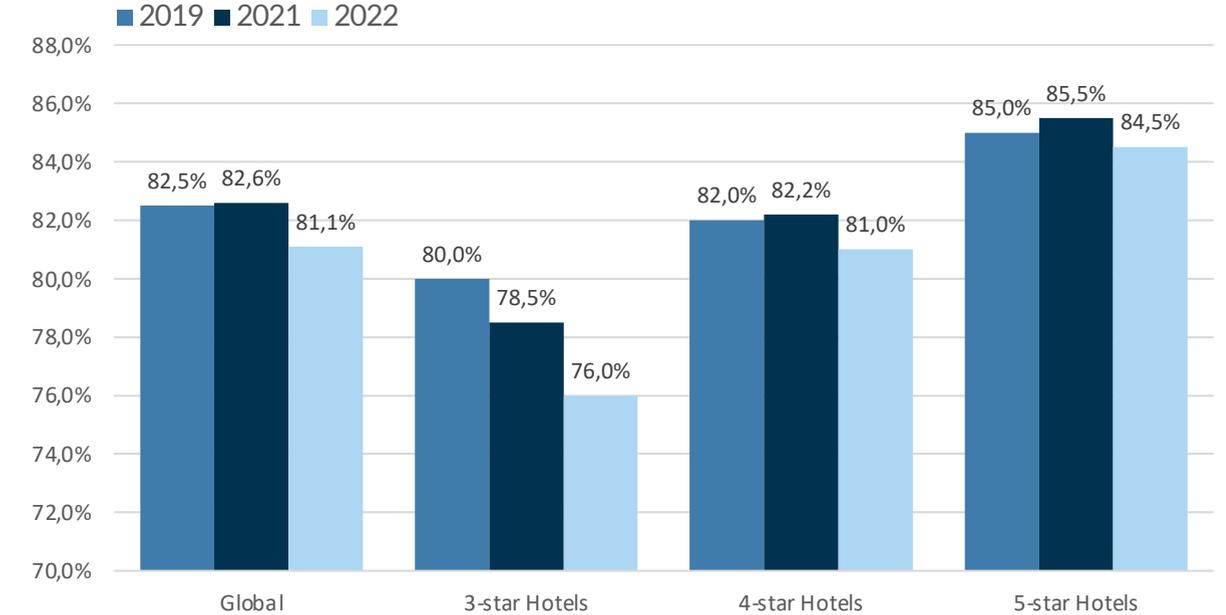
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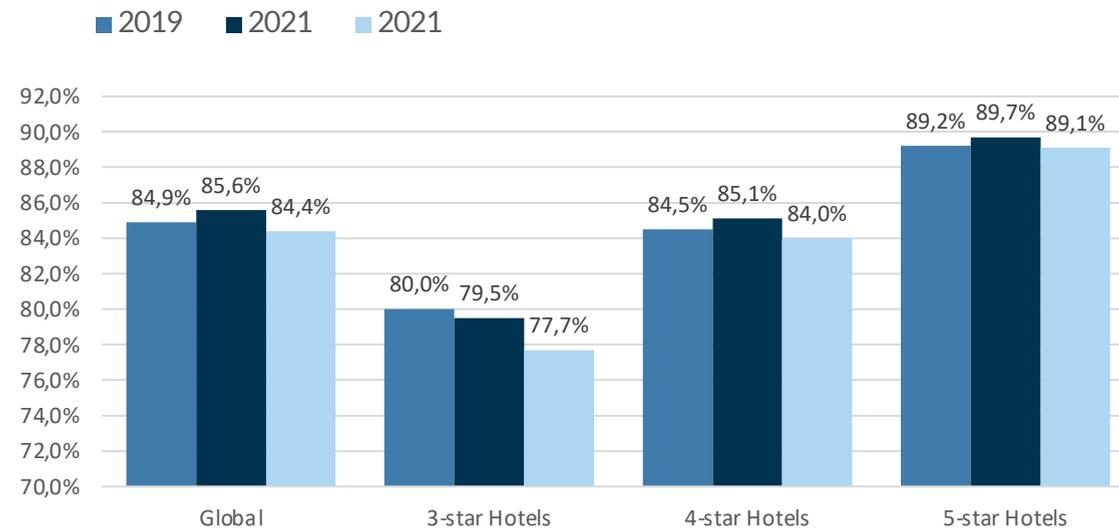
| Location



| 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.

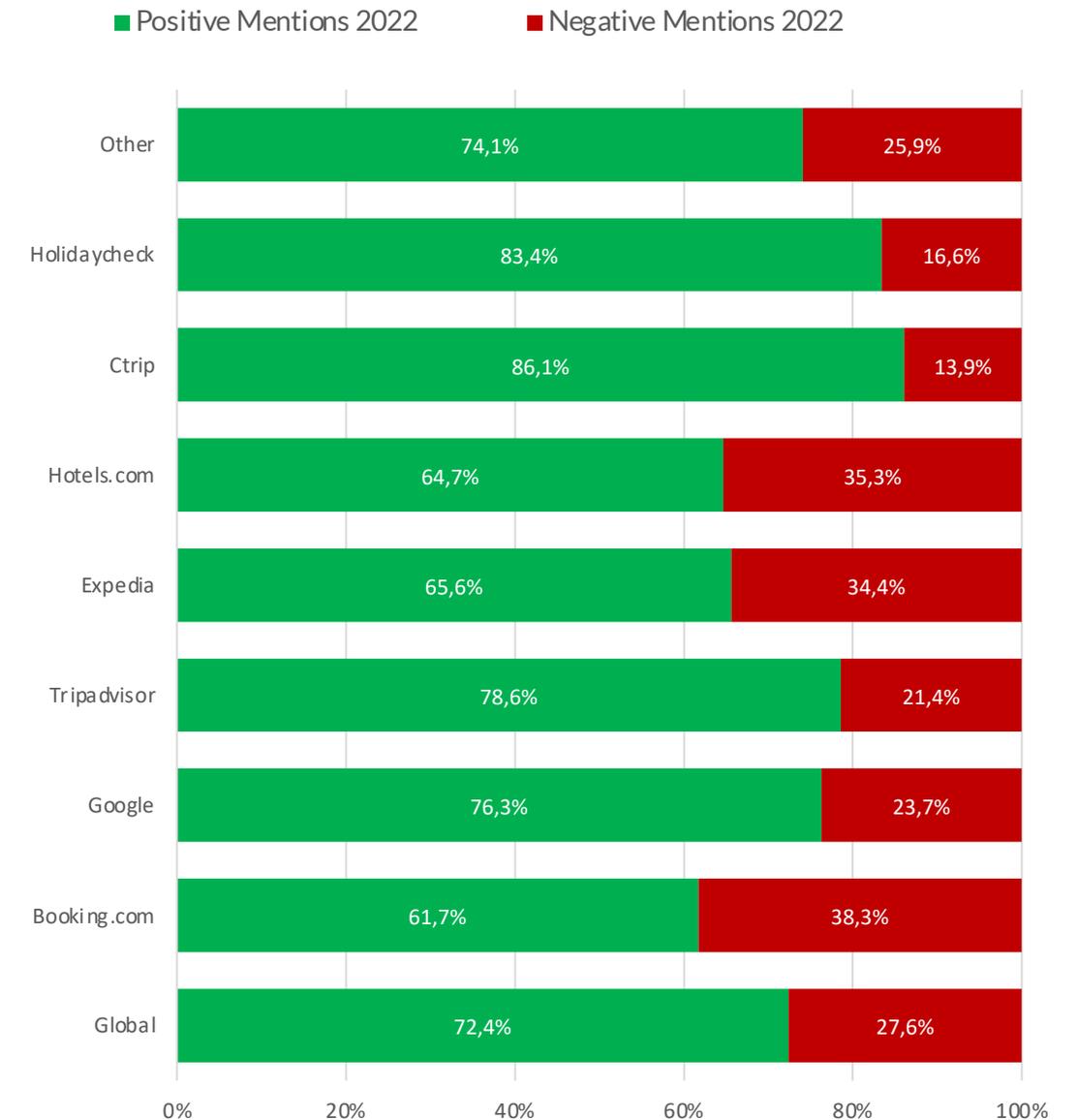
Within the global data set, ReviewPro analyzed over 20 million mentions in review comments posted in 2022. Of these mentions, 72.4% were classified as positive and 27.6% were classified as negative.

Almost one-third of mentions (32.8%) came from Tripadvisor reviews, whereas 28.0% came from Booking.com and 20.7% came from Google.

Booking.com generated a higher proportion of negative mentions than the other top sources in 2022, at 38.3%. Negative mentions were also relatively high on Hotels.com (35.3%) and Expedia (34.4%).



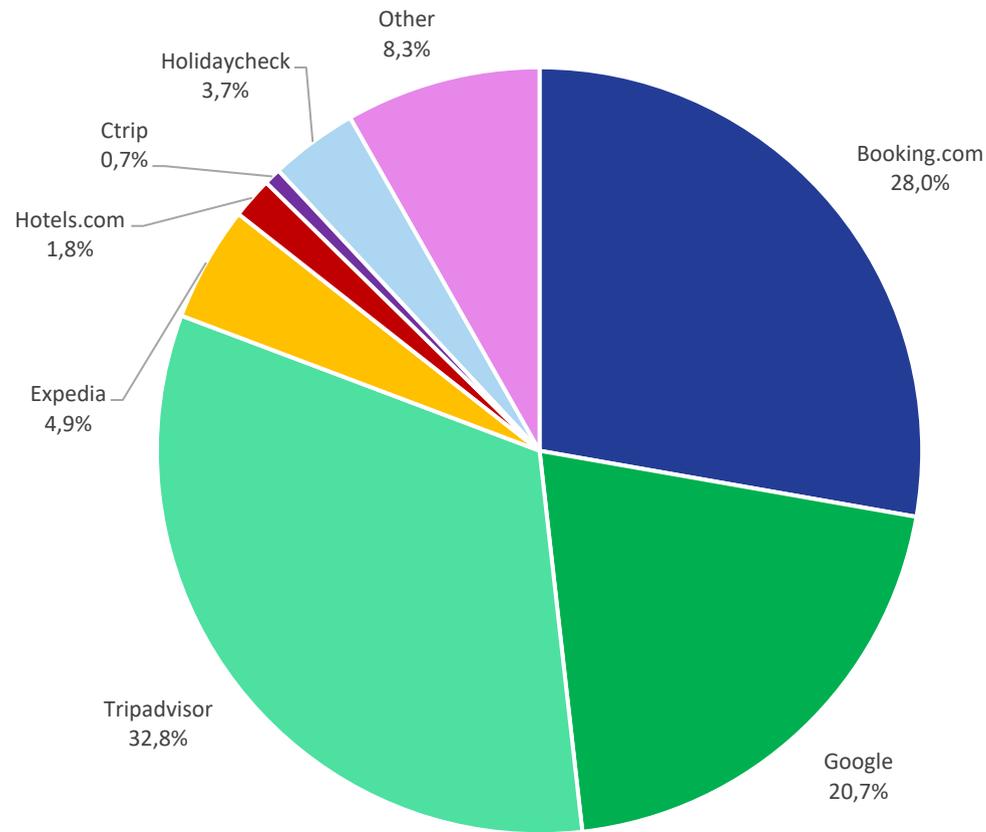
| 2022 Positive/Negative Mentions Per Source



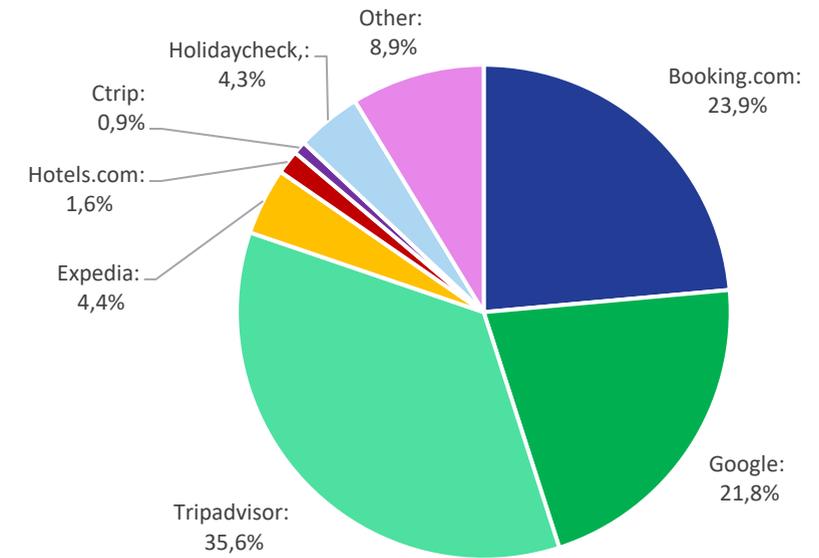
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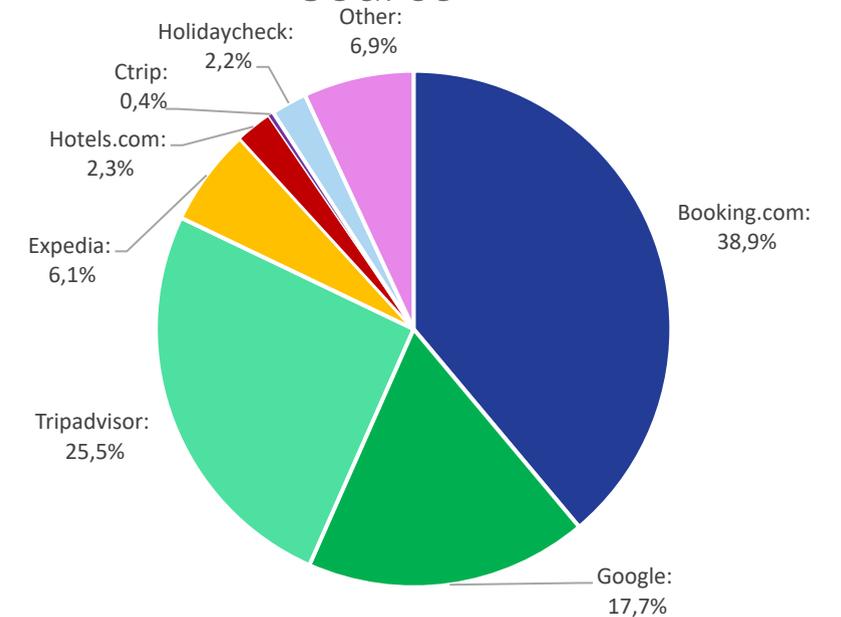
| Total Mentions by Source



| Share of Positive Mentions by Source



| Share of Negative Mentions by Source



Global Semantic Analysis

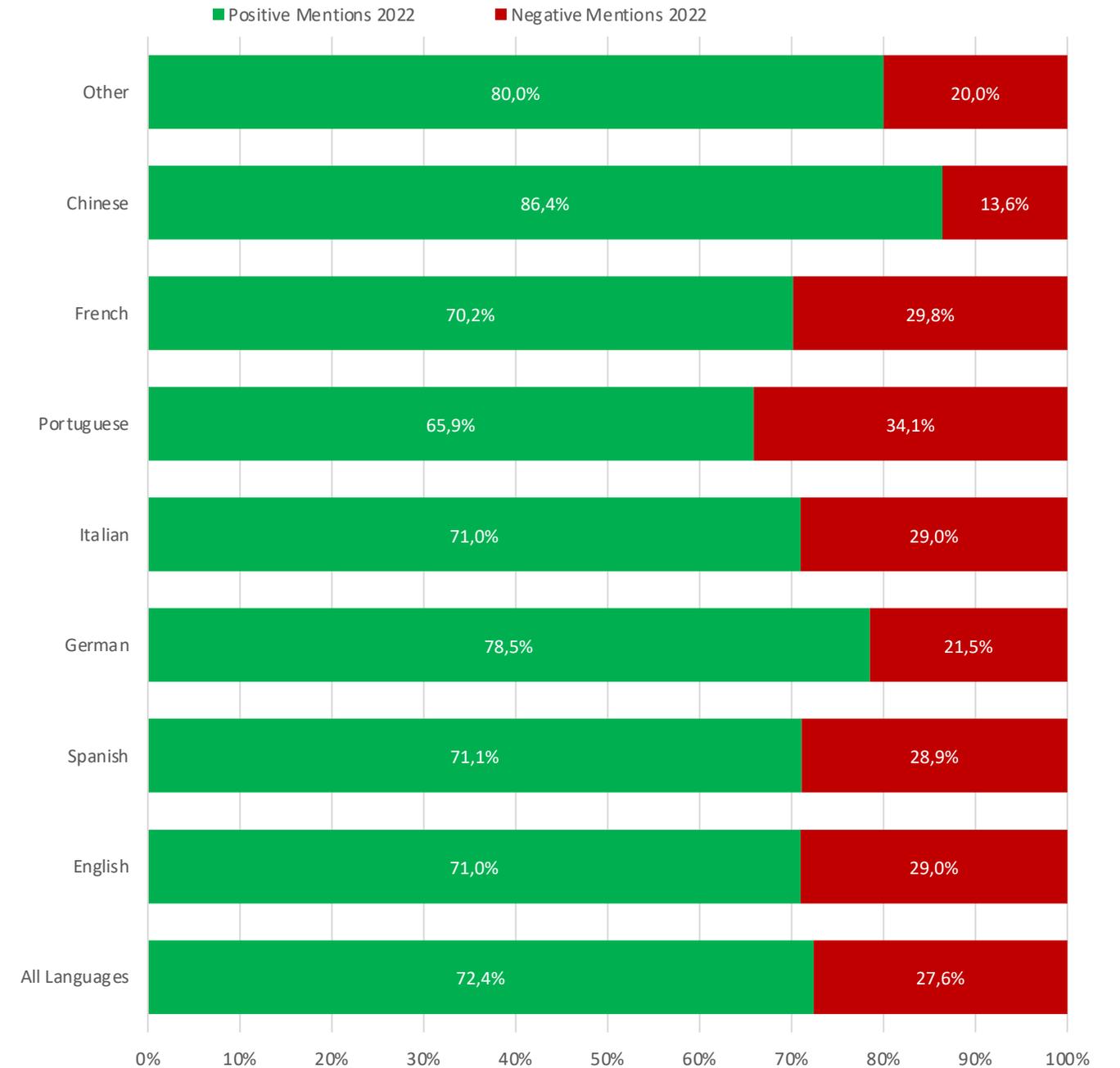
Here we break down review mentions by language.

Of over 20 million mentions in review comments in 2022, the majority (64.4%) were written in English, whereas 8.9% were written in German and 7.7% were written in Spanish.

Of the major languages, the highest proportion of negative mentions was written in Portuguese (34.1%), followed by French (29.8%). The third highest proportion of negative reviews was a tie between English and Italian reviews, both at 29.0%.

The highest proportion of positive mentions was written in Chinese (86.4%) and German (78.5%).

| 2022 - Positive/Negative Mentions per Language

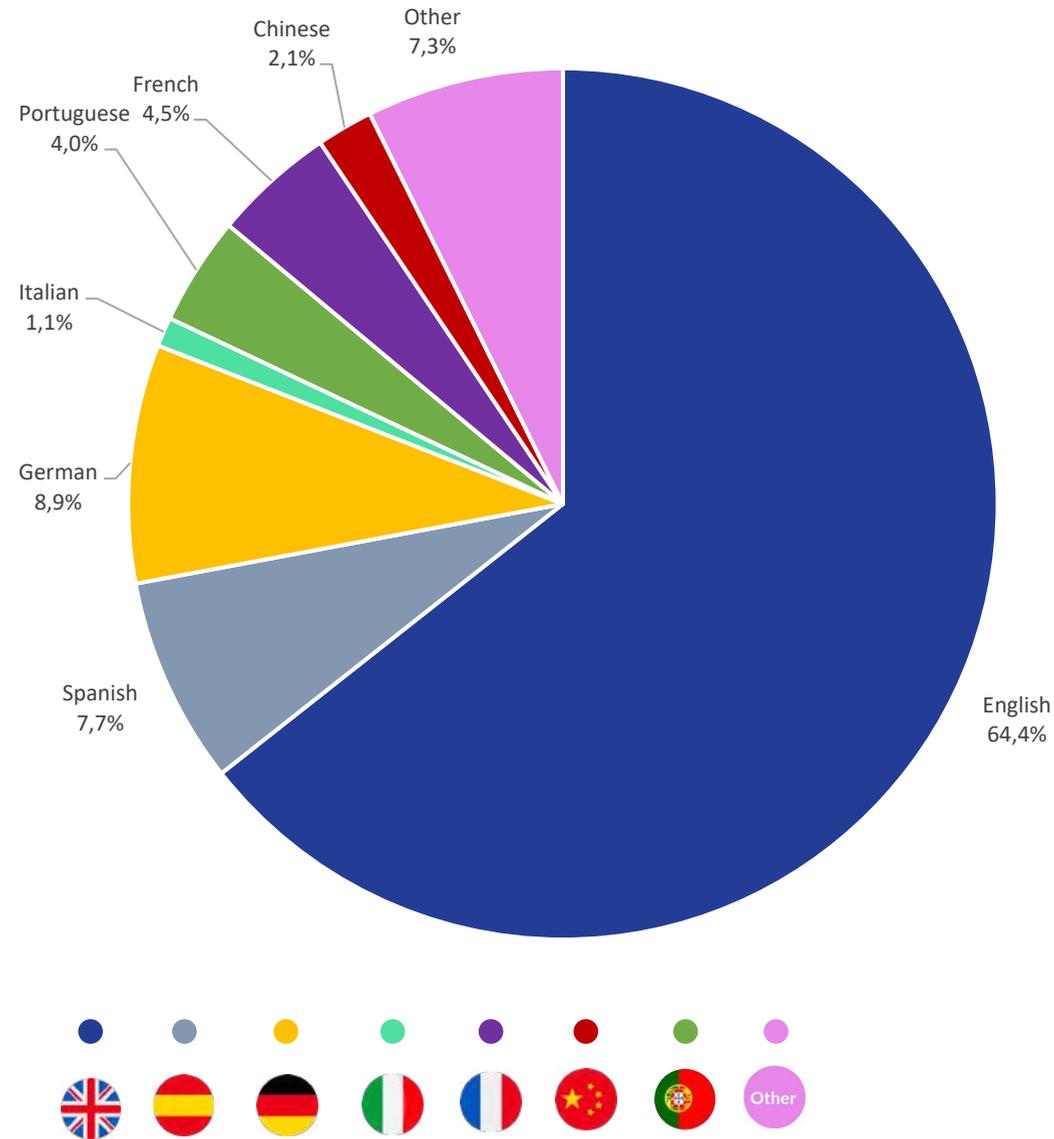


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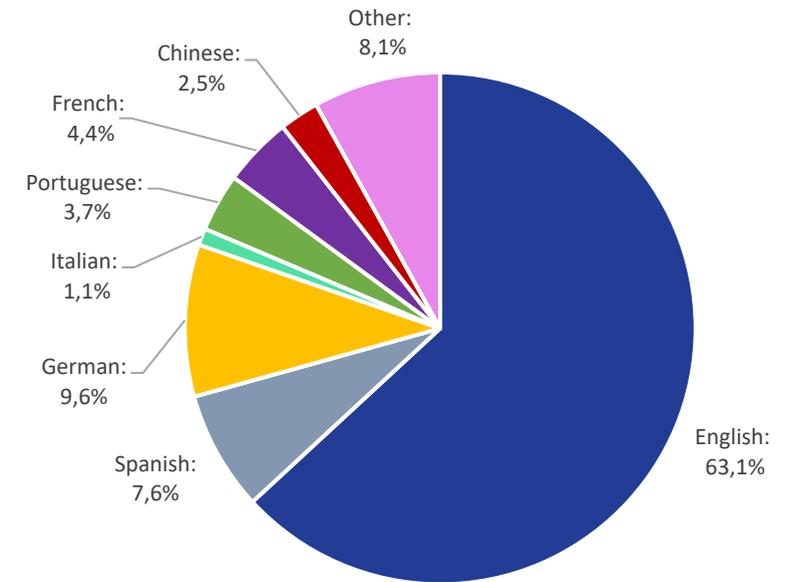
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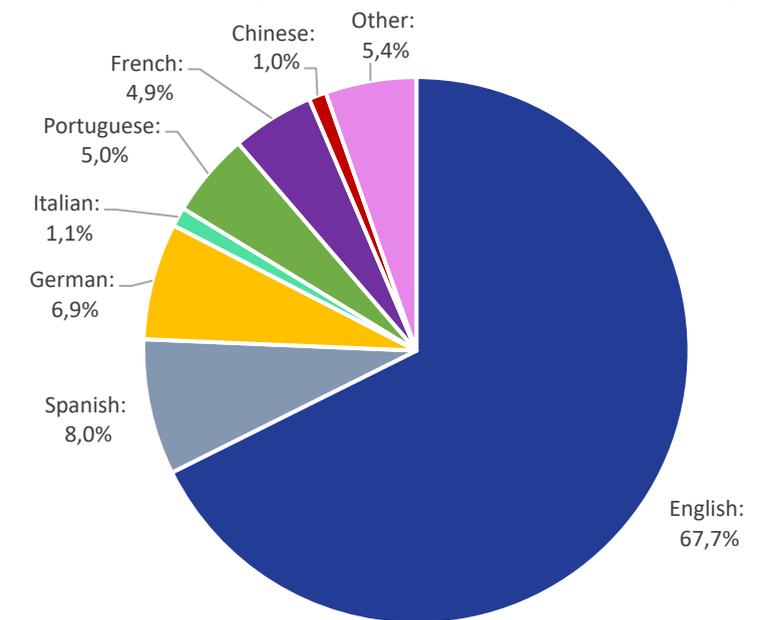
| Total Mentions by Language



| 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 *Room* category had the highest negative impact on the GRI™, driving it down by 2.3 points. Next was *Cleanliness* at -1.7, followed by *Establishment* at -1.5, *Food & Drinks* at -1.4, and *Experience* at -1.2.

The *Experience* category had the highest positive impact on the GRI™ at +0.9, followed by *Staff* at +0.7 and *Service* at +0.5. The other top categories were *Cleanliness* and *Food & Drinks*, each at +0.4.

Note that some categories such as *Cleanliness* and *Food & Drinks* had both a positive and negative impact on the GRI™.

Positive

Experience		0.9
Staff		0.7
Service		0.5
Cleanliness		0.4
Food & Drinks		0.4

Negative

Room		-2.3
Cleanliness		-1.7
Establishment		-1.5
Food & Drinks		-1.4
Experience		-1.2

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Global Management Responses

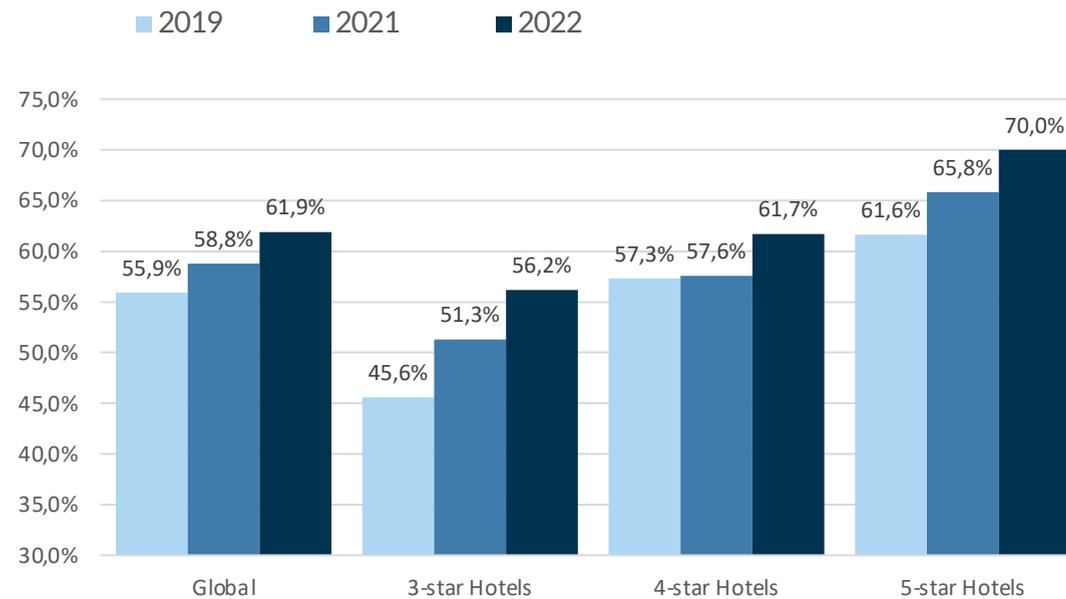
Here we analyze management responses to "respondable reviews" - reviews that permit management responses. Ratings-only reviews are not included in the calculations.

Of almost four million respondable reviews in our data set, hotels responded to an impressive 61.9% in 2022, an increase of 3.1 points from 2021 and 6.0 points from 2019. Despite staffing shortages, it seems that hoteliers are making review responses a higher priority than ever.

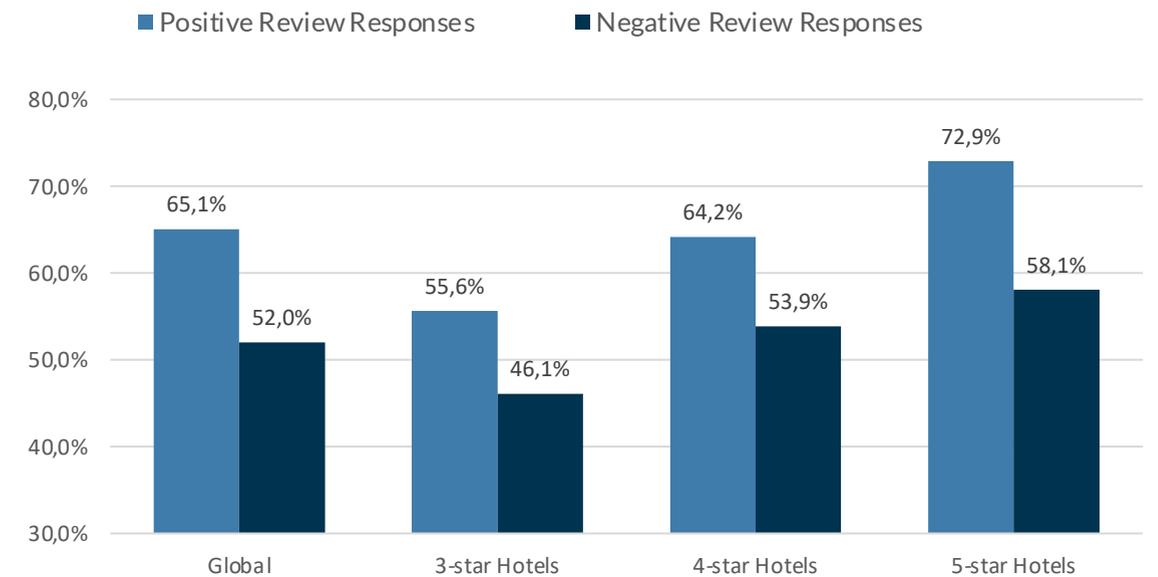
Five-star hotels responded to 70.0% of reviews, whereas 4-star hotels responded to 61.7% and 3-star hotels responded to 56.2%. Interestingly, all star segments prioritized responding to positive reviews over negative reviews. For the global data set, hotels responded to 65.1% of positive reviews and 52.0% of negative reviews.

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Management Responses Per Category



Positive/Negative Review Responses Per Category

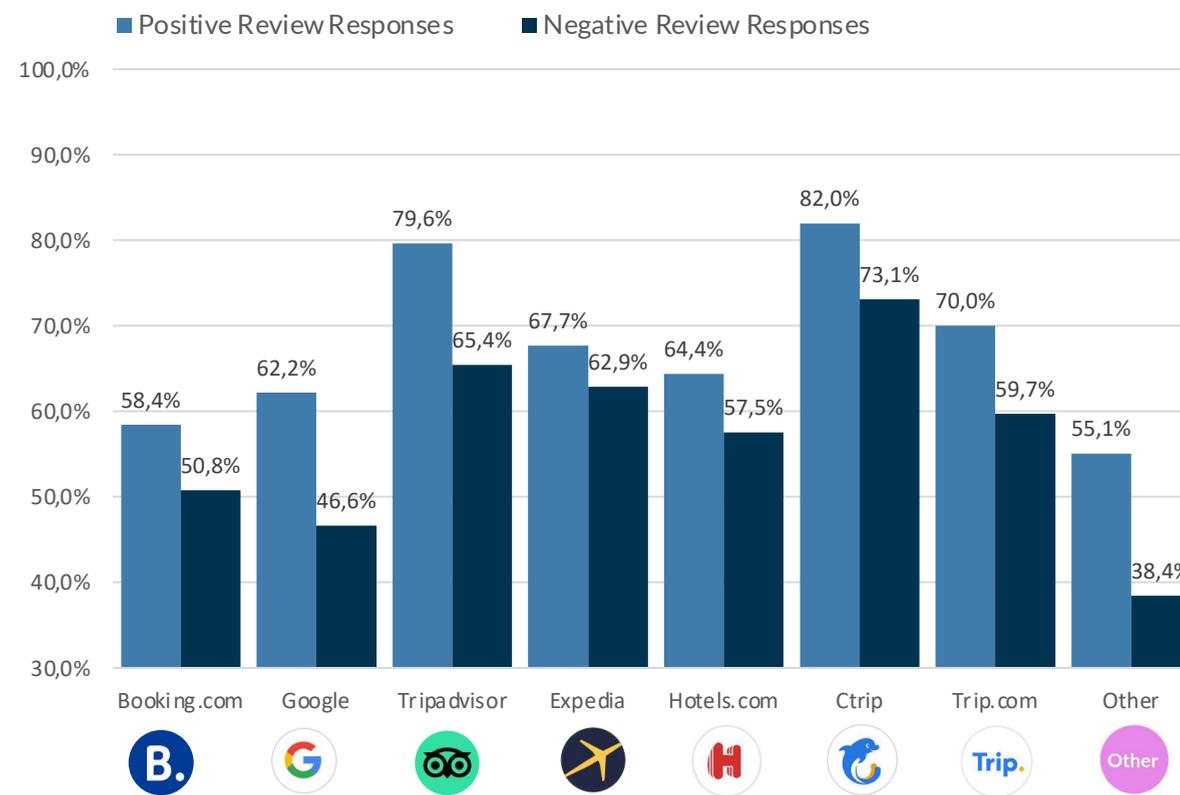


¹Tripadvisor, [77% of Travelers More Likely to Book When Business Owners Respond to Reviews](#). December 2019.

Global Management Responses

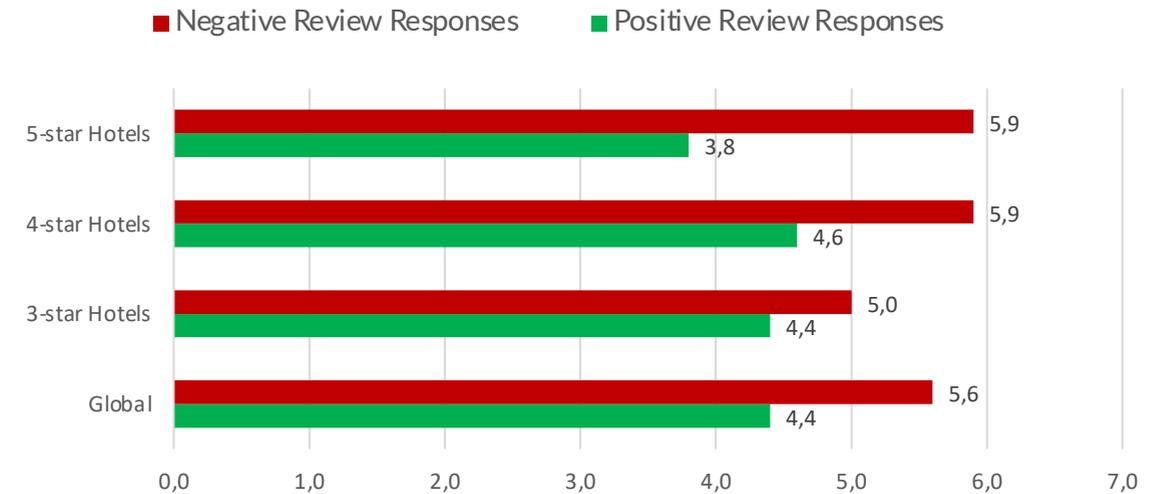
Of the top review sources, hotels responded to the highest proportion of reviews on Ctrip (82.0% of positive, 73.1% of negative) and Tripadvisor (79.6% of positive, 65.4% of negative). The third highest response rate was on Trip.com (70.0% of positive, 59.7% of negative). Booking.com received the lowest response rate (58.4% of positive, 50.8% of negative), perhaps related to its high volume of reviews.

| Positive/Negative Review Responses Per Source

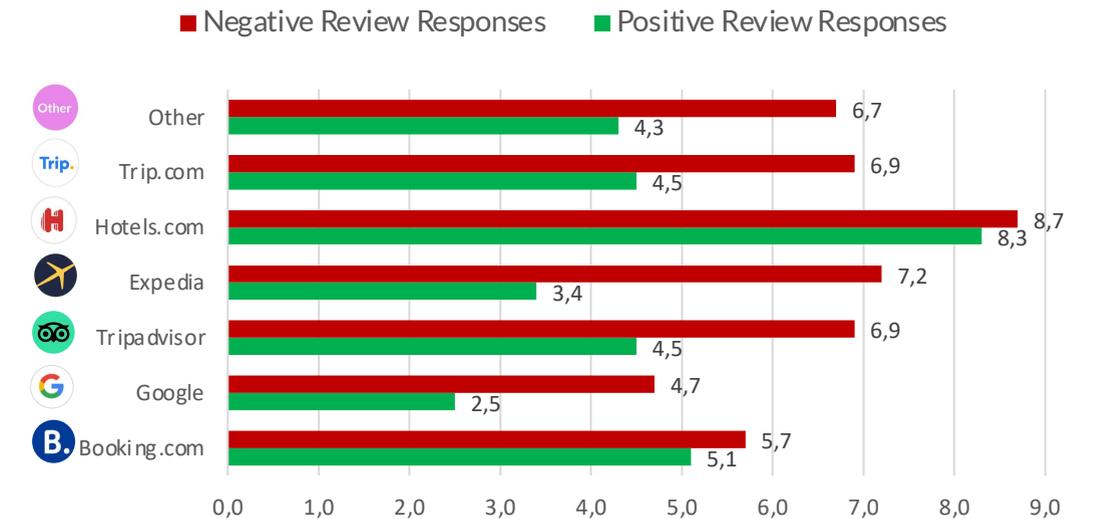


For all sources combined, hotels responded to positive reviews in 4.4 days on average and to negative reviews in 5.6 days on average.

| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)



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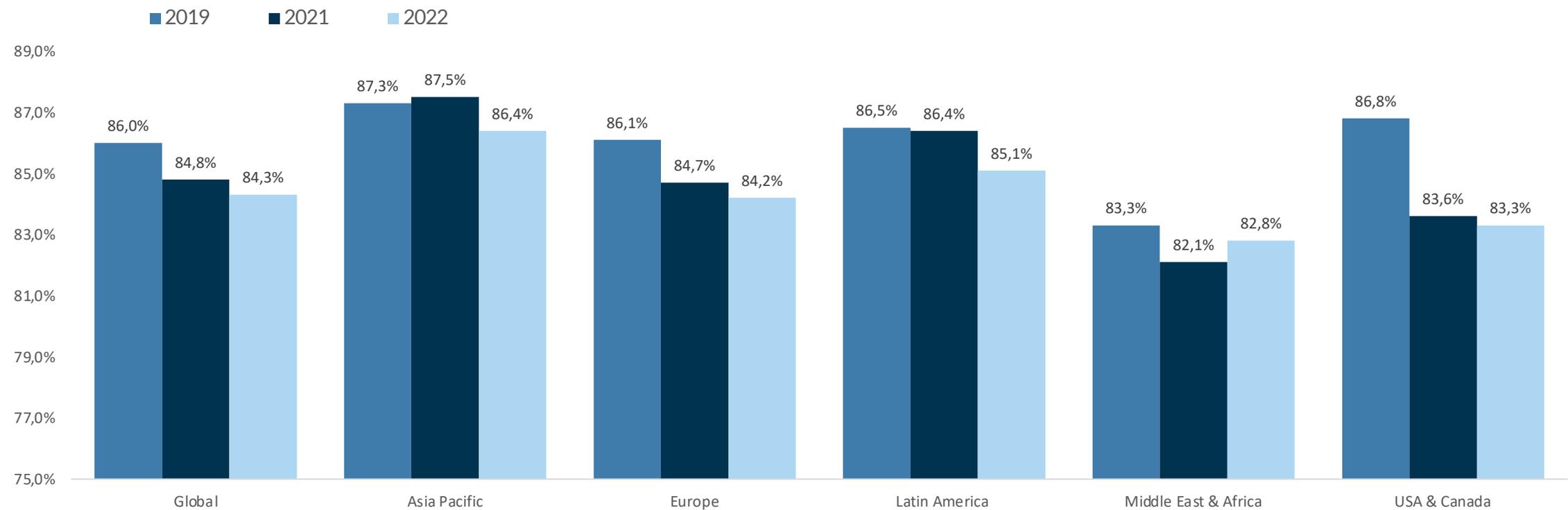


Key Review Performance Metrics by Region

In 2022, all five regions experienced declines in the Global Review Index™ relative to pre-pandemic 2019. However, there were significant variances in performance across regions.

In 2022, Middle East & Africa was the only region to exceed its 2021 GRI™, growing by 0.7 points to 82.8%. However, the number fell 0.5 points short of the 2019 score and was the lowest of the five regions. Hotels in North America experienced the sharpest decline from 2019 to 2022, falling 3.5 points, with the second lowest GRI™ of the five regions. Hotels in the Asia Pacific region earned the highest overall review score at 86.4%.

| GRI™ Metrics across Regions



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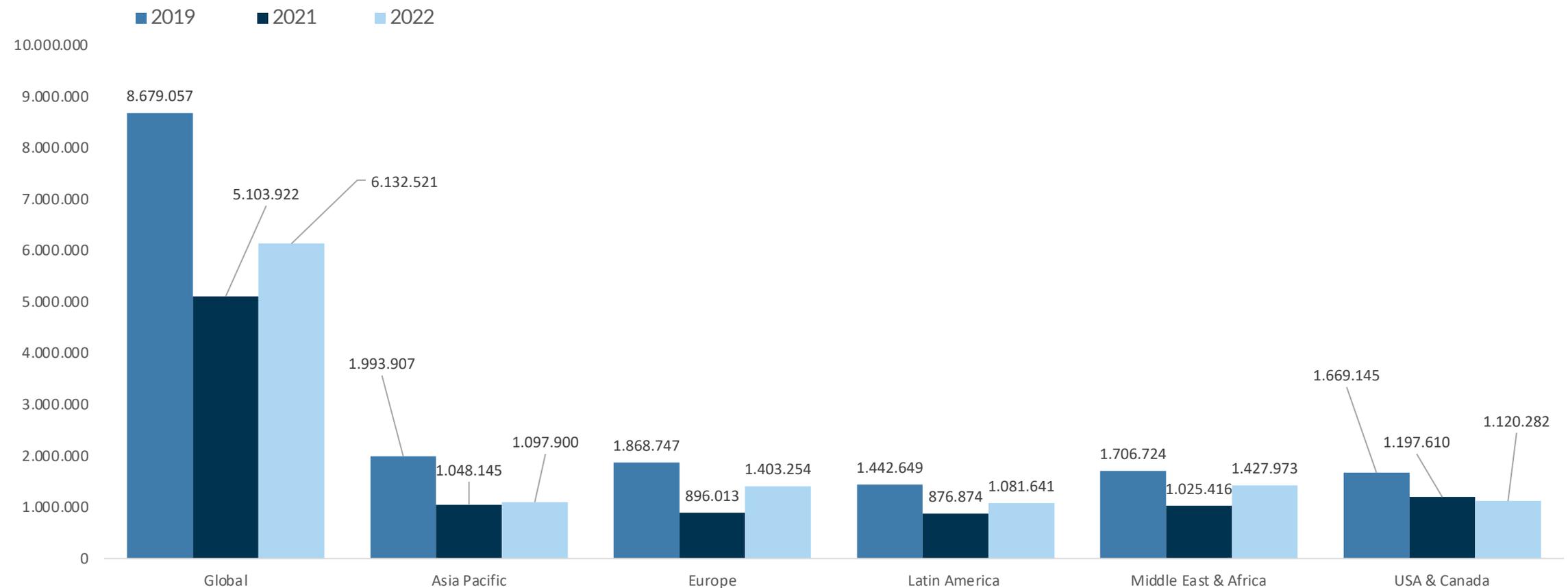
Key Review Performance Metrics by Region

In 2022, all regions grew review volume substantially relative to 2021 except North America, where volume fell by 6.5%. European hotels experienced the largest increase (56.6%), followed by Middle East & Africa (39.3%) and Latin America (23.4%).

However, compared to 2019, volume in all regions was down significantly. Hotels in Asia Pacific received 44.9% fewer reviews in 2022 relative to 2019. Only in the Middle East & Africa did volume approach 2019 levels, falling just 16.3% short.

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| Review Volume Across Regions



Asia Pacific



Asia Pacific Global Review Index™ (GRI™)

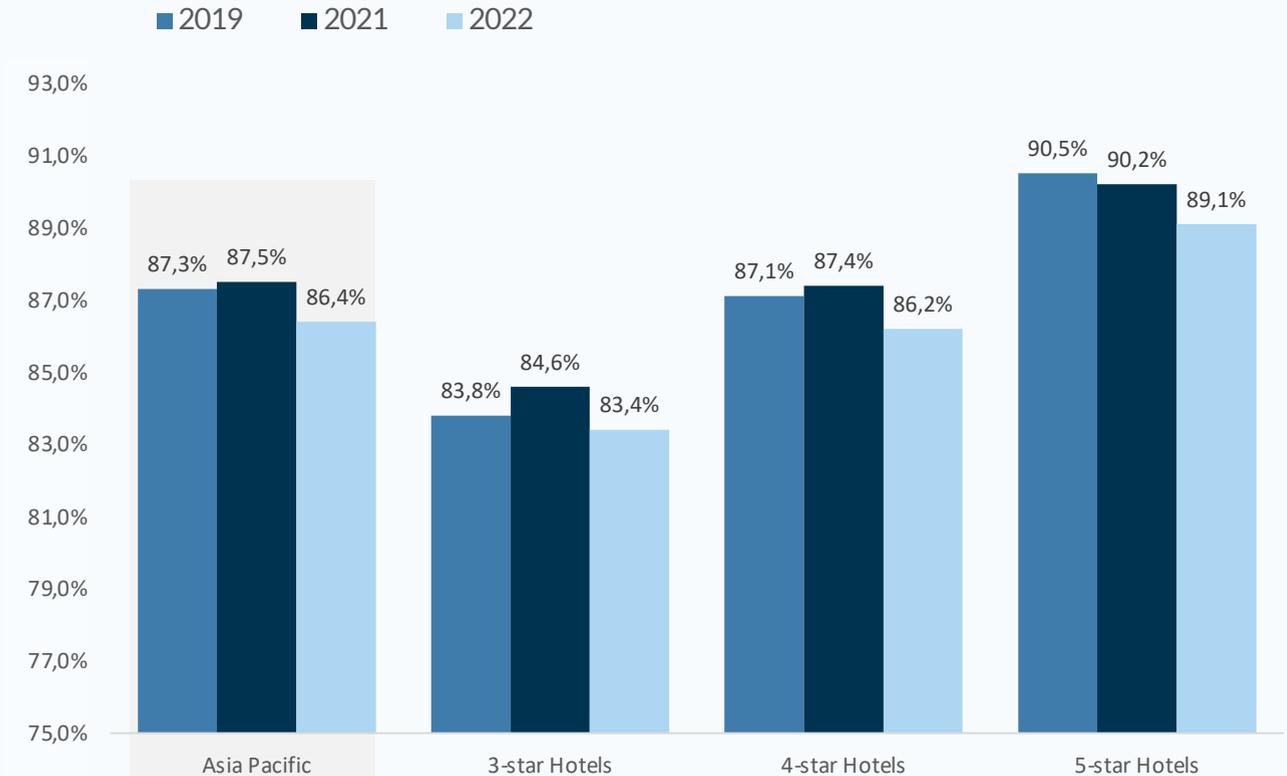
In 2022, Asia Pacific was the last of the five regions to lift pandemic travel restrictions. The final holdout was China, which did not loosen restrictions until January 2023. As a result, average occupancy for hotels in Asia was 23.7% lower in 2022 than in 2019. Average daily rate (ADR) was 9.9% lower, and revenue per available room (RevPAR) was 31.2% lower. Meanwhile, Australia & Oceania increased RevPAR by 4.3% by pushing rate 20.8% above 2019 levels, whereas occupancy was down by 13.6%, according to STR.¹

At 86.4%, the Global Review Index™ for hotels in our data set in the Asia Pacific region fell by 1.1 points from 2021 and by 0.9 points from 2019. Nevertheless, the region's GRI™ was 2.1 points higher than the global GRI™ and was the highest GRI™ of all five regions.

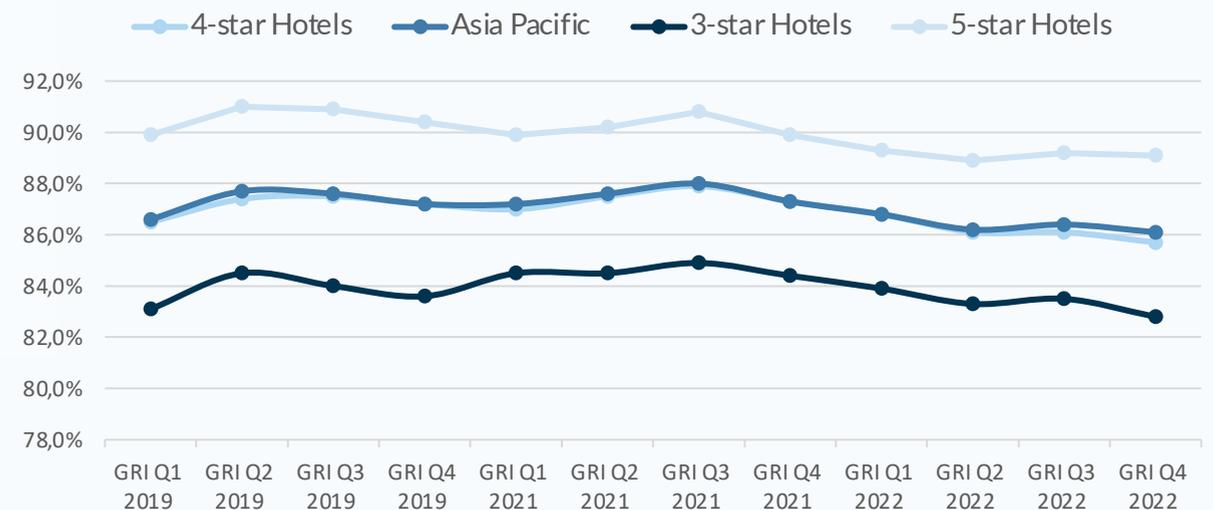
By star segment, 3-star hotels showed the strongest recovery in GRI™ in 2022, falling just 0.4 points short of 2019 levels. Five-star hotels were 1.4 points below 2019 levels, and 4-star hotels were 0.9 points below.

¹STR. [Most Global Regions Showed Full RevPAR Recovery in 2022](#). January 2023.

Asia Pacific Global Review Index™ (GRI™)



Asia Pacific GRI Evolution



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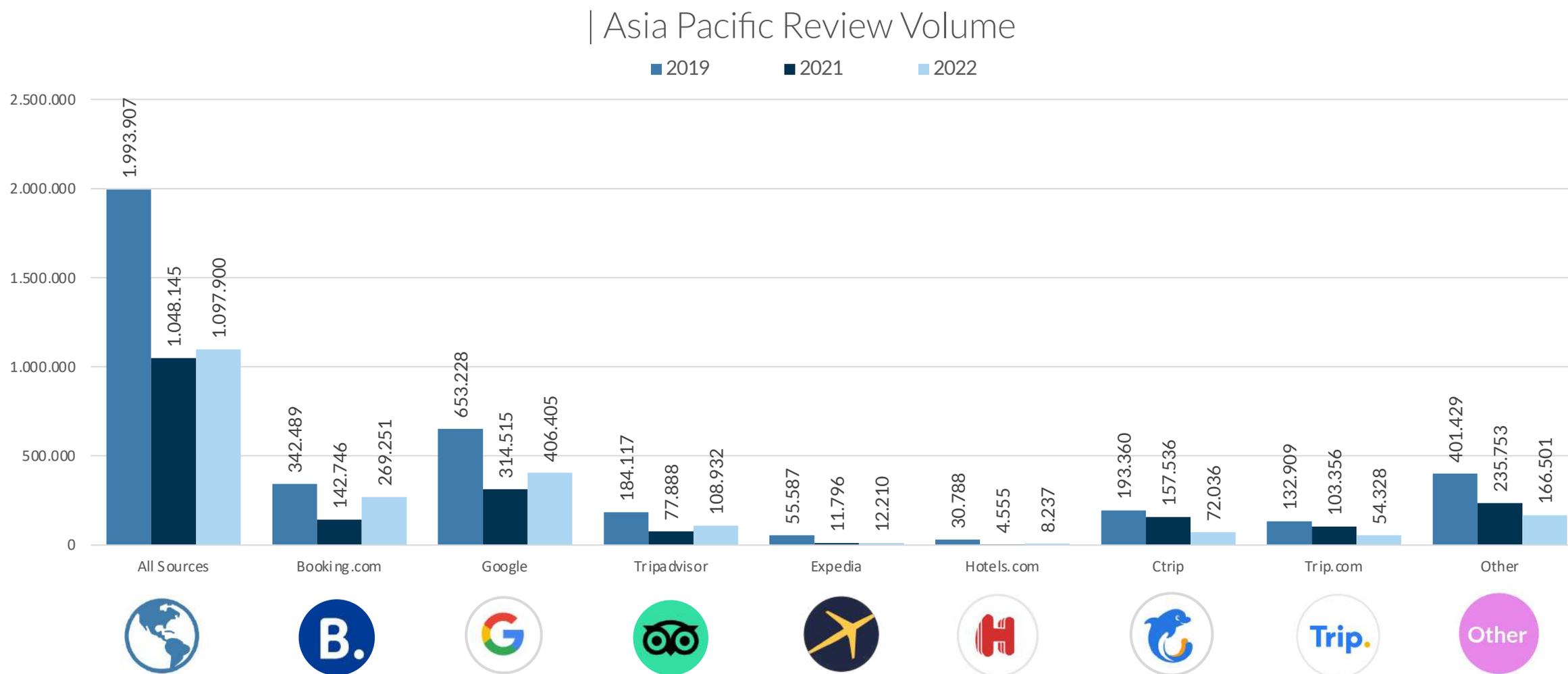
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Asia Pacific Review Volume

The slower pace of travel recovery in the Asia Pacific region was apparent in its lower review volume growth relative to other regions. Review volume increased by only 4.7% from 2021 to 2022, and 2022 volume was 44.9% short of 2019.

From 2021 to 2022, the top-producing review sources showed substantial increases in review volume, with Booking.com leading the pack at 88.6%. Tripadvisor grew its volume by 39.9% and Google by 29.2%. Meanwhile, volume from China-based OTAs Ctrip and Trip.com lost 54.3% and 47.4% in volume respectively. All major review sources were substantially down from 2019.



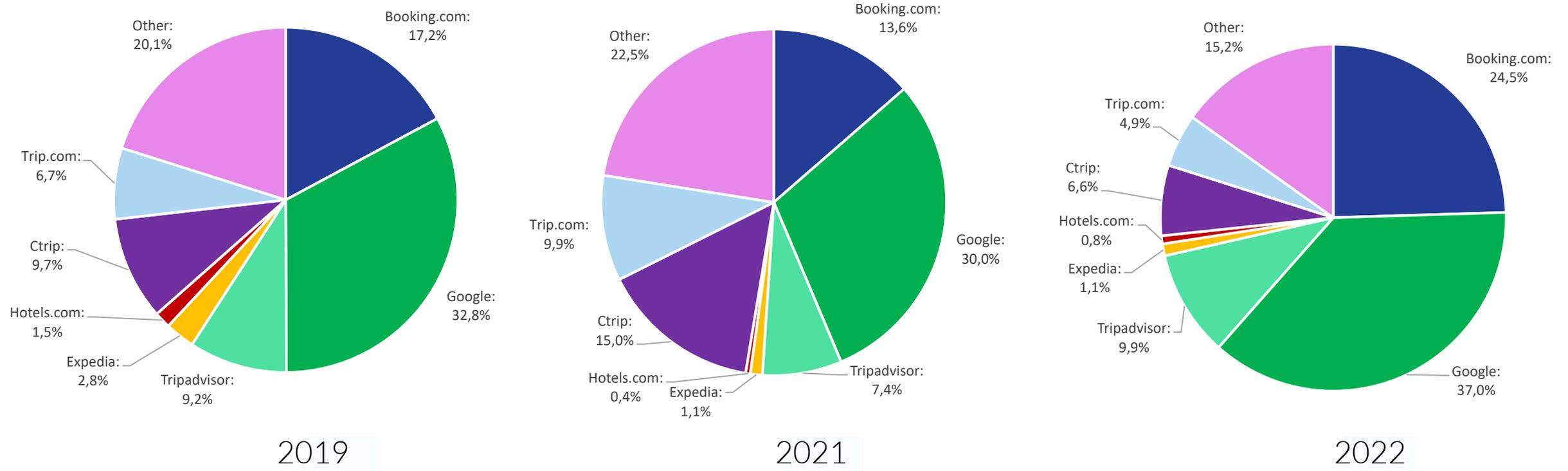
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Asia Pacific Share of Reviews Per Source

Unlike in other regions, where Booking.com generates the dominant share of reviews, in Asia Pacific Google produced the largest share of reviews in 2022, at 37.0%, an increase of 7.0 points over 2021. However, Booking.com has been gaining ground, generating 24.5% of total reviews in 2022, an increase of 10.9 points over 2021.

