



2023 SHIJI GROUP

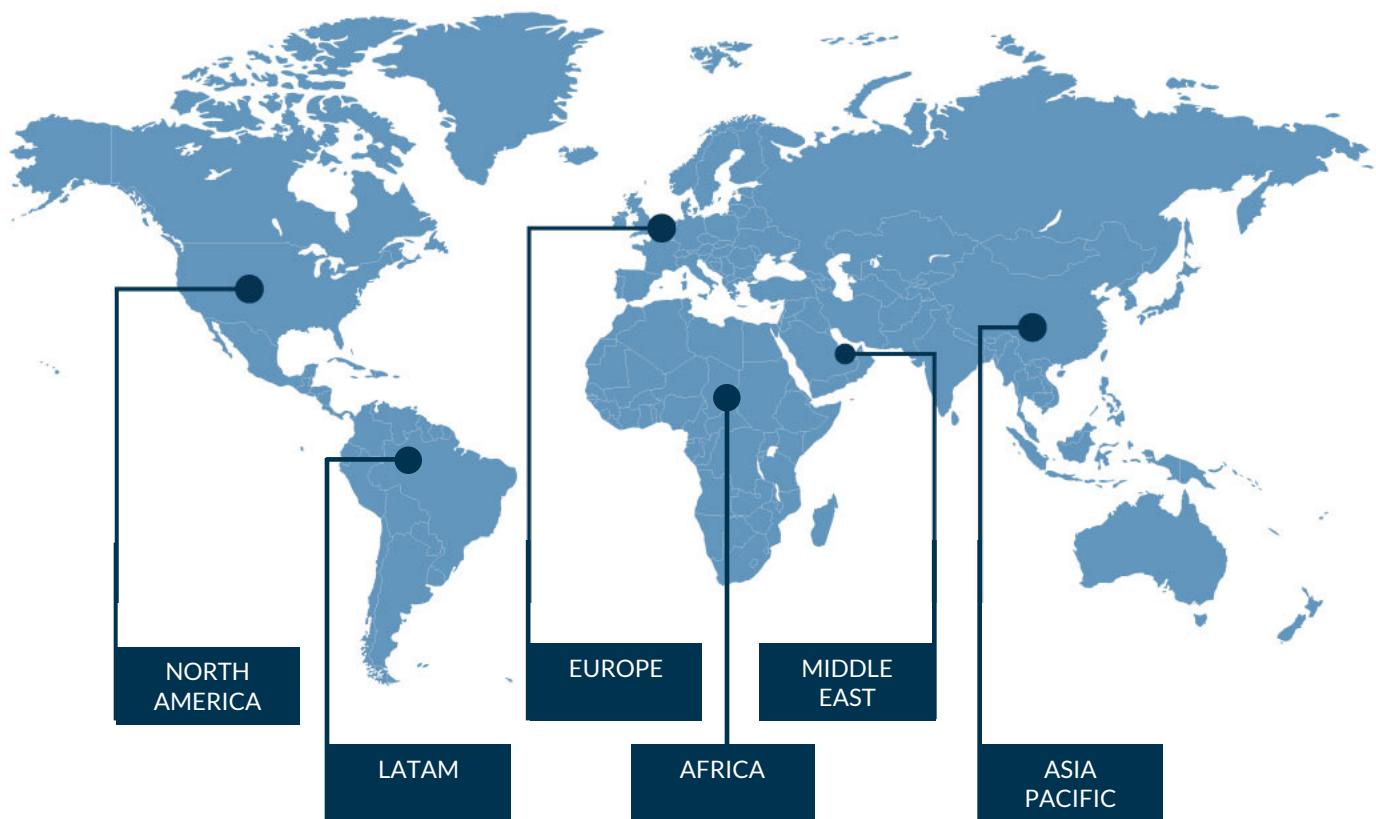
Contents

01	Introduction	P.4	08	Middle East	P.64
02	Key Findings	P.6	09	Africa	P.75
03	Global Data	P.12	10	North America	P.86
04	Regional Data	P.28	11	Insights & Strategies	P.97
05	Asia Pacific	P.32	12	Methodology	P.104
06	Europe	P.43	13	About Shiji ReviewPro	P.108
07	Latin America & Caribbean	P.53	14	Global References	P.110

Copyright © 2023 Shiji Group. The trademarks "Global Review Index" and "GRI" are the exclusive property of Shiji ReviewPro. All rights reserved.

No part of this whitepaper may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law. All trademarks, service marks, trade names, and logos appearing in this whitepaper are the property of their respective owners. The inclusion or reference to any Trademark within this whitepaper does not imply any affiliation with, endorsement by, or sponsorship of Shiji by the respective trademark owner, nor does it constitute a challenge to the validity, ownership, or status of any such Trademark.

Guest Experience Benchmark Q1 2023





01 | Introduction



INTRODUCTION

The Definitive Benchmark for Global Review Performance

In this first quarterly instalment of Shiji ReviewPro's 2023 Guest Experience Benchmark, we analyse over 2.7 million reviews posted to 55 sources around the world, including global online travel agencies like Booking.com and Expedia, top travel platforms like Google and Tripadvisor, and regional OTAs and travel sites.

This report represents the most current and comprehensive collection of global online review data available to hoteliers today, providing valuable insights into 2023 guest sentiment and hotel reputation in an ever-changing travel landscape.

This year, readers will note a few changes from previous reports:

- As part of Shiji Group's mission to connect the global business of hospitality, and in recognition that review data is about more than reviews, it's about the guest experience, the report has been renamed the Guest Experience Benchmark.
- The global data set has been updated and expanded to 9,500 hotels.
- The number of regions represented has increased to six, with the Middle East and Africa now reported separately.

At the beginning of the report is a summary of Key Findings, followed by the Global Data section, Regional Data, and the Insights & Strategies section. To dig deeper into the data, visit the Global and Regional References sections at the back of the report.

We encourage hoteliers to utilise the insights and strategies in this report to benchmark their own performance, set future reputation objectives, and harness the power of reviews to build awareness, convert more bookings, and deliver better guest experiences in 2023 and beyond.



02 | Key Findings



Key Findings

REVIEW SCORES

GRI Increases in Q1 2023, 5-Star Hotels Outperform Other Categories - Asia Pacific Region Leads

In the first quarter of 2023, the Global Review Index for hotels in the global data set was 84.9%, a slight increase over Q1 2022 but 0.6 points short of Q1 2021 levels. As expected, the GRI was significantly higher for 5-star hotels (89.0%) than 4-star hotels (85.1%), which in turn was higher than 3-star hotels

(81.6%). Of the six regions, hotels in the Asia Pacific region had the highest GRI (86.1%), and hotels in the Middle East region had the lowest GRI (82.4%).

REVIEW VOLUME

Up 26% from Q1 2022, But Still Below Pre-Pandemic Levels

Global review volume grew by 26.0% from Q1 2022 to Q1 2023. However, volume was still 10.7% below pre-pandemic Q1 2019 volume. The Asia Pacific region saw the largest increase (+69.1%), followed by Africa

(+39.2%). Growth in review volume levelled off in the Latin America & Caribbean region (+5.6%) and declined slightly in North America (-3.5%).

REVIEW MARKET SHARE

Key Findings

Booking.com dominates online reviews with 43.5% share, Google and Tripadvisor follow

Of the 55 review sources in the analysis, Booking.com generated by far the highest proportion of reviews (43.5%), a growth in market share of 9.4 points since Q1 2021. Google generated the second-highest share (27.3%), followed by Tripadvisor (10.5%). Expedia generated only 4.0% of reviews, a decrease of 3.6 points from Q1 2021. Together, Booking.com and Google

represented 70.8% of total reviews posted in the quarter. Booking.com's share was especially high in Europe (69.8%) and in the Middle East (54.1%) but was relatively lower in Asia Pacific (29.0%) and in North America (34.2%).

SOURCE INDEXES

Booking.com's Low Source Index Impacts Overall Review Scores Despite High Market Share

Of the top review sources, the highest Source Indexes in the global data set came from Ctrip (89.1%), Trip.com (88.4%), and HolidayCheck (85.8%); however, these sites generated a low volume of reviews relative to other sources. The lowest Source Index came from

Booking.com (82.2%), which is significant given its high market share of reviews, having the effect of pulling down overall review scores.

Key Findings

DEPT. INDEXES

Room and Value Indexes Among the Lowest, Location and Cleanliness Indexes Score Highest

Of the top five Department Indexes, the Value Index had the lowest overall score (83.3%), followed by the Room Index (85.3%). These indexes were particularly low for 3-star hotels, falling below 80%. The highest scores

came from the Location Index (91.0%) and the Cleanliness Index (88.4%). The Service Index was 87.1%.

SEMANTIC ANALYSIS

Tripadvisor Leads in Positivity, Booking.com in Negativity, but 75% of reviews remain positive

In semantic analysis of over eight million mentions in review comments, 74.7% of mentions were positive and 25.3% were negative. Of the top five review sources by volume, Tripadvisor had the highest proportion of positive mentions (81.0%) and Booking.com had the most negative

mentions (36.0%). Reviews written in Chinese had the highest proportion of positive mentions (84.8%), whereas reviews written in Portuguese had the most negative mentions (30.8%).

MGMT RESPONSES

Key Findings

Global Hotels Responded to 62% of Reviews in Q1 2023, Five-Star Hotels Lead in Responsiveness

Globally, hotels responded to 62.2% of respondable reviews in the first quarter of 2023. Five-star hotels responded to a higher proportion (68.1%) than 4-star hotels (62.4%) and 3-star hotels (52.3%). Overall, hotels responded to more positive reviews (64.6%) than negative reviews (53.2%). The average response time was 3.5 days for positive reviews and 4.4 days for negative reviews.

Hotels in the Middle East (75.3%) and Africa (72.4%) responded to the highest proportion of reviews, whereas hotels in North America (54.5%) and Europe (56.7%) responded to the lowest proportion.

The data in the Global and Regional sections of this report is derived from a revamped and expanded data set of 9,500 hotels in 73 countries across six key regions of the world: Asia Pacific, Europe, Latin America & Caribbean, Middle East, Africa, and North America.

The data set includes 2,743,688 reviews posted between January 1 and March 31, 2023, to 55 review sources in 62 languages worldwide. Results are divided into three segments: 3-star hotels, 4-star hotels, and 5-star hotels. For further details, see the Methodology section near the back of the report.



Discover the future of hospitality with our enterprise-first technology solutions, designed to enhance guest experiences and optimise hotel operations.

Our innovative and scalable technology solutions are backed by exceptional 24/7 support.



**Together, we reimagine
the digital guest experience.**



shijigroup.com
sales-us@shijigroup.com



03 | Global Data



Global Market Overview

- Global hotel industry showed significant recovery in 2022
- Unlikely return of certain travel patterns post-pandemic
- Strong industry fundamentals in 2023 despite recession threats
- UN predicts international travel to reach 80-95% of pre-pandemic levels
- Corporate travel may not fully recover due to technology adoption and cost-cutting measures
- Hoteliers adapted to high rates and guest expectations
- Slight increase in guest satisfaction ratings, but still below 2019 levels.

In 2022, the global hotel industry made great strides toward recovering 2019 financial performance levels. With the outbreak of the pandemic now over three years in the past, however, it appears likely that certain travel patterns may never fully return. Now, the focus has shifted to emerging patterns.

Despite threats of an impending recession, hotel industry fundamentals remained strong in the first quarter of 2023. Supply chain issues have largely cleared up, and low season in the northern hemisphere brought relief to staffing shortages. Continued strong demand from leisure and domestic travellers has been buttressed by recovery in business, group, and international travel.

In 2023, the UN World Tourism Organization anticipates international travel to reach 80 to 95% of pre-pandemic levels.¹ This is partly contingent on an

expected rebound in travel from the Asia Pacific region. However, it is questionable whether corporate travel will ever fully return to pre-pandemic levels, held back by adoption of communications technology and job-cutting and cost-trimming measures on the part of businesses.

In a time of high rates, high guest expectations, and leaner staffing models, hoteliers have had to be especially agile and efficient. Nevertheless, after dipping during the pandemic, guest satisfaction ratings for our global data set recovered slightly during the first quarter of 2023, although still falling short of 2019 levels.

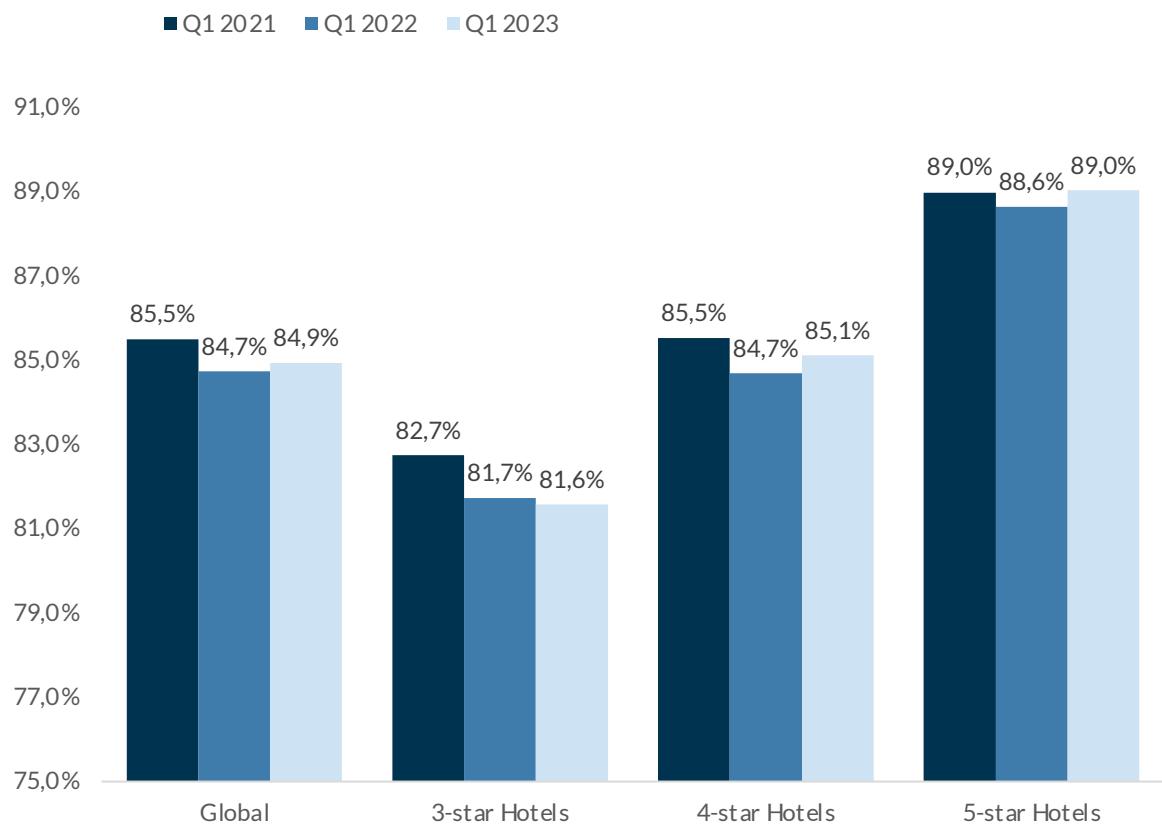
¹United Nations World Tourism Organization (UNWTO). [Tourism Set to Return to Pre-pandemic Levels in Some Regions in 2023](#). January 2023.

Global: GRI Metrics

At 84.9%, the Global Review Index for the global data set increased slightly in Q1 2023 relative to Q1 2022. However, the number was 0.6 points lower than in Q1 2021 and 1.2 points lower than the pre-pandemic GRI of 86.1% in Q1 2019. The decrease is likely due to a combination of factors related to staffing challenges, higher pricing, and, as we'll see, low ratings related to value and rooms.

Five-star hotels showed the strongest recovery, recapturing their Q1 2021 GRI of 89.0%. Four-star hotels fell by 0.4 points to 85.1%. Three-star hotels showed a steady decline from 2021 to 2023, falling by 1.2 points to 81.6%.

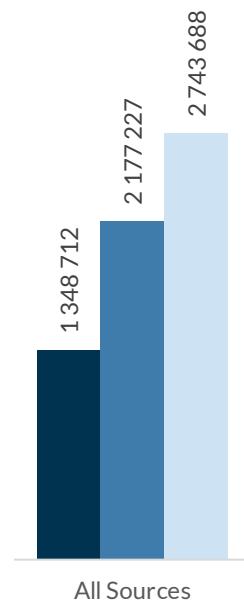
| Global GRI Metrics



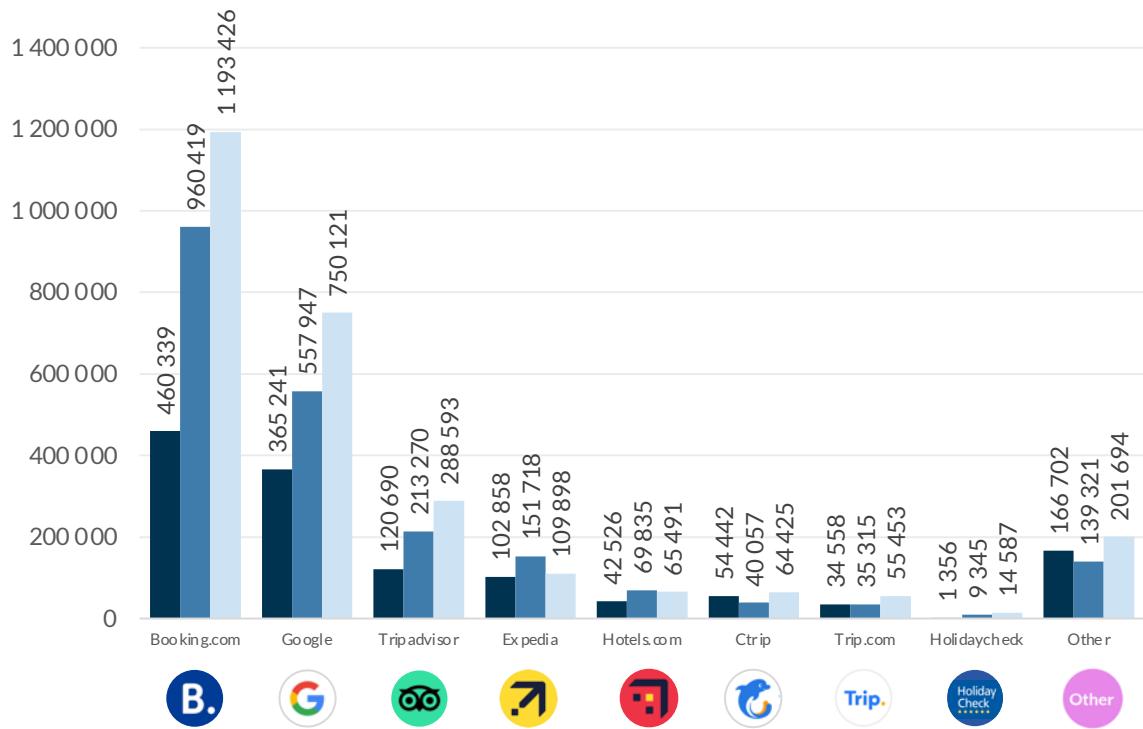
Global: Review Volume

In Q1 2023, global review volume was buoyed by a worldwide increase in travel activity, more than doubling from Q1 2021 volume. However, growth was slower relative to Q1 2022, and volume fell 10.7% short of Q1 2019 levels.

Of the top review sources, Booking.com grew the most in review volume from Q1 2021 to Q1 2023, increasing by 159.2%. During the same period, Tripadvisor grew by 139.1% and Google grew by 105.4%, whereas Expedia grew by only 6.8%. Relative to Q1 2022, only Expedia and Hotels.com declined in review volume, falling 27.6% and 6.2% respectively.



| Global Review Volume



Global: Share of Reviews Per Source

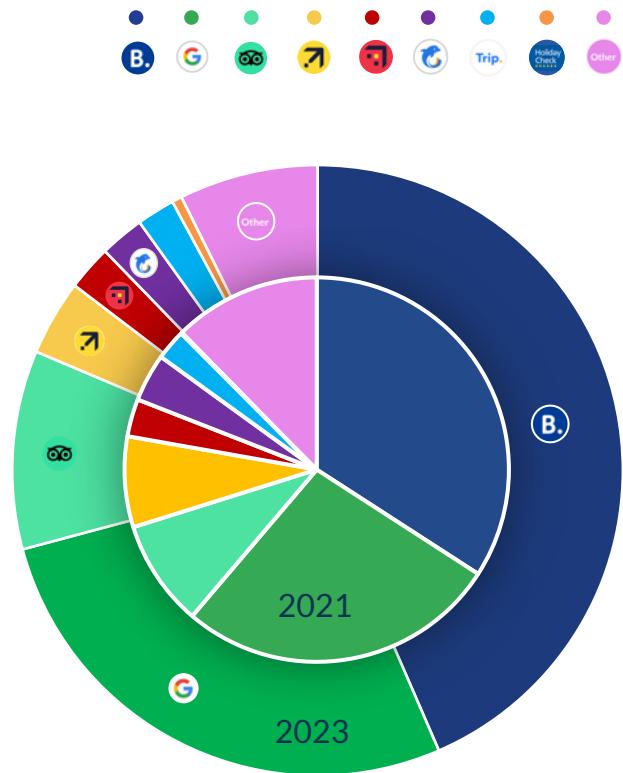
Breaking down review market share by source, Booking.com represented 43.5% of total reviews in Q1 2023. This was an increase of 9.4 points over Q1 2021 but was slightly down from Q1 2022.

Has Booking.com's review share finally reached a ceiling? In a recent Shiji ReviewPro webinar, the company attributed its high review volume to consistently prompting guests to post a review at multiple touch points — a tactic hotels looking to increase their own review volume can learn from.¹ Meanwhile, Google represented 27.3% of

review market share, relatively consistent with previous quarters. At 10.5%, TripAdvisor's share increased by 1.6 points over Q1 2021. Expedia's low market share of 4.0% represented a decrease of 3.6 points over Q1 2021. It appears that the company hasn't been as proactive in soliciting reviews as its chief rival.

Share of Reviews Per Source

Source	2021	2022	2023	+/-
Booking	34.1%	44.1%	43.5%	9.4
Google	27.1%	25.6%	27.3%	0.3
TripAdvisor	8.9%	9.8%	10.5%	1.6
Expedia	7.6%	7.0%	4.0%	-3.6
Hotels.com	3.2%	3.2%	2.4%	-0.8
Ctrip	4.0%	1.8%	2.3%	-1.7
Trip.com	2.6%	1.6%	2.0%	0.5
Holidaycheck	0.1%	0.4%	0.5%	0.4
Other	12.4%	6.4%	7.4%	-5.0

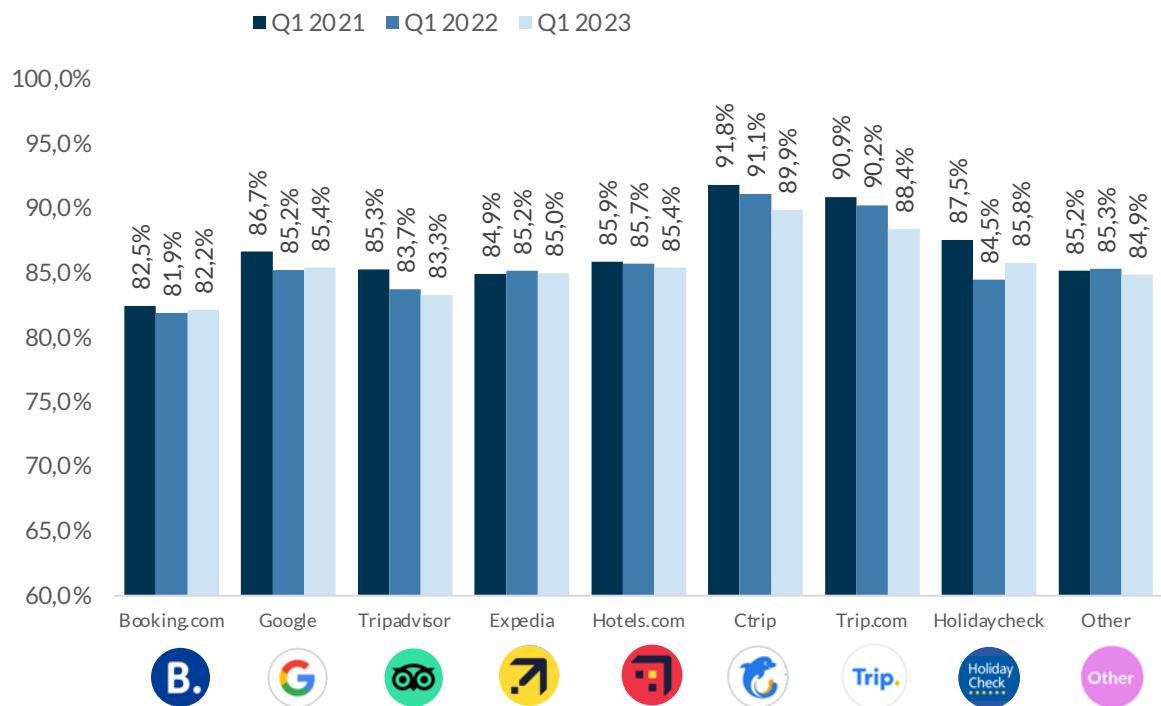


¹Shiji ReviewPro. [The Hotelier's Guide to Earning Higher Review Scores on Booking.com](#). 2023.

Global: Review Source Indexes

In Q1 2023, all major review sources showed slight declines in Source Indexes from Q1 2021 except Expedia, which posted a slight increase of 0.1 points. Booking.com had the lowest Source Index, at 82.2%. When asked, Booking.com pointed to recent changes to its review scoring system as a potential explanation, adding that scores are expected to recalibrate in 2023.¹ Ctrip had the highest Source Index, at 89.1%, but its review volume was relatively low.

Source Indexes are a measure of review scores by review source derived from Shiji ReviewPro's proprietary algorithm. These indexes are valuable for monitoring online reputation by travel site and understanding relationships between guest ratings and booking volume.



¹Shiji ReviewPro. *The Hotelier's Guide to Earning Higher Review Scores on Booking.com*. 2023.

Global: Department Indexes

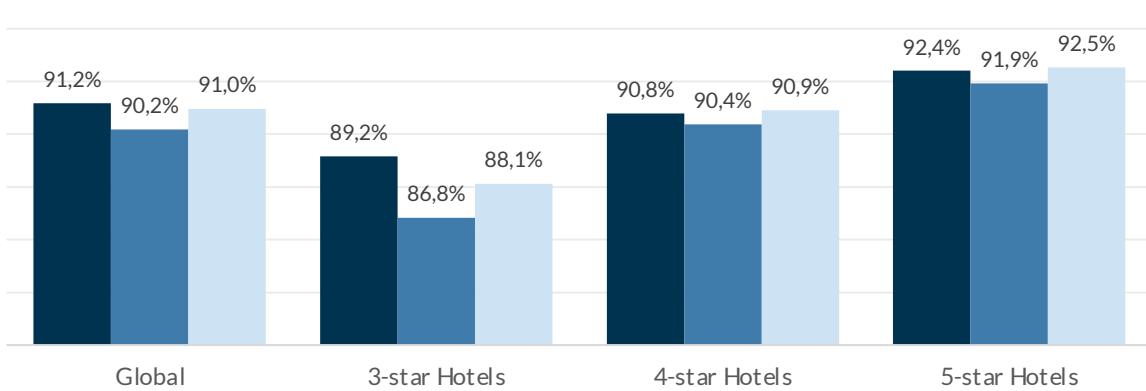
Within the global data set, all five major Department Indexes declined from Q1 2021 to Q1 2023. The Value Index had the lowest score, at 83.3%, a decrease of 1.3 points. The Room Index had the second-lowest score, at 85.3%, a decrease of 1.9 points. These indexes were especially low among 3-star hotels, falling below 80%.

Despite the recent trend toward opt-in housekeeping services, the Cleanliness Index remained relatively high in Q1 2023, at 88.4%, down 1.3 points from Q1 2021. Five-star hotels maintained an impressive index of 92.5%, perhaps due in part to upholding daily housekeeping services.

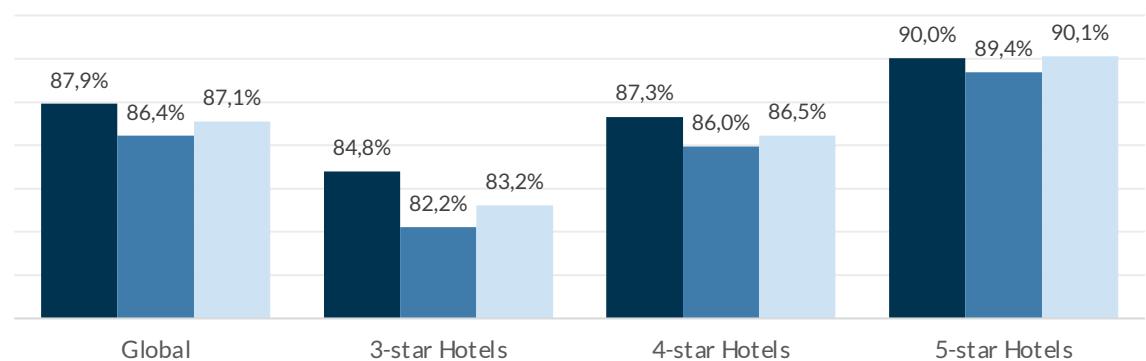
With a global Location Index of 91.0%, it seems that most guests were happy with their hotel's location, a bonus for hoteliers given the logistical challenges of changing location!

Department Indexes are review scores measured by department or attribute such as Service, Cleanliness, and Value and are derived from Shiji ReviewPro's proprietary algorithm. Not all review sources allow department ratings, therefore this data is drawn from a smaller sample of reviews.

| Location

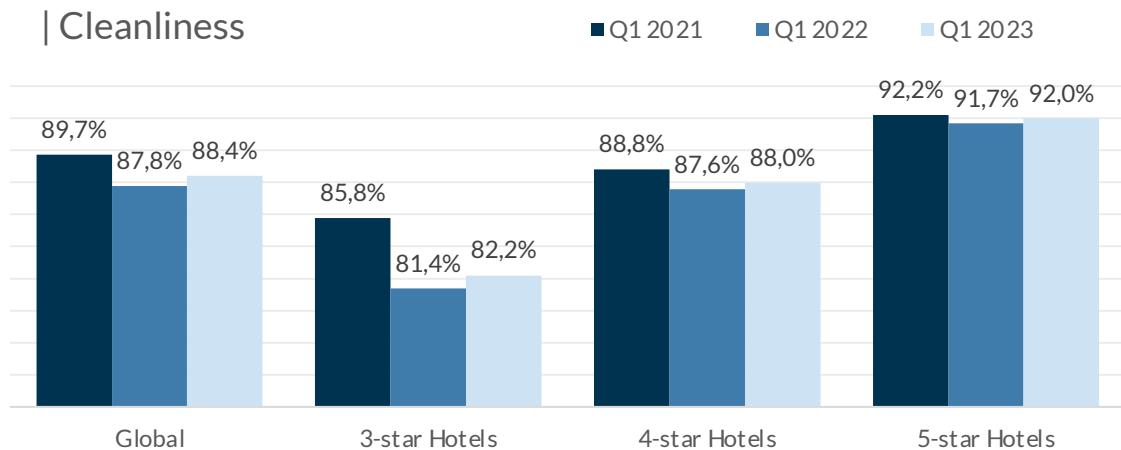


| Service

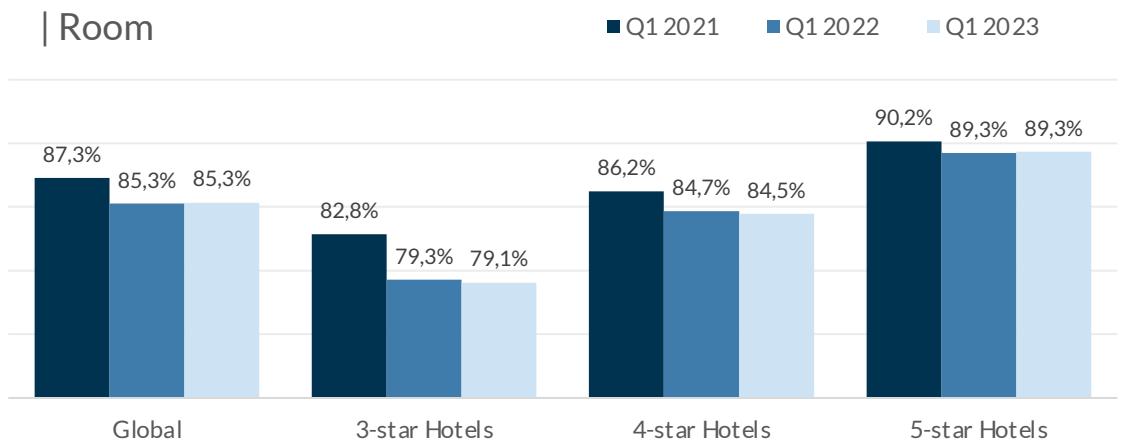


Global: Department Indexes

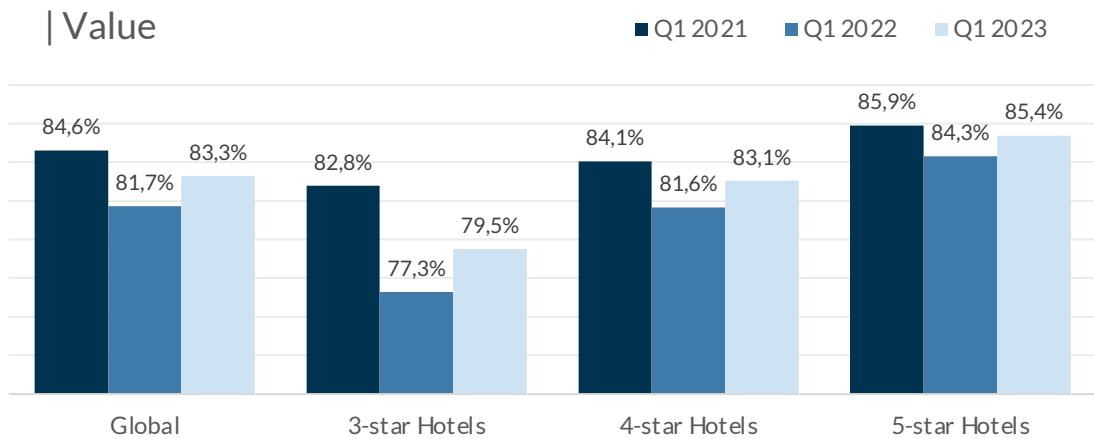
| Cleanliness



| Room



| Value



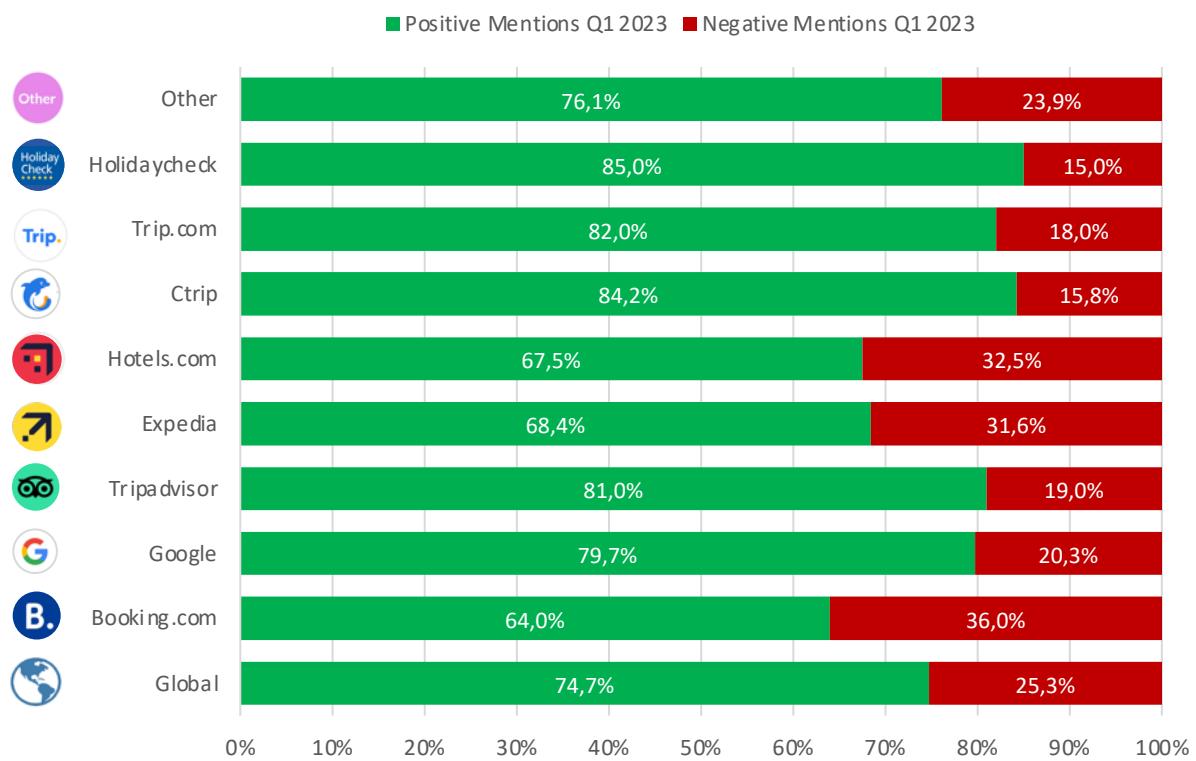
Global: Semantic Analysis

Of over eight million mentions in review comments analysed, 74.7% were positive and 25.3% were negative. Of total mentions, Tripadvisor generated the highest proportion (31.4%), a product of its requirement to provide a minimum number of characters in review comments, as well as the high level of detail often contained in Tripadvisor reviews.

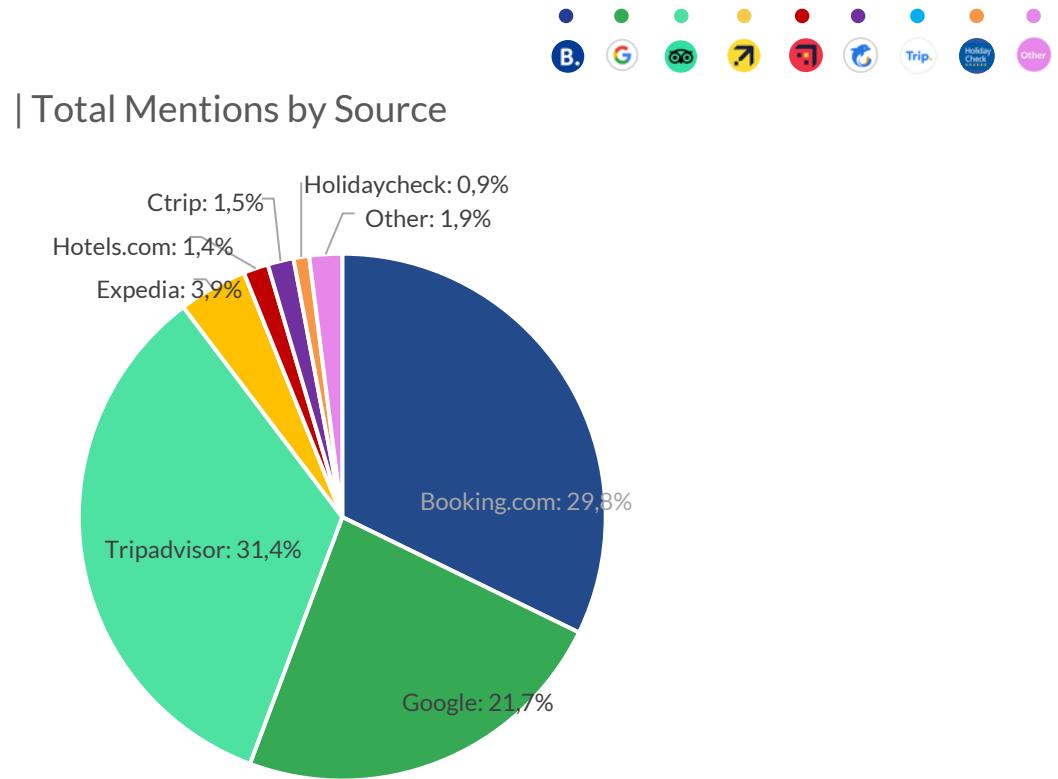
HolidayCheck (85.0%) and Ctrip (84.2%) had the highest proportion of positive mentions relative to negative mentions, whereas Booking.com (36.0%) and Hotels.com (32.5%) had the highest proportion of negative mentions.

Comments in reviews provide insights into guest sentiment not offered by guest ratings. Shiji ReviewPro's AI-powered 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.

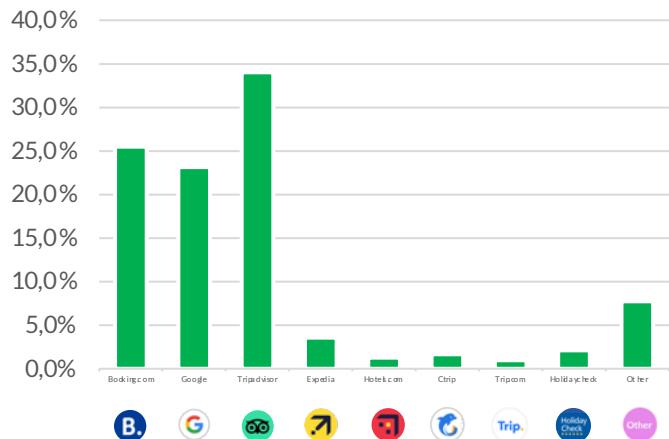
| Q1 2023 Positive/Negative Mentions Per Source



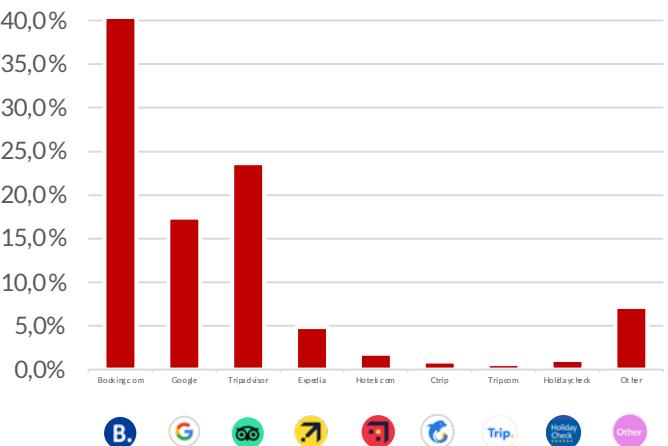
Global: Semantic Analysis



| Share of Positive Mentions by Source



| Share of Negative Mentions by Source

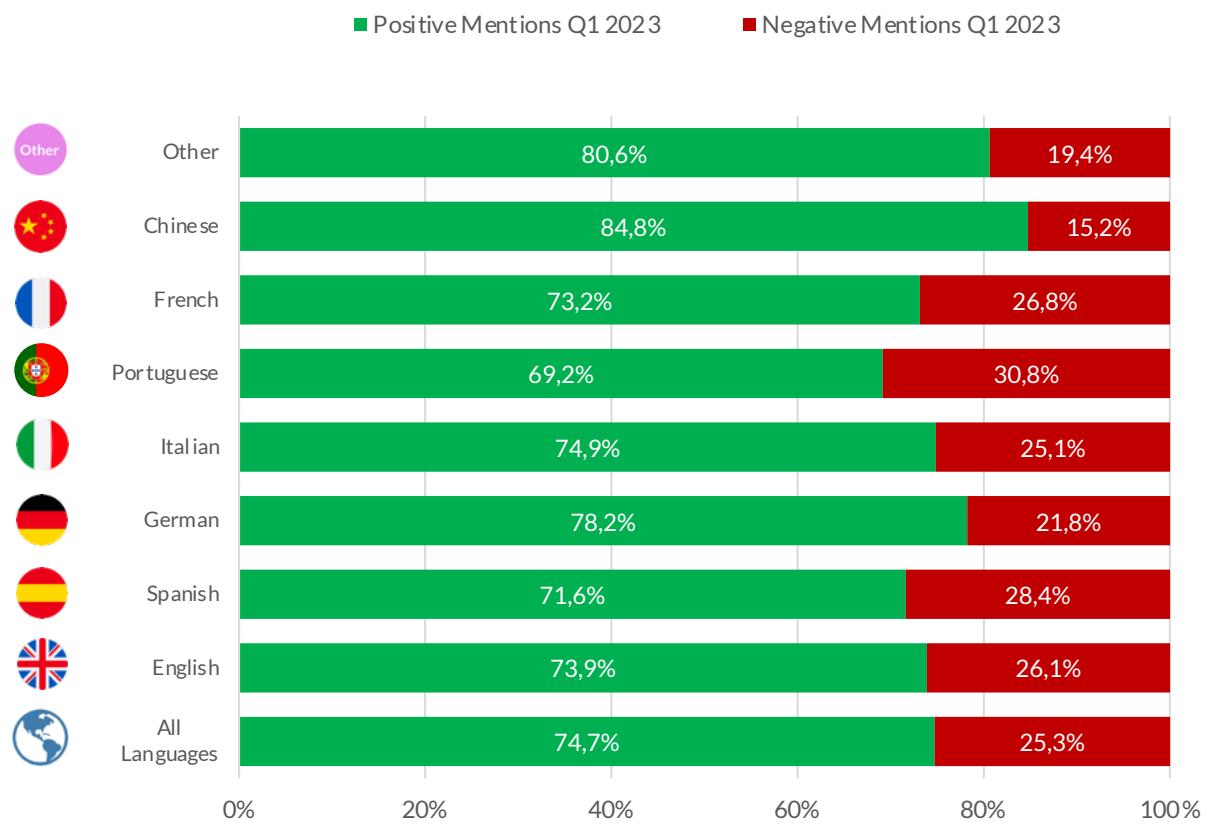


Global: Semantic Analysis

Of the 62 languages analysed in the report, the majority of mentions in review comments (65.6%) were written in English, followed by Spanish (6.8%), German (5.8%), and French (5.5%).

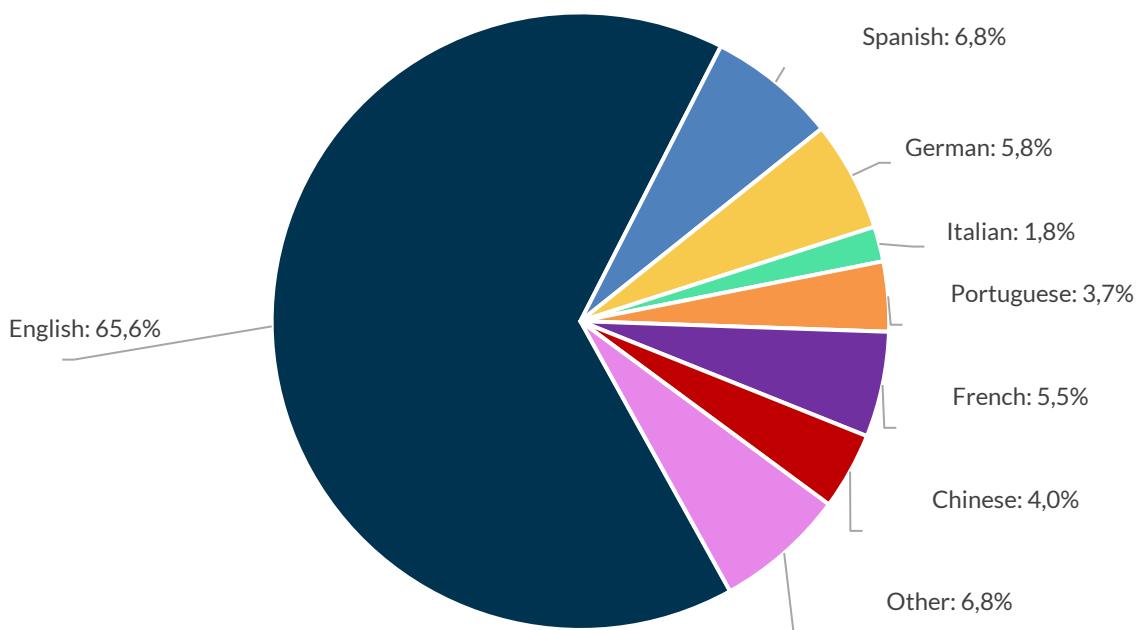
Who were the most generous reviewers? Of the top seven languages, reviews written in Chinese had the highest number of positive mentions (84.8%), followed by reviews written in German (78.2%) and Italian (74.9%). And the harshest critics? Reviews written in Portuguese had the highest number of negative mentions (30.8%), followed by Spanish (28.4%) and French (26.8%).

| Q1 2023 - Positive/Negative Mentions per Language

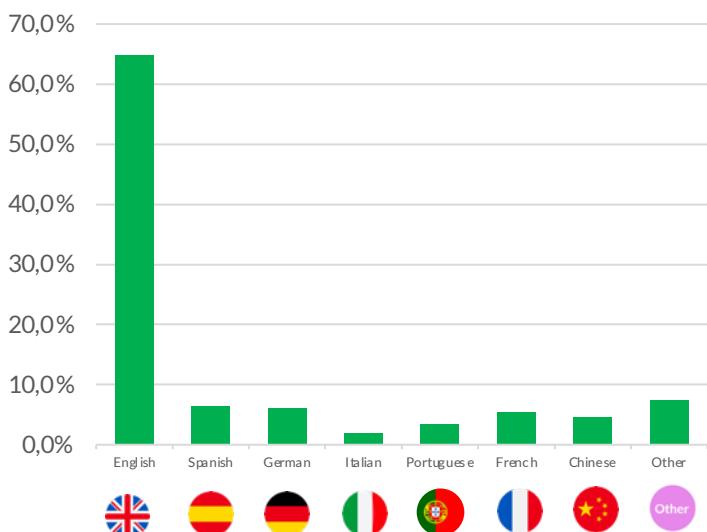


Global: Semantic Analysis

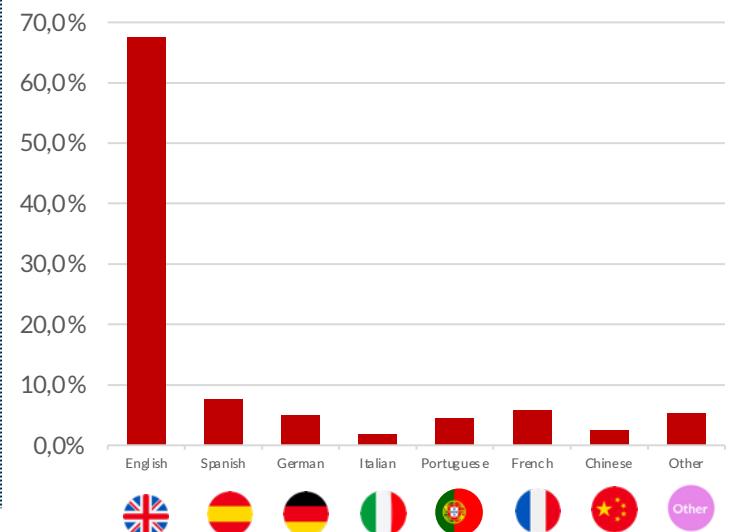
| Total Mentions by Language



| Share of Positive Mentions by Language



| Share of Negative Mentions by Language



Global: Top 5 Categories Affecting GRI

Within the global data set, the Room category had the highest negative effect on the GRI, driving it down by 1.9 points. Next was the Cleanliness category at -1.3, followed by Establishment at -1.2, Food & Drinks at -1.1, and Value at -0.9.

The Experience category had the highest positive impact on the GRI at +0.8, followed by Staff at +0.6 and Service at +0.5. The two other categories with the highest positive impact were Food and Drinks at +0.4 and Cleanliness at +0.4.

Note that some categories such as Cleanliness and Food & Drinks had

both positive and negative impacts on the 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 prioritise areas that have the highest impact on overall guest satisfaction.

POSITIVE		NEGATIVE			
Experience		0.8	Room		-1.9
Staff		0.6	Cleanliness		-1.3
Service		0.5	Establishment		-1.2
Food & Drinks		0.4	Food & Drinks		-1.1
Cleanliness		0.4	Value		-0.9

Global: Management Responses

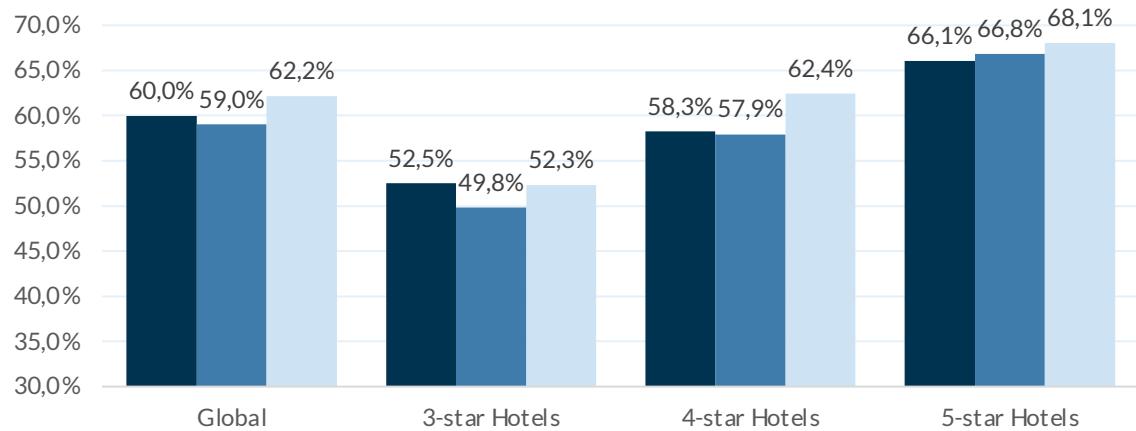
Of 1.78 million respondable reviews posted in Q1 2023, hoteliers within the global data set responded to an impressive 62.2%. This represented an increase of 3.2 points over Q1 2022.

Hotels responded to a significantly larger proportion of positive reviews (64.6%) than negative reviews (53.2%). Five-star

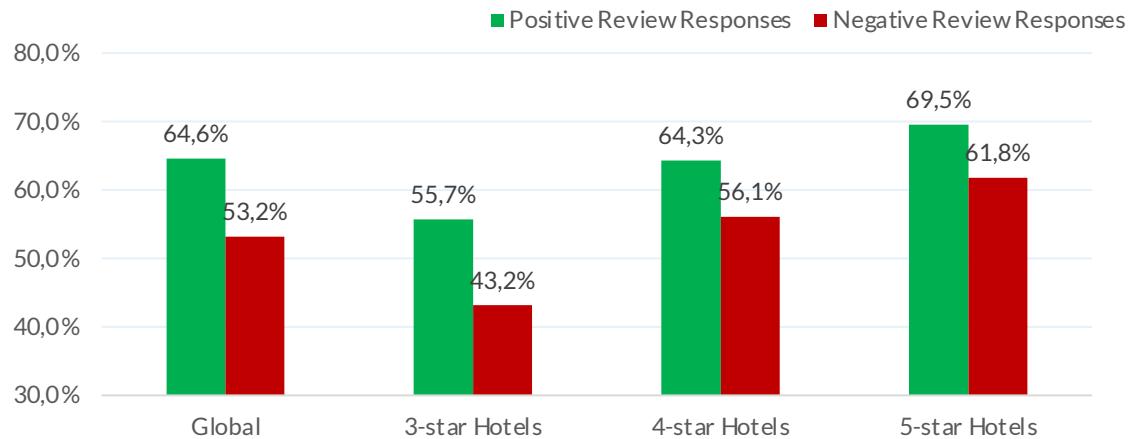
hotels responded to the highest proportion of reviews, at 68.1%, followed by 4-star hotels at 62.4% and 3-star hotels at 52.3%.

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

| Management Responses Per Category

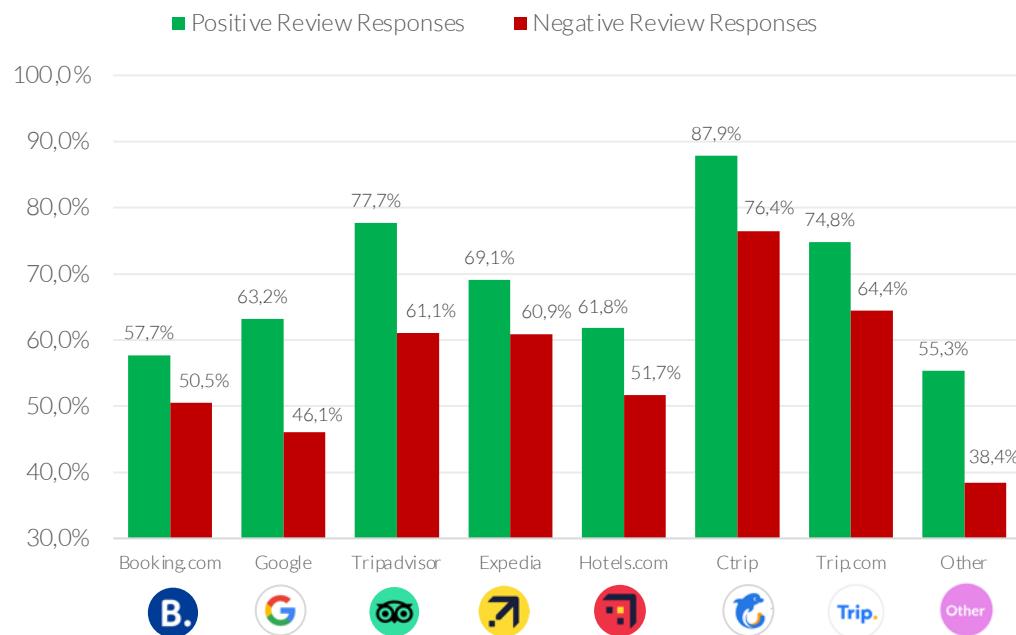


| Positive/Negative Review Responses Per Category

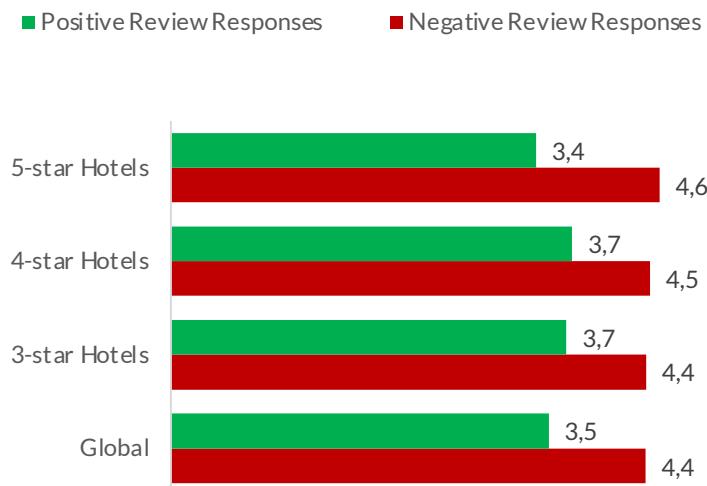


Global: Management Responses

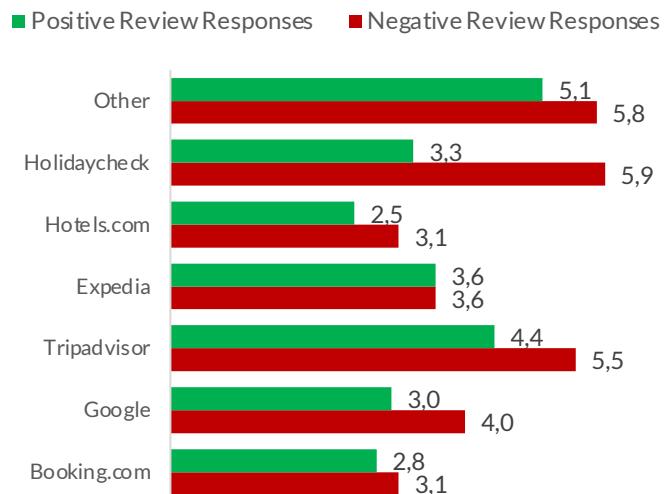
| Positive/Negative Review Responses Per Source



| Average Response Time Per Category (Days)



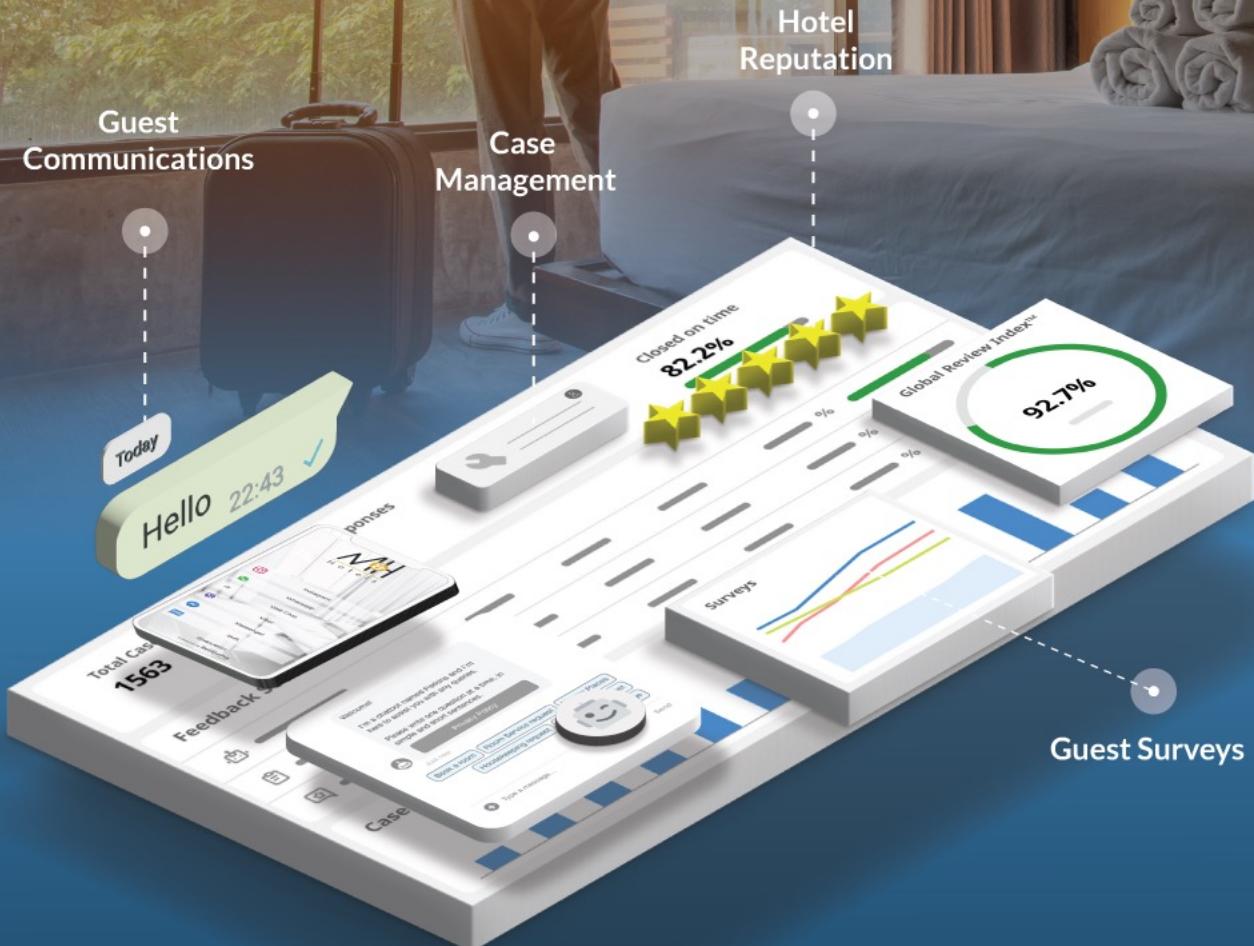
| Average Response Time Per Source (Days)



Shiji

REVIEWPRO

Guest experience is our why



Together, we reimagine
the digital guest experience.



shijigroup.com

reviewpro.sales@shijigroup.com



04 | Regional Data



Key Review Performance Metrics by Region

- Slowed growth in review volume in Q1 2023, except for Asia Pacific
- Asia Pacific hotels achieved highest Global Review Index (GRI) at 86.1%
- European hotels closely followed with GRI of 85.7%
- Latin America ranked third with GRI of 85.1%
- Middle East had lowest GRI at 82.4% but improved by 1.9 points from Q1 2022
- North America had second-lowest GRI at 84.1%
- Africa had GRI of 84.7%
- Consistently high ratings and performance worldwide
- Variances in GRI among regions were only 3.7 points
- Standards remain high and hotels consistently exceed guest expectations globally.

Comparing key review metrics by region, we see distinct patterns emerge. In the first quarter of 2023, hotels in the Asia Pacific region achieved the highest Global Review Index of the six regions, at 86.1%. European hotels were not far behind, with a GRI of 85.7%, followed by Latin America at 85.1%. All three rankings were consistent with previous years.

In the three remaining regions, all GRIs ranked below the global average, with the Middle East registering the lowest score, at 82.4%, 2.5 points below the global GRI. However, hotels in the Middle East managed to improve their Q1 2022 score by 1.9 points. At 84.1%, North America had the second-lowest GRI, followed by Africa, at 84.7%.

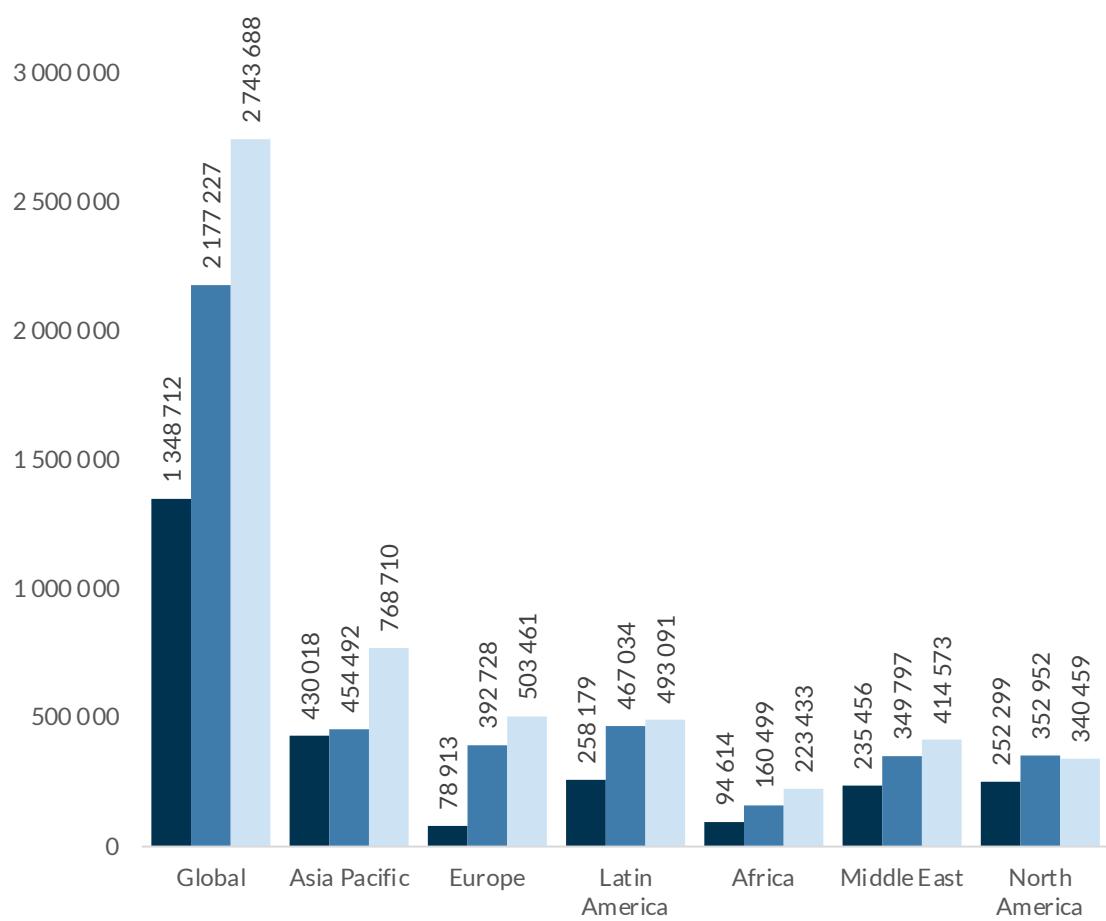
There were also significant differences in review volume among the regions.

After a sharp bounce-back around the world in Q1 2022, the pace of growth slowed in Q1 2023. In North America, review volume actually fell by 3.5%. Growth was highest in the Asia Pacific region.

However, what is perhaps most surprising is the similarities in performance across regions and the consistently high ratings worldwide. In Q1 2023, the variance in Global Review Index among the highest and lowest performing regions was only 3.7 points, with all regions earning a score of at least 82.4%. This shows how high the standards are and how consistently hotels deliver on and exceed guest expectations around the globe.

Key Review Performance Metrics by Region

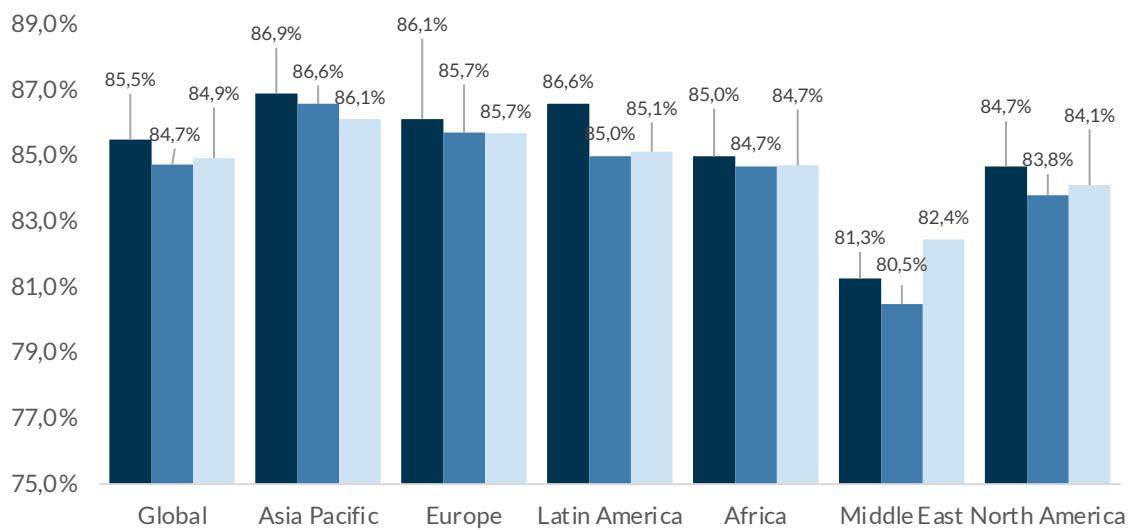
| Review Volume Across Regions



Key Review Performance Metrics by Region

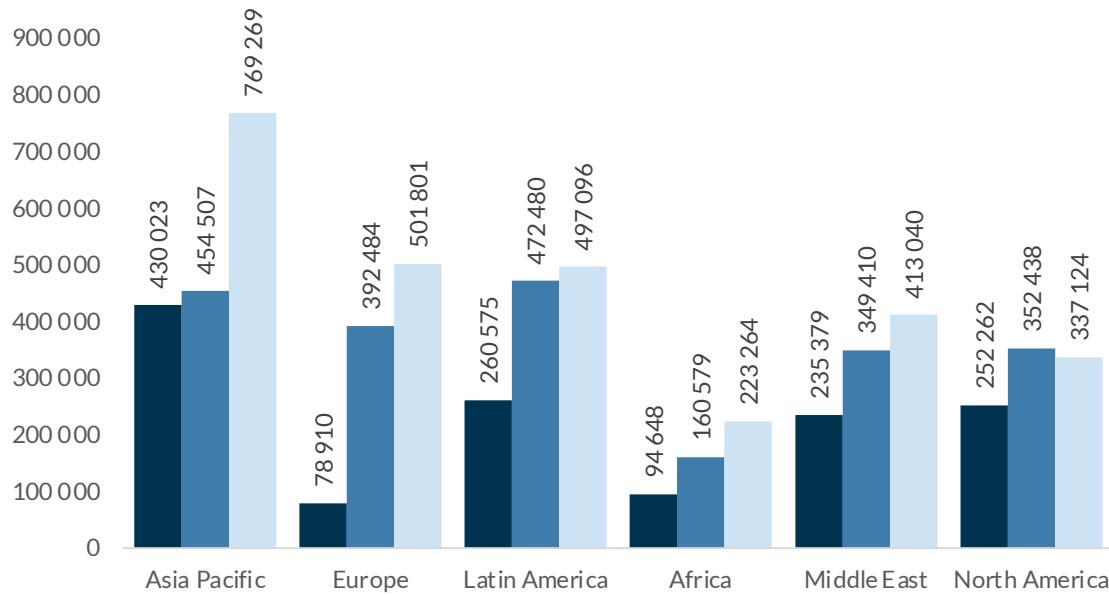
| GRI Metrics Across Regions

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



| Review Volume Across Regions

■ Q1 2021 ■ Q1 2022 ■ Q1 2023





05 | Asia Pacific



Asia Pacific: Market Overview

- Asia Pacific hotels had the highest Q1 2023 Global Review Index (GRI)
- Outbound travel from China in the region still below pre-pandemic levels
- Booking.com had the highest review market share at 29.0% in Asia Pacific
- Decline in Value Index and Room Index in the region
- Decreased response rate to reviews in Q1 2023

In early 2023, while the rapid growth in travel was beginning to slow around the world, in Asia Pacific the rebound was just beginning. At the end of 2022, China was the last hold-out to remove Covid-19 travel restrictions and open its borders, paving the way for a sharp uptake in outbound travel. However, the rebound has been slower to take effect than anticipated.

The largest source of outbound travellers in the Asia Pacific region, China accounted for 30 to 35% of arrivals in Thailand, Vietnam, Japan, and South Korea and 25% in the Philippines in the summer of 2019. It was also Australia's top source of tourists. So far, the numbers have only begun to trickle back.¹

In Q1 2023, hotels in our data set in the Asia Pacific region achieved the highest Global Review Index of the six regions, a ranking consistent with Q1 2021 and Q1 2022. However, at 86.1%, the region's GRI declined by 0.8 points from

Q1 2021. Review volume was relatively flat from Q1 2021 to Q1 2022 but began to bounce back in Q1 2023, increasing by 69.1% relative to Q1 2022. However, volume lagged relative to other regions and remained far below pre-pandemic levels.

At 29.0%, Booking.com represented the highest review market share in the region, although its share was significantly smaller than the global average of 43.5%. Some of the difference was made up by regional review sources like Agoda and eLong.

Of the top Source Indexes, Booking.com had the lowest score in Q1 2023, at 80.5%, 5.6 points below the region's GRI. HolidayCheck, Ctrip, and Trip.com had the highest Source Indexes, although their review volume was relatively low.

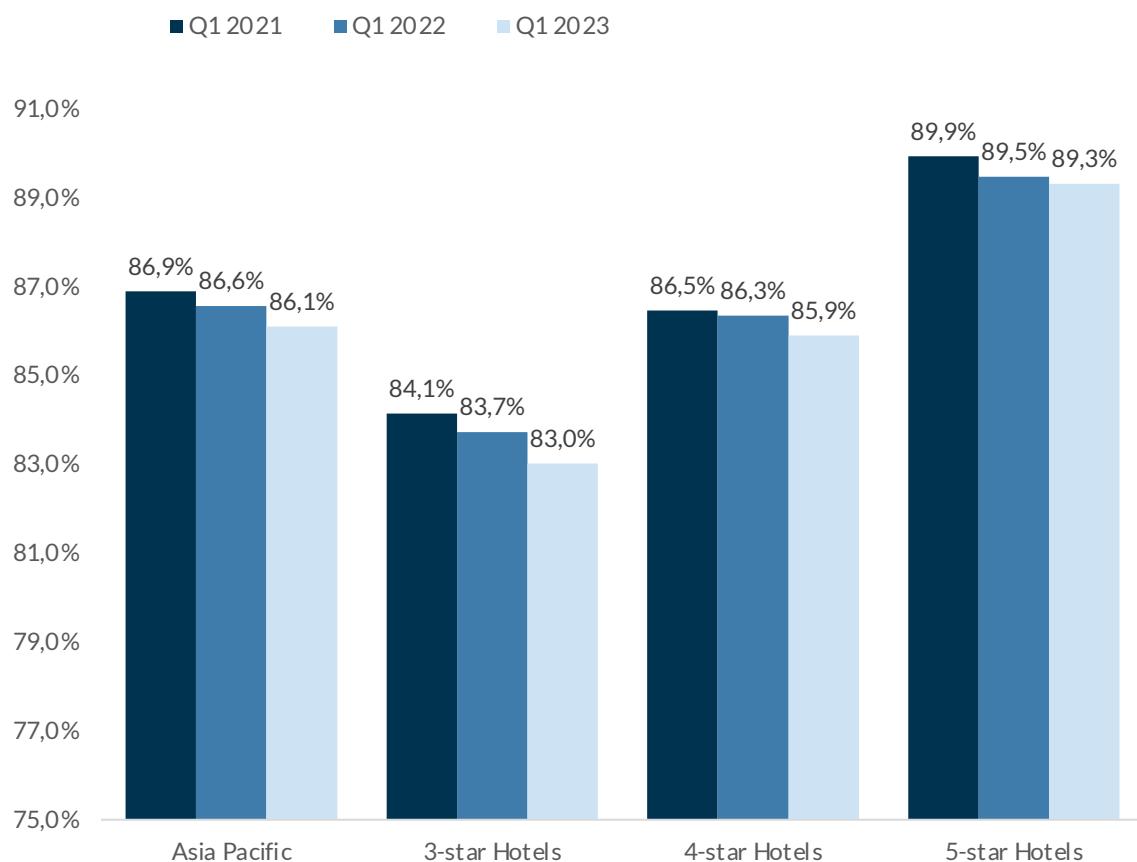
¹Reuters. [Chinese tourists are back, but numbers still far from pre-COVID levels](#). April 2023.

Asia Pacific: GRI Metrics

Of the top five Department Indexes, the Value Index had the lowest rating in the region, with 5-star hotels showing a sharp decline relative to Q1 2021, whereas 3-star and 4-star hotels showed substantial increases. The Room Index also declined steadily from 2021 to 2023. In semantic analysis of review comments, the Room category had the highest negative impact on the region's GRI, driving it down by 1.2 points.

Hotels in the Asia Pacific region responded to 60.9% of respondable reviews in Q1 2023, down 3.3 points over Q1 2021. The region showed a strong preference for positive reviews (63.3%) relative to negative reviews (50.3%). The average response time was 4.9 days for positive reviews and 5.2 days for negative reviews.