Tripadvisor held a distant third in review market share, at 9.9%, an increase of 2.5 points over 2021. Growth in the top three sources has come at the expense of Ctrip and Trip.com, which lost 8.4 points and 5.0 points in share respectively from 2021 to 2022.

| Share of Reviews Per Source



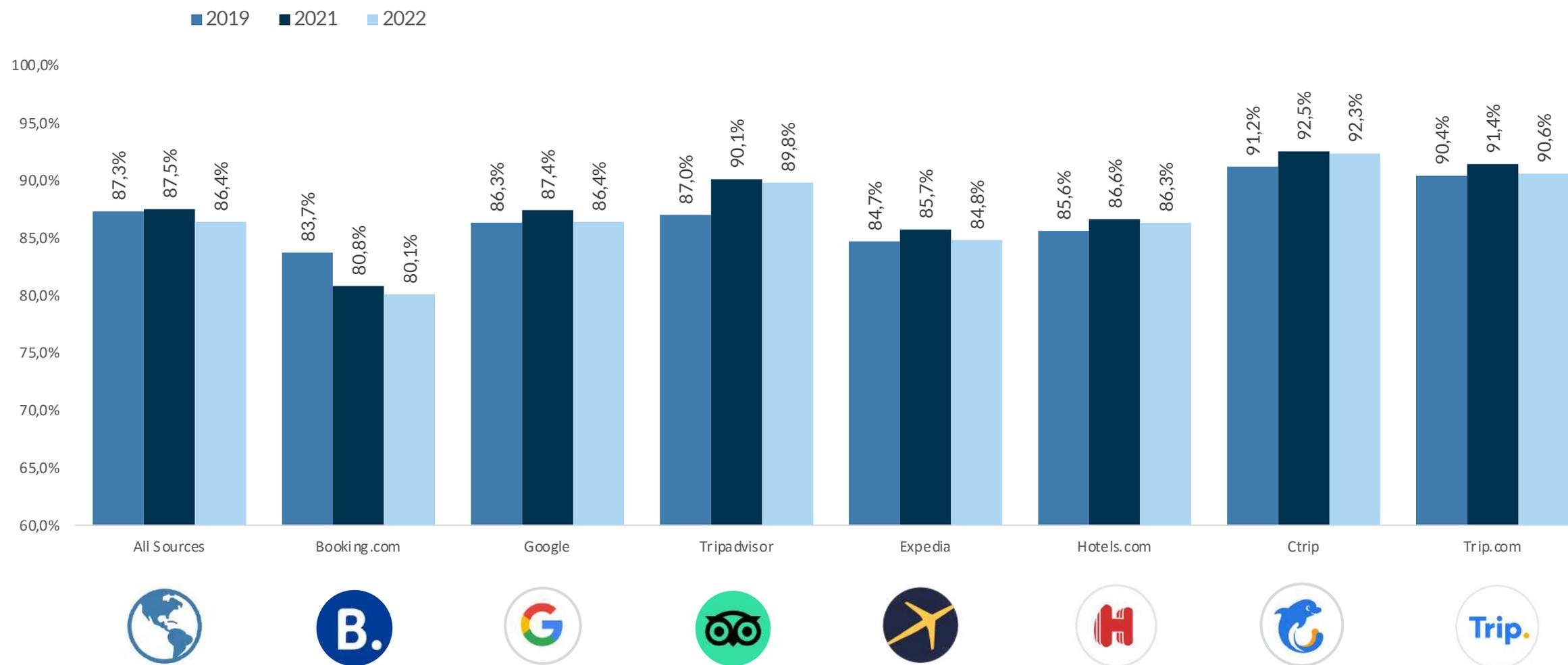
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Asia Pacific Review Source Indexes

In 2022, Ctrip had the highest Source Index, or review score, of the major review sources, at 92.3%. This was followed by Trip.com at 90.6%. However, as previously noted, review volume was much lower for these sources relative to other review sources.

Tripadvisor had the third highest Source Index, at 89.8%, followed by Google at 86.4%. Google's score is particularly significant given that it generates the highest volume of reviews in the region. Booking.com had the lowest Source Index, at 80.1%.

|Asia Pacific Global Review Index™ Per Source



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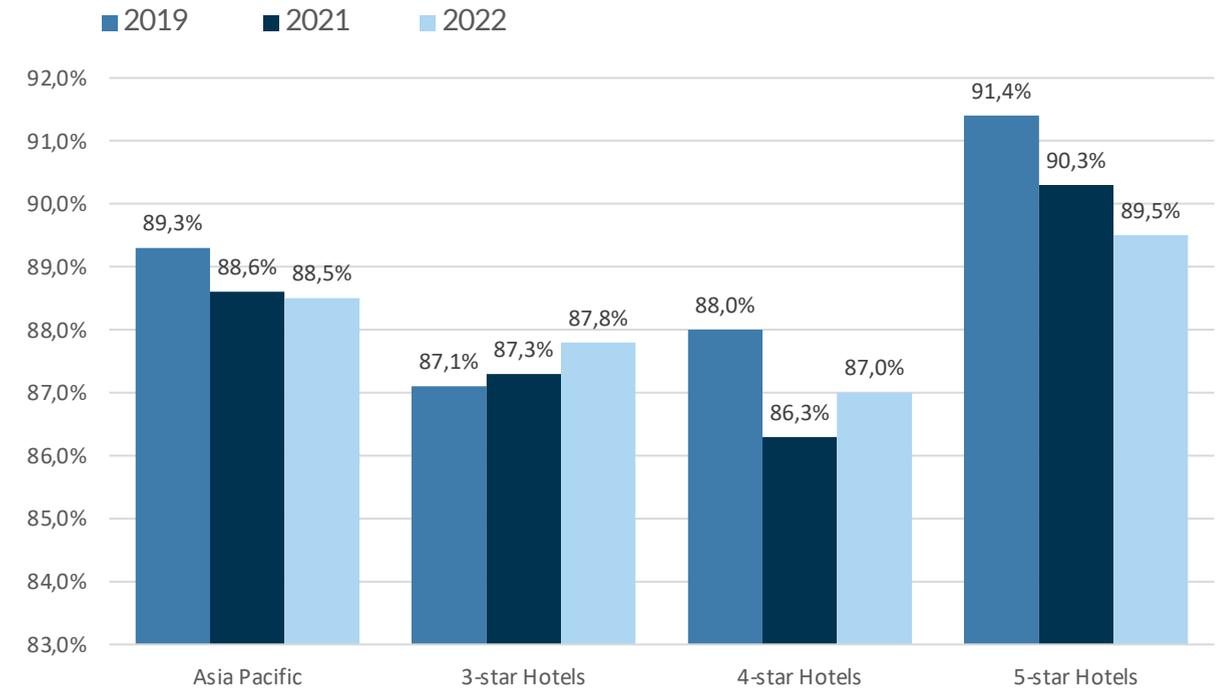
Asia Pacific Department Indexes

Of the top five Department Indexes in the Asia Pacific region, the Cleanliness Index showed the largest decrease from 2019 to 2022, losing 1.7 points. The decrease was sharpest among 3-star hotels, which fell 4.1%, and 4-star hotels, which fell 4.0%.

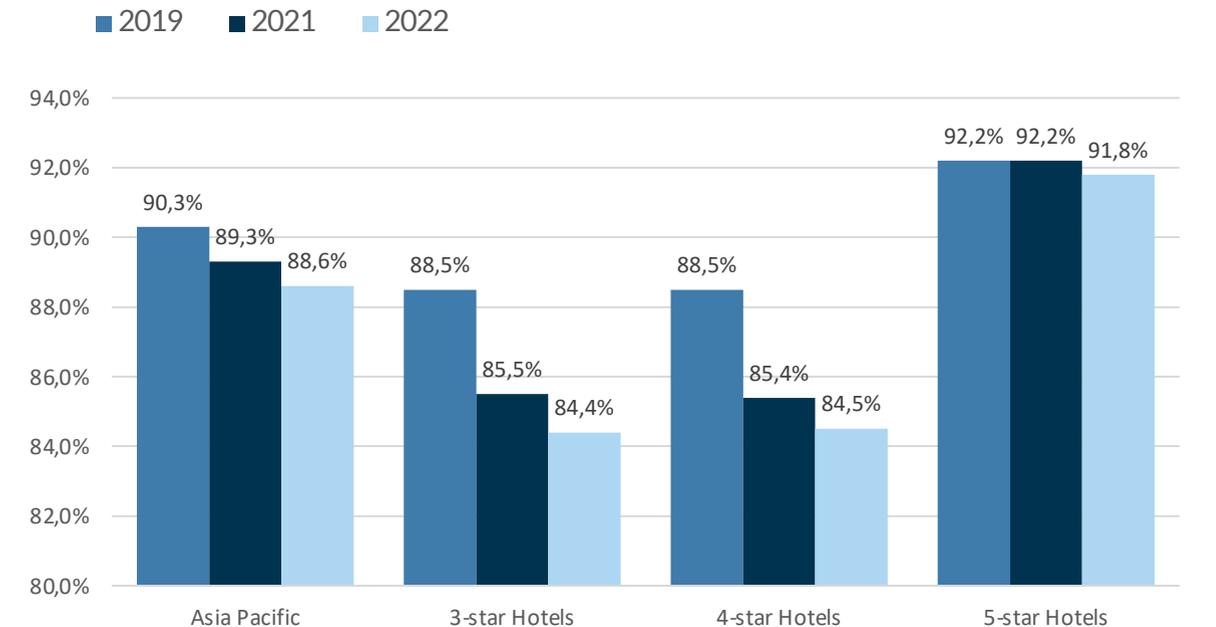
The Service Index fell by 0.8 points from 2019 to 2022, and the Value Index fell by 0.2 points. The Room Index experienced a modest increase of 0.4 points but was down 1.0 points relative to 2021.

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| Service



| Cleanliness

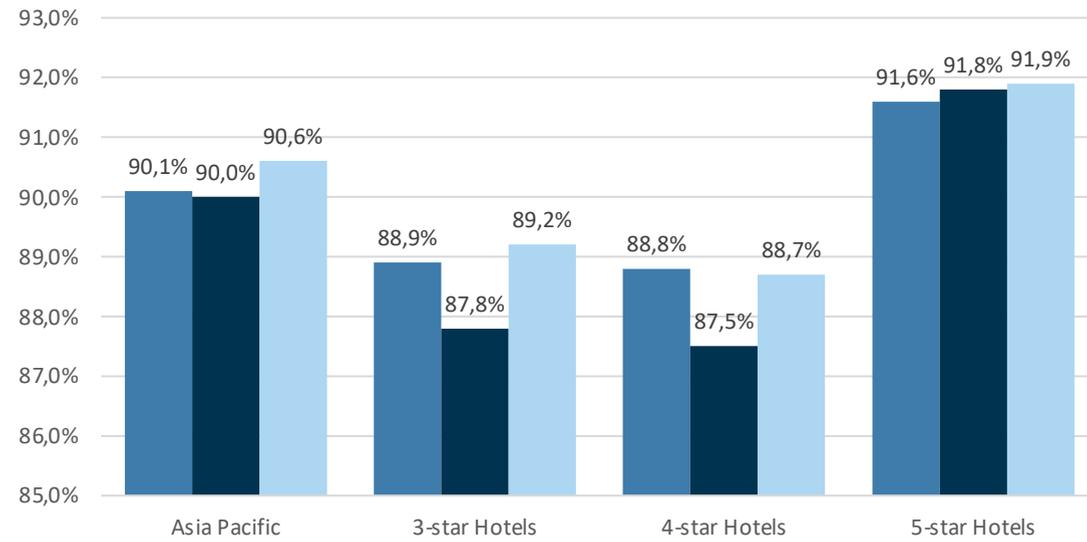


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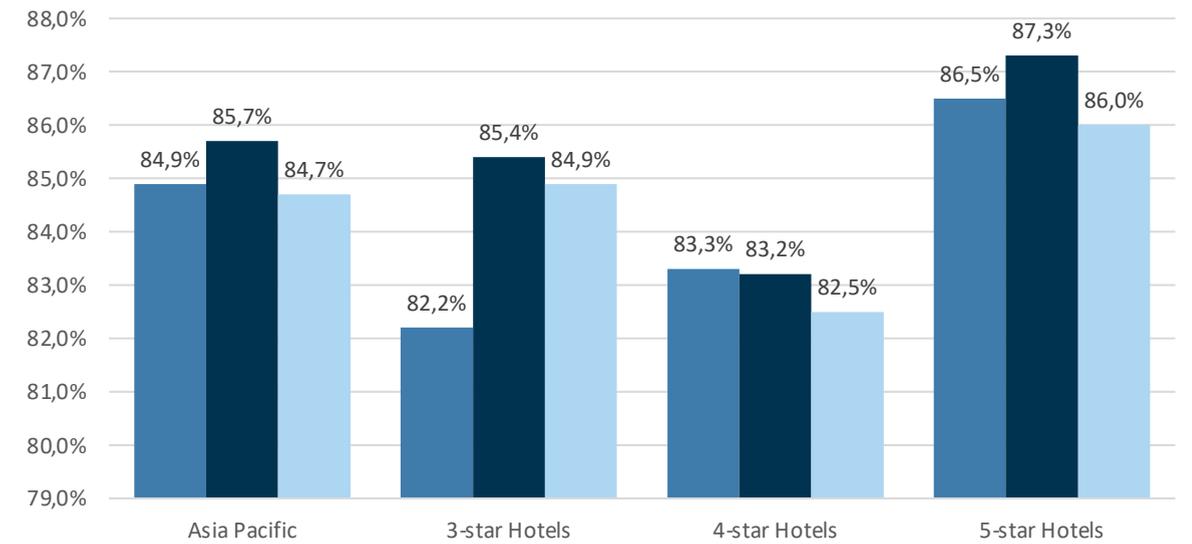
| Location

■ 2019 ■ 2021 ■ 2022



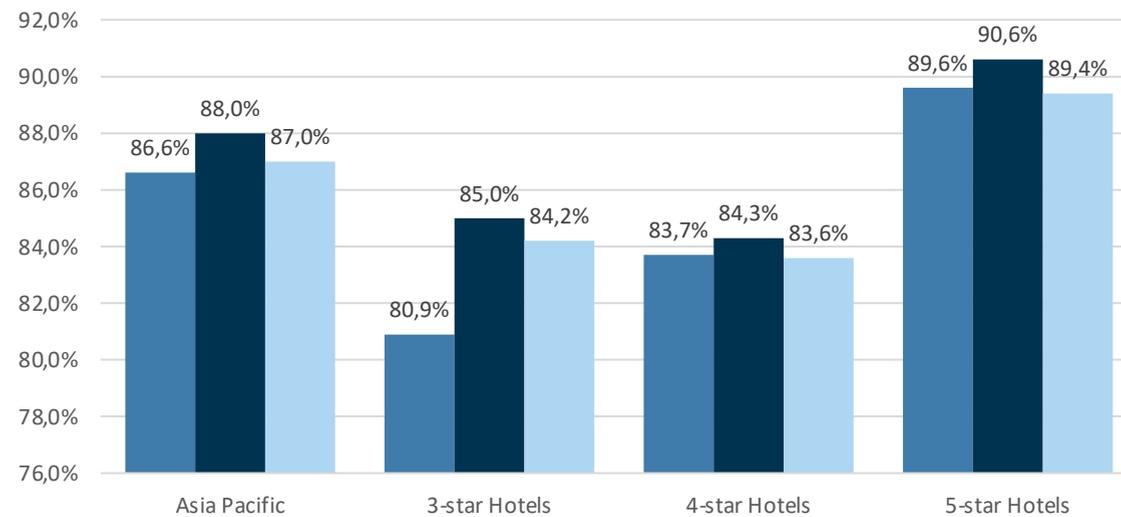
| Value

■ 2019 ■ 2021 ■ 2022



| Room

■ 2019 ■ 2021 ■ 2022



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 negative impact on the Global Review Index™ were *Room* (-1.4), *Cleanliness* (-1.0), *Establishment* (-0.9), *Food & Drinks* (-0.8), and *Facilities* (-0.7).

The five Categories that had the biggest positive impact on the GRI™ were *Experience* (+0.7), *Staff* (+0.6), *Service* (+0.6), *Food & Drinks* (+0.5), and *Establishment* (+0.3).

 Positive

Experience		0.7
Staff		0.6
Service		0.6
Food & Drinks		0.5
Establishment		0.3

 Negative

Room		-1.4
Cleanliness		-1.0
Establishment		-0.9
Food & Drinks		-0.8
Facilities		-0.7

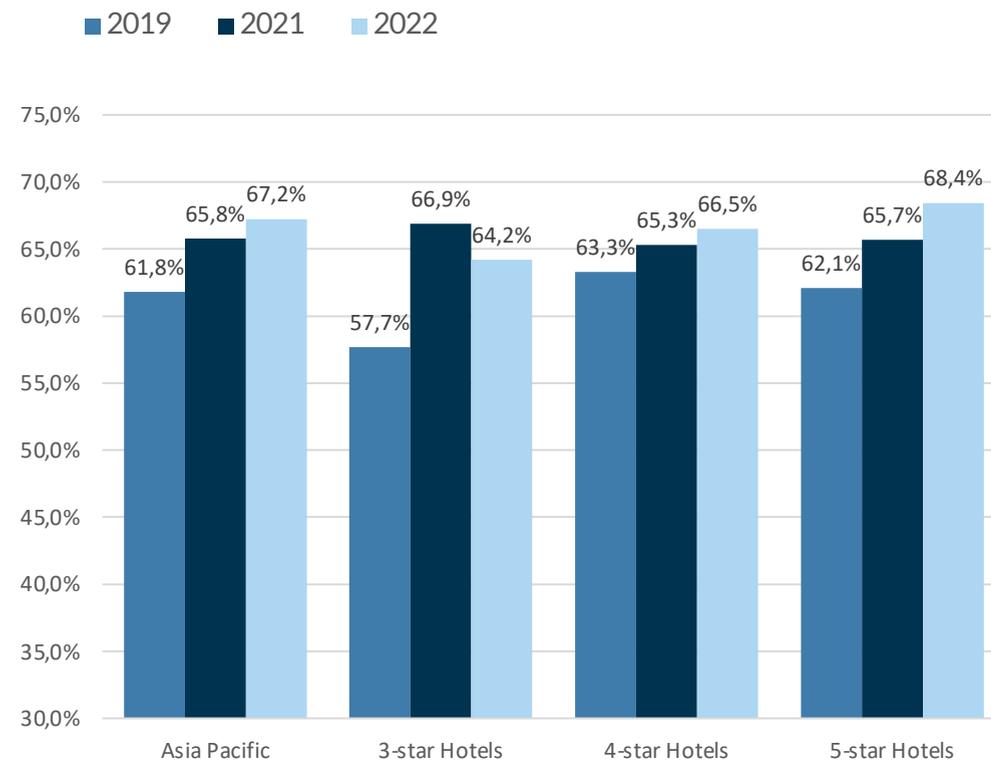
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Asia Pacific Management Responses

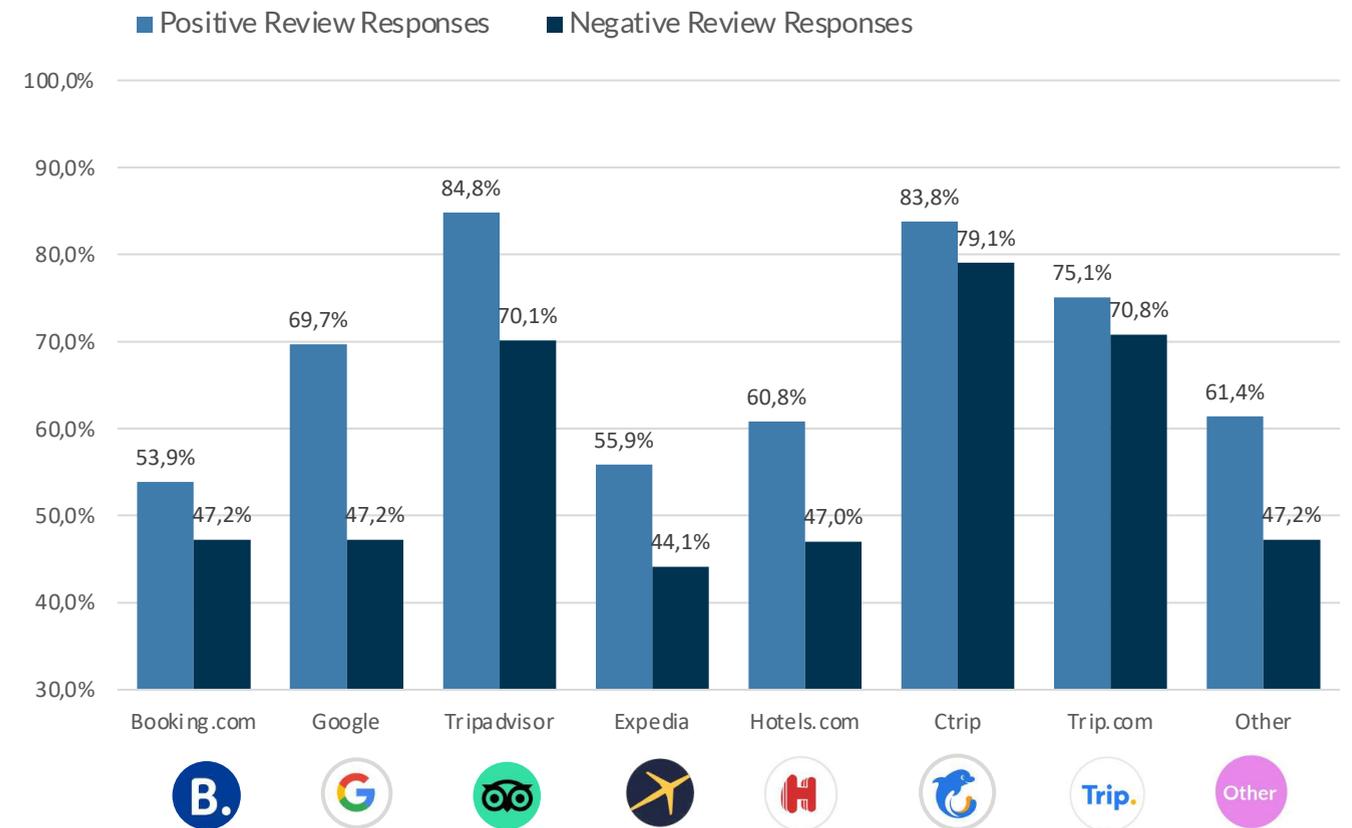
In 2022, hotels from the data set in the Asia Pacific region responded to 67.2% of responsible reviews, an increase of 5.4 points over 2019 and 1.4 points over 2021. The response rate was 5.3 points higher than the global rate of 61.9%. The response rate in the region was relatively consistent across star segments, with 5-star hotels responding to 68.4% of reviews, 4-star hotels responding to 66.5%, and 3-star hotels responding to 64.2%.

Of the major review sources, Tripadvisor had the highest response rate at 84.8% of positive reviews and 70.1% of negative reviews. Booking.com had the lowest response rate at 53.9% of positive reviews and 47.2% of negative reviews.

| Management Responses Per Category



| Positive/Negative Review Responses Per Source

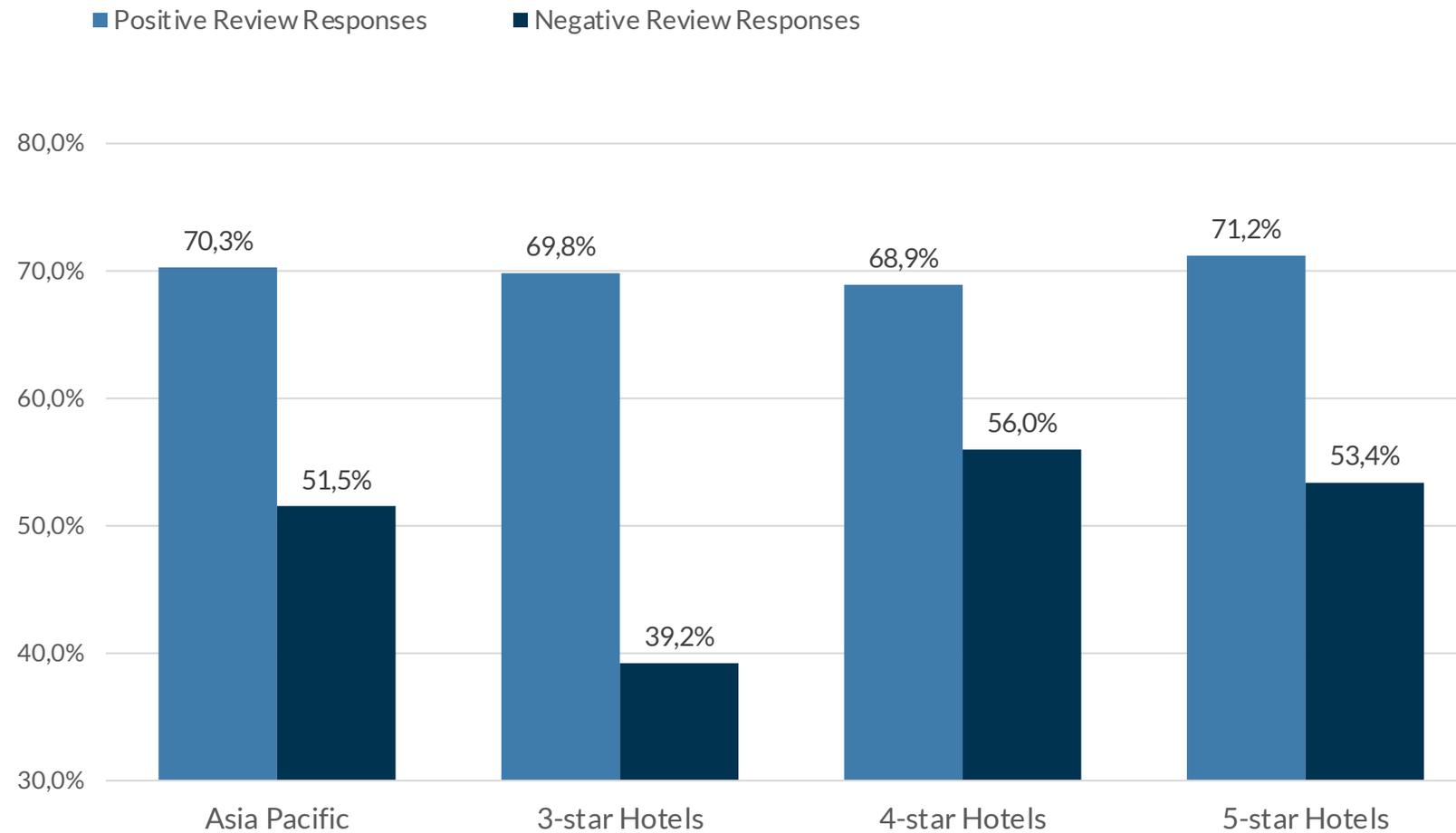


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Asia Pacific Management Responses

Hotels in the Asia Pacific region responded to a much higher proportion of positive reviews (70.3%) than negative reviews (53.4%). The divide was especially apparent in the 3-star segment.

| Positive/Negative Review Responses Per Category

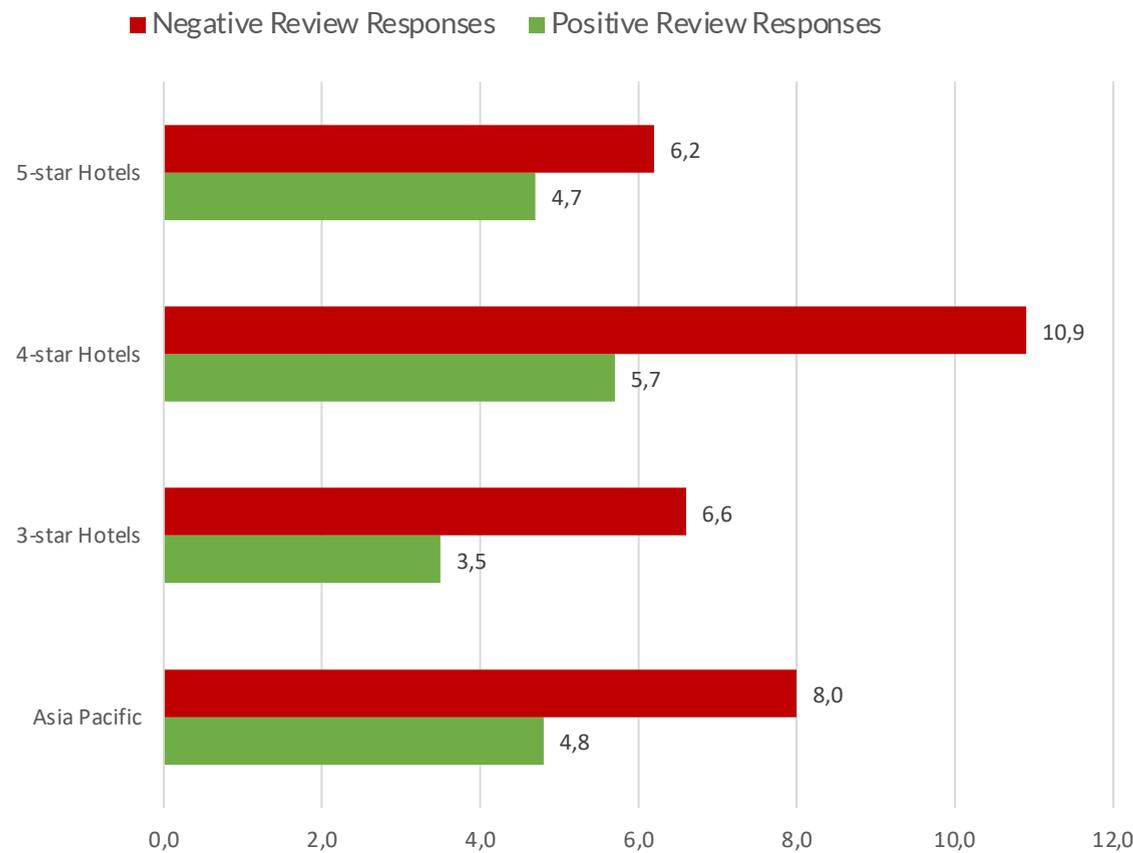


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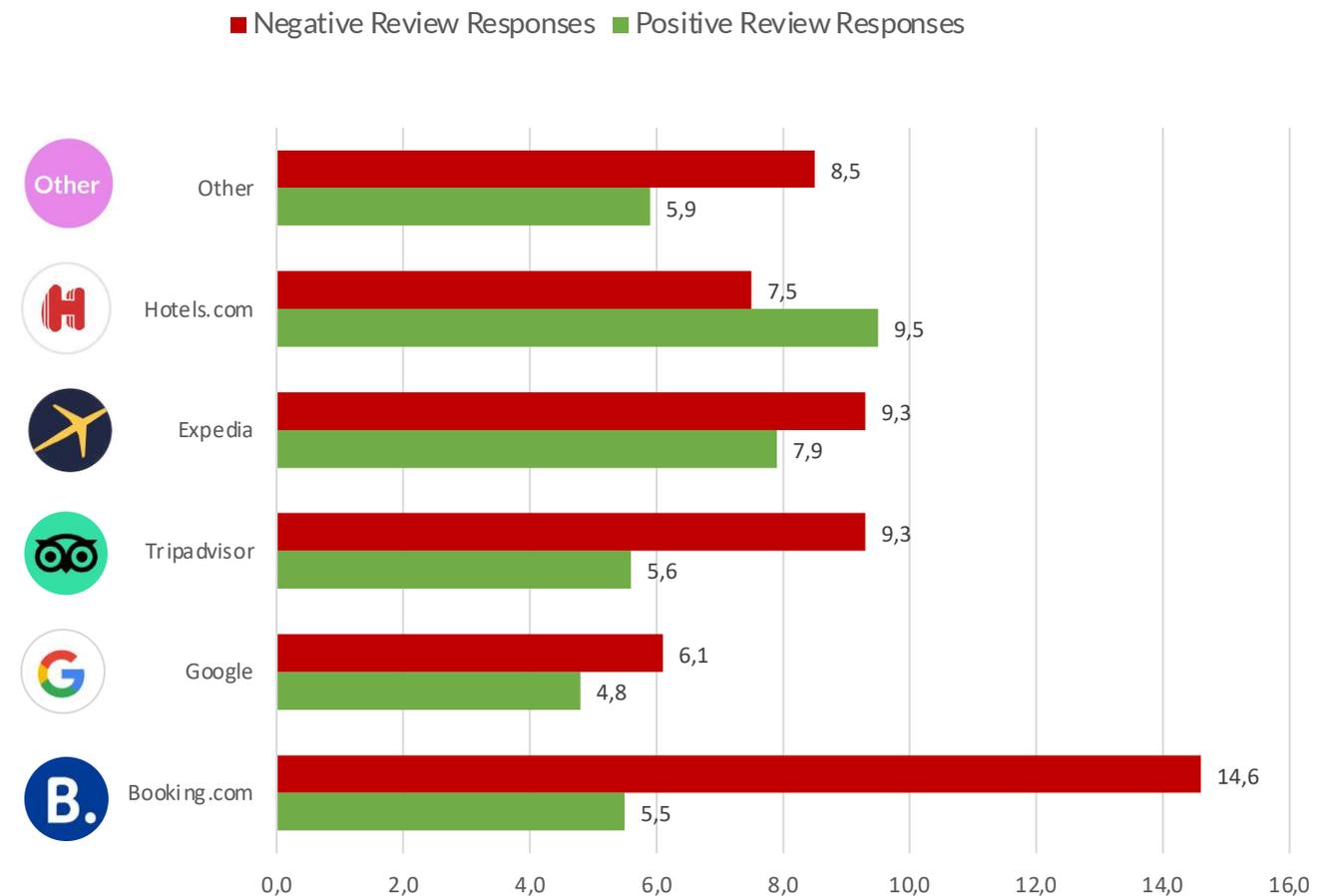
Asia Pacific Management Responses

On average, hotels responded to positive reviews in 4.8 days and negative reviews in 8.0 days. Four-star hotels took the longest time to respond, at 5.7 days for positive reviews and 10.9 days for negative reviews. On Booking.com, hotels took an average of 14.6 days to respond to negative reviews and 5.5 days to respond to positive reviews.

| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)



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Europe



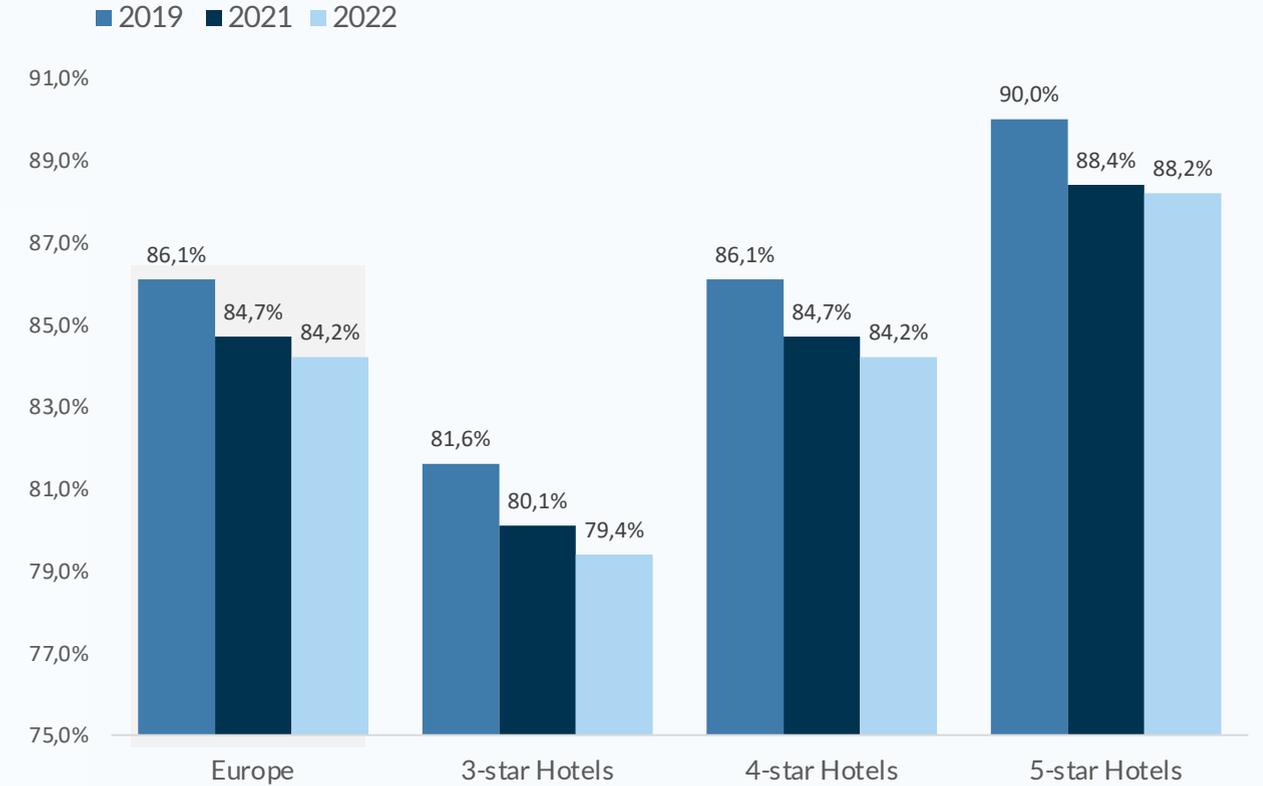
Europe Global Review Index™ (GRI™)

In 2022, hotels in Europe were particularly hard hit by challenges that impacted both occupancy and guest satisfaction ratings. In addition to war in Ukraine and an energy crisis, the region was hit with a summer heat wave, travel disruptions, and severe labor shortages. Nevertheless, European hotels managed to increase RevPAR by 6.1% over 2019, driven by an increase in ADR of 18.5%. Occupancy was down by 10.5%.¹

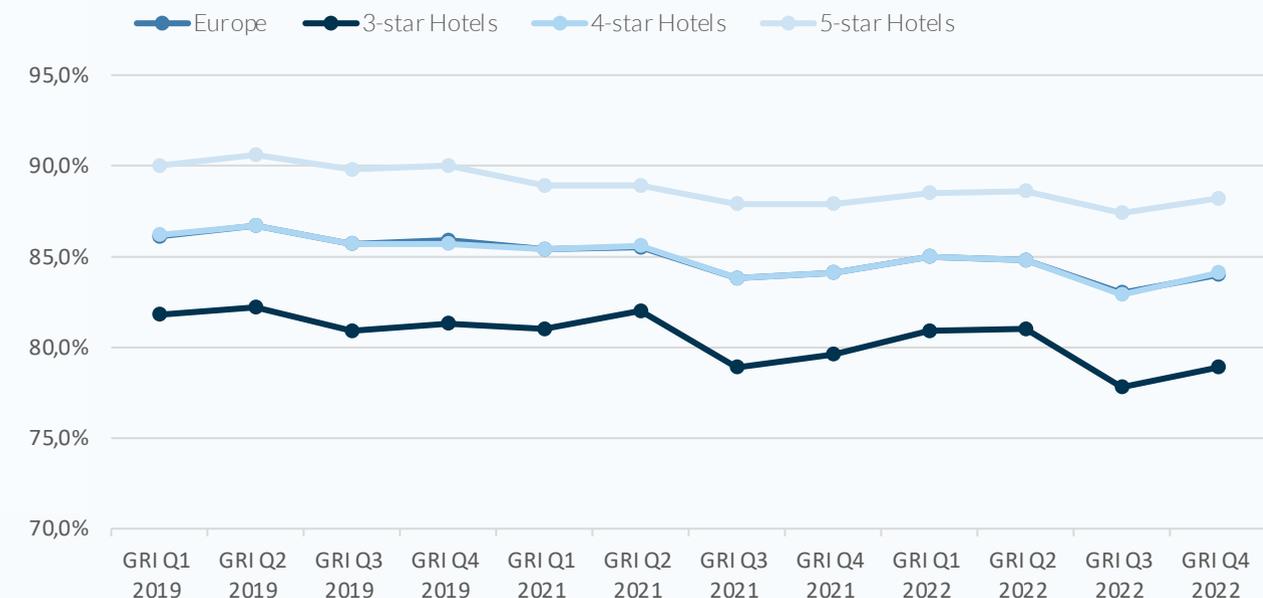
For the European hotels in our data set, the Global Review Index™ in 2022 was 84.2%, slightly lower than the global GRI™ of 84.3%. This represented a decrease of 1.9 points from 2019 and of 0.5 points from 2021.

The shortfall was most pronounced in the 3-star segment, which lost 2.2 points from 2019 to 2022. Four-star hotels lost 1.9 points, and 5-star hotels lost 1.8 points.

| Europe Global Review Index™ (GRI™)



| Europe GRI™ Evolution



¹STR. [Most Global Regions Showed Full RevPAR Recovery in 2022](#). January 2023.

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Europe Review Volume

From 2021 to 2022, review volume in Europe increased substantially for all major review sources except Expedia, which lost 5.1%. Tripadvisor generated 82.1% more reviews, and Booking.com generated 69.2% more reviews. However, volume for all sources was still much lower than in pre-pandemic 2019. Only Booking.com came close, falling just 0.7% of 2019 volume.



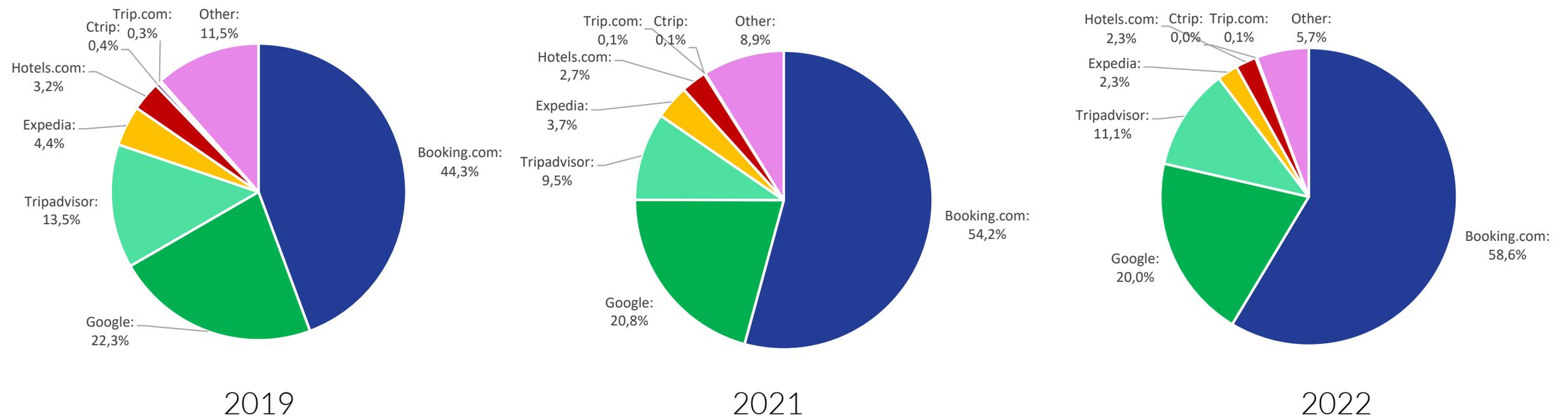
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Europe Share of Reviews Per Source

In 2022, Booking.com generated by far the highest volume of reviews relative to other sources, with 58.6% of total reviews, an increase of 14.3 points from 2019. Booking.com's market share in Europe is much higher than in other regions and is 16.8 points higher than its global review share of 41.8%.

Google generated 20.0% of reviews in the region, significantly less than its global average of 29.4%. Tripadvisor had the third highest share at 11.1%, whereas Expedia generated only 2.3% of reviews in the region.

| Share of Reviews Per Source

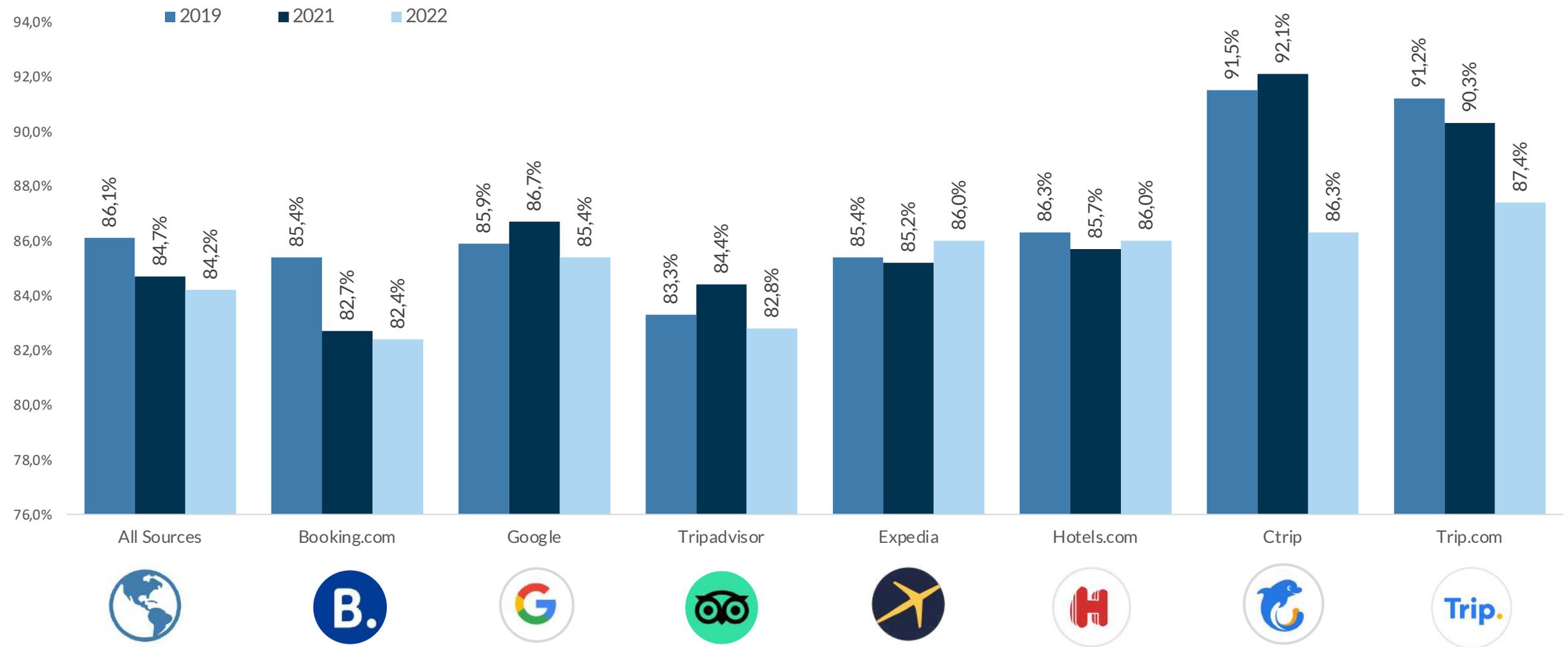


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Europe Review Source Indexes

Source Indexes among European hotels were relatively consistent across review sources in 2022. At 82.4%, Booking.com had the lowest Source Index of the top review sources, a decrease of 3.0 points from 2019. Tripadvisor's Source Index was also relatively low, at 82.8%. Trip.com had the highest Source Index at 87.4%, down 3.8 points from 2019.

|Europe Global Review Index™ Per Source



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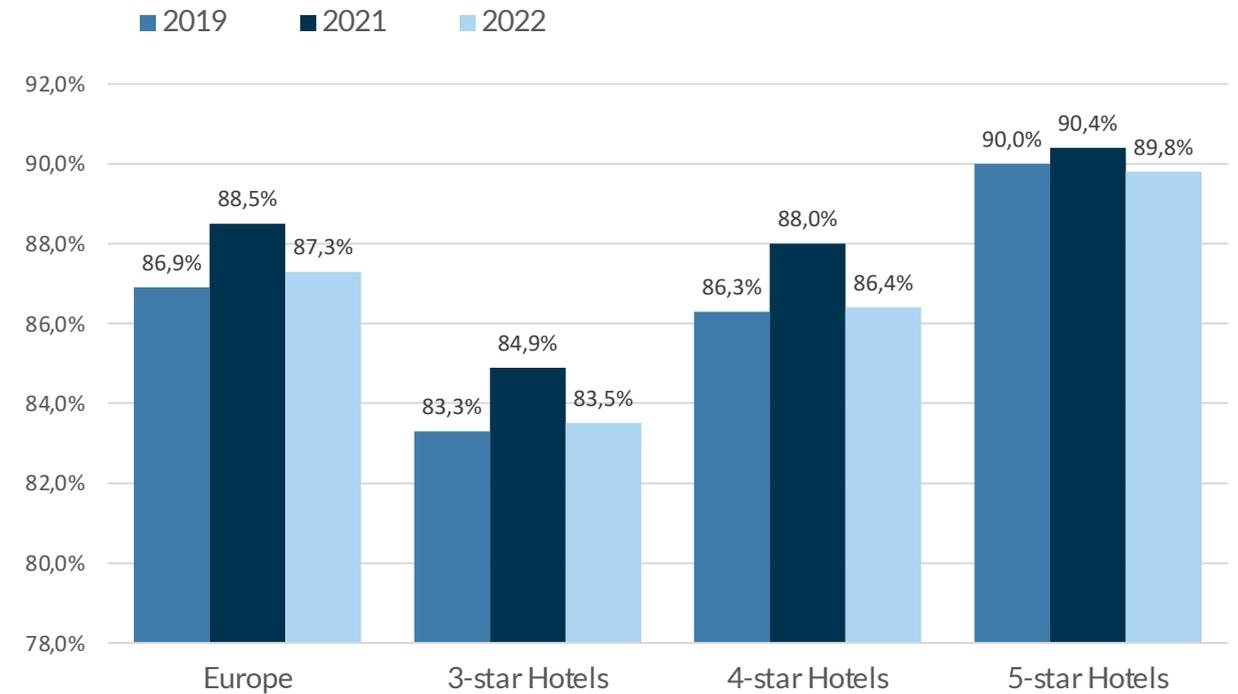
Europe Department Indexes

In 2022, all of the top five Department Indexes in Europe fell compared to 2021, most notably in the Room Index (-1.9) and Value Index (-1.6).

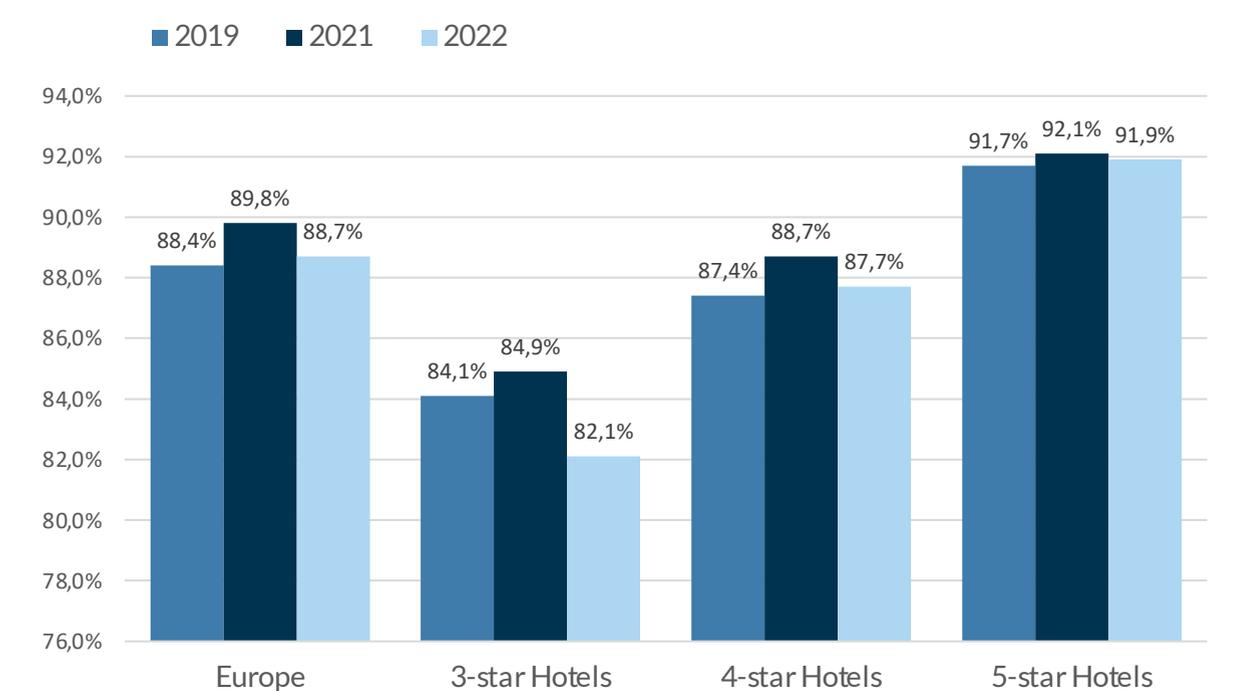
The decreases were most pronounced in the 3-star segment.

However, hotels managed to show increases in four Department Indexes from 2019 to 2022, most notably in the Room Index, which increased by 1.4 points. The only exception was the Value Index, which fell slightly by 0.1 points.

Service



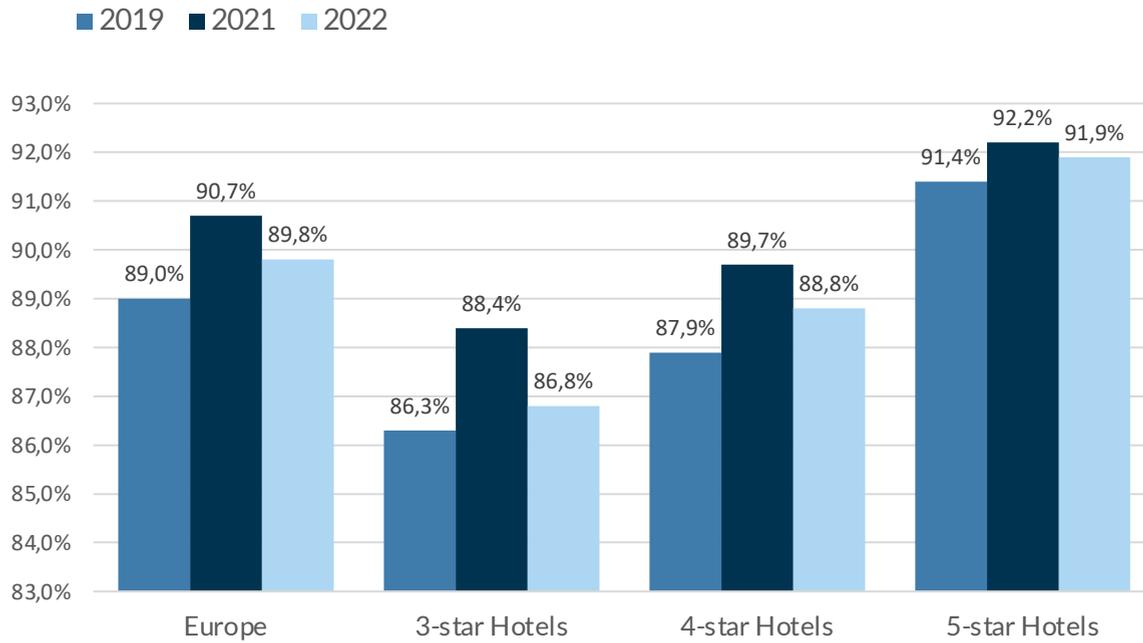
Cleanliness



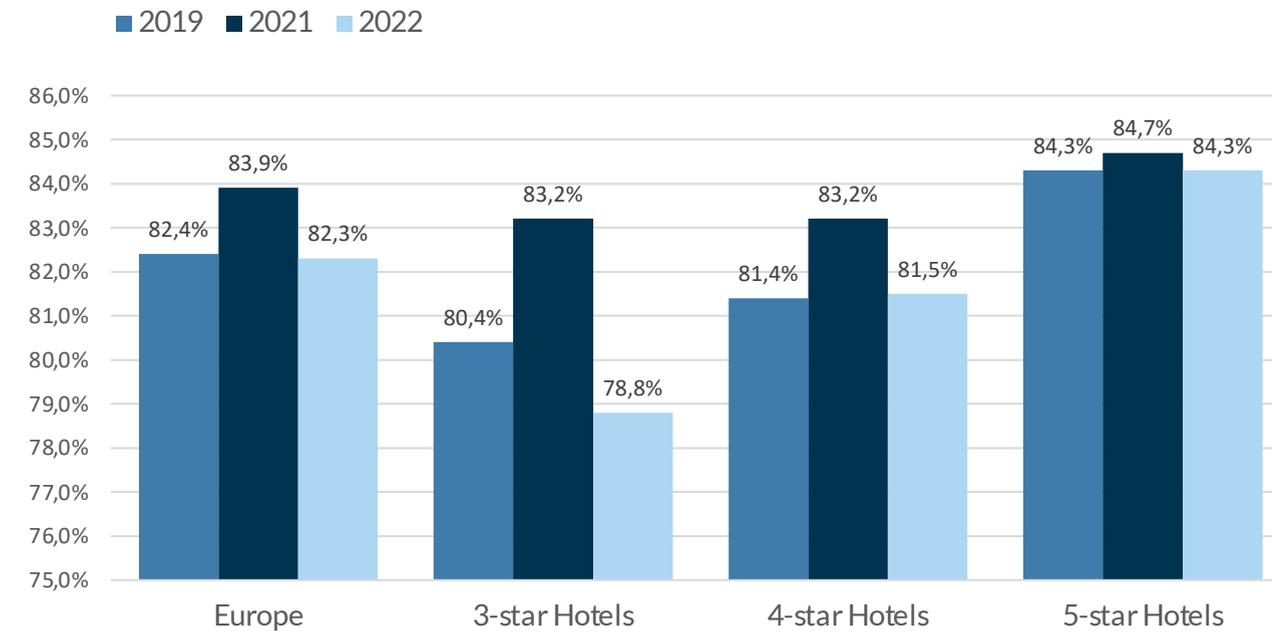
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Europe Department Indexes

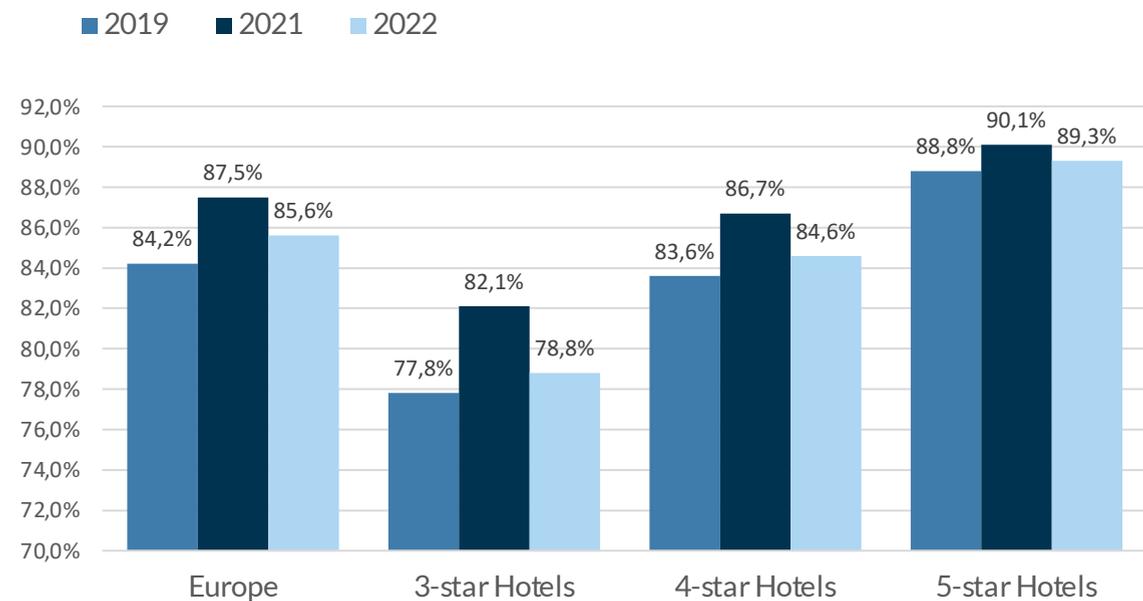
| Location



| Value



| Room



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Europe Top 5 Categories Affecting GRI™

In semantic analysis of review comments, the Categories with the highest negative impact on the Global Review Index™ were Room (-2.5), Cleanliness (-1.6), Food & Drinks (-1.6), Establishment (-1.4), and Facilities (-1.1).

The Categories with the highest positive impact on the GRI™ were Staff (+0.9), Experience (+0.9), Cleanliness (+0.4), and Food & Drinks (+0.4).

 Positive

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

 Negative

Room		-2.5
Cleanliness		-1.6
Food & Drinks		-1.6
Establishment		-1.4
Facilities		-1.1

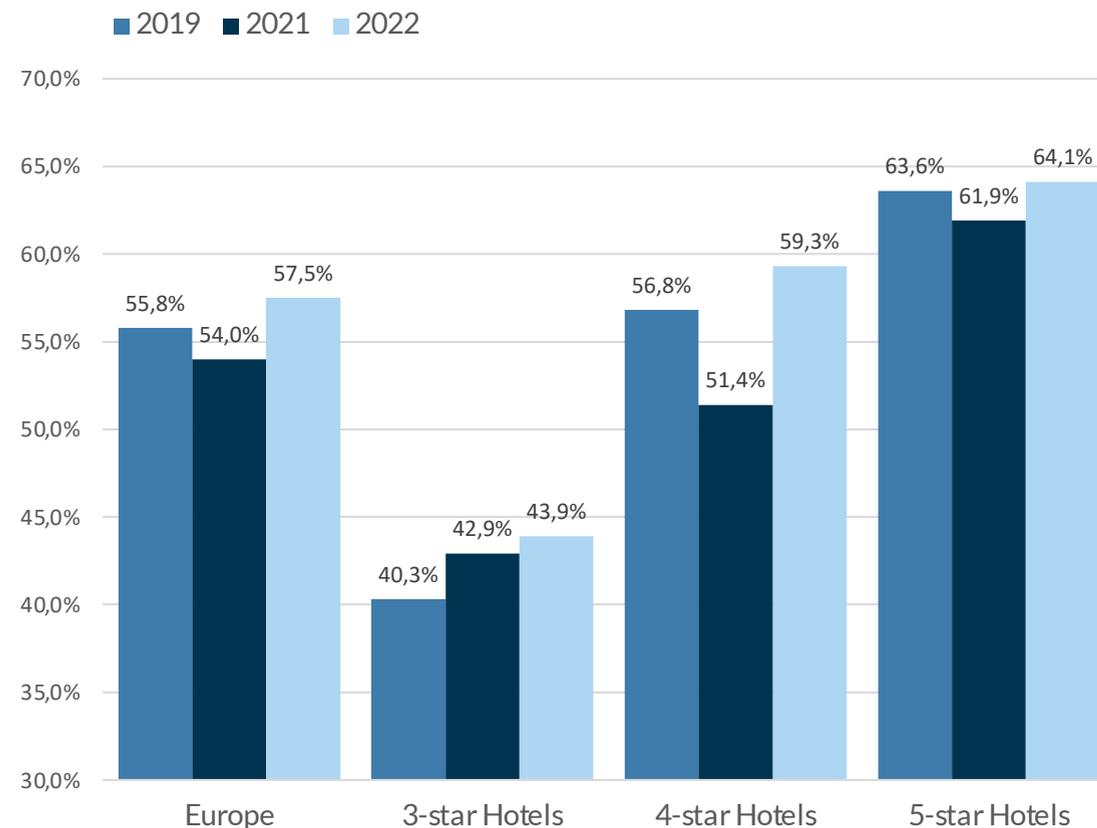
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Europe Management Responses

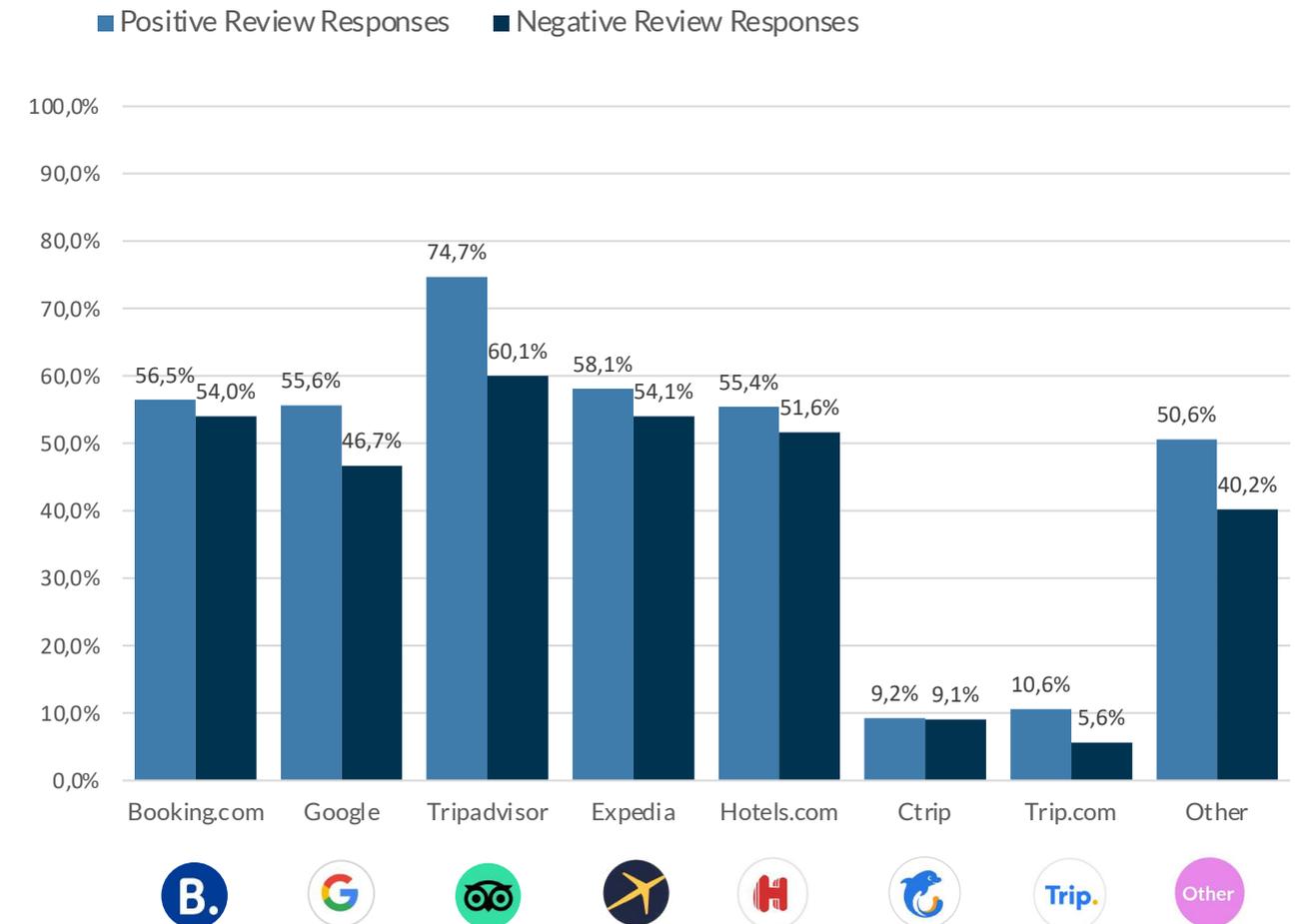
Hotels in Europe responded to 57.5% of responsible reviews in 2022, an increase of 3.5 points over 2021 and 1.7 points over 2019. However, the response rate was 4.4 points lower than the global average of 61.9%.

By source, European hotels responded to a much higher proportion of Tripadvisor reviews (74.7% of positive, 60.1% of negative) than Booking.com reviews (56.5% of positive, 54.0% of negative) and Google reviews (55.6% of positive, 46.7% of negative).

| Management Responses Per Category



| Positive/Negative Review Responses Per Source

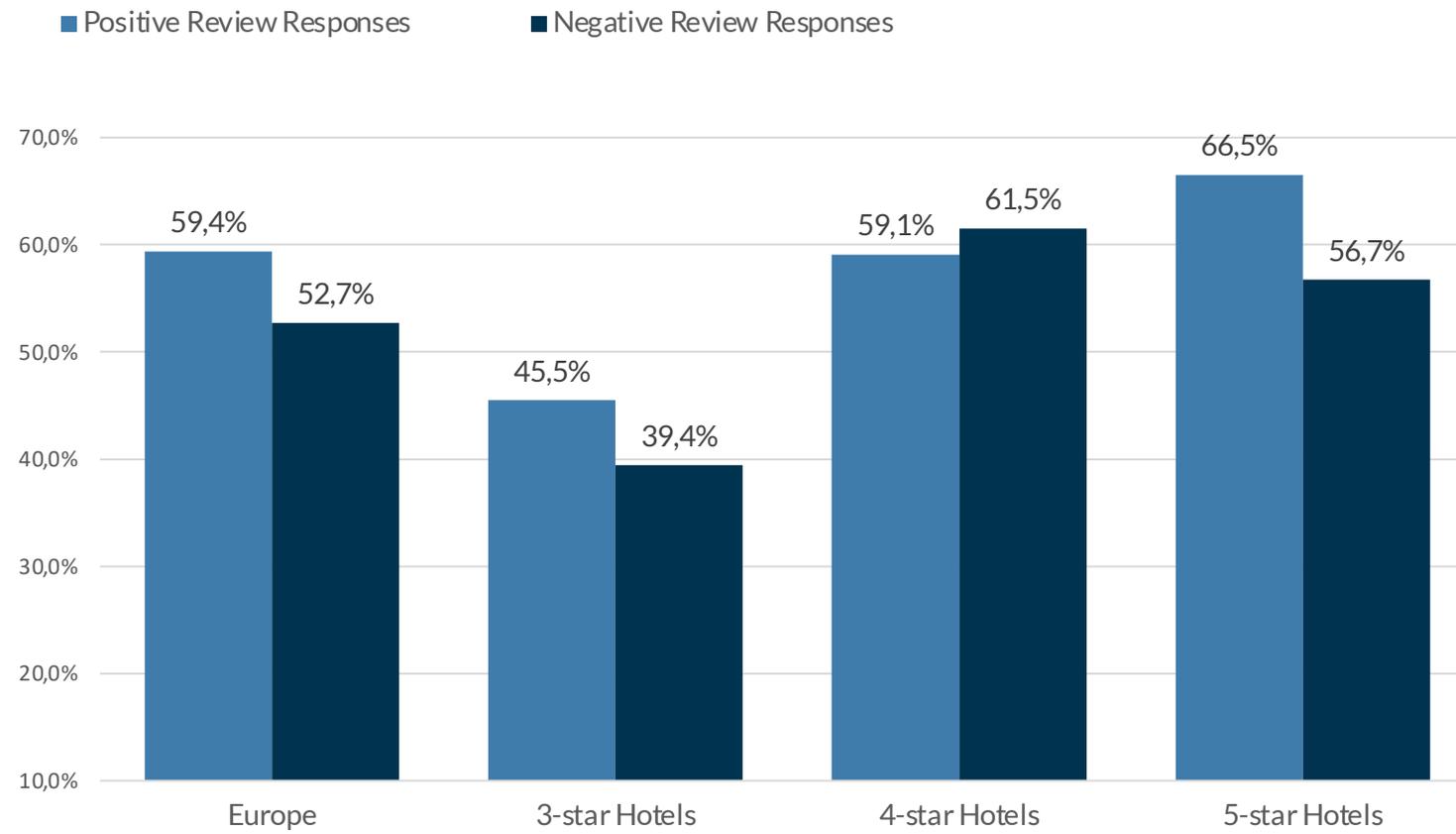


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Europe Management Responses

On average, hotels in Europe responded to 59.4% of positive reviews and 52.7% of negative reviews. Three-star hotels responded to a much lower proportion of both positive and negative reviews than 4-star hotels and 5-star hotels.

| Positive/Negative Review Responses Per Category



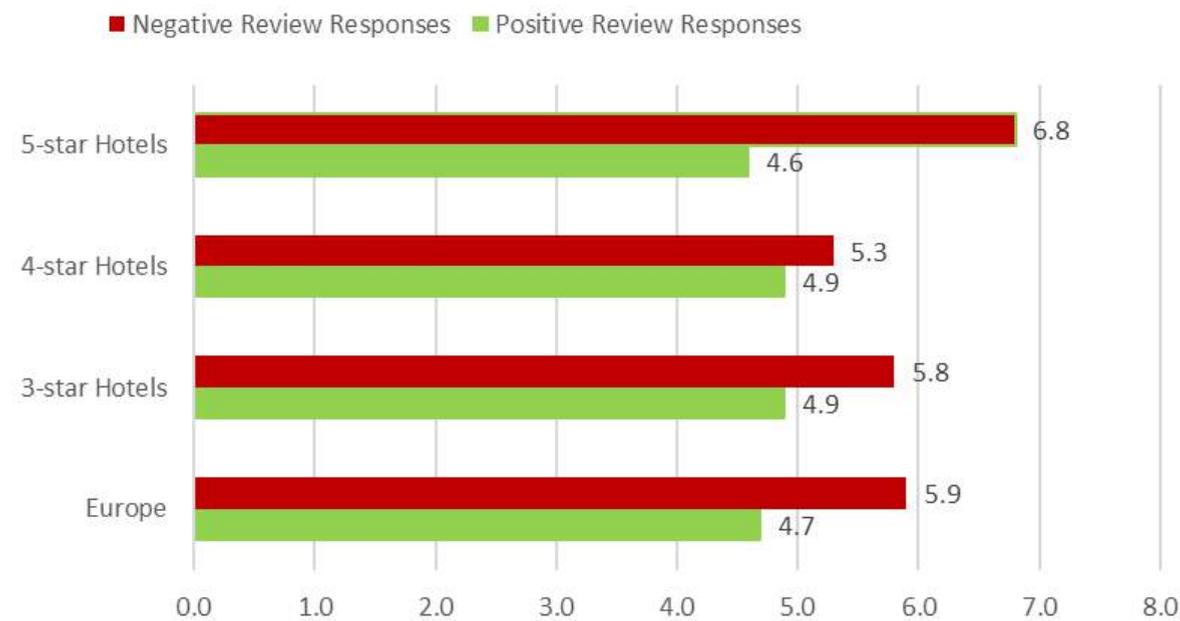
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Europe Management Responses

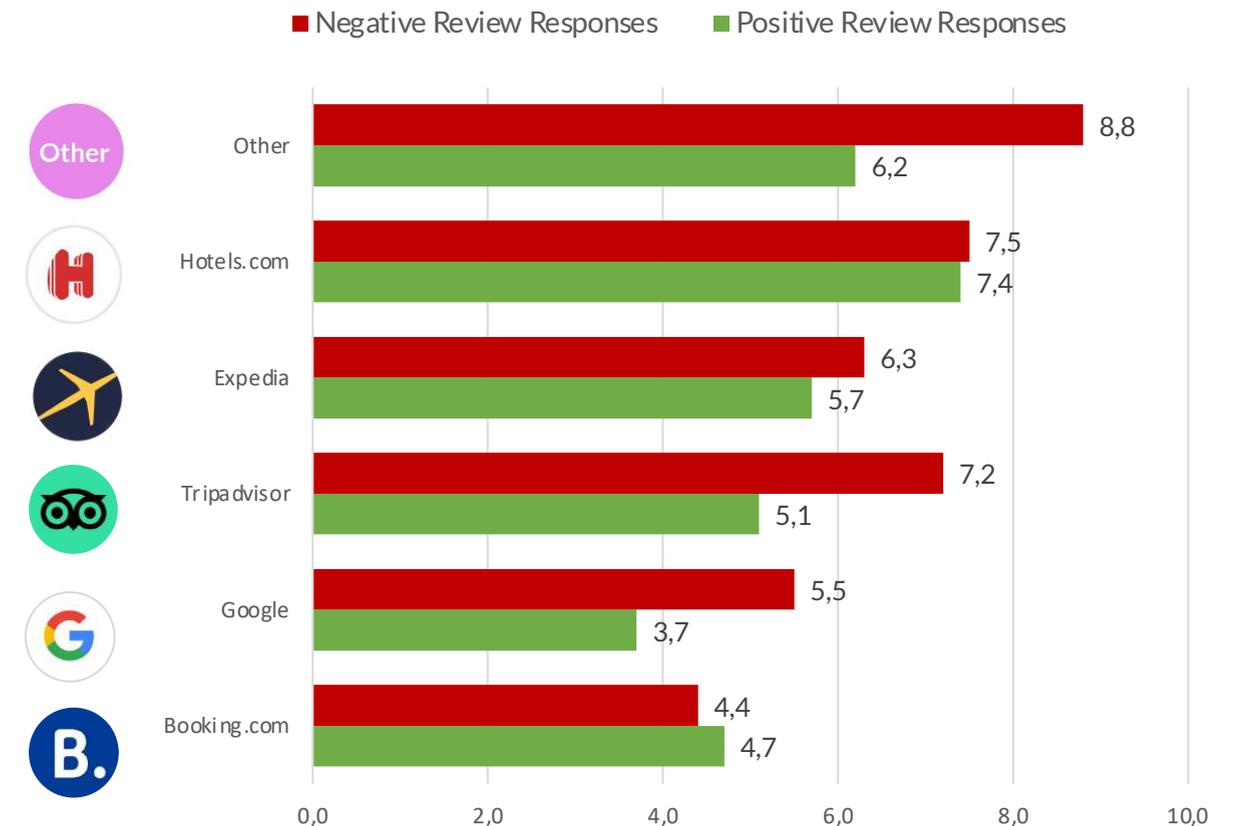
On average, hotels in Europe took 4.7 days to respond to positive reviews and 5.9 days to respond to negative reviews. By review source, hotels were quickest to respond to reviews on Google and slowest to respond to reviews on Hotels.com.

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| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)



Latin America & Caribbean



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

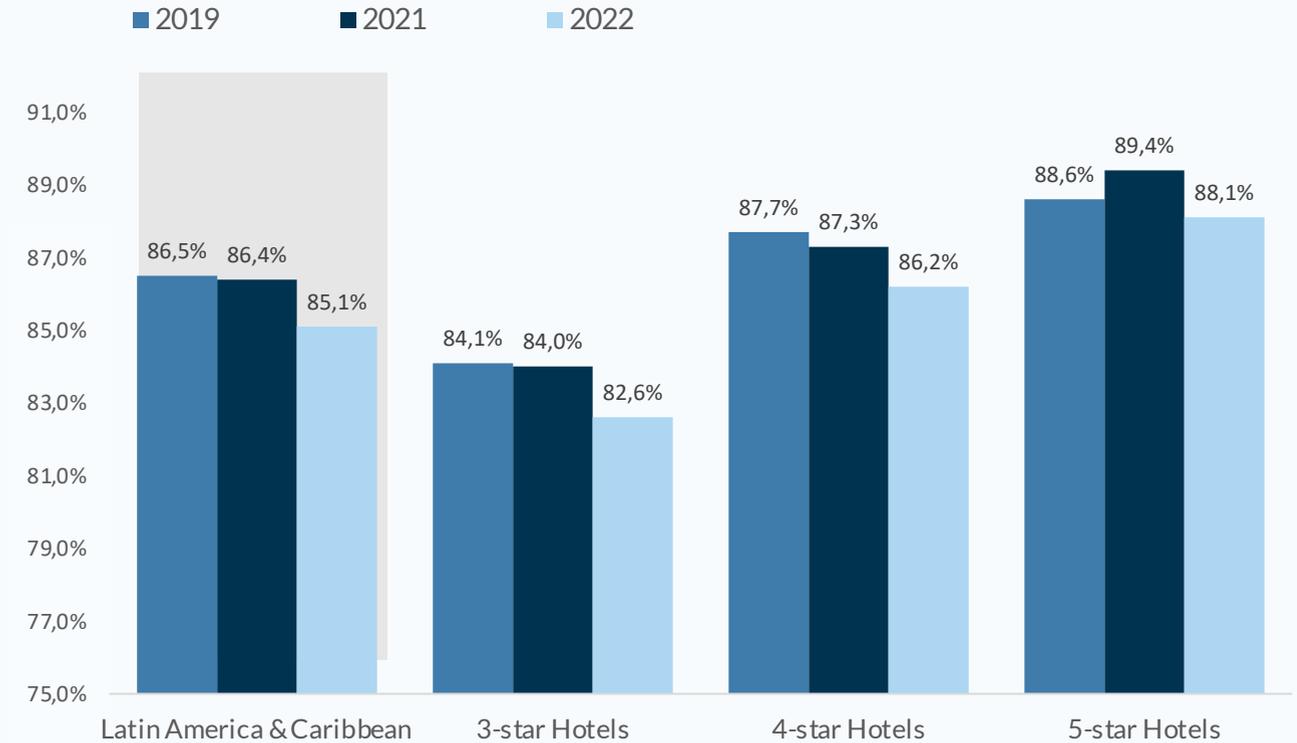
In 2022, hotels in South America easily surpassed 2019 revenue performance, achieving RevPAR growth of 26.2%. This was driven by an increase in ADR of 30.3%, with occupancy lagging by only 3.2%, according to STR.¹

For hotels in our data set in the Latin America & Caribbean region, the Global Review Index™ in 2022 was at 85.1%, a decrease of 1.4 points from 2019 and 1.3 points from 2021. However, the region's GRI™ was 0.8 points higher than the global GRI™ of 84.3%.

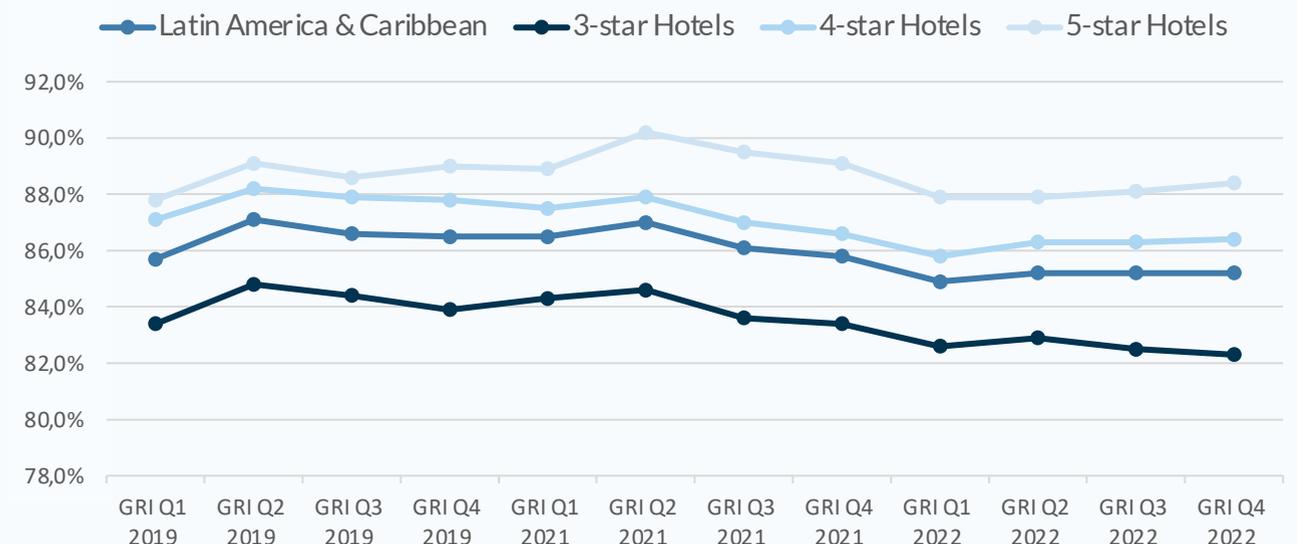
The decrease in GRI™ from 2019 to 2022 was most pronounced in the 3-star and 4-star segments, both of which lost 1.5 points. 5-star hotels lost 0.5 points.

¹STR. [Most Global Regions Showed Full RevPAR Recovery in 2022](#). January 2023.

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



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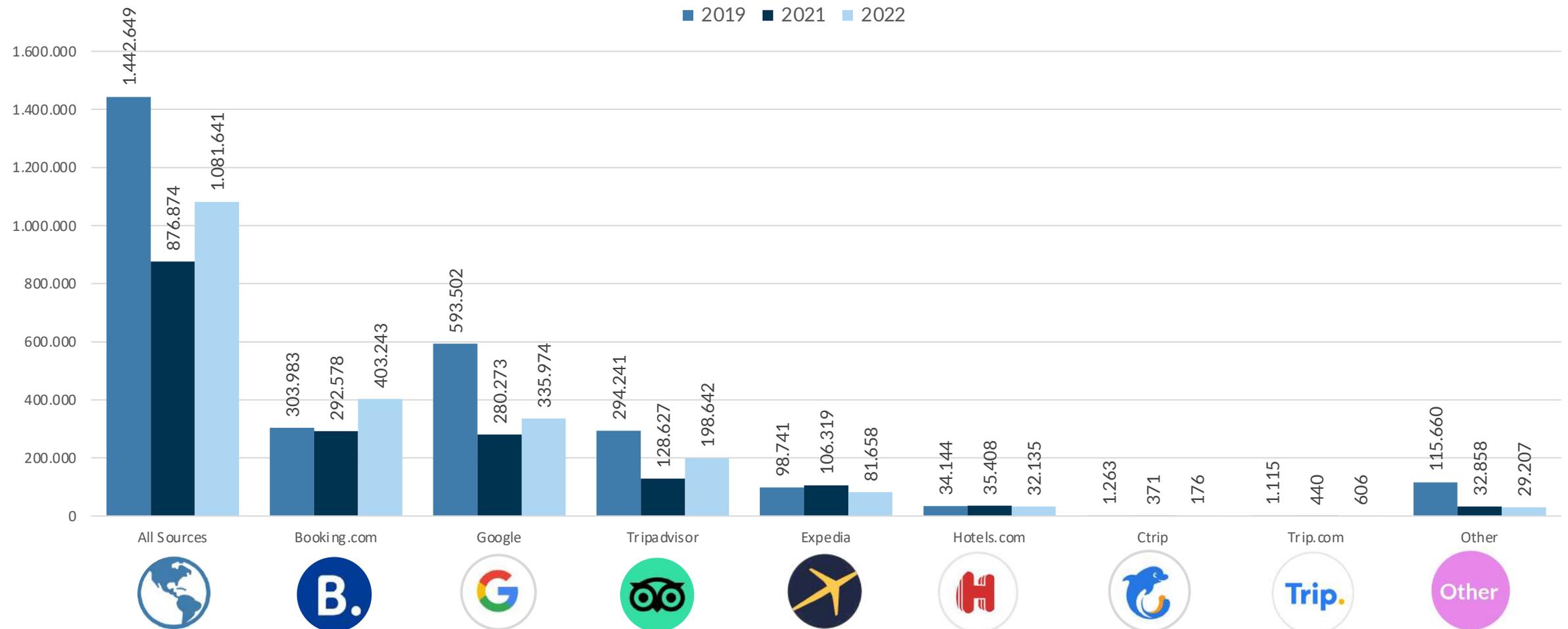
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Latin America & Caribbean Review Volume

In 2022, hotels in the Latin America & Caribbean region increased review volume by 23.3% over 2021. However, volume was 25.0% below the 2019 level.

Tripadvisor, Booking.com, and Google all increased their review volume substantially in 2022 compared to 2021, whereas Expedia lost 23.2% and Hotels.com lost 9.2%. Compared to 2019, all the top-producing review sources were down in volume significantly except Booking.com, which grew review volume by 38.0%.

| Latin America & Caribbean Review Volume



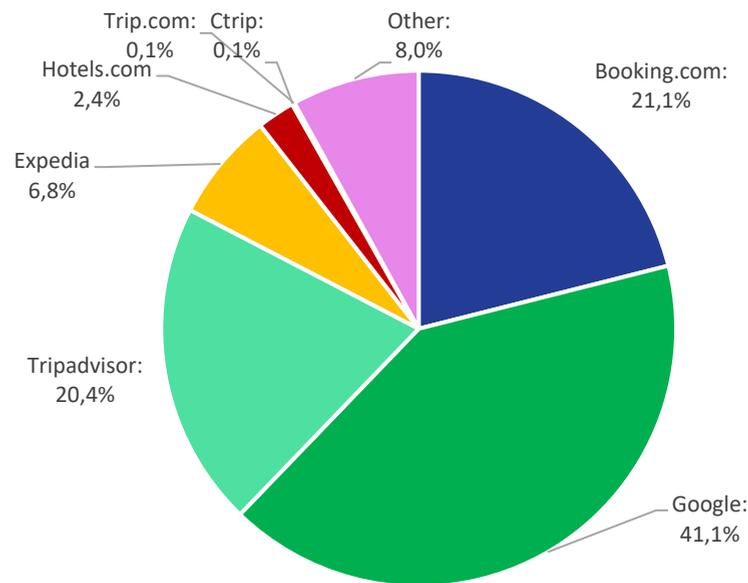
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Latin America & Caribbean Share of Reviews Per Source

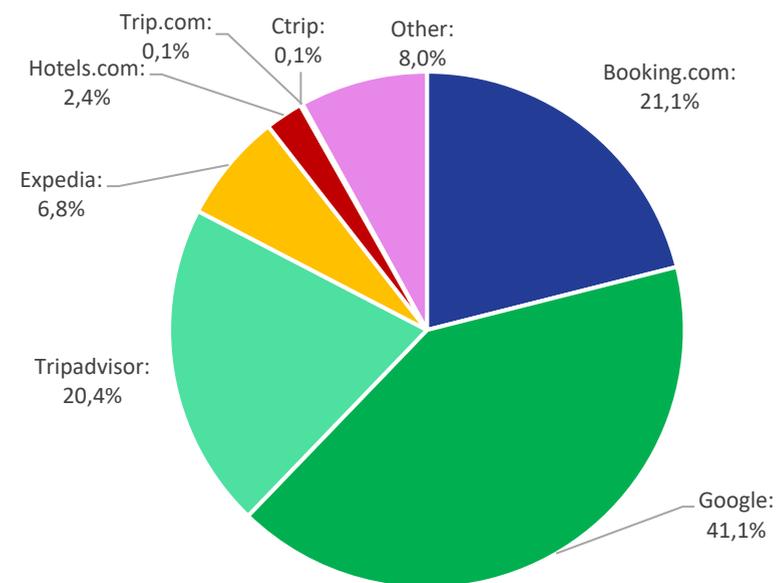
In 2022, Booking.com had the highest market share of reviews in the region, at 37.3%, an increase of 16.2 points over 2019. Google wasn't far behind with 31.1% of review volume in 2022 but was down 10.0 points compared to 2019.

In 2022, Tripadvisor generated 18.4% of reviews in the region, significantly higher than its global share of 11.8%. Expedia's share was 7.5% and Hotel.com's was 3.0%.

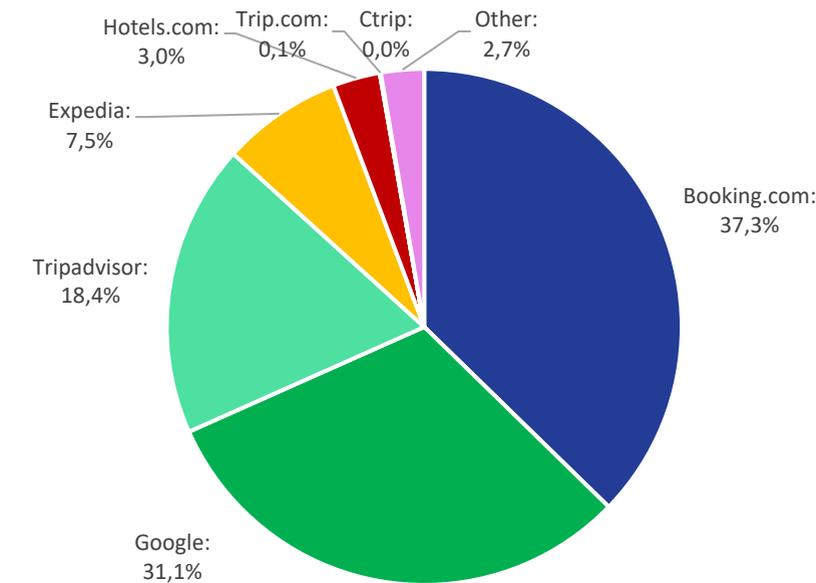
| Share of Reviews Per Source



2019



2021



2022

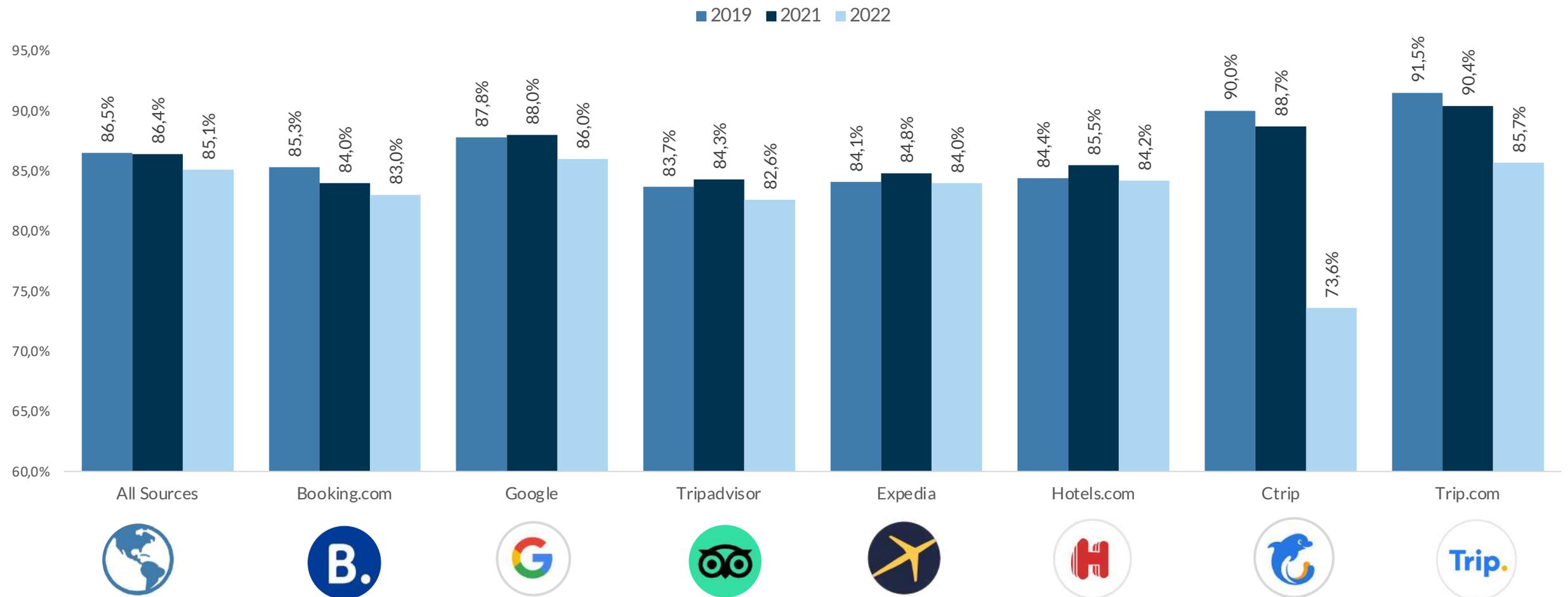
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Latin America & Caribbean Review Source Indexes

In another change in review patterns relative to other regions, Tripadvisor had the lowest Source Index of the major review sources in the Latin America & Caribbean region in 2022, at 82.6%. (Ctrip had a lower Source Index, also unusual, but volume was too low to be statistically significant.)

Booking.com's Source Index was slightly higher than Tripadvisor's but was still relatively low, at 83.0%, a decline of 2.3 points from 2019. Google had the highest Source Index of the top review sources, at 86.0%.

|Latin America & Caribbean Global Review Index™ Per Source



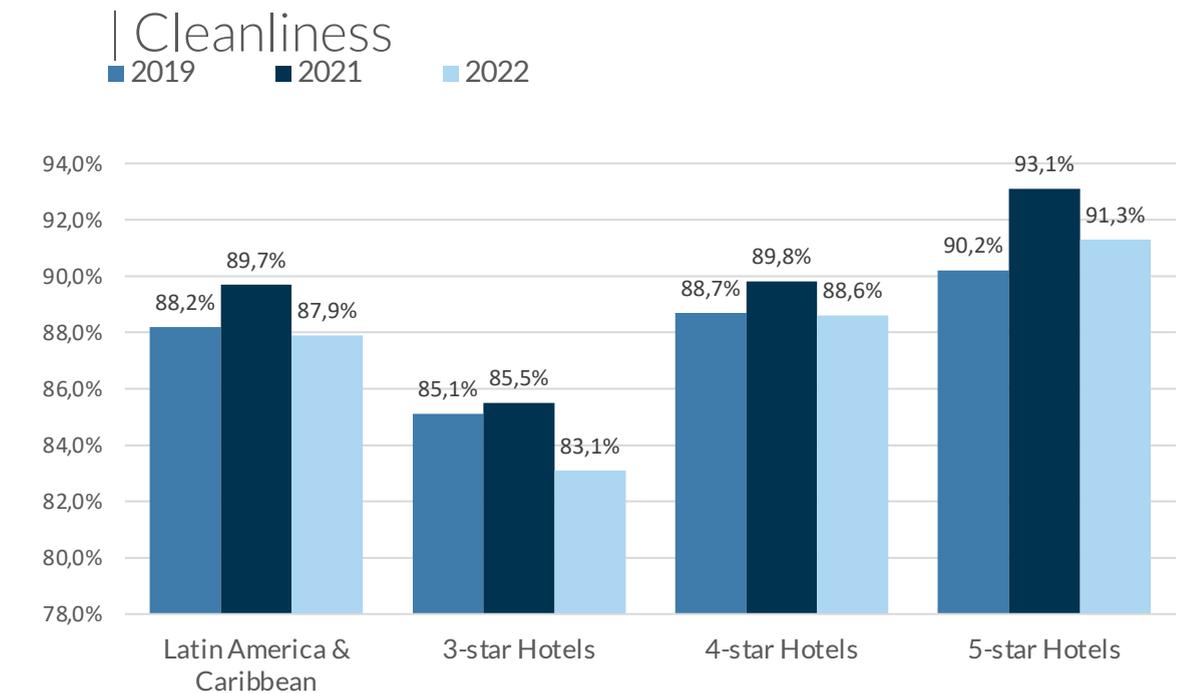
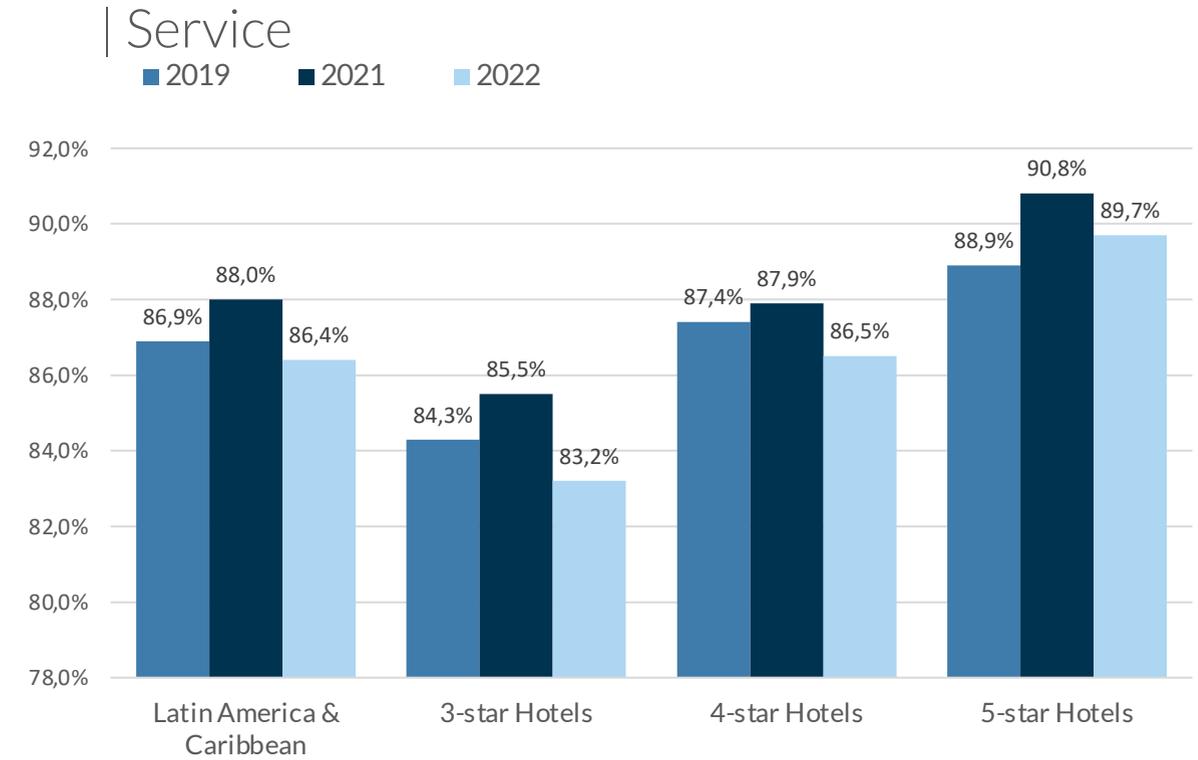
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Latin America & Caribbean Department Indexes

All five top Department Indexes in the region declined from 2021 to 2022. The Value Index fell the most, by 2.5 points, followed by the Room Index, by 2.1 points. However, the Room Index showed a slight improvement of 0.1 points over 2019.

The decreases were sharpest in the 3-star segment, which lost 3.3 points in the Value Index and 2.6 points in the Room Index.

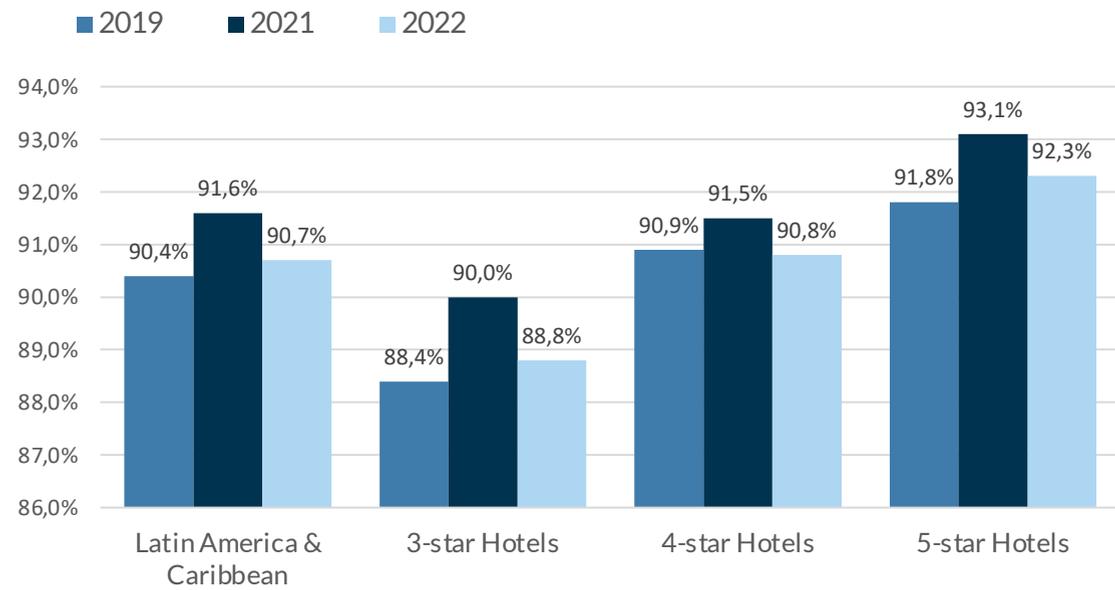
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| Location



| Value



| Room



Latin America & Caribbean Top 5 Categories Affecting GRI™

In semantic analysis of review comments among hotels in our data set in the Latin America & Caribbean region in 2022, the Categories that had the highest negative impact on the Global Review Index™ were *Room* (-2.6), *Food & Drinks* (-2.2), *Establishment* (-1.9), *Cleanliness* (-1.8), and *Experience* (-1.6).

The Categories that had the highest positive impact on the GRI™ were *Experience* (+1.0), *Service* (+0.6), *Staff* (+0.5), and *Food & Drinks* (+0.3).



Experience		1.0
Service		0.6
Staff		0.5
Food & Drinks		0.3
Cleanliness		0.1

Room		-2.6
Food & Drinks		-2.2
Establishment		-1.9
Cleanliness		-1.8
Experience		-1.6

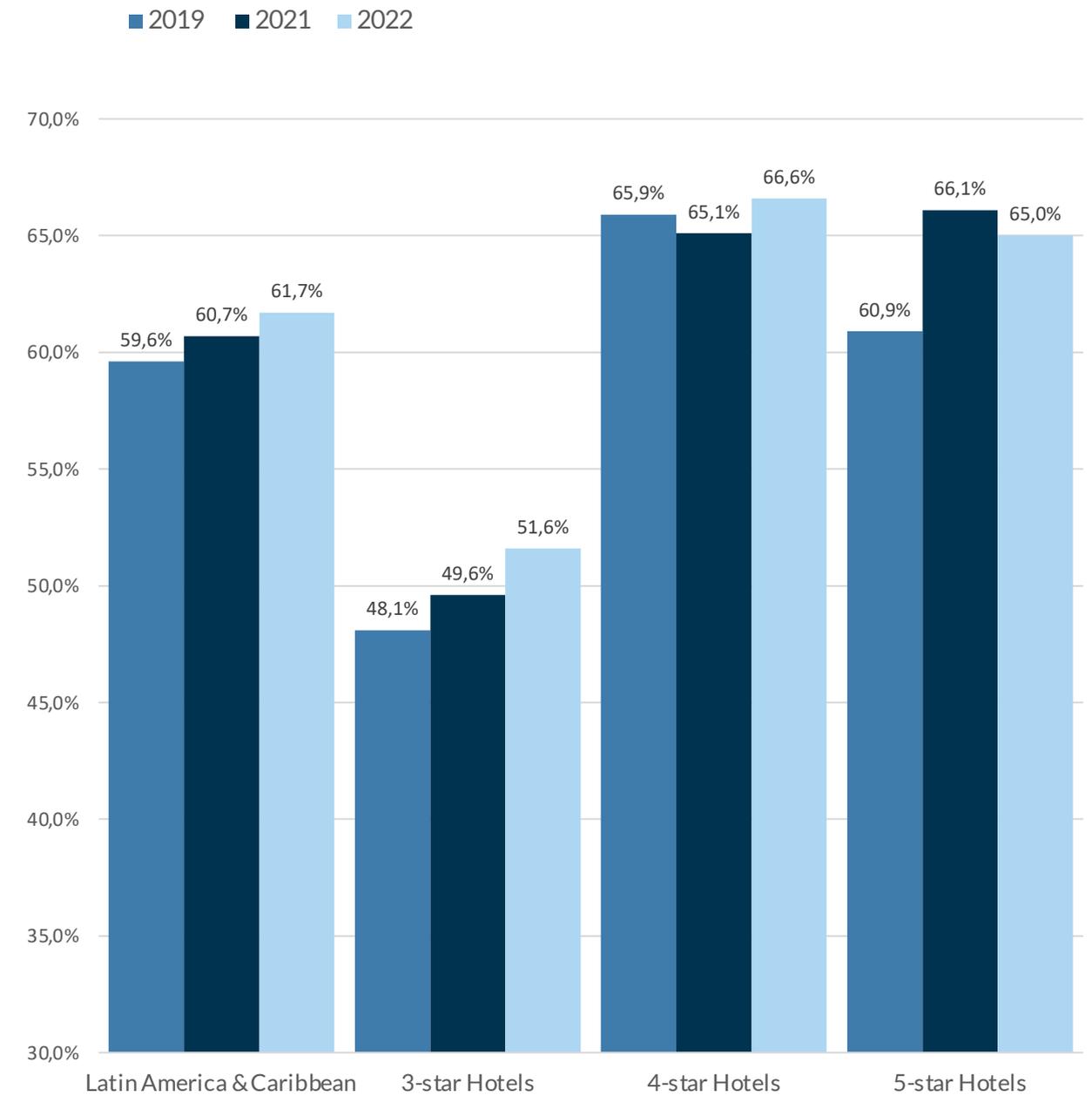
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Latin America & Caribbean Management Responses

Hotels in our data set in the Latin America & Caribbean region responded to 61.7% of responsible reviews in 2022, an increase of 1.0 points over 2021 and 2.1 points over 2019. This was just slightly lower than the global average of 61.9%.

4-star hotels responded to more reviews (66.6%) than 5-star hotels (65.0%) and 3-star hotels (51.6%).

| Management Responses Per Category

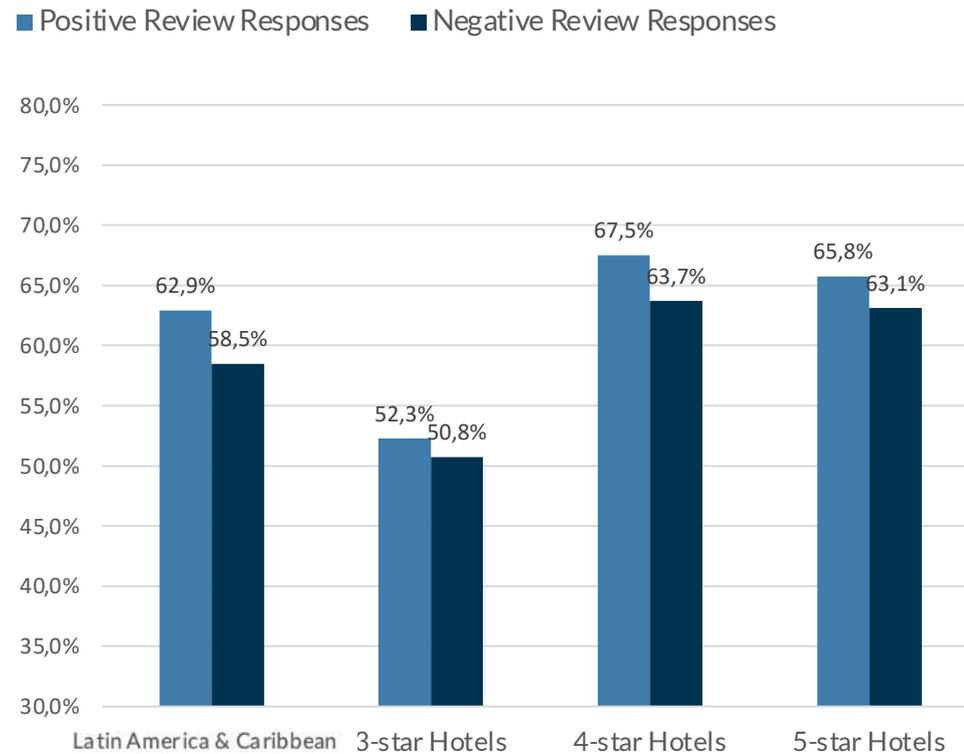


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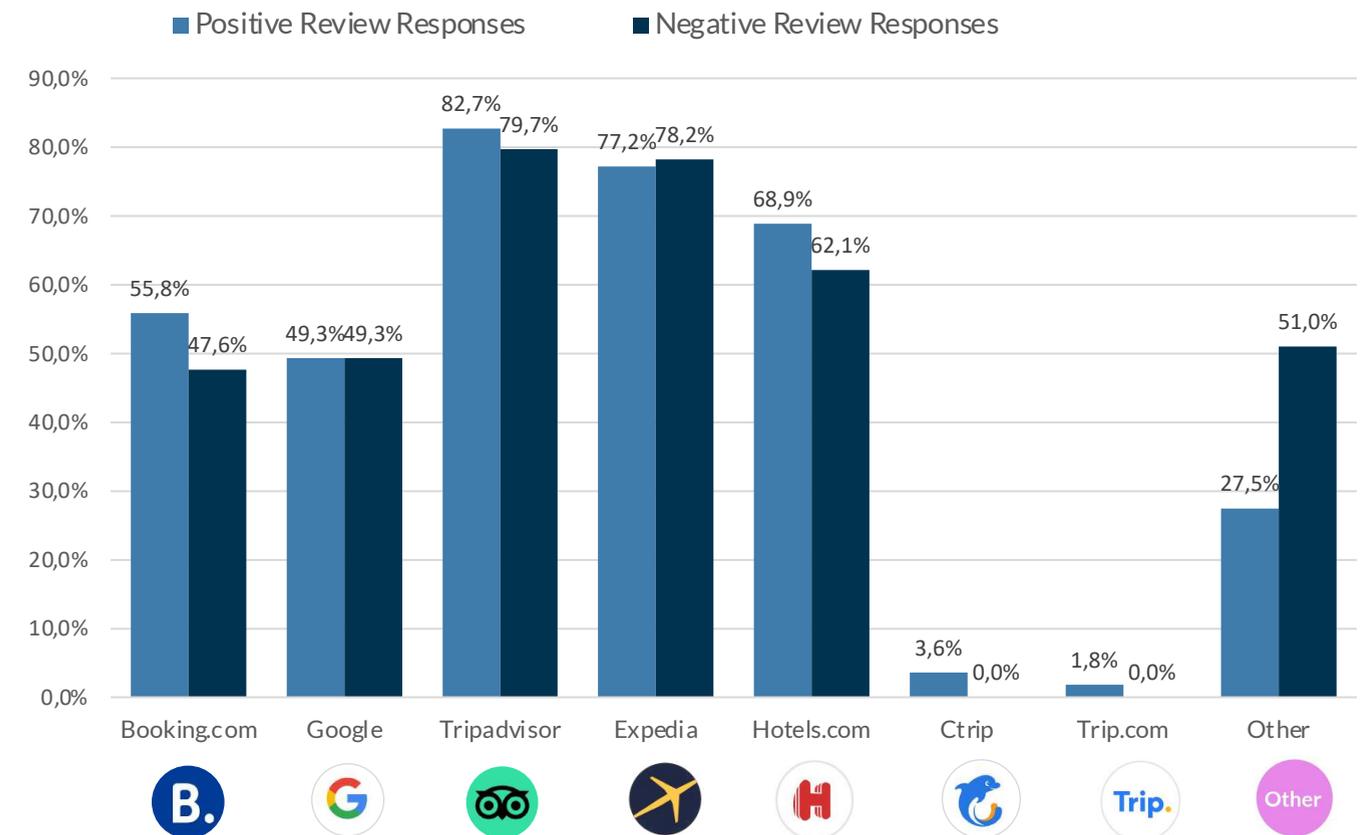
Latin America & Caribbean Management Responses

Hotels in the region responded to a higher proportion of positive reviews (62.9%) than negative reviews (58.5%). Response rates were much higher on Tripadvisor (82.7% of positive reviews, 79.7% of negative reviews) and Expedia (77.2% of positive reviews, 78.2% of negative reviews) than on Google (49.3% of positive reviews, 49.3% of negative reviews) and Booking.com (55.8% of positive reviews 47.6% of negative reviews).

| Positive/Negative Review Responses Per Category



| Positive/Negative Review Responses Per Source



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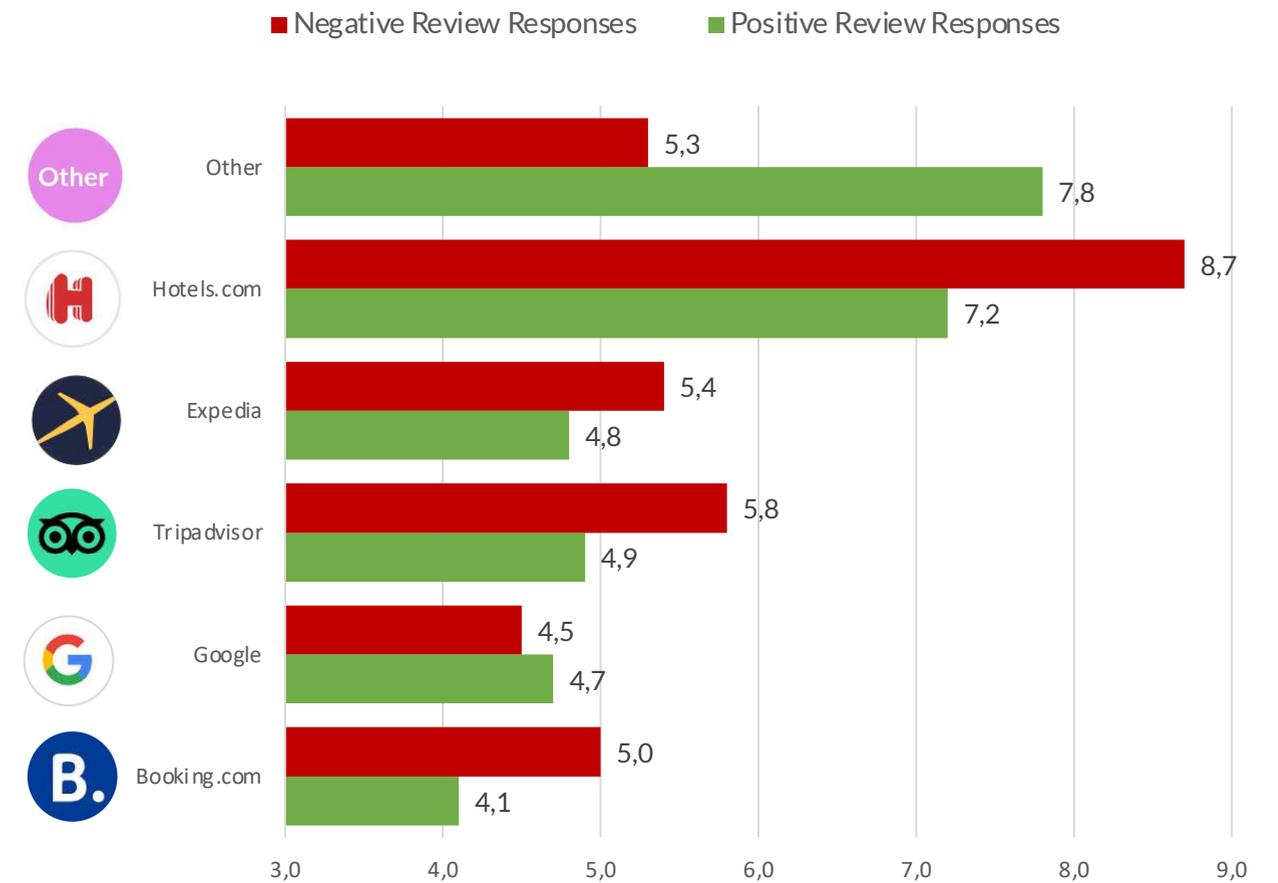
Latin America & Caribbean Management Responses

Hotels in the region responded to positive reviews in 4.8 days on average and to negative reviews in 5.3 days on average. Response times were relatively consistent across the top four review sources.

| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)



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Middle East & Africa



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

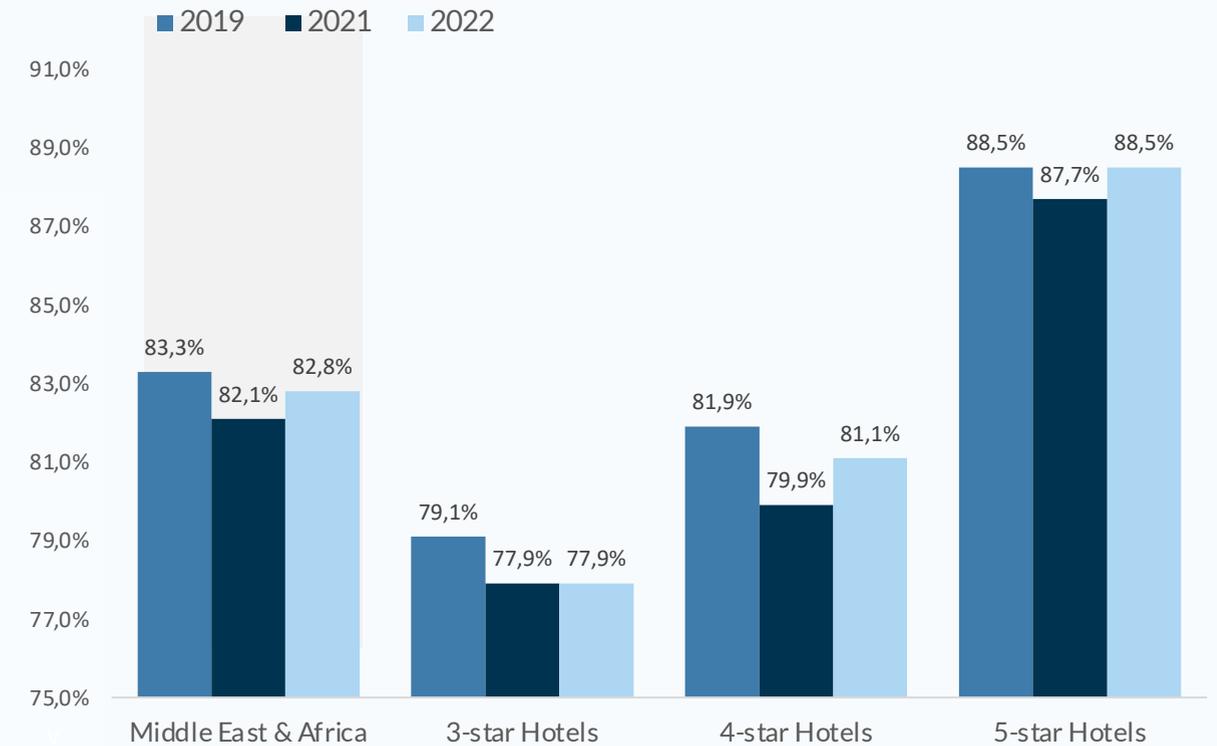
In 2022, hotels in the Middle East exceeded 2019 RevPAR by 18.2%. This was driven by ADR, which grew by 22.2%, although occupancy lagged by only 3.3%. Meanwhile, hotels in Africa performed even better, growing RevPAR by 23.5% and ADR by 38.3%, with occupancy down by 10.7%, according to STR.²

As for guest satisfaction, while hotels in the Middle East & Africa region didn't surpass 2019 ratings, they did come close. In 2022, the Global Review Index™ for the region was 82.8%, only 0.5 points lower than 2019 and an increase of 0.7 points over 2021. Of the five regions, Middle East & Africa was the only one to show an increase in GRI™ from 2021 to 2022. However, the region's GRI™ was 1.5 points lower than the global GRI™ of 84.3% and was the lowest GRI™ of the five regions.