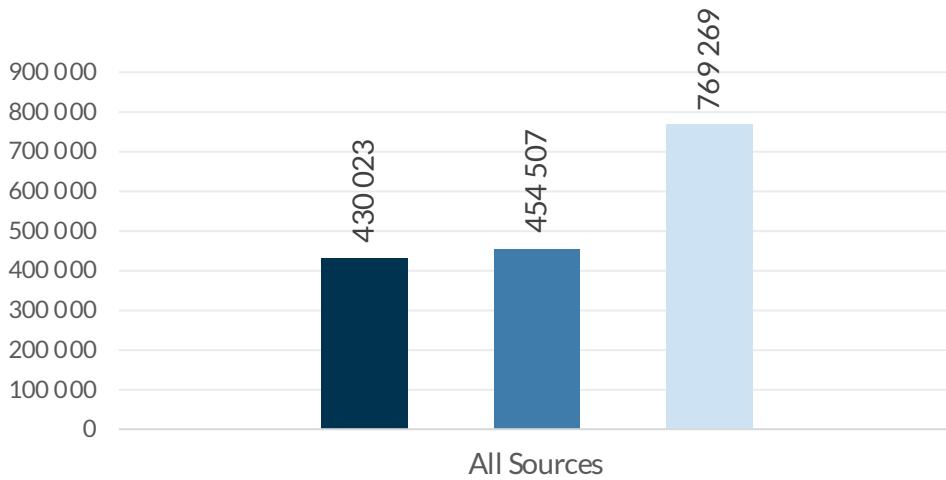
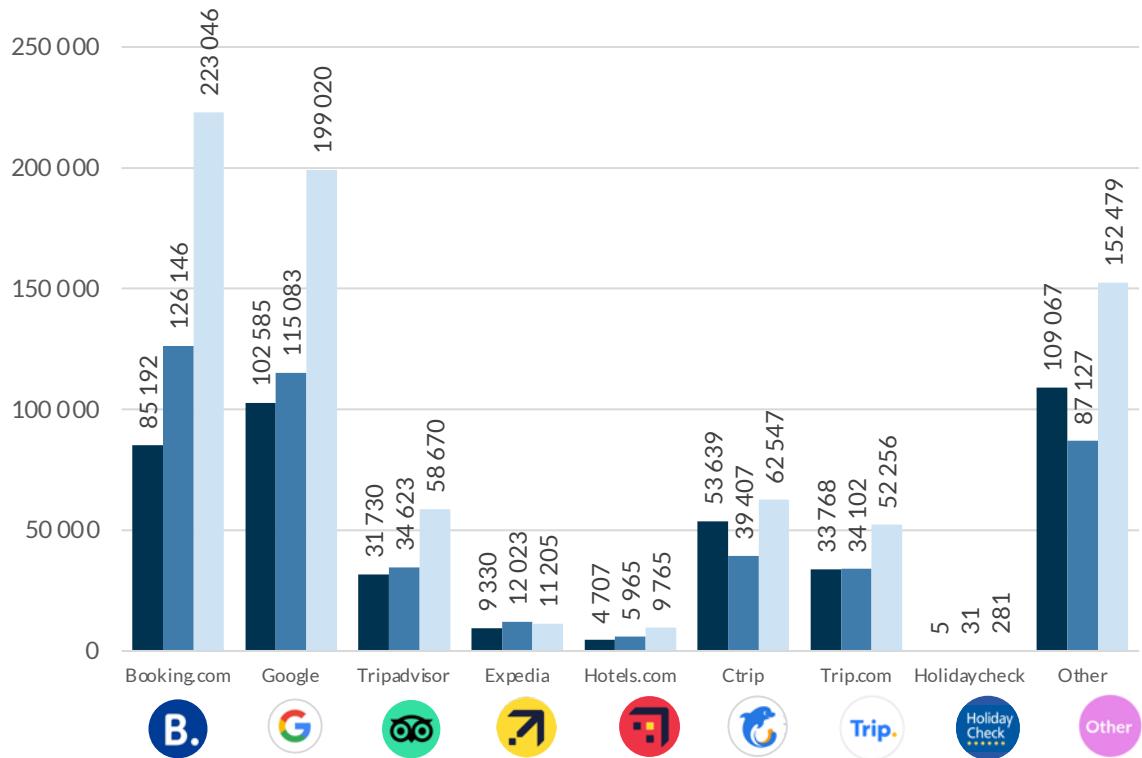
| Asia Pacific Global Review Index (GRI)



Asia Pacific: Review Volume

| Asia Pacific Review Volume

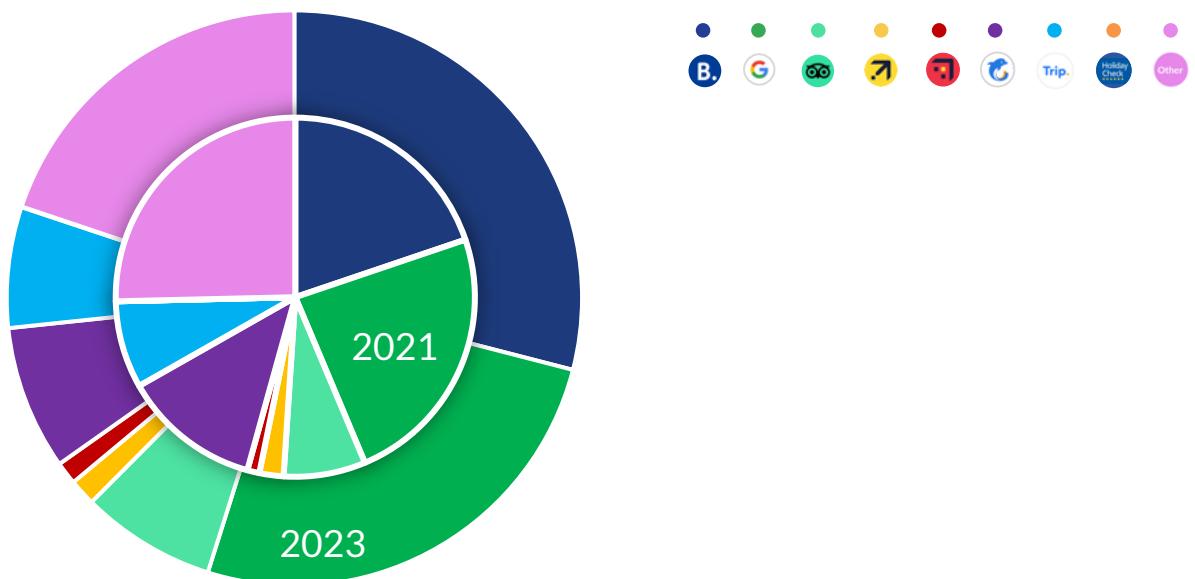
■ Q1 2021 ■ Q1 2022 ■ Q1 2023



Asia Pacific: Share of Reviews Per Source

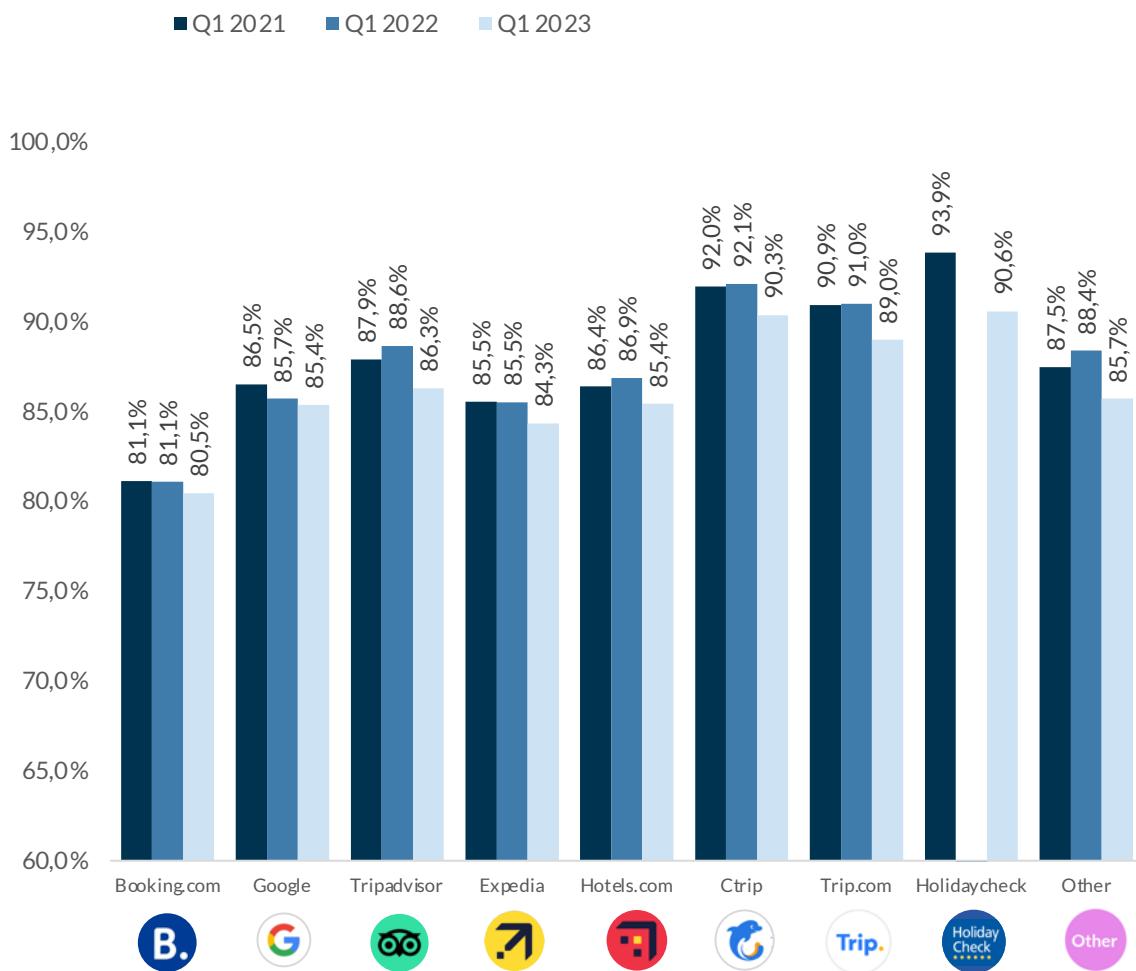
Share of Reviews Per Source

Source	2021	2022	2023	+/-
Booking	19.8%	27.8%	29%	9.2
Google	23.9%	25.3%	25.9%	2
TripAdvisor	7.4%	7.6%	7.6%	0.4
Expedia	2.2%	2.6%	1.5%	-0.7
Hotels.com	1.1%	1.3%	1.3%	0.2
Ctrip	12.5%	8.7%	8.1%	-4.4
Trip.com	7.9%	7.5%	6.8%	-1.1
Holidaycheck	0%	0%	0%	-
Other	25.4%	19.2%	19.8%	-5.6



Asia Pacific: Review Source Indexes

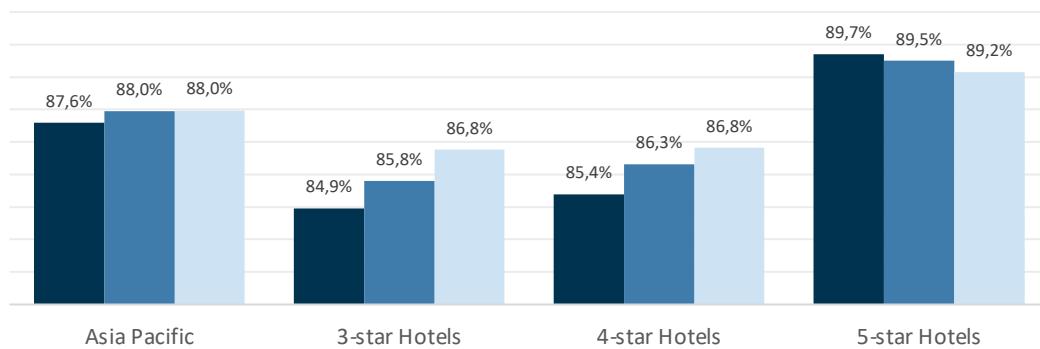
|Asia Pacific Global Review Index™ Per Source



Asia Pacific: Department Indexes

| Service

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



| Room

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



| Value

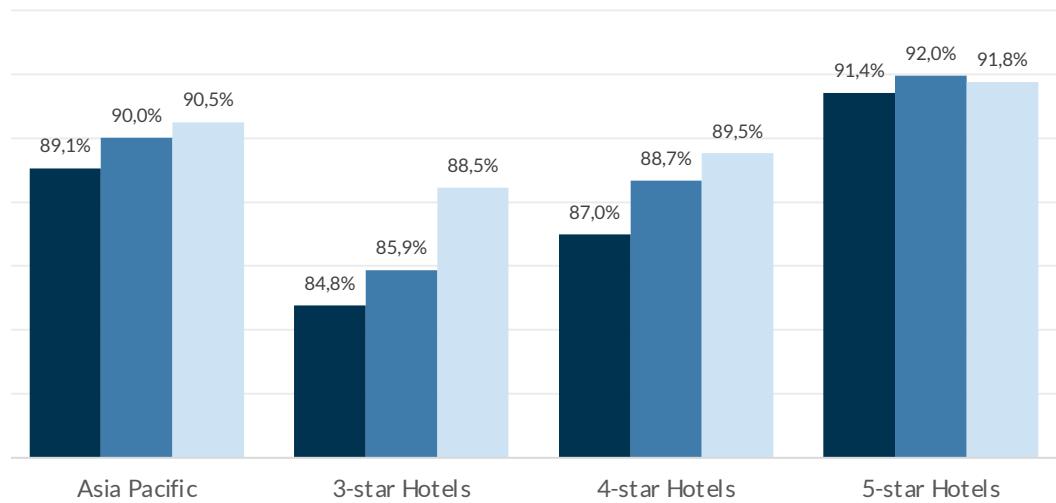
■ Q1 2021 ■ Q1 2022 ■ Q1 2023



Asia Pacific: Department Indexes

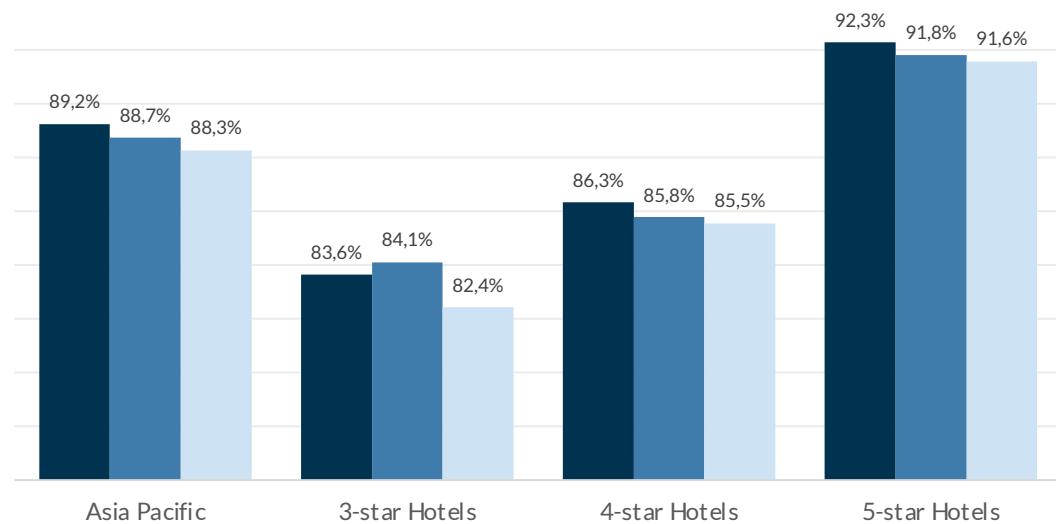
| Location

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



| Cleanliness

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



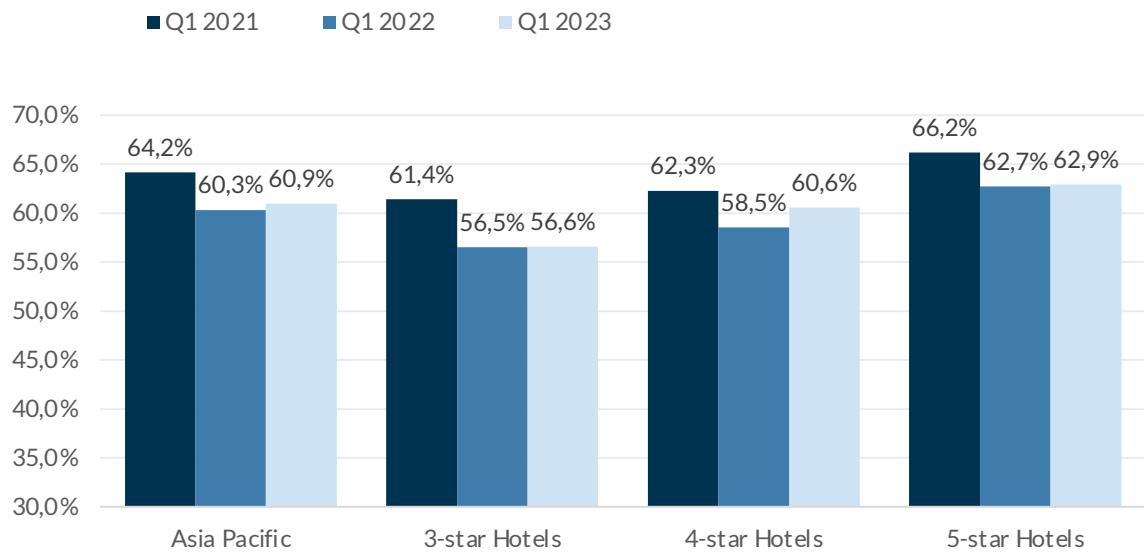
Asia Pacific: Top 5 Categories Affecting GRI

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

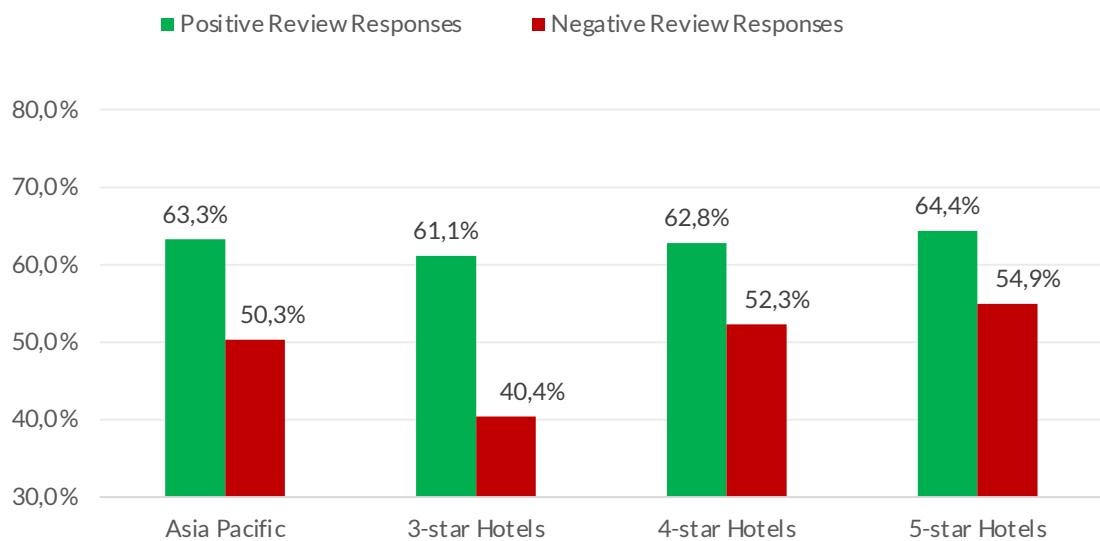
NEGATIVE		
Room		-1.2
Cleanliness		-0.9
Establishment		-0.7
Food & Drinks		-0.6
Facilities		-0.6

Asia Pacific: Management Responses

| Management Responses Per Category

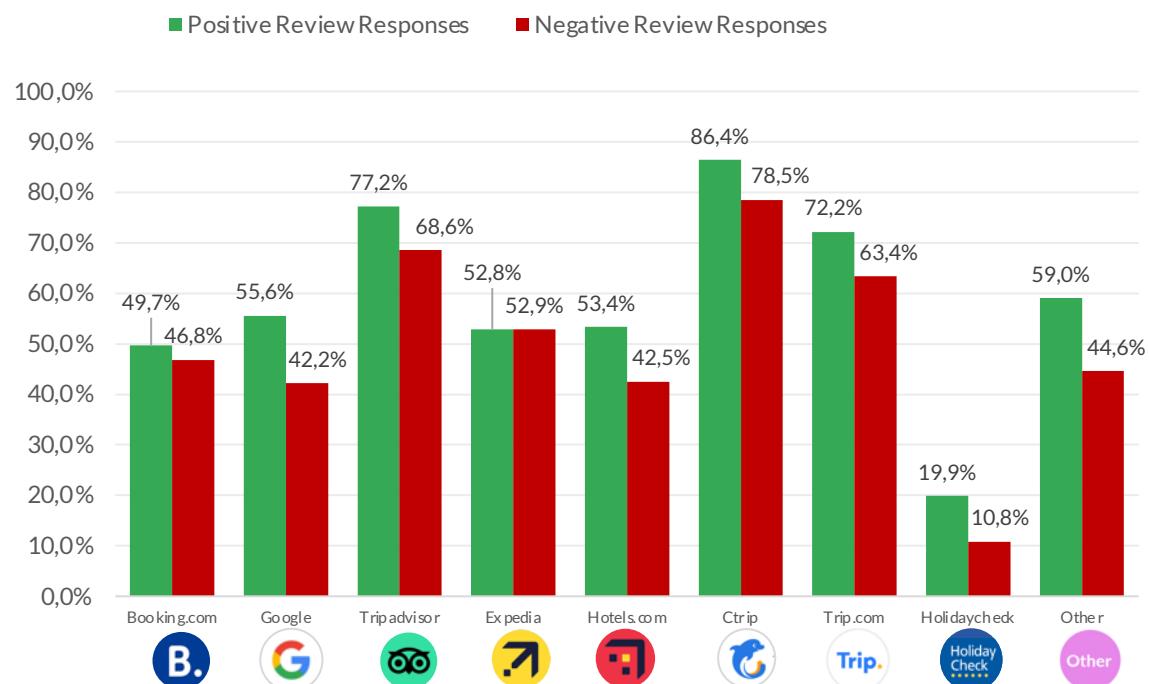


| Positive/Negative Review Responses Per Category

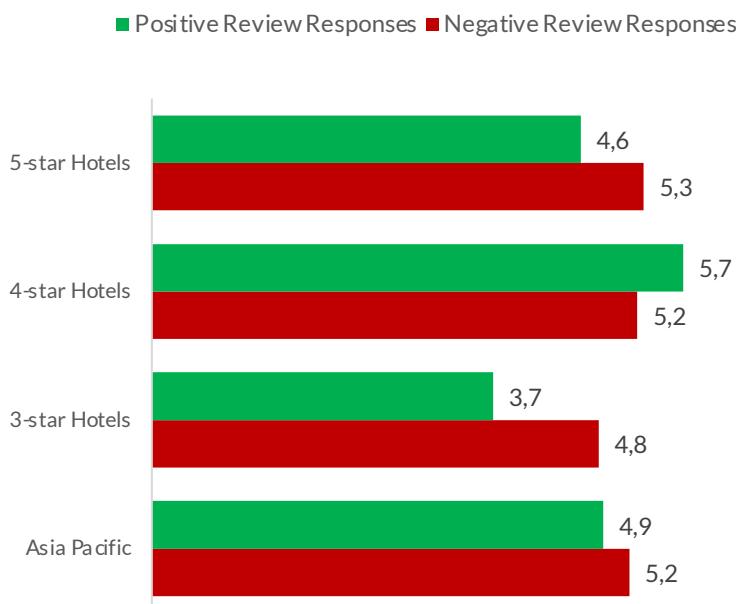


Asia Pacific: Management Responses

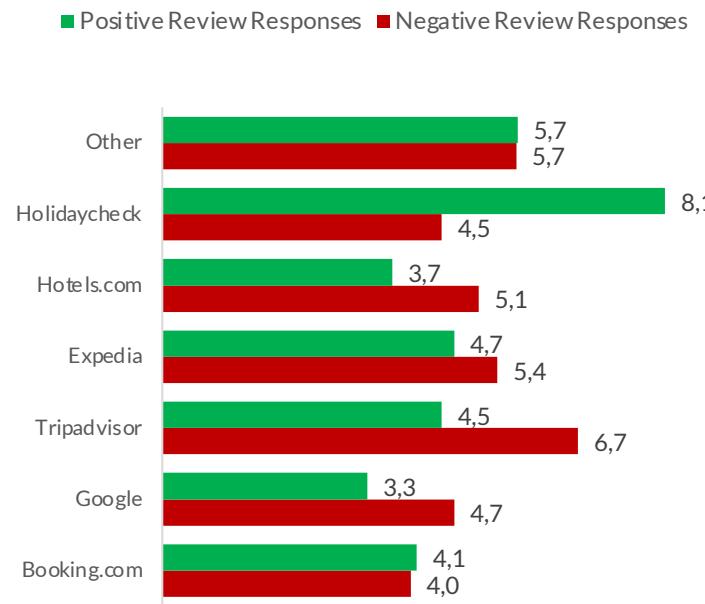
| Positive/Negative Review Responses Per Source



| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)





06 | Europe



Europe: Market Overview

- European Union avoided expected recession, achieving 0.3% growth in Q1 2023
- Hotels in Europe achieved an 85.7% Global Review Index (GRI) in Q1 2023
- Review volume in Europe leveled off in Q1 2023, up by 28.2% from Q1 2022
- Booking.com dominated with 70% review market share in Europe
- European hotels experienced declines in all top Department Indexes, with Room category impacting GRI the most.

In the first quarter of 2023, the European Union managed to stave off an expected recession, achieving a slight growth rate of 0.3% despite high energy prices, ongoing war in Ukraine, and sharply rising costs of most basic goods, particularly of food.¹ The economy appears to be regaining its footing, but recovery is fragile.

Hotels in our data set in Europe achieved a Global Review Index of 85.7% in Q1 2023, on par with Q1 2022 but slightly lower than in Q1 2021. The region's GRI was 0.8 points higher than the global average.

After bouncing back in 2022, review volume levelled off in Q1 2023, although it was still up by 28.2% over Q1 2022. Booking.com accounted for an extraordinary 70% of review market share in the quarter, far higher than in other regions and 26.3 points more than the OTA's global market share. Meanwhile, Expedia generated only 1.5% of review volume.

Europe's high dependency on Booking.com for both reviews and bookings appears to be risky. However, at 84.2%, Booking.com's Source Index in the region was 2.0 points higher than its global index of 82.2%. Of the top review sources, TripAdvisor had the lowest Source Index at 82.3%.

In Q1 2023, European hotels experienced declines in all of the top five Department Indexes relative to the previous two years. The lowest score came from the Value Index, at 83.8%, down 1.3 points from Q1 2021. The Room Index was second lowest, at 86.3%, down 1.8 points from 2021.

¹ Eurostat. [Preliminary flash estimate for the first quarter of 2023](#). April 2023.

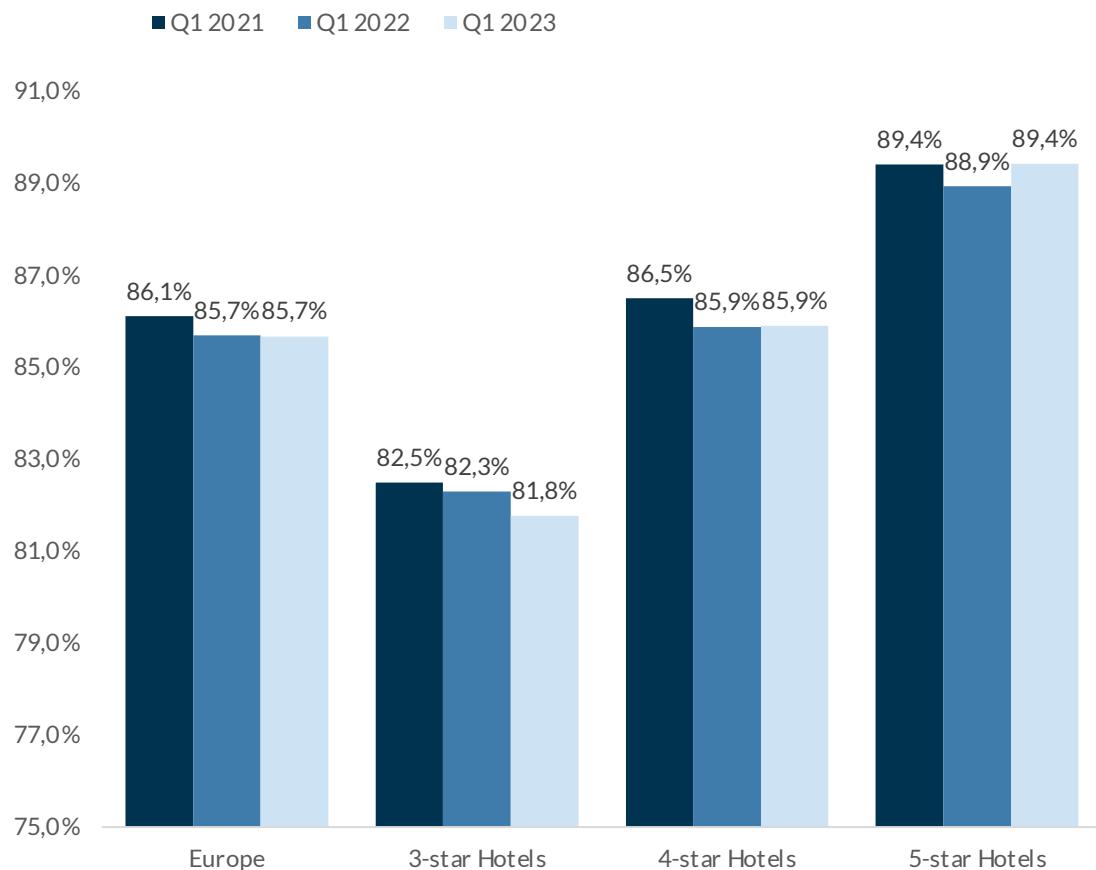
Europe: GRI Metrics

In semantic analysis of review comments, the Room category had the highest negative impact on the region's Global Review Index, driving it down by 2.1 points. Contributing factors may have been delays in room renovations and the relatively large proportion of leisure and U.S. travellers.

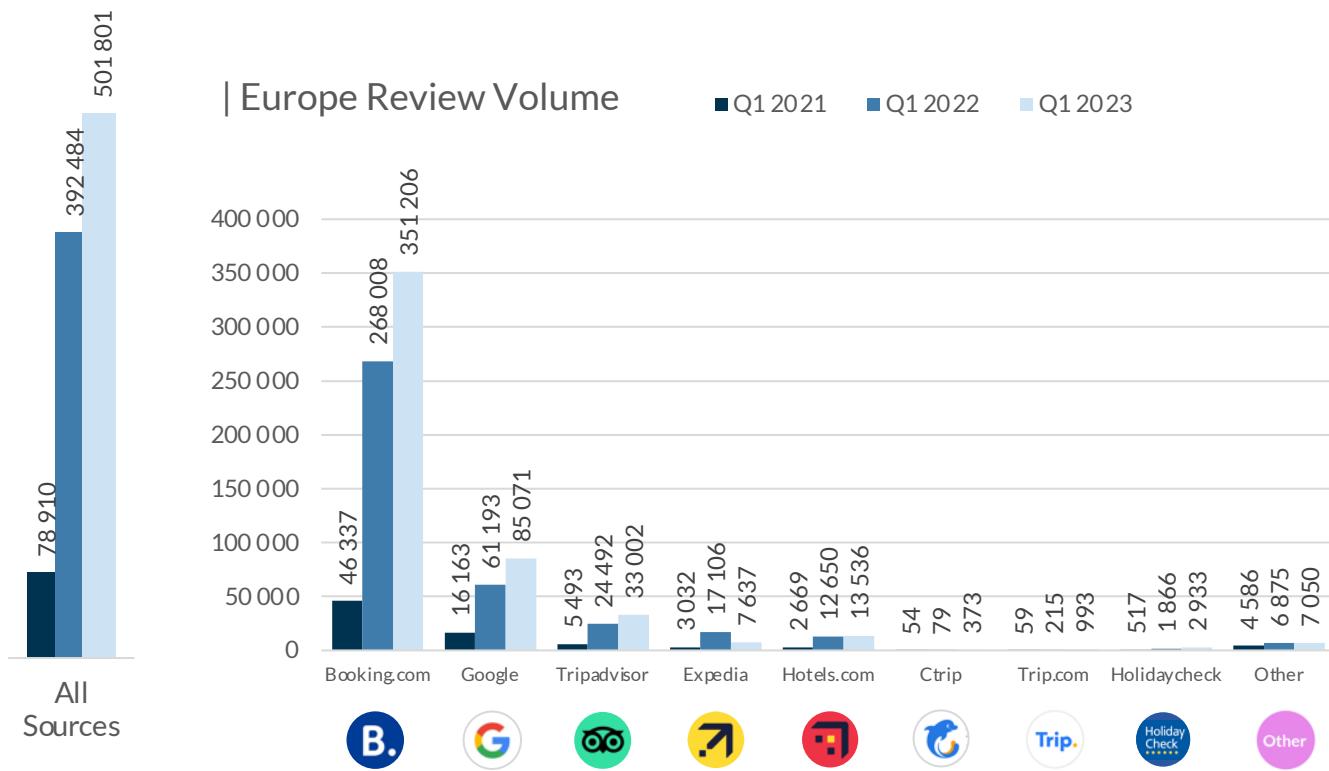
Hotels in Europe responded to 56.7% of respondable reviews in Q1 2023, a moderate increase over previous years but 5.5 points lower than the global average of 62.2%.

Hoteliers responded to a more balanced ratio of positive to negative reviews than other regions, at 57.8% of positive reviews and 54.8% of negative reviews. On average, positive reviews received a response in 4.1 days and negative reviews in 4.7 days.

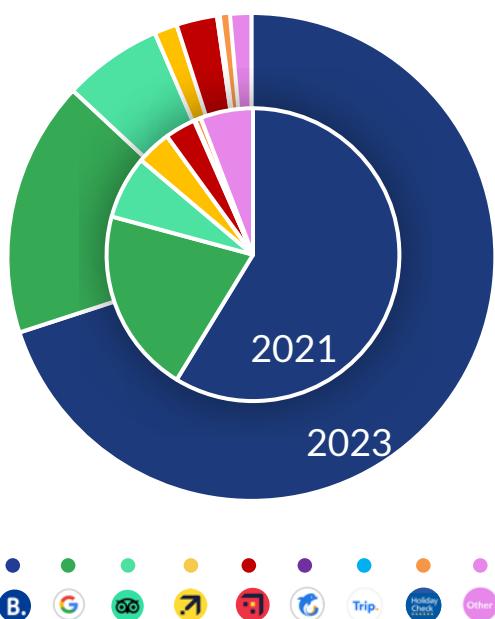
| Europe Global Review Index (GRI)



Europe: Review Volume

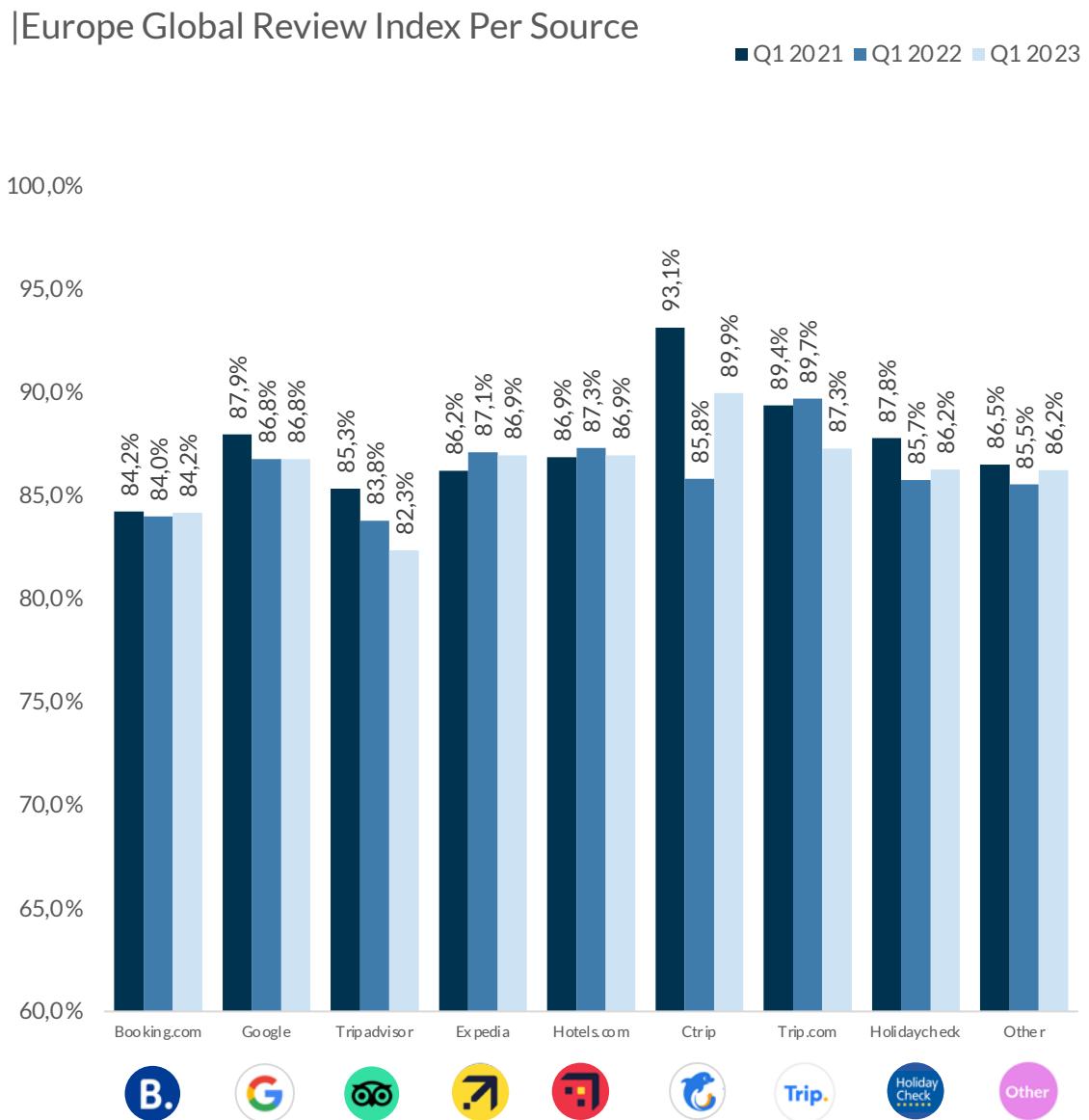


Europe: Share of Reviews Per Source



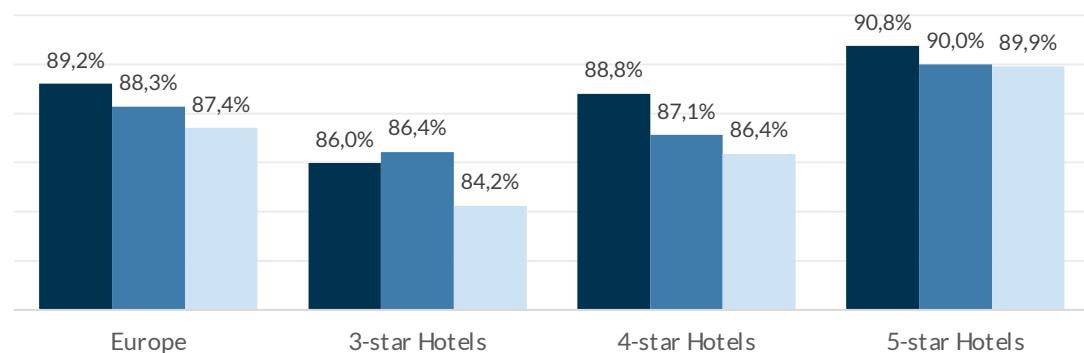
Source	2021	2022	2023	+/-
Booking	58.7%	68.2%	70.0%	11.3
Google	20.5%	17.0%	17.0%	-3.5
TripAdvisor	7.0%	7.0%	6.6%	-0.4
Expedia	3.8%	1.9%	1.5%	-2.3
Hotels.com	3.4%	2.5%	2.7%	-0.7
Ctrip	0.1%	0.1%	0.1%	0
Trip.com	0.1%	0.2%	0.2%	0.1
Holidaycheck	0.7%	1.1%	0.6%	-0.1
Other	5.8%	2.0%	1.4%	-4.4