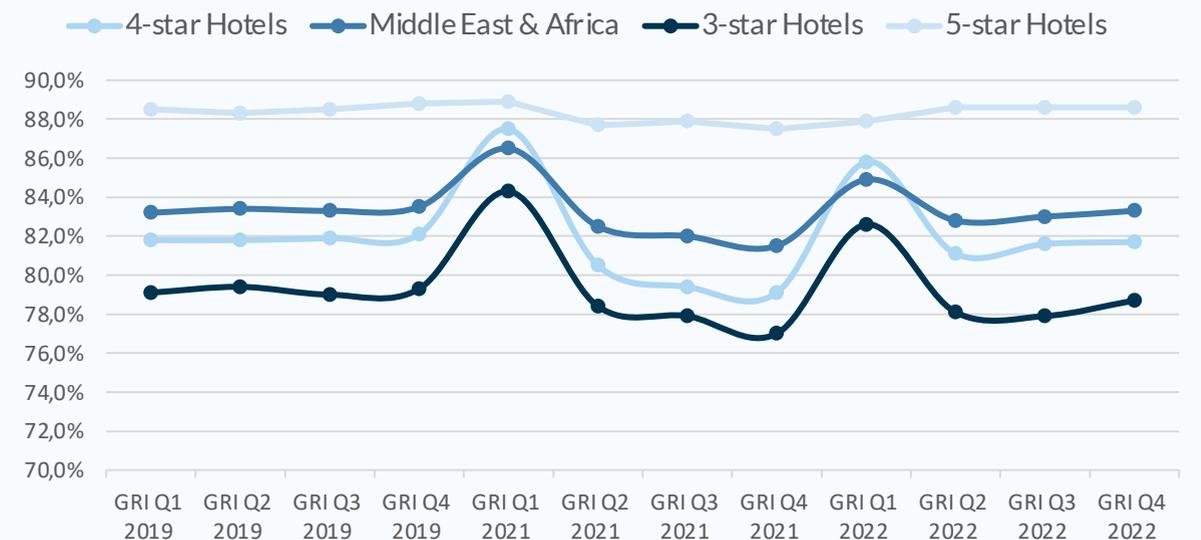
Five-star hotels earned a GRI™ of 88.5%, whereas the GRI™ for 4-star hotels was 81.1% and for 3-star hotels was 77.9%.

¹STR. [Most Global Regions Showed Full RevPAR Recovery in 2022](#). January 2023.

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



| Middle East & Africa GRI™ Evolution



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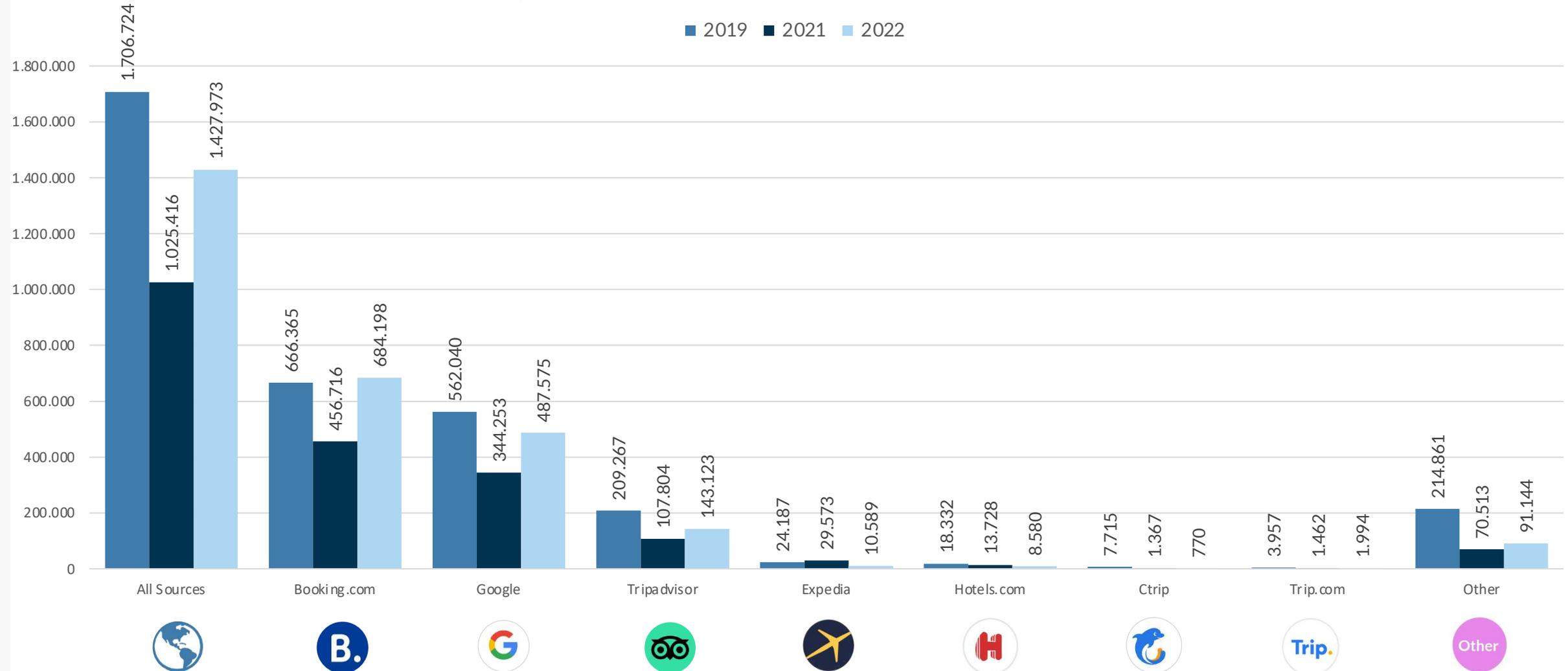
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Middle East & Africa Review Volume

Hotels within our data set in the region generated 39.3% more reviews in 2022 compared to 2021. While volume was 16.3% lower than in 2019, it was considerably stronger than the global shortfall of 29.3% from 2019 to 2022.

Review volume from Booking.com, Google, and Tripadvisor increased significantly from 2021 to 2022, whereas volume from Expedia and Hotels.com fell. Compared to 2019, all sources were down except Booking.com, which managed to increase volume by 2.7%.

| Middle East & Africa Review Volume



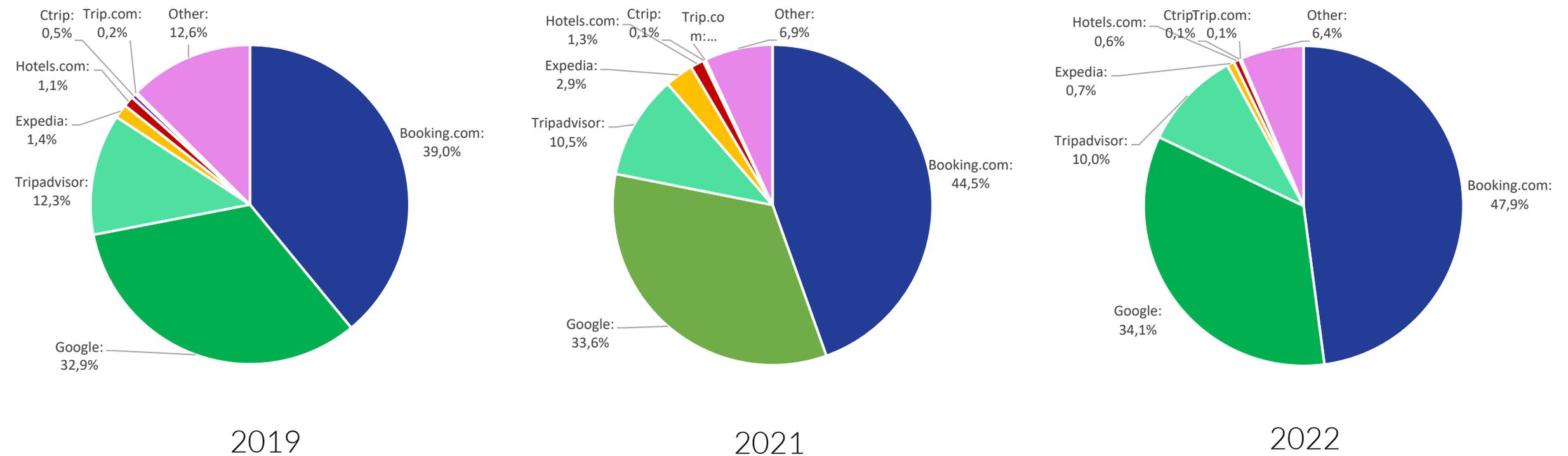
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Middle East & Africa Share of Reviews Per Source

In 2022, Booking.com generated 47.9% of the review volume in the region, almost half of total reviews. This was an increase of 8.9 points over 2019 and 3.4 points over 2021.

Google generated 34.1% of reviews, a modest increase of 1.2 points over 2019 and 0.5 points over 2021. Tripadvisor's share of reviews was 10.0%. All other sources were under 1%.

| Share of Reviews Per Source

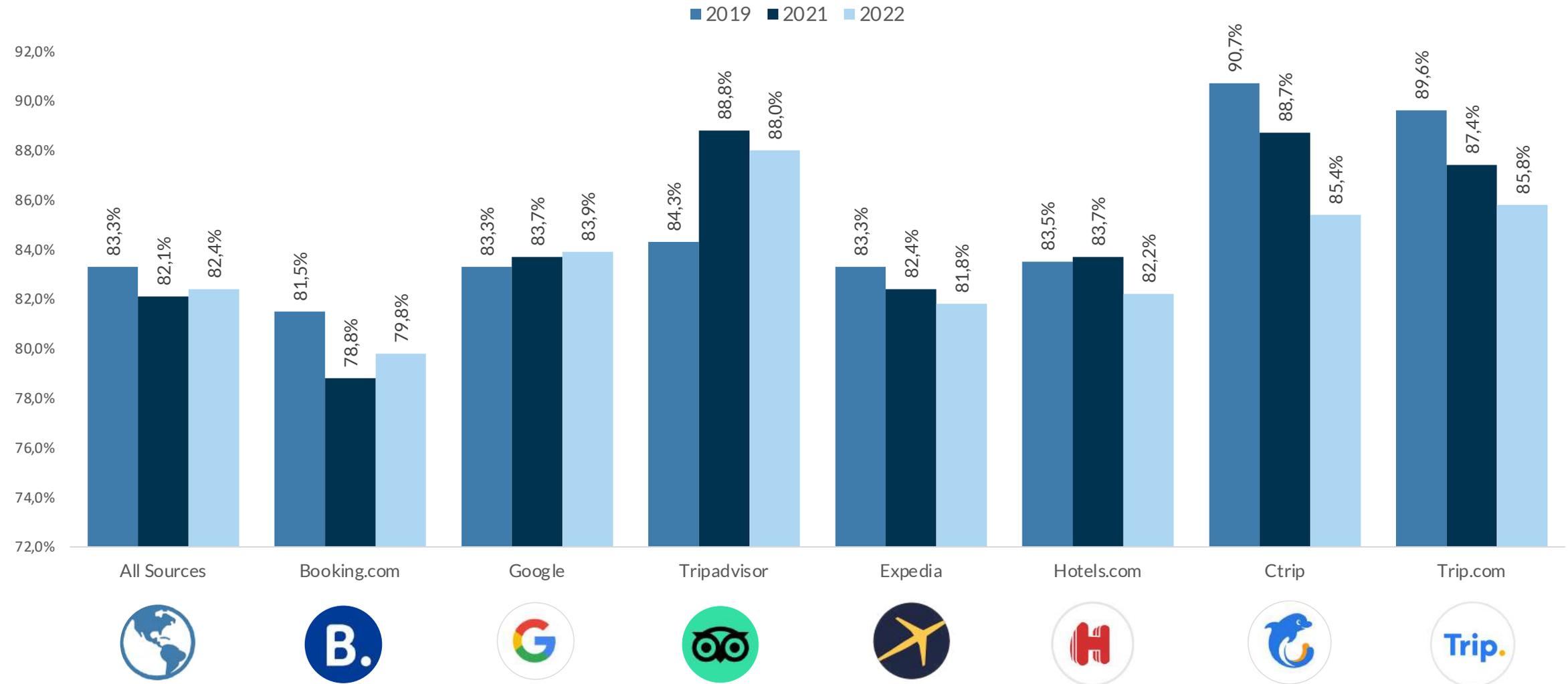


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Middle East & Africa Review Source Indexes

Booking.com had the lowest Source Index of the major review sources in the region, at 79.8%, a decrease of 1.7 points from 2019. The next lowest Source Indexes came from Expedia (81.8%) and Hotels.com (82.2%), although their volume was relatively low. At 88.0%, Tripadvisor had the highest Source Index of the top review sources, an increase of 3.7 points over 2019.

| Middle East & Africa Global Review Index™ Per Source



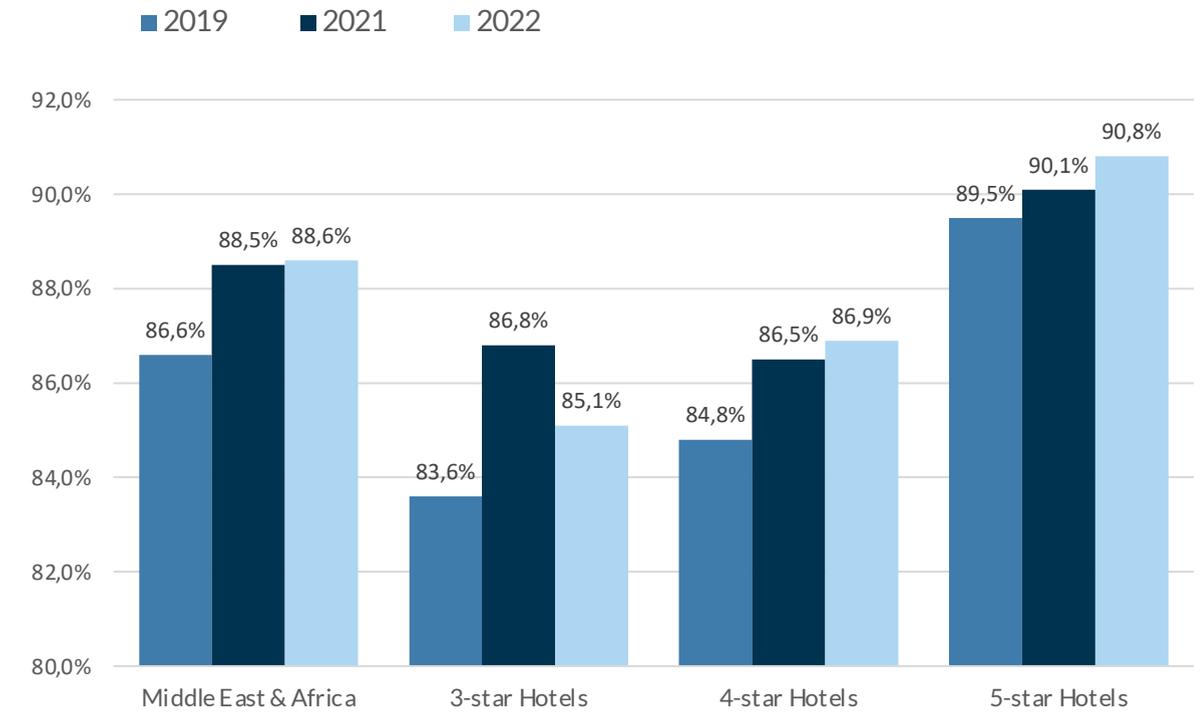
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Middle East & Africa Department Indexes

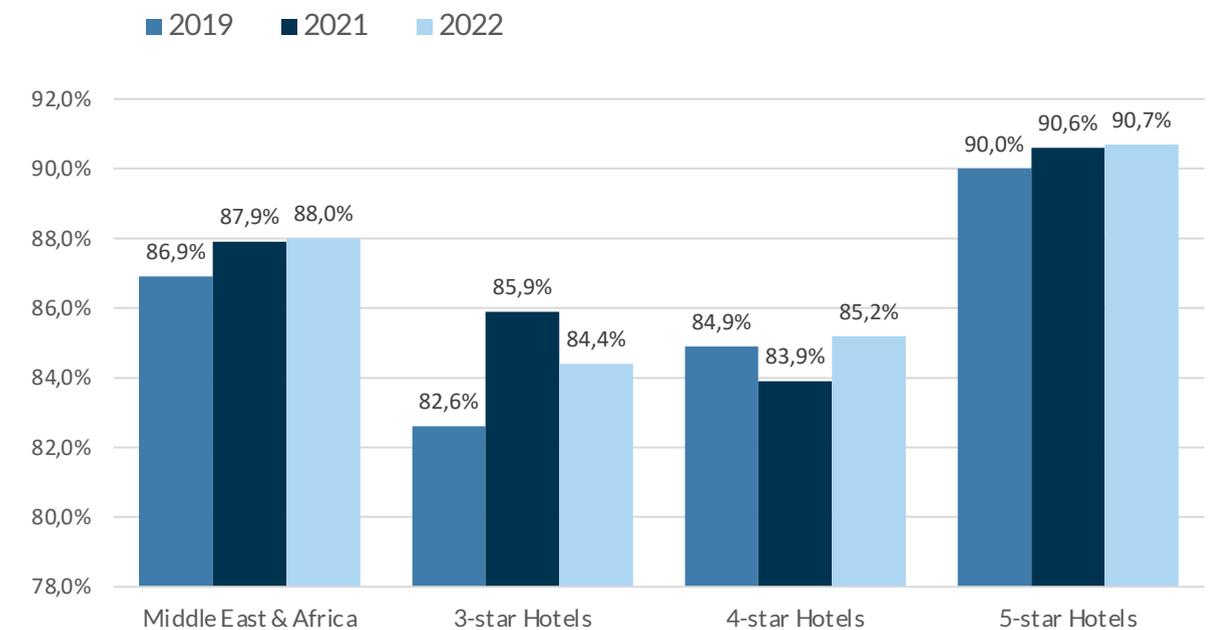
All of the top five Department Indexes in the Middle East & Africa region grew in 2022 relative to 2019. The Service Index showed the largest increase of 2.0%. However, from 2021 to 2022 the Location, Room, and Value Indexes showed decreases.

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| Service



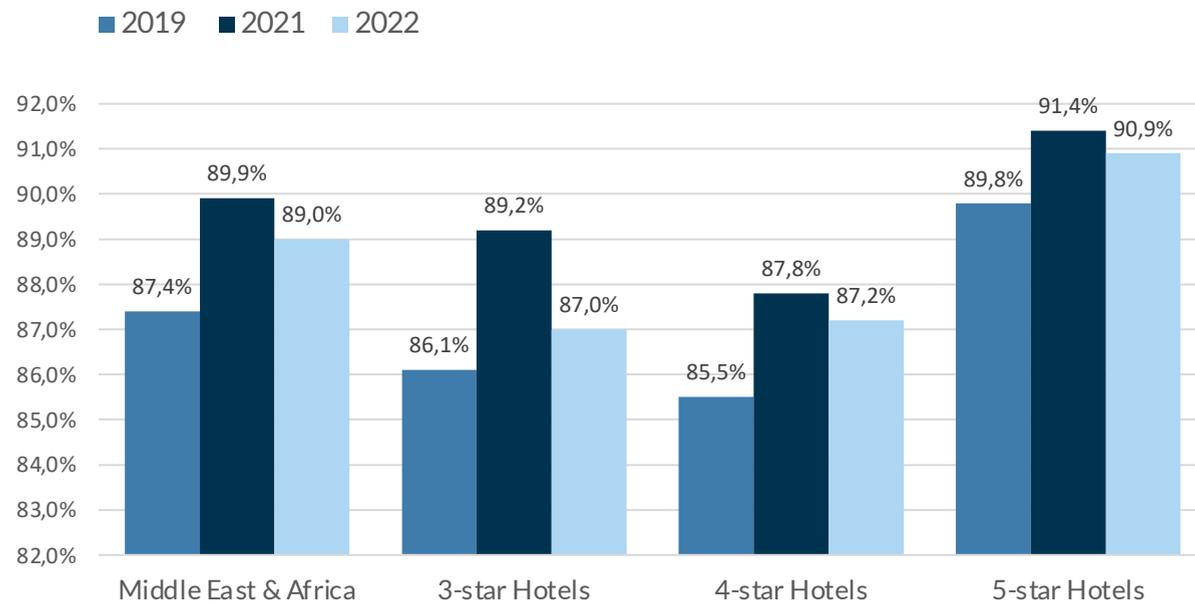
| Cleanliness



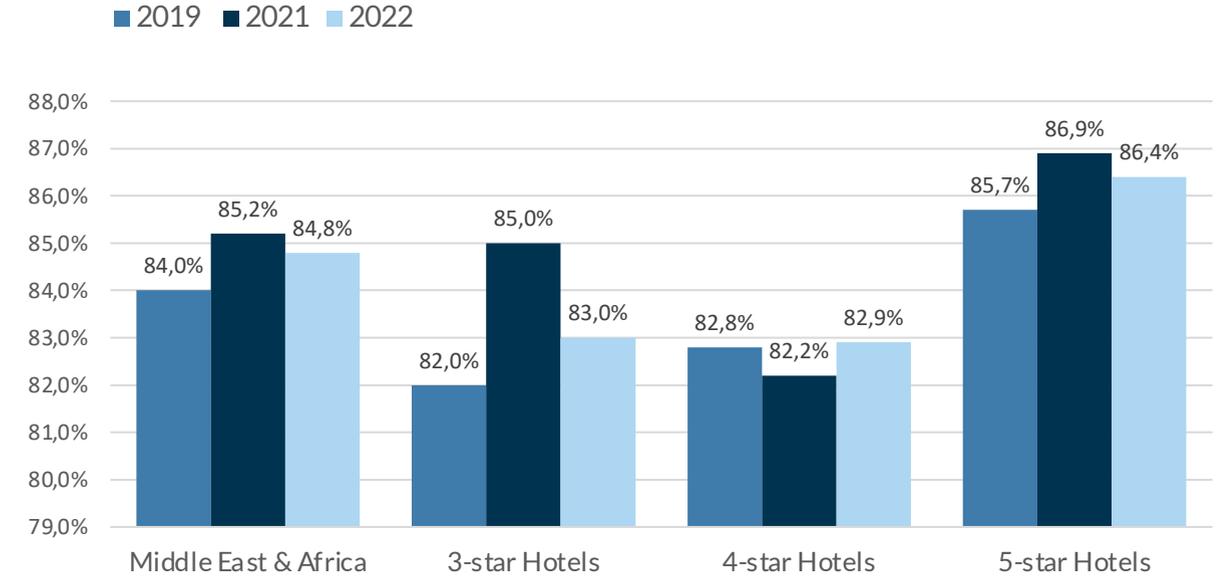
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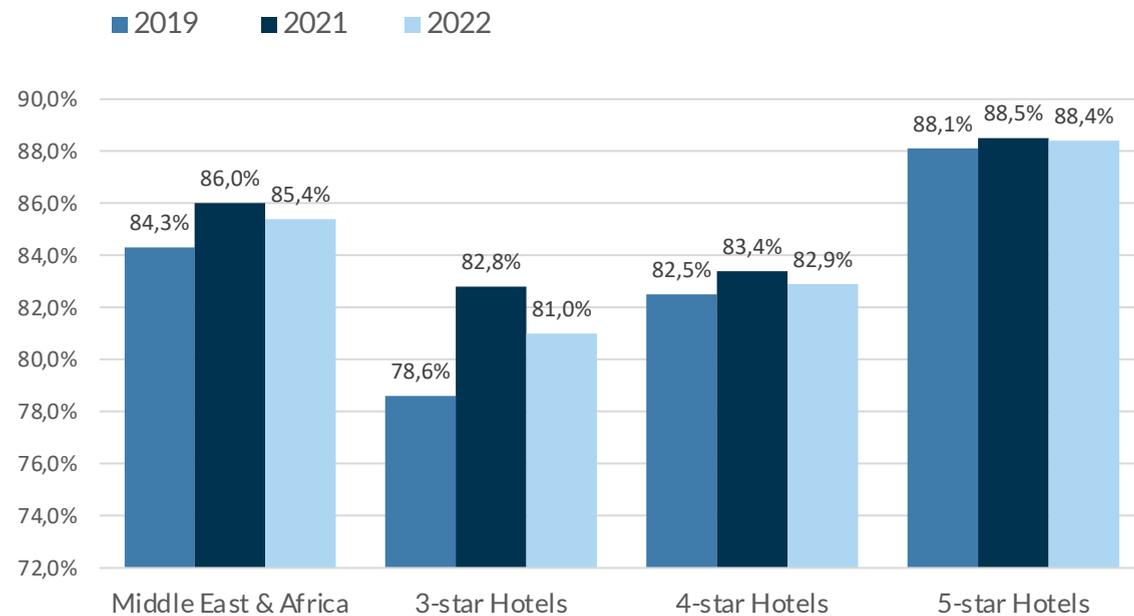
| Location



| Value



| Room



Middle East & Africa Top 5 Categories Affecting GRI™

In semantic analysis of review comments in the region, the five Categories with the highest negative impact on the Global Review Index™ were Room (-1.5), Cleanliness (-1.3), Food & Drinks (-1.2), Establishment (-1.2), and Staff (-0.9).

The five categories with the highest positive impact on the GRI™ were *Experience* (+1.0), *Staff* (+0.9), *Establishment* (+0.7), *Service* (+0.6), and *Cleanliness* (+0.5).



Experience		1.0
Staff		0.9
Establishment		0.7
Service		0.6
Cleanliness		0.5

Room		-1.5
Cleanliness		-1.3
Food & Drinks		-1.2
Establishment		-1.2
Staff		-0.9

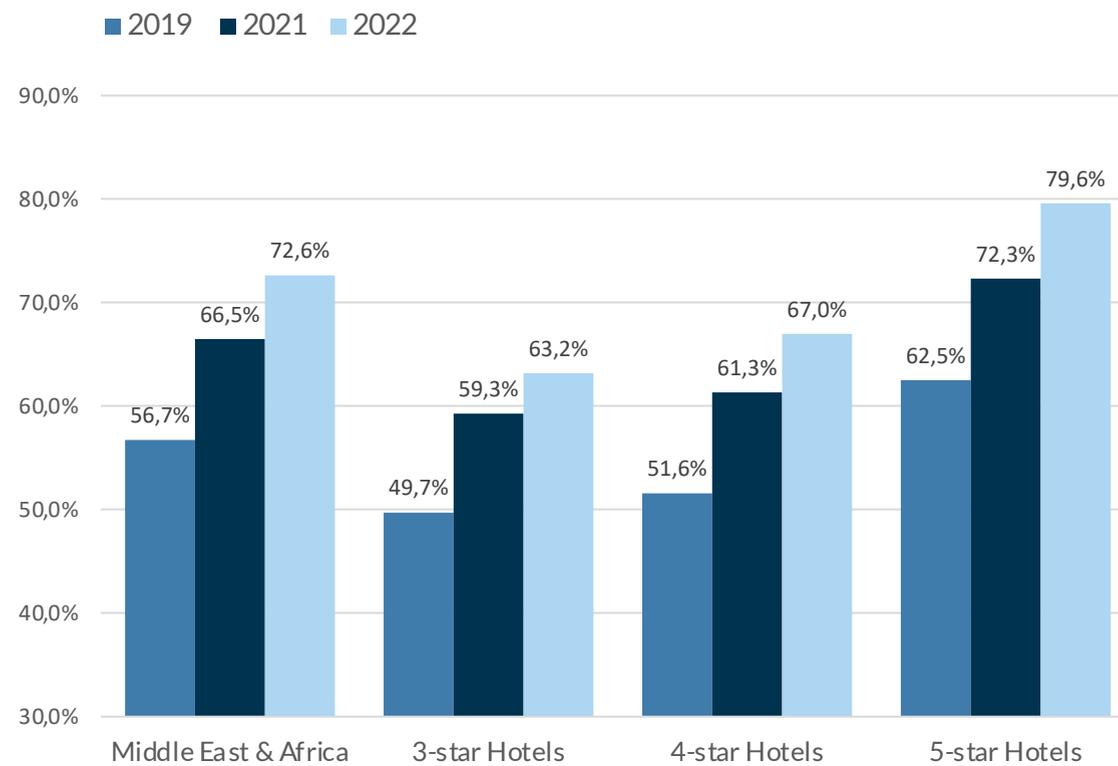
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Middle East & Africa Management Responses

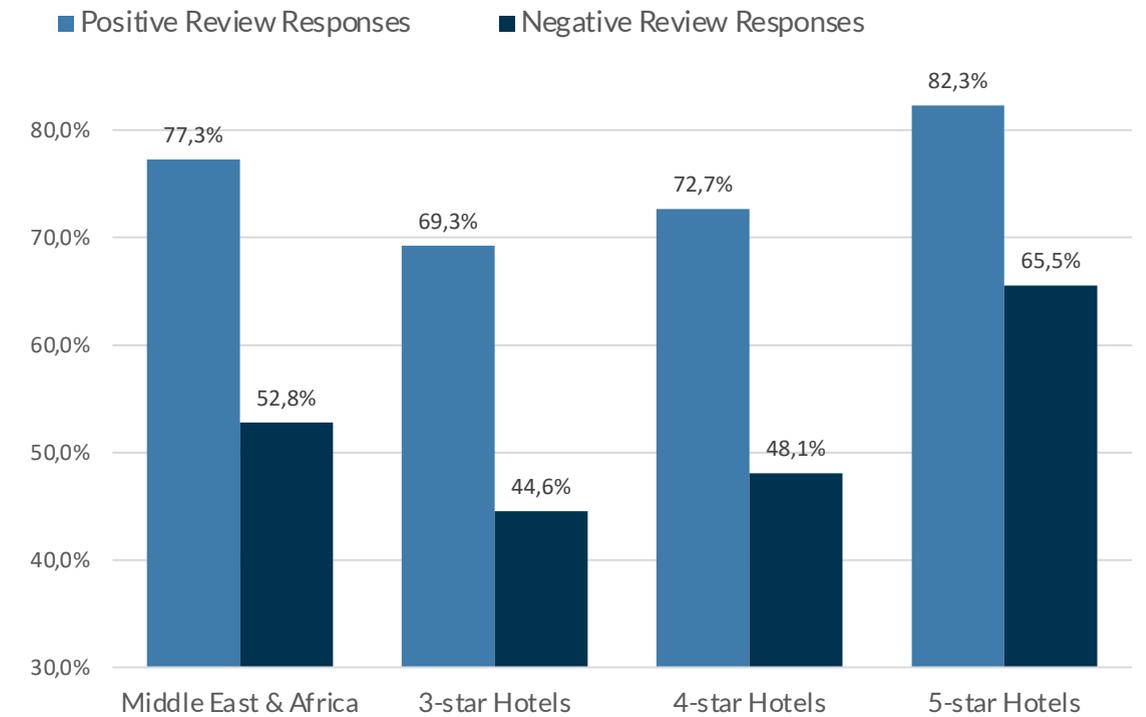
Hotels within the data set in the Middle East & Africa region responded to 72.6% of responsible reviews in 2022, an increase of 15.9 points over 2019 and 6.1 points over 2021. The response rate was 10.7 points higher than the global average of 61.9%. Five-star hotels responded to 79.6% of reviews, whereas 4-star hotels responded to 67.0% and 3-star hotels responded to 63.2%.

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| Management Responses Per Category



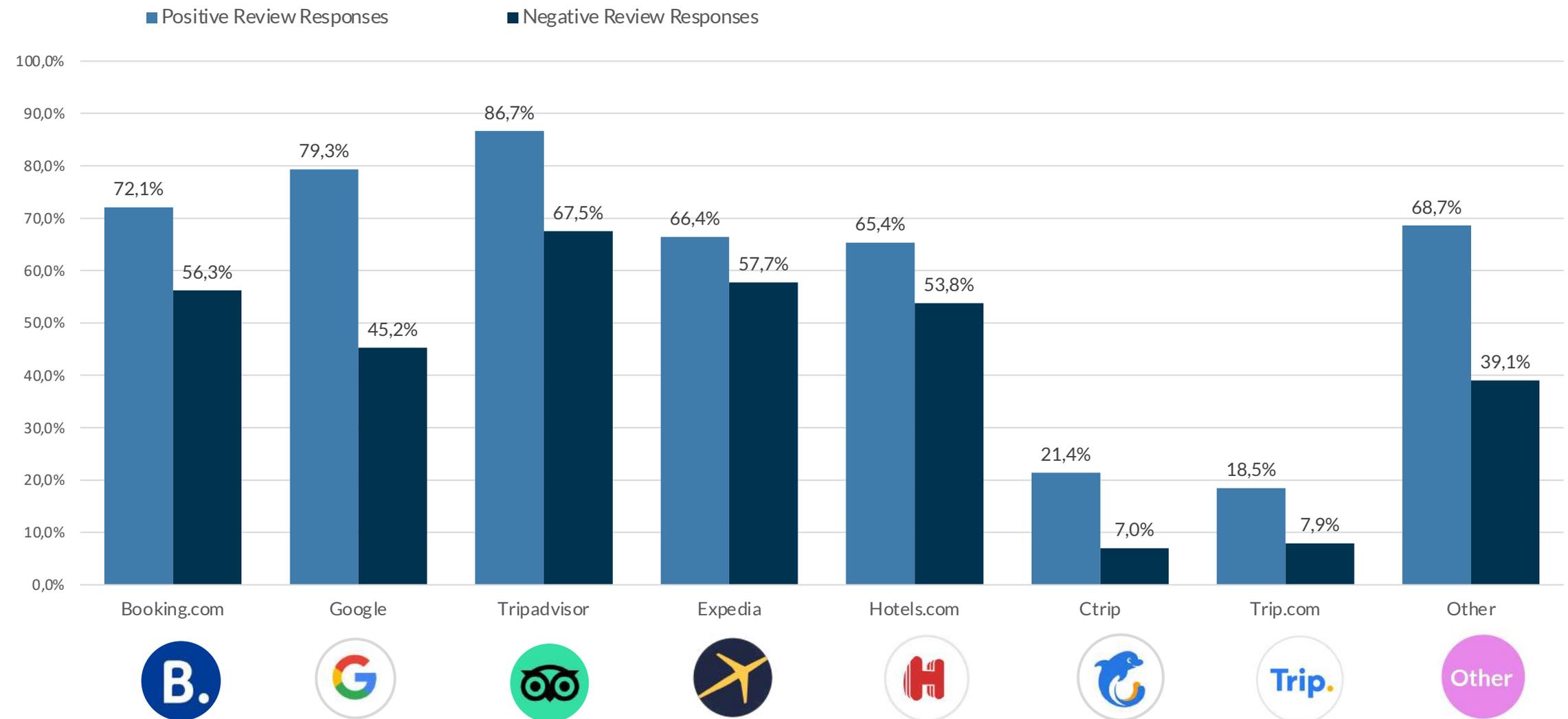
| Positive/Negative Review Responses Per Category



Middle East & Africa Management Responses

Hotels in the region responded to a much higher proportion of positive reviews on all sources. On Tripadvisor, hotels responded to 86.7% of positive reviews and 67.5% of negative reviews. On Google, hotels responded to 79.3% of positive reviews but only 45.2% of negative reviews. On Booking.com, 72.1% negative reviews and 56.3% positive.

Positive/Negative Review Responses Per Source

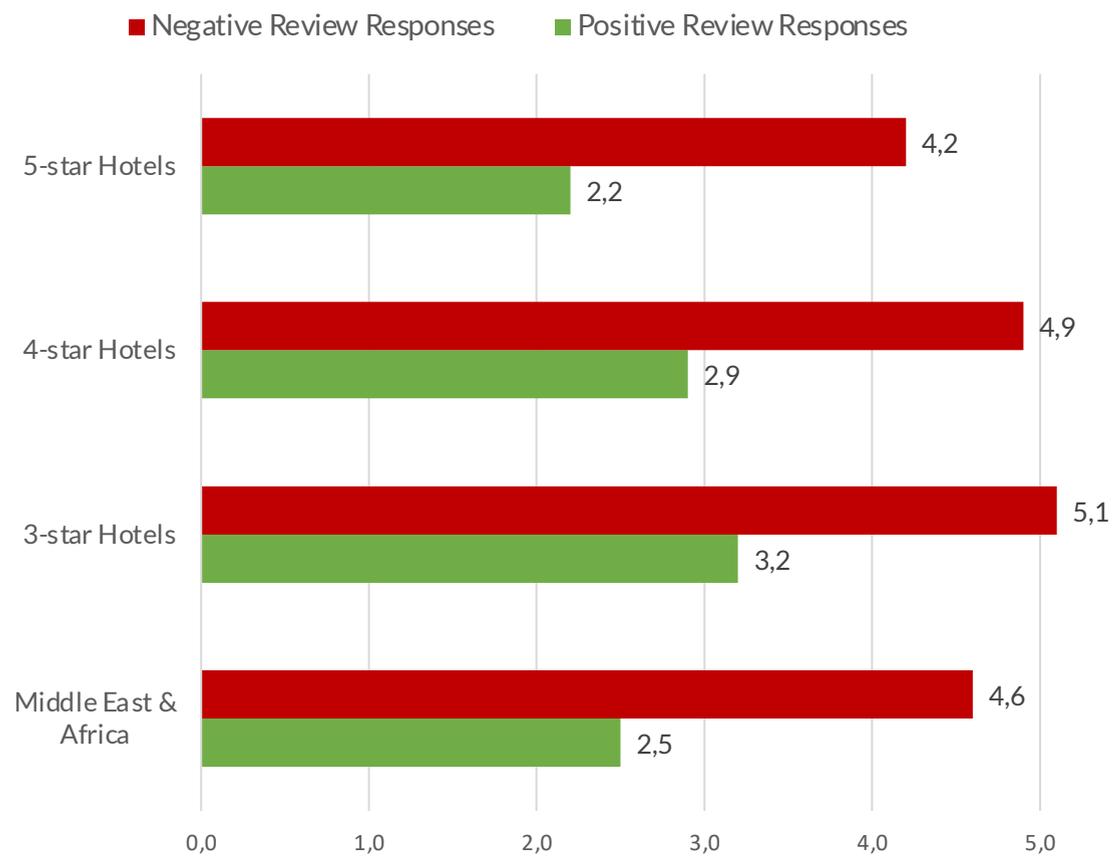


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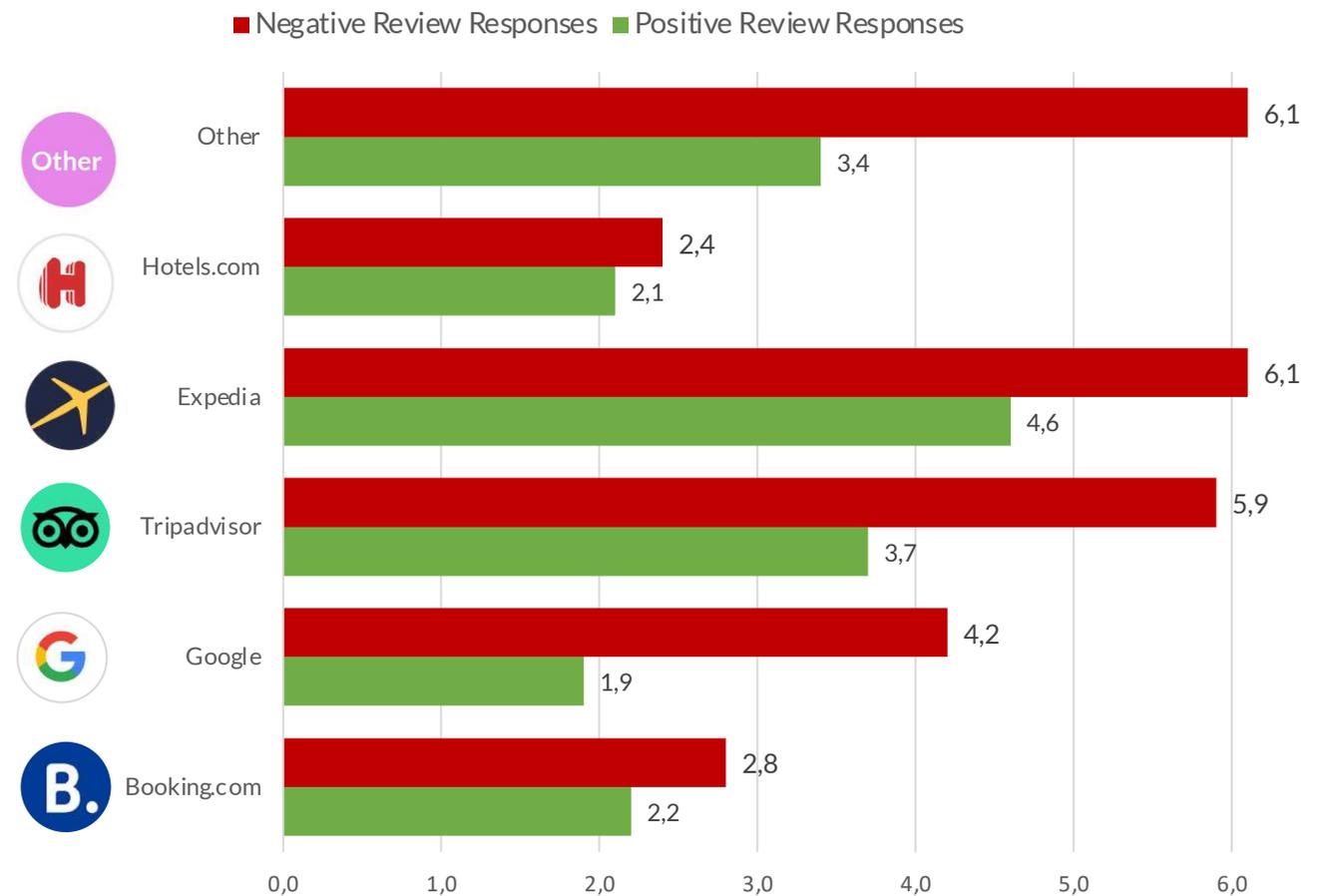
Middle East & Africa Management Responses

On average, hotels in the region responded to positive reviews in 3.1 days and to negative reviews in 5.7 days

| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)



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North America



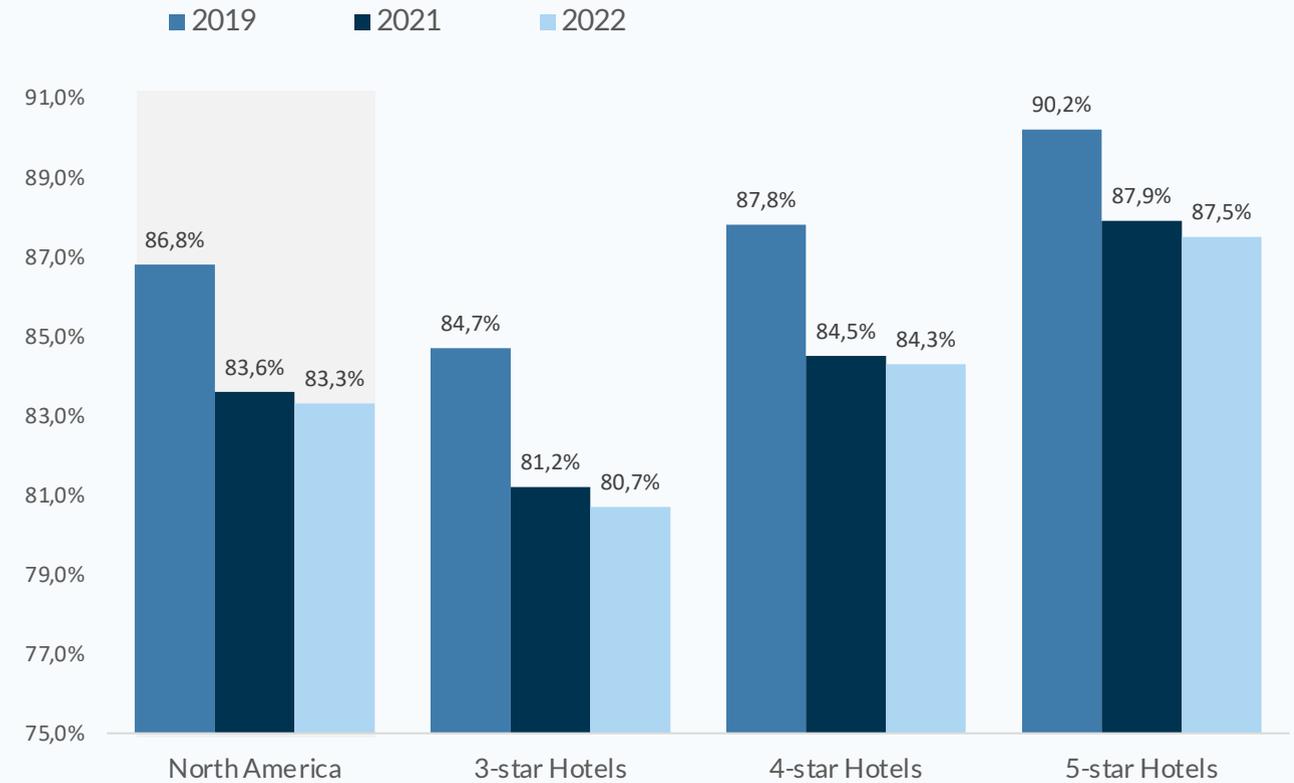
North America Global Review Index™ (GRI™)

In 2022, hotels in North America increased RevPAR by 8.3% over 2019. This was driven by an ADR increase of 13.9%, whereas occupancy lagged by 4.9%, according to STR.¹

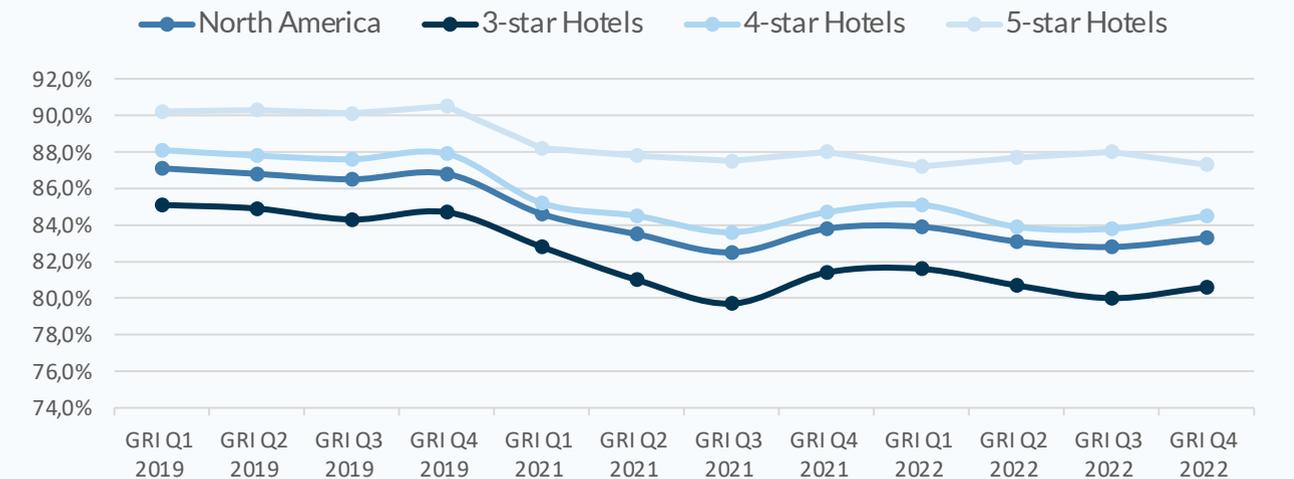
Higher room rates and staffing shortages appeared to take a higher toll on guest satisfaction in North America than in other regions. In 2022, the Global Review Index™ for hotels in our data set in the region was 83.3%, a drop of 3.5 points from 2019. This was the largest decrease of any of the five regions. The GRI™ was also 1.0 points lower than the global GRI™.

Three-star hotels showed the steepest decline, losing 4.0 points, whereas 4-star hotels lost 3.5 points and 5-star hotels lost 2.7 points.

North America Global Review Index™ (GRI™)



North America GRI™ Evolution



¹STR. [Most Global Regions Showed Full RevPAR Recovery in 2022](#). January 2023.

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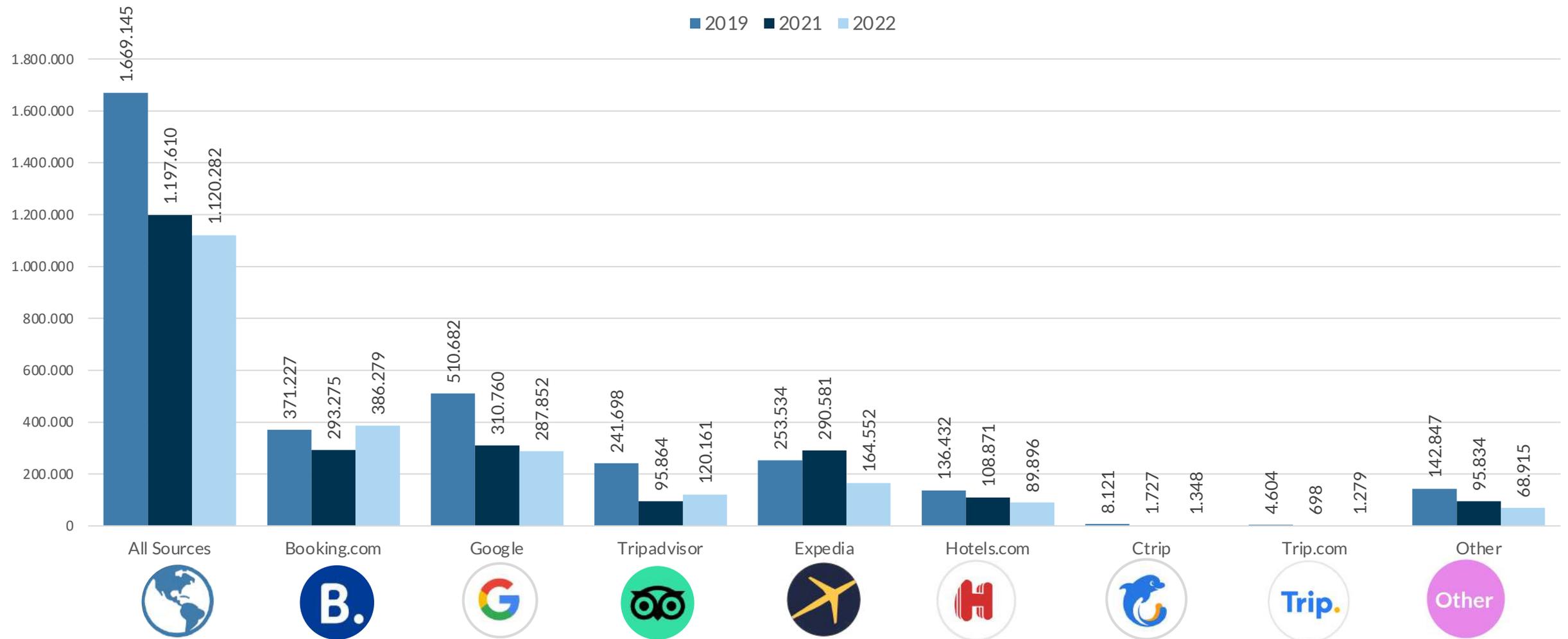
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North America Review Volume

In 2022, hotels in North America generated 6.5% fewer reviews than in 2021. North America was the only region to lose review volume from 2021 to 2022. Booking.com increased its review volume by 31.7%, whereas Expedia lost 43.4% and Google lost 7.4%.

Compared to 2019, total review volume in the region was down by 32.9%, with all the top review sources down substantially except Booking.com, which increased by 4.1%.

| North America Review Volume



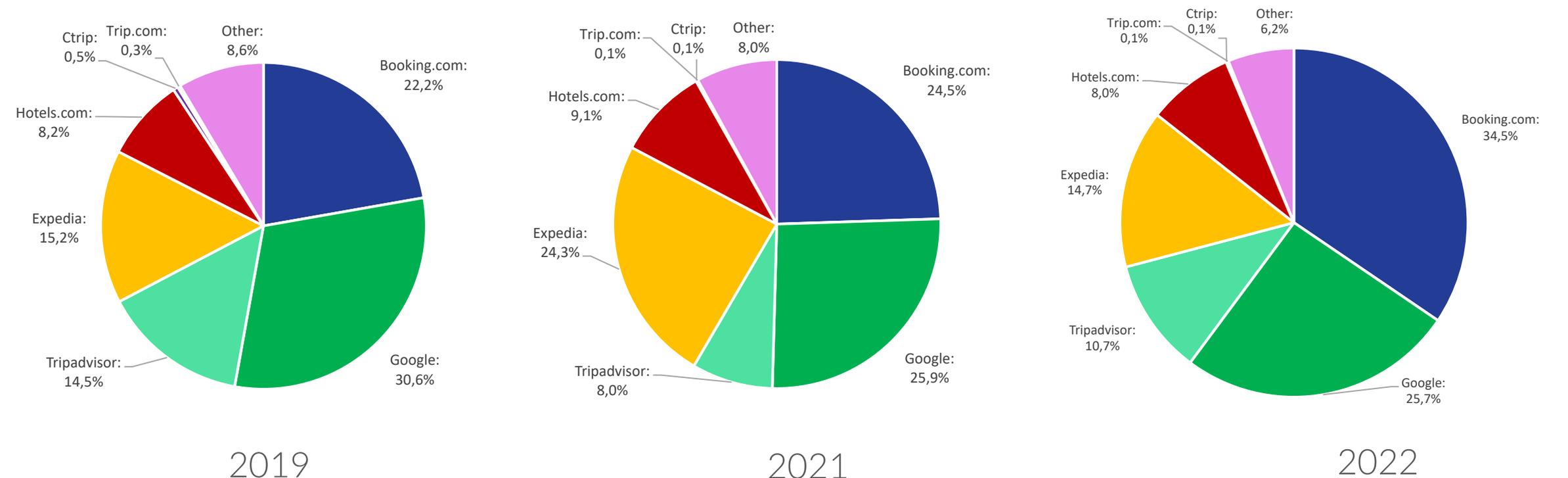
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North America Share of Reviews Per Source

In North America, Booking.com increased its market share of reviews by 12.3 points from 2019 to 2022, generating 34.5% of total reviews in 2022. All other top sources lost review share during this period.

With 25.7% of review share in 2022, Google had the second highest share, losing 4.9 points from 2019. Expedia held the third highest market share at 14.7%, followed by Tripadvisor with 10.7%.

| Share of Reviews Per Source

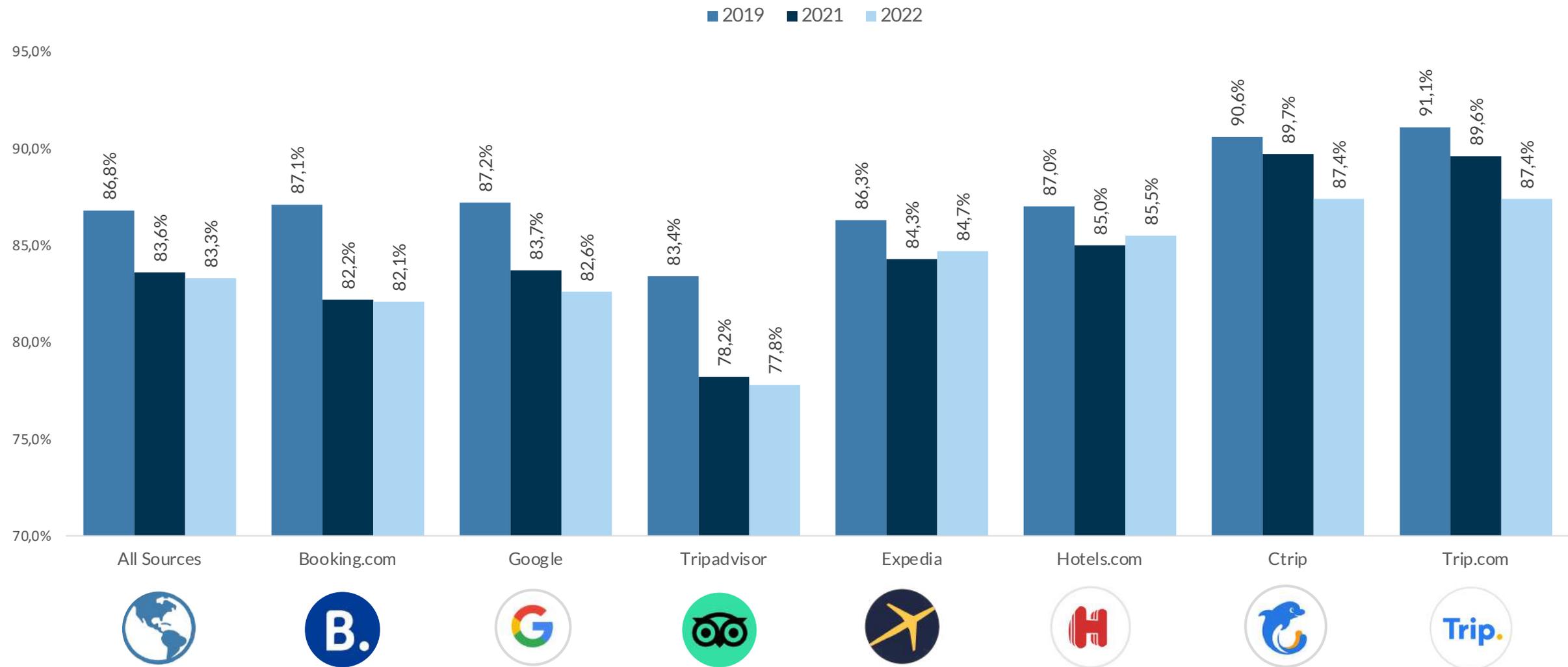


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North America Review Source Indexes

All Source Indexes among North American hotels fell in 2022 relative to 2019. Of the top review sources, Tripadvisor had the lowest Source Index at 77.8%, a decrease of 5.6 points since 2019. Booking.com had the next lowest Source Index at 82.1%, 5.0 points lower than in 2019. Ctrip and Trip.com had the highest Source Indexes, but review volume was relatively low.

| North America Global Review Index™ Per Source



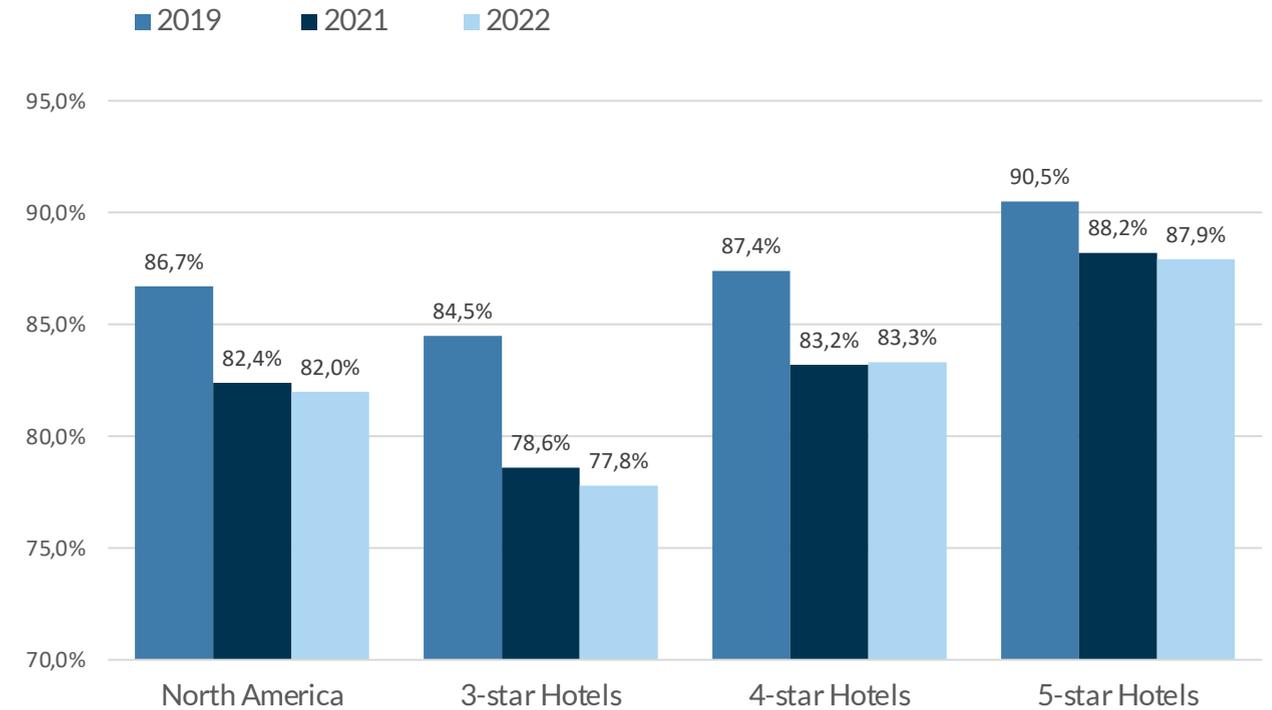
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North America Department Indexes

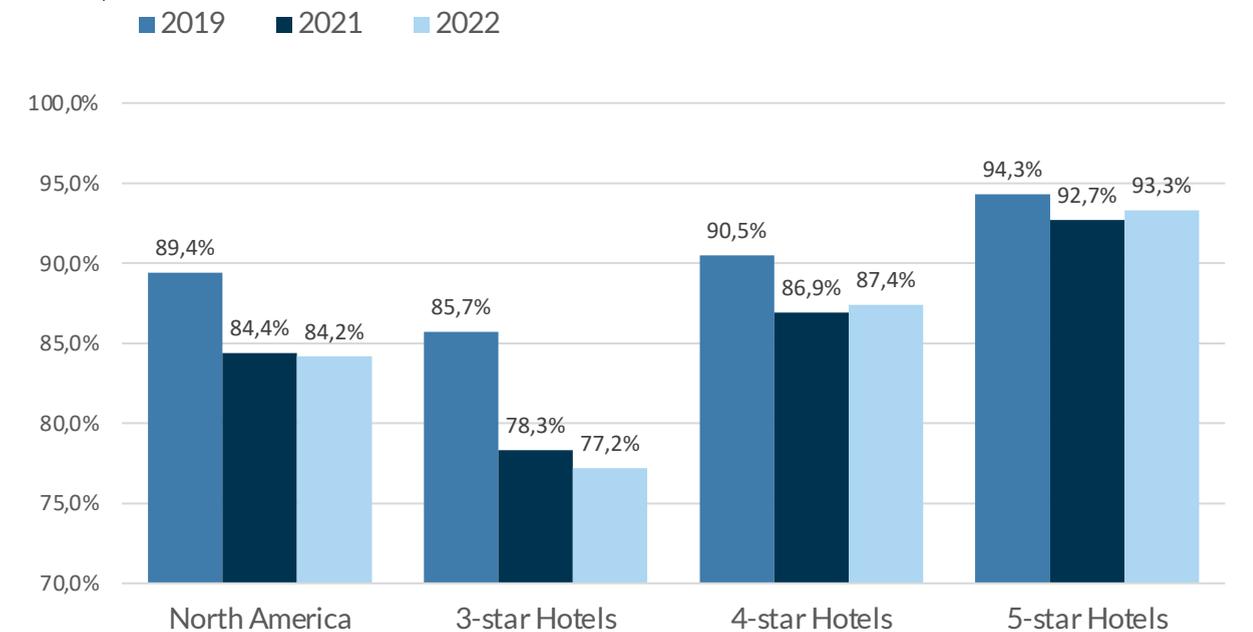
All five of the top Department Indexes in North America were lower in 2022 compared to both 2021 and 2019. The variances from 2019 were highest, with the Cleanliness Index falling 5.2 points, the Value Index falling 4.9 points, and the Service Index falling 4.7 points.

The decreases were most pronounced among 3-star hotels, which lost 8.5 points in the Cleanliness Index, 7.8 points in the Value Index, and 6.7 points in the Service Index.

Service

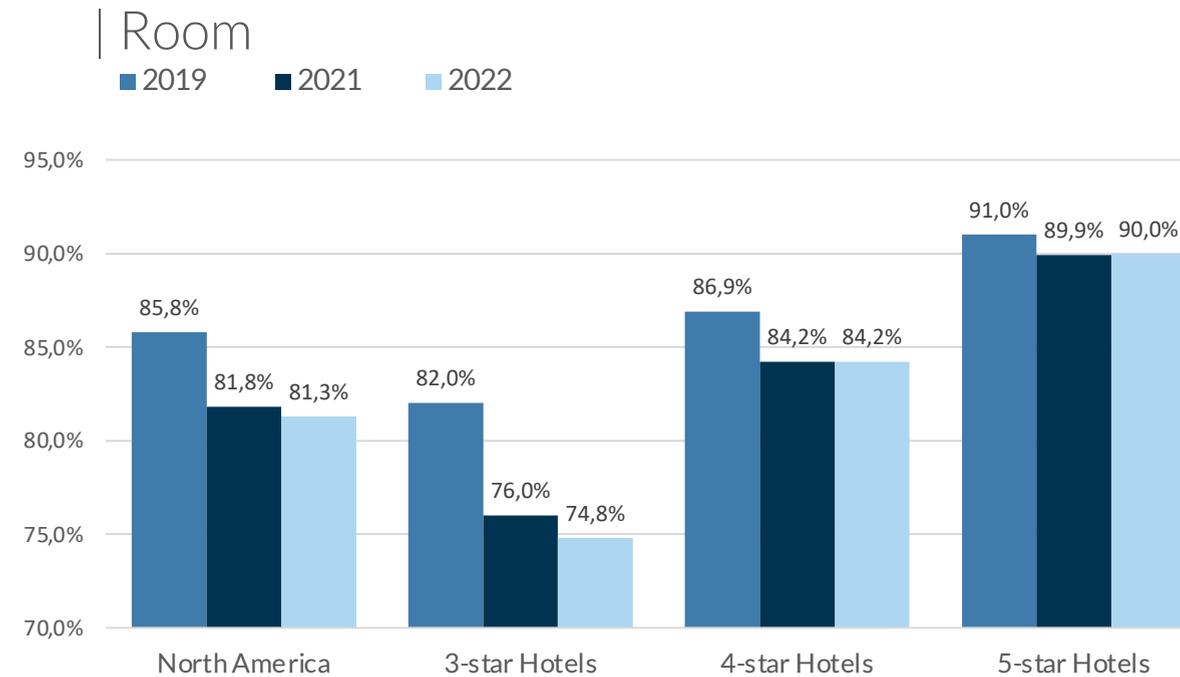
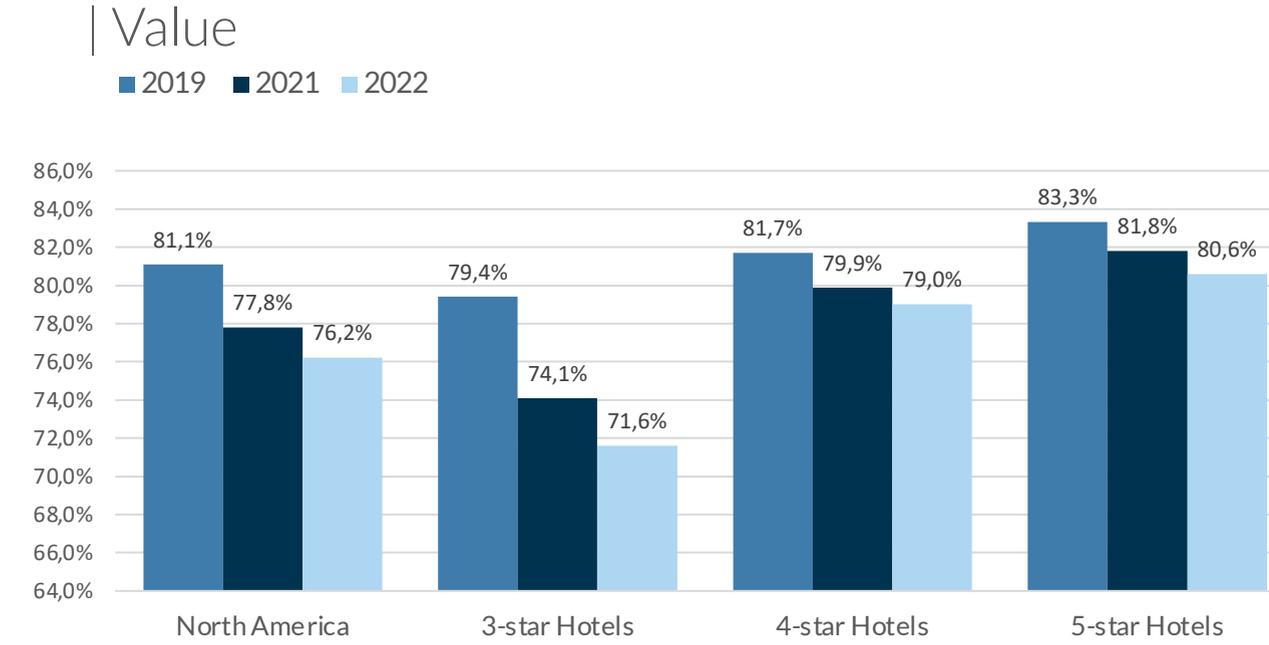
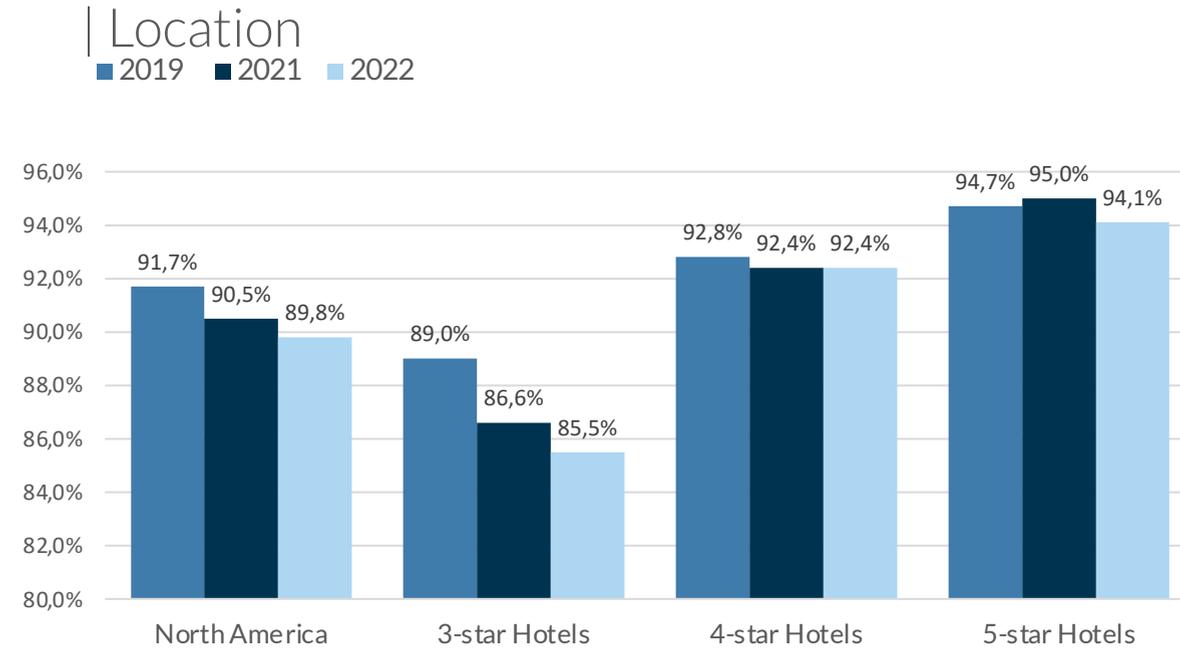


Cleanliness



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North America Top 5 Categories Affecting GRI™

In semantic analysis of review comments, the five Categories with the highest negative impact on the Global Review Index™ were *Room* (-4.0), *Cleanliness* (-2.9), *Establishment* (-2.2), *Value* (-2.0), and *Experience* (-2.0).

The five categories with the highest positive impact on the GRI™ were *Experience* (+1.1), *Staff* (+0.8), *Food & Drinks* (+0.5), *Cleanliness* (+0.4), and *Service* (+0.3).

 Positive

Experience		1.1
Staff		0.8
Food & Drinks		0.5
Cleanliness		0.4
Service		0.3

 Negative

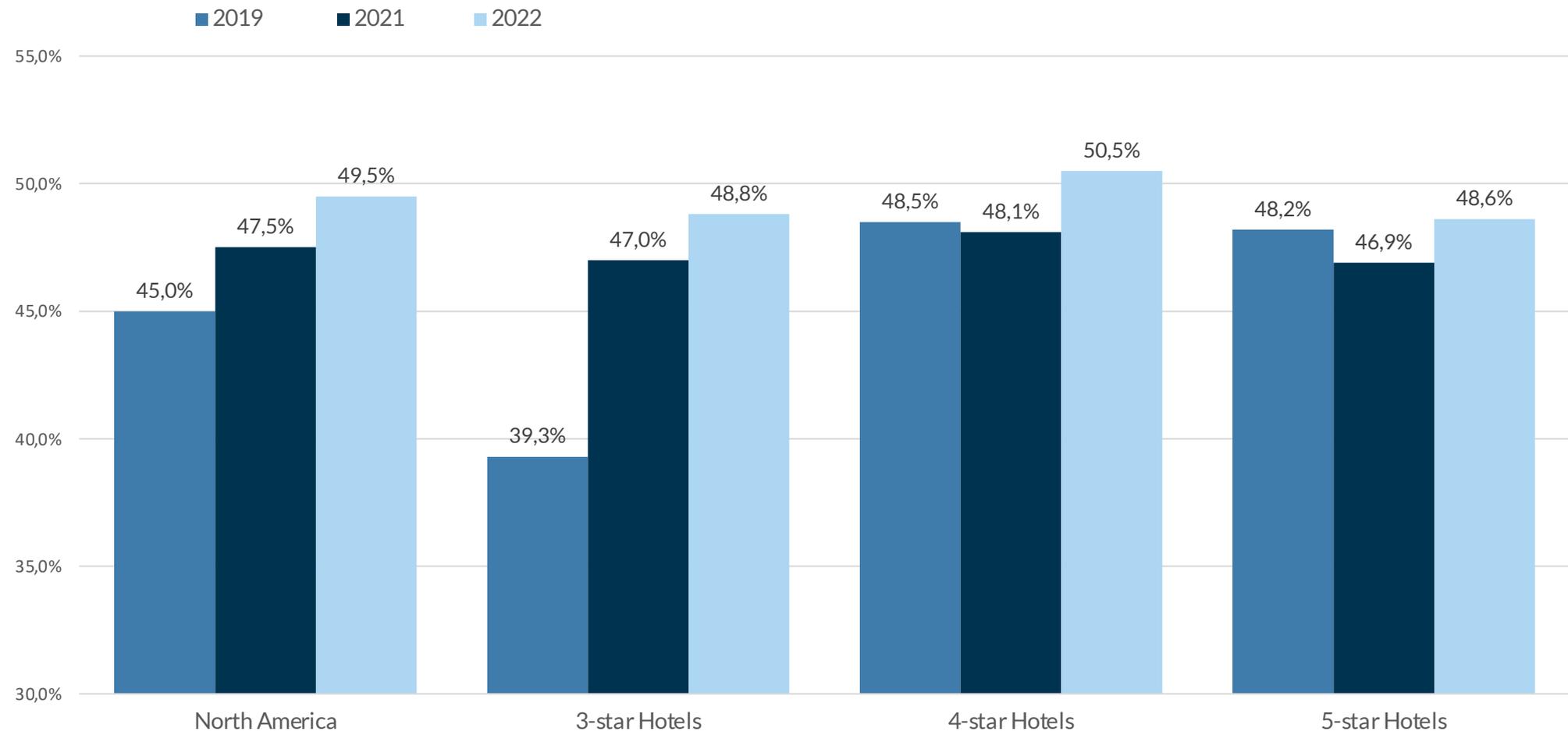
Room		-4.0
Cleanliness		-2.9
Establishment		-2.2
Value		-2.0
Experience		-2.0

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North America Management Responses

Hotels in North America responded to 49.5% of responsible reviews in 2022, an increase of 4.5 points over 2019 and 2.0 points over 2021. However, the region's response rate was 12.4 points lower than the global average of 61.9%. The response rate was relatively consistent across star segments.

| Management Responses Per Category

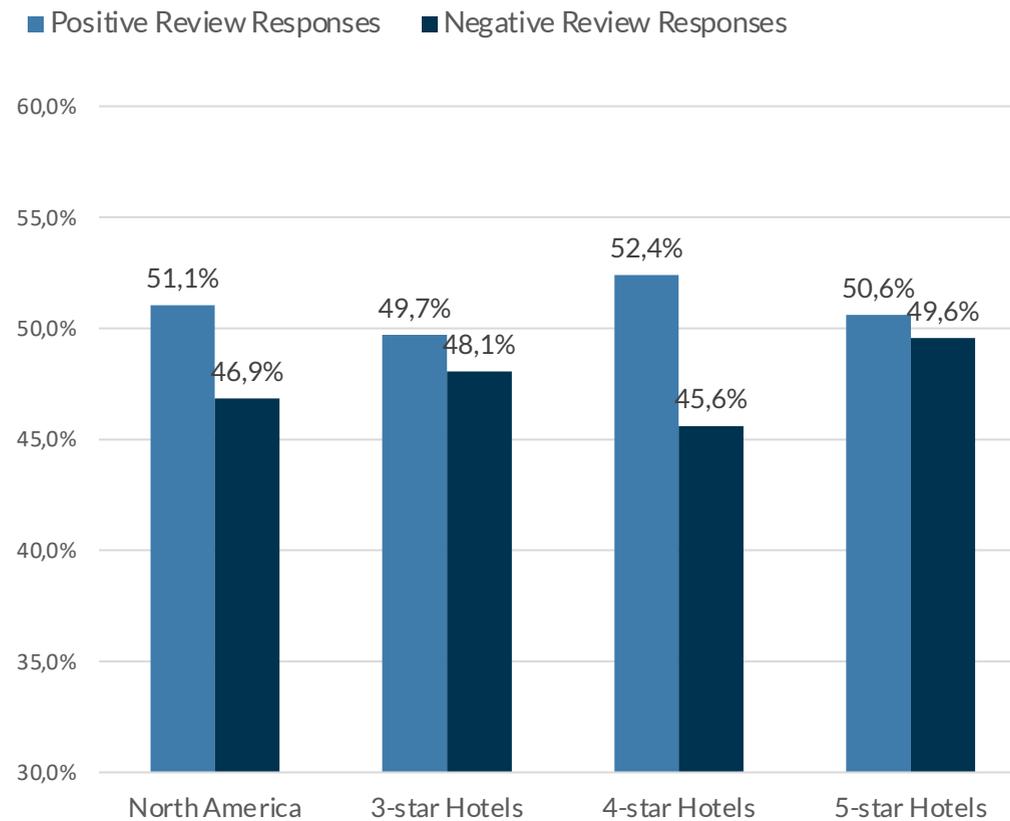


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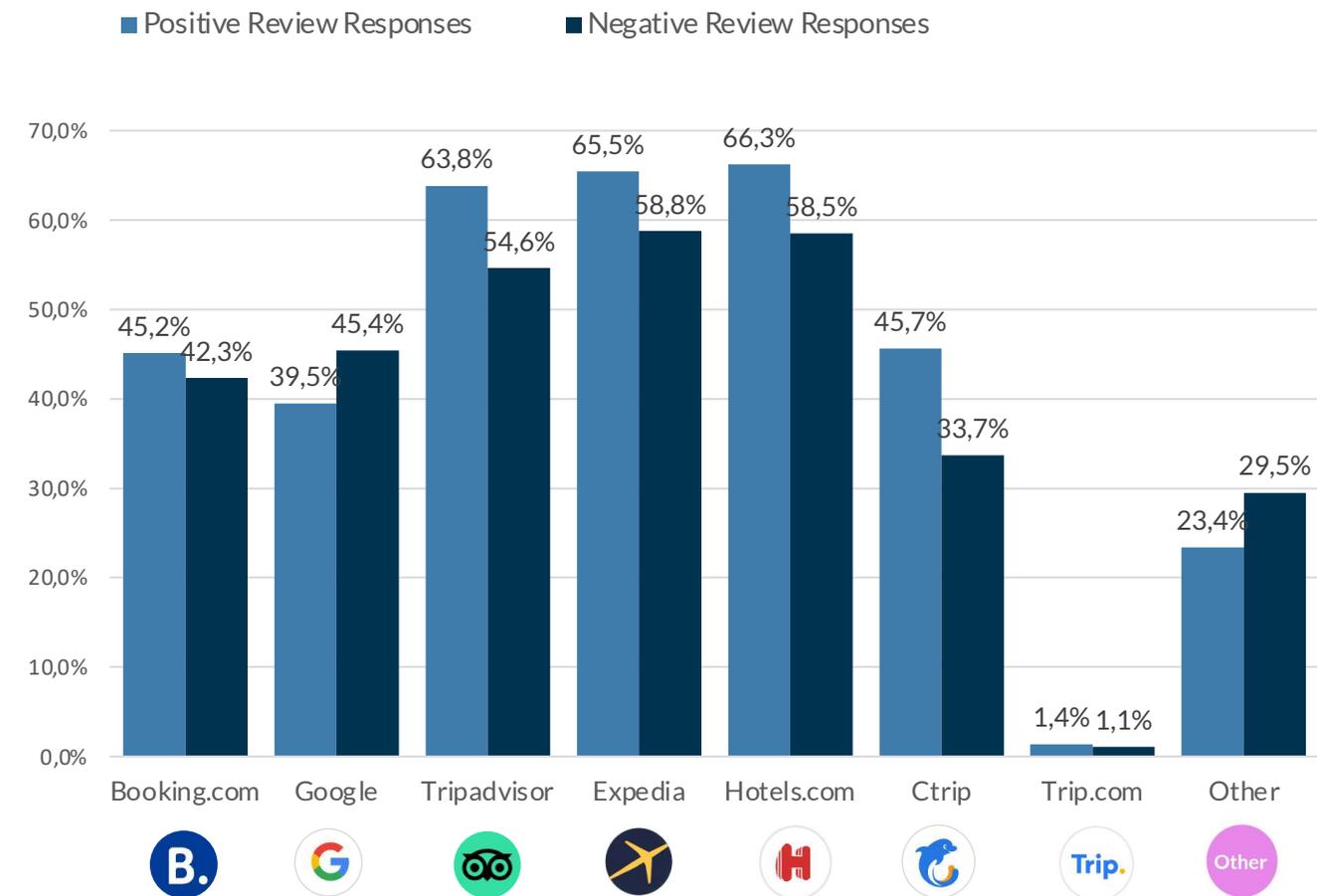
North America Management Responses

Hoteliers in the region responded to 51.1% of positive reviews and 46.9% of negative reviews in 2022. The highest proportion of responses was on Hotels.com (66.3% of positive reviews and 58.5% of negative reviews) and Expedia (65.5% of positive reviews and 58.8% of negative reviews). The lowest proportion of responses was on Google (39.5% of positive reviews and 45.4% of negative reviews) and Booking.com (45.2% of positive reviews and 42.3% of negative reviews).

| Positive/Negative Review Responses Per Category



| Positive/Negative Review Responses Per Source



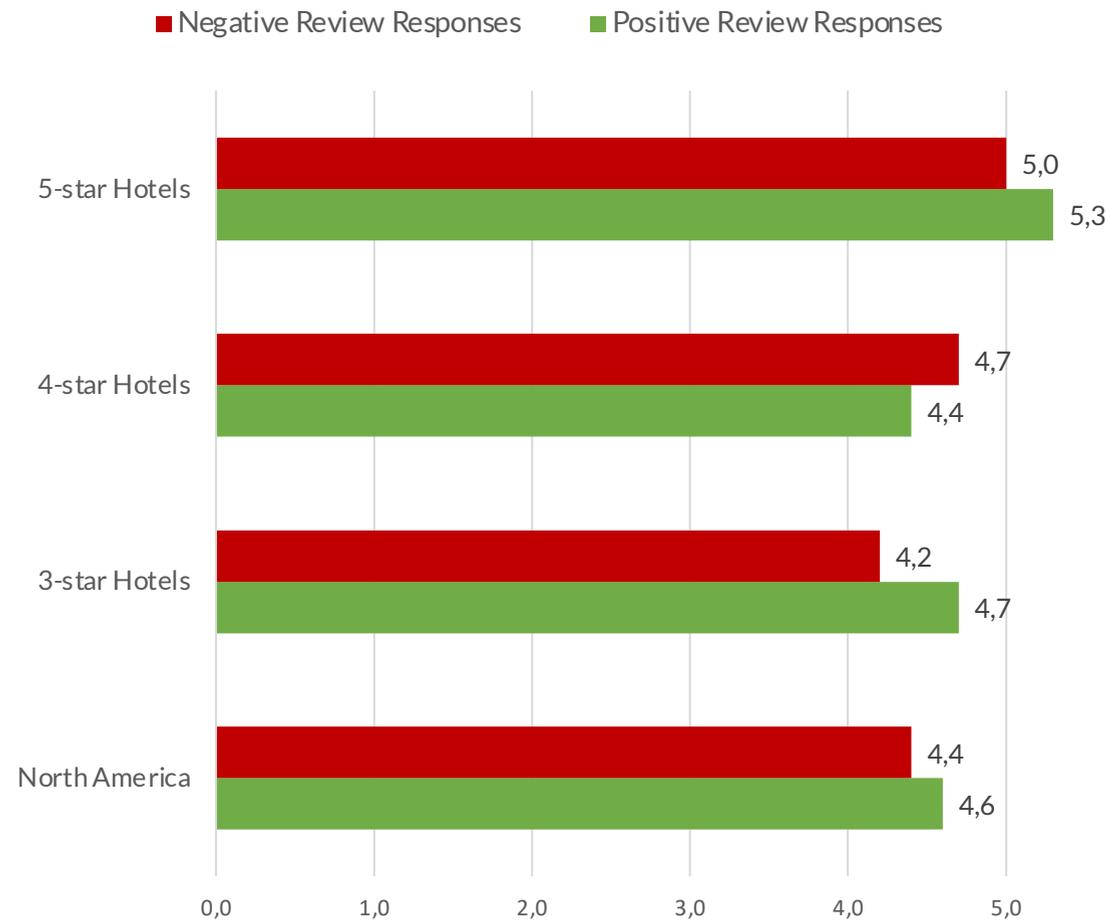
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North America Management Responses

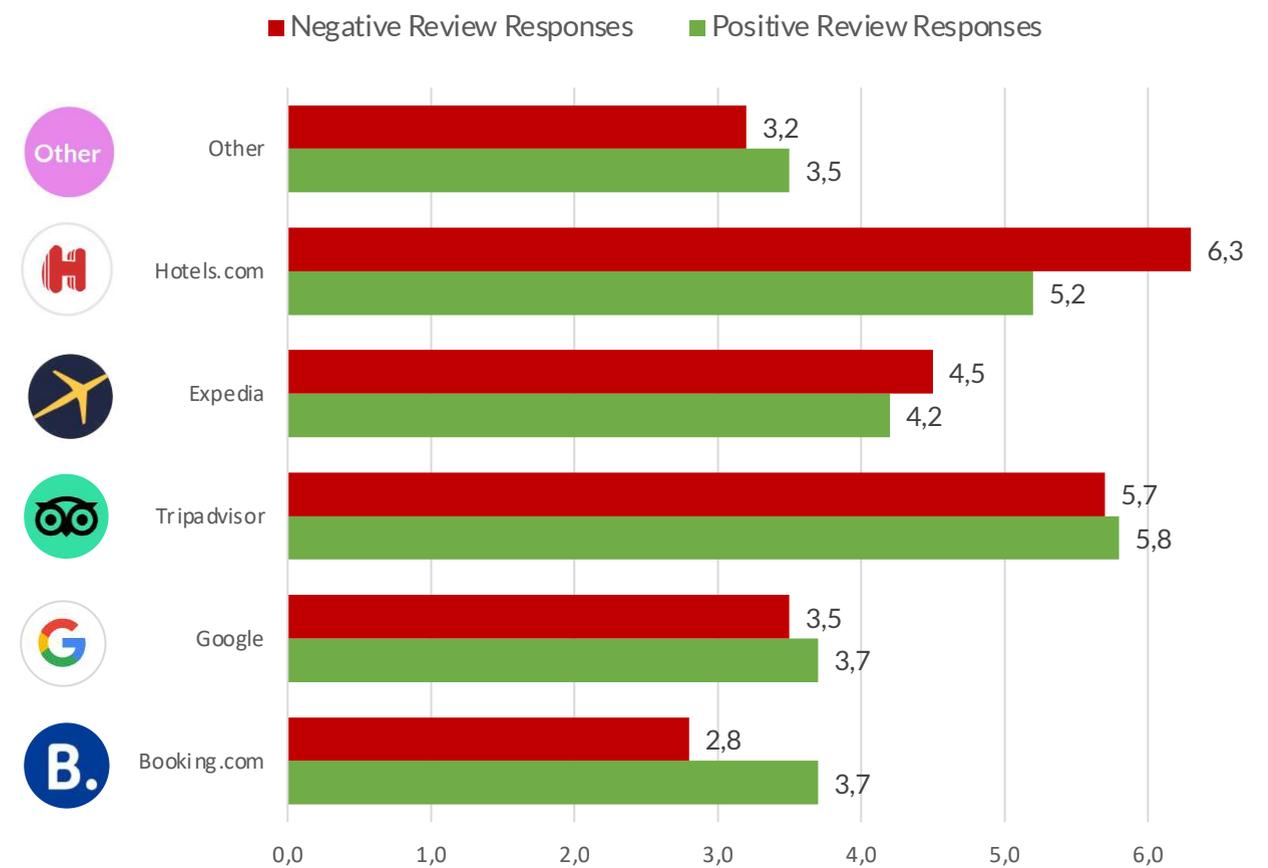
On average, hoteliers in North America took 4.6 days to respond to positive reviews and 4.4 days to respond to negative reviews. Hotels were quicker to respond to reviews on Booking.com and Google than to reviews on Tripadvisor, Hotels.com, and Expedia.

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| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)



Insights & Strategies



Drawing 2022 Insights to Guide 2023 Strategies

With a 2022 Global Review Index™ that was 1.7 points lower than 2019, hotels have some work to do in 2023 to recapture pre-pandemic levels of guest satisfaction.

Here we draw key insights from the report to propose 10 reputation management strategies in 2023.

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1. MINE YOUR OWN DATA FOR INSIGHTS

While this report provides important metrics to benchmark your property's performance against peers in your region and star segment, the real value lies in digging deep into your own data to understand the reasons behind your numbers. This includes analyzing review data by source, department, and country, as well as performing semantic analysis of review comments to quantify guest sentiment, find patterns, and identify the categories with the biggest impacts on review scores.

2. GET READY FOR SHIFTING MARKET SEGMENTS

With international and business travel set to bounce back in 2023, hotels should prepare for changes in market segments and guest demographics. This includes more blended travel, more remote workers, and more travelers from the Asia Pacific region. Different traveler types have different needs and preferences. Review data provides a rich resource for understanding how guest expectations are changing and how to adapt amenities, services, and market positioning to attract the new wave of travelers.

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3. UPDATE STRATEGIES TO MEET TODAY'S REALITIES

The hotel industry is coming out of three years of major disruption, and new ways of doing business have emerged. Online reputation management objectives, strategies, and practices established years ago may no longer fit the realities of today's lean staffing models. Take the time to review your ORM program to ensure review objectives are realistic and achievable. Ensure that top priorities such as monitoring, benchmarking, responding, sharing, and acting on feedback are receiving the attention they merit.

4. INVEST IN YOUR PROPERTY & TEAM

During the pandemic, many hotels put off renovations, capital upgrades, and staff training to save costs. We can see the consequences of these decisions in lower review ratings and negative comments related to rooms, service, facilities, and overall guest experience. In 2023, use review data to build a case for much-needed investments in your property and team. Look for clues in Department Indexes and Semantic Categories and Concepts to prioritize capex projects, training programs, and upgrades to the guest experience.

5. FIND NEW WAYS TO OVERCOME LABOR SHORTAGES

Global labor shortages took a toll on guest satisfaction in 2022 and are expected to last through 2023. As occupancy climbs, hotels will need to find new ways to offset staffing shortages or will risk causing long-term damage to reputation. This may include more competitive compensation packages, more flexibility in scheduling and remote working, more use of automation technology, and more opportunities for team development and upskilling to adapt to new staffing models and job descriptions.

6. RECOGNIZE THAT YOU CAN'T DO IT ALONE

To effectively manage all the complexities of the guest experience in today's tech-driven world, hotels need to take advantage of technology solutions that automate processes and streamline tasks. This includes guest self-service solutions like remote check-in and keyless room entry, guest feedback management tools, solutions for employee and guest communications, and chatbots. By investing in these tools today, hotels will create efficiencies and cost-savings that will help ensure optimal performance in any market conditions.

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7. BALANCE TECHNOLOGY WITH HUMAN SERVICE

As technology plays an increasing role in the guest experience, hotels will need to decide how best to preserve the personal, human service that creates lasting memories and results in rave reviews. This will require determining which guest touchpoints are better automated or employee-delivered and where it's feasible to offer a choice. Pay close attention to feedback in reviews and surveys and consider sending a customized survey to gauge guest attitudes and preferences.

8. STRENGTHEN VALUE PERCEPTION

In 2022, the global Value Index was down 1.5 points over the previous year. While inflation is expected to level off in 2023, room prices will remain high – as will guest expectations. With continued inflation and economic uncertainty in the air, travelers are expected to be more value-driven in 2023. This will put even more pressure on hotels to strengthen value perception, ensuring that standards of quality and service are commensurate with pricing and guest expectations.

9. PRIORITIZE RESPONSES TO NEGATIVE REVIEWS

In 2022, hoteliers responded to 65.1% of positive reviews and only 52.0% of negative reviews. On average, they responded to positive reviews in 4.4 days and to negative reviews in 5.6 days. While the attention to positive reviews is commendable, negative reviews create bad impressions and can act as a deterrent to bookings. In 2023, hotels should shift the balance, making negative reviews the number one priority and striving to respond to within three days or less.

10. PAY CLOSER ATTENTION TO BOOKING.COM

With 41.8% of global reviews and the lowest Source Index of the top review sources in 2022, Booking.com is a force to be reckoned with in 2023. To boost your GRI™, find ways to bring up review scores on Booking.com and maintain a more balanced review distribution strategy. For help, see Shiji ReviewPro's recent webinar on Booking.com, along with a wealth of resources for managing reputation and improving the guest experience in the Education section at reviewpro.shijigroup.com.

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, improving online reputation, and boosting revenue.

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

What lessons from 2022 would you recommend hoteliers use to guide online reputation strategy in 2023?

Here are the highlights from their responses.



One key takeaway is that introducing digital solutions in place of face-to-face encounters is no longer perceived as dehumanising guest experiences. In fact, guests value the opportunity to interact with brands on their preferred platforms.

Data is at the heart of Minor Hotels' initiatives as we work on solutions to questions like, What data/technology can our front-line teams leverage to enhance guest experience? What channels for sharing sentiment would be more convenient for our guests? And how can we access data to identify trends, predict changes, support decision making and ensure our guests feel valued at every step of their journey?

But as always, simple ORM practices are often the most effective. That means replying to guests when they write to us or about us, quickly and with compassion and gratitude.

Caroline Hardman
Group Director, Operational Excellence
Minor Hotels
Bangkok



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In 2022, we saw significant changes in our customers' behaviours and expectations. Quickly understanding and acting on them was vital for developing our brand offering and improving our customer experience. These learnings have formed the foundation for our continuous improvement plans for 2023.

Also key was understanding cultural biases customers may have when rating hotels. For some 7/10 may indicate a disappointing experience; for others it may be high praise. Semantic analysis allowed us to move beyond simply measuring scores to gaining insights into where improvements could be made.

Our last key learning is that authenticity trumps ticking a box. Responding to all feedback is important, but a generic response may do more harm than no response at all. Responding authentically and consistently has more positive impact than simply setting targets to respond to 100% of reviews.

Jonathon Liu
 Chief Commercial Officer
 Clermont Hotel Management Ltd
 London



1. Our vision is to become the brand of choice for guests, owners & talent. Our strategy puts the guest at the forefront of everything we do. We aim to deliver unique experiences across the guest journey and use semantic analysis and consumer insights to modify existing experiences or create relevant ones. This ensures we deliver Memorable Moments every day.

2. Continuous monitoring and reporting of performance against targets enables us to detect drops in online reputation and react quickly. Anticipating the effects of elements outside our control (such as energy shortages or supply chain issues) and setting up corrective actions helps us mitigate the negative impact.

3. Lastly, our goal for 2023 is to continue to empower and educate our team members and owners on the importance of online reputation, fostering a culture of continuous improvement.

Janet Wernli
 Director, Global Brand Experience & Quality
 Radisson Hotel Group
 Brussels



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1. **Stay agile.** To avoid compromising brand standards during staffing shortages, invest in employees and retain your best talent. Consider automating more tasks such as a chatbot to relieve pressure on operations. And manage reputation across the organization, from operations to reservations and marketing.
2. **React fast and adapt to change.** Organizations can recover quickly from a drop in the GRI™ by reacting quickly to remedy shortfalls in service and quality. Make full use of your review data, decide what needs to improve, and manage guest expectations.
3. **Recognize the importance of reputation.** Consumers are traveling more and in shorter booking windows. They have learned not to take travel for granted, and they're booking online more than ever. A positive online reputation, rave reviews, and thoughtful responses will make a huge impact on traveler booking decisions.

James Liaw
 Senior Director, Account Management
 Shiji
 Singapore



- Lesson 1:** Focus on balancing guest expectations and operational reality to protect online reputation. Remember: guest experience starts before guest's arrival to the hotel.
- Lesson 2:** Focus on balancing revenue and operations during high season to protect 'value for money'.
- Lesson 3:** Communication and Technology are best friends. There is so much we can do to improve guest satisfaction and technology is a good pillar to lean on to improve communication with our guests.

Monica Pascual
 Global Distribution & ORM Assistant Manager
 Silken Hoteles
 Spain



Stay Tuned for More Reports

As the global hotel industry continues its recovery in 2023, the team at Shiji ReviewPro looks forward to sharing more data reports, client success stories, and expert insights to help hoteliers navigate their path.

To be alerted of future reports and learning opportunities, be sure to [sign up for our newsletter](#).

In the meantime, you'll find lots more industry data tips, and best practices on the following sites:

- Shiji ReviewPro's [Education Hub](#)
- Shiji ReviewPro's [YouTube Channel](#)
- Shiji [Insights](#)
- The Shiji Buzz [Knowledge Hub](#)



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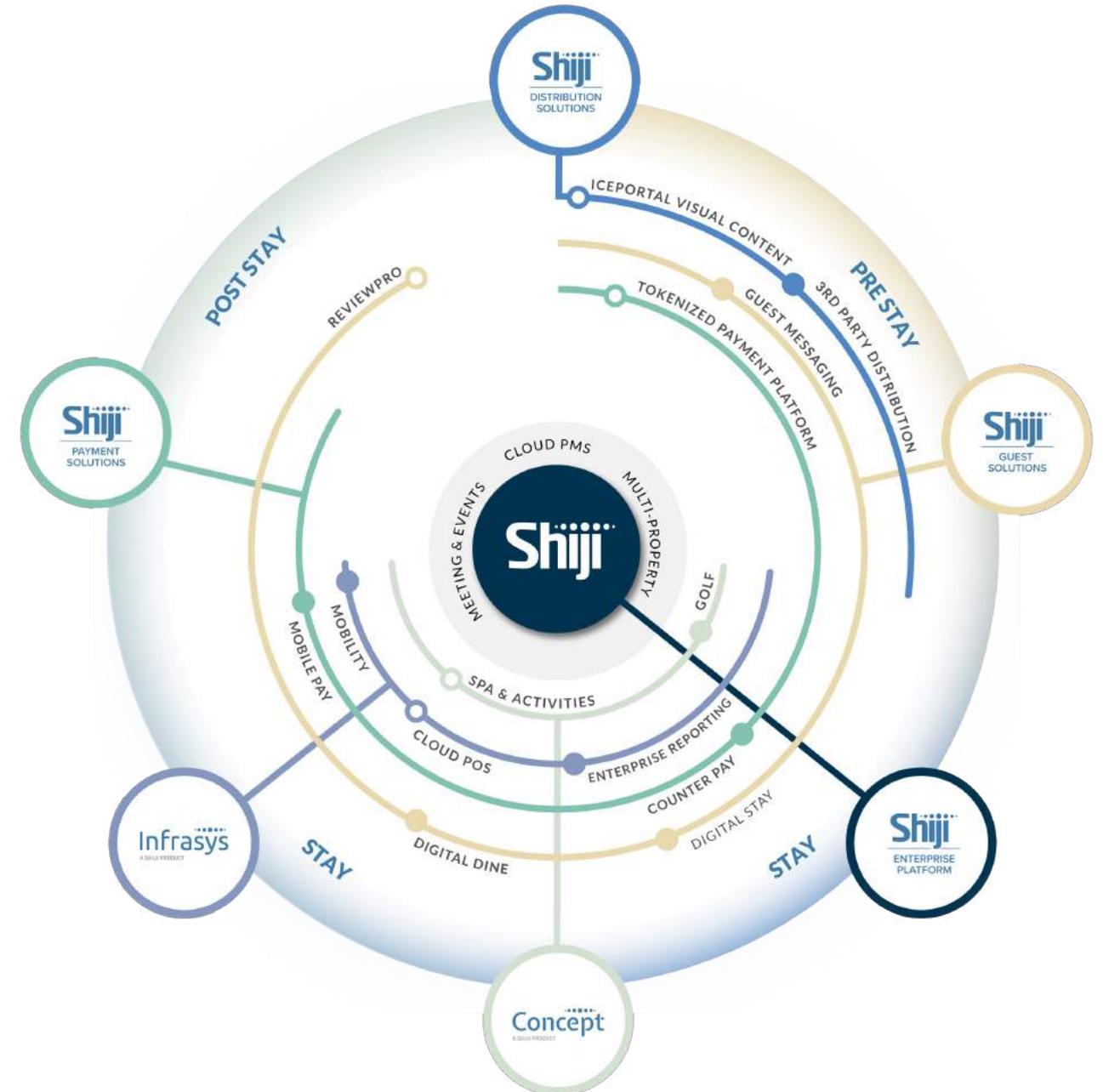


About Shiji ReviewPro

Shiji ReviewPro 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 ReviewPro offers the technology, support, and education to empower you to be better. Join us.



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HOTEL TYPE	GRI Q4 2022	YEARLY GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Global	84,3%	84,3%	-0,3	-0,1	0,3	-0,5	-1,7
3-star Hotels	80,5%	80,8%	-0,8	-0,5	0,3	-0,8	-2,0
4-star Hotels	84,6%	84,5%	-0,1	0,1	0,4	-0,4	-1,7
5-star Hotels	88,4%	88,4%	0,0	-0,1	0,1	-0,2	-1,4

Q4 2022 - Review Sources

SOURCE	REVIEW VOLUME Q4 2022	REVIEW TOT VOLUME 2022	% CHANGE Q4 22 VS Q1 22	% CHANGE Q4 22 VS Q2 22	% CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	1 504 492	6 132 521	11,4%	-1,6%	-14,7%	20,2%	-29,3%
Booking.com	622 021	2 564 010	17,2%	-1,8%	-18,7%	52,0%	2,1%
Google	467 785	1 800 704	16,9%	1,1%	-9,6%	23,4%	-34,2%
Tripadvisor	186 617	726 186	29,0%	3,5%	-14,0%	48,3%	-38,5%
Expedia	48 109	300 260	-51,5%	-33,0%	-24,0%	-34,0%	-41,6%
Hotels.com	35 290	170 440	-12,0%	-14,6%	-22,9%	-6,5%	-39,0%
Ctrip	18 185	74 967	-40,3%	144,9%	-3,8%	-53,6%	-65,5%
Trip.com	14 190	59 761	-32,0%	105,8%	-12,8%	-43,8%	-59,7%
Other	112 295	436 193	32,1%	-9,4%	-5,5%	-22,5%	-60,0%

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Q4 2022 – Marketing Share Review Volume

ALL SOURCES	SHARE OF REVIEWS Q4 2022	YEARLY SHARE OF REV. 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Booking.com	41,3%	41,8%	2,1	-0,1	-2,1	8,8	12,9
Google	31,1%	29,4%	1,5	0,8	1,7	0,8	-2,2
Tripadvisor	12,4%	11,8%	1,7	0,6	0,1	2,2	-1,8
Expedia	3,2%	4,9%	-4,1	-1,5	-0,4	-4,0	-1,0
Hotels.com	2,3%	2,8%	-0,6	-0,4	-0,3	-0,8	-0,4
Ctrip	1,2%	1,2%	-1,0	0,7	0,1	-1,9	-1,3
Trip.com	0,9%	1,0%	-0,6	0,5	0,0	-1,1	-0,7
Other	7,5%	7,1%	1,2	-0,6	0,7	-3,9	-5,4

Q4 2022 – Global Review Source Index

ALL SOURCES	SOURCE GRI Q4 2022	YEARLY SOURCE GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	84,3%	84,3%	-0,3	-0,1	0,3	-0,5	-1,7
Booking.com	81,5%	81,5%	-0,2	-0,1	0,1	-0,2	-3,2
Google	84,8%	84,8%	-0,1	-0,1	0,4	-0,9	-1,3
Tripadvisor	83,1%	83,2%	-0,2	-0,5	0,2	-0,9	-0,9
Expedia	84,3%	84,5%	-0,4	-0,4	-0,2	0,0	-0,6
Hotels.com	84,9%	85,0%	-0,4	-0,1	0,1	-0,2	-0,8
Ctrip	90,9%	91,1%	-0,1	-0,7	0,0	-0,7	0,0
Trip.com	88,4%	89,3%	-1,5	-1,7	-0,4	-1,3	-1,2

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Q4 2022 – Departments

HOTEL TYPE	SERVICE GRI YEARLY 2019	SERVICE GRI YEARLY 2021	SERVICE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Global	87,2%	84,8%	86,1%	-0,7	0,5	1,3	-1,1
3-star Hotels	84,3%	82,5%	81,3%	-2,6	0,9	-1,2	-3,0
4-star Hotels	86,8%	86,2%	85,7%	-0,7	0,6	-0,5	-1,1
5-star Hotels	90,3%	89,9%	89,6%	0,0	0,3	-0,3	-0,7

Q4 2022 – Departments

HOTEL TYPE	CLEANLINESS GRI YEARLY 2019	CLEANLINESS GRI YEARLY 2021	CLEANLINESS GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Global	88,7%	87,8%	87,2%	-1,2	0,4	-0,6	-1,5
3-star Hotels	85,2%	81,7%	80,2%	-4,7	0,8	-1,5	-5,0
4-star Hotels	88,3%	87,5%	87,2%	-0,9	0,2	-0,3	-1,1
5-star Hotels	91,9%	91,8%	91,8%	0,5	0,3	0,0	-0,1

Q4 2022 – Departments

HOTEL TYPE	LOCATION GRI YEARLY 2019	LOCATION GRI YEARLY 2021	LOCATION GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Global	89,8%	90,5%	89,9%	0,5	0,4	-0,6	0,1
3-star Hotels	87,9%	87,8%	86,7%	-0,7	0,7	-1,1	-1,2
4-star Hotels	89,5%	90,2%	89,9%	0,6	0,4	-0,3	0,4
5-star Hotels	91,6%	92,3%	92,0%	0,8	0,1	-0,3	0,4

Q4 2022 – Departments

HOTEL TYPE	ROOM GRI YEARLY 2019	ROOM GRI YEARLY 2021	ROOM GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Global	84,9%	85,6%	84,4%	-0,7	-0,3	-1,2	-0,5
3-star Hotels	80,0%	79,5%	77,7%	-2,9	-0,1	-1,8	-2,3
4-star Hotels	84,5%	85,1%	84,0%	-0,9	-0,6	-1,1	-0,5
5-star Hotels	89,2%	89,7%	89,1%	0,0	-0,3	-0,6	-0,1

Q4 2022 – Departments

HOTEL TYPE	VALUE GRI YEARLY 2019	VALUE GRI YEARLY 2021	VALUE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Global	82,5%	82,6%	81,1%	-0,7	0,6	-1,5	-1,4
3-star Hotels	80,0%	78,5%	76,0%	-3,2	0,9	-2,5	-4,0
4-star Hotels	82,0%	82,2%	81,0%	-0,4	0,6	-1,2	-1,0
5-star Hotels	85,0%	85,5%	84,5%	0,2	0,3	-1,0	-0,5

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Q4 2022 – Semantics

SOURCE	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Global	74,2%	71,4%	72,4%	-1,0	1,8	-1,8	1,0
Booking.com	63,7%	61,7%	61,7%	-1,9	0,6	-2,0	0,0
Google	78,8%	75,4%	76,3%	-1,8	1,4	-2,5	0,9
Tripadvisor	78,3%	78,8%	78,6%	0,1	1,0	0,3	-0,2
Expedia	71,3%	64,3%	65,6%	-5,5	-0,5	-5,7	1,3
Hotels.com	69,6%	65,0%	64,7%	-4,1	-2,1	-4,9	-0,3
Ctrip	80,0%	85,8%	86,1%	4,8	-1,5	6,1	0,3
Holidaycheck	81,4%	80,5%	83,4%	2,4	3,6	2,0	2,9
Other	74,0%	73,1%	74,1%	0,0	-0,5	0,1	1,0

Q4 2022 – Semantics

SOURCE	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Global	25,8%	28,6%	27,6%	1,0	-1,8	1,8	-1,0
Booking.com	36,3%	38,3%	38,3%	1,9	-0,6	2,0	0,0
Google	21,2%	24,6%	23,7%	1,8	-1,4	2,5	-0,9
Tripadvisor	21,7%	21,2%	21,4%	-0,1	-1,0	-0,3	0,2
Expedia	28,7%	35,7%	34,4%	5,5	0,5	5,7	-1,3
Hotels.com	30,4%	35,0%	35,3%	4,1	2,1	4,9	0,3
Ctrip	20,0%	14,2%	13,9%	-4,8	1,5	-6,1	-0,3
Holidaycheck	18,6%	19,5%	16,6%	-2,4	-3,6	-2,0	-2,9
Other	26,0%	26,9%	25,9%	0,0	0,5	-0,1	-1,0

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SOURCE	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21	SHARE OF POSITIVE MENTIONS 2022
All Sources	20 973 423	10 753 106	14 535 587	-25,9%	7,6%	-30,7%	35,2%	100,0%
Booking.com	4 073 604	2 555 075	3 471 984	-18,5%	-3,2%	-14,8%	35,9%	23,9%
Google	2 578 581	2 037 153	3 164 264	36,4%	29,9%	22,7%	55,3%	21,8%
Tripadvisor	9 029 635	3 287 560	5 181 564	-33,7%	29,2%	-42,6%	57,6%	35,6%
Expedia	1 007 444	826 989	646 284	-46,0%	-48,2%	-35,8%	-21,9%	4,4%
Hotels.com	489 545	276 845	228 265	-58,0%	-47,2%	-53,4%	-17,5%	1,6%
Ctrip	284 879	234 878	124 692	-51,7%	-49,1%	-56,2%	-46,9%	0,9%
Holidaycheck	1 018 208	265 385	627 666	-42,0%	31,2%	-38,4%	136,5%	4,3%
Other	2 491 527	1 269 221	1 090 868	-52,2%	-20,3%	-56,2%	-14,1%	7,5%

Q4 2022 – Semantics

SOURCE	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21	SHARE OF NEGATIVE MENTIONS 2022
All Sources	7 309 769	4 307 267	5 541 190	-21,9%	-1,8%	-24,2%	28,6%	100,0%
Booking.com	2 322 160	1 583 375	2 155 219	-11,9%	-6,0%	-7,2%	36,1%	38,9%
Google	692 388	663 518	982 871	52,2%	20,2%	42,0%	48,1%	17,7%
Tripadvisor	2 496 824	881 871	1 410 756	-34,3%	21,7%	-43,5%	60,0%	25,5%
Expedia	404 584	458 190	339 004	-30,4%	-47,0%	-16,2%	-26,0%	6,1%
Hotels.com	213 467	149 317	124 706	-49,6%	-42,2%	-41,6%	-16,5%	2,3%
Ctrip	71 006	38 915	20 158	-66,6%	-41,7%	-71,6%	-48,2%	0,4%
Holidaycheck	232 897	64 142	124 504	-51,0%	2,2%	-46,5%	94,1%	2,2%
Other	876 443	467 939	383 972	-51,8%	-16,2%	-56,2%	-17,9%	6,9%

Q4 2022 – Semantics

SOURCE	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	28 283 192	15 060 373	20 076 777	-1 555 561	224 387	-8 206 415	5 016 404
Booking.com	6 395 764	4 138 450	5 627 203	-229 249	-53 546	-768 561	1 488 753
Google	3 270 969	2 700 671	4 147 135	298 636	228 039	876 166	1 446 464
Tripadvisor	11 526 459	4 169 431	6 592 320	-823 506	348 457	-4 934 139	2 422 889
Expedia	1 412 028	1 285 179	985 288	-123 306	-159 095	-426 740	-299 891
Hotels.com	703 012	426 162	352 971	-85 713	-57 766	-350 041	-73 191
Ctrip	355 885	273 793	144 850	-41 873	-32 666	-211 035	-128 943
Holidaycheck	1 251 105	329 527	752 170	-151 748	39 948	-498 935	422 643
Other	3 367 970	1 737 160	1 474 840	-396 910	-87 161	-1 893 130	-262 320

Q4 2022 – Semantics

SOURCE MARKET SHARE

SOURCE	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
Booking.com	22,6%	27,5%	28,0%	2,6	-2,5	5,4	0,5
Google	11,6%	17,9%	20,7%	10,4	4,0	9,1	2,7
Tripadvisor	40,8%	27,7%	32,8%	-4,6	6,1	-7,9	5,2
Expedia	5,0%	8,5%	4,9%	-1,1	-3,7	-0,1	-3,6
Hotels.com	2,5%	2,8%	1,8%	-1,0	-1,4	-0,7	-1,1
Ctrip	1,3%	1,8%	0,7%	-0,5	-0,8	-0,5	-1,1
Holidaycheck	4,4%	2,2%	3,7%	-1,4	0,7	-0,7	1,6
Other	11,9%	11,5%	7,3%	-4,4	-2,3	-4,6	-4,2