Europe: Review Source Indexes

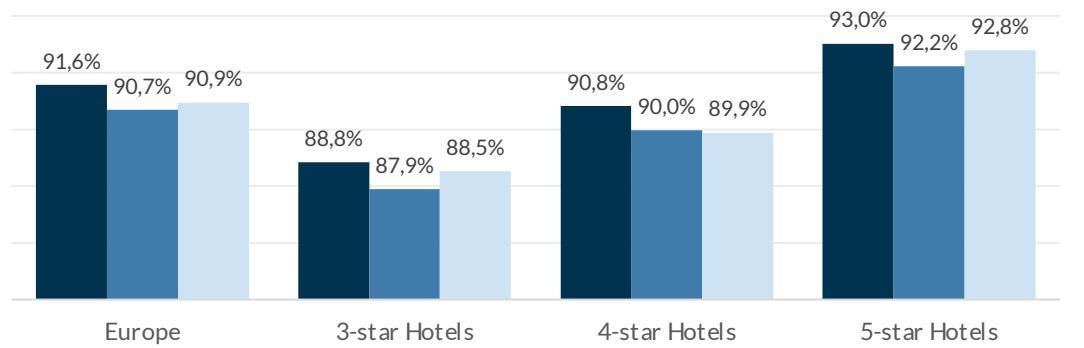


Europe: Department Indexes

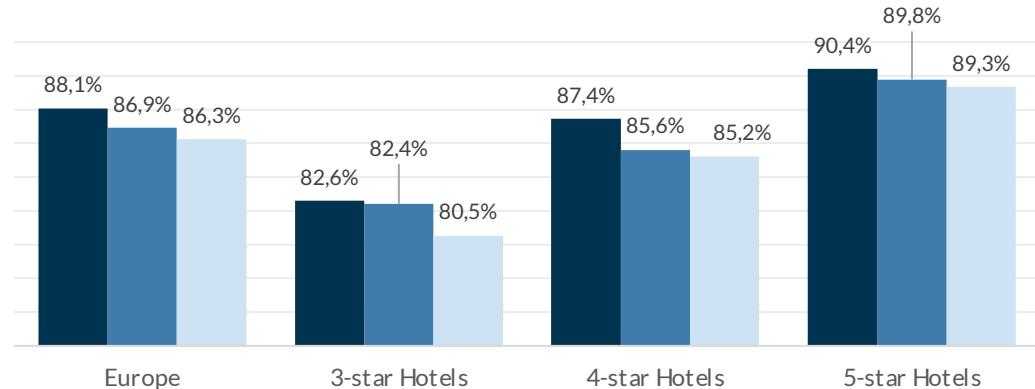
| Service



| Location



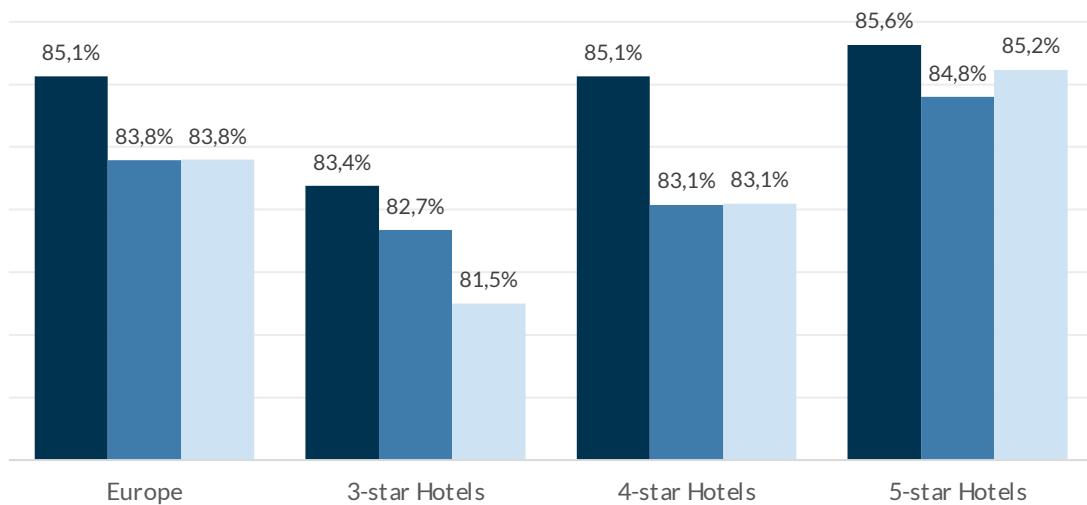
| Room



Europe: Department Indexes

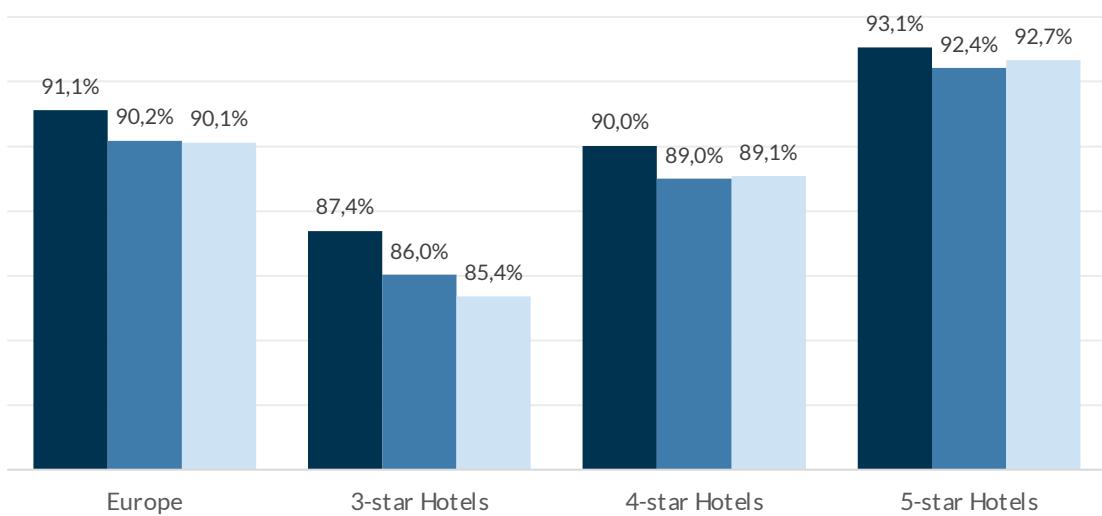
| Value

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



| Cleanliness

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



Europe: Top 5 Categories Affecting GRI

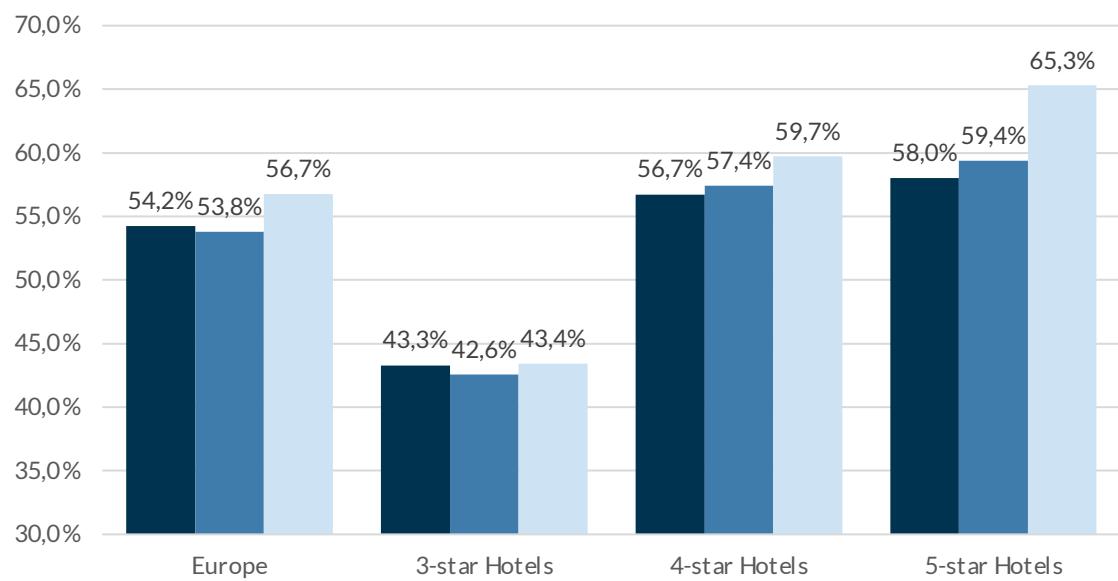
POSITIVE		
Experience		0.8
Staff		0.7
Establishment		0.4
Cleanliness		0.4
Food & Drinks		0.3

NEGATIVE		
Room		-2.1
Food & Drinks		-1.2
Cleanliness		-1.1
Establishment		-1.1
Ambience		-0.9

Europe: Management Responses

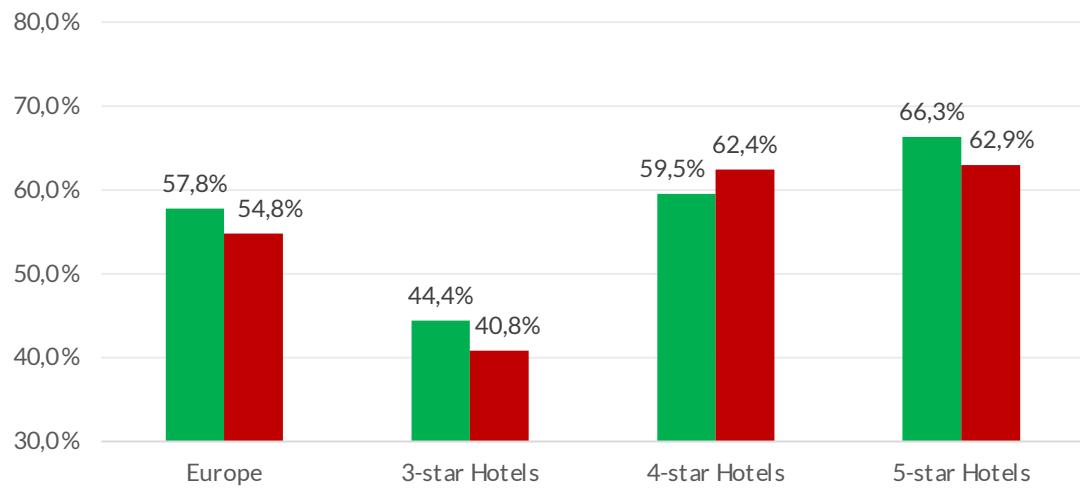
| Management Responses Per Category

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



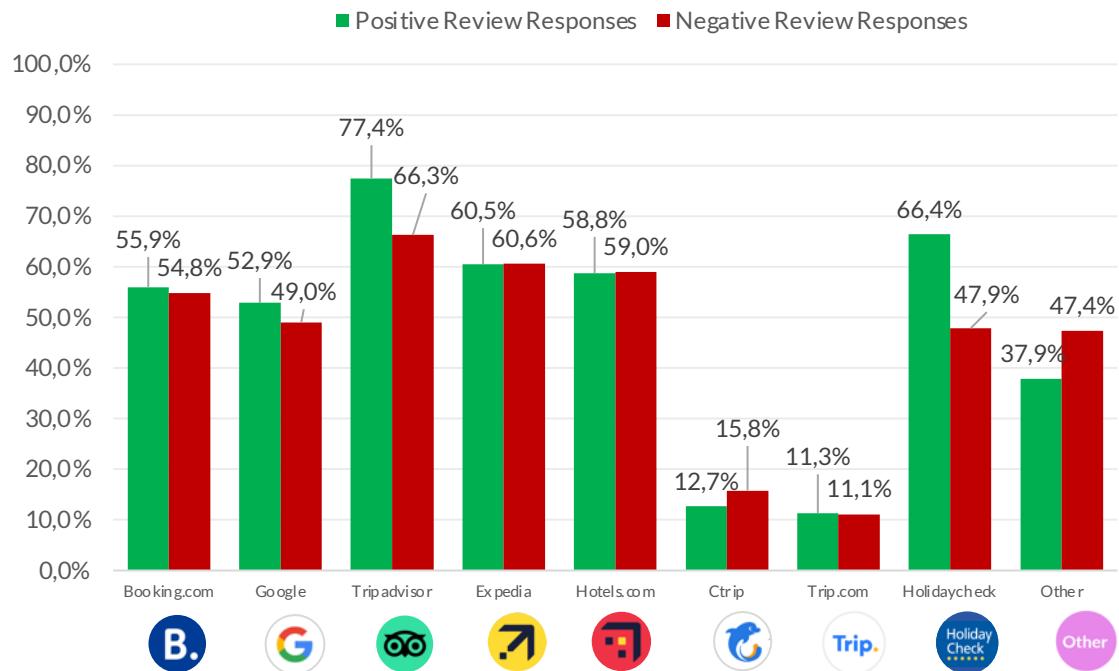
| Positive/Negative Review Responses Per Category

■ Positive Review Responses ■ Negative Review Responses

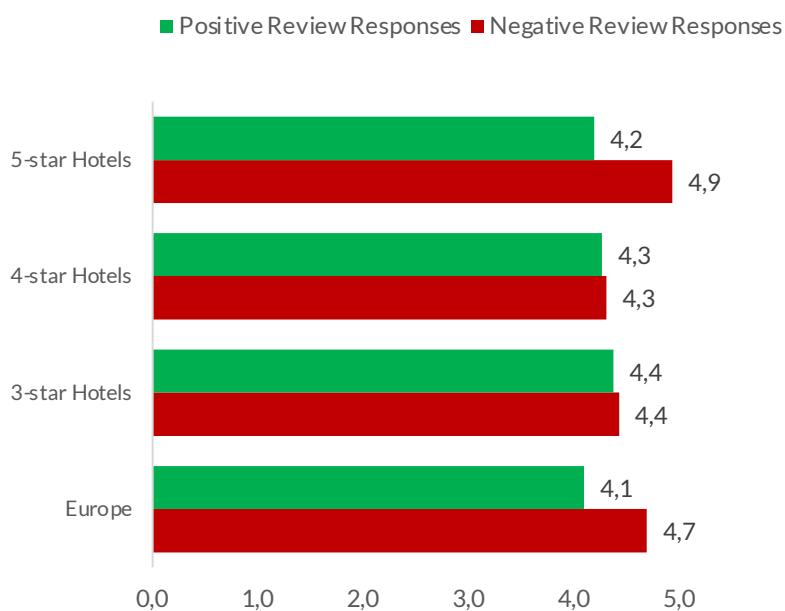


Europe: Management Responses

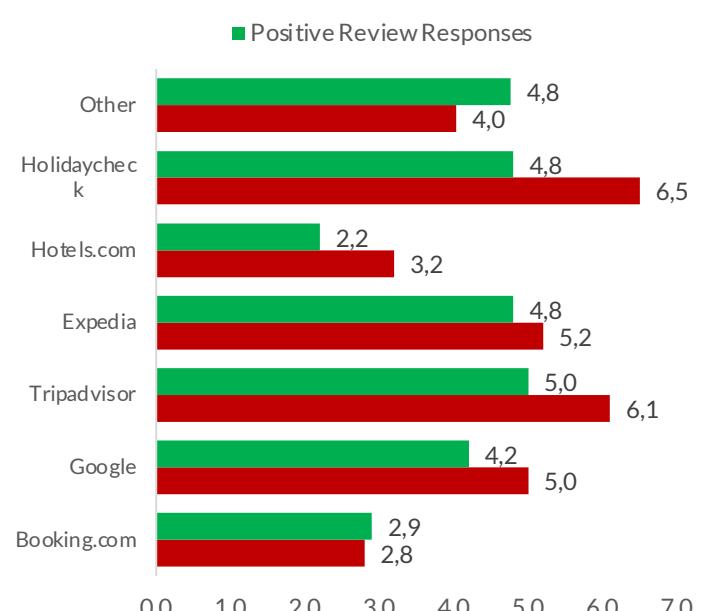
| Positive/Negative Review Responses Per Source



| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)





07 | Latin America & Caribbean



Latin America & Caribbean: Market Overview

- Latin America and Caribbean region expected to have average growth of 1.3% in 2023
- Global Review Index for hotels in the region was 85.1% in Q1 2023
- Review volume had slower growth in Q1 2023 compared to other regions
- Booking.com and Google were top review sources, with Tripadvisor maintaining a strong presence in the region
- Declines in all top Department Indexes, with Room category negatively impacting GRI the most

Average growth in the Latin America and Caribbean region is expected to slow down to 1.3% in 2023. Nevertheless, following the hotel industry's remarkable rebound in 2023, another year of strong recovery in tourism is expected.¹

In the first quarter of 2023, the Global Review Index for hotels in our data set in the region was 85.1%. This was slightly ahead of the global GRI of 84.9% but 1.5 points lower than the region's Q1 2021 GRI.

After a growth spurt in 2022, review volume was relatively flat in Q1 2023, increasing by only 5.6% relative to Q1 2022, a slower pace than all other regions save for North America. Booking.com generated 39.3% of reviews, whereas Google generated 31.1%. Tripadvisor, which has a stronger presence in Latin America &

Caribbean than in other regions, represented 19.1% of review share, 8.4 points more than its global share. Expedia represented 5.8% of total review share.

In a pattern seen in other regions, Booking.com's Source Index was the lowest of the top review sources, at 82.9% in Q1 2023. However, Tripadvisor's Source Index was not far behind, at 83.0%. Google's Source Index was the highest, at 86.7%.

Of the top Department Indexes, all five were down in Q1 2023 relative to Q1 2021. The Value Index had the lowest score, at 82.2%, down 1.7 points. The Room Index had the second-lowest score, at 84.1%, down 2.8 points, and the Cleanliness Index fell by 2.2 points.

¹United Nations ELCAC. [How Latin America and Caribbean Countries Can Mitigate Slow Growth in 2023](#). March 2023.

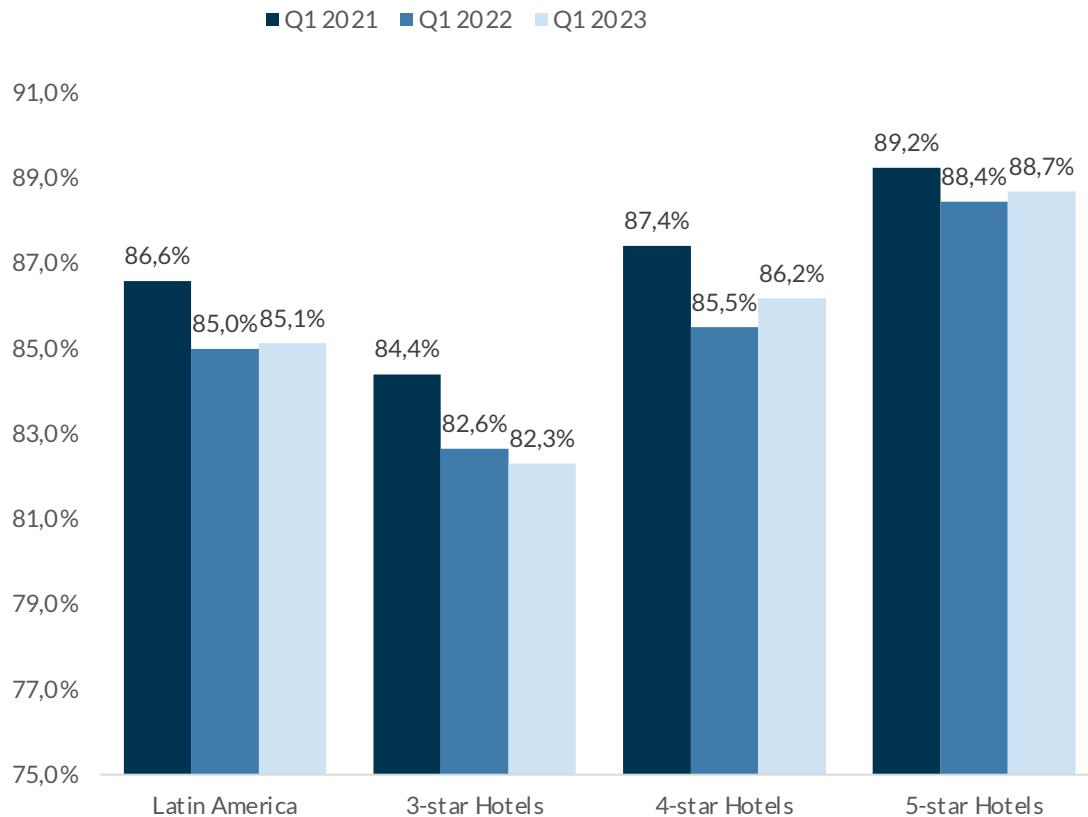
Latin America & Caribbean: GRI Metrics

In semantic analysis of review comments, the Room category had the highest negative impact on the Global Review Index, driving it down by 2.3 points. The Food & Drink category also had a significant negative impact, driving down the GRI by 2.0%. The Experience category had the highest positive impact, boosting the GRI by 0.9%.

Hoteliers responded to 59.6% of respondable reviews in Q1 2023, an increase of 3.9 points over Q1 2022 but 2.3 points lower than the global average. Hotels responded to 61.2% of

positive reviews and 54.2% of negative reviews. Tripadvisor reviews were the priority, receiving a much higher response rate than Booking.com and Google. On average, positive reviews received a response in 4.6 days and negative reviews in 5.0 days.

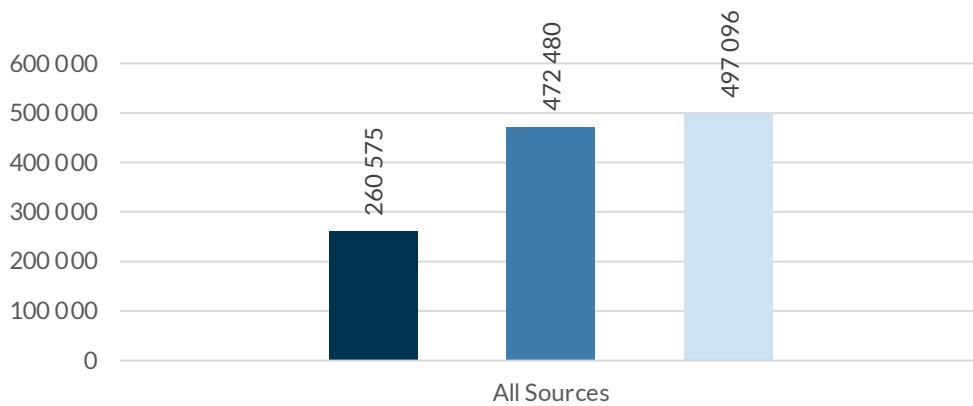
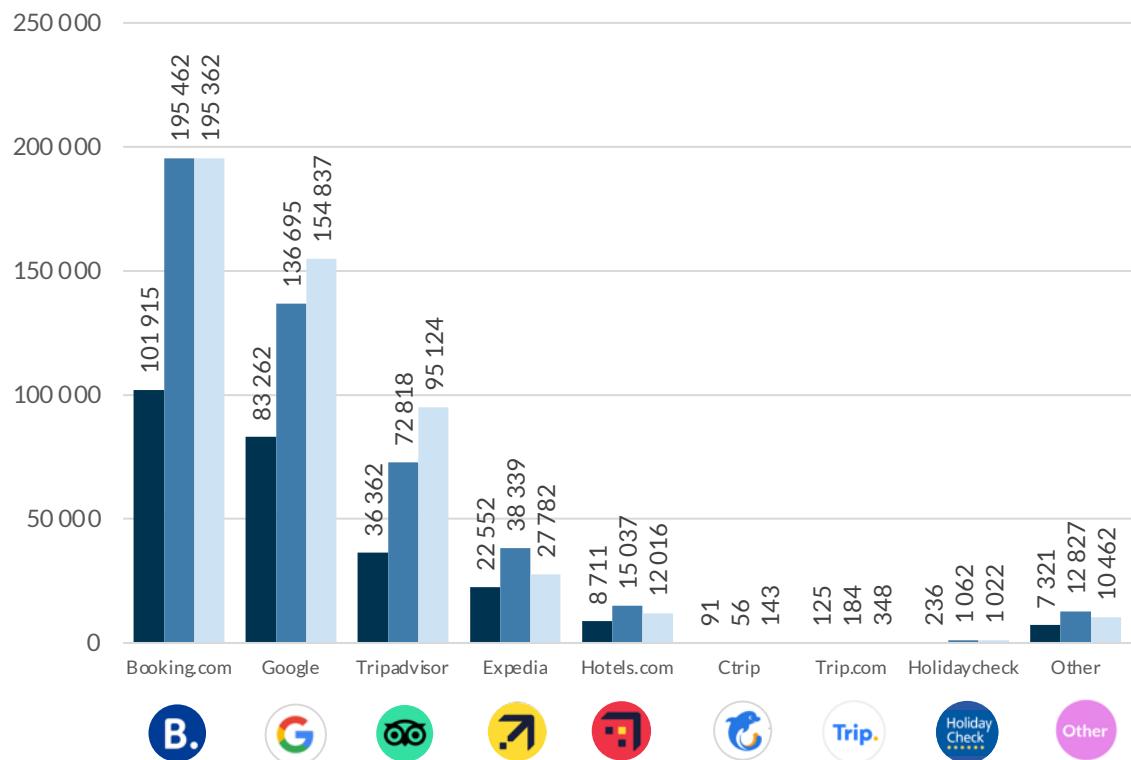
| Latin America Global Review Index (GRI)



Latin America & Caribbean: Review Volume

| Latin America Review Volume

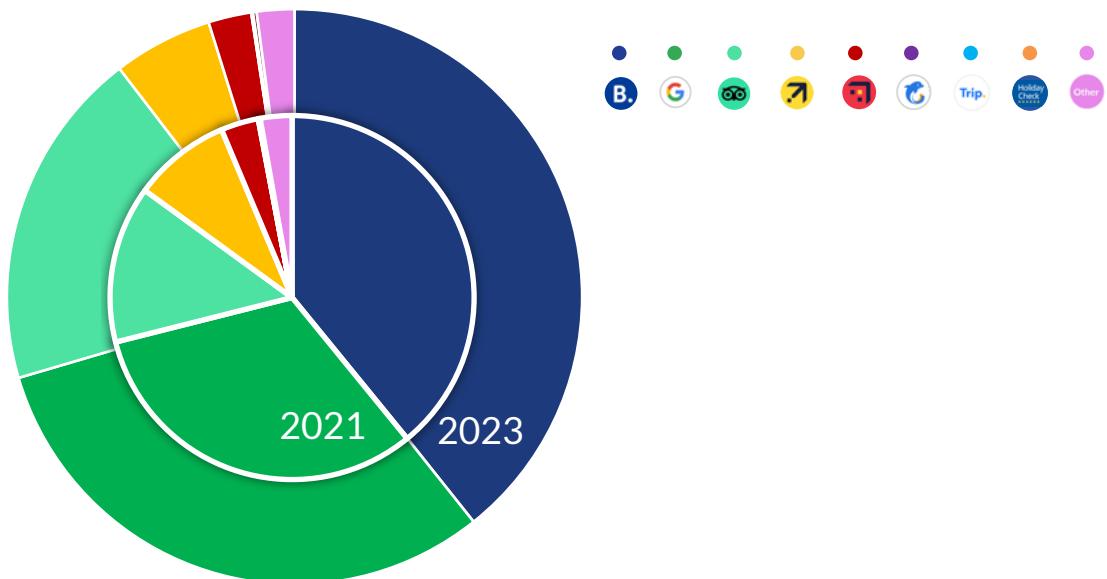
■ Q1 2021 ■ Q1 2022 ■ Q1 2023



Latin America & Caribbean: Share of Reviews Per Source

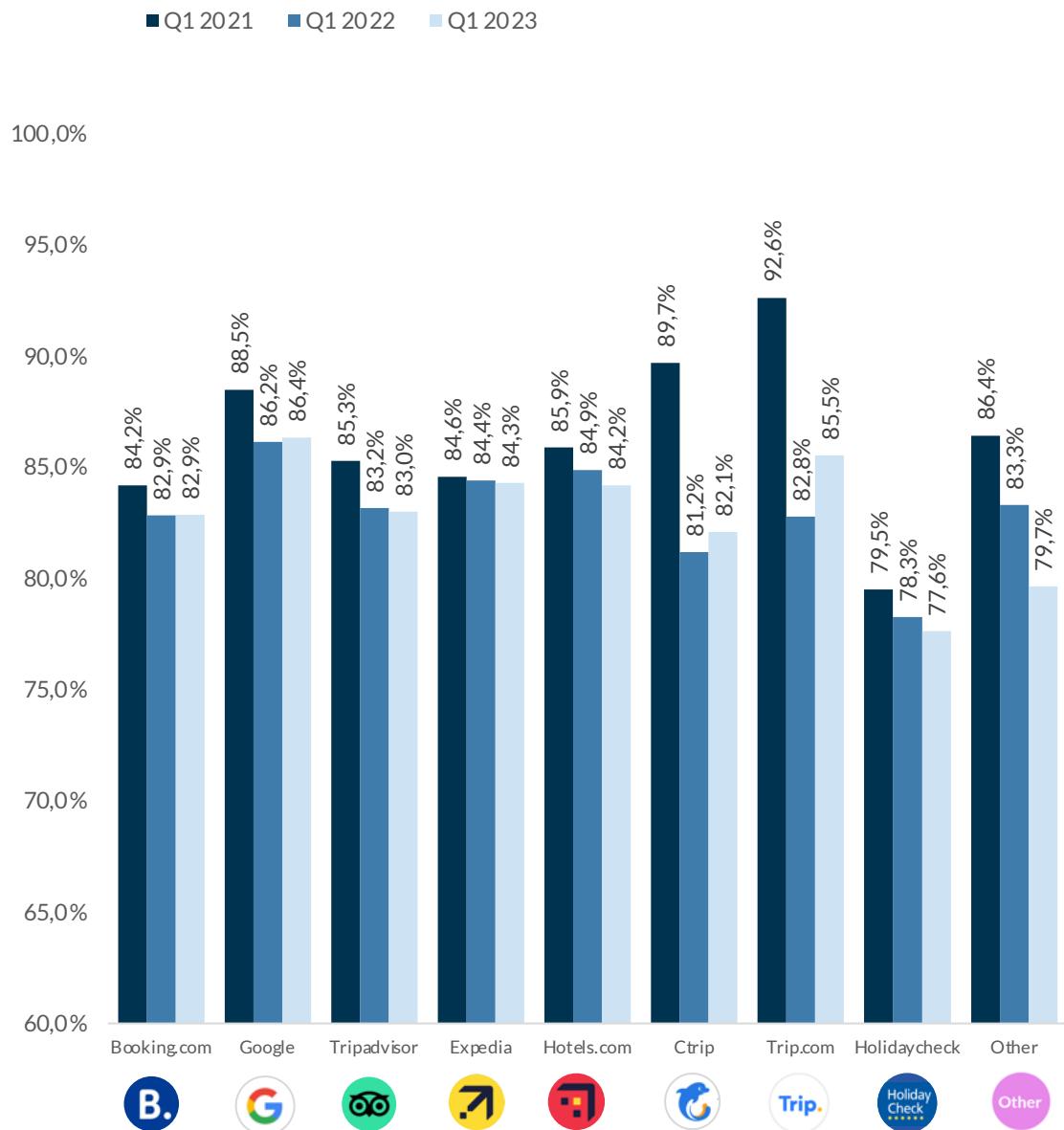
Share of Reviews Per Source

Source	2021	2022	2023	+/-
Booking	39.1%	41.4%	39.3%	0.2
Google	32.0%	28.9%	31.1%	-0.8
TripAdvisor	14.0%	15.4%	19.1%	5.2
Expedia	8.7%	8.1%	5.6%	-3.1
Hotels.com	3.3%	3.2%	2.4%	-0.9
Ctrip	0%	0%	0%	0
Trip.com	0%	0%	0.1%	0.1
Holidaycheck	0.1%	0.2%	0.2%	0.1
Other	2.8%	2.7%	2.1%	-0.7

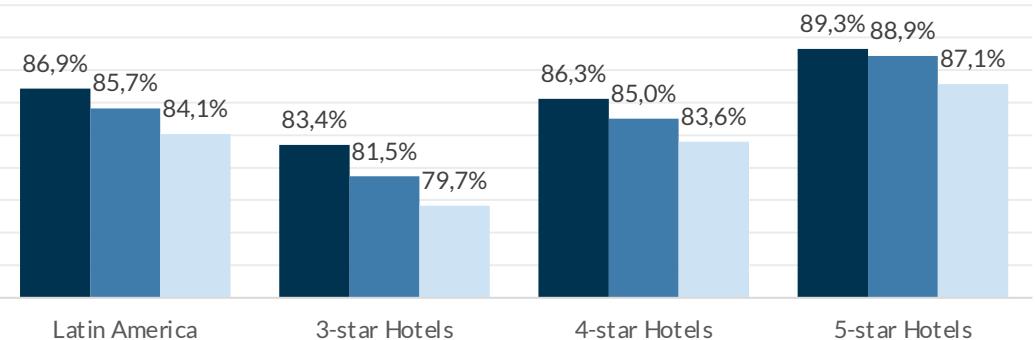
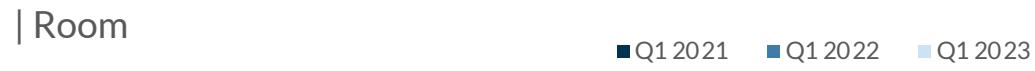


Latin America & Caribbean: Review Source Indexes

|Latin America Global Review Index Per Source



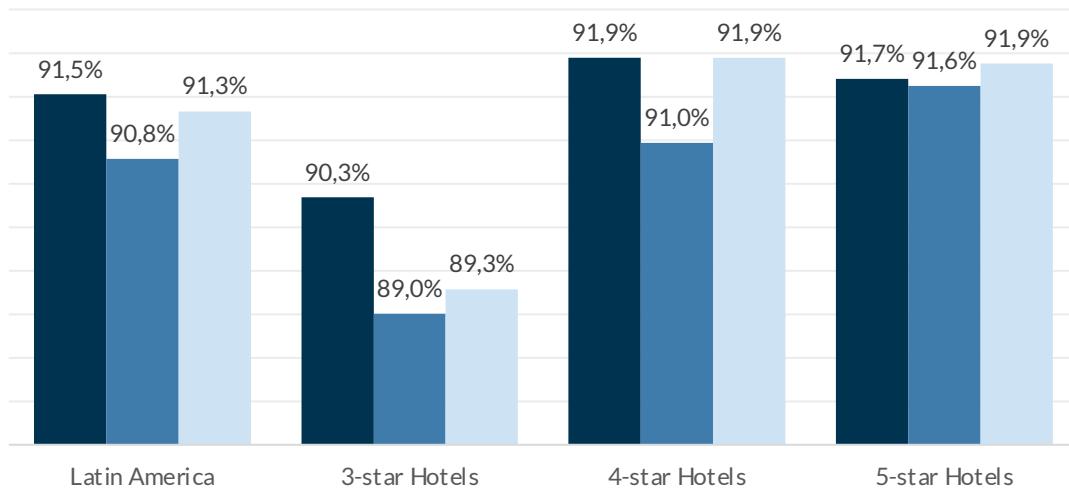
Latin America & Caribbean: Department Indexes



Latin America & Caribbean: Department Indexes

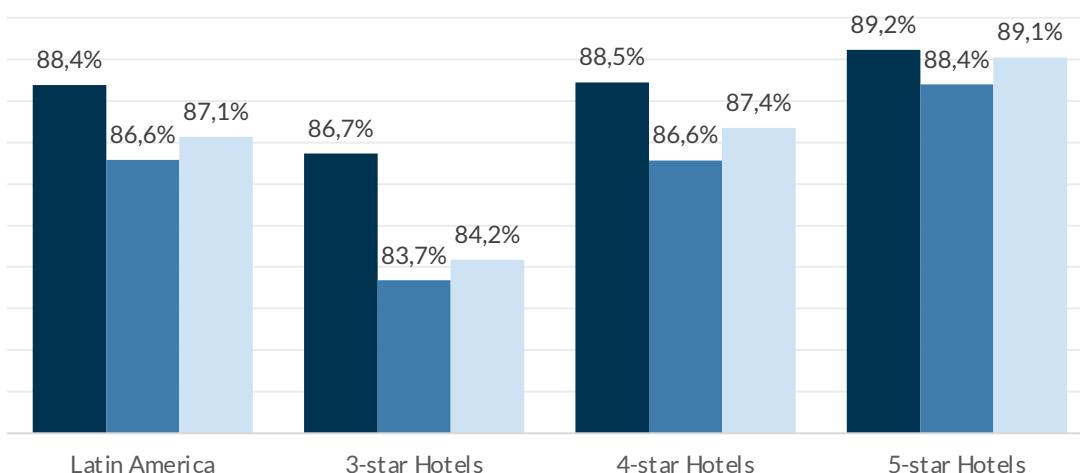
| Location

■ Q1 2021 ■ Q1 2022 ■ Q1 2023

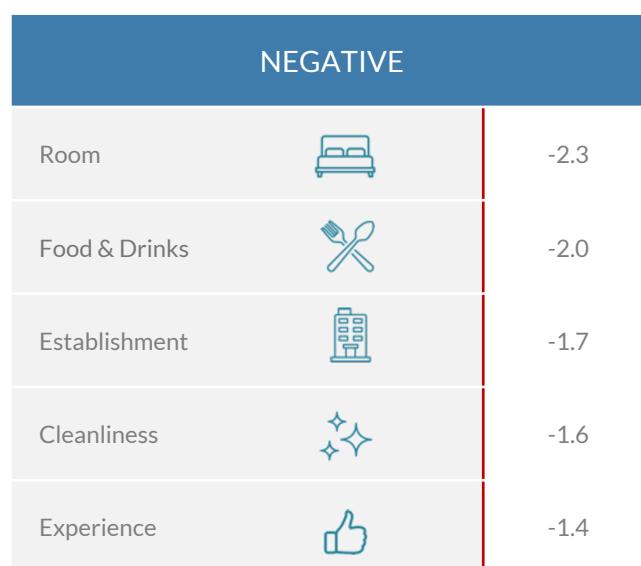


| Service

■ Q1 2021 ■ Q1 2022 ■ Q1 2023

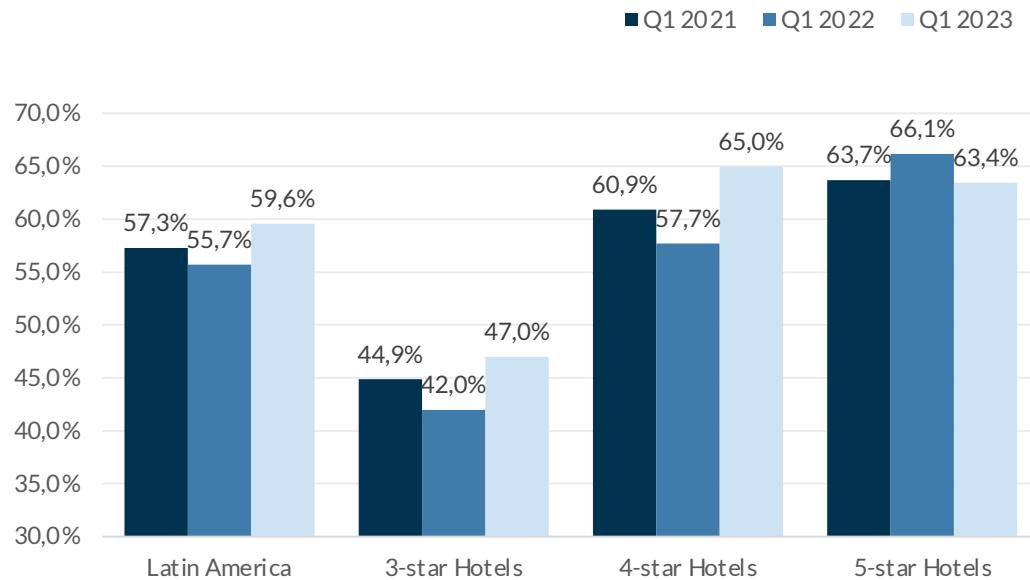


Latin America & Caribbean Top 5 Categories Affecting GRI

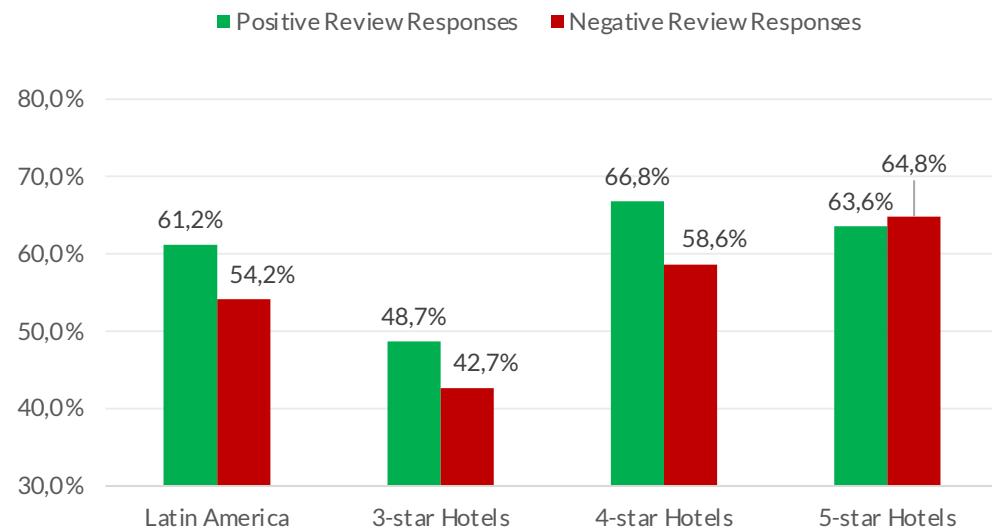


Latin America & Caribbean: Management Responses

| Management Responses Per Category

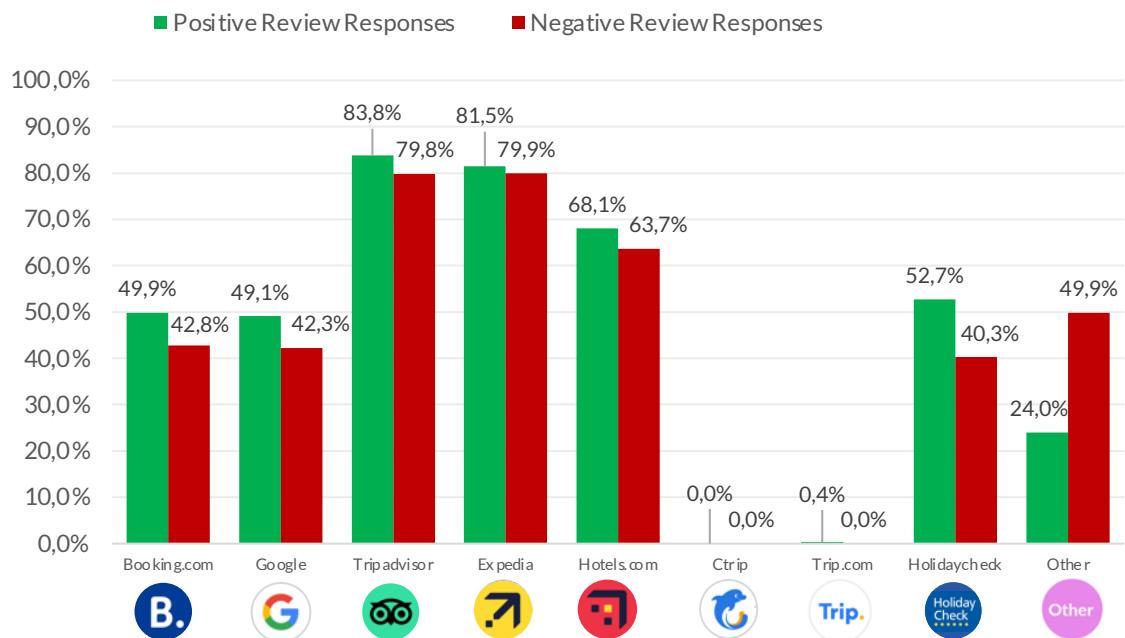


| Positive/Negative Review Responses Per Category

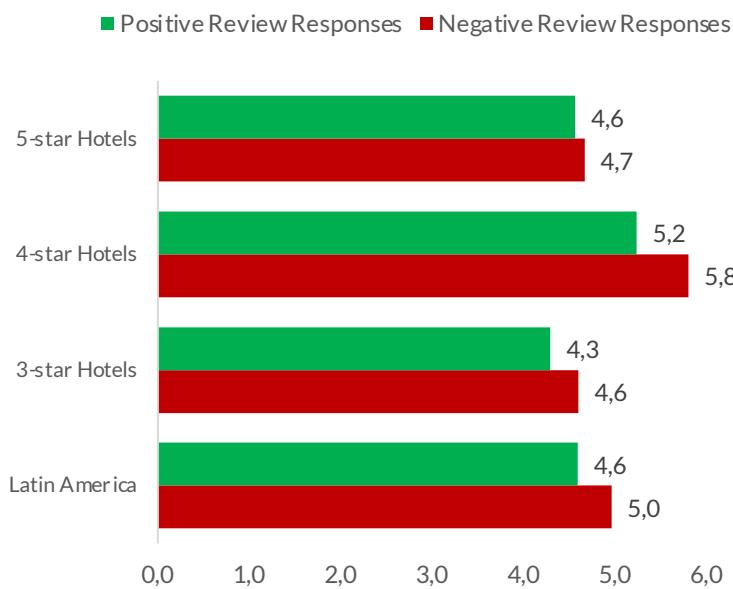


Latin America & Caribbean: Management Responses

| Positive/Negative Review Responses Per Source



| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)





08 | Middle East



Middle East: Market Overview

- Middle East hotels almost fully recovered in 2022, falling 3.3 points short of 2019 occupancy levels
- Middle East had the lowest Global Review Index (GRI) among regions in Q1 2023, at 82.4%
- Disparities among star segments, with 5-star hotels performing better than 3-star and 4-star hotels
- Slower review volume growth in Q1 2023, with Booking.com generating over half of review volume
- Middle East had the highest response rate to reviews among regions, with hotels responding to a higher proportion of positive reviews

In 2022, hotels in the Middle East almost fully recovered from the pandemic, falling just 3.3 points short of 2019 occupancy levels and exceeding ADR by 22.2% and RevPAR by 18.2%.¹ Continued strong growth is anticipated in 2023, although it may be tempered by increases in hotel supply. A record 81 hotels opened in 2022, and 123 more are expected in 2023.²

Hotels in the Middle East are known for strong bottom-line performance, but that may come at a cost to online reputation. At 82.4%, the Middle East had the lowest Global Review Index of the six regions in our data set in Q1 2023, 2.5 points below the global average.