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Q4 2022 – Language

LANGUAGE	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	74,2%	71,4%	72,4%	-1,0	1,8	-1,8	1,0
English	73,7%	69,6%	71,0%	-2,0	1,6	-2,7	1,4
Spanish	71,8%	70,2%	71,1%	-0,6	2,8	-0,7	0,9
German	78,4%	76,9%	78,5%	0,8	2,5	0,1	1,6
Italian	73,8%	71,1%	71,0%	-1,3	1,1	-2,8	-0,1
Portuguese	71,0%	67,7%	65,9%	-3,7	1,9	-5,1	-1,8
French	72,1%	72,2%	70,2%	-1,5	0,2	-1,9	-2,0
Chinese	81,8%	86,0%	86,4%	4,0	-1,0	4,6	0,4
Other	75,6%	77,4%	80,0%	6,0	6,0	4,4	2,6

Q4 2022 – Global Review Source Index

LANGUAGE	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	25,8%	28,6%	27,6%	1,0	-1,8	1,8	-1,0
English	26,3%	30,4%	29,0%	2,0	-1,6	2,7	-1,4
Spanish	28,2%	29,8%	28,9%	0,6	-2,8	0,7	-0,9
German	21,6%	23,1%	21,5%	-0,8	-2,5	-0,1	-1,6
Italian	26,2%	28,9%	29,0%	1,3	-1,1	2,8	0,1
Portuguese	29,0%	32,3%	34,1%	3,7	-1,9	5,1	1,8
French	27,9%	27,8%	29,8%	1,5	-0,2	1,9	2,0
Chinese	18,2%	14,0%	13,6%	-4,0	1,0	-4,6	-0,4
Other	24,4%	22,6%	20,0%	-6,0	-6,0	-4,4	-2,6

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LANGUAGE	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21	SHARE OF POSITIVE MENTIONS Q4 2022
All Languages	20 973 423	10 753 106	14 535 587	-25,9%	7,6%	-30,7%	35,2%	
English	13 707 868	6 892 302	9 177 875	-26,4%	11,5%	-33,0%	33,2%	63,1%
Spanish	1 447 222	835 372	1 098 333	-72,8%	-61,7%	-24,1%	31,5%	7,6%
German	2 070 390	679 049	1 396 060	-83,3%	-69,3%	-32,6%	105,6%	9,6%
Italian	320 873	45 198	154 086	-38,5%	96,6%	-52,0%	240,9%	1,1%
Portuguese	688 785	470 937	534 066	-31,8%	-28,5%	-22,5%	13,4%	3,7%
French	957 488	374 945	637 700	-25,9%	16,5%	-33,4%	70,1%	4,4%
Chinese	653 627	552 267	364 170	-43,0%	-41,7%	-44,3%	-34,1%	2,5%
Other	1 127 170	903 036	1 173 297	175,9%	154,3%	4,1%	29,9%	8,1%

Q4 2022 – Semantic Language

LANGUAGE	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21	SHARE OF NEGATIVE MENTIONS Q4 22
All Languages	7 309 769	4 307 267	5 541 190	-21,9%	-1,8%	-24,2%	28,6%	
English	4 889 048	3 010 431	3 748 710	-18,5%	3,1%	-23,3%	24,5%	67,7%
Spanish	568 492	354 616	444 269	-22,9%	-8,6%	-21,9%	25,3%	8,0%
German	570 825	203 980	382 360	-38,2%	3,3%	-33,0%	87,5%	6,9%
Italian	113 809	18 372	62 928	-34,2%	86,8%	-44,7%	242,5%	1,1%
Portuguese	280 788	224 686	276 072	-19,1%	-34,4%	-1,7%	22,9%	5,0%
French	371 012	144 369	271 110	-20,4%	15,1%	-26,9%	87,8%	4,9%
Chinese	152 652	89 904	57 334	-58,5%	-36,0%	-62,4%	-36,2%	1,0%
Other	363 143	260 909	298 407	-19,3%	-23,8%	-17,8%	14,4%	5,4%

Q4 2022 – Semantic Language

LANGUAGE	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	28 283 192	15 060 373	20 076 777	-1 555 561	224 387	-8 206 415	5 016 404
English	18 596 916	9 902 733	12 926 585	-980 088	251 640	-5 670 331	3 023 852
Spanish	2 015 714	1 189 988	1 542 602	-256 889	-147 355	-473 112	352 614
German	2 641 215	883 029	1 778 420	-518 054	-205 817	-862 795	895 391
Italian	434 682	63 570	217 014	-32 112	26 000	-217 668	153 444
Portuguese	969 573	695 623	810 138	-62 498	-70 192	-159 435	114 515
French	1 328 500	519 314	908 810	-63 027	27 121	-419 690	389 496
Chinese	806 279	642 171	421 504	-87 511	-72 666	-384 775	-220 667
Other	1 490 313	1 163 945	1 471 704	442 702	415 656	-18 609	307 759

Q4 2022 – Semantic Language

SOURCE MARKET SHARE

LANGUAGE	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
English	65,8%	65,8%	64,4%	0,4	2,4	-1,4	-1,4
Spanish	7,1%	7,9%	7,7%	-3,2	-3,5	0,6	-0,2
German	9,3%	5,9%	8,9%	-7,3	-4,8	-0,5	3,0
Italian	1,5%	0,4%	1,1%	-0,2	0,5	-0,5	0,7
Portuguese	3,4%	4,6%	4,0%	-0,2	-1,7	0,6	-0,6
French	4,7%	3,4%	4,5%	0,0	0,4	-0,2	1,1
Chinese	2,9%	4,3%	2,1%	-0,8	-1,7	-0,8	-2,2
Other	5,3%	7,7%	7,3%	11,3	8,5	2,1	-0,4

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Q4 2022 – Semantic Language

CATEGORY	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	67,6%	63,7%	61,9%	-4,6	0,8	-5,7	-1,8
Cleanliness	70,6%	65,6%	67,0%	-2,3	1,6	-3,6	1,4
Food & Drinks	76,6%	74,0%	75,8%	0,2	2,5	-0,8	1,8
Establishment	79,9%	78,2%	78,8%	-0,5	1,1	-1,1	0,6
Facilities	69,6%	63,7%	66,5%	-1,9	3,4	-3,1	2,8
Service	78,4%	76,7%	78,2%	0,7	3,0	-0,2	1,5
Value	57,4%	54,7%	55,7%	-1,1	1,7	-1,7	1,0
Staff	85,3%	84,6%	85,5%	0,2	1,6	0,2	0,9
Experience	82,3%	81,4%	82,5%	0,2	1,6	0,2	1,1

Q4 2022 – Semantic Language

CATEGORY	POSITIVE IMPACT TOT 2019	POSITIVE IMPACT TOT 2021	POSITIVE IMPACT TOT 2022
Room	0,1	-	-
Cleanliness	0,3	0,3	0,4
Food & Drinks	0,4	0,3	0,4
Establishment	0,3	0,3	0,3
Facilities	0,1	-	0,1
Service	0,3	0,4	0,5
Value	-	-	-
Staff	0,6	0,6	0,7
Experience	0,6	0,8	0,9

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Q4 2022 – Semantic Language

CATEGORY	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	32,4%	36,3%	38,1%	4,6	-0,8	5,7	1,8
Cleanliness	29,4%	34,4%	33,0%	2,3	-1,6	3,6	-1,4
Food & Drinks	23,4%	26,0%	24,2%	-0,2	-2,5	0,8	-1,8
Establishment	20,1%	21,8%	21,2%	0,5	-1,1	1,1	-0,6
Facilities	30,4%	36,3%	33,5%	1,9	-3,4	3,1	-2,8
Service	21,6%	23,3%	21,8%	-0,7	-3,0	0,2	-1,5
Value	42,6%	45,3%	44,3%	1,1	-1,7	1,7	-1,0
Staff	14,7%	15,4%	14,5%	-0,2	-1,6	-0,2	-0,9
Experience	17,7%	18,6%	17,5%	-0,2	-1,6	-0,2	-1,1

Q4 2022 – Semantic Language

CATEGORY	NEGATIVE IMPACT TOT 2019	NEGATIVE IMPACT TOT 2021	NEGATIVE IMPACT TOT 2022
Room	-1,8	-2,2	-2,3
Cleanliness	-1,2	-1,6	-1,7
Food & Drinks	-1,1	-1,3	-1,4
Establishment	-1,1	-1,4	-1,5
Facilities	-0,9	-1,1	-1,1
Service	-0,7	-1,0	-1,0
Value	-0,9	-1,1	-1,1
Staff	-0,8	-1,0	-1,1
Experience	-0,8	-1,2	-1,2

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Q4 2022 – Management response Hotel Type

HOTEL TYPE	REVIEW RESPONSES TOT 2019	REVIEW RESPONSES TOT 2021	REVIEW RESPONSES TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Global	55,9%	58,8%	61,9%	6,5	5,5	6,0	3,1
3-star Hotels	45,6%	51,3%	56,2%	6,4	2,2	10,6	4,9
4-star Hotels	57,3%	57,6%	61,7%	5,7	6,9	4,4	4,1
5-star Hotels	61,6%	65,8%	70,0%	9,0	6,5	8,4	4,2

Q4 2022 – Management response Hotel Type

HOTEL TYPE	RESPONDABLE REVIEWS TOT 2019	RESPONDABLE REVIEWS TOT 2021	RESPONDABLE REVIEWS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
Global	5 504 279	3 313 019	3 986 626	-25,1%	-2,4%	-27,6%	20,3%
3-star Hotels	1 319 333	798 433	988 353	-25,0%	-5,9%	-25,1%	23,8%
4-star Hotels	2 183 888	1 302 626	1 566 802	-24,9%	-0,8%	-28,3%	20,3%
5-star Hotels	1 754 572	1 037 243	1 215 585	-27,4%	-0,8%	-30,7%	17,2%

Q4 2022 – Average response time - to positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	3,2	3,6
Google	3,0	4,2
Tripadvisor	4,6	6,1
Expedia	3,6	3,8
Hotels.com	1,5	1,6
Ctrip	-	-
Trip.com	-	-
Other	4,4	5,5
	DAYS	DAYS

Q4 2022 – Average response time - per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21
Booking.com	11,7	5,2	3,3	268 630	-8,4	-1,9
Google	5,0	4,4	3,1	303 194	-1,9	-1,3
Tripadvisor	5,5	6,1	4,7	186 396	-0,8	-1,4
Expedia	5,0	3,9	3,6	47 260	-1,4	-0,3
Hotels.com	27,5	7,1	1,5	15 058	-26,0	-5,6
Ctrip	-	-	-	18 173	---	---
Trip.com	-	-	-	14 164	---	---
Other	19,1	6,9	4,5	99 681	-14,6	-2,4
	DAYS	DAYS	DAYS			

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Q4 2022 – Yearly average response time - to positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	5,1	5,7
Google	2,5	4,7
Tripadvisor	4,5	6,9
Expedia	3,4	7,2
Hotels.com	8,3	8,7
Ctrip	-	-
Trip.com	4,5	6,9
Other	4,3	6,7
	DAYS	DAYS

Q4 2022 – Average response time - per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	10,0	6,2	4,4	1 271 426	-5,6	-1,8
Google	5,8	5,4	3,5	1 154 486	-2,3	-1,9
Tripadvisor	6,0	6,9	5,2	725 967	-0,8	-1,7
Expedia	6,8	6,5	4,8	254 908	-2,0	-1,7
Hotels.com	16,3	9,7	6,5	75 672	-9,8	-3,2
Ctrip	-	-	-	74 955	---	---
Trip.com	-	-	-	59 735	---	---
Other	27,5	9,0	5,7	369 122	-21,8	-3,3

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Q4 2022 – Average response rate- to positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	60,3%	53,1%
Google	66,0%	46,1%
Tripadvisor	80,3%	68,6%
Expedia	67,6%	62,6%
Hotels.com	61,8%	53,2%
Ctrip	84,5%	68,5%
Trip.com	67,5%	52,0%
Other	56,9%	39,5%

Q4 2022 – Average response time - per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS Q4 2022	% CHANGE Q4 22 VS 21	% CHANGE Q4 22 VS 21
Booking.com	53,0%	52,8%	58,7%	268 630	5,7	5,9
Google	47,1%	47,6%	55,4%	303 194	8,3	7,8
Tripadvisor	74,3%	72,1%	71,2%	186 396	-3,1	-0,9
Expedia	60,0%	53,0%	57,2%	47 260	-2,8	4,2
Hotels.com	47,8%	49,9%	54,4%	15 058	6,6	4,5
Ctrip	7,3%	7,3%	9,9%	18 173	2,6	2,6
Trip.com	10,0%	7,5%	12,7%	14 164	2,7	5,2
Other	49,3%	48,1%	45,9%	99 681	-3,4	-2,2

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Q4 2022 – Average response rate - to positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	58,4%	50,8%
Google	62,2%	46,6%
Tripadvisor	79,6%	65,4%
Expedia	67,7%	62,9%
Hotels.com	64,4%	57,5%
Ctrip	82,0%	73,1%
Trip.com	70,0%	59,7%
Other	55,1%	38,4%

Q4 2022 – Average response time - per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS Q4 2022	% CHANGE Q4 22 VS 21	% CHANGE Q4 22 VS 21
Booking.com	53,0%	52,8%	58,7%	268 630	5,7	5,9
Google	47,1%	47,6%	55,4%	303 194	8,3	7,8
Tripadvisor	74,3%	72,1%	71,2%	186 396	-3,1	-0,9
Expedia	60,0%	53,0%	57,2%	47 260	-2,8	4,2
Hotels.com	47,8%	49,9%	54,4%	15 058	6,6	4,5
Ctrip	7,3%	7,3%	9,9%	18 173	2,6	2,6
Trip.com	10,0%	7,5%	12,7%	14 164	2,7	5,2
Other	49,3%	48,1%	45,9%	99 681	-3,4	-2,2

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Q4 2022 – Yearly average response rate - to positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	58,4%	50,8%
Google	62,2%	46,6%
Tripadvisor	79,6%	65,4%
Expedia	67,7%	62,9%
Hotels.com	64,4%	57,5%
Ctrip	82,0%	73,1%
Trip.com	70,0%	59,7%
Other	55,1%	38,4%

Q4 2022 – Average response time - per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS Y 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	50,2%	54,7%	56,4%	1 271 426	6,2	1,7
Google	44,4%	52,7%	59,8%	1 154 486	15,4	7,1
Tripadvisor	76,8%	76,9%	77,7%	725 967	0,9	0,8
Expedia	61,0%	63,0%	66,8%	254 908	5,8	3,8
Hotels.com	47,8%	60,8%	63,0%	75 672	15,2	2,2
Ctrip	68,6%	77,4%	81,3%	74 955	12,7	3,9
Trip.com	53,4%	67,6%	68,5%	59 735	15,1	0,9
Other	47,0%	44,6%	48,6%	369 122	1,6	4,0

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Q4 2022 VS Q4 21 AND Q4 19

REGION	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	REVIEW VOLUME Q4 2019	REVIEW VOLUME Q4 2021	REVIEW VOLUME Q4 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	MGMT RESPONSES Q4 2019	MGMT RESPONSES Q4 2021	MGMT RESPONSES Q4 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21
Global	-1,7	-0,2	2 021 999	1 486 420	1 504 492	-25,6%	1,2%	57,2%	58,2%	63,7%	6,5	5,5
Asia Pacific	-1,1	-1,2	494 440	288 767	299 620	-39,4%	3,8%	63,3%	62,6%	69,2%	5,9	6,6
Europe	-1,9	-0,1	419 242	306 770	329 532	-21,4%	7,4%	55,2%	54,7%	58,9%	3,7	4,2
Latin America	-1,3	-0,6	332 262	271 590	253 176	-23,8%	-6,8%	61,0%	57,4%	62,1%	1,1	4,7
Middle East & Africa	-0,2	1,8	409 078	321 869	380 923	-6,9%	18,3%	59,6%	66,3%	74,0%	14,4	7,7
USA & Canada	-3,5	-0,5	367 439	297 735	242 000	-34,1%	-18,7%	44,8%	49,0%	49,1%	4,3	0,1

Q4 2022 VS Q3 2022 AND Q3 2019

REGION	CHANGE Q3 22 VS Q3 19	CHANGE Q3 22 VS Q3 21	REVIEW VOLUME Q3 2019	REVIEW VOLUME Q3 2021	REVIEW VOLUME Q3 2022	CHANGE Q3 22 VS 19	CHANGE Q3 22 VS 21
Global	-1,9	-0,4	2 440 450	1 532 847	1 762 943	-27,8%	15,0%
Asia Pacific	-1,2	-1,6	514 562	209 138	298 134	-42,1%	42,6%
Europe	-2,7	-0,8	595 887	415 628	471 729	-20,8%	13,5%
Latin America	-1,4	-0,9	367 704	249 450	276 707	-24,7%	10,9%
Middle East & Africa	-0,3	1,0	455 673	292 104	394 352	-13,5%	35,0%
USA & Canada	-3,7	0,3	507 281	366 917	322 250	-36,5%	-12,2%

Q4 VS Q3

Q4 VS Q3	CHANGE Q4 19 VS Q3 19	CHANGE Q4 21 VS Q3 21	CHANGE Q4 22 VS Q3 22
Global	-17,1%	-3,0%	-14,7%
Asia Pacific	-3,9%	38,1%	0,5%
Europe	-29,6%	-26,2%	-30,1%
Latin America	-9,6%	8,9%	-8,5%
Middle East & Africa	-10,2%	10,2%	-3,4%
USA & Canada	-27,6%	-18,9%	-24,9%

2022 VS 2021 AND 2019

REGION	CHANGE 2022 VS 2019	CHANGE 2022 VS 2021	REVIEW VOLUME 2019	REVIEW VOLUME 2021	REVIEW VOLUME 2022	CHANGE 2022 VS 2019	CHANGE 2022 VS 2021	MGMT RESPONSES 2019	MGMT RESPONSES 2021	MGMT RESPONSES 2022	CHANGE 2022 VS 2019	CHANGE 2022 VS 2021
Global	-1,7	-0,5	8 679 057	5 103 922	6 132 521	-29,3%	20,2%	55,9%	58,8%	61,9%	6,0	3,1
Asia Pacific	-0,9	-1,1	1 993 907	1 048 145	1 097 900	-44,9%	4,7%	61,8%	65,8%	67,2%	5,4	1,4
Europe	-1,9	-0,5	1 868 747	896 013	1 403 254	-24,9%	56,6%	55,8%	54,0%	57,5%	1,7	3,5
Latin America	-1,4	-1,3	1 442 649	876 874	1 081 641	-25,0%	23,4%	59,6%	60,7%	61,7%	2,1	1,0
Middle East & Africa	-0,5	0,7	1 706 724	1 025 416	1 427 973	-16,3%	39,3%	56,7%	66,5%	72,6%	15,9	6,1
USA & Canada	-3,5	-0,3	1 669 145	1 197 610	1 120 282	-32,9%	-6,5%	45,0%	47,5%	49,5%	4,5	2,0

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Q4 2022 – Asia Pacific Global Review Index™ (GRI™)

HOTEL TYPE	GRI Q1 2022	GRI Q2 2022	GRI Q3 2022	GRI Q4 2022	YEARLY GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Asia Pacific	86,8%	86,2%	86,4%	86,1%	86,4%	-0,7	-0,1	-0,3	-1,1	-0,9
3-star Hotels	83,9%	83,3%	83,5%	82,8%	83,4%	-1,1	-0,5	-0,7	-1,2	-0,4
4-star Hotels	86,8%	86,1%	86,1%	85,7%	86,2%	-1,1	-0,4	-0,4	-1,2	-0,9
5-star Hotels	89,3%	88,9%	89,2%	89,1%	89,1%	-0,2	0,2	-0,1	-1,1	-1,4

Q4 2022 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	REVIEW VOLUME Q4 2022	REVIEW TOT VOLUME 2022	% CHANGE Q4 22 VS Q1 22	% CHANGE Q4 22 VS Q2 22	% CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	265 235	238 719	298 134	299 620	1 097 900	13,0%	25,5%	0,5%	4,7%	-44,9%
Booking.com	50 489	62 366	77 250	79 041	269 251	56,6%	26,7%	2,3%	88,6%	-21,4%
Google	91 505	110 714	111 260	105 581	406 405	15,4%	-4,6%	-5,1%	29,2%	-37,8%
Tripadvisor	22 696	21 306	31 695	33 880	108 932	49,3%	59,0%	6,9%	39,9%	-40,8%
Expedia	4 009	2 198	2 021	2 404	12 210	-40,0%	9,4%	19,0%	3,5%	-78,0%
Hotels.com	1 831	1 839	2 142	2 368	8 237	29,3%	28,8%	10,6%	80,8%	-73,2%
Ctrip	29 783	7 028	18 040	17 305	72 036	-41,9%	146,2%	-4,1%	-54,3%	-62,7%
Trip.com	20 003	5 742	14 560	12 490	54 328	-37,6%	117,5%	-14,2%	-47,4%	-59,1%
Other	44 919	27 526	41 166	46 551	166 501	3,6%	69,1%	13,1%	-29,4%	-58,5%

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Q4 2022 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q2 2022	SHARE OF REVIEWS Q3 2022	SHARE OF REVIEWS Q4 2022	YEARLY SHARE OF REV. 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Booking.com	19,0%	26,1%	25,9%	26,4%	24,5%	7,3	0,3	0,5	10,9	7,3
Google	34,5%	46,4%	37,3%	35,2%	37,0%	0,7	-11,1	-2,1	7,0	4,3
Tripadvisor	8,6%	8,9%	10,6%	11,3%	9,9%	2,8	2,4	0,7	2,5	0,7
Expedia	1,5%	0,9%	0,7%	0,8%	1,1%	-0,7	-0,1	0,1	0,0	-1,7
Hotels.com	0,7%	0,8%	0,7%	0,8%	0,8%	0,1	0,0	0,1	0,3	-0,8
Ctrip	11,2%	2,9%	6,1%	5,8%	6,6%	-5,5	2,8	-0,3	-8,5	-3,1
Trip.com	7,5%	2,4%	4,9%	4,2%	4,9%	-3,4	1,8	-0,7	-4,9	-1,7
Other	16,9%	11,5%	13,8%	15,5%	15,2%	-1,4	4,0	1,7	-7,3	-5,0

Q4 2022 – Global Review Source Index

ALL SOURCES	SOURCE GRI Q1 2022	SOURCE GRI Q2 2022	SOURCE GRI Q3 2022	SOURCE GRI Q4 2022	YEARLY SOURCE GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	86,8%	87,6%	86,4%	86,1%	86,4%	-0,7	-1,5	-0,3	-1,1	-0,9
Booking.com	80,5%	79,9%	80,2%	79,9%	80,1%	-0,6	0,0	-0,3	-0,7	-3,6
Google	86,7%	86,2%	86,5%	86,1%	86,4%	-0,6	-0,1	-0,4	-1,0	0,1
Tripadvisor	90,1%	89,8%	89,8%	89,5%	89,8%	-0,6	-0,3	-0,3	-0,3	2,8
Expedia	85,2%	85,1%	84,9%	84,5%	84,8%	-0,7	-0,6	-0,4	-0,9	0,1
Hotels.com	87,2%	86,6%	85,7%	85,8%	86,3%	-1,4	-0,8	0,1	-0,3	0,7
Ctrip	92,1%	92,8%	92,1%	91,9%	92,3%	-0,2	-0,9	-0,2	-0,2	1,1
Trip.com	91,2%	91,6%	89,9%	89,6%	90,6%	-1,6	-2,0	-0,3	-0,8	0,2

Q4 2022 – Departments - Service GRI

HOTEL TYPE	SERVICE GRI Q4 2019	SERVICE GRI Q4 2021	SERVICE GRI Q4 2022	SERVICE GRI YEARLY 2019	SERVICE GRI YEARLY 2021	SERVICE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Asia Pacific	88,7%	89,2%	89,5%	89,3%	88,6%	88,5%	0,8	0,3	-0,1	-0,8
3-star Hotels	86,7%	87,4%	90,0%	87,1%	87,3%	87,8%	3,3	2,6	0,5	0,7
4-star Hotels	87,4%	86,9%	88,4%	88,0%	86,3%	87,0%	1,0	1,5	0,7	-1,0
5-star Hotels	90,9%	91,0%	90,2%	91,4%	90,3%	89,5%	-0,7	-0,8	-0,8	-1,9

Q4 2022 – Departments - Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q4 2019	CLEANLINESS GRI Q4 2021	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI YEARLY 2019	CLEANLINESS GRI YEARLY 2021	CLEANLINESS GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Asia Pacific	89,1%	89,6%	88,3%	90,3%	89,3%	88,6%	-0,8	-1,3	-0,7	-1,7
3-star Hotels	88,1%	85,1%	84,6%	88,5%	85,5%	84,4%	-3,5	-0,5	-1,1	-4,1
4-star Hotels	87,3%	86,1%	83,9%	88,5%	85,4%	84,5%	-3,4	-2,2	-0,9	-4,0
5-star Hotels	90,7%	92,6%	91,6%	92,2%	92,2%	91,8%	0,9	-1,0	-0,4	-0,4

Q4 2022 – Department Location GRI

HOTEL TYPE	LOCATION GRI Q4 2019	LOCATION GRI Q4 2021	LOCATION GRI Q4 2022	LOCATION GRI YEARLY 2019	LOCATION GRI YEARLY 2021	LOCATION GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Asia Pacific	89,4%	90,9%	91,1%	90,1%	90,0%	90,6%	1,7	0,2	0,6	0,5
3-star Hotels	89,0%	87,9%	91,3%	88,9%	87,8%	89,2%	2,3	3,4	1,4	0,3
4-star Hotels	88,0%	88,8%	89,4%	88,8%	87,5%	88,7%	1,4	0,6	1,2	-0,1
5-star Hotels	90,8%	92,7%	92,0%	91,6%	91,8%	91,9%	1,2	-0,7	0,1	0,3

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Q4 2022 – Departments - Room GRI

HOTEL TYPE	ROOM GRI Q4 2019	ROOM GRI Q4 2021	ROOM GRI Q4 2022	ROOM GRI YEARLY 2019	ROOM GRI YEARLY 2021	ROOM GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Asia Pacific	86,5%	88,3%	87,1%	86,6%	88,0%	87,0%	0,6	-1,2	-1,0	0,4
3-star Hotels	81,3%	84,8%	84,5%	80,9%	85,0%	84,2%	3,2	-0,3	-0,8	3,3
4-star Hotels	83,9%	84,7%	83,4%	83,7%	84,3%	83,6%	-0,5	-1,3	-0,7	-0,1
5-star Hotels	89,3%	90,9%	89,5%	89,6%	90,6%	89,4%	0,2	-1,4	-1,2	-0,2

Q4 2022 – Departments - Value GRI

HOTEL TYPE	VALUE GRI Q4 2019	VALUE GRI Q4 2021	VALUE GRI Q4 2022	VALUE GRI YEARLY 2019	VALUE GRI YEARLY 2021	VALUE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Asia Pacific	85,4%	85,7%	86,2%	84,9%	85,7%	84,7%	0,8	0,5	-1,0	-0,2
3-star Hotels	81,7%	85,7%	87,8%	82,2%	85,4%	84,9%	6,1	2,1	-0,5	2,7
4-star Hotels	83,8%	82,7%	84,7%	83,3%	83,2%	82,5%	0,9	2,0	-0,7	-0,8
5-star Hotels	87,1%	87,5%	86,7%	86,5%	87,3%	86,0%	-0,4	-0,8	-1,3	-0,5

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Q4 2022 – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q2 22	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Asia Pacific	78,6%	80,8%	78,6%	77,6%	80,3%	78,4%	0,0	-2,2	0,8	-1,9
Booking.com	65,4%	61,6%	61,7%	65,3%	63,5%	61,7%	-3,7	0,1	-3,6	-1,8
Google	82,6%	81,3%	80,9%	82,8%	82,3%	81,5%	-1,7	-0,4	-1,3	-0,8
Tripadvisor	84,9%	86,7%	87,2%	83,9%	87,2%	86,8%	2,3	0,5	2,9	-0,4
Expedia	75,7%	72,4%	71,9%	75,7%	74,0%	70,8%	-3,8	-0,5	-4,9	-3,2
Hotels.com	73,3%	73,8%	69,8%	73,9%	74,9%	70,5%	-3,5	-4,0	-3,4	-4,4
Ctrip	82,5%	88,9%	87,5%	80,3%	86,1%	86,6%	5,0	-1,4	6,3	0,5
Holidaycheck	84,0%	80,7%	84,5%	83,8%	87,1%	84,1%	0,5	3,8	0,3	-3,0
Other	77,9%	83,3%	78,9%	76,7%	81,3%	79,6%	1,0	-4,4	2,9	-1,7

Q4 2022 – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q2 22	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Asia Pacific	21,4%	19,2%	21,4%	22,4%	19,7%	21,6%	0,0	2,2	-0,8	1,9
Booking.com	34,6%	38,4%	38,3%	34,7%	36,5%	38,3%	3,7	-0,1	3,6	1,8
Google	17,4%	18,7%	19,1%	17,2%	17,7%	18,5%	1,7	0,4	1,3	0,8
Tripadvisor	15,1%	13,3%	12,8%	16,1%	12,8%	13,2%	-2,3	-0,5	-2,9	0,4
Expedia	24,3%	27,6%	28,1%	24,3%	26,0%	29,2%	3,8	0,5	4,9	3,2
Hotels.com	26,7%	26,2%	30,2%	26,1%	25,1%	29,5%	3,5	4,0	3,4	4,4
Ctrip	17,5%	11,1%	12,5%	19,7%	13,9%	13,4%	-5,0	1,4	-6,3	-0,5
Holidaycheck	16,0%	19,3%	15,5%	16,2%	12,9%	15,9%	-0,5	-3,8	-0,3	3,0
Other	22,1%	16,7%	21,1%	23,3%	18,7%	20,4%	-1,0	4,4	-2,9	1,7

Q4 2022 – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	840 406	459 841	592 226	3 380 703	1 594 732	2 115 571	-29,5%	28,8%	-37,4%	32,7%
Booking.com	140 084	53 067	98 033	595 469	339 170	364 660	-30,0%	84,7%	-38,8%	7,5%
Google	105 403	101 577	137 385	422 052	354 180	518 056	30,3%	35,3%	22,7%	46,3%
Tripadvisor	307 573	117 784	201 557	1 216 975	472 000	651 282	-34,5%	71,1%	-46,5%	38,0%
Expedia	23 522	6 955	8 677	101 832	32 592	26 564	-63,1%	24,8%	-73,9%	-18,5%
Hotels.com	11 723	2 866	3 085	51 308	10 719	11 634	-73,7%	7,6%	-77,3%	8,5%
Ctrip	55 682	58 193	29 537	251 471	265 634	121 332	-47,0%	-49,2%	-51,8%	-54,3%
Holidaycheck	7 341	92	2 010	22 078	372	4 851	-72,6%	2084,8%	-78,0%	1204,0%
Other	189 078	119 307	111 942	719 518	120 065	417 192	-40,8%	-6,2%	-42,0%	247,5%

Q4 2022 – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	228 813	109 269	161 242	973 087	391 235	582 862	-29,5%	47,6%	-40,1%	49,0%
Booking.com	74 151	33 089	60 750	316 336	123 762	226 827	-18,1%	83,6%	-28,3%	83,3%
Google	22 138	23 375	32 449	87 636	62 622	117 900	46,6%	38,8%	34,5%	88,3%
Tripadvisor	54 576	18 088	29 615	233 324	60 199	99 188	-45,7%	63,7%	-57,5%	64,8%
Expedia	7 541	2 649	2 435	32 759	8 483	10 938	-67,7%	-8,1%	-66,6%	28,9%
Hotels.com	4 270	1 015	1 337	18 153	2 694	4 871	-68,7%	31,7%	-73,2%	80,8%
Ctrip	11 809	7 254	4 205	61 617	36 922	18 793	-64,4%	-42,0%	-69,5%	-49,1%
Holidaycheck	1 395	22	370	4 280	48	920	-73,5%	1581,8%	-78,5%	1816,7%
Other	52 933	23 777	30 081	218 982	96 505	103 425	-43,2%	26,5%	-52,8%	7,2%

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Q4 2022 – Semantic

SOURCE	TOTAL MENTIONS Q4 2019	TOTAL MENTIONS Q4 2021	TOTAL MENTIONS Q4 2022	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	1 069 219	569 110	753 468	4 353 790	1 985 967	2 698 433	-315 751	184 358	-1 655 357	712 466
Booking.com	214 235	86 156	158 783	911 805	462 932	591 487	-55 452	72 627	-320 318	128 555
Google	127 541	124 952	169 834	509 688	416 802	635 956	42 293	44 882	126 268	219 154
Tripadvisor	362 149	135 872	231 172	1 450 299	532 199	750 470	-130 977	95 300	-699 829	218 271
Expedia	31 063	9 604	11 112	134 591	41 075	37 502	-19 951	1 508	-97 089	-3 573
Hotels.com	15 993	3 881	4 422	69 461	13 413	16 505	-11 571	541	-52 956	3 092
Ctrip	67 491	65 447	33 742	313 088	302 556	140 125	-33 749	-31 705	-172 963	-162 431
Holidaycheck	8 736	114	2 380	26 358	420	5 771	-6 356	2 266	-20 587	5 351
Other	242 011	143 084	142 023	938 500	216 570	520 617	-99 988	-1 061	-417 883	304 047

Q4 2022 – Semantic

SOURCE MARKET SHARE

SOURCE	MKT SHARE Q4 2019	MKT SHARE Q4 2021	MKT SHARE Q4 2022	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
Booking.com	20,0%	15,1%	21,1%	20,9%	23,3%	21,9%	1,0	5,9	1,0	-1,4
Google	11,9%	22,0%	22,5%	11,7%	21,0%	23,6%	10,6	0,6	11,9	2,6
Tripadvisor	33,9%	23,9%	30,7%	33,3%	26,8%	27,8%	-3,2	6,8	-5,5	1,0
Expedia	2,9%	1,7%	1,5%	3,1%	2,1%	1,4%	-1,4	-0,2	-1,7	-0,7
Hotels.com	1,5%	0,7%	0,6%	1,6%	0,7%	0,6%	-0,9	-0,1	-1,0	-0,1
Ctrip	6,3%	11,5%	4,5%	7,2%	15,2%	5,2%	-1,8	-7,0	-2,0	-10,0
Holidaycheck	0,8%	0,0%	0,3%	0,6%	0,0%	0,2%	-0,5	0,3	-0,4	0,2
Other	22,6%	25,1%	18,8%	21,6%	10,9%	19,3%	-3,8	-6,3	-2,3	8,4

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Q4 2022 – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	78,6%	80,8%	78,6%	77,6%	80,3%	78,4%	0,0	-2,2	0,8	-1,9
English	77,6%	76,9%	75,4%	77,1%	77,2%	75,5%	-2,2	-1,5	-1,6	-1,7
Spanish	68,2%	72,1%	69,5%	67,2%	70,0%	68,3%	1,3	-2,6	1,1	-1,7
German	77,3%	77,4%	73,9%	76,3%	78,9%	75,0%	-3,4	-3,5	-1,3	-3,9
Italian	73,5%	75,5%	69,9%	72,9%	78,9%	71,0%	-3,6	-5,6	-1,9	-7,9
Portuguese	74,5%	72,0%	72,0%	75,4%	71,5%	68,0%	-2,5	0,0	-7,4	-3,5
French	73,1%	72,1%	69,0%	72,3%	75,7%	70,3%	-4,1	-3,1	-2,0	-5,4
Chinese	84,0%	88,4%	87,7%	81,7%	86,1%	86,8%	3,7	-0,7	5,1	0,7
Other	21,3%	82,7%	86,4%	77,5%	83,8%	84,9%	65,1	3,7	7,4	1,1

Q4 2022 – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	21,4%	19,2%	21,4%	22,4%	19,7%	21,6%	0,0	2,2	-0,8	1,9
English	22,4%	23,1%	24,6%	22,9%	22,8%	24,5%	2,2	1,5	1,6	1,7
Spanish	31,8%	27,9%	30,5%	32,8%	30,0%	31,7%	-1,3	2,6	-1,1	1,7
German	22,7%	22,6%	26,1%	23,7%	21,1%	25,0%	3,4	3,5	1,3	3,9
Italian	26,5%	24,5%	30,1%	27,1%	21,1%	29,0%	3,6	5,6	1,9	7,9
Portuguese	25,5%	28,0%	28,0%	24,6%	28,5%	32,0%	2,5	0,0	7,4	3,5
French	26,9%	27,9%	31,0%	27,7%	24,3%	#VALUE!	4,1	3,1	#VALUE!	#VALUE!
Chinese	16,0%	11,6%	12,3%	18,3%	13,9%	13,2%	-3,7	0,7	-5,1	-0,7
Other	78,7%	17,3%	13,6%	22,5%	16,2%	15,1%	-65,1	-3,7	-7,4	-1,1

Q4 2022 – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
All Languages	840 406	459 841	592 226	3 380 703	1 594 732	2 115 555	-29,5%	28,8%	-37,4%	32,7%
English	596 110	271 224	379 597	2 398 761	959 888	1 392 807	-36,3%	40,0%	-41,9%	45,1%
Spanish	5 460	320	2 601	22 970	748	6 984	-52,4%	712,8%	-69,6%	833,7%
German	22 637	3 041	10 965	80 297	5 083	30 018	-51,6%	260,6%	-62,6%	490,6%
Italian	3 748	157	1 364	20 707	435	4 473	-63,6%	768,8%	-78,4%	928,3%
Portuguese	1 621	77	637	6 509	211	1 352	-60,7%	727,3%	-79,2%	540,8%
French	12 740	1 580	6 534	60 847	3 025	21 254	-48,7%	313,5%	-65,1%	602,6%
Chinese	145 395	154 670	88 724	587 450	546 754	356 444	-39,0%	-42,6%	-39,3%	-34,8%
Other	52 695	28 772	101 824	203 162	78 588	300 832	93,2%	253,9%	48,1%	282,8%

Q4 2022 – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
All Languages	228 813	109 269	161 242	973 087	391 235	582 857	-29,5%	47,6%	-40,1%	49,0%
English	171 659	81 266	123 927	713 429	284 044	451 971	-27,8%	52,5%	-36,6%	59,1%
Spanish	2 543	124	1 144	11 209	321	3 248	-55,0%	822,6%	-71,0%	911,8%
German	6 635	886	3 864	24 953	1 360	10 024	-41,8%	336,1%	-59,8%	637,1%
Italian	1 353	51	587	7 685	116	1 826	-56,6%	1051,0%	-76,2%	1474,1%
Portuguese	554	30	248	2 127	84	637	-55,2%	726,7%	-70,1%	658,3%
French	4 694	610	2 938	23 278	973	8 968	-37,4%	381,6%	-61,5%	821,7%
Chinese	27 663	20 386	12 477	131 484	88 276	8 968	-54,9%	-38,8%	-93,2%	-89,8%
Other	13 712	5 916	16 028	58 922	16 061	53 505	16,9%	170,9%	-9,2%	233,1%

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Q4 2022 – Semantic - Language

LANGUAGE	TOTAL MENTIONS Q4 2019	TOTAL MENTIONS Q4 2021	TOTAL MENTION S Q4 2022	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	1 069 219	569 110	753 468	4 353 790	1 985 967	2 698 412	-315 751	184 358	-1 655 378	712 445
English	767 769	352 490	503 524	3 112 190	1 243 932	1 844 778	-264 245	151 034	-1 267 412	600 846
Spanish	8 003	444	3 745	34 179	1 069	10 232	-4 258	3 301	-23 947	9 163
German	29 272	3 927	14 829	105 250	6 443	40 042	-14 443	10 902	-65 208	33 599
Italian	5 101	208	1 951	28 392	551	6 299	-3 150	1 743	-22 093	5 748
Portuguese	2 175	107	885	8 636	295	1 989	-1 290	778	-6 647	1 694
French	17 434	2 190	9 472	84 125	3 998	30 222	-7 962	7 282	-53 903	26 224
Chinese	173 058	175 056	101 201	718 934	635 030	365 412	-71 857	-73 855	-353 522	-269 618
Other	66 407	34 688	117 852	262 084	94 649	354 337	51 445	83 164	92 253	259 688

Q4 2022 – Semantic - Language

SOURCE MARKET SHARE

LANGUAGE	MKT SHARE Q4 2019	MKT SHARE Q4 2021	MKT SHARE Q4 2022	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
English	71,8%	61,9%	66,8%	71,5%	62,6%	68,4%	-5,0	4,9	-3,1	5,7
Spanish	0,7%	0,1%	0,5%	0,8%	0,1%	0,4%	-0,3	0,4	-0,4	0,3
German	2,7%	0,7%	2,0%	2,4%	0,3%	1,5%	-0,8	1,3	-0,9	1,2
Italian	0,5%	0,0%	0,3%	0,7%	0,0%	0,2%	-0,2	0,2	-0,4	0,2
Portuguese	0,2%	0,0%	0,1%	0,2%	0,0%	0,1%	-0,1	0,1	-0,1	0,1
French	1,6%	0,4%	1,3%	1,9%	0,2%	1,1%	-0,4	0,9	-0,8	0,9
Chinese	16,2%	30,8%	13,4%	16,5%	32,0%	13,5%	-2,8	-17,3	-3,0	-18,4
Other	6,2%	6,1%	15,6%	6,0%	4,8%	13,1%	9,4	9,5	7,1	8,4

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Q4 2022 – Semantic - percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	73,2%	75,7%	71,7%	72,3%	76,3%	71,3%	-1,5	-4,0	-1,0	-5,0
Cleanliness	71,3%	75,9%	73,1%	71,2%	75,6%	72,5%	1,8	-2,8	1,3	-3,1
Food & Drinks	81,1%	80,7%	81,9%	80,3%	80,5%	81,0%	0,8	1,2	0,7	0,5
Establishment	82,5%	84,4%	82,1%	81,8%	84,1%	82,0%	-0,4	-2,3	0,2	-2,1
Facilities	74,8%	75,5%	75,1%	73,8%	73,4%	74,1%	0,3	-0,4	0,3	0,7
Service	86,2%	88,2%	87,2%	84,9%	87,8%	87,0%	1,0	-1,0	2,1	-0,8
Value	63,1%	68,7%	66,0%	62,9%	68,1%	65,3%	2,9	-2,7	2,4	-2,8
Staff	88,1%	88,1%	88,4%	87,0%	88,4%	87,9%	0,3	0,3	0,9	-0,5
Experience	86,7%	87,6%	86,6%	85,9%	87,5%	86,7%	-0,1	-1,0	0,8	-0,8

Q4 2022 – Semantic - percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	26,8%	24,3%	28,3%	27,7%	23,7%	28,7%	1,5	4,0	1,0	5,0
Cleanliness	28,7%	24,1%	26,9%	28,8%	24,4%	27,5%	-1,8	2,8	-1,3	3,1
Food & Drinks	18,9%	19,3%	18,1%	19,7%	19,5%	19,0%	-0,8	-1,2	-0,7	-0,5
Establishment	17,5%	15,6%	17,9%	18,2%	15,9%	18,0%	0,4	2,3	-0,2	2,1
Facilities	25,2%	24,5%	24,9%	26,2%	26,6%	25,9%	-0,3	0,4	-0,3	-0,7
Service	13,8%	11,8%	12,8%	15,1%	12,2%	13,0%	-1,0	1,0	-2,1	0,8
Value	36,9%	31,3%	34,0%	37,1%	31,9%	34,7%	-2,9	2,7	-2,4	2,8
Staff	11,9%	11,9%	11,6%	13,0%	11,6%	12,1%	-0,3	-0,3	-0,9	0,5
Experience	13,3%	12,4%	13,4%	14,1%	12,5%	13,3%	0,1	1,0	-0,8	0,8

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Q4 2022 – Percentage of review responses per hotel type

HOTEL TYPE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	REVIEW RESPONSES TOT 2019	REVIEW RESPONSES TOT 2021	REVIEW RESPONSES TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Asia Pacific	63,3%	62,6%	69,2%	61,8%	65,8%	67,2%	5,9	6,6	5,4	1,4
3-star Hotels	57,8%	66,8%	67,8%	57,7%	66,9%	64,2%	10,0	1,0	6,5	-2,7
4-star Hotels	66,1%	62,3%	70,3%	63,3%	65,3%	66,5%	4,2	8,0	3,2	1,2
5-star Hotels	63,2%	61,9%	68,9%	62,1%	65,7%	68,4%	5,7	7,0	6,3	2,7

Q4 2022 – Total volume of respondable reviews per hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q4 2019	RESPONDABLE REVIEWS Q4 2021	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS TOT 2019	RESPONDABLE REVIEWS TOT 2021	RESPONDABLE REVIEWS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
Asia Pacific	323 538	207 717	138 070	1 315 920	753 503	746 193	-57,3%	-33,5%	-43,3%	-1,0%
3-star Hotels	50 406	26 858	22 791	205 524	100 802	117 784	-54,8%	-15,1%	-42,7%	16,8%
4-star Hotels	102 248	63 684	46 053	419 176	226 152	240 741	-55,0%	-27,7%	-42,6%	6,5%
5-star Hotels	170 884	117 175	69 226	691 202	426 549	387 668	-59,5%	-40,9%	-43,9%	-9,1%

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Q4 2022 Average response time – To positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Asia Pacific	4,0	5,8
3-star Hotels	3,3	3,6
4-star Hotels	4,3	6,2
5-star Hotels	4,2	5,3
	DAYS	DAYS

Q4 2022 Average response time – To positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	2,6	6,1
Google	2,9	4,4
Tripadvisor	4,8	6,8
Expedia	5,4	7,7
Hotels.com	2,2	2,8
Ctrip	-	-
Trip.com	-	-
Other	4,8	6,8
	DAYS	DAYS

Q4 2022 – Average response time – Per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21
Booking.com	8,9	10,5	3,3	33 595	-5,6	-7,2
Google	5,4	5,5	3,1	58 738	-2,3	-2,4
Tripadvisor	4,7	5,7	4,9	33 880	0,2	-0,8
Expedia	6,0	7,5	5,6	2 301	-0,4	-1,9
Hotels.com	55,8	13,4	2,3	1 000	-53,5	-11,1
Ctrip	-	-	-	17 301	---	---
Trip.com	-	-	-	12 487	---	---
Other	34,5	6,3	5,0	41 327,0	-29,5	-1,3

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Q4 2022 Average response time –
To positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Asia Pacific	4,8	8,2
3-star Hotels	3,5	6,6
4-star Hotels	5,7	11,4
5-star Hotels	4,7	6,2
	DAYS	DAYS

Q4 2022 – 2022 Yearly average response time –
To positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	5,5	14,6
Google	4,8	6,1
Tripadvisor	5,6	9,3
Expedia	7,9	9,3
Hotels.com	9,5	7,5
Ctrip	-	-
Trip.com	-	-
Other	5,9	8,5
	DAYS	DAYS

Q4 2022 – 2022 Yearly average response time – Per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	10,1	8,9	7,2	127 452	-2,9	-1,7
Google	4,7	4,9	3,7	228 400	-1,0	-1,2
Tripadvisor	5,2	5,8	5,8	108 932	0,6	0,0
Expedia	7,2	6,8	8,1	9 932	0,9	1,3
Hotels.com	49,0	12,1	9,4	3 684	-39,6	-2,7
Ctrip	-	-	-	72 032	---	---
Trip.com	-	-	-	54 325	---	---
Other	56,8	10,2	6,3	141 391	-50,5	-3,9

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Q4 2022 Percentage of positive responses

HOTEL TYPE	% POSITIVE RESPONSES Q4 22	% NEGATIVE RESPONSES Q4 22
Asia Pacific	70,2%	51,4%
3-star Hotels	69,8%	39,3%
4-star Hotels	66,6%	55,8%
5-star Hotels	71,2%	53,3%
Asia Pacific	%	%

Q4 2022 – Average response rate – To positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	56,5%	52,1%
Google	74,4%	46,9%
Tripadvisor	85,7%	68,6%
Expedia	57,4%	50,0%
Hotels.com	55,5%	51,1%
Ctrip	87,3%	73,8%
Trip.com	74,1%	62,2%
Other	62,1%	45,5%
	%	%

Q4 2022 – 2022 Yearly average response time – Per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS Q4 2022	% CHANGE Q4 22 VS 21	% CHANGE Q4 22 VS 21
Booking.com	56,0%	46,7%	55,0%	33 595	-1,0	8,3
Google	58,7%	62,6%	71,3%	58 738	12,6	8,7
Tripadvisor	80,6%	81,0%	84,6%	33 880	4,0	3,6
Expedia	66,1%	52,8%	55,7%	2 301	-10,4	2,9
Hotels.com	57,0%	58,7%	54,7%	1 000	-2,3	-4,0
Ctrip	77,5%	76,8%	86,4%	17 301	8,9	9,6
Trip.com	61,2%	63,2%	72,5%	12 487	11,3	9,3
Other	51,6%	48,0%	57,6%	40 327	6,0	9,6

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Q4 2022 Yearly percentage of positive review responses

HOTEL TYPE	% POSITIVE RESPONSES Y 2022	% NEGATIVE RESPONSES Y 2022
Asia Pacific	70,3%	51,5%
3-star Hotels	69,8%	39,2%
4-star Hotels	68,9%	56,0%
5-star Hotels	71,2%	53,4%
Europe	%	%

Q4 2022 – 2022 Yearly average response rate – To positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	53,9%	47,2%
Google	69,7%	47,2%
Tripadvisor	84,8%	70,1%
Expedia	55,9%	44,1%
Hotels.com	60,8%	47,0%
Ctrip	83,8%	79,1%
Trip.com	75,1%	70,8%
Other	61,4%	47,2%
	%	%

Q4 2022 – Average response rate – Per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS Y 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	53,8%	47,9%	52,1%	127 452	-1,7	4,2
Google	55,8%	64,7%	67,4%	228 400	11,6	2,7
Tripadvisor	82,7%	83,9%	83,9%	108 932	1,2	0,0
Expedia	64,8%	53,0%	53,7%	9 932	-11,1	0,7
Hotels.com	56,9%	52,9%	58,6%	3 684	1,7	5,7
Ctrip	75,8%	78,7%	83,5%	72 032	7,7	4,8
Trip.com	58,5%	69,4%	74,4%	54 325	15,9	5,0
Other	51,0%	53,1%	57,5%	141 391	6,5	4,4

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Q4 2022 – Europe Global Review Index™ (GRI™)

HOTEL TYPE	GRI Q1 2022	GRI Q2 2022	GRI Q3 2022	GRI Q4 2022	YEARLY GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Europe	85,0%	84,8%	83,0%	84,0%	84,2%	-1,0	-0,8	1,0	-0,5	-1,9
3-star Hotels	80,9%	81,0%	77,8%	78,9%	79,4%	-2,0	-2,1	1,1	-0,7	-2,2
4-star Hotels	85,0%	84,8%	82,9%	84,1%	84,2%	-0,9	-0,7	1,2	-0,5	-1,9
5-star Hotels	88,5%	88,6%	87,4%	88,2%	88,2%	-0,3	-0,4	0,8	-0,2	-1,8

Q4 2022 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	REVIEW VOLUME Q4 2022	REVIEW TOT VOLUME 2022	% CHANGE Q4 22 VS Q1 22	% CHANGE Q4 22 VS Q2 22	% CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	228 266	386 968	471 729	329 532	1 403 254	44,4%	-14,8%	-30,1%	56,6%	-24,9%
Booking.com	145 760	231 049	267 300	196 648	822 612	34,9%	-14,9%	-26,4%	69,2%	-0,7%
Google	40 625	74 466	100 643	67 553	280 012	66,3%	-9,3%	-32,9%	50,4%	-32,9%
Tripadvisor	19 327	44 008	57 795	34 571	155 303	78,9%	-21,4%	-40,2%	82,1%	-38,4%
Expedia	9 162	6 923	6 309	5 050	31 714	-44,9%	-27,1%	-20,0%	-5,1%	-61,4%
Hotels.com	7 044	8 168	9 248	7 281	31 660	3,4%	-10,9%	-21,3%	28,6%	-47,1%
Ctrip	70	86	204	242	626	245,7%	181,4%	18,6%	37,6%	-91,5%
Trip.com	154	287	482	600	1 531	289,6%	109,1%	24,5%	130,2%	-73,5%
Other	6 124	21 981	29 748	17 587	79 796	187,2%	-20,0%	-40,9%	0,6%	-62,9%

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Q4 2022 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q2 2022	SHARE OF REVIEWS Q3 2022	SHARE OF REVIEWS Q4 2022	YEARLY SHARE OF REV. 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Booking.com	63,9%	59,7%	56,7%	59,7%	58,6%	-4,2	0,0	3,0	4,4	14,3
Google	17,8%	19,2%	21,3%	20,5%	20,0%	2,7	1,3	-0,8	-0,8	-2,4
Tripadvisor	8,5%	11,4%	12,3%	10,5%	11,1%	2,0	-0,9	-1,8	1,5	-2,4
Expedia	4,0%	1,8%	1,3%	1,5%	2,3%	-2,5	-0,3	0,2	-1,5	-2,1
Hotels.com	3,1%	2,1%	2,0%	2,2%	2,3%	-0,9	0,1	0,2	-0,5	-0,9
Ctrip	0,0%	0,0%	0,0%	0,1%	0,0%	0,0	0,1	0,0	0,0	-0,4
Trip.com	0,1%	0,1%	0,1%	0,2%	0,1%	0,1	0,1	0,1	0,0	-0,2
Other	2,7%	5,7%	6,3%	5,3%	5,7%	2,7	-0,3	-1,0	-3,2	-5,8

Q4 2022 – Global Review Source Index

ALL SOURCES	SOURCE GRI Q1 2022	SOURCE GRI Q2 2022	SOURCE GRI Q3 2022	SOURCE GRI Q4 2022	YEARLY SOURCE GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	85,1%	84,8%	83,0%	84,0%	84,2%	-1,1	-0,8	1,0	-0,5	-1,9
Booking.com	83,1%	82,7%	81,6%	82,3%	82,4%	-0,8	-0,4	0,7	-0,3	-3,0
Google	86,2%	86,2%	84,2%	84,9%	85,4%	-1,3	-1,3	0,7	-1,3	-0,5
Tripadvisor	83,6%	84,1%	81,8%	81,7%	82,8%	-1,9	-2,4	-0,1	-1,6	-0,5
Expedia	86,1%	86,4%	86,1%	85,6%	86,0%	-0,5	-0,8	-0,5	0,8	0,6
Hotels.com	86,5%	86,4%	85,6%	85,6%	86,0%	-0,9	-0,8	0,0	0,3	-0,3
Ctrip	85,8%	87,4%	86,1%	85,9%	86,3%	0,1	-1,5	-0,2	-5,8	-5,2
Trip.com	90,6%	87,7%	85,3%	85,9%	87,4%	-4,7	-1,8	0,6	-2,9	-3,8

Q4 2022 – Departments - Service GRI

HOTEL TYPE	SERVICE GRI Q4 2019	SERVICE GRI Q4 2021	SERVICE GRI Q4 2022	SERVICE GRI YEARLY 2019	SERVICE GRI YEARLY 2021	SERVICE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Europe	86,8%	87,7%	86,6%	86,9%	88,5%	87,3%	-0,2	-1,1	-1,2	0,4
3-star Hotels	83,4%	83,9%	82,6%	83,3%	84,9%	83,5%	-0,8	-1,3	-1,4	0,2
4-star Hotels	86,1%	87,1%	85,3%	86,3%	88,0%	86,4%	-0,8	-1,8	-1,6	0,1
5-star Hotels	89,7%	89,8%	89,6%	90,0%	90,4%	89,8%	-0,1	-0,2	-0,6	-0,2

Q4 2022 – Departments - Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q4 2019	CLEANLINESS GRI Q4 2021	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI YEARLY 2019	CLEANLINESS GRI YEARLY 2021	CLEANLINESS GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Europe	88,3%	88,7%	88,4%	88,4%	89,8%	88,7%	0,1	-0,3	-1,1	0,3
3-star Hotels	84,4%	83,2%	81,9%	84,1%	84,9%	82,1%	-2,5	-1,3	-2,8	-2,0
4-star Hotels	87,2%	87,6%	87,4%	87,4%	88,7%	87,7%	0,2	-0,2	-1,0	0,3
5-star Hotels	91,5%	91,6%	91,8%	91,7%	92,1%	91,9%	0,3	0,2	-0,2	0,2

Q4 2022 – Department Location GRI

HOTEL TYPE	LOCATION GRI Q4 2019	LOCATION GRI Q4 2021	LOCATION GRI Q4 2022	LOCATION GRI YEARLY 2019	LOCATION GRI YEARLY 2021	LOCATION GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Europe	89,0%	90,0%	89,5%	89,0%	90,7%	89,8%	0,5	-0,5	-0,9	0,8
3-star Hotels	86,2%	87,3%	86,4%	86,3%	88,4%	86,8%	0,2	-0,9	-1,6	0,5
4-star Hotels	87,9%	89,1%	88,4%	87,9%	89,7%	88,8%	0,5	-0,7	-0,9	0,9
5-star Hotels	91,6%	91,8%	91,7%	91,4%	92,2%	91,9%	0,1	-0,1	-0,3	0,5

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Q4 2022 – Departments - Room GRI

HOTEL TYPE	ROOM GRI Q4 2019	ROOM GRI Q4 2021	ROOM GRI Q4 2022	ROOM GRI YEARLY 2019	ROOM GRI YEARLY 2021	ROOM GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Europe	84,2%	86,5%	84,5%	84,2%	87,5%	85,6%	0,3	-2,0	-1,9	1,4
3-star Hotels	78,1%	80,4%	77,4%	77,8%	82,1%	78,8%	-0,7	-3,0	-3,3	1,0
4-star Hotels	83,3%	85,5%	83,3%	83,6%	86,7%	84,6%	0,0	-2,2	-2,1	1,0
5-star Hotels	88,8%	89,7%	88,7%	88,8%	90,1%	89,3%	-0,1	-1,0	-0,8	0,5

Q4 2022 – Departments - Value GRI

HOTEL TYPE	VALUE GRI Q4 2019	VALUE GRI Q4 2021	VALUE GRI Q4 2022	VALUE GRI YEARLY 2019	VALUE GRI YEARLY 2021	VALUE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Europe	82,4%	82,6%	82,0%	82,4%	83,9%	82,3%	-0,4	-0,6	-1,6	-0,1
3-star Hotels	80,8%	81,1%	77,9%	80,4%	83,2%	78,8%	-2,9	-3,2	-4,4	-1,6
4-star Hotels	81,4%	81,5%	81,3%	81,4%	83,2%	81,5%	-0,1	-0,2	-1,7	0,1
5-star Hotels	84,0%	84,0%	84,3%	84,3%	84,7%	84,3%	0,3	0,3	-0,4	0,0

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Q4 2022 – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q2 22	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Europe	73,9%	72,2%	72,5%	73,8%	72,2%	72,1%	-1,4	0,3	-1,7	-0,1
Booking.com	65,8%	65,1%	64,3%	65,7%	64,8%	64,2%	-1,5	-0,8	-1,5	-0,6
Google	79,6%	77,9%	77,4%	79,1%	76,2%	76,9%	-2,2	-0,5	-2,2	0,7
Tripadvisor	77,2%	77,2%	76,3%	77,3%	78,0%	76,5%	-0,9	-0,9	-0,8	-1,5
Expedia	77,0%	72,9%	74,7%	76,8%	72,8%	73,3%	-2,3	1,8	-3,5	0,5
Hotels.com	73,4%	73,0%	69,5%	74,5%	72,4%	70,4%	-3,9	-3,5	-4,1	-2,0
Ctrip	79,1%	64,3%	71,2%	78,4%	69,7%	72,2%	-7,9	6,9	-6,2	2,5
Holidaycheck	82,8%	82,5%	83,3%	83,0%	81,5%	83,5%	0,5	0,8	0,5	2,0
Other	76,9%	79,8%	79,4%	76,5%	78,5%	78,9%	2,5	-0,4	2,4	0,4