The shortfall may be explained in part by the large disparities among star segments. Whereas 5-star hotels achieved a GRI of 89.1% in the quarter, 3-star hotels languished at 76.2% and 4-star hotels at 79.6%. Nevertheless, hotels in the region appear to be moving in the right

direction, having increased the GRI by 1.9 points relative to Q1 2022.

Review volume grew at a slower pace in Q1 2023 than in other regions, in part because travel rebounded earlier in 2021 and 2022. Booking.com generated over half of review volume, at 54.2%, but lost 3.5 points in share from Q1 2022. Meanwhile, Google gained 3.4 points in share, generating 32.4% of review volume, and Tripadvisor generated 9.2%. Expedia had a much weaker review presence in the Middle East than in other regions, generating only 0.8% of review share.

Another contributing factor to the region's relatively low GRI was Booking.com's low Source Index. At 79.4%, it was 2.8 points below the global average. In comparison, Tripadvisor's Source Index was 90.0%, much higher than its global average of 83.3%. Google's Source Index was 84.7%.

¹STR. [Most global regions showed full RevPAR recovery in 2022](#). January 2023.

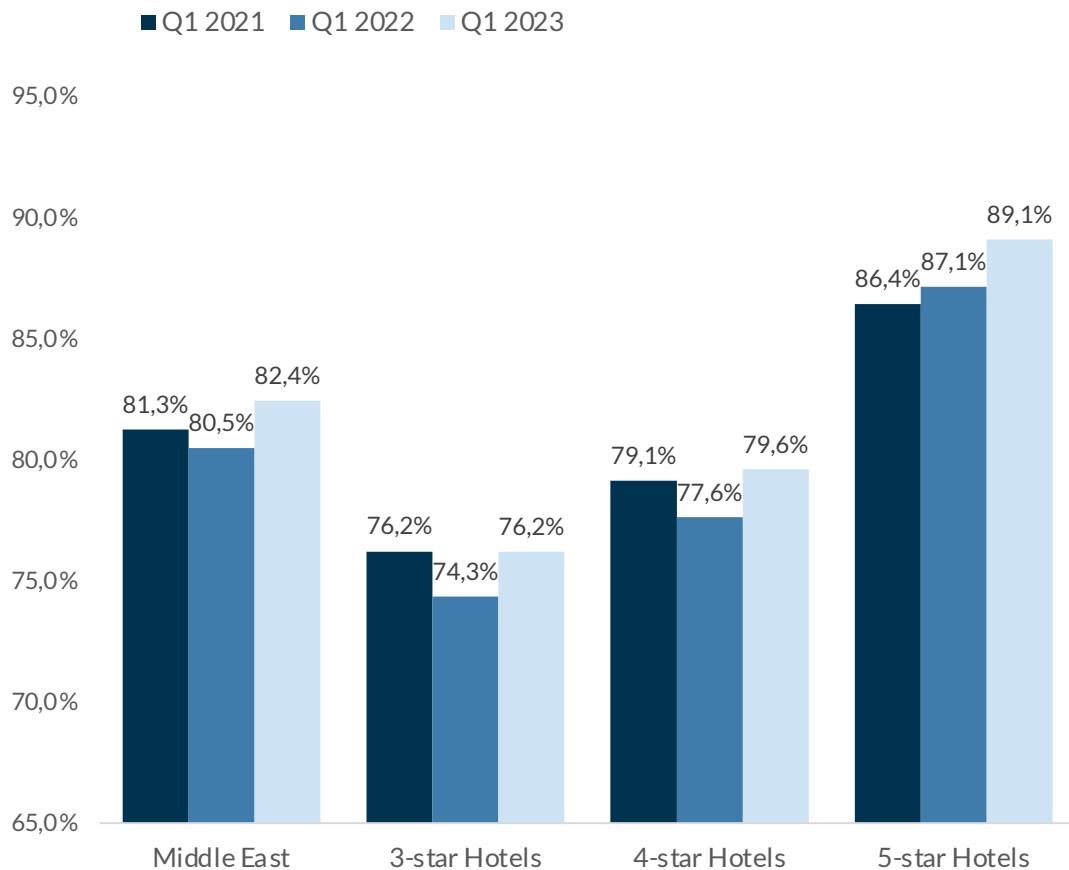
²Skift. [Middle East Registers Record-High Hotel Openings in 4th Quarter](#). March 2023.

Middle East: GRI Metrics

Hotels in the region increased all top-five Department Indexes from Q1 2022 to Q1 2023. At 87.3%, the Value Index bucked the trend in other regions, an increase of 3.3 points and 4.0 points above the global average. The Room Index was also relatively high, at 87.0%. However, the Room category had the highest negative impact on the Global Review Index, driving it down by 1.5 points. The Experience category had the highest positive impact, boosting it by 1.0 points.

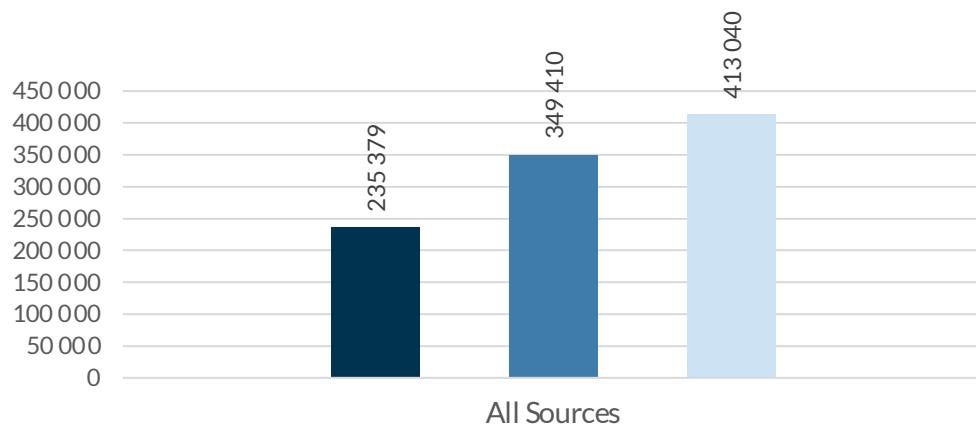
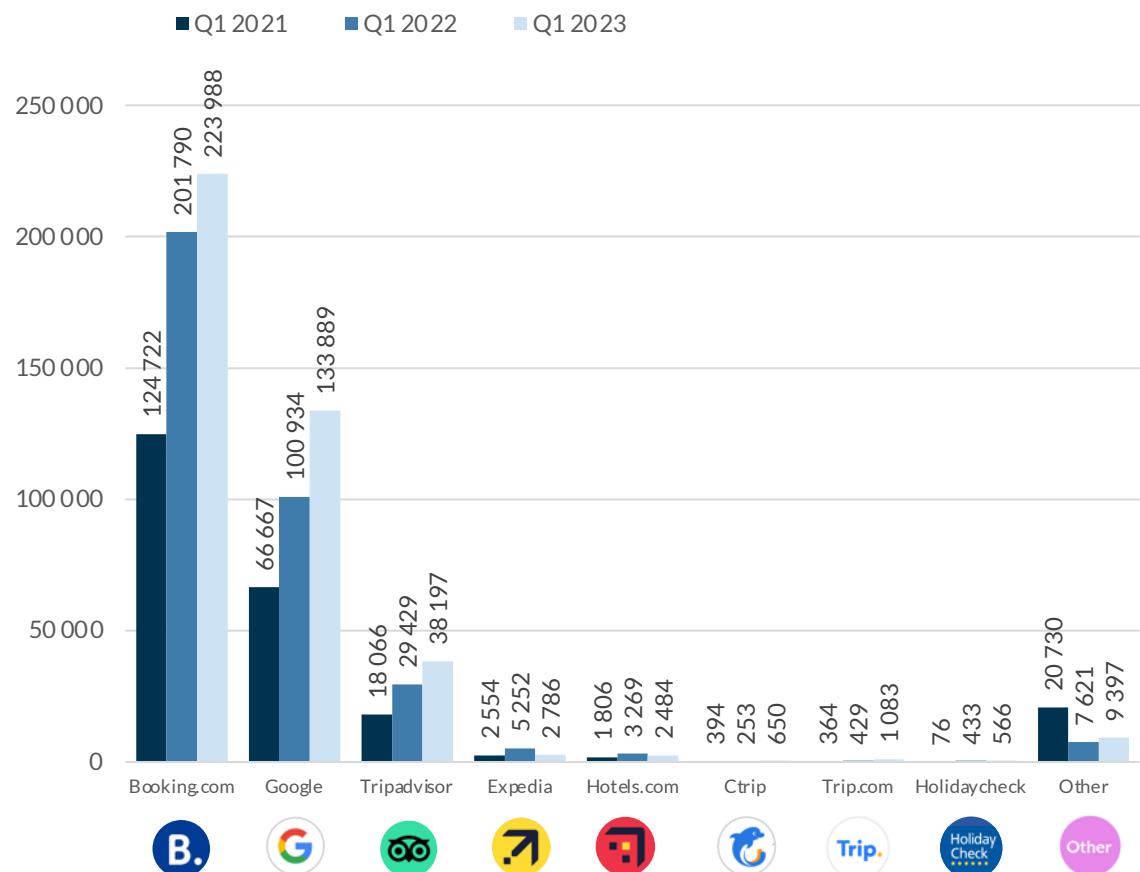
Of the six regions, the Middle East had the highest response rate to reviews, an impressive 75.3% of respondable reviews. This was 13.1 points ahead of the global average and 7.5 points higher than the region's Q1 2021 response rate. Hotels responded to a much higher proportion of positive reviews (79.1%) than negative reviews (58.8%). The average response time was 3.8 days to positive reviews and 5.3 days to negative reviews.

| Middle East Global Review Index (GRI)



Middle East: Review Volume

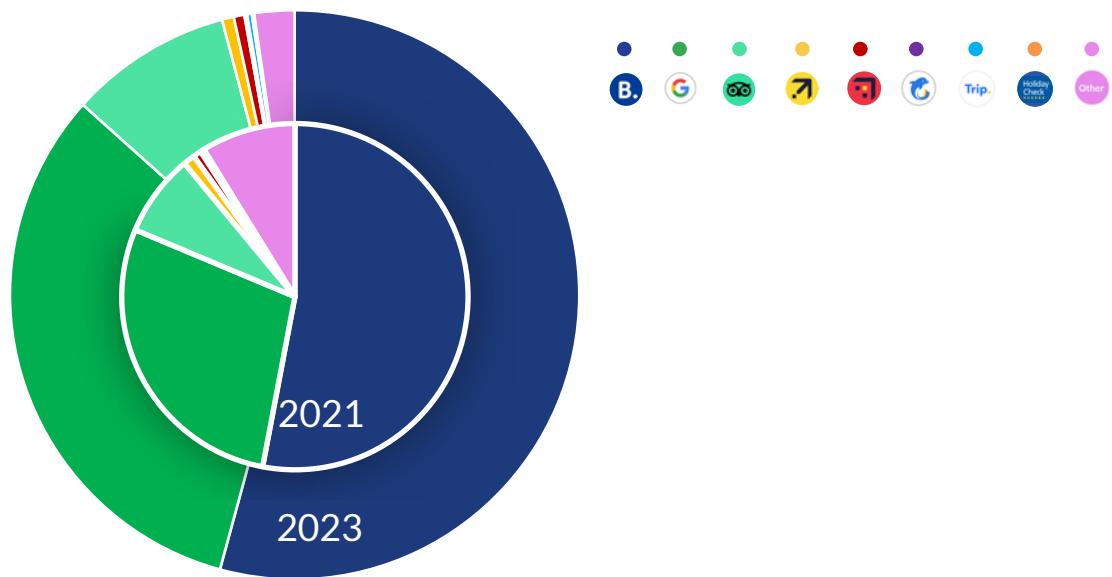
| Middle East Review Volume



Middle East: Share of Reviews Per Source

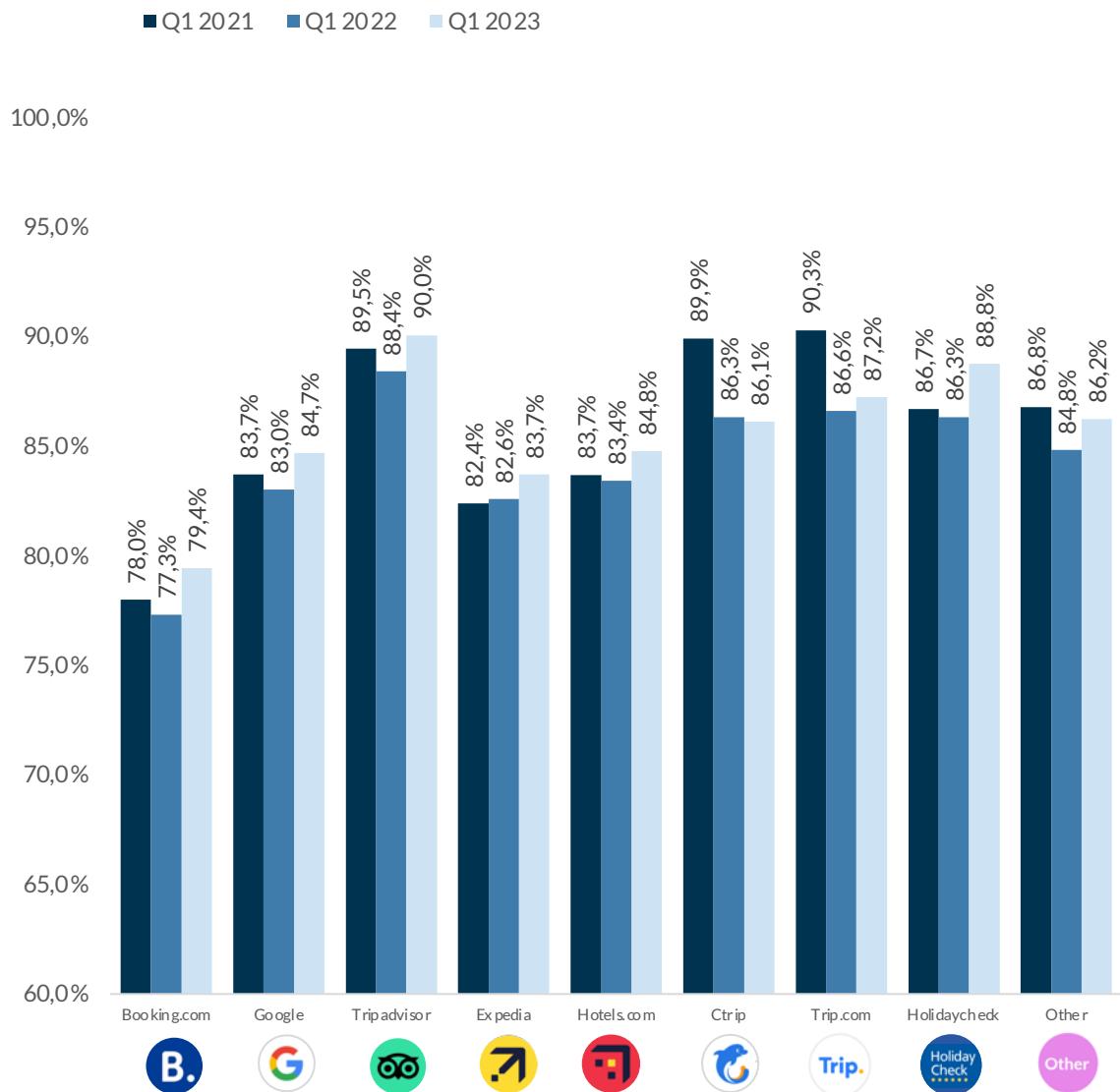
Share of Reviews Per Source

Source	2021	2022	2023	+/-
Booking	53.0%	57.8%	54.2%	1.2
Google	28.3%	28.9%	32.2%	4.1
TripAdvisor	7.7%	8.4%	9.2%	1.6
Expedia	1.1%	1.5%	0.7%	-0.4
Hotels.com	0.8%	0.9%	0.6%	-0.2
Ctrip	0.2%	0.1%	0.2%	0
Trip.com	0.2%	0.1%	0.3%	0.1
Holidaycheck	0%	0.1%	0.1%	0.1
Other	8.8%	2.2%	2.3%	-6.5



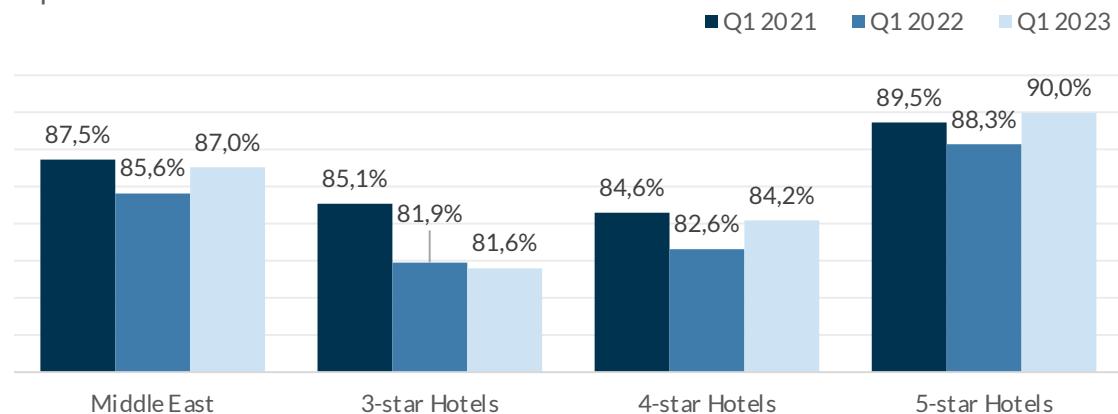
Middle East: Review Source Indexes

| Middle East Global Review Index™ Per Source

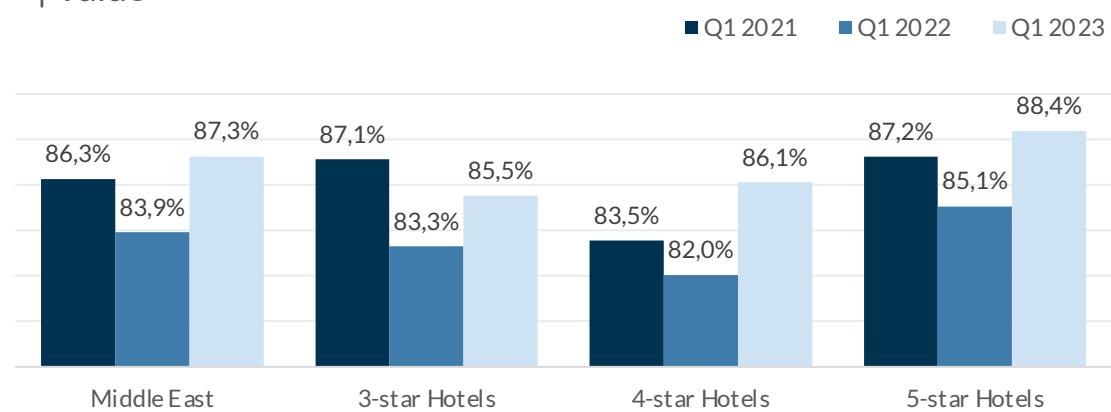


Middle East: Department Indexes

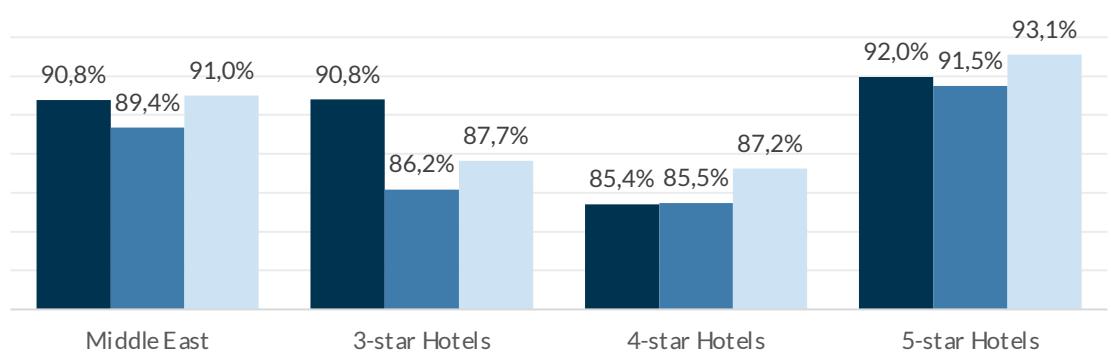
| Room



| Value

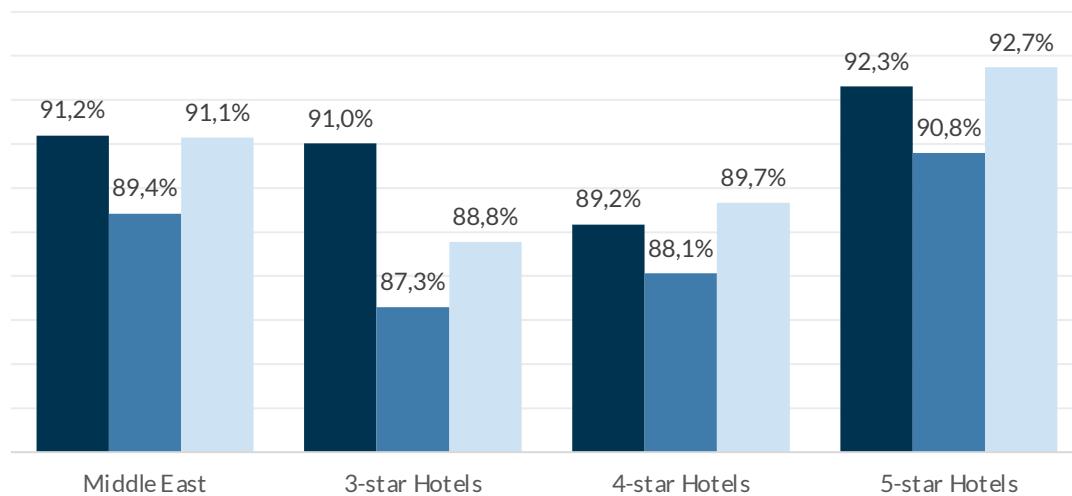


| Cleanliness

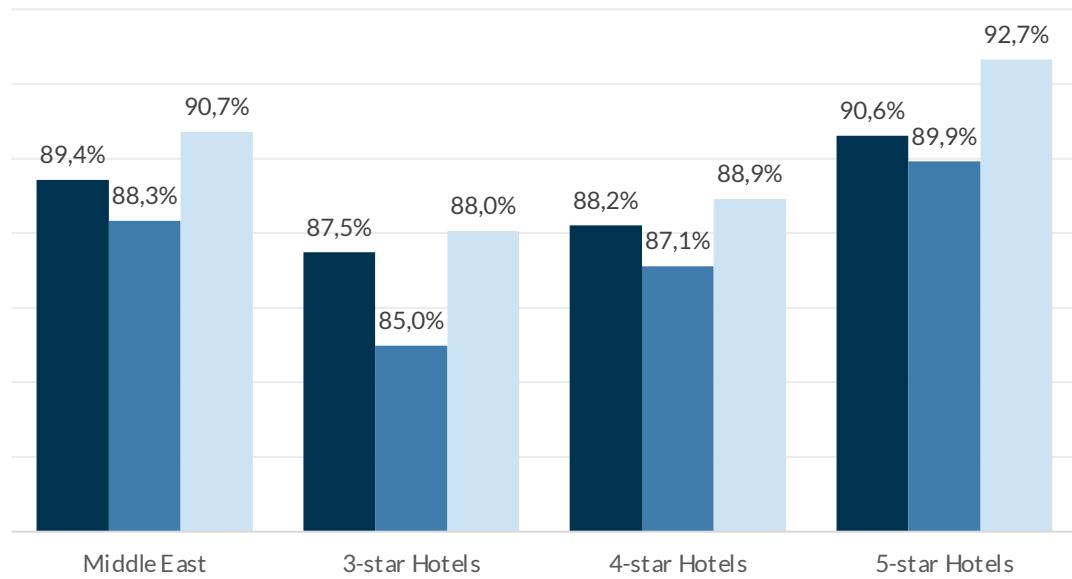


Middle East: Department Indexes

| Location



| Service



Middle East: Top 5 Categories Affecting GRI

POSITIVE		
Experience		1.0
Staff		0.9
Service		0.7
Establishment		0.6
Food & Drinks		0.6

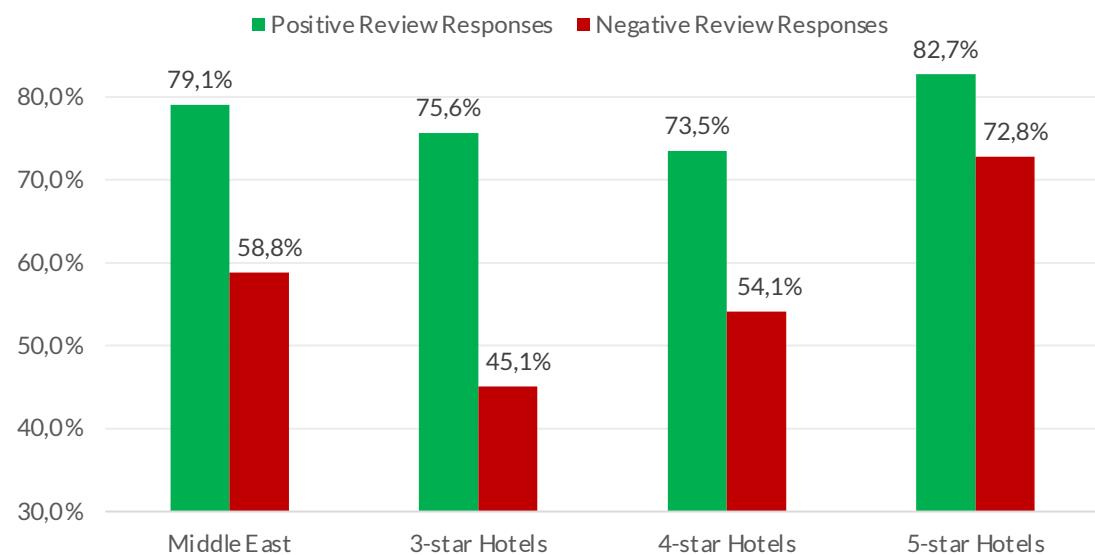
NEGATIVE		
Room		-1.5
Cleanliness		-1.1
Establishment		-1.1
Food & Drinks		-0.9
Staff		-0.8

Middle East: Management Responses

| Management Responses Per Category

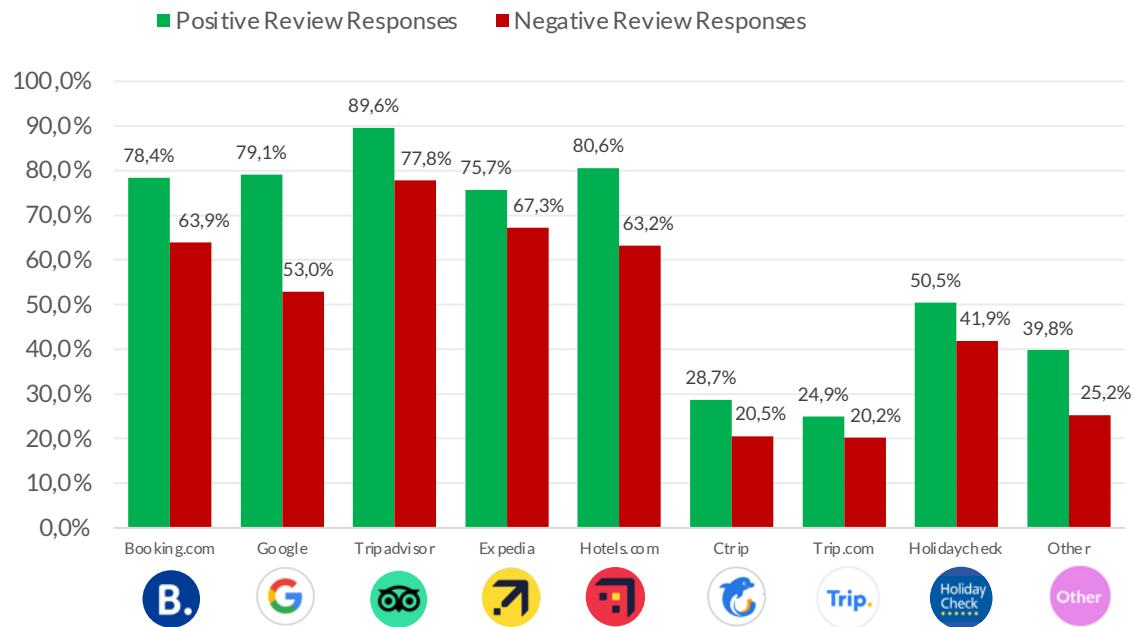


| Positive/Negative Review Responses Per Category

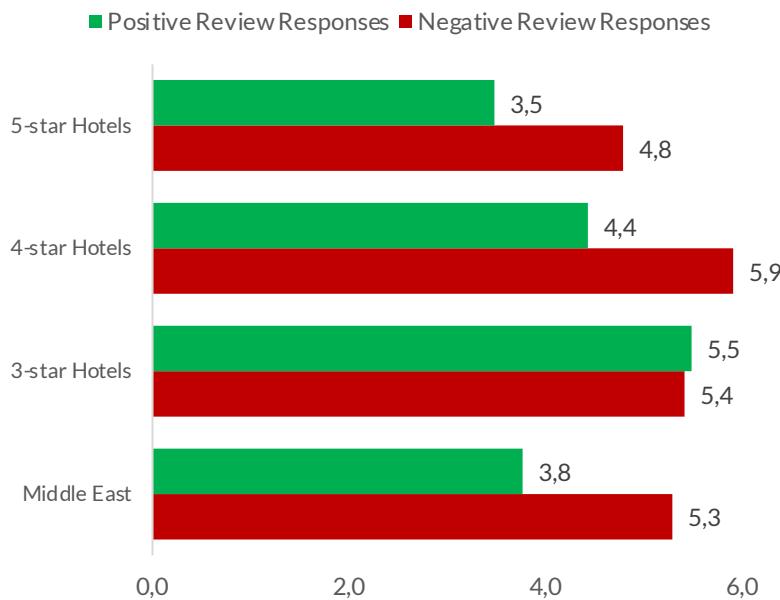


Middle East: Management Responses

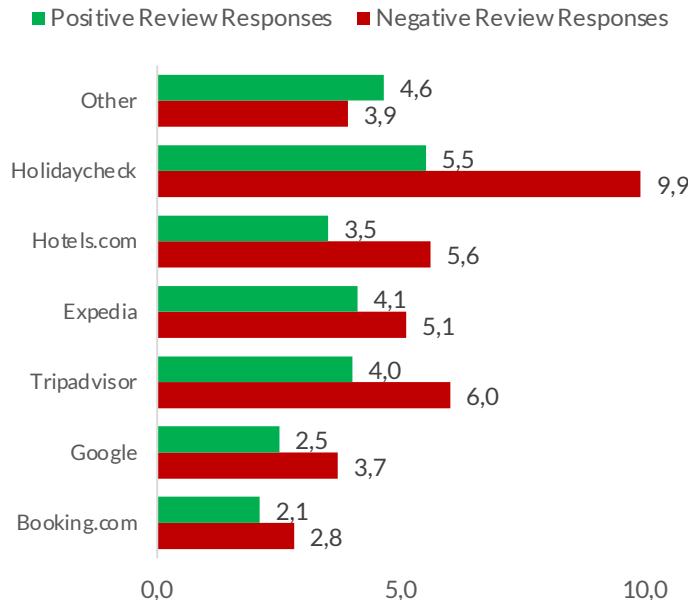
| Positive/Negative Review Responses Per Source



| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)





09 | Africa



Africa: Market Overview

- Hotels in Africa exceeded 2019 ADR by 38.3% and RevPAR by 18.2% in 2022, but occupancy lagged by 10.7%
- Africa region achieved a Global Review Index (GRI) of 84.7% in Q1 2023, slightly below the global GRI
- Review volume in Africa grew by 39.2% compared to Q1 2022
- Google generated the highest volume of reviews in Africa, followed by Booking.com and Tripadvisor
- Improvement in all top Department Indexes in Q1 2023, with Value Index high relative to other regions

In 2022, hotels in Africa surpassed 2019 ADR by a formidable 38.3% and RevPAR by 18.2%, although occupancy lagged by 10.7%.¹ However, further recovery in the hotel sector may be tempered by a slowing economy. In 2023, growth in sub-Saharan Africa is projected to decline to 3.6%.¹

In the first quarter of 2023, hotels in the data set in the Africa region achieved a Global Review Index of 84.7%, just 0.2 points below the global GRI. The GRI remained relatively stable from Q1 2021 through Q1 2023 for all star segments.

Review volume in the region grew by 39.2% compared to Q1 2022. Growth rates were relatively consistent across the top-five review sources, except Expedia, whose volume fell by 31.9%. In a break from other regions, Google generated the highest volume of reviews in Africa, representing 40.7% of total review volume. Booking.com generated 37.0%, followed by TripAdvisor at 13.3%.

Tripadvisor had the highest Source Index of the top five review sources, at 86.7%, followed by Google at 85.5%. Booking.com had the second-lowest Source Index, at 81.4%. At 73.0%, Trip.com's Source Index was the lowest of the major review sources and far lower than its global average of 88.4%, although market share was only 0.1%.

Hotels in Africa managed to increase scores in all five top Department Indexes from Q1 2022 to Q1 2023. Despite sharp increases in room rates, the Value Index was high relative to other regions, at 87.1%, increasing by 2.4 points over Q1 2022. The Cleanliness Index improved by 2.0 points, and the Service Index improved by 1.9 points.

¹STR. [Most global regions showed full RevPAR recovery in 2022](#), January 2023.

²International Monetary Fund. [Regional Economic Outlook](#), April 2023.

Africa: GRI Metrics

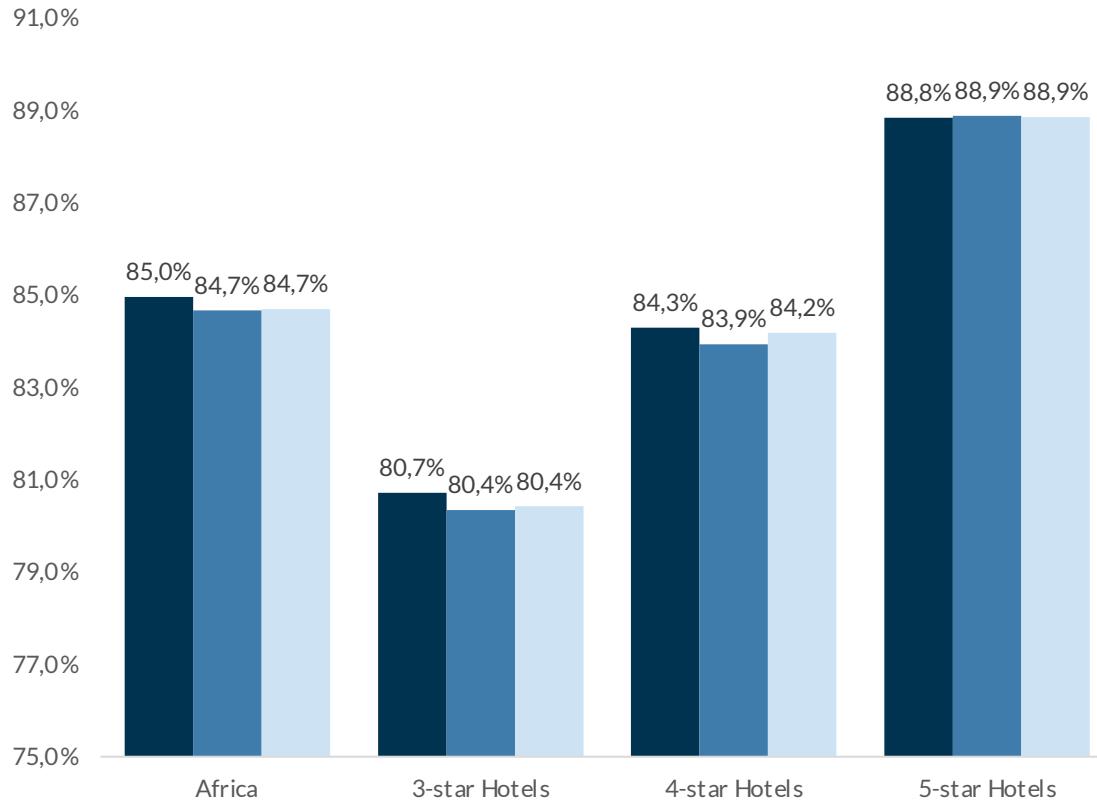
In semantic analysis of review comments, the Room category had the largest negative impact on the Global Review Index, driving it down by 1.4 points. The Experience category had the largest positive impact, boosting the GRI by 0.8 points.