Q4 2022 – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q2 22	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Europe	26,1%	27,8%	27,5%	26,2%	27,8%	27,9%	1,4	-0,3	1,7	0,1
Booking.com	34,2%	34,9%	35,7%	34,3%	35,2%	35,8%	1,5	0,8	1,5	0,6
Google	20,4%	22,1%	22,6%	20,9%	23,8%	23,1%	2,2	0,5	2,2	-0,7
Tripadvisor	22,8%	22,8%	23,7%	22,7%	22,0%	23,5%	0,9	0,9	0,8	1,5
Expedia	23,0%	27,1%	25,3%	23,2%	27,2%	26,7%	2,3	-1,8	3,5	-0,5
Hotels.com	26,6%	27,0%	30,5%	25,5%	27,6%	29,6%	3,9	3,5	4,1	2,0
Ctrip	20,9%	35,7%	28,8%	21,6%	30,3%	27,8%	7,9	-6,9	6,2	-2,5
Holidaycheck	17,2%	17,5%	16,7%	17,0%	18,5%	16,5%	-0,5	-0,8	-0,5	-2,0
Other	23,1%	20,2%	20,6%	23,5%	21,5%	21,1%	-2,5	0,4	-2,4	-0,4

Q4 2022 – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	1 076 438	752 200	776 625	5 156 106	2 298 673	3 691 561	-27,9%	3,2%	-28,4%	60,6%
Booking.com	325 331	295 853	252 073	1 518 934	858 266	1 262 477	-22,5%	-14,8%	-16,9%	47,1%
Google	103 752	108 760	142 421	467 894	363 521	642 581	37,3%	30,9%	37,3%	76,8%
Tripadvisor	395 104	201 721	271 033	2 038 137	626 530	1 269 397	-31,4%	34,4%	-37,7%	102,6%
Expedia	37 002	28 693	13 494	175 493	70 116	72 072	-63,5%	-53,0%	-58,9%	2,8%
Hotels.com	33 317	18 544	9 888	110 863	45 038	45 715	-70,3%	-46,7%	-58,8%	1,5%
Ctrip	3 183	297	265	10 683	712	728	-91,7%	-10,8%	-93,2%	2,2%
Holidaycheck	111 428	49 126	51 980	347 234	128 343	221 829	-53,4%	5,8%	-36,1%	72,8%
Other	67 321	49 206	35 471	486 868	206 147	176 762	-47,3%	-27,9%	-63,7%	-14,3%

Q4 2022 – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	380 176	289 628	294 400	1 827 634	885 084	1 424 794	-22,6%	1,6%	-22,0%	61,0%
Booking.com	168 894	158 429	140 241	791 508	465 592	705 055	-17,0%	-11,5%	-10,9%	51,4%
Google	26 616	30 820	41 528	123 668	113 469	193 247	56,0%	34,7%	56,3%	70,3%
Tripadvisor	116 609	59 739	83 958	597 864	176 890	389 716	-28,0%	40,5%	-34,8%	120,3%
Expedia	11 046	10 672	4 574	53 111	26 187	26 265	-58,6%	-57,1%	-50,5%	0,3%
Hotels.com	8 864	6 873	4 347	37 946	17 185	19 202	-51,0%	-36,8%	-49,4%	11,7%
Ctrip	666	165	107	2 935	310	281	-83,9%	-35,2%	-90,4%	-9,4%
Holidaycheck	19 176	10 402	10 435	70 916	29 072	43 762	-45,6%	0,3%	-38,3%	50,5%
Other	28 305	12 528	9 210	149 686	56 379	47 266	-67,5%	-26,5%	-68,4%	-16,2%

Q4 2022 – Semantic

SOURCE	TOTAL MENTIONS Q4 2019	TOTAL MENTIONS Q4 2021	TOTAL MENTIONS Q4 2022	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	1 456 614	1 041 828	1 071 025	6 983 740	3 183 757	5 116 355	-385 589	29 197	-1 867 385	1 932 598
Booking.com	494 225	454 282	392 314	2 310 442	1 323 858	1 967 532	-101 911	-61 968	-342 910	643 674
Google	130 368	139 580	183 949	591 562	476 990	835 828	53 581	44 369	244 266	358 838
Tripadvisor	511 713	261 460	354 991	2 636 001	803 420	1 659 113	-156 722	93 531	-976 888	855 693
Expedia	48 048	39 365	18 068	228 604	96 303	98 337	-29 980	-21 297	-130 267	2 034
Hotels.com	42 181	25 417	14 235	148 809	62 223	64 917	-27 946	-11 182	-83 892	2 694
Ctrip	3 849	462	372	13 618	1 022	1 009	-3 477	-90	-12 609	-13
Holidaycheck	130 604	59 528	62 415	418 150	157 415	265 591	-68 189	2 887	-152 559	108 176
Other	95 626	61 734	44 681	636 554	262 526	224 028	-50 945	-17 053	-412 526	-38 498

Q4 2022 – Semantic

SOURCE MARKET SHARE

SOURCE	MKT SHARE Q4 2019	MKT SHARE Q4 2021	MKT SHARE Q4 2022	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
Booking.com	33,9%	43,6%	36,6%	33,1%	41,6%	38,5%	2,7	-7,0	5,4	-3,1
Google	9,0%	13,4%	17,2%	8,5%	15,0%	16,3%	8,2	3,8	7,9	1,4
Tripadvisor	35,1%	25,1%	33,1%	37,7%	25,2%	32,4%	-2,0	8,0	-5,3	7,2
Expedia	3,3%	3,8%	1,7%	3,3%	3,0%	1,9%	-1,6	-2,1	-1,4	-1,1
Hotels.com	2,9%	2,4%	1,3%	2,1%	2,0%	1,3%	-1,6	-1,1	-0,9	-0,7
Ctrip	0,3%	0,0%	0,0%	0,2%	0,0%	0,0%	-0,2	0,0	-0,2	0,0
Holidaycheck	9,0%	5,7%	5,8%	6,0%	4,9%	5,2%	-3,1	0,1	-0,8	0,2
Other	6,6%	5,9%	4,2%	9,1%	8,2%	4,4%	-2,4	-1,8	-4,7	-3,9

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Q4 2022 – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	73,9%	72,2%	72,5%	73,8%	72,2%	72,1%	-1,4	0,3	-1,7	-0,1
English	72,9%	69,6%	70,6%	73,4%	69,8%	70,3%	-2,3	1,0	-3,1	0,5
Spanish	70,3%	70,9%	72,9%	68,6%	68,5%	69,7%	2,6	2,0	1,1	1,2
German	76,7%	76,1%	75,8%	76,9%	75,7%	75,8%	-0,9	-0,3	-1,1	0,1
Italian	74,1%	72,7%	70,8%	74,0%	71,2%	70,0%	-3,3	-1,9	-4,0	-1,2
Portuguese	73,7%	71,0%	69,1%	72,5%	69,7%	69,0%	-4,6	-1,9	-3,5	-0,7
French	72,8%	71,2%	69,8%	72,1%	70,8%	68,7%	-3,0	-1,4	-3,4	-2,1
Chinese	76,3%	69,6%	69,9%	76,3%	74,3%	70,4%	-6,4	0,3	-5,9	-3,9
Other	77,6%	80,2%	81,4%	78,2%	80,2%	81,2%	3,8	1,2	3,0	1,0

Q4 2022 – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	26,1%	27,8%	27,5%	26,2%	27,8%	27,9%	1,4	-0,3	1,7	0,1
English	27,1%	30,4%	29,4%	26,6%	30,2%	29,7%	2,3	-1,0	3,1	-0,5
Spanish	29,7%	29,1%	27,1%	31,4%	31,5%	30,3%	-2,6	-2,0	-1,1	-1,2
German	23,3%	23,9%	24,2%	23,1%	24,3%	24,2%	0,9	0,3	1,1	-0,1
Italian	25,9%	27,3%	29,2%	26,0%	28,8%	30,0%	3,3	1,9	4,0	1,2
Portuguese	26,3%	29,0%	30,9%	27,5%	30,3%	31,0%	4,6	1,9	3,5	0,7
French	27,2%	28,8%	30,2%	27,9%	29,2%	31,3%	3,0	1,4	3,4	2,1
Chinese	23,7%	30,4%	30,1%	23,7%	25,7%	29,6%	6,4	-0,3	5,9	3,9
Other	22,4%	19,8%	18,6%	21,8%	19,8%	18,8%	-3,8	-1,2	-3,0	-1,0

Q4 2022 – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
All Languages	1 076 438	752 200	776 625	5 156 106	2 298 673	3 691 561	-27,9%	3,2%	-28,4%	60,6%
English	600 690	384 426	433 325	2 858 339	992 408	1 943 002	-27,9%	12,7%	-32,0%	95,8%
Spanish	66 371	53 269	49 877	413 263	279 797	302 306	-24,9%	-6,4%	-26,8%	8,0%
German	231 771	160 589	148 033	932 049	411 856	664 751	-36,1%	-7,8%	-28,7%	61,4%
Italian	25 613	11 213	14 646	134 517	28 025	65 150	-42,8%	30,6%	-51,6%	132,5%
Portuguese	28 474	22 796	20 344	152 721	92 279	113 088	-28,6%	-10,8%	-26,0%	22,6%
French	48 714	37 454	35 995	270 137	128 432	192 030	-26,1%	-3,9%	-28,9%	49,5%
Chinese	5 131	380	775	24 526	1 024	2 408	-84,9%	103,9%	-90,2%	135,2%
Other	69 674	82 073	73 630	370 554	364 852	408 826	5,7%	-10,3%	10,3%	12,1%

Q4 2022 – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
All Languages	380 176	289 628	294 400	1 827 634	885 084	1 424 794	-22,6%	1,6%	-22,0%	61,0%
English	223 416	168 187	180 869	1 038 290	429 455	819 220	-19,0%	7,5%	-21,1%	90,8%
Spanish	28 071	21 831	18 516	189 076	128 867	131 150	-34,0%	-15,2%	-30,6%	1,8%
German	70 219	50 455	47 203	279 560	132 225	212 326	-32,8%	-6,4%	-24,0%	60,6%
Italian	8 953	4 209	6 031	47 357	11 319	27 974	-32,6%	43,3%	-40,9%	147,1%
Portuguese	10 166	9 324	9 087	57 818	40 171	50 901	-10,6%	-2,5%	-12,0%	26,7%
French	18 171	15 121	15 579	104 652	53 000	87 462	-14,3%	3,0%	-16,4%	65,0%
Chinese	1 590	166	333	7 626	355	1 012	-79,1%	100,6%	-86,7%	185,1%
Other	19 590	20 335	16 782	103 255	89 692	94 749	-14,3%	-17,5%	-8,2%	5,6%

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Q4 2022 – Semantic - Language

LANGUAGE	TOTAL MENTIONS Q4 2019	TOTAL MENTIONS Q4 2021	TOTAL MENTIONS Q4 2022	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	1 456 614	1 041 828	1 071 025	6 983 740	3 183 757	5 116 355	-385 589	29 197	-1 867 385	1 932 598
English	824 106	552 613	614 194	3 896 629	1 421 863	2 762 222	-209 912	61 581	-1 134 407	1 340 359
Spanish	94 442	75 100	68 393	602 339	408 664	433 456	-26 049	-6 707	-168 883	24 792
German	301 990	211 044	195 236	1 211 609	544 081	877 077	-106 754	-15 808	-334 532	332 996
Italian	34 566	15 422	20 677	181 874	39 344	93 124	-13 889	5 255	-88 750	53 780
Portuguese	38 640	32 120	29 431	210 539	132 450	163 989	-9 209	-2 689	-46 550	31 539
French	66 885	52 575	51 574	374 789	181 432	279 492	-15 311	-1 001	-95 297	98 060
Chinese	6 721	546	1 108	32 152	1 379	3 420	-5 613	562	-28 732	2 041
Other	89 264	102 408	90 412	473 809	454 544	503 575	1 148	-11 996	29 766	49 031

Q4 2022 – Semantic - Language

SOURCE MARKET SHARE

LANGUAGE	MKT SHARE Q4 2019	MKT SHARE Q4 2021	MKT SHARE Q4 2022	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
English	56,6%	53,0%	57,3%	55,8%	44,7%	54,0%	0,8	4,3	-1,8	9,3
Spanish	6,5%	7,2%	6,4%	8,6%	12,8%	8,5%	-0,1	-0,8	-0,2	-4,4
German	20,7%	20,3%	18,2%	17,3%	17,1%	17,1%	-2,5	-2,0	-0,2	0,1
Italian	2,4%	1,5%	1,9%	2,6%	1,2%	1,8%	-0,4	0,5	-0,8	0,6
Portuguese	2,7%	3,1%	2,7%	3,0%	4,2%	3,2%	0,1	-0,3	0,2	-1,0
French	4,6%	5,0%	4,8%	5,4%	5,7%	5,5%	0,2	-0,2	0,1	-0,2
Chinese	0,5%	0,1%	0,1%	0,5%	0,0%	0,1%	-0,4	0,1	-0,4	0,0
Other	6,1%	9,8%	8,4%	6,8%	14,3%	9,8%	2,3	-1,4	3,1	-4,4

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Q4 2022 – Semantic - percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	66,9%	64,0%	62,8%	66,5%	64,9%	62,1%	-4,1	-1,2	-4,4	-2,8
Cleanliness	73,3%	71,5%	70,0%	73,8%	70,4%	69,8%	-3,3	-1,5	-4,0	-0,6
Food & Drinks	75,0%	72,8%	74,7%	75,0%	71,5%	74,1%	-0,3	1,9	-0,9	2,6
Establishment	81,0%	80,0%	80,0%	80,7%	79,4%	79,5%	-1,0	0,0	-1,2	0,1
Facilities	69,3%	66,1%	67,2%	68,8%	65,5%	66,1%	-2,1	1,1	-2,7	0,6
Service	75,8%	73,6%	75,2%	76,3%	73,9%	74,6%	-0,6	1,6	-1,7	0,7
Value	60,1%	58,6%	57,9%	58,9%	58,8%	57,6%	-2,2	-0,7	-1,3	-1,2
Staff	86,7%	86,8%	86,5%	86,2%	86,6%	86,4%	-0,2	-0,3	0,2	-0,2
Experience	82,0%	81,2%	82,1%	81,8%	82,0%	79,5%	0,1	0,9	-2,3	-2,5

Q4 2022 – Semantic - percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	33,1%	36,0%	37,2%	33,5%	35,1%	37,9%	4,1	1,2	4,4	2,8
Cleanliness	26,7%	28,5%	30,0%	26,2%	29,6%	30,2%	3,3	1,5	4,0	0,6
Food & Drinks	25,0%	27,2%	25,3%	25,0%	28,5%	25,9%	0,3	-1,9	0,9	-2,6
Establishment	19,0%	20,0%	20,0%	19,3%	20,6%	20,5%	1,0	0,0	1,2	-0,1
Facilities	30,7%	33,9%	32,8%	31,2%	34,5%	33,9%	2,1	-1,1	2,7	-0,6
Service	24,2%	26,4%	24,8%	23,7%	26,1%	25,4%	0,6	-1,6	1,7	-0,7
Value	39,9%	41,4%	42,1%	41,1%	41,2%	42,4%	2,2	0,7	1,3	1,2
Staff	13,3%	13,2%	13,5%	13,8%	13,4%	13,6%	0,2	0,3	-0,2	0,2
Experience	18,0%	18,8%	17,9%	18,2%	18,0%	20,5%	-0,1	-0,9	2,3	2,5

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Q4 2022 – Percentage of review responses per hotel type

HOTEL TYPE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	REVIEW RESPONSES TOT 2019	REVIEW RESPONSES TOT 2021	REVIEW RESPONSES TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Europe	55,2%	54,7%	58,9%	55,8%	54,0%	57,5%	3,7	4,2	1,7	3,5
3-star Hotels	39,9%	44,7%	46,1%	40,3%	42,9%	43,9%	6,2	1,4	3,6	1,0
4-star Hotels	57,3%	53,9%	61,0%	56,8%	51,4%	59,3%	3,7	7,1	2,5	7,9
5-star Hotels	61,7%	61,3%	64,7%	63,6%	61,9%	64,1%	3,0	3,4	0,5	2,2

Q4 2022 – Total volume of responsible reviews per hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q4 2019	RESPONDABLE REVIEWS Q4 2021	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS TOT 2019	RESPONDABLE REVIEWS TOT 2021	RESPONDABLE REVIEWS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
Europe	254 314	186 658	185 014	1 178 309	561 918	858 451	-27,2%	-0,9%	-27,1%	52,8%
3-star Hotels	57 538	43 313	43 569	263 949	121 012	207 089	-24,3%	0,6%	-21,5%	71,1%
4-star Hotels	92 478	68 439	67 656	442 907	206 476	317 244	-26,8%	-1,1%	-28,4%	53,6%
5-star Hotels	104 913	75 382	74 244	475 059	235 671	336 550	-29,2%	-1,5%	-29,2%	42,8%

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Q4 2022 Average response time –
To positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Europe	4,0	5,1
3-star Hotels	3,9	4,7
4-star Hotels	4,1	4,4
5-star Hotels	3,9	6,1
	DAYS	DAYS

Q4 2022 Average response time –
To positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	3,6	3,9
Google	3,4	5,0
Tripadvisor	4,6	6,3
Expedia	4,6xq	5,0
Hotels.com	1,7	2,7
Ctrip	-	-
Trip.com	-	-
Other	3,9	5,0
	DAYS	DAYS

Q4 2022 – Average response time – Per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21
Booking.com	7,2	5,0	3,6	84 284	-3,6	-1,4
Google	5,6	5,1	3,7	43 274	-1,9	-1,4
Tripadvisor	6,1	7,2	5,0	34 404	-1,1	-2,2
Expedia	6,4	6,0	4,8	4 757	-1,6	-1,2
Hotels.com	16,3	9,7	1,7	2 960	-14,6	-8,0
Ctrip	-	-	-	242	---	---
Trip.com	-	-	-	600	---	---
Other	8,6	9,2	5,3	14 348,0	-3,3	-3,9

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Q4 2022 Average response time – To positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Europe	4,7	5,9
3-star Hotels	4,9	5,8
4-star Hotels	4,9	5,3
5-star Hotels	4,6	6,8
	DAYS	DAYS

Q4 2022 – 2022 Yearly average response time – To positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	4,7	4,4
Google	3,7	5,5
Tripadvisor	5,1	7,2
Expedia	5,7	6,3
Hotels.com	7,4	7,5
Ctrip	-	-
Trip.com	-	-
Other	6,2	8,8
	DAYS	DAYS

Q4 2022 – 2022 Yearly average response time – Per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	9,8	6,2	4,6	416 038	-5,2	-1,6
Google	5,8	5,4	4,0	183 715	-1,8	-1,4
Tripadvisor	6,0	6,9	5,4	155 135	-0,6	-1,5
Expedia	6,8	6,5	5,8	23 820	-1,0	-0,7
Hotels.com	16,3	9,7	7,4	13 606	-8,9	-2,3
Ctrip	-	-	-	626	---	---
Trip.com	-	-	-	1 531	---	---
Other	7,5	8,8	6,7	63 843	-0,8	-2,1

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Q4 2022 Percentage of positive responses

HOTEL TYPE	% POSITIVE RESPONSES Q4 22	% NEGATIVE RESPONSES Q4 22
Europe	60,7%	54,4%
3-star Hotels	48,4%	39,0%
4-star Hotels	60,1%	64,8%
5-star Hotels	67,0%	58,3%
	%	%

Q4 2022 – Average response rate – To positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	59,4%	58,0%
Google	56,9%	47,3%
Tripadvisor	73,5%	56,8%
Expedia	57,7%	52,6%
Hotels.com	54,8%	55,7%
Ctrip	10,8%	6,7%
Trip.com	14,1%	4,8%
Other	61,4%	55,1%
	%	%

Q4 2022 – 2022 Yearly average response time – Per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS Q4 2022	% CHANGE Q4 22 VS 21	% CHANGE Q4 22 VS 21
Booking.com	52,2%	53,4%	59,1%	84 284	6,9	5,7
Google	45,3%	50,3%	55,8%	43 274	10,5	5,5
Tripadvisor	73,7%	70,1%	71,7%	34 404	-2,0	1,6
Expedia	60,5%	54,4%	57,4%	4 757	-3,1	3,0
Hotels.com	45,4%	55,6%	54,8%	2 960	9,4	-0,8
Ctrip	7,8%	7,8%	9,9%	242	2,1	2,1
Trip.com	9,8%	7,5%	12,7%	600	2,9	5,2
Other	51,6%	48,8%	45,9%	14 348	-5,7	-2,9

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Q4 2022 Yearly percentage of positive review responses

HOTEL TYPE	% POSITIVE RESPONSES Y 2022	% NEGATIVE RESPONSES Y 2022
Europe	59,4%	52,7%
3-star Hotels	45,5%	39,4%
4-star Hotels	59,1%	61,5%
5-star Hotels	66,5%	56,7%
	%	%

Q4 2022 – 2022 Yearly average response rate – To positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	56,5%	54,0%
Google	55,6%	46,7%
Tripadvisor	74,7%	60,1%
Expedia	58,1%	54,1%
Hotels.com	55,4%	51,6%
Ctrip	9,2%	9,1%
Trip.com	10,6%	5,6%
Other	50,6%	40,2%
	%	%

Q4 2022 – Average response rate – Per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS Y 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	52,3%	52,7%	55,7%	416 038	3,4	3,0
Google	47,1%	47,6%	54,2%	183 715	7,1	6,6
Tripadvisor	74,3%	72,1%	72,5%	155 135	-1,8	0,4
Expedia	60,0%	53,0%	57,7%	23 820	-2,3	4,7
Hotels.com	47,8%	49,9%	54,5%	13 606	6,7	4,6
Ctrip	7,3%	7,3%	8,6%	626	1,3	1,3
Trip.com	10,0%	7,5%	9,9%	1 531	-0,1	2,4
Other	49,3%	48,1%	44,3%	63 843	-5,0	-3,7

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Q4 2022 – Latin America & Caribbean Global Review Index™ (GRI™)

HOTEL TYPE	GRI Q1 2022	GRI Q2 2022	GRI Q3 2022	GRI Q4 2022	YEARLY GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Latin America & Caribbean	84,9%	85,2%	85,2%	85,2%	85,1%	0,3	0,0	0,0	-1,3	-1,4
3-star Hotels	82,6%	82,9%	82,5%	82,3%	82,6%	-0,3	-0,6	-0,2	-1,4	-1,5
4-star Hotels	85,8%	86,3%	86,3%	86,4%	86,2%	0,6	0,1	0,1	-1,1	-1,5
5-star Hotels	87,9%	87,9%	88,1%	88,4%	88,1%	0,5	0,5	0,3	-1,3	-0,5

Q4 2022 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	REVIEW VOLUME Q4 2022	REVIEW TOT VOLUME 2022	% CHANGE Q4 22 VS Q1 22	% CHANGE Q4 22 VS Q2 22	% CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	279 318	274 739	276 707	253 176	1 081 641	-9,4%	-7,8%	-8,5%	23,4%	-25,0%
Booking.com	105 488	103 602	103 818	92 898	403 243	-11,9%	-10,3%	-10,5%	37,8%	32,7%
Google	86 824	87 532	89 263	84 025	335 974	-3,2%	-4,0%	-5,9%	19,9%	-43,4%
Tripadvisor	46 748	49 047	52 189	51 008	198 642	9,1%	4,0%	-2,3%	54,4%	-32,5%
Expedia	25 660	19 139	16 901	12 670	81 658	-50,6%	-33,8%	-25,0%	-23,2%	-17,3%
Hotels.com	7 860	7 860	7 587	6 045	32 135	-23,1%	-23,1%	-20,3%	-9,2%	-5,9%
Ctrip	24	24	44	58	176	141,7%	141,7%	31,8%	-52,6%	-86,1%
Trip.com	138	138	191	134	606	-2,9%	-2,9%	-29,8%	37,7%	-45,7%
Other	6 576	7 397	6 714	6 338	29 207	-3,6%	-14,3%	-5,6%	-11,1%	-74,7%

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Q4 2022 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q2 2022	SHARE OF REVIEWS Q3 2022	SHARE OF REVIEWS Q4 2022	YEARLY SHARE OF REV. 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Booking.com	37,8%	37,7%	37,5%	36,7%	37,3%	-1,1	-1,0	-0,8	3,9	16,2
Google	31,1%	31,9%	32,3%	33,2%	31,1%	2,1	1,3	0,9	-0,9	-10,1
Tripadvisor	16,7%	17,8%	18,9%	20,1%	18,4%	3,4	2,3	1,3	3,7	-2,0
Expedia	9,2%	6,9%	6,1%	5,0%	7,5%	-4,2	-1,9	-1,1	-4,6	0,7
Hotels.com	2,8%	2,8%	2,7%	2,4%	3,0%	-0,4	-0,4	-0,4	-1,1	0,6
Ctrip	0,0%	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0	0,0	-0,1
Trip.com	0,0%	0,0%	0,1%	0,1%	0,1%	0,0	0,1	0,0	0,0	0,0
Other	2,4%	2,9%	2,4%	2,5%	2,7%	0,1	-0,4	0,1	-1,0	-5,3

Q3 2022 – GRI Source Index

ALL SOURCES	SOURCE GRI Q1 2022	SOURCE GRI Q2 2022	SOURCE GRI Q3 2022	SOURCE GRI Q4 2022	YEARLY SOURCE GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	86,5%	85,2%	85,2%	85,2%	85,1%	-1,3	0,0	0,0	-1,3	-1,4
Booking.com	83,0%	83,0%	83,1%	82,8%	83,0%	-0,2	-0,2	-0,3	-1,0	-2,3
Google	85,5%	86,1%	86,0%	86,4%	86,0%	0,9	0,3	0,4	-2,0	-1,8
Tripadvisor	82,5%	82,7%	82,5%	82,6%	82,6%	0,1	-0,1	0,1	-1,7	-1,1
Expedia	83,9%	83,9%	84,0%	83,9%	84,0%	0,0	0,0	-0,1	-0,8	-0,1
Hotels.com	84,4%	84,1%	84,2%	84,1%	84,2%	-0,3	0,0	-0,1	-1,3	-0,2
Ctrip	73,6%	-	-	-	73,6%	---	---	---	-15,1	-16,4
Trip.com	82,8%	85,8%	86,3%	87,9%	85,7%	5,1	2,1	1,6	-4,7	-5,8

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Q4 2022 – Departments - Service GRI

HOTEL TYPE	SERVICE GRI Q4 2019	SERVICE GRI Q4 2021	SERVICE GRI Q4 2022	SERVICE GRI YEARLY 2019	SERVICE GRI YEARLY 2021	SERVICE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Latin America & Caribbean	87,2%	87,1%	86,9%	86,9%	88,0%	86,4%	-0,3	-0,2	-1,6	-0,5
3-star Hotels	84,8%	83,8%	83,3%	84,3%	85,5%	83,2%	-1,5	-0,5	-2,3	-1,1
4-star Hotels	87,8%	86,9%	87,0%	87,4%	87,9%	86,5%	-0,8	0,1	-1,4	-0,9
5-star Hotels	89,2%	90,8%	90,8%	88,9%	90,8%	89,7%	1,6	0,0	-1,1	0,8

Q4 2022 – Departments - Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q4 2019	CLEANLINESS GRI Q4 2021	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI YEARLY 2019	CLEANLINESS GRI YEARLY 2021	CLEANLINESS GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Latin America & Caribbean	88,0%	88,9%	87,4%	88,2%	89,7%	87,9%	-0,6	-1,5	-1,8	-0,3
3-star Hotels	85,2%	84,1%	82,6%	85,1%	85,5%	83,1%	-2,6	-1,5	-2,4	-2,0
4-star Hotels	88,4%	89,0%	88,1%	88,7%	89,8%	88,6%	-0,3	-0,9	-1,2	-0,1
5-star Hotels	89,9%	93,0%	90,5%	90,2%	93,1%	91,3%	0,6	-2,5	-1,8	1,1

Q4 2022 – Department Location GRI

HOTEL TYPE	LOCATION GRI Q4 2019	LOCATION GRI Q4 2021	LOCATION GRI Q4 2022	LOCATION GRI YEARLY 2019	LOCATION GRI YEARLY 2021	LOCATION GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Latin America & Caribbean	90,6%	91,2%	90,9%	90,4%	91,6%	90,7%	0,3	-0,3	-0,9	0,3
3-star Hotels	88,7%	89,6%	88,8%	88,4%	90,0%	88,8%	0,1	-0,8	-1,2	0,4
4-star Hotels	90,9%	91,0%	91,1%	90,9%	91,5%	90,8%	0,2	0,1	-0,7	-0,1
5-star Hotels	91,9%	93,3%	92,7%	91,8%	93,1%	92,3%	0,8	-0,6	-0,8	0,5

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Q4 2022 – Departments - Room GRI

HOTEL TYPE	ROOM GRI Q4 2019	ROOM GRI Q4 2021	ROOM GRI Q4 2022	ROOM GRI YEARLY 2019	ROOM GRI YEARLY 2021	ROOM GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Latin America & Caribbean	84,3%	85,7%	83,7%	84,0%	86,2%	84,1%	-0,6	-2,0	-2,1	0,1
3-star Hotels	80,3%	81,4%	79,6%	80,2%	82,6%	80,0%	-0,7	-1,8	-2,6	-0,2
4-star Hotels	84,8%	85,4%	83,7%	84,4%	85,8%	84,2%	-1,1	-1,7	-1,6	-0,2
5-star Hotels	87,8%	90,3%	87,7%	87,7%	90,4%	88,0%	-0,1	-2,6	-2,4	0,3

Q4 2022 – Departments - Value GRI

HOTEL TYPE	VALUE GRI Q4 2019	VALUE GRI Q4 2021	VALUE GRI Q4 2022	VALUE GRI YEARLY 2019	VALUE GRI YEARLY 2021	VALUE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Latin America & Caribbean	81,8%	82,9%	82,0%	81,7%	83,8%	81,3%	0,2	-0,9	-2,5	-0,4
3-star Hotels	79,2%	80,3%	79,0%	79,4%	81,7%	78,4%	-0,2	-1,3	-3,3	-1,0
4-star Hotels	82,3%	82,6%	81,9%	82,1%	83,3%	81,3%	-0,4	-0,7	-2,0	-0,8
5-star Hotels	83,8%	86,2%	85,1%	83,6%	86,8%	84,1%	1,3	-1,1	-2,7	0,5

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Q4 2022 – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q2 22	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Latin America & Caribbean	75,2%	71,6%	72,7%	74,2%	72,5%	71,6%	-2,5	1,1	-2,6	-0,9
Booking.com	61,7%	58,8%	58,9%	62,0%	60,4%	58,8%	-2,8	0,1	-3,2	-1,6
Google	80,2%	76,0%	75,3%	78,8%	76,6%	74,8%	-4,9	-0,7	-4,0	-1,8
Tripadvisor	78,6%	78,5%	77,8%	76,9%	79,2%	77,3%	-0,8	-0,7	0,4	-1,9
Expedia	70,9%	67,7%	66,2%	70,7%	67,6%	66,6%	-4,7	-1,5	-4,1	-1,0
Hotels.com	67,1%	66,9%	65,5%	68,7%	68,3%	66,3%	-1,6	-1,4	-2,4	-2,0
Ctrip	80,0%	66,7%	68,1%	76,7%	74,7%	70,9%	-11,9	1,4	-5,8	-3,8
Holidaycheck	74,7%	68,6%	73,1%	74,0%	70,7%	73,8%	-1,6	4,5	-0,2	3,1
Other	75,4%	73,7%	74,3%	73,9%	74,2%	73,2%	-1,1	0,6	-0,7	-1,0

Q4 2022 – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q2 22	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Latin America & Caribbean	24,8%	28,4%	27,3%	25,8%	27,5%	28,4%	2,5	-1,1	2,6	0,9
Booking.com	38,3%	41,2%	41,1%	38,0%	39,6%	41,2%	2,8	-0,1	3,2	1,6
Google	19,8%	24,0%	24,7%	21,2%	23,4%	25,2%	4,9	0,7	4,0	1,8
Tripadvisor	21,4%	21,5%	22,2%	23,1%	20,8%	22,7%	0,8	0,7	-0,4	1,9
Expedia	29,1%	32,3%	33,8%	29,3%	32,4%	33,4%	4,7	1,5	4,1	1,0
Hotels.com	32,9%	33,1%	34,5%	31,3%	31,7%	33,7%	1,6	1,4	2,4	2,0
Ctrip	20,0%	33,3%	31,9%	23,3%	25,3%	29,1%	11,9	-1,4	5,8	3,8
Holidaycheck	25,3%	31,4%	26,9%	26,0%	29,3%	26,2%	1,6	-4,5	0,2	-3,1
Other	24,6%	26,3%	25,7%	26,1%	25,8%	26,8%	1,1	-0,6	0,7	1,0

Q4 2022 – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	945 566	706 565	716 677	4 504 519	2 313 233	3 121 811	-24,2%	1,4%	-30,7%	35,0%
Booking.com	125 239	145 470	114 589	556 113	463 335	572 963	-8,5%	-21,2%	3,0%	23,7%
Google	146 842	146 143	160 068	626 038	468 352	662 147	9,0%	9,5%	5,8%	41,4%
Tripadvisor	526 468	303 625	373 616	2 611 617	991 336	1 532 322	-29,0%	23,1%	-41,3%	54,6%
Expedia	43 157	56 189	31 751	222 963	221 839	189 724	-26,4%	-43,5%	-14,9%	-14,5%
Hotels.com	13 392	16 460	7 182	60 689	52 326	40 982	-46,4%	-56,4%	-32,5%	-21,7%
Ctrip	468	208	62	1 845	727	239	-86,8%	-70,2%	-87,0%	-67,1%
Holidaycheck	19 994	9 400	9 157	80 763	19 331	35 194	-54,2%	-2,6%	-56,4%	82,1%
Other	70 006	29 070	20 252	344 491	95 987	88 240	-71,1%	-30,3%	-74,4%	-8,1%

Q4 2022 – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	311 682	280 680	269 779	1 565 851	878 074	1 236 150	-13,4%	-3,9%	-21,1%	40,8%
Booking.com	77 682	101 837	80 067	341 330	303 244	400 977	3,1%	-21,4%	17,5%	32,2%
Google	36 331	46 145	52 603	168 365	143 061	223 650	44,8%	14,0%	32,8%	56,3%
Tripadvisor	143 691	82 988	106 742	785 619	259 770	450 908	-25,7%	28,6%	-42,6%	73,6%
Expedia	17 689	26 760	16 188	92 559	106 188	94 988	-8,5%	-39,5%	2,6%	-10,5%
Hotels.com	6 573	8 157	3 784	27 663	24 250	20 826	-42,4%	-53,6%	-24,7%	-14,1%
Ctrip	117	104	29	559	246	98	-75,2%	-72,1%	-82,5%	-60,2%
Holidaycheck	6 786	4 308	3 377	28 391	8 003	12 472	-50,2%	-21,6%	-56,1%	55,8%
Other	22 813	10 381	6 989	121 365	33 312	32 231	-69,4%	-32,7%	-73,4%	-3,2%

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Q4 2022 – Semantic

SOURCE	TOTAL MENTIONS Q4 2019	TOTAL MENTIONS Q4 2021	TOTAL MENTIONS Q4 2022	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	1 257 248	987 245	986 456	6 070 370	3 191 307	4 357 961	-270 792	-789	-1 712 409	1 166 654
Booking.com	202 921	247 307	194 656	897 443	766 579	973 940	-8 265	-52 651	76 497	207 361
Google	183 173	192 288	212 671	794 403	611 413	885 797	29 498	20 383	91 394	274 384
Tripadvisor	670 159	386 613	480 358	3 397 236	1 251 106	1 983 230	-189 801	93 745	-1 414 006	732 124
Expedia	60 846	82 949	47 939	315 522	328 027	284 712	-12 907	-35 010	-30 810	-43 315
Hotels.com	19 965	24 617	10 966	88 352	76 576	61 808	-8 999	-13 651	-26 544	-14 768
Ctrip	585	312	91	2 404	973	337	-494	-221	-2 067	-636
Holidaycheck	26 780	13 708	12 534	109 154	27 334	47 666	-14 246	-1 174	-61 488	20 332
Other	92 819	39 451	27 241	465 856	129 299	120 471	-65 578	-12 210	-345 385	-8 828

Q4 2022 – Semantic

SOURCE MARKET SHARE

SOURCE	MKT SHARE Q4 2019	MKT SHARE Q4 2021	MKT SHARE Q4 2022	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
Booking.com	16,1%	25,1%	19,7%	14,8%	24,0%	22,3%	3,6	-5,3	7,6	-1,7
Google	14,6%	19,5%	21,6%	13,1%	19,2%	20,3%	7,0	2,1	7,2	1,2
Tripadvisor	53,3%	39,2%	48,7%	56,0%	39,2%	45,5%	-4,6	9,5	-10,5	6,3
Expedia	4,8%	8,4%	4,9%	5,2%	10,3%	6,5%	0,0	-3,5	1,3	-3,7
Hotels.com	1,6%	2,5%	1,1%	1,5%	2,4%	1,4%	-0,5	-1,4	0,0	-1,0
Ctrip	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0	0,0
Holidaycheck	2,1%	1,4%	1,3%	1,8%	0,9%	1,1%	-0,9	-0,1	-0,7	0,2
Other	7,4%	4,0%	2,8%	7,7%	4,1%	2,8%	-4,6	-1,2	-4,9	-1,3

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Q4 2022 – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	75,2%	71,6%	72,7%	74,2%	72,5%	71,6%	-2,5	1,1	-2,6	-0,9
English	75,9%	74,1%	73,0%	75,0%	73,9%	72,6%	-2,9	-1,1	-2,4	-1,3
Spanish	76,4%	71,6%	74,6%	74,2%	72,6%	72,9%	-1,8	3,0	-1,3	0,3
German	74,9%	70,6%	72,4%	74,4%	72,1%	72,9%	-2,5	1,8	-1,5	0,8
Italian	72,2%	71,9%	68,4%	70,9%	69,2%	68,4%	-3,8	-3,5	-2,5	-0,8
Portuguese	70,3%	64,3%	66,9%	70,4%	67,2%	65,0%	-3,4	2,6	-5,4	-2,2
French	76,0%	74,4%	74,0%	74,0%	75,0%	72,8%	-2,0	-0,4	-1,2	-2,2
Chinese	71,7%	63,0%	68,1%	73,7%	76,0%	71,7%	-3,6	5,1	-2,0	-4,3
Other	75,3%	74,4%	75,2%	76,1%	75,6%	72,5%	-0,1	0,8	-3,6	-3,1

Q4 2022 – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	24,8%	28,4%	27,3%	25,8%	27,5%	28,4%	2,5	-1,1	2,6	0,9
English	24,1%	25,9%	27,0%	25,0%	26,1%	27,4%	2,9	1,1	2,4	1,3
Spanish	23,6%	28,4%	25,4%	25,8%	27,4%	27,1%	1,8	-3,0	1,3	-0,3
German	25,1%	29,4%	27,6%	25,6%	27,9%	27,1%	2,5	-1,8	1,5	-0,8
Italian	27,8%	28,1%	31,6%	29,1%	30,8%	31,6%	3,8	3,5	2,5	0,8
Portuguese	29,7%	35,7%	33,1%	29,6%	32,8%	35,0%	3,4	-2,6	5,4	2,2
French	24,0%	25,6%	26,0%	26,0%	25,0%	27,2%	2,0	0,4	1,2	2,2
Chinese	28,3%	37,0%	31,9%	26,3%	24,0%	28,3%	3,6	-5,1	2,0	4,3
Other	24,7%	25,6%	24,8%	23,9%	24,4%	27,5%	0,1	-0,8	3,6	3,1

Q4 2022 – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
All Languages	945 566	706 565	716 677	4 504 519	2 313 233	3 121 811	-24,2%	1,4%	-30,7%	35,0%
English	499 402	366 446	406 686	2 594 555	1 297 949	1 755 219	-18,6%	11,0%	-32,3%	35,2%
Spanish	219 668	150 418	166 604	908 399	491 540	706 426	-24,2%	10,8%	-22,2%	43,7%
German	36 753	21 676	20 328	145 698	48 517	78 700	-44,7%	-6,2%	-46,0%	62,2%
Italian	8 690	2 207	4 381	51 288	4 846	19 270	-49,6%	98,5%	-62,4%	297,6%
Portuguese	116 141	120 964	79 462	490 723	363 982	388 988	-31,6%	-34,3%	-20,7%	6,9%
French	46 002	26 879	33 501	243 980	66 443	141 180	-27,2%	24,6%	-42,1%	112,5%
Chinese	841	75	154	3 775	342	659	-81,7%	105,3%	-82,5%	92,7%
Other	18 069	17 900	5 561	66 101	39 614	31 369	-69,2%	-68,9%	-52,5%	-20,8%

Q4 2022 – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
All Languages	311 682	280 680	269 778	1 565 851	878 074	1 236 150	-13,4%	-3,9%	-21,1%	40,8%
English	158 357	128 368	150 270	864 346	459 228	661 416	-5,1%	17,1%	-23,5%	44,0%
Spanish	67 875	59 758	56 777	316 059	185 502	262 331	-16,4%	-5,0%	-17,0%	41,4%
German	12 308	9 007	7 746	50 063	18 755	29 232	-37,1%	-14,0%	-41,6%	55,9%
Italian	3 348	861	2 028	21 026	2 157	8 918	-39,4%	135,5%	-57,6%	313,4%
Portuguese	48 994	67 221	39 311	206 333	177 416	209 310	-19,8%	-41,5%	1,4%	18,0%
French	14 535	9 247	11 750	85 902	22 113	52 770	-19,2%	27,1%	-38,6%	138,6%
Chinese	332	44	72	1 345	108	260	-78,3%	63,6%	-80,7%	140,7%
Other	5 933	6 174	1 824	20 777	12 795	11 913	-69,3%	-70,5%	-42,7%	-6,9%

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Q4 2022 – Semantic - Language

LANGUAGE	TOTAL MENTIONS Q4 2019	TOTAL MENTIONS Q4 2021	TOTAL MENTIONS Q4 2022	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	1 257 248	987 245	986 455	6 070 370	3 191 307	4 357 961	-270 793	-790	-1 712 409	1 166 654
English	657 759	494 814	556 956	3 458 901	1 757 177	2 416 635	-100 803	62 142	-1 042 266	659 458
Spanish	287 543	210 176	223 381	1 224 458	677 042	968 757	-64 162	13 205	-255 701	291 715
German	49 061	30 683	28 074	195 761	67 272	107 932	-20 987	-2 609	-87 829	40 660
Italian	12 038	3 068	6 409	72 314	7 003	28 188	-5 629	3 341	-44 126	21 185
Portuguese	165 135	188 185	118 773	697 056	541 398	598 298	-46 362	-69 412	-98 758	56 900
French	60 537	36 126	45 251	329 882	88 556	193 950	-15 286	9 125	-135 932	105 394
Chinese	1 173	119	226	5 120	450	919	-947	107	-4 201	469
Other	24 002	24 074	7 385	86 878	52 409	43 282	-16 617	-16 689	-43 596	-9 127

Q4 2022 – Semantic - Language

LANGUAGE	MKT SHARE Q4 2019	MKT SHARE Q4 2021	MKT SHARE Q4 2022	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
English	52,3%	50,1%	56,5%	57,0%	55,1%	55,5%	4,1	6,3	-1,5	0,4
Spanish	22,9%	21,3%	22,6%	20,2%	21,2%	22,2%	-0,2	1,4	2,1	1,0
German	3,9%	3,1%	2,8%	3,2%	2,1%	2,5%	-1,1	-0,3	-0,7	0,4
Italian	1,0%	0,3%	0,6%	1,2%	0,2%	0,6%	-0,3	0,3	-0,5	0,4
Portuguese	13,1%	19,1%	12,0%	11,5%	17,0%	13,7%	-1,1	-7,0	2,2	-3,2
French	4,8%	3,7%	4,6%	5,4%	2,8%	4,5%	-0,2	0,9	-1,0	1,7
Chinese	0,1%	0,0%	0,0%	0,1%	0,0%	0,0%	-0,1	0,0	-0,1	0,0
Other	1,9%	2,4%	0,7%	1,4%	1,6%	1,0%	-1,2	-1,7	-0,4	-0,6

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Q4 2022 – Semantic - percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	66,9%	59,3%	59,4%	66,2%	62,1%	58,4%	-7,5	0,1	-7,8	-3,7
Cleanliness	68,4%	64,4%	62,8%	67,6%	66,0%	62,5%	-5,6	-1,6	-5,1	-3,5
Food & Drinks	77,1%	74,4%	75,4%	76,3%	74,4%	74,4%	-1,7	1,0	-1,9	0,0
Establishment	79,9%	77,7%	77,2%	79,1%	78,1%	77,0%	-2,7	-0,5	-2,1	-1,1
Facilities	71,5%	65,2%	68,4%	71,0%	66,9%	66,8%	-3,1	3,2	-4,2	-0,1
Service	81,2%	77,4%	79,4%	78,9%	78,0%	77,5%	-1,8	2,0	-1,4	-0,5
Value	56,7%	52,5%	53,8%	55,9%	53,3%	53,0%	-2,9	1,3	-2,9	-0,3
Staff	85,4%	83,6%	84,7%	84,1%	84,2%	83,8%	-0,7	1,1	-0,3	-0,4
Experience	83,1%	82,1%	82,7%	81,8%	82,1%	82,0%	-0,4	0,6	0,2	-0,1

Q4 2022 – Semantic - percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	33,1%	40,7%	40,6%	33,8%	37,9%	41,6%	7,5	-0,1	7,8	3,7
Cleanliness	31,6%	35,6%	37,2%	32,4%	34,0%	37,5%	5,6	1,6	5,1	3,5
Food & Drinks	22,9%	25,6%	24,6%	23,7%	25,6%	25,6%	1,7	-1,0	1,9	0,0
Establishment	20,1%	22,3%	22,8%	20,9%	21,9%	23,0%	2,7	0,5	2,1	1,1
Facilities	28,5%	34,8%	31,6%	29,0%	33,1%	33,2%	3,1	-3,2	4,2	0,1
Service	18,8%	22,6%	20,6%	21,1%	22,0%	22,5%	1,8	-2,0	1,4	0,5
Value	43,3%	47,5%	46,2%	44,1%	46,7%	47,0%	2,9	-1,3	2,9	0,3
Staff	14,6%	16,4%	15,3%	15,9%	15,8%	16,2%	0,7	-1,1	0,3	0,4
Experience	16,9%	17,9%	17,3%	18,2%	17,9%	18,0%	0,4	-0,6	-0,2	0,1

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Q4 2022 – Percentage of review responses per hotel type

HOTEL TYPE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	REVIEW RESPONSES TOT 2019	REVIEW RESPONSES TOT 2021	REVIEW RESPONSES TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Latin America & Caribbean	61,0%	57,4%	62,1%	59,6%	60,7%	61,7%	1,1	4,7	2,1	1,0
3-star Hotels	49,9%	49,4%	51,6%	48,1%	49,6%	51,6%	1,7	2,2	3,5	2,0
4-star Hotels	68,1%	62,3%	67,4%	65,9%	65,1%	66,6%	-0,7	5,1	0,7	1,5
5-star Hotels	59,3%	58,0%	63,6%	60,9%	66,1%	65,0%	4,3	5,6	4,1	-1,1

Q4 2022 – Total volume of responsible reviews per hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q4 2019	RESPONDABLE REVIEWS Q4 2021	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS TOT 2019	RESPONDABLE REVIEWS TOT 2021	RESPONDABLE REVIEWS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
Latin America & Caribbean	214 848	184 992	171 506	940 405	592 689	750 814	-20,2%	-7,3%	-20,2%	26,7%
3-star Hotels	64 572	57 913	48 653	286 309	176 827	225 881	-24,7%	-16,0%	-21,1%	27,7%
4-star Hotels	111 205	87 785	85 928	481 293	293 874	368 421	-22,7%	-2,1%	-23,5%	25,4%
5-star Hotels	39 071	39 294	36 925	172 803	121 988	156 512	-5,5%	-6,0%	-9,4%	28,3%

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Q4 2022 Average response time – To positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Latam	4,4	4,1
3-star Hotels	3,9	3,6
4-star Hotels	3,9	4,2
5-star Hotels	5,7	4,8
	DAYS	DAYS

Q4 2022 Average response time – To positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	3,6	3,4
Google	4,3	3,8
Tripadvisor	4,7	4,8
Expedia	3,4	2,9
Hotels.com	1,7	1,8
Ctrip	-	-
Trip.com	-	-
Other	7,5	6,2
	DAYS	DAYS

Q4 2022 – Average response time – Per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21
Booking.com	11,5	7,7	3,6	43 941	-7,9	-4,1
Google	3,6	4,6	4,2	55 814	0,6	-0,4
Tripadvisor	4,3	6,0	4,7	51 008	0,4	-1,3
Expedia	4,8	4,0	3,3	12 230	-1,5	-0,7
Hotels.com	10,8	8,0	1,8	2 555	-9,0	-6,2
Ctrip	-	-	-	58	---	---
Trip.com	-	-	-	134	---	---
Other	4,8	6,3	5,9	5 766	1,1	-0,4

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Q4 2022 Average response time – To positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Latam	4,8	5,3
3-star Hotels	5,1	5,1
4-star Hotels	4,4	5,5
5-star Hotels	5,7	5,2
	DAYS	DAYS

Q4 2022 – 2022 Yearly average response time – To positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	4,1	5,0
Google	4,7	4,5
Tripadvisor	4,9	5,8
Expedia	4,8	5,4
Hotels.com	7,2	8,7
Ctrip	-	-
Trip.com	-	-
Other	7,8	5,3
	DAYS	DAYS

Q4 2022 – 2022 Yearly average response time – Per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	13,3	6,7	4,4	218 581	-8,9	-2,3
Google	4,6	4,7	4,7	226 111	0,1	0,0
Tripadvisor	4,9	5,5	5,0	198 642	0,1	-0,5
Expedia	5,3	4,1	4,9	68 678	-0,4	0,8
Hotels.com	17,1	7,6	7,4	14 378	-9,7	-0,2
Ctrip	-	-	-	176	---	---
Trip.com	-	-	-	606	---	---
Other	7,6	5,6	6,2	23 628	-1,4	0,6

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Q4 2022 Percentage of positive responses

HOTEL TYPE	% POSITIVE RESPONSES Q4 22	% NEGATIVE RESPONSES Q4 22
Latam	63,2%	59,3%
3-star Hotels	52,6%	50,3%
4-star Hotels	68,4%	65,3%
5-star Hotels	63,9%	64,0%
	%	%

Q4 2022 – Average response rate – To positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	54,8%	48,0%
Google	50,4%	47,9%
Tripadvisor	82,2%	81,0%
Expedia	81,0%	84,1%
Hotels.com	65,7%	61,2%
Ctrip	0,0%	0,0%
Trip.com	0,9%	0,0%
Other	25,2%	44,6%
	%	%

Q4 2022 – 2022 Yearly average response time – Per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS Q4 2022	% CHANGE Q4 22 VS 21	% CHANGE Q4 22 VS 21
Booking.com	56,7%	52,2%	53,0%	43 941	-3,7	0,8
Google	46,2%	43,9%	50,0%	55 814	3,8	6,1
Tripadvisor	80,8%	79,9%	82,0%	51 008	1,2	2,1
Expedia	75,0%	70,1%	81,7%	12 230	6,7	11,6
Hotels.com	64,9%	70,2%	64,8%	2 555	-0,1	-5,4
Ctrip	3,6%	2,7%	0,0%	58	-3,6	-2,7
Trip.com	3,3%	4,9%	0,7%	134	-2,6	-4,2
Other	45,1%	32,1%	30,8%	5 766	-14,3	-1,4

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Q4 2022 Yearly percentage of positive review responses

HOTEL TYPE	% POSITIVE RESPONSES Y 2022	% NEGATIVE RESPONSES Y 2022
Latam	62,9%	58,5%
3-star Hotels	52,3%	50,8%
4-star Hotels	67,5%	63,7%
5-star Hotels	65,8%	63,1%
	%	%

Q4 2022 – 2022 Yearly average response rate – To positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	55,8%	47,6%
Google	49,3%	49,3%
Tripadvisor	82,7%	79,7%
Expedia	77,2%	78,2%
Hotels.com	68,9%	62,1%
Ctrip	3,6%	0,0%
Trip.com	1,8%	0,0%
Other	27,5%	51,0%
	%	%

Q4 2022 – Average response rate – Per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS Y 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	54,2%	54,9%	53,7%	218 581	-0,5	-1,2
Google	43,1%	48,1%	49,4%	226 111	6,3	1,3
Tripadvisor	80,6%	82,7%	82,3%	198 642	1,7	-0,4
Expedia	73,6%	72,3%	77,5%	68 678	3,9	5,2
Hotels.com	66,2%	66,3%	67,7%	14 378	1,5	1,4
Ctrip	3,8%	3,9%	2,8%	176	-1,0	-1,1
Trip.com	2,8%	2,9%	1,5%	606	-1,3	-1,4
Other	41,6%	37,4%	33,9%	23 628	-7,7	-3,5

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Q4 2022 – Middle East & Africa Global Review Index™ (GRI™)

HOTEL TYPE	GRI Q1 2022	GRI Q2 2022	GRI Q3 2022	GRI Q4 2022	YEARLY GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Middle East & Africa	84,9%	82,8%	83,0%	83,3%	82,8%	-1,6	0,5	0,3	0,7	-0,5
3-star Hotels	82,6%	78,1%	77,9%	78,7%	77,9%	-3,9	0,6	0,8	0,0	-1,2
4-star Hotels	85,8%	81,1%	81,6%	81,7%	81,1%	-4,1	0,6	0,1	1,2	-0,8
5-star Hotels	87,9%	88,6%	88,6%	88,6%	88,5%	0,7	0,0	0,0	0,8	0,0

Q4 2022 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	REVIEW VOLUME Q4 2022	REVIEW TOT VOLUME 2022	% CHANGE Q4 22 VS Q1 22	% CHANGE Q4 22 VS Q2 22	% CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	279 318	339 618	394 352	380 923	1 427 973	36,4%	12,2%	-3,4%	39,3%	-16,3%
Booking.com	105 488	167 371	191 587	169 057	684 198	60,3%	1,0%	-11,8%	49,8%	2,7%
Google	86 824	110 687	135 332	142 594	487 575	64,2%	28,8%	5,4%	41,6%	-13,2%
Tripadvisor	46 748	34 577	40 201	39 048	143 123	-16,5%	12,9%	-2,9%	32,8%	-31,6%
Expedia	25 660	2 069	1 439	1 689	10 589	-93,4%	-18,4%	17,4%	-64,2%	-56,2%
Hotels.com	7 860	2 136	1 858	1 823	8 580	-76,8%	-14,7%	-1,9%	-37,5%	-53,2%
Ctrip	24	132	207	240	770	900,0%	81,8%	15,9%	-43,7%	-90,0%
Trip.com	138	470	606	599	1 994	334,1%	27,4%	-1,2%	36,4%	-49,6%
Other	6 576	22 176	23 122	25 873	91 144	293,4%	16,7%	11,9%	29,3%	-57,6%

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Q4 2022 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q2 2022	SHARE OF REVIEWS Q3 2022	SHARE OF REVIEWS Q4 2022	YEARLY SHARE OF REV. 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Booking.com	37,8%	49,3%	48,6%	44,4%	47,9%	6,6	-4,9	-4,2	3,4	8,9
Google	31,1%	32,6%	34,3%	37,4%	34,1%	6,3	4,8	3,1	0,6	1,2
Tripadvisor	16,7%	10,2%	10,2%	10,3%	10,0%	-6,5	0,1	0,1	-0,5	-2,2
Expedia	9,2%	0,6%	0,4%	0,4%	0,7%	-8,7	-0,2	0,1	-2,1	-0,7
Hotels.com	2,8%	0,6%	0,5%	0,5%	0,6%	-2,3	-0,2	0,0	-0,7	-0,5
Ctrip	0,0%	0,0%	0,1%	0,1%	0,1%	0,1	0,0	0,0	-0,1	-0,4
Trip.com	0,0%	0,1%	0,2%	0,2%	0,1%	0,1	0,0	0,0	0,0	-0,1
Other	2,4%	6,5%	5,9%	6,8%	6,4%	4,4	0,3	0,9	-0,5	-6,2

Q4 2022 – GRI Source Index

ALL SOURCES	SOURCE GRI Q1 2022	SOURCE GRI Q2 2022	SOURCE GRI Q3 2022	SOURCE GRI Q4 2022	YEARLY SOURCE GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	86,5%	82,8%	83,0%	83,3%	82,4%	-3,2	0,5	0,3	0,3	-0,9
Booking.com	83,0%	79,9%	80,2%	80,2%	79,8%	-2,8	0,3	0,0	1,0	-1,7
Google	85,5%	83,8%	83,7%	84,6%	83,9%	-0,9	0,8	0,9	0,2	0,6
Tripadvisor	82,5%	87,8%	88,0%	88,3%	88,0%	5,8	0,5	0,3	-0,8	3,7
Expedia	83,9%	81,5%	82,2%	82,3%	81,8%	-1,6	0,8	0,1	-0,6	-1,5
Hotels.com	84,4%	82,0%	82,4%	82,3%	82,2%	-2,1	0,3	-0,1	-1,5	-1,3
Ctrip	73,6%	85,6%	84,3%	85,1%	85,4%	11,5	-0,5	0,8	-3,3	-5,3
Trip.com	82,8%	85,4%	86,1%	86,0%	85,8%	3,2	0,6	-0,1	-1,6	-3,8

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Q4 2022 – Departments - Service GRI

HOTEL TYPE	SERVICE GRI Q4 2019	SERVICE GRI Q4 2021	SERVICE GRI Q4 2022	SERVICE GRI YEARLY 2019	SERVICE GRI YEARLY 2021	SERVICE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Middle East & Africa	86,9%	87,7%	89,7%	86,6%	88,5%	88,6%	2,8	2,0	0,1	2,0
3-star Hotels	83,6%	84,7%	86,3%	83,6%	86,8%	85,1%	2,7	1,6	-1,7	1,5
4-star Hotels	85,2%	85,9%	88,1%	84,8%	86,5%	86,9%	2,9	2,2	0,4	2,1
5-star Hotels	89,8%	89,7%	92,1%	89,5%	90,1%	90,8%	2,3	2,4	0,7	1,3