Hoteliers in the region responded to 72.4% of respondable reviews in Q1 2023, an increase

of 11.0 points from Q1 2021 and 10.2 points above the global average. Positive reviews were strongly favoured over negative reviews, at 76.0% vs. 48.1%. On average, hotels responded to positive reviews in 3.4 days and to negative reviews in 5.3 days.

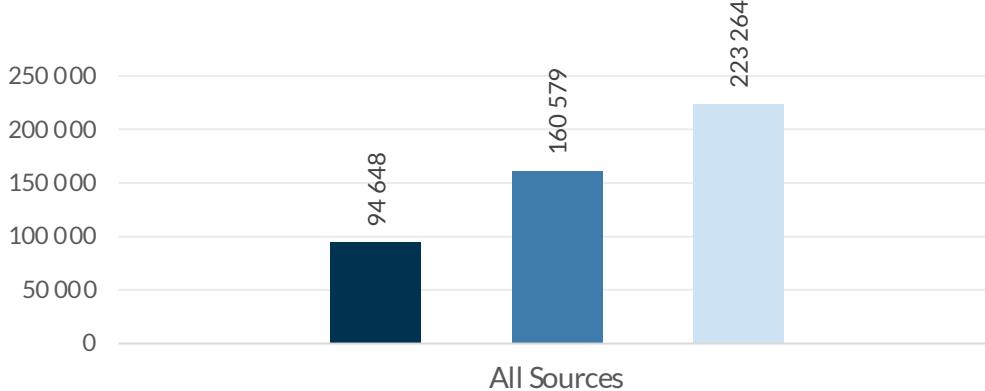
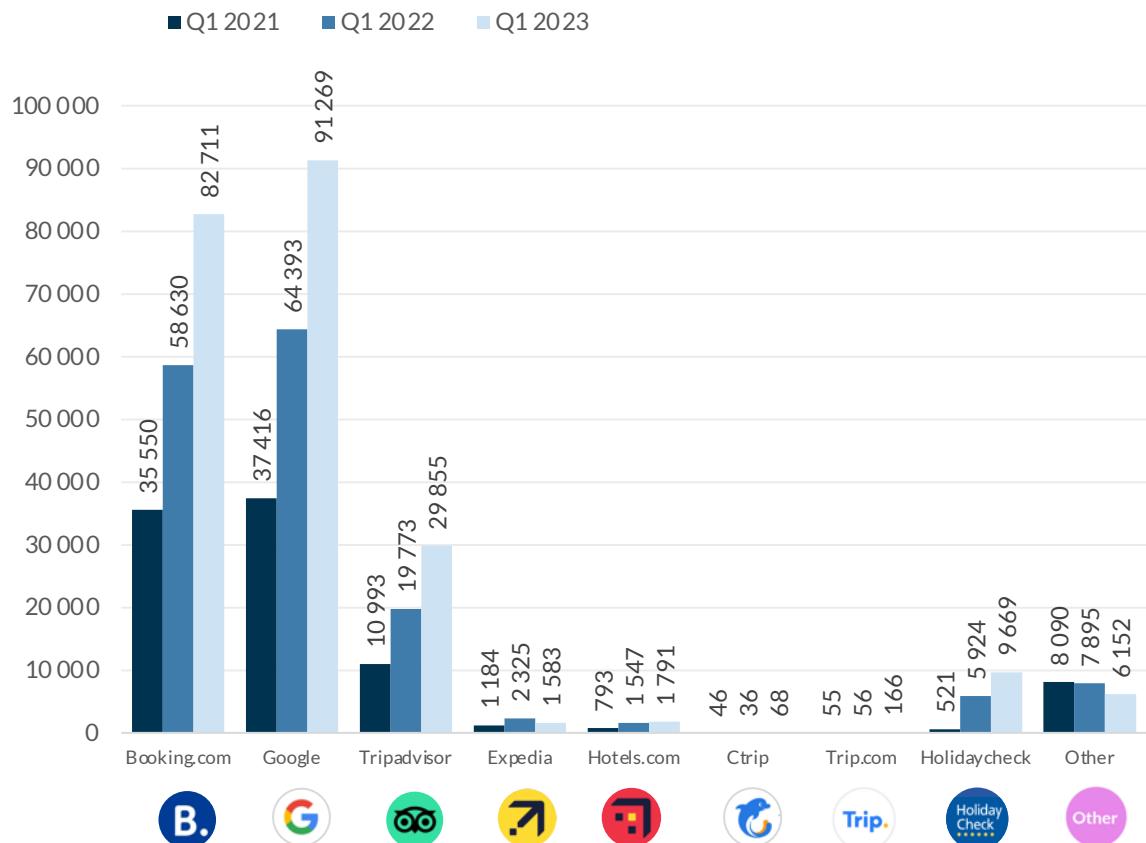
| Africa Global Review Index (GRI)

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



Africa: Review Volume

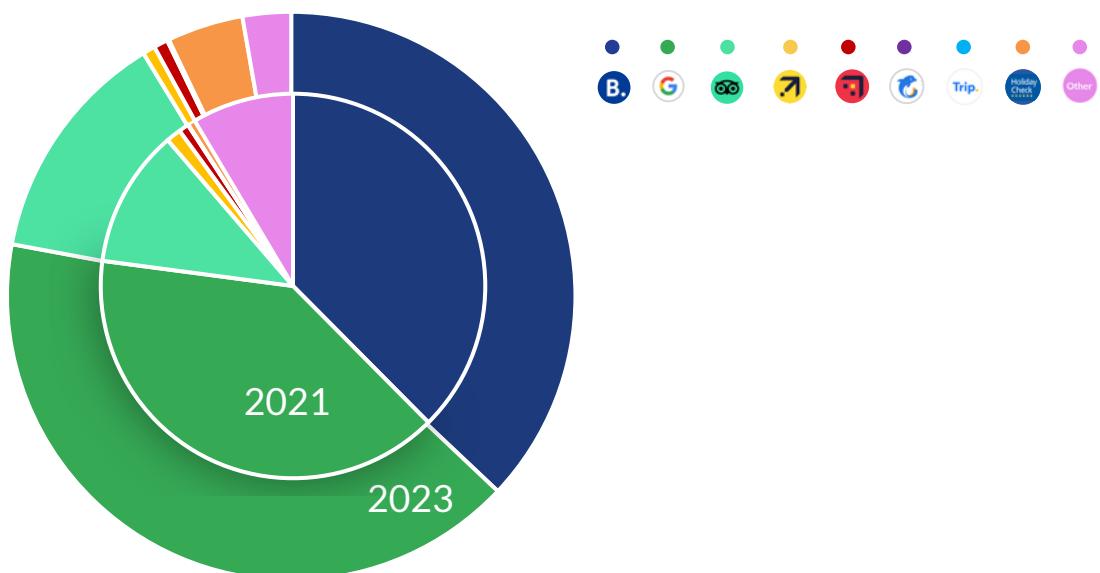
| Africa Review Volume



Africa: Share of Reviews Per Source

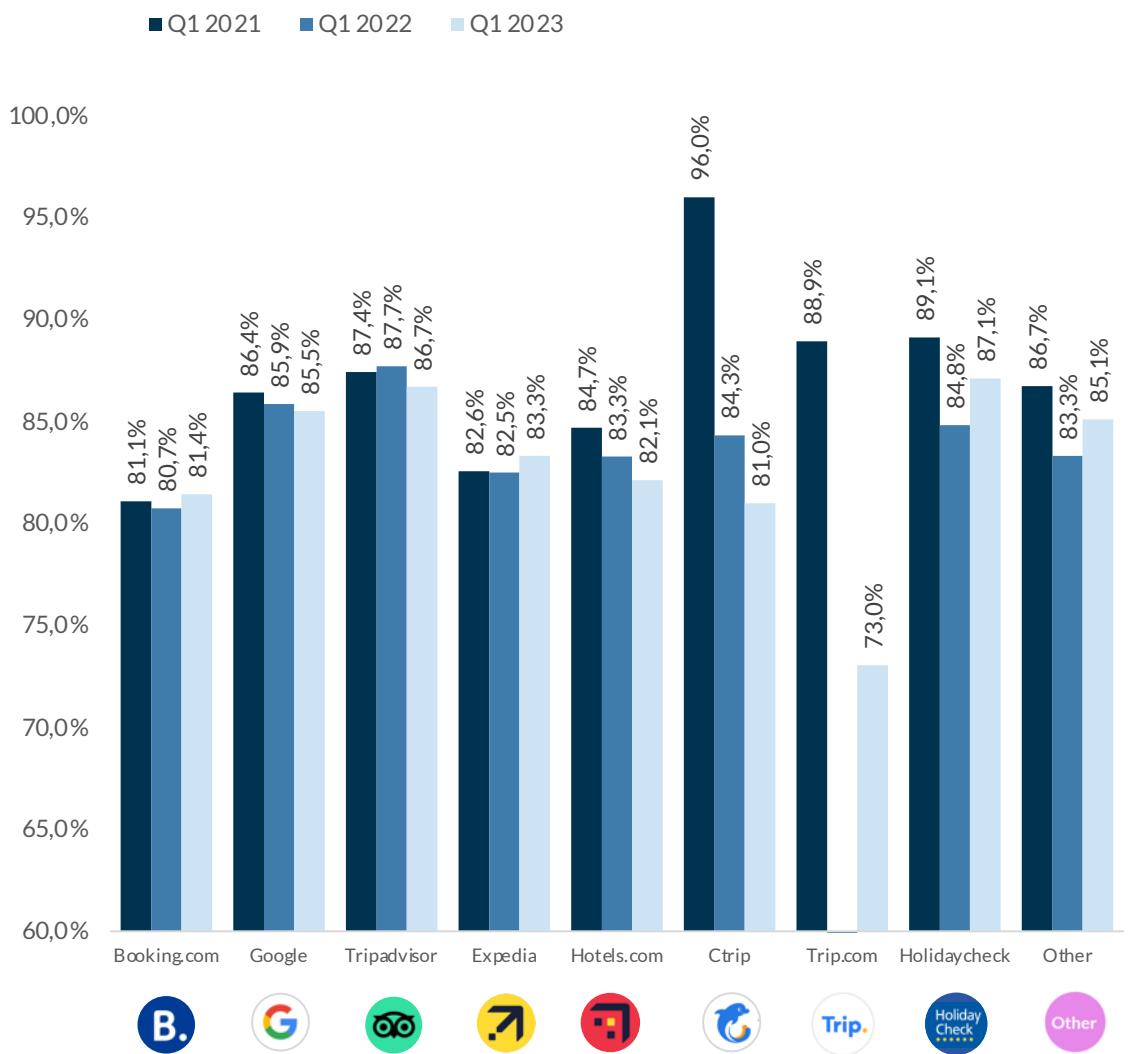
Share of Reviews Per Source

Source	2021	2022	2023	+/-
Google	39.5%	40.1%	40.9%	1.3
Booking	37.6%	36.5%	37.0%	-0.5
TripAdvisor	11.6%	12.3%	13.4%	1.8
Expedia	1.3%	1.4%	0.7%	-0.5
Hotels.com	0.8%	1.0%	0.8%	0
Ctrip	0%	0%	0%	0
Trip.com	0.1%	0%	0.1%	0
Holidaycheck	0.6%	3.7%	4.3%	3.8
Other	8.5%	4.9%	2.8%	-5.8



Africa: Review Source Indexes

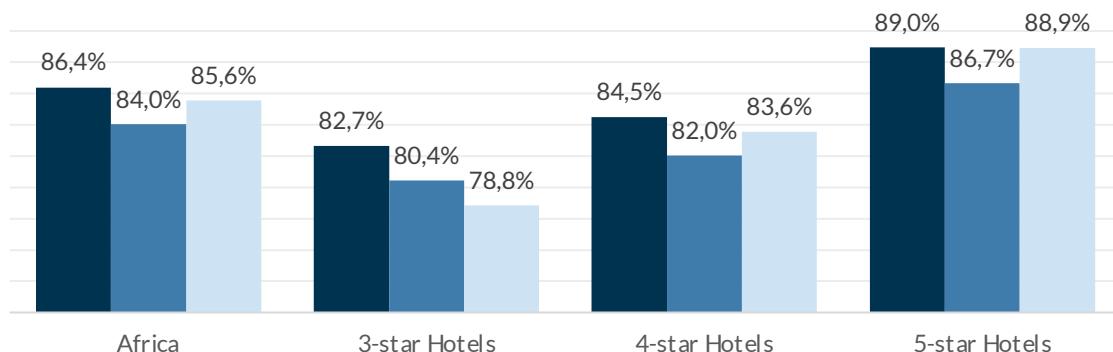
|Africa Global Review Index™ Per Source



Africa: Department Indexes

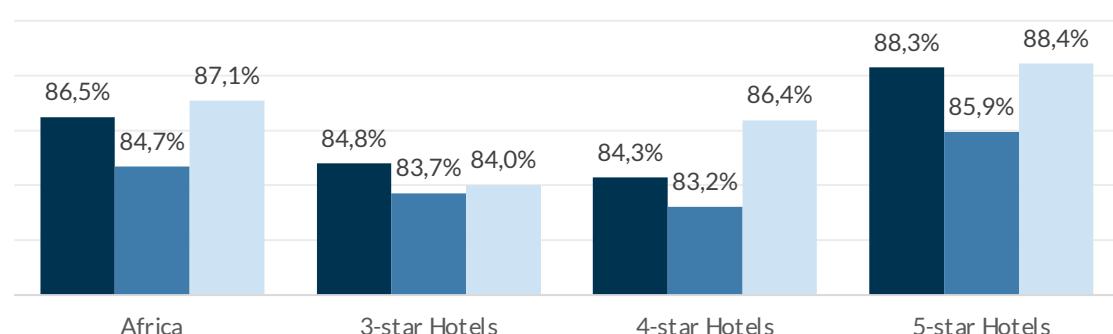
| Room

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



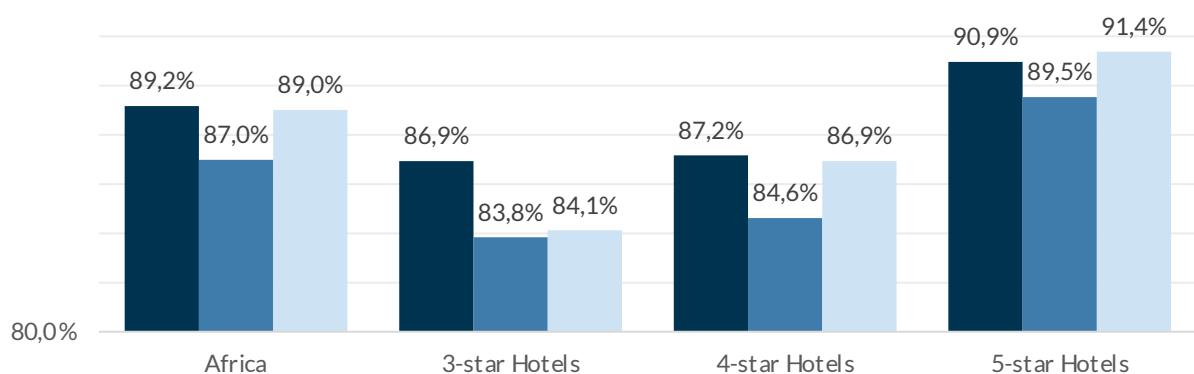
| Value

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



| Cleanliness

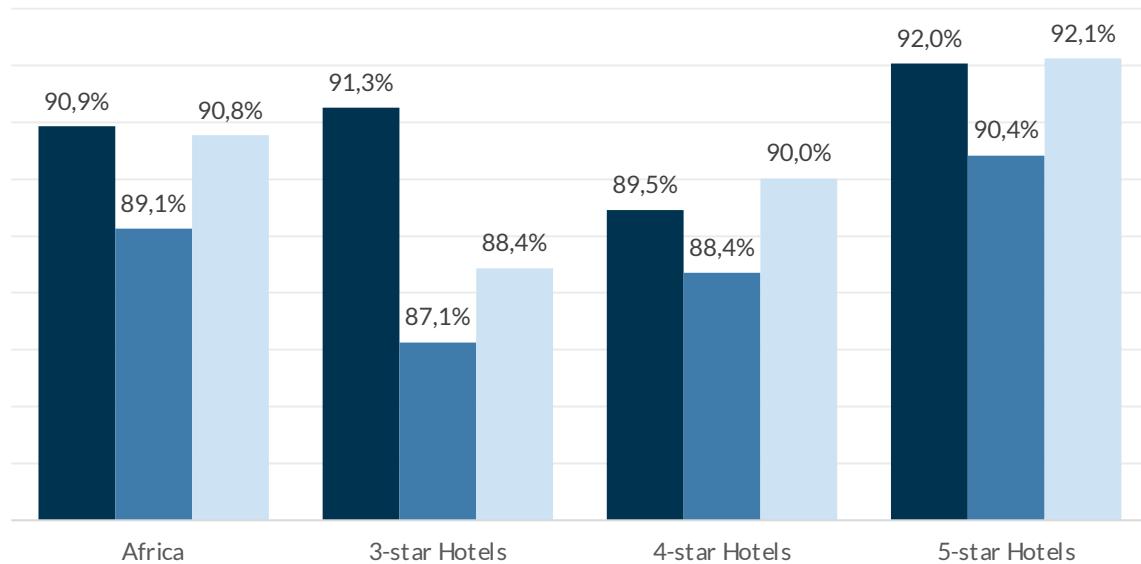
■ Q1 2021 ■ Q1 2022 ■ Q1 2023



Africa: Department Indexes

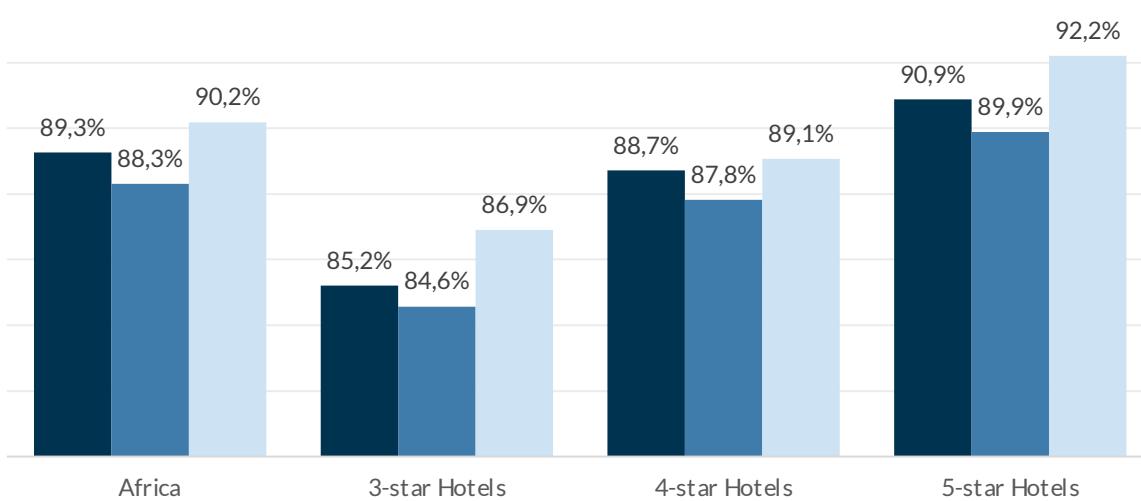
| Location

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



| Service

■ Q1 2021 ■ Q1 2022 ■ Q1 2023



Africa: Top 5 Categories Affecting GRI

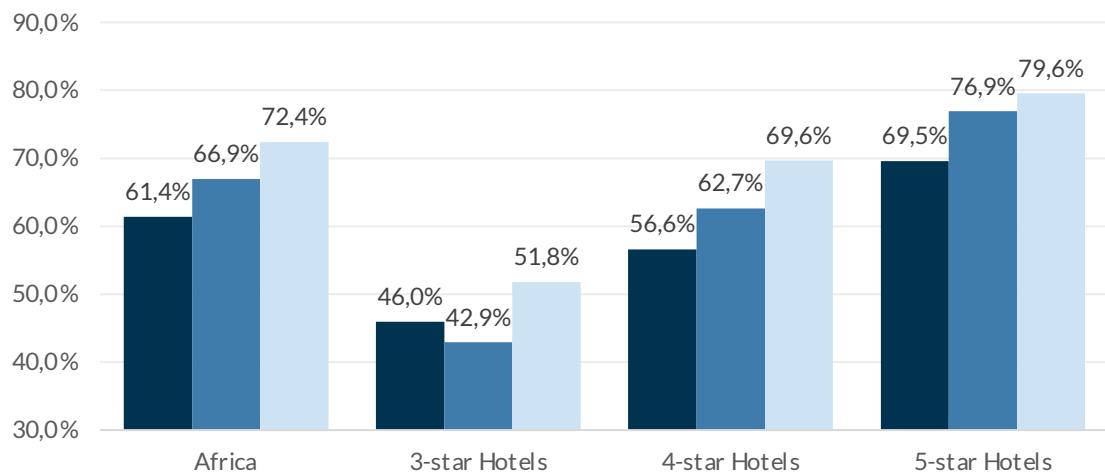
POSITIVE		
Experience		0.8
Staff		0.7
Establishment		0.5
Food & Drinks		0.4
Service		0.4

NEGATIVE		
Room		-1.4
Food & Drinks		-1.3
Establishment		-1.0
Cleanliness		-1.0
Staff		-0.7

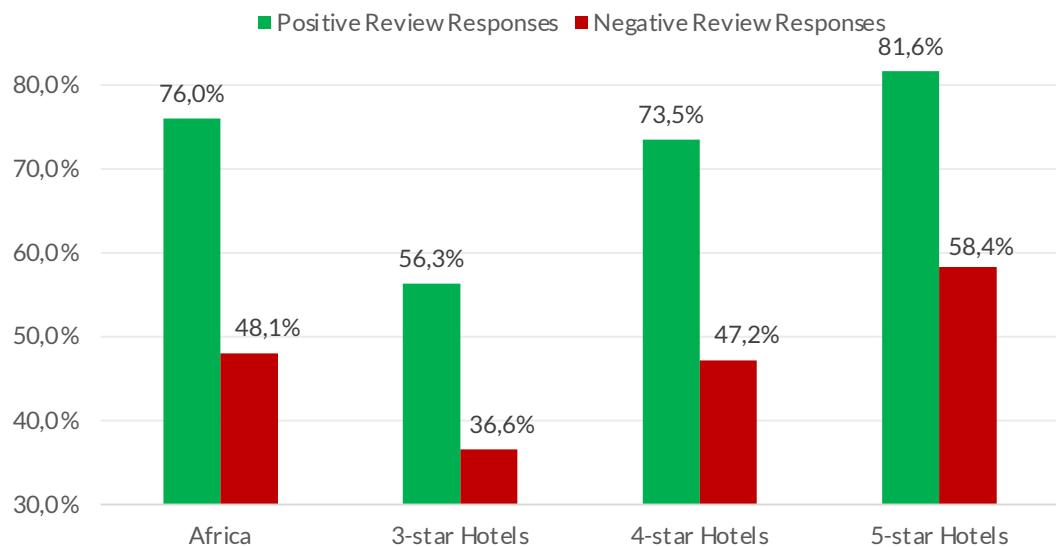
Africa: Management Responses

| Management Responses Per Category

■ Q1 2021 ■ Q1 2022 ■ Q1 2023

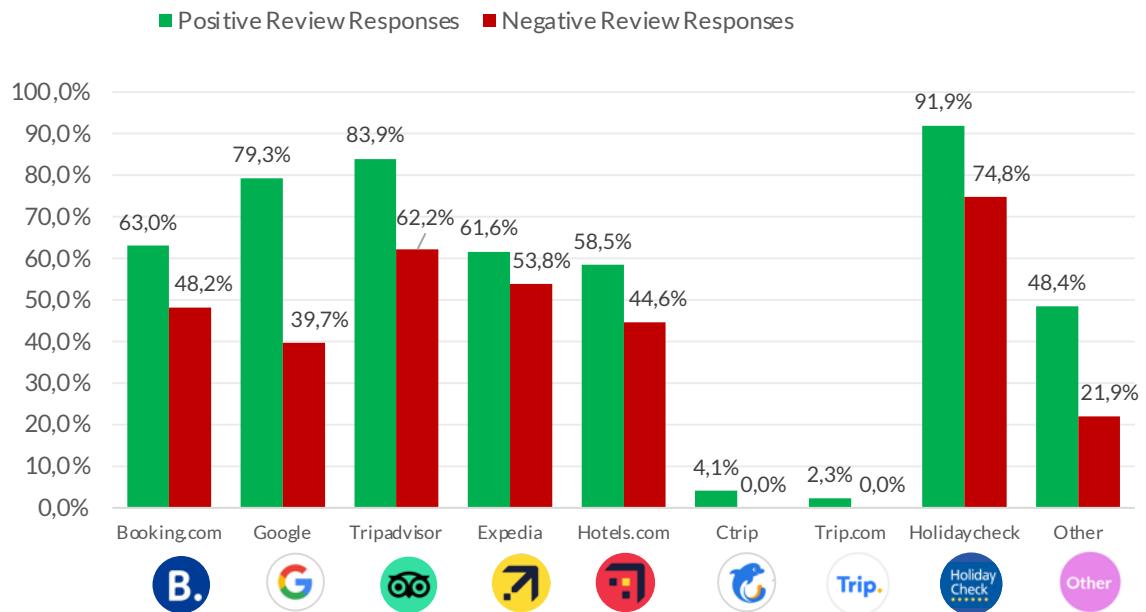


| Positive/Negative Review Responses Per Category

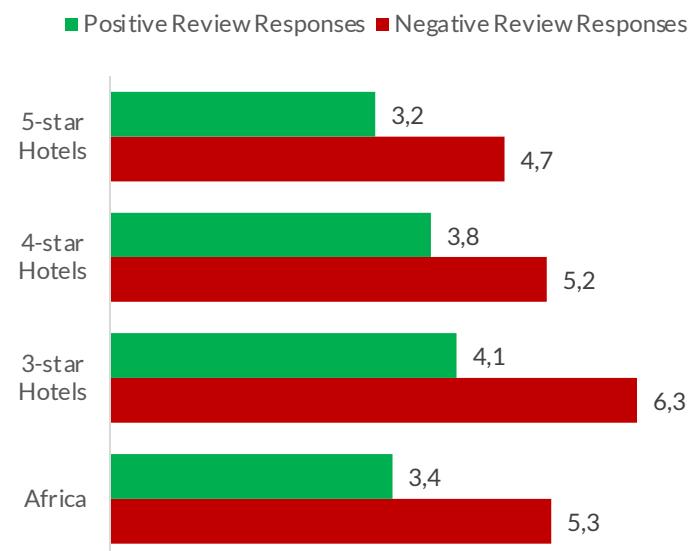


Africa: Management Responses

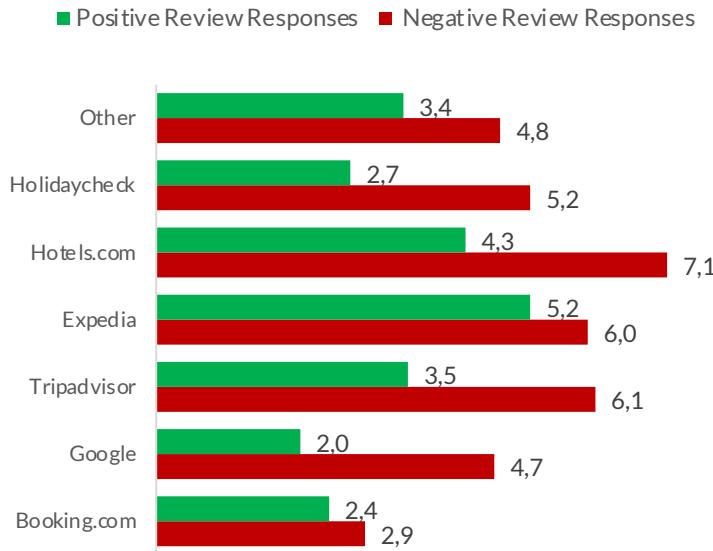
| Positive/Negative Review Responses Per Source



| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)





10 | North America



North America: Market Overview

- North America had strong hotel sector growth in 2022, but less dramatic due to earlier recovery from the pandemic
- Global Review Index (GRI) for North American hotels was 84.1% in Q1 2023, second-lowest among regions
- Review volume in North America fell by 3.5% in Q1 2023, likely due to earlier recovery in travel volume
- Tripadvisor had the lowest Source Index, while Hotels.com had the highest in Q1 2023
- Improvement in Department Indexes in Q1 2023, but still below Q1 2021 levels

As in other regions, growth in the hotel sector in North America was strong in 2022, although it was less dramatic due to an earlier bounce-back from the pandemic. In 2023, inflation is expected to moderate but continued high wages, food costs, and hotel pricing will continue to affect hotel performance. Recent high-profile bank failures have added to uncertainty in the economy.

For hotels in our data set in North America, the Global Review Index was 84.1% in the first quarter of 2023, the second-lowest of the six regions and 0.8 points below the global GRI. The region's GRI was down by 0.6 points relative to Q1 2021.

In a break from the pattern of growth in other regions, review volume in North America fell by 3.5% from Q1 2022 to Q1 2023. This is likely due to the earlier recovery in travel volume in 2021 and 2022. Booking.com represented the highest market share of reviews, at 34.6%, followed by Google at

25.6%. Expedia represented 16.8%, much higher than its global share of 4.0% but a decline in volume of 24.9% from Q1 2022. Hotels.com's review volume also declined, by 17.5%.

Tripadvisor had the lowest Source Index of the top five review sources in Q1 2023, at 78.6%, 4.7 points below its global average. Booking.com's Source Index was the next lowest, at 82.6%. Hotels.com had the highest Source Index, at 85.6%.

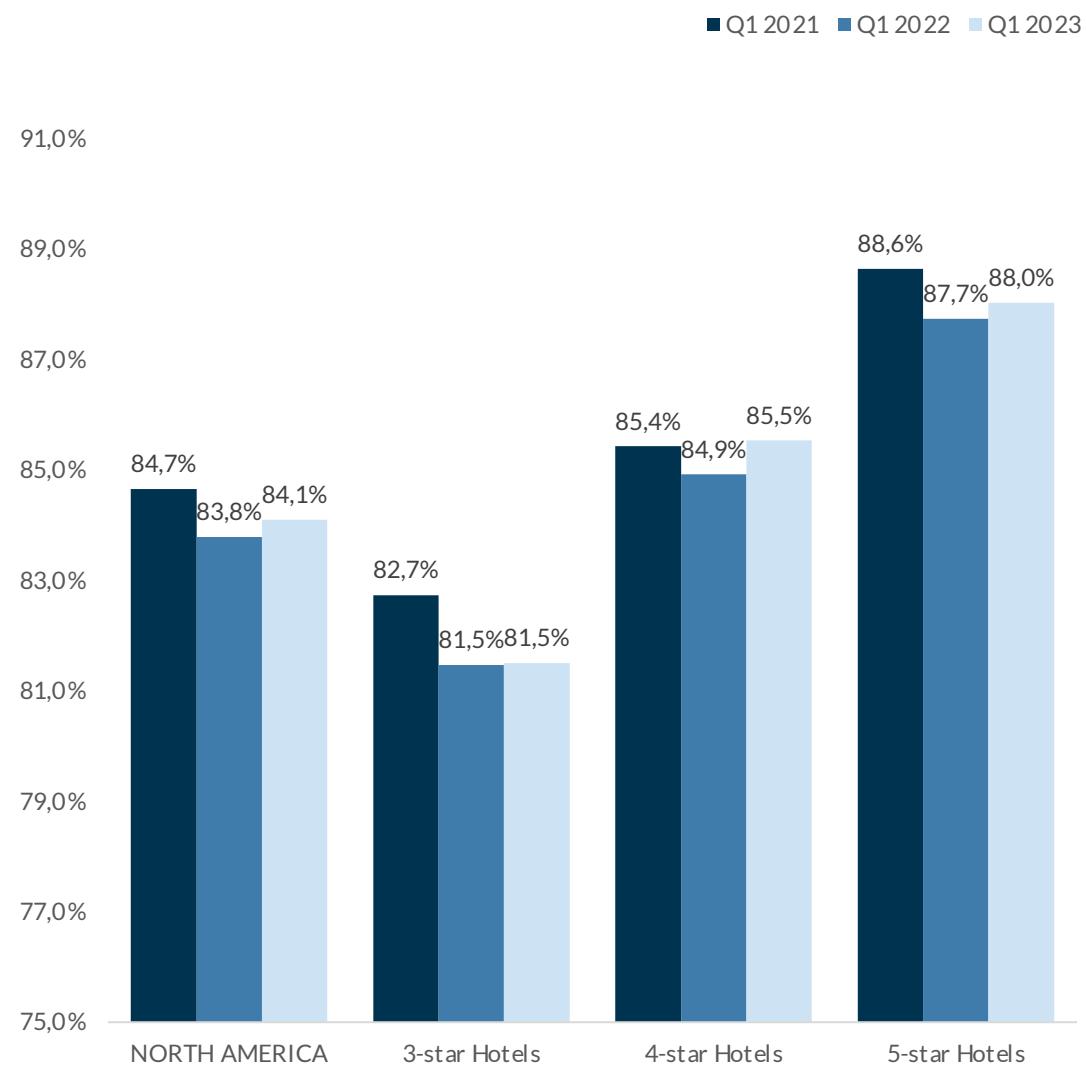
After declining significantly from Q1 2021 to Q1 2022, hotels in the region improved ratings in all five of the top Department Indexes in Q1 2023 but still fell well short of Q1 2021 numbers. The Value Index was only 78.7%, 4.6 points lower than the global average and 3.8 points lower than in Q1 2021. The Room Index was also relatively low, at 82.7%, 3.2 points lower than in Q1 2021.

North America: GRI Metrics

In semantic analysis of review comments, the Room category had the highest negative impact on the Global Review Index, driving it down by 3.6 points, significantly more than in any other regions. The Cleanliness category had the second highest negative impact, at 2.4 points. The Experience category had the highest positive impact, boosting the GRI by 1.1 points.

Hoteliers responded to only 54.5% of respondable reviews, the lowest response rate of the six regions and 7.7 points below the global average. Positive reviews received a response rate of 56.3%, whereas negative reviews received a response rate of 51.8%. Google reviews had the lowest response rate, and Expedia and Hotels.com reviews had the highest response rates. On average, hotels responded to positive reviews in 4.3 days and to negative reviews in 3.6 days.