Q4 2022 – Departments - Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q4 2019	CLEANLINESS GRI Q4 2021	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI YEARLY 2019	CLEANLINESS GRI YEARLY 2021	CLEANLINESS GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Middle East & Africa	87,0%	87,1%	88,7%	86,9%	87,9%	88,0%	1,7	1,6	0,1	1,1
3-star Hotels	83,5%	85,1%	84,7%	82,6%	85,9%	84,4%	1,2	-0,4	-1,5	1,8
4-star Hotels	84,9%	83,3%	86,2%	84,9%	83,9%	85,2%	1,3	2,9	1,3	0,3
5-star Hotels	89,8%	90,2%	91,4%	90,0%	90,6%	90,7%	1,6	1,2	0,1	0,7

Q4 2022 – Department Location GRI

HOTEL TYPE	LOCATION GRI Q4 2019	LOCATION GRI Q4 2021	LOCATION GRI Q4 2022	LOCATION GRI YEARLY 2019	LOCATION GRI YEARLY 2021	LOCATION GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Middle East & Africa	87,5%	88,5%	90,0%	87,4%	89,9%	89,0%	2,5	1,5	-0,9	1,6
3-star Hotels	86,4%	86,9%	87,8%	86,1%	89,2%	87,0%	1,4	0,9	-2,2	0,9
4-star Hotels	85,6%	86,3%	88,5%	85,5%	87,8%	87,2%	2,9	2,2	-0,6	1,7
5-star Hotels	89,6%	90,4%	92,0%	89,8%	91,4%	90,9%	2,4	1,6	-0,5	1,1

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Q4 2022 – Departments - Room GRI

HOTEL TYPE	ROOM GRI Q4 2019	ROOM GRI Q4 2021	ROOM GRI Q4 2022	ROOM GRI YEARLY 2019	ROOM GRI YEARLY 2021	ROOM GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Middle East & Africa	84,5%	84,9%	86,0%	84,3%	86,0%	85,4%	1,5	1,1	-0,6	1,1
3-star Hotels	79,4%	81,2%	81,1%	78,6%	82,8%	81,0%	1,7	-0,1	-1,8	2,4
4-star Hotels	82,5%	82,4%	83,7%	82,5%	83,4%	82,9%	1,2	1,3	-0,5	0,4
5-star Hotels	88,1%	87,6%	89,0%	88,1%	88,5%	88,4%	0,9	1,4	-0,1	0,3

Q4 2022 – Departments - Value GRI

HOTEL TYPE	VALUE GRI Q4 2019	VALUE GRI Q4 2021	VALUE GRI Q4 2022	VALUE GRI YEARLY 2019	VALUE GRI YEARLY 2021	VALUE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Middle East & Africa	84,2%	84,4%	86,2%	84,0%	85,2%	84,8%	2,0	1,8	-0,4	0,8
3-star Hotels	81,8%	84,2%	83,9%	82,0%	85,0%	83,0%	2,1	-0,3	-2,0	1,0
4-star Hotels	83,0%	81,4%	84,6%	82,8%	82,2%	82,9%	1,6	3,2	0,7	0,1
5-star Hotels	85,9%	86,2%	87,9%	85,7%	86,9%	86,4%	2,0	1,7	-0,5	0,7

Q4 2022 – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q2 22	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Middle East & Africa	77,1%	75,1%	80,2%	75,9%	76,0%	78,3%	3,1	5,1	2,4	2,3
Booking.com	63,4%	60,9%	64,9%	62,8%	63,4%	64,3%	1,5	4,0	1,5	0,9
Google	83,0%	82,4%	87,0%	82,4%	82,8%	84,7%	4,0	4,6	2,3	1,9
Tripadvisor	83,8%	84,1%	86,1%	82,5%	86,5%	85,4%	2,3	2,0	2,9	-1,1
Expedia	75,0%	70,3%	70,7%	74,9%	72,0%	72,3%	-4,3	0,4	-2,6	0,3
Hotels.com	71,2%	70,3%	69,5%	71,7%	72,1%	69,9%	-1,7	-0,8	-1,8	-2,2
Ctrip	77,9%	73,9%	63,0%	79,5%	78,0%	67,6%	-14,9	-10,9	-11,9	-10,4
Holidaycheck	82,1%	81,2%	85,9%	81,4%	81,3%	84,5%	3,8	4,7	3,1	3,2
Other	73,9%	74,4%	77,9%	73,6%	73,5%	77,3%	4,0	3,5	3,7	3,8

Q4 2022 – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q2 22	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Middle East & Africa	22,9%	24,9%	19,8%	24,1%	24,0%	21,7%	-3,1	-5,1	-2,4	-2,3
Booking.com	36,6%	39,1%	35,1%	37,2%	36,6%	35,7%	-1,5	-4,0	-1,5	-0,9
Google	17,0%	17,6%	13,0%	17,6%	17,2%	15,3%	-4,0	-4,6	-2,3	-1,9
Tripadvisor	16,2%	15,9%	13,9%	17,5%	13,5%	14,6%	-2,3	-2,0	-2,9	1,1
Expedia	25,0%	29,7%	29,3%	25,1%	28,0%	27,7%	4,3	-0,4	2,6	-0,3
Hotels.com	28,8%	29,7%	30,5%	28,3%	27,9%	30,1%	1,7	0,8	1,8	2,2
Ctrip	22,1%	26,1%	37,0%	20,5%	22,0%	32,4%	14,9	10,9	11,9	10,4
Holidaycheck	17,9%	18,8%	14,1%	18,6%	18,7%	15,5%	-3,8	-4,7	-3,1	-3,2
Other	26,1%	25,6%	22,1%	26,4%	26,5%	22,7%	-4,0	-3,5	-3,7	-3,8

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Q4 2022 – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	956 908	679 188	850 565	3 897 175	2 069 614	3 096 117	-11,1%	25,2%	-20,6%	49,6%
Booking.com	195 145	169 057	180 358	868 544	591 216	762 116	-7,6%	6,7%	-12,3%	28,9%
Google	115 395	150 718	256 083	469 205	439 500	798 474	121,9%	69,9%	70,2%	81,7%
Tripadvisor	369 160	214 647	265 906	1 514 004	673 500	990 282	-28,0%	23,9%	-34,6%	47,0%
Expedia	12 335	8 757	4 314	52 912	24 104	22 369	-65,0%	-50,7%	-57,7%	-7,2%
Hotels.com	7 955	5 223	2 819	32 521	13 934	12 366	-64,6%	-46,0%	-62,0%	-11,3%
Ctrip	2 226	553	220	10 666	2 141	758	-90,1%	-60,2%	-92,9%	-64,6%
Holidaycheck	158 967	67 108	101 229	551 114	117 140	362 894	-36,3%	50,8%	-34,2%	209,8%
Other	95 725	63 125	39 636	398 209	208 079	146 858	-58,6%	-37,2%	-63,1%	-29,4%

Q4 2022 – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	284 214	224 678	209 822	1 237 435	655 102	859 020	-26,2%	-6,6%	-30,6%	31,1%
Booking.com	112 793	108 565	97 580	514 819	340 641	422 273	-13,5%	-10,1%	-18,0%	24,0%
Google	23 639	32 282	38 345	100 096	91 591	143 897	62,2%	18,8%	43,8%	57,1%
Tripadvisor	71 352	40 511	42 884	320 634	105 540	168 905	-39,9%	5,9%	-47,3%	60,0%
Expedia	4 116	3 693	1 785	17 731	9 359	8 549	-56,6%	-51,7%	-51,8%	-8,7%
Hotels.com	3 214	2 202	1 238	12 835	5 381	5 316	-61,5%	-43,8%	-58,6%	-1,2%
Ctrip	631	195	129	2 754	605	363	-79,6%	-33,8%	-86,8%	-40,0%
Holidaycheck	34 718	15 562	16 611	125 757	26 967	66 608	-52,2%	6,7%	-47,0%	147,0%
Other	33 751	21 668	11 250	142 809	75 018	43 109	-66,7%	-48,1%	-69,8%	-42,5%

Q4 2022 – Semantic

SOURCE	TOTAL MENTIONS Q4 2019	TOTAL MENTIONS Q4 2021	TOTAL MENTIONS Q4 2022	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	1 241 122	903 866	1 060 387	5 134 610	2 724 716	3 955 137	-180 735	156 521	-1 179 473	1 230 421
Booking.com	307 938	277 622	277 938	1 383 363	931 857	1 184 389	-30 000	316	-198 974	252 532
Google	139 034	183 000	294 428	569 301	531 091	942 371	155 394	111 428	373 070	411 280
Tripadvisor	440 512	255 158	308 790	1 834 638	779 040	1 159 187	-131 722	53 632	-675 451	380 147
Expedia	16 451	12 450	6 099	70 643	33 463	30 918	-10 352	-6 351	-39 725	-2 545
Hotels.com	11 169	7 425	4 057	45 356	19 315	17 682	-7 112	-3 368	-27 674	-1 633
Ctrip	2 857	748	349	13 420	2 746	1 121	-2 508	-399	-12 299	-1 625
Holidaycheck	193 685	82 670	117 840	676 871	144 107	429 502	-75 845	35 170	-247 369	285 395
Other	129 476	84 793	50 886	541 018	283 097	189 967	-78 590	-33 907	-351 051	-93 130

Q4 2022 – Semantic

SOURCE MARKET SHARE

SOURCE	MKT SHARE Q4 2019	MKT SHARE Q4 2021	MKT SHARE Q4 2022	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
Booking.com	24,8%	30,7%	26,2%	26,9%	34,2%	29,9%	1,4	-4,5	3,0	-4,3
Google	11,2%	20,2%	27,8%	11,1%	19,5%	23,8%	16,6	7,5	12,7	4,3
Tripadvisor	35,5%	28,2%	29,1%	35,7%	28,6%	29,3%	-6,4	0,9	-6,4	0,7
Expedia	1,3%	1,4%	0,6%	1,4%	1,2%	0,8%	-0,8	-0,8	-0,6	-0,4
Hotels.com	0,9%	0,8%	0,4%	0,9%	0,7%	0,4%	-0,5	-0,4	-0,4	-0,3
Ctrip	0,2%	0,1%	0,0%	0,3%	0,1%	0,0%	-0,2	0,0	-0,2	-0,1
Holidaycheck	15,6%	9,1%	11,1%	13,2%	5,3%	10,9%	-4,5	2,0	-2,3	5,6
Other	10,4%	9,4%	4,8%	10,5%	10,4%	4,8%	-5,6	-4,6	-5,7	-5,6

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Q4 2022 – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	77,1%	75,1%	80,2%	75,9%	76,0%	78,3%	3,1	5,1	2,4	2,3
English	76,0%	74,7%	79,4%	75,4%	76,2%	78,2%	3,4	4,7	2,8	2,0
Spanish	66,5%	70,2%	69,2%	66,1%	71,1%	68,4%	2,7	-1,0	2,3	-2,7
German	82,0%	80,2%	85,3%	81,4%	80,6%	83,8%	3,3	5,1	2,4	3,2
Italian	77,4%	72,4%	78,4%	76,7%	72,6%	75,5%	1,0	6,0	-1,2	2,9
Portuguese	73,9%	72,2%	73,4%	73,0%	74,4%	71,9%	-0,5	1,2	-1,1	-2,5
French	73,7%	71,9%	74,5%	71,6%	73,0%	71,7%	0,8	2,6	0,1	-1,3
Chinese	76,4%	67,7%	70,0%	77,7%	75,6%	71,4%	-6,4	2,3	-6,3	-4,2
Other	75,3%	74,1%	81,0%	72,9%	74,4%	76,8%	5,7	6,9	3,9	2,4

Q4 2022 – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	22,9%	24,9%	19,8%	24,1%	24,0%	21,7%	-3,1	-5,1	-2,4	-2,3
English	24,0%	25,3%	20,6%	24,6%	23,8%	21,8%	-3,4	-4,7	-2,8	-2,0
Spanish	33,5%	29,8%	30,8%	33,9%	28,9%	31,6%	-2,7	1,0	-2,3	2,7
German	18,0%	19,8%	14,7%	18,6%	19,4%	16,2%	-3,3	-5,1	-2,4	-3,2
Italian	22,6%	27,6%	21,6%	23,3%	27,4%	24,5%	-1,0	-6,0	1,2	-2,9
Portuguese	26,1%	27,8%	26,6%	27,0%	25,6%	28,1%	0,5	-1,2	1,1	2,5
French	26,3%	28,1%	25,5%	28,4%	27,0%	28,3%	-0,8	-2,6	-0,1	1,3
Chinese	23,6%	32,3%	30,0%	22,3%	24,4%	28,6%	6,4	-2,3	6,3	4,2
Other	24,7%	25,9%	19,0%	27,1%	25,6%	23,2%	-5,7	-6,9	-3,9	-2,4

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Q4 2022 – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
All Languages	956 908	679 188	850 565	3 897 175	2 069 614	3 096 117	-11,1%	25,2%	-20,6%	49,6%
English	492 247	351 512	473 210	2 104 851	1 258 802	1 749 282	-3,9%	34,6%	-16,9%	39,0%
Spanish	7 843	4 102	6 752	34 701	9 283	23 004	-13,9%	64,6%	-33,7%	147,8%
German	244 428	112 944	174 019	852 583	209 155	590 184	-28,8%	54,1%	-30,8%	182,2%
Italian	21 044	5 856	17 106	90 315	10 948	54 692	-18,7%	192,1%	-39,4%	399,6%
Portuguese	4 810	4 011	3 505	20 233	8 205	15 074	-27,1%	-12,6%	-25,5%	83,7%
French	69 493	49 625	57 553	318 348	162 270	243 326	-17,2%	16,0%	-23,6%	50,0%
Chinese	3 986	323	598	18 547	1 567	1 845	-85,0%	85,1%	-90,1%	17,7%
Other	113 057	150 815	117 822	457 597	409 384	418 710	4,2%	-21,9%	-8,5%	2,3%

Q4 2022 – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
All Languages	284 214	224 678	209 822	1 237 435	655 102	859 020	-26,2%	-6,6%	-30,6%	31,1%
English	155 475	118 970	123 109	688 215	392 559	487 477	-20,8%	3,5%	-29,2%	24,2%
Spanish	3 952	1 745	3 004	17 832	3 782	10 638	-24,0%	72,1%	-40,3%	181,3%
German	53 715	27 826	30 021	195 352	50 319	114 054	-44,1%	7,9%	-41,6%	126,7%
Italian	6 133	2 235	4 710	27 390	4 135	17 760	-23,2%	110,7%	-35,2%	329,5%
Portuguese	1 698	1 548	1 273	7 472	2 819	5 901	-25,0%	-17,8%	-21,0%	109,3%
French	24 858	19 354	19 748	126 065	59 952	96 214	-20,6%	2,0%	-23,7%	60,5%
Chinese	1 230	154	256	5 330	505	738	-79,2%	66,2%	-86,2%	46,1%
Other	37 153	52 846	27 701	169 779	141 031	126 238	-25,4%	-47,6%	-25,6%	-10,5%

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Q4 2022 – Semantic - Language

LANGUAGE	TOTAL MENTIONS Q4 2019	TOTAL MENTIONS Q4 2021	TOTAL MENTIONS Q4 2022	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	1 241 122	903 866	1 060 387	5 134 610	2 724 716	3 955 137	-180 735	156 521	-1 179 473	1 230 421
English	647 722	470 482	596 319	2 793 066	1 651 361	2 236 759	-51 403	125 837	-556 307	585 398
Spanish	11 795	5 847	9 756	52 533	13 065	33 642	-2 039	3 909	-18 891	20 577
German	298 143	140 770	204 040	1 047 935	259 474	704 238	-94 103	63 270	-343 697	444 764
Italian	27 177	8 091	21 816	117 705	15 083	72 452	-5 361	13 725	-45 253	57 369
Portuguese	6 508	5 559	4 778	27 705	11 024	20 975	-1 730	-781	-6 730	9 951
French	94 351	68 979	77 301	444 413	222 222	339 540	-17 050	8 322	-104 873	117 318
Chinese	5 216	477	854	23 877	2 072	2 583	-4 362	377	-21 294	511
Other	150 210	203 661	145 523	627 376	550 415	544 948	-4 687	-58 138	-82 428	-5 467

Q4 2022 – Semantic - Language

LANGUAGE	MKT SHARE Q4 2019	MKT SHARE Q4 2021	MKT SHARE Q4 2022	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
English	52,2%	52,1%	56,2%	54,4%	60,6%	56,6%	4,0	4,2	2,2	-4,1
Spanish	1,0%	0,6%	0,9%	1,0%	0,5%	0,9%	0,0	0,3	-0,2	0,4
German	24,0%	15,6%	19,2%	20,4%	9,5%	17,8%	-4,8	3,7	-2,6	8,3
Italian	2,2%	0,9%	2,1%	2,3%	0,6%	1,8%	-0,1	1,2	-0,5	1,3
Portuguese	0,5%	0,6%	0,5%	0,5%	0,4%	0,5%	-0,1	-0,2	0,0	0,1
French	7,6%	7,6%	7,3%	8,7%	8,2%	8,6%	-0,3	-0,3	-0,1	0,4
Chinese	0,4%	0,1%	0,1%	0,5%	0,1%	0,1%	-0,3	0,0	-0,4	0,0
Other	12,1%	22,5%	13,7%	12,2%	20,2%	13,8%	1,6	-8,8	1,6	-6,4

Q4 2022 – Semantic - percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	70,9%	66,0%	70,3%	69,8%	68,4%	68,5%	-0,6	4,3	-1,3	0,1
Cleanliness	75,5%	70,7%	77,8%	74,6%	72,4%	76,1%	2,3	7,1	1,5	3,7
Food & Drinks	77,6%	76,6%	81,5%	76,4%	76,2%	79,3%	3,9	4,9	2,9	3,1
Establishment	82,1%	81,1%	85,4%	81,2%	81,8%	83,6%	3,3	4,3	2,4	1,8
Facilities	75,0%	69,7%	76,0%	72,9%	69,5%	73,5%	1,0	6,3	0,6	4,0
Service	82,1%	79,7%	87,1%	80,3%	80,4%	84,5%	5,0	7,4	4,2	4,1
Value	63,2%	60,8%	64,5%	62,1%	61,9%	63,5%	1,3	3,7	1,4	1,6
Staff	87,6%	86,6%	90,4%	86,3%	87,2%	88,9%	2,8	3,8	2,6	1,7
Experience	85,4%	84,0%	88,2%	84,4%	85,4%	86,9%	2,8	4,2	2,5	1,5

Q4 2022 – Semantic - percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	29,1%	34,0%	29,7%	30,2%	31,6%	31,5%	0,6	-4,3	1,3	-0,1
Cleanliness	24,5%	29,3%	22,2%	25,4%	27,6%	23,9%	-2,3	-7,1	-1,5	-3,7
Food & Drinks	22,4%	23,4%	18,5%	23,6%	23,8%	20,7%	-3,9	-4,9	-2,9	-3,1
Establishment	17,9%	18,9%	14,6%	18,8%	18,2%	16,4%	-3,3	-4,3	-2,4	-1,8
Facilities	25,0%	30,3%	24,0%	27,1%	30,5%	26,5%	-1,0	-6,3	-0,6	-4,0
Service	17,9%	20,3%	12,9%	19,7%	19,6%	15,5%	-5,0	-7,4	-4,2	-4,1
Value	36,8%	39,2%	35,5%	37,9%	38,1%	36,5%	-1,3	-3,7	-1,4	-1,6
Staff	12,4%	13,4%	9,6%	13,7%	12,8%	11,1%	-2,8	-3,8	-2,6	-1,7
Experience	14,6%	16,0%	11,8%	15,6%	14,6%	13,1%	-2,8	-4,2	-2,5	-1,5

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Q4 2022 – Percentage of review responses per hotel type

HOTEL TYPE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	REVIEW RESPONSES TOT 2019	REVIEW RESPONSES TOT 2021	REVIEW RESPONSES TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Middle East & Africa	59,6%	66,3%	74,0%	56,7%	66,5%	72,6%	14,4	7,7	15,9	6,1
3-star Hotels	52,0%	57,8%	61,6%	49,7%	59,3%	63,2%	9,6	3,8	13,5	3,9
4-star Hotels	54,6%	60,2%	70,7%	51,6%	61,3%	67,0%	16,1	10,5	15,4	5,7
5-star Hotels	65,6%	73,3%	80,6%	62,5%	72,3%	79,6%	15,0	7,3	17,1	7,3

Q4 2022 – Total volume of responsible reviews per hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q4 2019	RESPONDABLE REVIEWS Q4 2021	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS TOT 2019	RESPONDABLE REVIEWS TOT 2021	RESPONDABLE REVIEWS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
Middle East & Africa	244 466	200 877	237 520	1 030 588	642 958	884 844	-2,8%	18,2%	-14,1%	37,6%
3-star Hotels	41 524	35 009	39 327	179 547	108 341	153 258	-5,3%	12,3%	-14,6%	41,5%
4-star Hotels	85 354	67 943	83 242	360 070	221 981	302 541	-2,5%	22,5%	-16,0%	36,3%
5-star Hotels	118 283	98 885	116 054	494 361	317 448	433 513	-1,9%	17,4%	-12,3%	36,6%

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Q4 2022 Average response time –
To positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Middle East & Africa	2,5	4,6
3-star Hotels	3,2	5,1
4-star Hotels	2,9	4,9
5-star Hotels	2,2	4,2
	DAYS	DAYS

Q4 2022 Average response time –
To positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	2,2	2,8
Google	1,9	4,2
Tripadvisor	3,7	5,9
Expedia	4,6	6,1
Hotels.com	2,1	2,4
Ctrip	-	-
Trip.com	-	-
Other	3,4	6,1
	DAYS	DAYS

Q4 2022 – Average response time – Per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21
Booking.com	23,4	2,9	2,4	71 287	-21,0	-0,5
Google	6,0	3,0	2,0	101 384	-4,0	-1,0
Tripadvisor	7,2	5,2	3,9	39 067	-3,3	-1,3
Expedia	7,9	6,1	4,8	1 620	-3,1	-1,3
Hotels.com	2,1	10,9	2,2	852	0,1	-8,7
Ctrip	-	-	-	240	---	---
Trip.com	-	-	-	598	---	---
Other	6,2	8,4	3,6	22 472	-2,6	-4,8

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Q4 2022 Average response time – To positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Middle East & Africa	3,1	5,7
3-star Hotels	3,1	6,6
4-star Hotels	3,8	6,1
5-star Hotels	2,7	5,1
	DAYS	DAYS

Q4 2022 – 2022 Yearly average response time – To positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	3,2	5,2
Google	2,1	4,4
Tripadvisor	4,2	6,7
Expedia	6,9	7,6
Hotels.com	8,2	10,9
Ctrip	-	-
Trip.com	-	-
Other	4,4	9,0
	DAYS	DAYS

Q4 2022 – 2022 Yearly average response time – Per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	39,0	3,6	3,6	316 757	-35,4	0,0
Google	6,9	3,0	2,3	333 555	-4,6	-0,7
Tripadvisor	6,9	5,0	4,4	143 142	-2,5	-0,6
Expedia	9,7	6,5	7,1	7 956	-2,6	0,6
Hotels.com	7,5	11,0	8,6	4 000	1,1	-2,4
Ctrip	-	-	-	770	---	---
Trip.com	-	-	-	1 993	---	---
Other	7,5	9,2	4,9	76 671	-2,6	-4,3

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Q4 2022 Percentage of positive responses

HOTEL TYPE	% POSITIVE RESPONSES Q4 22	% NEGATIVE RESPONSES Q4 22
Middle East & Africa	78,4%	52,3%
3-star Hotels	67,6%	42,0%
4-star Hotels	76,0%	48,1%
5-star Hotels	82,9%	68,1%
	%	%

Q4 2022 – Average response rate – To positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	71,8%	56,3%
Google	81,7%	46,0%
Tripadvisor	85,0%	66,2%
Expedia	65,0%	56,3%
Hotels.com	59,4%	48,2%
Ctrip	21,4%	4,0%
Trip.com	21,1%	12,5%
Other	68,7%	36,8%
	%	%

Q4 2022 – 2022 Yearly average response time – Per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS Q4 2022	% CHANGE Q4 22 VS 21	% CHANGE Q4 22 VS 21
Booking.com	53,6%	64,1%	68,0%	71 287	14,4	3,9
Google	49,8%	66,2%	78,5%	101 384	28,7	12,3
Tripadvisor	81,5%	84,6%	83,8%	39 067	2,3	-0,8
Expedia	66,4%	64,9%	63,1%	1 620	-3,3	-1,8
Hotels.com	57,7%	67,8%	57,3%	852	-0,4	-10,5
Ctrip	17,2%	5,2%	18,8%	240	1,6	13,6
Trip.com	23,0%	6,9%	20,2%	598	-2,8	13,3
Other	60,2%	48,0%	59,3%	22 472	-0,9	11,3

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Q4 2022 Yearly percentage of positive review responses

HOTEL TYPE	% POSITIVE RESPONSES Y 2022	% NEGATIVE RESPONSES Y 2022
Middle East & Africa	77,3%	52,8%
3-star Hotels	69,3%	44,6%
4-star Hotels	72,7%	48,1%
5-star Hotels	82,3%	65,5%
	%	%

Q4 2022 – 2022 Yearly average response rate – To positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	72,1%	56,3%
Google	79,3%	45,2%
Tripadvisor	86,7%	67,5%
Expedia	66,4%	57,7%
Hotels.com	65,4%	53,8%
Ctrip	21,4%	7,0%
Trip.com	18,5%	7,9%
Other	68,7%	39,1%
	%	%

Q4 2022 – Average response rate – Per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS Y 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	39,0%	66,3%	67,9%	316 757	28,9	1,6
Google	44,8%	64,0%	75,3%	333 555	30,5	11,3
Tripadvisor	79,7%	85,2%	85,4%	143 142	5,7	0,2
Expedia	65,0%	65,8%	64,7%	7 956	-0,3	-1,1
Hotels.com	57,8%	61,5%	62,8%	4 000	5,0	1,3
Ctrip	19,4%	12,1%	18,8%	770	-0,6	6,7
Trip.com	24,2%	9,5%	16,9%	1 993	-7,3	7,4
Other	71,8%	43,4%	59,5%	76 671	-12,4	16,1

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Q4 2022 – North America Global Review Index™ (GRI™)

HOTEL TYPE	GRI Q1 2022	GRI Q2 2022	GRI Q3 2022	GRI Q4 2022	YEARLY GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
North America	83,9%	83,1%	82,8%	83,3%	83,3%	-0,6	0,2	0,5	-0,3	-3,5
3-star Hotels	81,6%	80,7%	80,0%	80,6%	80,7%	-1,0	-0,1	0,6	-0,5	-4,0
4-star Hotels	85,1%	83,9%	83,8%	84,5%	84,3%	-0,6	0,6	0,7	-0,2	-3,5
5-star Hotels	87,2%	87,7%	88,0%	87,3%	87,5%	0,1	-0,4	-0,7	-0,4	-2,7

Q4 2022 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q2 2022	REVIEW VOLUME Q3 2022	REVIEW VOLUME Q4 2022	REVIEW TOT VOLUME 2022	% CHANGE Q4 22 VS Q1 22	% CHANGE Q4 22 VS Q2 22	% CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	258 900	285 952	322 250	242 000	1 120 282	-6,5%	-15,4%	-24,9%	-6,5%	-32,9%
Booking.com	74 478	99 593	125 410	85 062	386 279	14,2%	-14,6%	-32,2%	31,7%	4,1%
Google	68 503	76 659	81 177	67 281	287 852	-1,8%	-12,2%	-17,1%	-7,4%	-43,6%
Tripadvisor	25 664	31 503	35 197	28 059	120 161	9,3%	-10,9%	-20,3%	25,3%	-50,3%
Expedia	56 368	41 873	36 590	26 619	164 552	-52,8%	-36,4%	-27,3%	-43,4%	-35,1%
Hotels.com	21 981	21 604	24 969	17 783	89 896	-19,1%	-17,7%	-28,8%	-17,4%	-34,1%
Ctrip	399	178	406	329	1 348	-17,5%	84,8%	-19,0%	-21,9%	-83,4%
Trip.com	236	261	423	344	1 279	45,8%	31,8%	-18,7%	83,2%	-72,2%
Other	11 271	14 281	18 078	16 523	68 915	46,6%	15,7%	-8,6%	-28,1%	-51,8%

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Q4 2022 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q2 2022	SHARE OF REVIEWS Q3 2022	SHARE OF REVIEWS Q4 2022	YEARLY SHARE OF REV. 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
Booking.com	28,8%	34,8%	34,2%	35,1%	34,5%	6,4	0,3	1,0	10,0	12,2
Google	26,5%	26,8%	22,1%	27,8%	25,7%	1,3	1,0	5,7	-0,3	-4,9
Tripadvisor	9,9%	11,0%	9,6%	11,6%	10,7%	1,7	0,6	2,0	2,7	-3,8
Expedia	21,8%	14,6%	10,0%	11,0%	14,7%	-10,8	-3,6	1,0	-9,6	-0,5
Hotels.com	8,5%	7,6%	6,8%	7,3%	8,0%	-1,1	-0,2	0,5	-1,1	-0,1
Ctrip	0,2%	0,1%	0,1%	0,1%	0,1%	0,0	0,1	0,0	0,0	-0,4
Trip.com	0,1%	0,1%	0,1%	0,1%	0,1%	0,1	0,1	0,0	0,1	-0,2
Other	4,4%	5,0%	4,9%	6,8%	6,2%	2,5	1,8	1,9	-1,9	-2,4

Q4 2022 – GRI Source Index

ALL SOURCES	SOURCE GRI Q1 2022	SOURCE GRI Q2 2022	SOURCE GRI Q3 2022	SOURCE GRI Q4 2022	YEARLY SOURCE GRI 2022	CHANGE Q4 22 VS Q1 22	CHANGE Q4 22 VS Q2 22	CHANGE Q4 22 VS Q3 22	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
All Sources	83,9%	83,1%	82,8%	83,3%	83,3%	-0,6	0,2	0,5	-0,3	-3,5
Booking.com	82,5%	82,0%	81,8%	82,2%	82,1%	-0,3	0,2	0,4	-0,1	-5,0
Google	83,0%	82,7%	82,3%	82,8%	82,6%	-0,2	0,1	0,5	-1,1	-4,6
Tripadvisor	77,7%	78,0%	77,6%	77,8%	77,8%	0,1	-0,2	0,2	-0,4	-5,6
Expedia	85,3%	84,9%	84,5%	84,2%	84,7%	-1,1	-0,7	-0,3	0,4	-1,6
Hotels.com	85,8%	85,4%	85,1%	85,4%	85,5%	-0,4	0,0	0,3	0,5	-1,5
Ctrip	86,9%	87,1%	88,1%	87,6%	87,4%	0,7	0,5	-0,5	-2,3	-3,2
Trip.com	88,4%	88,8%	86,7%	85,6%	87,4%	-2,8	-3,2	-1,1	-2,2	-3,7

Q4 2022 – Departments - Service GRI

HOTEL TYPE	SERVICE GRI Q4 2019	SERVICE GRI Q4 2021	SERVICE GRI Q4 2022	SERVICE GRI YEARLY 2019	SERVICE GRI YEARLY 2021	SERVICE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
North America	86,4%	81,1%	82,2%	86,7%	82,4%	82,0%	-4,2	1,1	-0,4	-4,7
3-star Hotels	84,3%	76,7%	77,8%	84,5%	78,6%	77,8%	-6,5	1,1	-0,8	-6,7
4-star Hotels	86,9%	82,0%	83,5%	87,4%	83,2%	83,3%	-3,4	1,5	0,1	-4,1
5-star Hotels	90,5%	88,2%	88,5%	90,5%	88,2%	87,9%	-2,0	0,3	-0,3	-2,6

Q4 2022 – Departments - Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q4 2019	CLEANLINESS GRI Q4 2021	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI YEARLY 2019	CLEANLINESS GRI YEARLY 2021	CLEANLINESS GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
North America	88,9%	82,7%	84,4%	89,4%	84,4%	84,2%	-4,5	1,7	-0,2	-5,2
3-star Hotels	85,0%	75,6%	77,4%	85,7%	78,3%	77,2%	-7,6	1,8	-1,1	-8,5
4-star Hotels	90,2%	86,4%	87,1%	90,5%	86,9%	87,4%	-3,1	0,7	0,5	-3,1
5-star Hotels	94,1%	93,1%	93,5%	94,3%	92,7%	93,3%	-0,6	0,4	0,6	-1,0

Q4 2022 – Department Location GRI

HOTEL TYPE	LOCATION GRI Q4 2019	LOCATION GRI Q4 2021	LOCATION GRI Q4 2022	LOCATION GRI YEARLY 2019	LOCATION GRI YEARLY 2021	LOCATION GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
North America	91,5%	89,0%	90,2%	91,7%	90,5%	89,8%	-1,3	1,2	-0,7	-1,9
3-star Hotels	88,6%	84,7%	86,0%	89,0%	86,6%	85,5%	-2,6	1,3	-1,1	-3,5
4-star Hotels	92,9%	91,7%	92,5%	92,8%	92,4%	92,4%	-0,4	0,8	0,0	-0,4
5-star Hotels	94,6%	94,7%	94,1%	94,7%	95,0%	94,1%	-0,5	-0,6	-0,9	-0,6

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Q4 2022 – Departments - Room GRI

HOTEL TYPE	ROOM GRI Q4 2019	ROOM GRI Q4 2021	ROOM GRI Q4 2022	ROOM GRI YEARLY 2019	ROOM GRI YEARLY 2021	ROOM GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
North America	85,6%	79,9%	81,5%	85,8%	81,8%	81,3%	-4,1	1,6	-0,5	-4,5
3-star Hotels	81,7%	73,5%	74,8%	82,0%	76,0%	74,8%	-6,9	1,3	-1,2	-7,2
4-star Hotels	87,1%	83,0%	83,9%	86,9%	84,2%	84,2%	-3,2	0,9	0,0	-2,7
5-star Hotels	90,9%	89,4%	90,4%	91,0%	89,9%	90,0%	-0,5	1,0	0,1	-1,0

Q4 2022 – Departments - Value GRI

HOTEL TYPE	VALUE GRI Q4 2019	VALUE GRI Q4 2021	VALUE GRI Q4 2022	VALUE GRI YEARLY 2019	VALUE GRI YEARLY 2021	VALUE GRI YEARLY 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q4 21	CHANGE TOTAL 22 VS 21	CHANGE TOTAL 22 VS 19
North America	80,8%	75,3%	76,5%	81,1%	77,8%	76,2%	-4,3	1,2	-1,6	-4,9
3-star Hotels	79,2%	70,6%	71,9%	79,4%	74,1%	71,6%	-7,3	1,3	-2,5	-7,8
4-star Hotels	81,3%	78,3%	78,9%	81,7%	79,9%	79,0%	-2,4	0,6	-0,9	-2,7
5-star Hotels	83,1%	80,9%	81,2%	83,3%	81,8%	80,6%	-1,9	0,3	-1,2	-2,7

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Q4 2022 – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q2 22	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
North America	70,5%	64,6%	65,0%	70,1%	62,3%	63,6%	-5,5	0,4	-6,5	1,3
Booking.com	61,1%	56,6%	56,8%	60,7%	54,9%	56,0%	-4,3	0,2	-4,7	1,1
Google	74,6%	67,0%	64,5%	73,6%	65,2%	64,2%	-10,1	-2,5	-9,4	-1,0
Tripadvisor	74,8%	69,4%	72,4%	74,7%	67,7%	70,7%	-2,4	3,0	-4,0	3,0
Expedia	68,2%	63,9%	63,2%	68,6%	61,3%	62,9%	-5,0	-0,7	-5,7	1,6
Hotels.com	66,0%	63,7%	61,7%	66,7%	61,2%	61,2%	-4,3	-2,0	-5,5	0,0
Ctrip	78,4%	75,3%	73,1%	76,4%	75,7%	72,3%	-5,3	-2,2	-4,1	-3,4
Holidaycheck	84,0%	81,5%	79,7%	82,7%	82,6%	79,7%	-4,3	-1,8	-3,0	-2,9
Other	69,5%	65,2%	64,8%	69,0%	62,5%	63,2%	-4,7	-0,4	-5,8	0,7

Q4 2022 – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS Q2 22	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
North America	29,5%	35,4%	35,0%	29,9%	37,7%	36,4%	5,5	-0,4	6,5	-1,3
Booking.com	38,9%	43,4%	43,2%	39,3%	45,1%	44,0%	4,3	-0,2	4,7	-1,1
Google	25,4%	33,0%	35,5%	26,4%	34,8%	35,8%	10,1	2,5	9,4	1,0
Tripadvisor	25,2%	30,6%	27,6%	25,3%	32,3%	29,3%	2,4	-3,0	4,0	-3,0
Expedia	31,8%	36,1%	36,8%	31,4%	38,7%	37,1%	5,0	0,7	5,7	-1,6
Hotels.com	34,0%	36,3%	38,3%	33,3%	38,8%	38,8%	4,3	2,0	5,5	0,0
Ctrip	21,6%	24,7%	26,9%	23,6%	24,3%	27,7%	5,3	2,2	4,1	3,4
Holidaycheck	16,0%	18,5%	20,3%	17,3%	17,4%	20,3%	4,3	1,8	3,0	2,9
Other	30,5%	34,8%	35,2%	31,0%	37,5%	36,8%	4,7	0,4	5,8	-0,7

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Q4 2022 – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	864 211	624 620	534 303	4 152 528	2 479 253	2 511 419	-38,2%	-14,5%	-39,5%	1,3%
Booking.com	122 952	101 546	95 062	645 855	427 409	510 764	-22,7%	-6,4%	-20,9%	19,5%
Google	130 416	124 315	123 767	596 573	474 713	541 079	-5,1%	-0,4%	-9,3%	14,0%
Tripadvisor	337 082	155 534	171 284	1 650 409	584 696	736 600	-49,2%	10,1%	-55,4%	26,0%
Expedia	96 007	120 626	58 766	454 985	487 628	336 101	-38,8%	-51,3%	-26,1%	-31,1%
Hotels.com	49 173	41 801	21 871	234 428	157 680	117 716	-55,5%	-47,7%	-49,8%	-25,3%
Ctrip	2 245	605	395	10 221	2 592	1 622	-82,4%	-34,7%	-84,1%	-37,4%
Holidaycheck	6 134	167	833	17 033	247	2 920	-86,4%	398,8%	-82,9%	1082,2%
Other	120 202	80 026	62 325	543 024	344 288	264 617	-48,1%	-22,1%	-51,3%	-23,1%

Q4 2022 – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	361 096	342 361	287 805	1 767 086	1 498 479	1 436 627	-20,3%	-15,9%	-18,7%	-4,1%
Booking.com	78 341	77 797	72 411	417 955	350 413	401 496	-7,6%	-6,9%	-3,9%	14,6%
Google	44 371	61 238	67 978	213 443	252 859	301 834	53,2%	11,0%	41,4%	19,4%
Tripadvisor	113 839	68 542	65 358	559 661	279 563	304 710	-42,6%	-4,6%	-45,6%	9,0%
Expedia	44 713	68 068	34 208	208 600	308 222	198 345	-23,5%	-49,7%	-4,9%	-35,6%
Hotels.com	25 315	23 821	13 600	117 017	99 852	74 516	-46,3%	-42,9%	-36,3%	-25,4%
Ctrip	618	198	145	3 151	832	621	-76,5%	-26,8%	-80,3%	-25,4%
Holidaycheck	1 168	38	212	3 555	52	746	-81,8%	457,9%	-79,0%	1334,6%
Other	52 731	42 659	33 893	243 704	206 686	154 359	-35,7%	-20,5%	-36,7%	-25,3%

Q4 2022 – Semantic

SOURCE	TOTAL MENTIONS Q4 2019	TOTAL MENTIONS Q4 2021	TOTAL MENTIONS Q4 2022	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	1 225 307	966 981	822 108	5 919 614	3 977 732	3 948 046	-403 199	-144 873	-1 971 568	-29 686
Booking.com	201 293	179 343	167 473	1 063 810	777 822	912 260	-33 820	-11 870	-151 550	134 438
Google	174 787	185 553	191 745	810 016	727 572	842 913	16 958	6 192	32 897	115 341
Tripadvisor	450 921	224 076	236 642	2 210 070	864 259	1 041 310	-214 279	12 566	-1 168 760	177 051
Expedia	140 720	188 694	92 974	663 585	795 850	534 446	-47 746	-95 720	-129 139	-261 404
Hotels.com	74 488	65 622	35 471	351 445	257 532	192 232	-39 017	-30 151	-159 213	-65 300
Ctrip	2 863	803	540	13 372	3 424	2 243	-2 323	-263	-11 129	-1 181
Holidaycheck	7 302	205	1 045	20 588	299	3 666	-6 257	840	-16 922	3 367
Other	172 933	122 685	96 218	786 728	550 974	418 976	-76 715	-26 467	-367 752	-131 998

Q4 2022 – Semantic

SOURCE MARKET SHARE

SOURCE	MKT SHARE Q4 2019	MKT SHARE Q4 2021	MKT SHARE Q4 2022	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Sources	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
Booking.com	16,4%	18,5%	20,4%	18,0%	19,6%	23,1%	3,9	1,8	5,1	3,6
Google	14,3%	19,2%	23,3%	13,7%	18,3%	21,4%	9,1	4,1	7,7	3,1
Tripadvisor	36,8%	23,2%	28,8%	37,3%	21,7%	26,4%	-8,0	5,6	-11,0	4,6
Expedia	11,5%	19,5%	11,3%	11,2%	20,0%	13,5%	-0,2	-8,2	2,3	-6,5
Hotels.com	6,1%	6,8%	4,3%	5,9%	6,5%	4,9%	-1,8	-2,5	-1,1	-1,6
Ctrip	0,2%	0,1%	0,1%	0,2%	0,1%	0,1%	-0,2	0,0	-0,2	0,0
Holidaycheck	0,6%	0,0%	0,1%	0,3%	0,0%	0,1%	-0,5	0,1	-0,3	0,1
Other	14,1%	12,7%	11,7%	13,3%	13,9%	10,6%	-2,4	-1,0	-2,7	-3,2

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Q4 2022 – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	70,5%	64,6%	65,0%	70,1%	62,3%	63,6%	-5,5	0,4	-6,5	1,3
English	70,6%	64,7%	65,1%	70,2%	62,3%	63,7%	-5,5	0,4	-6,5	1,4
Spanish	66,0%	61,5%	61,8%	65,5%	59,5%	61,1%	-4,2	0,3	-4,4	1,6
German	73,6%	70,9%	67,6%	72,8%	70,2%	67,5%	-6,0	-3,3	-5,3	-2,7
Italian	69,7%	60,4%	62,8%	69,9%	60,5%	62,0%	-6,9	2,4	-7,9	1,5
Portuguese	68,5%	64,7%	61,8%	68,2%	62,6%	62,6%	-6,7	-2,9	-5,6	0,0
French	67,0%	62,5%	60,9%	67,2%	64,6%	60,9%	-6,1	-1,6	-6,3	-3,7
Chinese	74,5%	76,2%	70,9%	73,6%	74,8%	68,8%	-3,6	-5,3	-4,8	-6,0
Other	72,8%	68,9%	68,1%	72,8%	67,8%	67,9%	-4,7	-0,8	-4,9	0,1

Q4 2022 – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	29,5%	35,4%	35,0%	29,9%	37,7%	36,4%	5,5	-0,4	6,5	-1,3
English	29,4%	35,3%	34,9%	29,8%	37,7%	36,3%	5,5	-0,4	6,5	-1,4
Spanish	34,0%	38,5%	38,2%	34,5%	40,5%	38,9%	4,2	-0,3	4,4	-1,6
German	26,4%	29,1%	32,4%	27,2%	29,8%	32,5%	6,0	3,3	5,3	2,7
Italian	30,3%	39,6%	37,2%	30,1%	39,5%	38,0%	6,9	-2,4	7,9	-1,5
Portuguese	31,5%	35,3%	38,2%	31,8%	37,4%	37,4%	6,7	2,9	5,6	0,0
French	33,0%	37,5%	39,1%	32,8%	35,4%	39,1%	6,1	1,6	6,3	3,7
Chinese	25,5%	23,8%	29,1%	26,4%	25,2%	31,2%	3,6	5,3	4,8	6,0
Other	27,2%	31,1%	31,9%	27,2%	32,2%	32,1%	4,7	0,8	4,9	-0,1

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Q4 2022 – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
All Languages	864 211	624 620	534 303	4 152 528	2 479 253	2 511 419	-38,2%	-14,5%	-39,5%	1,3%
English	791 677	592 136	499 257	3 800 216	2 388 332	2 333 631	-36,9%	-15,7%	-38,6%	-2,3%
Spanish	18 398	17 570	11 173	86 762	53 942	59 262	-39,3%	-36,4%	-31,7%	9,9%
German	17 800	2 807	7 226	70 714	4 047	33 212	-59,4%	157,4%	-53,0%	720,7%
Italian	4 825	544	1 791	28 593	962	10 537	-62,9%	229,2%	-63,1%	995,3%
Portuguese	6 652	2 497	3 560	33 930	6 542	15 760	-46,5%	42,6%	-53,6%	140,9%
French	12 784	5 168	7 089	73 856	14 919	40 059	-44,5%	37,2%	-45,8%	168,5%
Chinese	4 206	580	705	19 662	2 426	2 806	-83,2%	21,6%	-85,7%	15,7%
Other	7 869	3 318	3 502	38 795	8 083	16 152	-55,5%	5,5%	-58,4%	99,8%

Q4 2022 – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
All Languages	361 096	342 361	287 805	1 767 086	1 498 479	1 436 627	-20,3%	-15,9%	-18,7%	-4,1%
English	329 374	323 695	267 696	1 609 384	1 442 694	1 332 324	-18,7%	-17,3%	-17,2%	-7,7%
Spanish	9 494	11 018	6 895	45 683	36 680	37 782	-27,4%	-37,4%	-17,3%	3,0%
German	6 371	1 150	3 459	26 363	1 715	16 004	-45,7%	200,8%	-39,3%	833,2%
Italian	2 101	357	1 062	12 328	627	6 458	-49,5%	197,5%	-47,6%	930,0%
Portuguese	3 065	1 363	2 203	15 802	3 914	9 412	-28,1%	61,6%	-40,4%	140,5%
French	6 308	3 097	4 560	36 015	8 187	25 749	-27,7%	47,2%	-28,5%	214,5%
Chinese	1 436	181	289	7 038	817	1 275	-79,9%	59,7%	-81,9%	56,1%
Other	2 947	1 500	1 641	14 473	3 845	7 623	-44,3%	9,4%	-47,3%	98,3%

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Q4 2022 – Semantic - Language

LANGUAGE	TOTAL MENTIONS Q4 2019	TOTAL MENTIONS Q4 2021	TOTAL MENTIONS Q4 2022	TOTAL MENTIONS 2019	TOTAL MENTIONS 2021	TOTAL MENTIONS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	1 225 307	966 981	822 108	5 919 614	3 977 732	3 948 046	-403 199	-144 873	-1 971 568	-29 686
English	1 121 051	915 831	766 953	5 409 600	3 831 026	3 665 955	-354 098	-148 878	-1 743 645	-165 071
Spanish	27 892	28 588	18 068	132 445	90 622	97 044	-9 824	-10 520	-35 401	6 422
German	24 171	3 957	10 685	97 077	5 762	49 216	-13 486	6 728	-47 861	43 454
Italian	6 926	901	2 853	40 921	1 589	16 995	-4 073	1 952	-23 926	15 406
Portuguese	9 717	3 860	5 763	49 732	10 456	25 172	-3 954	1 903	-24 560	14 716
French	19 092	8 265	11 649	109 871	23 106	65 808	-7 443	3 384	-44 063	42 702
Chinese	5 642	761	994	26 700	3 243	4 081	-4 648	233	-22 619	838
Other	10 816	4 818	5 143	53 268	11 928	23 775	-5 673	325	-29 493	11 847

Q4 2022 – Semantic - Language

SOURCE MARKET SHARE

LANGUAGE	MKT SHARE Q4 2019	MKT SHARE Q4 2021	MKT SHARE Q4 2022	MKT SHARE TOT 2019	MKT SHARE TOT 2021	MKT SHARE TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
All Languages	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	0,0	0,0	0,0	0,0
English	91,5%	94,7%	93,3%	91,4%	96,3%	92,9%	1,8	-1,4	1,5	-3,5
Spanish	2,3%	3,0%	2,2%	2,2%	2,3%	2,5%	-0,1	-0,8	0,2	0,2
German	2,0%	0,4%	1,3%	1,6%	0,1%	1,2%	-0,7	0,9	-0,4	1,1
Italian	0,6%	0,1%	0,3%	0,7%	0,0%	0,4%	-0,2	0,3	-0,3	0,4
Portuguese	0,8%	0,4%	0,7%	0,8%	0,3%	0,6%	-0,1	0,3	-0,2	0,4
French	1,6%	0,9%	1,4%	1,9%	0,6%	1,7%	-0,1	0,6	-0,2	1,1
Chinese	0,5%	0,1%	0,1%	0,5%	0,1%	0,1%	-0,3	0,0	-0,3	0,0
Other	0,9%	0,5%	0,6%	0,9%	0,3%	0,6%	-0,3	0,1	-0,3	0,3

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Q4 2022 – Semantic - percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q4 2019	POSITIVE MENTIONS Q4 2021	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS TOT 2019	POSITIVE MENTIONS TOT 2021	POSITIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	65,2%	55,8%	55,8%	65,0%	56,1%	54,3%	-9,4	0,0	-10,7	-1,8
Cleanliness	65,7%	58,3%	57,0%	65,0%	54,7%	55,4%	-8,7	-1,3	-9,6	0,7
Food & Drinks	76,4%	72,3%	73,8%	76,3%	69,6%	72,3%	-2,6	1,5	-4,0	2,7
Establishment	77,1%	72,9%	72,8%	76,6%	71,2%	72,1%	-4,3	-0,1	-4,5	0,9
Facilities	62,2%	54,0%	55,1%	62,2%	51,4%	54,4%	-7,1	1,1	-7,8	3,0
Service	71,8%	65,1%	66,8%	71,2%	62,2%	64,3%	-5,0	1,7	-6,9	2,1
Value	51,5%	46,7%	48,5%	50,7%	45,2%	47,1%	-3,0	1,8	-3,6	1,9
Staff	83,7%	80,2%	80,4%	83,0%	78,5%	79,4%	-3,3	0,2	-3,6	0,9
Experience	80,2%	77,4%	77,0%	79,2%	75,0%	76,1%	-3,2	-0,4	-3,1	1,1

Q4 2022 – Semantic - percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q4 2019	NEGATIVE MENTIONS Q4 2021	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS TOT 2019	NEGATIVE MENTIONS TOT 2021	NEGATIVE MENTIONS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Room	34,8%	44,2%	44,2%	35,0%	43,9%	45,7%	9,4	0,0	10,7	1,8
Cleanliness	34,3%	41,7%	43,0%	35,0%	45,3%	44,6%	8,7	1,3	9,6	-0,7
Food & Drinks	23,6%	27,7%	26,2%	23,7%	30,4%	27,7%	2,6	-1,5	4,0	-2,7
Establishment	22,9%	27,1%	27,2%	23,4%	28,8%	27,9%	4,3	0,1	4,5	-0,9
Facilities	37,8%	46,0%	44,9%	37,8%	48,6%	45,6%	7,1	-1,1	7,8	-3,0
Service	28,2%	34,9%	33,2%	28,8%	37,8%	35,7%	5,0	-1,7	6,9	-2,1
Value	48,5%	53,3%	51,5%	49,3%	54,8%	52,9%	3,0	-1,8	3,6	-1,9
Staff	16,3%	19,8%	19,6%	17,0%	21,5%	20,6%	3,3	-0,2	3,6	-0,9
Experience	19,8%	22,6%	23,0%	20,8%	25,0%	23,9%	3,2	0,4	3,1	-1,1

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Q4 2022 – Percentage of review responses per hotel type

HOTEL TYPE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	REVIEW RESPONSES TOT 2019	REVIEW RESPONSES TOT 2021	REVIEW RESPONSES TOT 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
North America	44,8%	49,0%	49,1%	45,0%	47,5%	49,5%	4,3	0,1	4,5	2,0
3-star Hotels	40,7%	47,3%	46,2%	39,3%	47,0%	48,8%	5,5	-1,1	9,5	1,8
4-star Hotels	46,8%	50,9%	52,0%	48,5%	48,1%	50,5%	5,2	1,1	2,0	2,4
5-star Hotels	49,3%	46,0%	47,0%	48,2%	46,9%	48,6%	-2,3	1,0	0,4	1,7

Q4 2022 – Total volume of responsible reviews per hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q4 2019	RESPONDABLE REVIEWS Q4 2021	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS TOT 2019	RESPONDABLE REVIEWS TOT 2021	RESPONDABLE REVIEWS TOT 2022	% CHANGE Q4 22 VS 19	% CHANGE Q4 22 VS Q2 22	% CHANGE TOTAL 22 VS 19	% CHANGE TOTAL 22 VS 21
North America	230 753	193 355	156 219	1 077 516	757 723	745 052	-32,3%	-19,2%	-30,9%	-1,7%
3-star Hotels	86 189	77 927	60 676	415 874	311 467	304 069	-29,6%	-22,1%	-26,9%	-2,4%
4-star Hotels	119 093	99 365	80 690	547 453	387 661	376 317	-32,2%	-18,8%	-31,3%	-2,9%
5-star Hotels	23 518	14 612	13 432	103 392	54 399	57 983	-42,9%	-8,1%	-43,9%	6,6%

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Q4 2022 Average response time –
To positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
North America	3,8	4,2
3-star Hotels	3,8	3,5
4-star Hotels	3,6	4,8
5-star Hotels	4,9	4,4
	DAYS	DAYS

Q4 2022 Average response time –
To positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	3,3	2,6
Google	3,6	3,5
Tripadvisor	5,0	6,5
Expedia	3,1	3,6
Hotels.com	1,1	1,2
Ctrip	-	-
Trip.com	-	-
Other	2,7	2,8
	DAYS	DAYS

Q4 2022 – Average response time – Per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS 2022	CHANGE Q4 22 VS 19	CHANGE Q4 22 VS 21
Booking.com	16,2	4,0	3,1	35 637	-13,1	-0,9
Google	4,4	4,3	3,6	41 257	-0,8	-0,7
Tripadvisor	5,4	6,9	5,4	28 057	0,0	-1,5
Expedia	3,9	3,2	3,2	26 247	-0,7	0,0
Hotels.com	6,4	5,1	1,1	7 695	-5,3	-4,0
Ctrip	-	-	-	329	---	---
Trip.com	-	-	-	344	---	---
Other	3,3	3,6	2,7	16 653	-0,6	-0,9

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Q4 2022 Average response time –
To positive and negative reviews

HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
North America	4,6	4,4
3-star Hotels	4,7	4,2
4-star Hotels	4,4	4,7
5-star Hotels	5,3	5,0
	DAYS	DAYS

Q4 2022 – 2022 Yearly average response time –
To positive and negative reviews per source

SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES
Booking.com	3,7	2,8
Google	3,7	3,5
Tripadvisor	5,8	5,7
Expedia	4,2	4,5
Hotels.com	5,2	6,3
Ctrip	-	-
Trip.com	-	-
Other	3,5	3,2
	DAYS	DAYS

Q4 2022 – 2022 Yearly average response time – Per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	11,9	6,4	3,5	193 176	-8,4	-2,9
Google	4,9	4,4	3,7	181 007	-1,2	-0,7
Tripadvisor	5,0	6,7	5,8	120 159	0,8	-0,9
Expedia	4,0	3,7	4,2	144 551	0,2	0,5
Hotels.com	6,4	5,2	5,4	40 036	-1,0	0,2
Ctrip	-	-	-	1 348	---	---
Trip.com	-	-	-	1 279	---	---
Other	3,6	4,7	3,3	63 496	-0,3	-1,4

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Q4 2022 Percentage of positive responses

HOTEL TYPE	% POSITIVE RESPONSES Q4 22	% NEGATIVE RESPONSES Q4 22
North America	50,7%	47,4%
3-star Hotels	47,6%	45,3%
4-star Hotels	53,4%	49,4%
5-star Hotels	49,6%	51,2%
	%	%

Q4 2022 – Average response rate – To positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	46,6%	42,5%
Google	39,7%	43,3%
Tripadvisor	64,6%	63,5%
Expedia	63,9%	56,1%
Hotels.com	64,0%	50,7%
Ctrip	31,5%	31,8%
Trip.com	1,1%	0,0%
Other	26,8%	34,0%
	%	%

Q4 2022 – 2022 Yearly average response time – Per source

SOURCE	REVIEW RESPONSES Q4 2019	REVIEW RESPONSES Q4 2021	REVIEW RESPONSES Q4 2022	RESPONDABLE REVIEWS Q4 2022	% CHANGE Q4 22 VS 21	% CHANGE Q4 22 VS 21
Booking.com	40,0%	43,2%	45,4%	35 637	5,4	2,2
Google	29,5%	36,8%	40,6%	41 257	11,1	3,8
Tripadvisor	66,0%	58,7%	64,5%	28 057	-1,5	5,8
Expedia	54,0%	62,5%	62,2%	26 247	8,2	-0,3
Hotels.com	57,1%	66,9%	61,0%	7 695	3,9	-5,9
Ctrip	6,8%	40,9%	30,4%	329	23,6	-10,5
Trip.com	1,1%	2,0%	0,9%	344	-0,2	-1,1
Other	28,5%	25,1%	27,0%	16 653	-1,6	1,9

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Q4 2022 Yearly percentage of positive review responses

HOTEL TYPE	% POSITIVE RESPONSES Y 2022	% NEGATIVE RESPONSES Y 2022
North America	51,1%	46,9%
3-star Hotels	49,7%	48,1%
4-star Hotels	52,4%	45,6%
5-star Hotels	50,6%	49,6%
	%	%

Q4 2022 – 2022 Yearly average response rate – To positive and negative reviews per source

SOURCE	% POSITIVE REVIEW RESPONSES	% NEGATIVE REVIEW RESPONSES
Booking.com	45,2%	42,3%
Google	39,5%	45,4%
Tripadvisor	63,8%	54,6%
Expedia	65,5%	58,8%
Hotels.com	66,3%	58,5%
Ctrip	45,7%	33,7%
Trip.com	1,4%	1,1%
Other	23,4%	29,5%
	%	%

Q4 2022 – Average response rate – Per source

SOURCE	REVIEW RESPONSES Y 2019	REVIEW RESPONSES Y 2021	REVIEW RESPONSES Y 2022	RESPONDABLE REVIEWS Y 2022	CHANGE TOTAL 22 VS 19	CHANGE TOTAL 22 VS 21
Booking.com	35,6%	42,1%	44,4%	193 176	8,8	2,3
Google	31,2%	36,3%	40,9%	181 007	9,7	4,6
Tripadvisor	67,6%	58,7%	61,5%	120 159	-6,1	2,8
Expedia	54,7%	60,6%	64,0%	144 551	9,3	3,4
Hotels.com	56,8%	61,7%	64,5%	40 036	7,7	2,8
Ctrip	9,7%	54,9%	42,4%	1 348	32,7	-12,5
Trip.com	0,8%	1,0%	1,3%	1 279	0,5	0,3
Other	27,7%	24,4%	25,3%	63 496	-2,4	0,9

Thank you

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