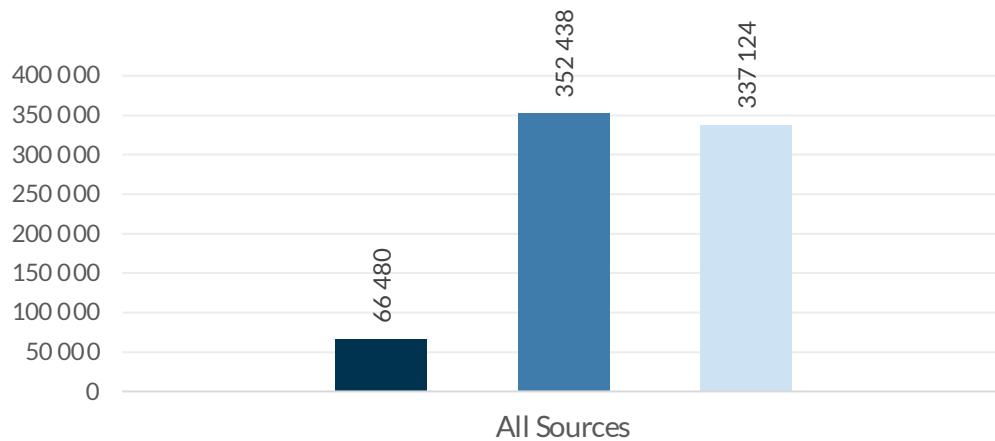
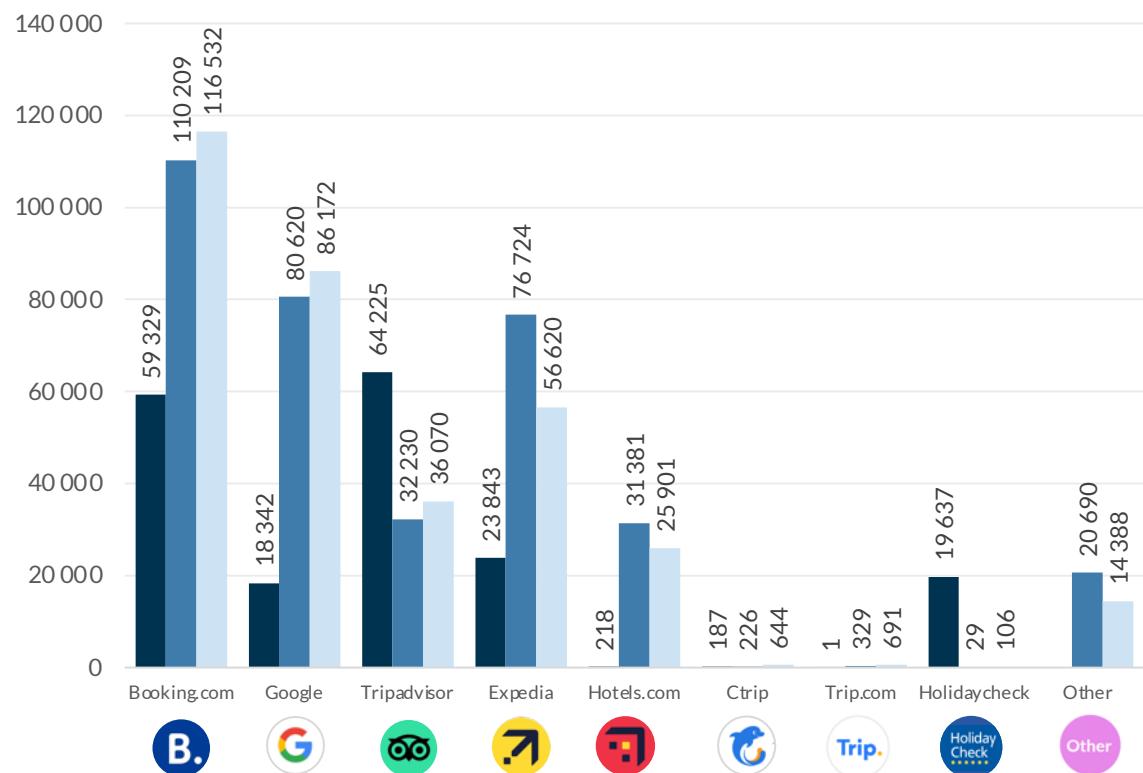
| North America Global Review Index (GRI)



North America: Review Volume

| North America Review Volume

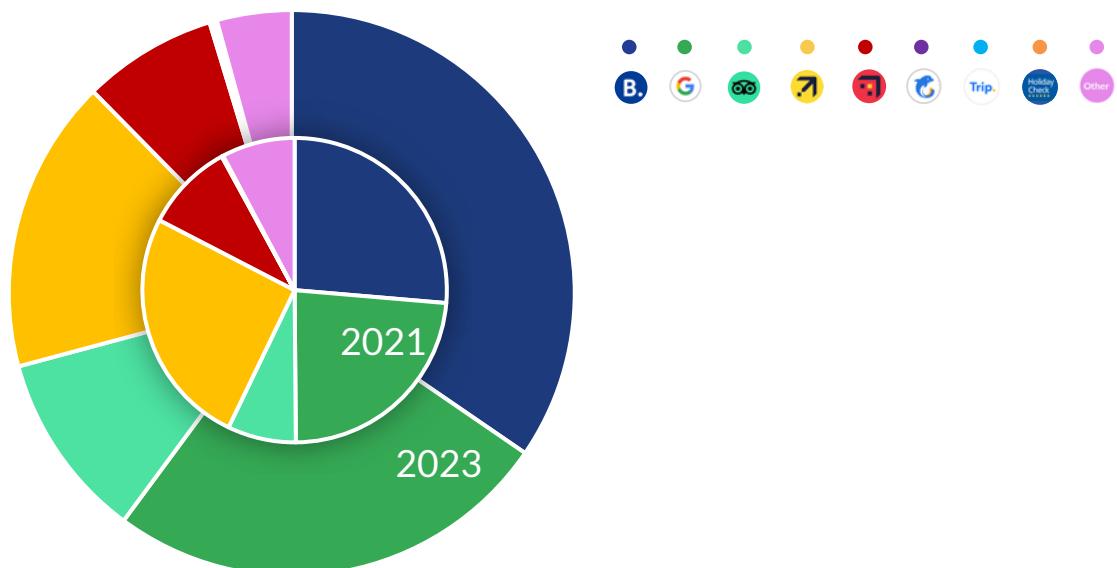
■ Q1 2021 ■ Q1 2022 ■ Q1 2023



North America: Share of Reviews Per Source

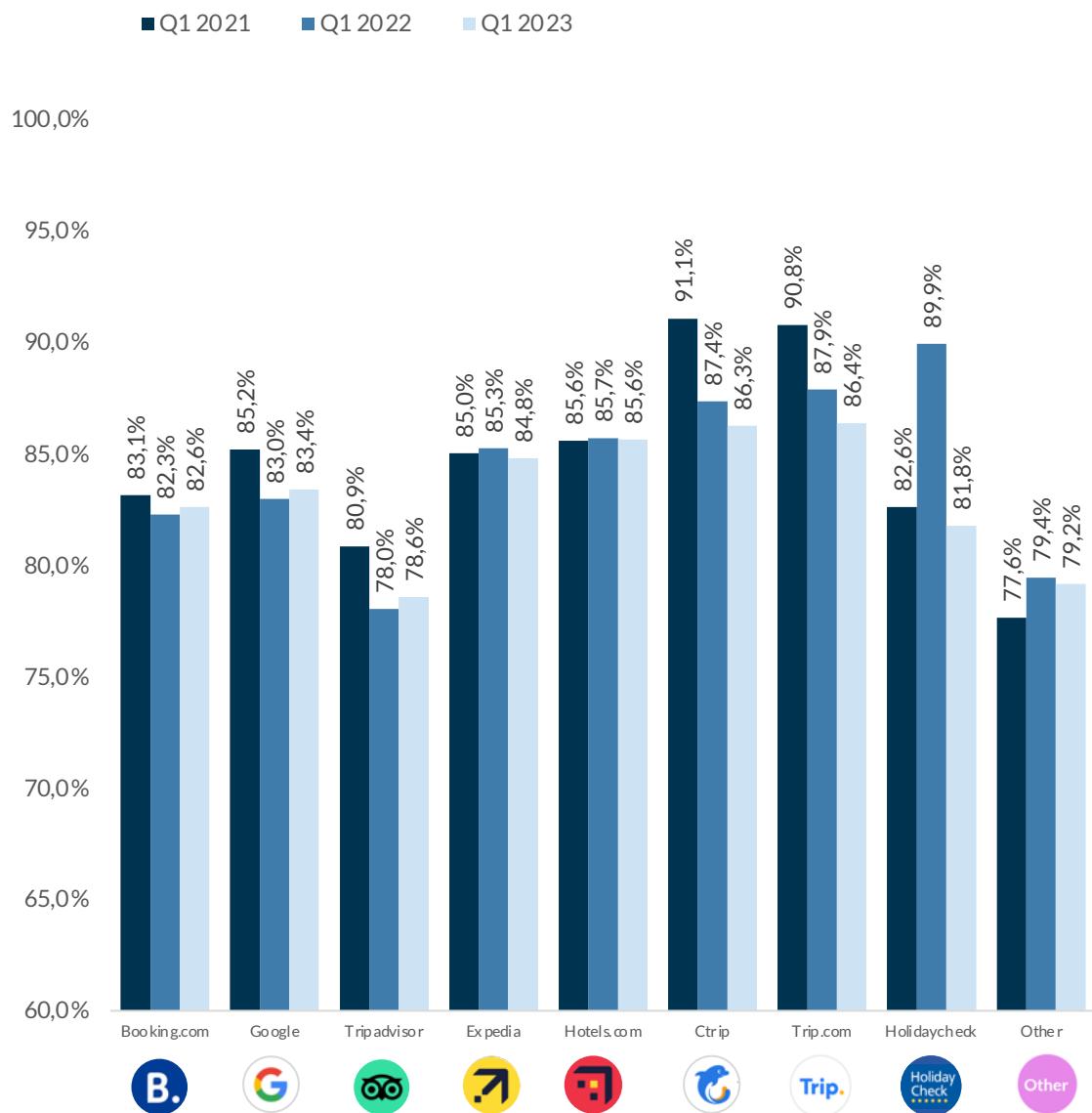
Share of Reviews Per Source

Source	2021	2022	2023	+/-
Booking	26.4%	31.3%	34.6%	8.2
Google	23.5%	22.9%	25.6%	2.0
TripAdvisor	7.3%	9.1%	10.7%	3.4
Expedia	25.5%	21.8%	16.8%	-8.7
Hotels.com	9.5%	8.9%	7.7%	-1.8
Ctrip	0.1%	0.1%	0.2%	0.1
Trip.com	0.1%	0.1%	0.2%	0.1
Holidaycheck	0%	0%	0%	0
Other	7.8%	5.9%	4.3%	-3.5



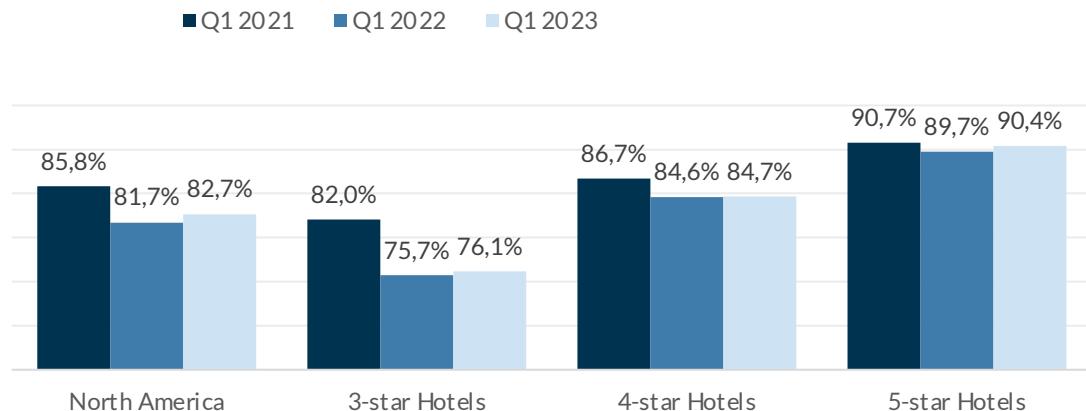
North America: Review Source Indexes

| North America Global Review Index™ Per Source

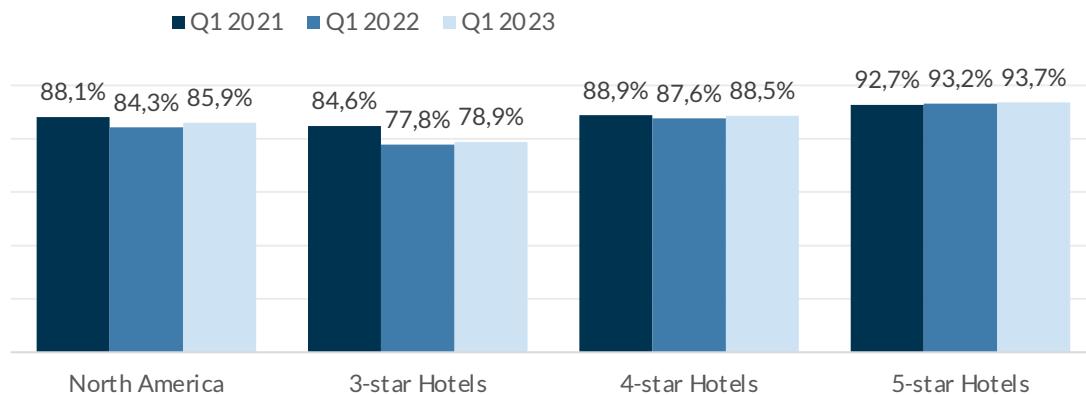


North America: Department Indexes

| Room



| Cleanliness



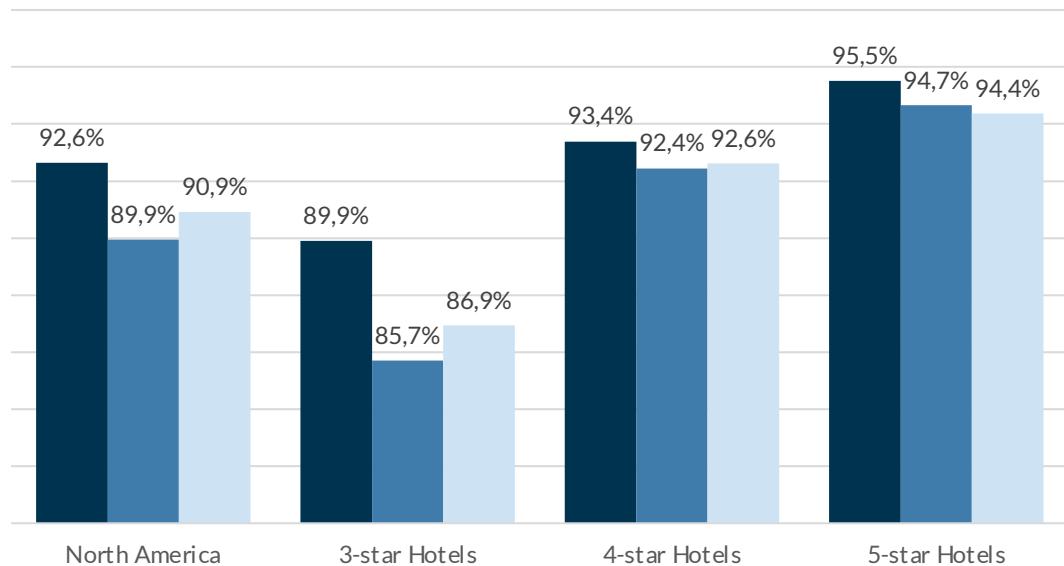
| Value



North America: Department Indexes

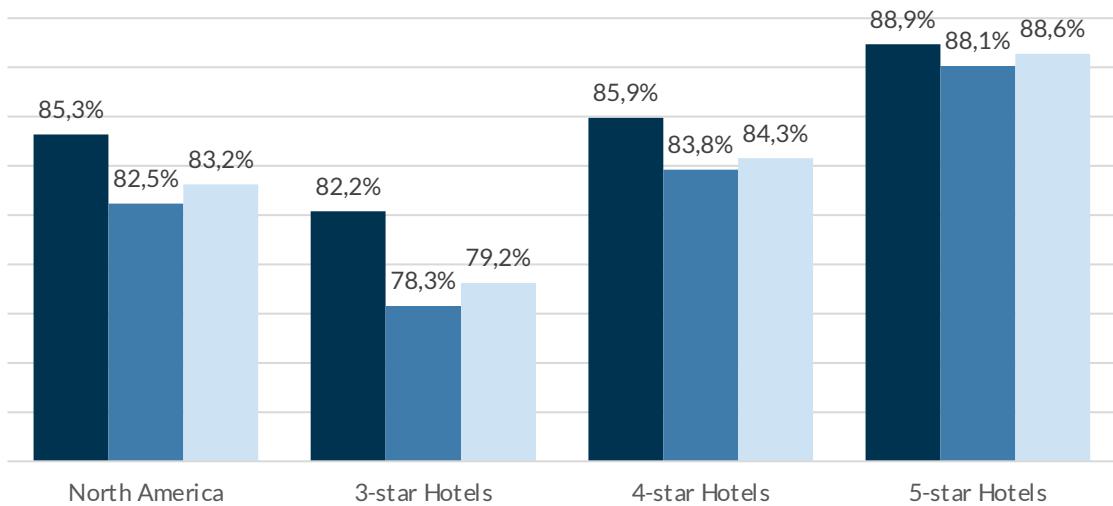
| Location

■ Q1 2021 ■ Q1 2022 ■ Q1 2023

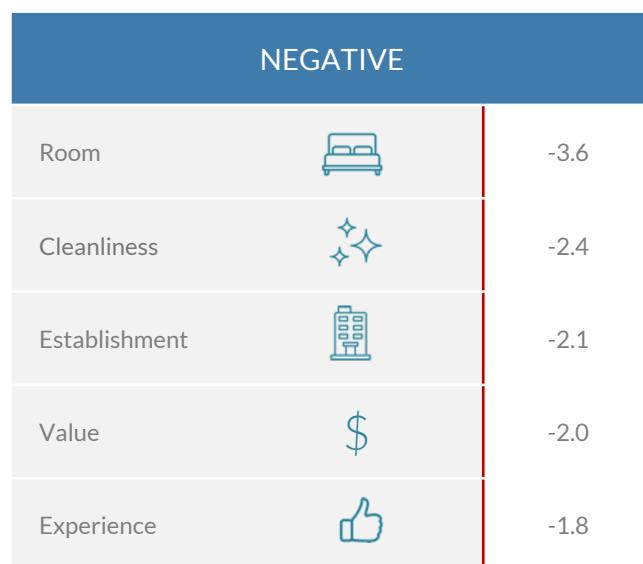


| Service

■ Q1 2021 ■ Q1 2022 ■ Q1 2023

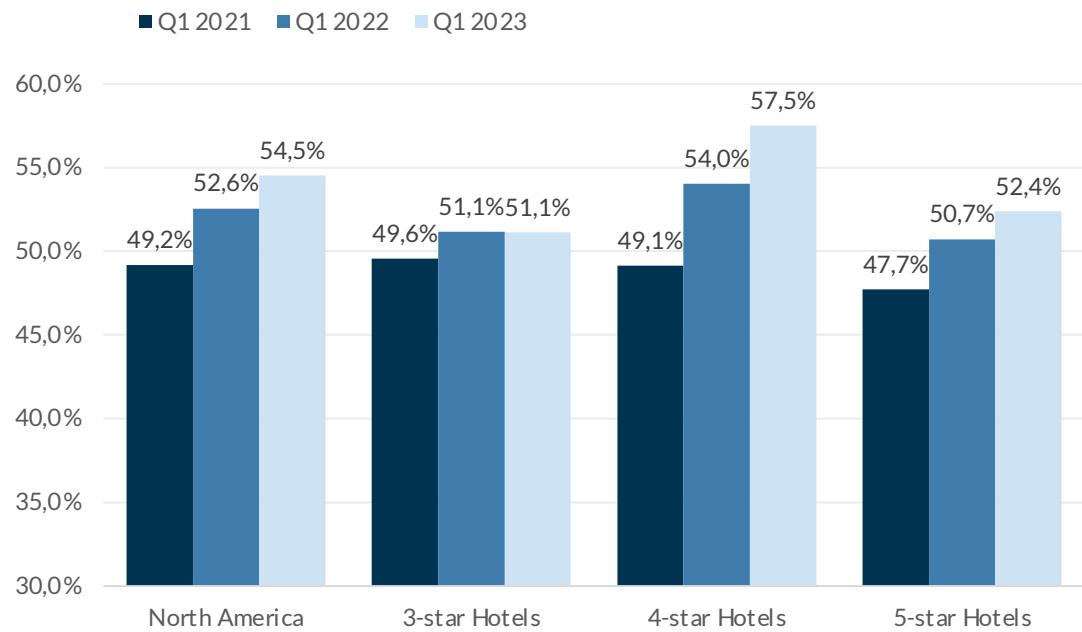


North America: Top 5 Categories Affecting GRI

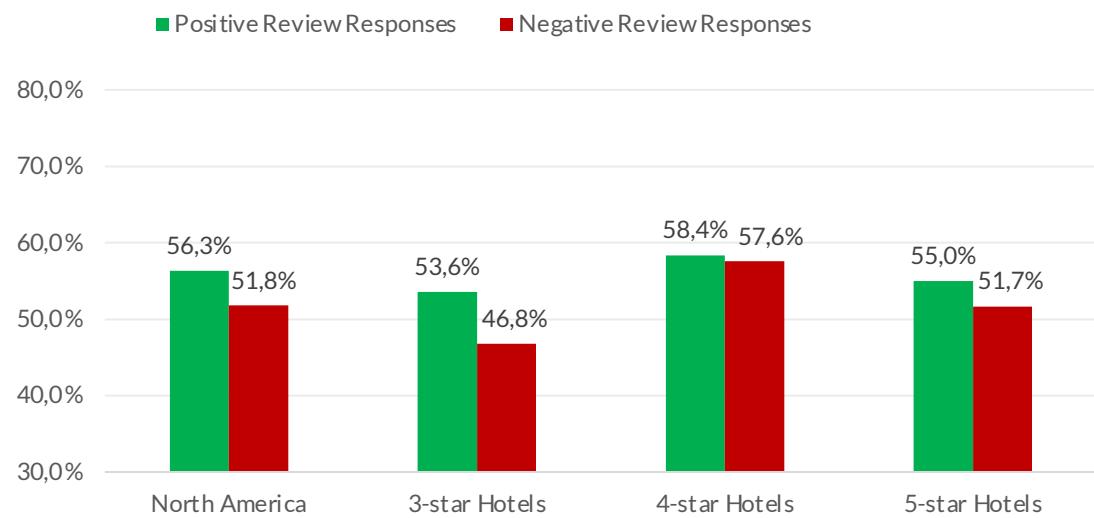


North America: Management Responses

| Management Responses Per Category

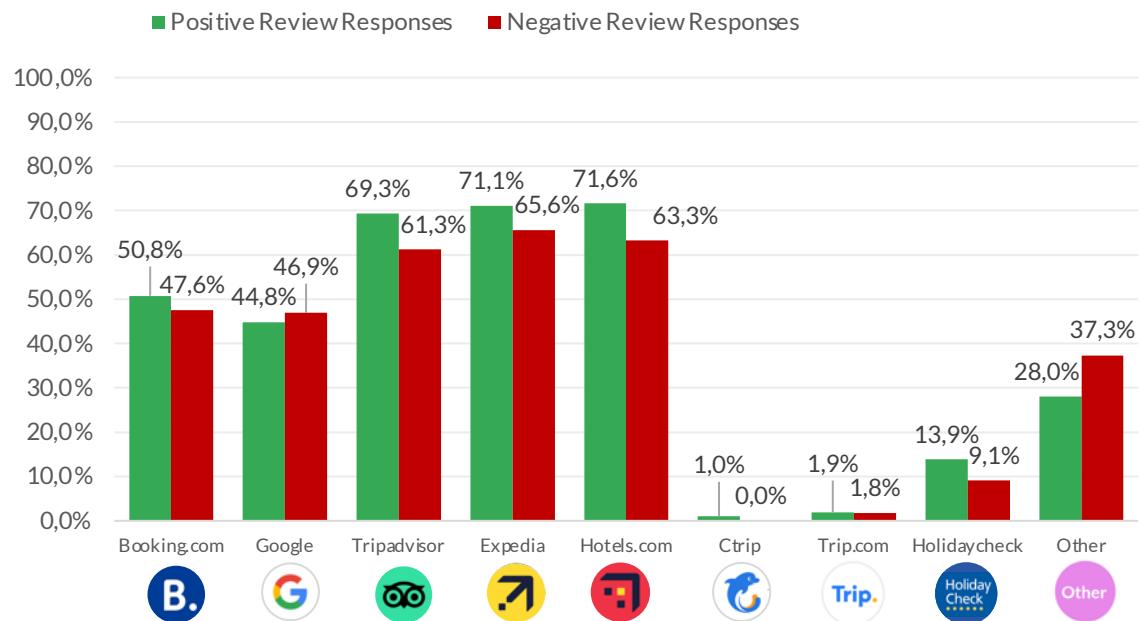


| Positive/Negative Review Responses Per Category

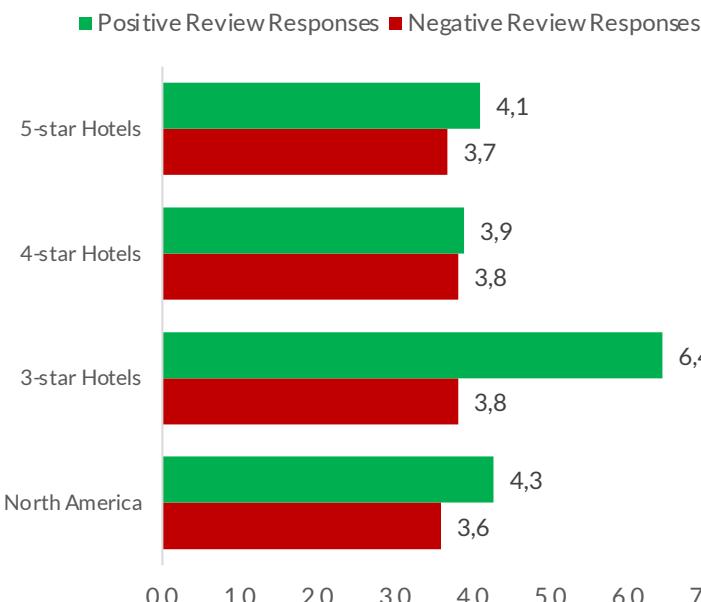


North America: Management Responses

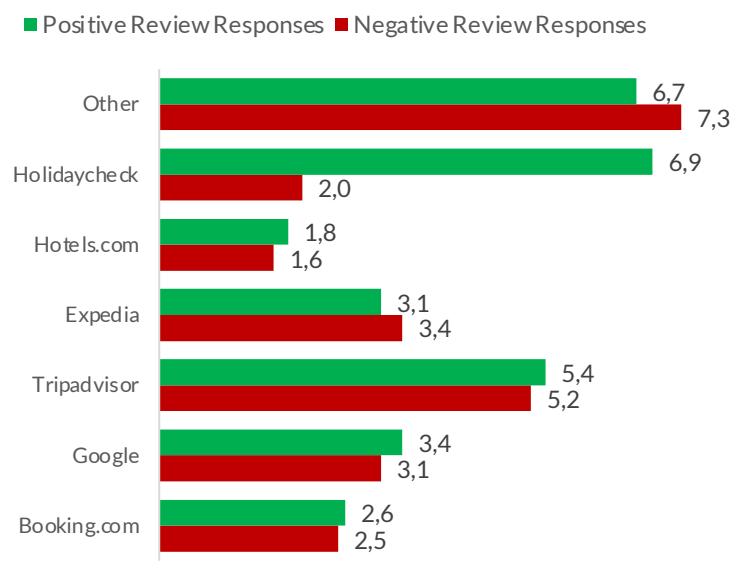
| Positive/Negative Review Responses Per Source



| Average Response Time Per Category (Days)



| Average Response Time Per Source (Days)





11 | Insights & Strategies



10 Reputation Strategies for 2023

.....

1 Leverage Reputation to Increase Market Share

2 Get into the Competitive Spirit

3 Mine Your Own Business

4 Strengthen Value Perception

5 Find Rooms for Improvement

6 Elevate the Guest Experience

7 Balance Automation with Personal Service

8 Improve Your Review Score on Booking.com

9 Give Google Reviews the Attention They Merit

10 Provide the Haven Travellers Need

10 Reputation Strategies for 2023

As travel behaviour and expectations evolve, new opportunities are emerging for hotels. Here our team of experts draws from recent trends and key review metrics to share insights and strategies for strengthening reputation and leveraging the benefits in 2023.

1

1. Leverage Reputation to Increase Market Share

An economic downturn seems all but inevitable, and discretionary travel may be the first to go. In a soft market, hotels often turn to discounting to protect market share, but leveraging reputation can be a more profitable strategy. High-rated hotels enjoy higher visibility, pricing power, and conversion rates on OTAs, Tripadvisor, and Google, whereas lower-rated hotels are often filtered out. Strengthen reputation today, and your property and brand will be more recession-proof in the future.

Learn more: [Leveraging Your Hotel's Online Reputation to Drive Sales Leads](#)

2

2. Get into the Competitive Spirit

There's nothing like friendly competition to motivate teams to go the extra mile. Using the key metrics in this report, hotels around the world can benchmark performance against industry averages by region and star segment for the first time. Use a reputation solution to also compare results with your comp set, regional cluster, and competitor brands. Find out what it takes to outperform the market and how you can leverage that advantage to drive higher rates and occupancy.

Learn more: [Competitive Benchmarking for Hotels](#)

10 Reputation Strategies for 2023

3

3. Mine Your Own Business

The real insights from mining your own review and guest survey data to find reasons behind variances and opportunities for improvement. How can you prop up F&B scores? How is mobile check-in affecting guest sentiment?

Semantic analysis tools will help you find patterns in review comments and understand how different categories affect overall review scores. Use the insights to prioritise training programs, investments in technology, and capital expenditures.

Learn more: [Semantic Analysis for Hotels](#)

4

4. Strengthen Value Perception

With skyrocketing room rates and labour shortages, it's no surprise that hotel value ratings are lower than any other department. In a downturn, travellers will be even more price sensitive. But improving value perception isn't about lowering rates, it's about delivering experiences guests deem worthy of the price paid. That requires closely analysing value ratings and related comments in reviews and surveys and finding ways to ensure quality and service are commensurate with pricing.

Learn more: [Categories Negatively Affecting Your GRI](#)

10 Reputation Strategies for 2023

5

5. Find Rooms for Improvement

It's a wakeup call for hotel owners and operators that mentions of rooms in guest reviews had the biggest negative impact on overall review scores. After stripping amenities during the pandemic and delaying renovations, now it's time for hotels to reinvest in the space where guests spend the most time.

Whether it's improving technology, workspace, bathrooms, amenities, furnishings, or bedding, the room product holds the most potential to improve guest ratings and loyalty.

Learn more: [Managing Performance by Department](#)

6

6. Elevate the Guest Experience

Which category had the biggest positive impact on review scores? The guest experience. More than ever, guests are talking about the overall experience in review comments. Guest experience encompasses the totality of the guest's stay, the seamless combination of service, comfort, room quality, F&B, facilities, and ambience. Hotels would be wise to carefully monitor experience-related comments and take a holistic approach to managing the guest experience.

Learn more: [Personalized Experiences Will Define the New Era of Travel](#)

10 Reputation Strategies for 2023

7

7. Balance Automation with Personal Service

The pandemic and labour crisis have driven an unprecedented pace of digital transformation in hotels, and there's no turning back. From digital check-in to mobile food ordering to AI-powered chatbots, technology enhances guest service and convenience while increasing efficiency and reducing operating costs. Today, the big challenge is to leverage automation while preserving the personal touchpoints that create memorable stays and compel guests to write rave reviews.

Learn more: [The Hotelier's Guide to Hybrid Hotels](#)

8

8. Improve Your Review Score on Booking.com

As the source of 43.5% of global hotel reviews, Booking.com has a tremendous impact on hotel reputation. Given that the OTA also generates lower average ratings, improving your ratings is a quick way to boost your overall review score. Find out how Booking.com's revamped review system works and how it affects your ratings, visibility, and conversions. And strive for a more balanced review distribution strategy by building a strong review presence on multiple sites.

Learn more: [The Hotel's Guide to Earning Higher Review Scores on Booking.com](#)

10 Reputation Strategies for 2023

9

9. Give Google Reviews the Attention They Merit

Hotel ratings are ubiquitous on Google – in Search, Maps, and Business Profiles, reaching millions of high-intent trip planners. But while Google is the source of almost one third of hotel reviews, hoteliers respond to fewer reviews on Google than any other review source besides Booking.com. Hotels are well advised to give Google reviews the attention they merit. That means monitoring ratings, analysing comments, asking guests for reviews, and posting more management responses.

Learn more: [Manage Your Google Business Reviews](#)

10

10. Provide the Haven Travellers Need

Airlines are bracing for another summer of chaos, and hotels would be wise to do the same. Travel disruptions due to inclement weather and staffing issues can lead to last-minute cancellations and exhausted travellers arriving at your door. By preparing in advance, hotels can prevent bad reviews and provide the haven of calm travellers need. This may mean upgrading technology, performing preventative maintenance, revisiting overbooking procedures, or training in service recovery.

Learn more: [Mastering the Art of Service Recovery](#)



12 | Methodology



Methodology

Data in the Global and Regional sections of this report was drawn from a sample set of 9,500 hotels representing six major geographical regions in the world.

Period

Reviews were posted between January 1, 2023, and March 31, 2023, and compared to the same period in 2021 and 2022.

Data Freeze

Data was collected on April 7, 2023. Responses posted after this date were not included in the data set.

Data Set

9,500

Hotels

73

Countries
(included in the sample)

2,743,688

Reviews

8,064,063

Mentions in
Review Comments

Regions



Asia Pacific
(1,900 hotels)



Europe
(1,900 hotels)



Latin America & Caribbean
(1,900 hotels)



Middle East
(900 hotels)



Africa
(1,000 hotels)



North America
(1,900 hotels)

Sources



Reviews were collected from 55 review sites and online travel agencies (OTAs) in 62 languages.

Star Rating Segment

- 3-star: 3,418 hotels

- 4-star: 3,442 hotels

- 5-star: 2,640 hotels

Methodology

Countries

ASIA PACIFIC	EUROPE	LATIN AMERICA & CARIBBEAN	MIDDLE EAST	AFRICA	NORTH AMERICA
Australia	Croatia	Argentina	Bahrain	Algeria	Canada
China	Czech Republic	Anguila	Iran	Egypt	United States
Fiji	Denmark	Antigua & Barbuda	Jordan	Kenya	
India	France	Aruba	Kuwait	Morocco	
Indonesia	Germany	Bahamas	Oman	Nigeria	
Japan	Greece	Barbados	Qatar	South Africa	
Malaysia	Ireland	Brazil	Saudi Arabia	Tanzania	
New Zealand	Italy	Chile	United Arab Emirates	Tunisia	
Philippines	Malta	Colombia			
Singapore	Netherlands	Costa Rica			
South Korea	Poland	Cuba			
Thailand	Portugal	Curaçao			
Vietnam	Spain	Dominican Republic			
	Sweden	Ecuador			
	Switzerland	Granada			
	Turkey	Guadelupe			
	United Kingdom	Guatemala			
		Jamaica			
		Mexico			
		Peru			
		Puerto Rico			
		Saint Lucia			
		Trinidad and Tobago			
		Turks and Caicos			
		Uruguay			
		Virgin Islands (U.S.)			

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 online travel agencies (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.

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

+0.89%

+0.54%

+1.42%

In ADR

In Occupancy

In RevPAR



Cornell University
School of Hotel Administration
The Center for Hospitality Research





13 | About Shiji ReviewPro



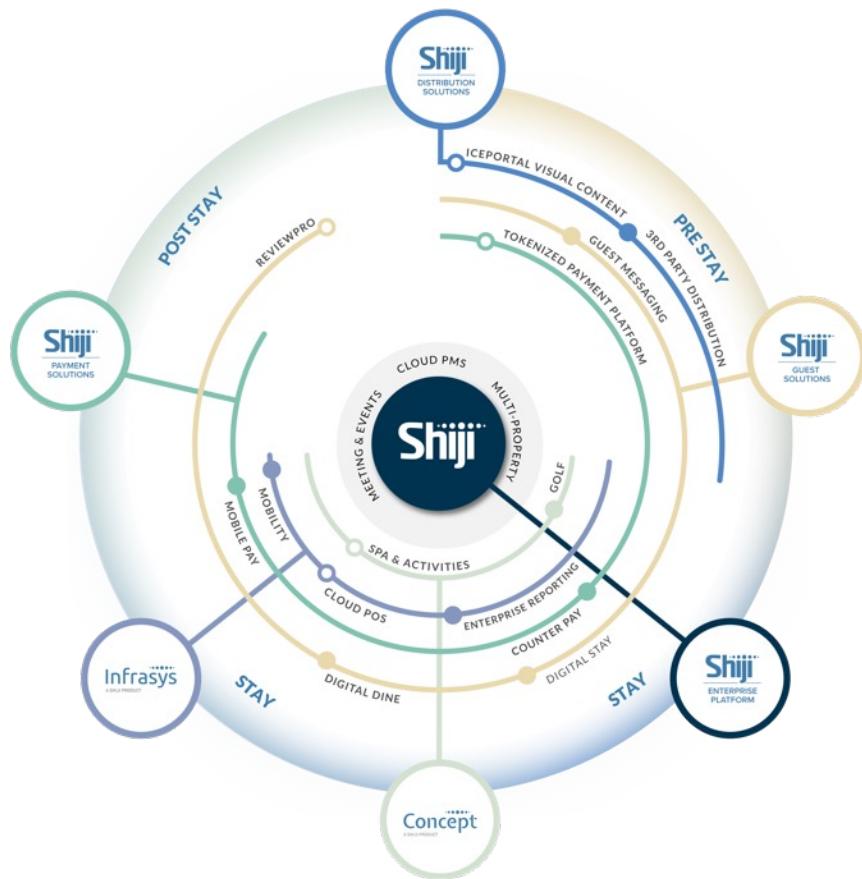
About Shiji ReviewPro

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 proprietary 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.





14 | Global References



Q1 2023 - Global Review Index™ (GRI)

HOTEL TYPE	GRI Q1 2021	GRI Q1 2022	GRI Q4 2022	GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Global	85,5%	84,7%	84,5%	84,9%	-0,6	0,2	0,4
3-star Hotels	82,7%	81,7%	81,1%	81,6%	-1,2	-0,2	0,5
4-star Hotels	85,5%	84,7%	84,6%	85,1%	-0,4	0,4	0,5
5-star Hotels	89,0%	88,6%	88,8%	89,0%	0,1	0,4	0,2

Q1 2023 - Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2021	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q4 2022	REVIEW VOLUME Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Sources	1,348,712	2,177,227	2,539,145	2,743,688	103.4%	26.0%	8.1%
Booking.com	460,339	960,419	1,182,663	1,193,426	159.2%	24.3%	0.9%
Google	365,241	557,947	695,154	750,121	105.4%	34.4%	7.9%
Tripadvisor	120,690	213,270	272,577	288,593	139.1%	35.3%	5.9%
Expedia	102,858	151,718	84,308	109,898	6.8%	-27.6%	30.4%
Hotels.com	42,526	69,835	59,130	65,491	54.0%	-6.2%	10.8%
Ctrip	54,442	40,057	28,840	64,425	18.3%	60.8%	123.4%
Trip.com	34,558	35,315	30,016	55,453	60.5%	57.0%	84.7%
Holidaycheck	1,356	9,345	20,685	14,587	975.7%	56.1%	-29.5%
Other	166,702	139,321	165,772	201,694	21.0%	44.8%	21.7%

Q1 2023 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2021	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q4 2022	SHARE OF REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	34,1%	44,1%	46,6%	43,5%	9,4	-0,6	-3,1
Google	27,1%	25,6%	27,4%	27,3%	0,3	1,7	0,0
Tripadvisor	8,9%	9,8%	10,7%	10,5%	1,6	0,7	-0,2
Expedia	7,6%	7,0%	3,3%	4,0%	-3,6	-3,0	0,7
Hotels.com	3,2%	3,2%	2,3%	2,4%	-0,8	-0,8	0,1
Ctrip	4,0%	1,8%	1,1%	2,3%	-1,7	0,5	1,2
Trip.com	2,6%	1,6%	1,2%	2,0%	-0,5	0,4	0,8
Holidaycheck	0,1%	0,4%	0,8%	0,5%	0,4	0,1	-0,3
Other	12,4%	6,4%	6,5%	7,4%	-5,0	1,0	0,8

Q1 2023 – Global Review Source Index

ALL SOURCES	SOURCE GRI Q1 2021	SOURCE GRI Q1 2022	SOURCE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	82,5%	81,9%	81,8%	82,2%	-0,3	0,3	0,4
Google	86,7%	85,2%	85,0%	85,4%	-1,2	0,2	0,4
Tripadvisor	85,3%	83,7%	83,1%	83,3%	-2,0	-0,4	0,2
Expedia	84,9%	85,2%	84,7%	85,0%	0,0	-0,2	0,2
Hotels.com	85,9%	85,7%	85,2%	85,4%	-0,5	-0,3	0,2
Ctrip	91,8%	91,1%	90,9%	89,9%	-1,9	-1,2	-1,0
Trip.com	90,9%	90,2%	88,9%	88,4%	-2,5	-1,8	-0,5
Holidaycheck	87,5%	84,5%	85,2%	85,8%	-1,8	1,3	0,5
Other	85,2%	85,3%	84,6%	84,9%	-0,3	-0,5	0,3

Q1 2023 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q1 2021	SERVICE GRI Q1 2022	SERVICE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Global	87,9%	86,4%	86,7%	87,1%	-0,8	0,7	0,4
3-star Hotels	84,8%	82,2%	82,5%	83,2%	-1,6	1,0	0,8
4-star Hotels	87,3%	86,0%	85,9%	86,5%	-0,9	0,5	0,5
5-star Hotels	90,0%	89,4%	90,0%	90,1%	0,1	0,7	0,1

Q1 2023 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q1 2021	CLEANLINESS GRI Q1 2022	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Global	89,7%	87,8%	88,0%	88,4%	-1,3	0,6	0,4
3-star Hotels	85,8%	81,4%	81,5%	82,2%	-3,6	0,8	0,7
4-star Hotels	88,8%	87,6%	87,5%	88,0%	-0,9	0,4	0,4
5-star Hotels	92,2%	91,7%	92,0%	92,0%	-0,2	0,3	0,0

Q1 2023 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q1 2021	LOCATION GRI Q1 2022	LOCATION GRI Q4 2022	LOCATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Global	91,2%	90,2%	90,5%	91,0%	-0,2	0,8	0,5
3-star Hotels	89,2%	86,8%	87,4%	88,1%	-1,0	1,3	0,8
4-star Hotels	90,8%	90,4%	90,3%	90,9%	0,1	0,5	0,6
5-star Hotels	92,4%	91,9%	92,4%	92,5%	0,1	0,6	0,1

Q1 2023 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q1 2021	ROOM GRI Q1 2022	ROOM GRI Q4 2022	ROOM GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Global	87,3%	85,3%	85,0%	85,3%	-1,9	0,1	0,3
3-star Hotels	82,8%	79,3%	78,5%	79,1%	-3,8	-0,2	0,5
4-star Hotels	86,2%	84,7%	84,1%	84,5%	-1,8	-0,2	0,4
5-star Hotels	90,2%	89,3%	89,3%	89,3%	-0,8	0,1	0,0

Q1 2023 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q1 2021	VALUE GRI Q1 2022	VALUE GRI Q4 2022	VALUE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Global	84,6%	81,7%	82,5%	83,3%	-1,3	1,6	0,8
3-star Hotels	82,8%	77,3%	78,0%	79,5%	-3,3	2,2	1,5
4-star Hotels	84,1%	81,6%	81,9%	83,1%	-1,0	1,4	1,1
5-star Hotels	85,9%	84,3%	85,4%	85,4%	-0,5	1,1	0,0

Q1 2023 – Semantic Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Global	73,3%	72,4%	73,7%	74,7%	1,4	2,3	1,0
Booking.com	62,8%	62,1%	62,9%	64,0%	1,2	1,9	1,1
Google	77,8%	76,6%	77,7%	79,7%	2,0	3,1	2,0
Tripadvisor	82,4%	80,3%	80,5%	81,0%	-1,4	0,6	0,4
Expedia	67,0%	67,4%	67,2%	68,4%	1,4	1,0	1,2
Hotels.com	66,4%	67,3%	66,6%	67,5%	1,1	0,2	0,9
Ctrip	84,6%	86,3%	87,3%	84,3%	-0,4	-2,0	-3,0
Trip.com	82,4%	82,9%	80,8%	82,0%	-0,4	-0,9	1,2
Holidaycheck	83,4%	82,9%	84,0%	85,0%	1,6	2,2	1,1
Other	72,8%	74,5%	74,9%	76,1%	3,4	1,6	1,2

Q1 2023 – Semantic Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Global	26,7%	27,6%	26,3%	25,3%	-1,4	-2,3	-1,0
Booking.com	37,2%	37,9%	37,1%	36,0%	-1,2	-1,9	-1,1
Google	22,2%	23,4%	22,3%	20,3%	-2,0	-3,1	-2,0
Tripadvisor	17,6%	19,7%	19,5%	19,0%	1,4	-0,6	-0,4
Expedia	33,0%	32,6%	32,8%	31,6%	-1,4	-1,0	-1,2
Hotels.com	33,6%	32,7%	33,4%	32,5%	-1,1	-0,2	-0,9
Ctrip	15,4%	13,7%	12,7%	15,7%	0,4	2,0	3,0
Trip.com	17,6%	17,1%	19,2%	18,0%	0,4	0,9	-1,2
Holidaycheck	16,6%	17,1%	16,0%	15,0%	-1,6	-2,2	-1,1
Other	27,2%	25,5%	25,1%	23,9%	-3,4	-1,6	-1,2

Q1 2023 – Semantic total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Global	2,550,192	4,629,912	5,337,683	6,026,068	136.3%	30.2%	12.9%
Booking.com	618,398	1,248,620	1,343,727	1,536,167	148.4%	23.0%	14.3%
Google	451,017	900,986	1,178,944	1,394,794	209.3%	54.8%	18.3%
Tripadvisor	810,701	1,528,719	1,866,934	2,050,397	152.9%	34.1%	9.8%
Expedia	174,517	284,348	187,215	215,175	23.3%	-24.3%	14.9%
Hotels.com	61,117	92,514	68,849	76,801	25.7%	-17.0%	11.5%
Ctrip	72,426	65,286	46,307	100,077	38.2%	53.3%	116.1%
Trip.com	27,704	35,275	37,718	58,799	112.2%	66.7%	55.9%
Holidaycheck	12,264	90,636	184,220	127,319	938.2%	40.5%	-30.9%
Other	322,048	383,528	423,769	466,539	44.9%	21.6%	10.1%

Q1 2023 – Semantic total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Global	927,209	1,760,812	1,901,704	2,038,229	119.8%	15.8%	7.2%
Booking.com	365,822	760,970	792,590	864,681	136.4%	13.6%	9.1%
Google	128,989	275,133	338,793	354,925	175.2%	29.0%	4.8%
Tripadvisor	173,475	374,559	451,547	482,106	177.9%	28.7%	6.8%
Expedia	85,903	137,501	91,433	99,297	15.6%	-27.8%	8.6%
Hotels.com	30,995	44,924	34,452	36,979	19.3%	-17.7%	7.3%
Ctrip	13,142	10,372	6,753	18,706	42.3%	80.4%	177.0%
Trip.com	5,903	7,284	8,941	12,884	118.3%	76.9%	44.1%
Holidaycheck	2,441	18,739	35,168	22,397	817.5%	19.5%	-36.3%
Other	120,539	131,330	142,027	146,254	21.3%	11.4%	3.0%

Q1 2023 – Semantic – language – Total volume of positive mentions per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	73,3%	72,4%	73,7%	74,7%	1,4	2,3	1,0
English	72,4%	71,8%	72,6%	73,9%	1,5	2,1	1,3
Spanish	71,2%	68,6%	71,9%	71,6%	0,4	3,1	-0,3
German	79,0%	78,0%	78,9%	78,2%	-0,8	0,3	-0,7
Italian	73,7%	73,2%	73,2%	74,9%	1,2	1,7	1,7
Portuguese	70,3%	66,0%	68,3%	69,2%	-1,1	3,1	0,9
French	74,4%	72,3%	72,1%	73,2%	-1,2	0,9	1,1
Chinese	85,4%	86,8%	87,4%	84,8%	-0,7	-2,0	-2,6
Other	77,0%	76,7%	79,8%	80,6%	3,7	3,9	0,8

Q1 2023 – Semantic – language – Total volume of negative mentions per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	26,7%	27,6%	26,3%	25,3%	-1,4	-2,3	-1,0
English	27,6%	28,2%	27,4%	26,1%	-1,5	-2,1	-1,3
Spanish	28,8%	31,4%	28,1%	28,4%	-0,4	-3,1	0,3
German	21,0%	22,0%	21,1%	21,8%	0,8	-0,3	0,7
Italian	26,3%	26,8%	26,8%	25,1%	-1,2	-1,7	-1,7
Portuguese	29,7%	34,0%	31,7%	30,8%	1,1	-3,1	-0,9
French	25,6%	27,7%	27,9%	26,8%	1,2	-0,9	-1,1
Chinese	14,6%	13,2%	12,6%	15,2%	0,7	2,0	2,6
Other	23,0%	23,3%	20,2%	19,4%	-3,7	-3,9	-0,8

Q1 2023 – Semantic – language – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	2,550,195	4,629,915	5,337,683	6,025,863	136.3%	30.2%	12.9%
English	1,779,357	2,982,210	3,430,325	3,909,633	119.7%	31.1%	14.0%
Spanish	198,905	372,822	383,738	390,370	96.3%	4.7%	1.7%
German	44,539	263,010	435,790	364,527	718.4%	38.6%	-16.4%
Italian	9,463	58,460	86,197	110,913	1072.1%	89.7%	28.7%
Portuguese	123,617	198,743	168,288	204,084	65.1%	2.7%	21.3%
French	85,813	242,267	266,501	326,137	280.1%	34.6%	22.4%
Chinese	161,548	185,492	144,540	276,262	71.0%	48.9%	91.1%
Other	146,953	326,911	422,304	443,937	202.1%	35.8%	5.1%

Q1 2023 – Semantic – language – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	927,212	1,760,812	1,901,704	2,038,200	119.8%	15.8%	7.2%
English	678,108	1,171,826	1,295,165	1,378,260	103.3%	17.6%	6.4%
Spanish	80,465	170,866	150,099	154,662	92.2%	-9.5%	3.0%
German	11,816	74,321	116,195	101,333	757.6%	36.3%	-12.8%
Italian	3,377	21,429	31,538	37,171	1000.7%	73.5%	17.9%
Portuguese	52,337	102,231	78,195	90,908	73.7%	-11.1%	16.3%
French	29,593	92,755	103,047	119,569	304.0%	28.9%	16.0%
Chinese	27,546	28,304	20,886	49,698	80.4%	75.6%	137.9%
Other	43,970	99,080	106,579	106,599	142.4%	7.6%	0.0%

Q1 2023 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	67,9%	62,8%	63,4%	64,8%	-3,1	2,0	1,4
Cleanliness	68,4%	67,9%	68,6%	70,6%	2,2	2,7	2,0
Food and Drinks	75,0%	75,7%	77,2%	77,9%	2,9	2,2	0,8
Facilities	64,2%	64,7%	67,6%	67,8%	3,5	3,0	0,1
Service	79,3%	78,5%	80,2%	81,5%	2,2	3,0	1,3
Value	57,3%	55,9%	57,3%	58,9%	1,6	3,0	1,5
Staff	86,1%	85,8%	86,8%	87,4%	1,3	1,6	0,6
Experience	83,0%	82,5%	83,6%	84,5%	1,5	2,0	0,9
Ambience	65,9%	59,4%	60,4%	61,1%	-4,0	2,5	1,4
Animals	68,1%	70,1%	68,2%	68,4%	0,3	-1,7	0,2
Bathroom	40,6%	38,7%	39,0%	39,9%	-0,8	1,1	0,9
Beach	87,0%	86,2%	85,7%	86,2%	-0,8	0,0	0,5
Bed	62,1%	61,5%	63,0%	63,8%	1,7	2,3	0,8
Camping	71,6%	72,0%	79,3%	79,0%	7,5	7,1	-0,3
Casino	72,6%	74,2%	71,5%	70,9%	-1,8	-3,3	-0,6
Common Areas	71,3%	72,2%	73,5%	74,8%	3,4	2,6	1,2
Decoration	64,8%	63,7%	64,7%	64,3%	-0,4	0,6	-0,4
Entertainment	79,4%	80,4%	82,0%	81,6%	2,3	1,2	-0,3
Establishment	79,5%	79,0%	79,9%	80,0%	1,3	1,8	0,9
Events	82,2%	78,5%	79,3%	79,8%	-2,4	1,2	0,5
Golf	82,9%	83,8%	80,8%	82,8%	-0,2	-1,0	2,0
Internet	38,4%	38,3%	38,4%	38,0%	-0,4	-0,2	-0,4
Location	91,0%	90,7%	90,6%	91,1%	0,1	0,4	0,5
Maintenance	36,9%	34,9%	34,0%	34,4%	-2,6	-0,6	0,4
Medical and Health	58,7%	48,7%	33,6%	32,5%	-26,1	-16,2	-1,0
Reception	70,3%	68,5%	69,5%	71,1%	0,8	2,6	1,7
Security	76,1%	65,1%	62,5%	62,2%	-13,9	-2,9	-0,3
Spa	77,5%	74,1%	75,9%	75,7%	-1,8	1,6	-0,2
Sustainability	81,5%	78,6%	80,5%	80,6%	-0,9	2,1	0,1
Technology	35,5%	36,4%	37,4%	37,8%	2,3	1,4	0,4
Theme Park	85,8%	84,6%	86,3%	85,7%	-0,1	1,2	-0,6

Q1 2023 – Semantic – Percentage of positive mentions per category 3 star hotels

CATEGORY	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	58.4%	54.0%	54.3%	55.5%	-2.9	1.5	1.2
Cleanliness	63.3%	62.1%	62.3%	64.9%	1.6	2.8	2.6
Food and Drinks	70.0%	71.0%	72.7%	73.7%	3.7	2.6	1.0
Facilities	54.5%	54.0%	56.7%	57.1%	2.7	3.1	0.4
Service	74.7%	73.5%	75.4%	76.9%	2.2	3.4	1.5
Value	60.1%	58.0%	59.2%	60.5%	0.4	2.6	1.4
Staff	84.7%	84.2%	84.8%	85.6%	0.9	1.4	0.8
Experience	78.4%	78.1%	78.5%	79.2%	0.9	1.1	0.7
Ambience	52.8%	47.1%	48.2%	49.1%	-3.7	2.0	0.9
Animals	67.8%	66.6%	67.2%	66.5%	-1.3	-0.1	-0.7
Bathroom	32.2%	31.9%	32.4%	33.4%	1.2	1.6	1.1
Beach	86.8%	85.6%	84.5%	85.4%	-1.4	-0.3	0.8
Bed	56.5%	55.0%	56.8%	56.9%	0.4	1.9	0.1
Camping	61.9%	66.4%	76.3%	69.3%	7.4	2.9	-6.9
Casino	68.2%	70.7%	64.5%	65.4%	-2.9	-5.3	0.9
Common Areas	59.7%	61.5%	62.0%	63.2%	3.6	1.8	1.2
Decoration	51.8%	51.9%	52.4%	51.8%	0.0	-0.1	-0.6
Entertainment	71.2%	75.0%	74.4%	74.9%	3.7	-0.1	0.5
Establishment	74.0%	73.5%	73.7%	74.7%	0.7	1.2	1.1
Events	76.5%	74.5%	75.8%	76.5%	0.0	2.0	0.7
Golf	79.2%	80.7%	75.6%	73.8%	-5.4	-6.9	-1.7
Internet	36.8%	36.1%	37.6%	36.3%	-0.6	0.1	-1.3
Location	90.3%	90.7%	90.7%	90.9%	0.6	0.2	0.2
Maintenance	27.6%	26.4%	25.3%	26.2%	-1.3	-0.1	0.9
Medical and Health	52.0%	42.7%	29.2%	28.5%	-23.4	-14.1	-0.7
Reception	63.9%	63.6%	64.3%	66.2%	2.4	2.6	1.9
Security	66.9%	59.8%	58.4%	57.6%	-9.2	-2.2	-0.8
Spa	62.4%	62.3%	63.6%	65.3%	2.9	3.0	1.8
Sustainability	77.8%	73.1%	73.9%	75.9%	-1.8	2.8	2.0
Technology	31.0%	30.6%	32.0%	33.4%	2.4	2.8	1.3
Theme Park	79.6%	79.2%	78.4%	79.6%	0.0	0.4	1.1

Q1 2023 – Semantic – Percentage of positive mentions per category 4 star hotels

CATEGORY	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	66.8%	62.3%	63.3%	64.3%	-2.5	2.0	1.0
Cleanliness	67.9%	67.4%	68.4%	69.8%	2.0	2.4	1.5
Food and Drinks	73.1%	74.2%	76.0%	76.5%	3.4	2.3	0.5
Facilities	61.9%	63.2%	65.8%	66.0%	4.0	2.8	0.2
Service	77.0%	75.5%	78.1%	79.0%	2.0	3.5	0.9
Value	54.5%	53.3%	55.0%	56.9%	2.4	3.6	1.8
Staff	84.8%	84.9%	86.0%	86.6%	1.8	1.7	0.6
Experience	81.5%	81.1%	82.5%	83.2%	1.7	2.2	0.7
Ambience	63.6%	57.2%	58.9%	59.3%	-4.2	2.1	0.4
Animals	72.7%	72.1%	68.7%	69.4%	-3.3	-2.8	0.7
Bathroom	41.1%	39.5%	39.2%	39.9%	-1.2	0.4	0.7
Beach	86.6%	86.4%	85.9%	86.4%	-0.2	0.0	0.6
Bed	62.1%	62.5%	64.3%	64.9%	2.7	2.3	0.6
Camping	70.9%	66.4%	76.8%	80.7%	9.8	14.3	4.0
Casino	74.5%	75.5%	75.0%	73.0%	-1.5	-2.5	-2.0
Common Areas	69.8%	70.6%	72.2%	73.5%	3.7	2.8	1.3
Decoration	65.9%	64.4%	65.3%	64.5%	-1.4	0.1	-0.8
Entertainment	77.8%	78.6%	81.4%	81.4%	3.6	2.7	0.0
Establishment	78.7%	78.5%	79.4%	80.0%	1.3	1.6	0.7
Events	81.0%	75.8%	77.6%	78.2%	-2.8	2.4	0.6
Golf	82.2%	83.1%	81.9%	83.8%	1.6	0.7	1.9
Internet	36.9%	38.1%	38.7%	38.0%	1.1	-0.1	-0.7
Location	91.1%	91.0%	90.9%	91.2%	0.1	0.2	0.3
Maintenance	35.1%	33.9%	33.2%	33.2%	-1.9	-0.7	0.0
Medical and Health	58.2%	48.1%	33.6%	32.3%	-25.9	-15.8	-1.2
Reception	67.4%	65.5%	67.5%	69.0%	1.5	3.4	1.4
Security	75.2%	64.2%	62.2%	61.9%	-13.3	-2.3	-0.3
Spa	76.7%	72.0%	72.9%	72.8%	-3.9	0.8	0.0
Sustainability	80.6%	77.9%	80.7%	80.1%	-0.5	2.2	-0.6
Technology	34.3%	36.3%	38.2%	37.6%	3.3	1.2	-0.6
Theme Park	83.7%	83.3%	90.4%	86.7%	2.9	3.4	-3.7

Q1 2023 – Semantic – Percentage of positive mentions per category 5 star hotels

CATEGORY	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	75.9%	71.0%	71.2%	72.7%	-3.3	1.7	1.5
Cleanliness	74.4%	74.4%	74.7%	76.5%	2.1	2.0	1.8
Food and Drinks	78.2%	79.1%	79.9%	80.8%	2.6	1.8	0.9
Facilities	72.6%	73.0%	75.5%	75.4%	2.7	2.3	-0.2
Service	82.6%	82.5%	83.5%	84.9%	2.3	2.4	1.4
Value	58.2%	57.1%	58.5%	59.8%	1.6	2.7	1.3
Staff	87.8%	87.4%	88.3%	88.9%	1.1	1.5	0.6
Experience	86.4%	85.8%	86.4%	87.5%	1.2	1.8	1.1
Ambience	76.3%	70.6%	70.5%	72.7%	-3.7	2.0	2.2
Animals	61.1%	71.6%	68.9%	69.2%	8.1	-2.4	0.2
Bathroom	50.1%	46.9%	47.0%	47.4%	-2.7	0.5	0.4
Beach	87.3%	86.3%	85.9%	86.3%	-1.0	0.0	0.5
Bed	69.2%	68.9%	69.1%	70.5%	1.3	1.6	1.4
Camping	77.6%	78.9%	82.8%	82.6%	5.0	3.7	-0.2
Casino	74.7%	77.9%	69.6%	73.4%	-1.3	-4.5	3.8
Common Areas	79.9%	80.0%	80.6%	81.6%	1.7	1.6	1.0
Decoration	71.2%	70.5%	71.3%	71.2%	-0.1	0.7	-0.2
Entertainment	83.0%	83.4%	84.4%	83.8%	0.8	0.4	-0.5
Establishment	82.7%	82.3%	83.2%	84.2%	1.5	1.9	1.0
Events	84.2%	81.6%	81.6%	81.7%	-2.4	0.1	0.2
Golf	83.8%	84.6%	80.8%	83.5%	-0.2	-1.0	2.7
Internet	42.6%	41.5%	38.9%	40.2%	-2.4	-1.3	1.3
Location	91.4%	90.4%	90.3%	91.2%	-0.2	0.9	1.0
Maintenance	47.4%	44.2%	42.5%	42.8%	-4.6	-1.4	0.3
Medical and Health	63.0%	52.5%	35.7%	34.7%	-28.3	-17.8	-1.0
Reception	76.3%	74.4%	74.4%	76.0%	-0.3	1.6	1.6
Security	83.5%	71.2%	66.9%	66.7%	-16.8	-4.5	-0.2
Spa	81.7%	78.0%	79.6%	79.3%	-2.4	1.3	-0.3
Sustainability	83.6%	81.6%	83.3%	83.1%	-0.5	1.6	-0.2
Technology	42.2%	42.7%	41.6%	42.4%	0.2	-0.3	0.8
Theme Park	90.2%	88.7%	87.1%	88.3%	-2.0	-0.5	1.2

Q1 2023 – Semantic – Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	32,1%	37,2%	36,6%	35,2%	3,1	-2,0	-1,4
Cleanliness	31,6%	32,1%	31,4%	29,4%	-2,2	-2,7	-2,0
Food and Drinks	25,0%	24,3%	22,8%	22,1%	-2,9	-2,2	-0,8
Facilities	35,8%	35,3%	32,4%	32,2%	-3,5	-3,0	-0,1
Service	20,7%	21,5%	19,8%	18,5%	-2,2	-3,0	-1,3
Value	42,7%	44,1%	42,7%	41,1%	-1,6	-3,0	-1,5
Staff	13,9%	14,2%	13,2%	12,6%	-1,3	-1,6	-0,6
Experience	17,0%	17,5%	16,4%	15,5%	-1,5	-2,0	-0,9
Ambience	34,1%	40,6%	39,6%	38,1%	4,0	-2,5	-1,4
Animals	31,9%	29,9%	31,8%	31,6%	-0,3	1,7	-0,2
Bathroom	59,4%	61,3%	61,0%	60,1%	0,8	-1,1	-0,9
Beach	13,0%	13,8%	14,3%	13,8%	0,8	0,0	-0,5
Bed	37,9%	38,5%	37,0%	36,2%	-1,7	-2,3	-0,8
Camping	28,4%	28,0%	20,7%	21,0%	-7,5	-7,1	0,3
Casino	27,4%	25,8%	28,5%	29,1%	1,8	3,3	0,6
Common Areas	28,7%	27,8%	26,5%	25,2%	-3,4	-2,6	-1,2
Decoration	35,2%	36,3%	35,3%	35,7%	0,4	-0,6	0,4
Entertainment	20,6%	19,6%	18,0%	18,4%	-2,3	-1,2	0,3
Establishment	20,5%	21,0%	20,1%	19,1%	-1,3	-1,8	-0,9
Events	17,8%	21,5%	20,7%	20,2%	2,4	-1,2	-0,5
Golf	17,1%	16,2%	19,2%	17,2%	0,2	1,0	-2,0
Internet	61,6%	61,7%	61,6%	62,0%	0,4	0,2	0,4
Location	9,0%	9,3%	9,4%	8,9%	-0,1	-0,4	-0,5
Maintenance	63,1%	65,1%	66,0%	65,6%	2,6	0,6	-0,4
Medical and Health	41,3%	51,3%	66,4%	67,5%	26,1	16,2	1,0
Reception	29,7%	31,5%	30,5%	28,9%	-0,8	-2,6	-1,7
Security	23,9%	34,9%	37,5%	37,8%	13,9	2,9	0,3
Spa	22,5%	25,9%	24,1%	24,3%	1,8	-1,6	0,2
Sustainability	18,5%	21,4%	19,5%	19,4%	0,9	-2,1	-0,1
Technology	64,5%	63,6%	62,6%	62,2%	-2,3	-1,4	-0,4
Theme Park	14,2%	15,4%	13,7%	14,3%	0,1	-1,2	0,6

Q1 2023 – Semantic – Percentage of negative mentions per category 3 star hotels

CATEGORY	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	41.6%	46.0%	45.7%	44.5%	2.9	-1.5	-1.2
Cleanliness	36.7%	37.9%	37.7%	35.1%	-1.6	-2.8	-2.6
Food and Drinks	30.0%	29.0%	27.3%	26.3%	-3.7	-2.6	-1.0
Facilities	45.5%	46.0%	43.3%	42.9%	-2.7	-3.1	-0.4
Service	25.3%	26.5%	24.6%	23.1%	-2.2	-3.4	-1.5
Value	39.9%	42.0%	40.8%	39.5%	-0.4	-2.6	-1.4
Staff	15.3%	15.8%	15.2%	14.4%	-0.9	-1.4	-0.8
Experience	21.6%	21.9%	21.5%	20.8%	-0.9	-1.1	-0.7
Ambience	47.2%	52.9%	51.8%	50.9%	3.7	-2.0	-0.9
Animals	32.2%	33.4%	32.8%	33.5%	1.3	0.1	0.7
Bathroom	67.8%	68.1%	67.6%	66.6%	-1.2	-1.6	-1.1
Beach	13.2%	14.4%	15.5%	14.6%	1.4	0.3	-0.8
Bed	43.5%	45.0%	43.2%	43.1%	-0.4	-1.9	-0.1
Camping	38.1%	33.6%	23.7%	30.7%	-7.4	-2.9	6.9
Casino	31.8%	29.3%	35.5%	34.6%	2.9	5.3	-0.9
Common Areas	40.3%	38.5%	38.0%	36.8%	-3.6	-1.8	-1.2
Decoration	48.2%	48.1%	47.6%	48.2%	0.0	0.1	0.6
Entertainment	28.8%	25.0%	25.6%	25.1%	-3.7	0.1	-0.5
Establishment	26.0%	26.5%	26.3%	25.3%	-0.7	-1.2	-1.1
Events	23.5%	25.5%	24.2%	23.5%	0.0	-2.0	-0.7
Golf	20.8%	19.3%	24.4%	26.2%	5.4	6.9	1.7
Internet	63.2%	63.9%	62.4%	63.7%	0.6	-0.1	1.3
Location	9.7%	9.3%	9.3%	9.1%	-0.6	-0.2	-0.2
Maintenance	72.4%	73.6%	74.7%	73.8%	1.3	0.1	-0.9
Medical and Health	48.0%	57.3%	70.8%	71.5%	23.4	14.1	0.7
Reception	36.1%	36.4%	35.7%	33.8%	-2.4	-2.6	-1.9
Security	33.1%	40.2%	41.6%	42.4%	9.2	2.2	0.8
Spa	37.6%	37.7%	36.4%	34.7%	-2.9	-3.0	-1.8
Sustainability	22.2%	26.9%	26.1%	24.1%	1.8	-2.8	-2.0
Technology	69.0%	69.4%	68.0%	66.6%	-2.4	-2.8	-1.3
Theme Park	20.4%	20.8%	21.6%	20.4%	0.0	-0.4	-1.1

Q1 2023 – Semantic – Percentage of negative mentions per category 4 star hotels

CATEGORY	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	33.2%	37.7%	36.7%	35.7%	2.5	-2.0	-1.0
Cleanliness	32.1%	32.6%	31.6%	30.2%	-2.0	-2.4	-1.5
Food and Drinks	26.9%	25.8%	24.0%	23.5%	-3.4	-2.3	-0.5
Facilities	38.1%	36.8%	34.2%	34.0%	-4.0	-2.8	-0.2
Service	23.0%	24.5%	21.9%	21.0%	-2.0	-3.5	-0.9
Value	45.5%	46.7%	45.0%	43.1%	-2.4	-3.6	-1.8
Staff	15.2%	15.1%	14.0%	13.4%	-1.8	-1.7	-0.6
Experience	18.5%	18.9%	17.5%	16.8%	-1.7	-2.2	-0.7
Ambience	36.4%	42.8%	41.1%	40.7%	4.2	-2.1	-0.4
Animals	27.3%	27.9%	31.3%	30.6%	3.3	2.8	-0.7
Bathroom	58.9%	60.5%	60.8%	60.1%	1.2	-0.4	-0.7
Beach	13.4%	13.6%	14.1%	13.6%	0.2	0.0	-0.6
Bed	37.9%	37.5%	35.7%	35.1%	-2.7	-2.3	-0.6
Camping	29.1%	33.6%	23.2%	19.3%	-9.8	-14.3	-4.0
Casino	25.5%	24.5%	25.0%	27.0%	1.5	2.5	2.0
Common Areas	30.2%	29.4%	27.8%	26.5%	-3.7	-2.8	-1.3
Decoration	34.1%	35.6%	34.7%	35.5%	1.4	-0.1	0.8
Entertainment	22.2%	21.4%	18.6%	18.6%	-3.6	-2.7	0.0
Establishment	21.3%	21.5%	20.6%	20.0%	-1.3	-1.6	-0.7
Events	19.0%	24.2%	22.4%	21.8%	2.8	-2.4	-0.6
Golf	17.8%	16.9%	18.1%	16.2%	-1.6	-0.7	-1.9
Internet	63.1%	61.9%	61.3%	62.0%	-1.1	0.1	0.7
Location	8.9%	9.0%	9.1%	8.8%	-0.1	-0.2	-0.3
Maintenance	64.9%	66.1%	66.8%	66.8%	1.9	0.7	0.0
Medical and Health	41.8%	51.9%	66.4%	67.7%	25.9	15.8	1.2
Reception	32.6%	34.5%	32.5%	31.0%	-1.5	-3.4	-1.4
Security	24.8%	35.8%	37.8%	38.1%	13.3	2.3	0.3
Spa	23.3%	28.0%	27.1%	27.2%	3.9	-0.8	0.0
Sustainability	19.4%	22.1%	19.3%	19.9%	0.5	-2.2	0.6
Technology	65.7%	63.7%	61.8%	62.4%	-3.3	-1.2	0.6
Theme Park	16.3%	16.7%	9.6%	13.3%	-2.9	-3.4	3.7

Q1 2023 – Semantic – Percentage of negative mentions per category 5 star hotels

CATEGORY	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	24.1%	29.0%	28.8%	27.3%	3.3	-1.7	-1.5
Cleanliness	25.6%	25.6%	25.3%	23.5%	-2.1	-2.0	-1.8
Food and Drinks	21.8%	20.9%	20.1%	19.2%	-2.6	-1.8	-0.9
Facilities	27.4%	27.0%	24.5%	24.6%	-2.7	-2.3	0.2
Service	17.4%	17.5%	16.5%	15.1%	-2.3	-2.4	-1.4
Value	41.8%	42.9%	41.5%	40.2%	-1.6	-2.7	-1.3
Staff	12.2%	12.6%	11.7%	11.1%	-1.1	-1.5	-0.6
Experience	13.6%	14.2%	13.6%	12.5%	-1.2	-1.8	-1.1
Ambience	23.7%	29.4%	29.5%	27.3%	3.7	-2.0	-2.2
Animals	38.9%	28.4%	31.1%	30.8%	-8.1	2.4	-0.2
Bathroom	49.9%	53.1%	53.0%	52.6%	2.7	-0.5	-0.4
Beach	12.7%	13.7%	14.1%	13.7%	1.0	0.0	-0.5
Bed	30.8%	31.1%	30.9%	29.5%	-1.3	-1.6	-1.4
Camping	22.4%	21.1%	17.2%	17.4%	-5.0	-3.7	0.2
Casino	25.3%	22.1%	30.4%	26.6%	1.3	4.5	-3.8
Common Areas	20.1%	20.0%	19.4%	18.4%	-1.7	-1.6	-1.0
Decoration	28.8%	29.5%	28.7%	28.8%	0.1	-0.7	0.2
Entertainment	17.0%	16.6%	15.6%	16.2%	-0.8	-0.4	0.5
Establishment	17.3%	17.7%	16.8%	15.8%	-1.5	-1.9	-1.0
Events	15.8%	18.4%	18.4%	18.3%	2.4	-0.1	-0.2
Golf	16.2%	15.4%	19.2%	16.5%	0.2	1.0	-2.7
Internet	57.4%	58.5%	61.1%	59.8%	2.4	1.3	-1.3
Location	8.6%	9.6%	9.7%	8.8%	0.2	-0.9	-1.0
Maintenance	52.6%	55.8%	57.5%	57.2%	4.6	1.4	-0.3
Medical and Health	37.0%	47.5%	64.3%	65.3%	28.3	17.8	1.0
Reception	23.7%	25.6%	25.6%	24.0%	0.3	-1.6	-1.6
Security	16.5%	28.8%	33.1%	33.3%	16.8	4.5	0.2
Spa	18.3%	22.0%	20.4%	20.7%	2.4	-1.3	0.3
Sustainability	16.4%	18.4%	16.7%	16.9%	0.5	-1.6	0.2
Technology	57.8%	57.3%	58.4%	57.6%	-0.2	0.3	-0.8
Theme Park	9.8%	11.3%	12.9%	11.7%	2.0	0.5	-1.2

Q1 2023 – Management Responses – Percentages of review responses per hotel type

HOTEL TYPE	REVIEW RESPONSE Q1 2021	REVIEW RESPONSE Q1 2022	REVIEW RESPONSE Q4 2022	REVIEW RESPONSE Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Global	60,0%	59,0%	60,3%	62,2%	2,2	3,1	1,9
3-star Hotels	52,5%	49,8%	48,8%	52,3%	-0,2	2,5	3,5
4-star Hotels	58,3%	57,9%	60,3%	62,4%	4,2	4,5	2,1
5-star Hotels	66,1%	66,8%	68,0%	68,1%	2,0	1,2	0,0

Q1 2023 – Total volume of respondable reviews per hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q1 2021	RESPONDABLE REVIEWS Q1 2022	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Global	845,748	1,394,876	1,541,409	1,778,013	110.2%	27.5%	15.3%
3-star Hotels	201,954	368,171	386,072	431,514	113.7%	17.2%	11.8%
4-star Hotels	310,432	515,907	582,132	650,928	109.7%	26.2%	11.8%
5-star Hotels	333,362	510,798	573,205	695,571	108.7%	36.2%	21.3%

Q1 2023 – Average response time to positive and negative reviews

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Global	9,9	13,5	6,6	8,4	4,4	5,9	3,5	4,4
3-star Hotels	9,4	9,0	7,9	6,8	4,7	5,5	3,7	4,4
4-star Hotels	12,3	12,8	8,0	9,2	4,7	5,9	3,7	4,5
5-star Hotels	12,3	15,7	6,8	8,4	4,1	6,6	3,4	4,6
	DAYS							

Q1 2023 – Average response time to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	11,2	12,0	5,7	7,8	3,8	5,2	2,8	3,1
Google	5,8	7,5	4,2	5,7	3,4	4,8	3,0	4,0
Tripadvisor	6,0	8,6	6,1	8,4	5,2	7,1	4,4	5,5
Expedia	4,2	4,6	4,2	4,7	4,0	4,1	3,6	3,6
Hotels.com	6,9	21,3	7,2	8,3	1,9	2,0	2,5	3,1
Holidaycheck	13,9	18,6	6,3	12,9	4,8	9,0	3,3	5,9
Other	21,6	21,6	12,8	10,7	7,7	9,4	5,1	5,8
	DAYS							

Q1 2023 Average percentage response - to positive and negative reviews

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Global	62,6%	51,5%	61,6%	50,7%	63,3%	51,1%	64,6%	53,2%
3-star Hotels	55,4%	45,0%	55,4%	43,9%	52,2%	41,1%	55,7%	43,2%
4-star Hotels	60,3%	51,9%	60,3%	50,9%	62,5%	54,1%	64,3%	56,1%
5-star Hotels	68,3%	59,1%	68,3%	60,0%	70,4%	59,9%	69,5%	61,8%
	%	%	%	%	%	%	%	%

Q1 2023 Average percentage response - to positive and negative reviews

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	57,1%	49,5%	55,2%	48,1%	55,3%	49,9%	57,4%	51,5%
Google	51,5%	44,3%	55,7%	44,7%	61,3%	44,5%	60,4%	45,7%
Tripadvisor	82,5%	68,2%	80,9%	68,6%	80,4%	71,0%	80,9%	71,0%
Expedia	66,3%	63,5%	66,9%	64,5%	67,3%	64,3%	70,9%	68,1%
Hotels.com	60,6%	56,6%	66,0%	62,0%	62,0%	55,5%	65,8%	60,2%
Ctrip	78,4%	80,1%	77,7%	74,6%	85,3%	69,2%	84,4%	74,4%
Trip.com	66,1%	60,8%	63,6%	58,4%	64,4%	47,5%	68,9%	59,0%
Holidaycheck	55,3%	53,2%	81,7%	65,4%	75,4%	59,0%	81,4%	58,4%
Other	58,6%	38,3%	49,0%	36,1%	48,5%	35,4%	54,0%	40,6%
	%	%	%	%	%	%	%	%



Asia Pacific References



Q1 2023 – Asia Pacific Global Review Index™ (GRI™)

HOTEL TYPE	GRI Q1 2021	GRI Q1 2022	GRI Q4 2022	GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	86,9%	86,6%	85,8%	86,1%	-0,8	-0,5	0,3
3-star Hotels	84,1%	83,7%	82,7%	83,0%	-1,1	-0,7	0,3
4-star Hotels	86,5%	86,3%	85,5%	85,9%	-0,6	-0,4	0,4
5-star Hotels	89,9%	89,5%	89,2%	89,3%	-0,6	-0,2	0,1

Q1 2023 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2021	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q4 2022	REVIEW VOLUME Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Sources	430,023	454,507	588,175	769,269	78.9%	69.3%	30.8%
Booking.com	85,192	126,146	202,758	223,046	161.8%	76.8%	10.0%
Google	102,585	115,083	154,863	199,020	94.0%	72.9%	28.5%
Tripadvisor	31,730	34,623	52,884	58,670	84.9%	69.5%	10.9%
Expedia	9,330	12,023	8,086	11,205	20.1%	-6.8%	38.6%
Hotels.com	4,707	5,965	7,483	9,765	107.5%	63.7%	30.5%
Ctrip	53,639	39,407	27,731	62,547	16.6%	58.7%	125.5%
Trip.com	33,768	34,102	27,443	52,256	54.8%	53.2%	90.4%
Holidaycheck	5	31	395	281	5520.0%	806.5%	-28.9%
Other	109,067	87,127	106,532	152,479	39.8%	75.0%	43.1%

Q1 2023 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2021	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q4 2022	SHARE OF REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	19,8%	27,8%	34,5%	29,0%	9,2	1,2	-5,5
Google	23,9%	25,3%	26,3%	25,9%	2,0	0,6	-0,5
Tripadvisor	7,4%	7,6%	9,0%	7,6%	0,2	0,0	-1,4
Expedia	2,2%	2,6%	1,4%	1,5%	-0,7	-1,2	0,1
Hotels.com	1,1%	1,3%	1,3%	1,3%	0,2	0,0	0,0
Ctrip	12,5%	8,7%	4,7%	8,1%	-4,3	-0,5	3,4
Trip.com	7,9%	7,5%	4,7%	6,8%	-1,1	-0,7	2,1
Holidaycheck	0,0%	0,0%	0,1%	0,0%	0,0	0,0	0,0
Other	25,4%	19,2%	18,1%	19,8%	-5,5	0,7	1,7

Q1 2023 – GRI Source Index

ALL SOURCES	SOURCE GRI Q1 2021	SOURCE GRI Q1 2022	SOURCE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	81,1%	81,1%	80,4%	80,5%	-0,7	-0,6	0,0
Google	86,5%	85,7%	85,1%	85,4%	-1,1	-0,4	0,3
Tripadvisor	87,9%	88,6%	87,1%	86,3%	-1,6	-2,3	-0,8
Expedia	85,5%	85,5%	84,5%	84,3%	-1,2	-1,2	-0,2
Hotels.com	86,4%	86,9%	85,5%	85,4%	-0,9	-1,4	0,0
Ctrip	92,0%	92,1%	91,6%	90,3%	-1,6	-1,7	-1,2
Trip.com	90,9%	91,0%	89,7%	89,0%	-1,9	-2,0	-0,7
Holidaycheck	93,9%	0,0%	90,6%	90,6%	-3,3	90,6	-0,1
Other	87,5%	88,4%	87,4%	85,7%	-1,7	-2,7	-1,7

Q1 2023 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q1 2021	SERVICE GRI Q1 2022	SERVICE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	87,6%	88,0%	88,1%	88,0%	0,4	0,0	-0,1
3-star Hotels	84,9%	85,8%	86,4%	86,8%	1,8	1,0	0,4
4-star Hotels	85,4%	86,3%	86,5%	86,8%	1,4	0,5	0,3
5-star Hotels	89,7%	89,5%	89,6%	89,2%	-0,5	-0,4	-0,4

Q1 2023 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q1 2021	CLEANLINESS GRI Q1 2022	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	89,2%	88,7%	88,1%	88,3%	-1,0	-0,5	0,1
3-star Hotels	83,6%	84,1%	82,7%	82,4%	-1,2	-1,7	-0,3
4-star Hotels	86,3%	85,8%	84,7%	85,5%	-0,8	-0,2	0,8
5-star Hotels	92,3%	91,8%	91,7%	91,6%	-0,7	-0,2	-0,2

Q1 2023 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q1 2021	LOCATION GRI Q1 2022	LOCATION GRI Q4 2022	LOCATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	89,1%	90,0%	90,2%	90,5%	1,4	0,5	0,3
3-star Hotels	84,8%	85,9%	87,7%	88,5%	3,7	2,6	0,7
4-star Hotels	87,0%	88,7%	88,5%	89,5%	2,5	0,9	1,0
5-star Hotels	91,4%	92,0%	92,0%	91,8%	0,3	-0,2	-0,2

Q1 2023 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q1 2021	ROOM GRI Q1 2022	ROOM GRI Q4 2022	ROOM GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	88,0%	87,3%	86,7%	86,8%	-1,2	-0,5	0,1
3-star Hotels	82,6%	83,3%	81,9%	81,9%	-0,6	-1,4	0,0
4-star Hotels	85,1%	84,6%	83,4%	84,1%	-1,0	-0,5	0,7
5-star Hotels	91,0%	89,9%	89,8%	89,7%	-1,2	-0,1	-0,1

Q1 2023 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q1 2021	VALUE GRI Q1 2022	VALUE GRI Q4 2022	VALUE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	85,8%	84,7%	85,6%	85,5%	-0,4	0,8	-0,2
3-star Hotels	85,1%	84,1%	87,3%	87,4%	2,3	3,2	0,0
4-star Hotels	84,1%	83,0%	84,1%	85,3%	1,2	2,3	1,2
5-star Hotels	86,9%	85,6%	86,1%	85,1%	-1,8	-0,5	-0,9

Q1 2023 – Departments – Decoration GRI

HOTEL TYPE	DECORATION GRI Q1 2021	DECORATION GRI Q1 2022	DECORATION GRI Q4 2022	DECORATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	81,3%	83,2%	82,8%	83,1%	1,8	-0,1	0,3
3-star Hotels	80,2%	81,0%	80,5%	81,1%	0,9	0,0	0,5
4-star Hotels	81,6%	82,8%	81,4%	81,6%	0,0	-1,2	0,2
5-star Hotels	83,3%	89,3%	89,4%	89,0%	5,8	-0,3	-0,4

Q1 2023 – Departments – Gastronomy GRI

HOTEL TYPE	GASTRONOMY GRI Q1 2021	GASTRONOMY GRI Q1 2022	GASTRONOMY GRI Q4 2022	GASTRONOMY GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	83,7%	85,5%	84,3%	84,5%	0,8	-1,0	0,2
3-star Hotels	80,8%	82,2%	80,7%	80,5%	-0,2	-1,7	-0,2
4-star Hotels	82,4%	84,8%	82,7%	83,5%	1,1	-1,3	0,8
5-star Hotels	87,4%	89,1%	88,2%	87,8%	0,4	-1,3	-0,4

Q1 2023 – Semantics – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	78,0%	76,9%	75,9%	77,9%	-0,1	1,0	1,9
Booking.com	64,1%	62,1%	62,3%	63,3%	-0,7	1,3	1,1
Google	80,8%	78,6%	78,2%	84,0%	3,2	5,4	5,8
Tripadvisor	85,5%	85,0%	85,2%	85,5%	0,0	0,5	0,3
Expedia	75,4%	70,4%	72,0%	73,3%	-2,0	2,9	1,3
Hotels.com	75,9%	70,6%	70,4%	71,3%	-4,6	0,7	0,9
Ctrip	84,8%	86,5%	87,8%	84,5%	-0,3	-2,0	-3,3
Trip.com	82,5%	83,2%	81,2%	82,3%	-0,2	-0,9	1,1
Holidaycheck	69,1%	84,5%	83,0%	81,8%	12,7	-2,6	-1,2
Other	79,0%	80,3%	77,5%	79,0%	0,0	-1,3	1,5

Q1 2023 – Semantics – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	22,0%	23,1%	24,1%	22,1%	0,1	-1,0	-1,9
Booking.com	35,9%	37,9%	37,7%	36,7%	0,7	-1,3	-1,1
Google	19,2%	21,4%	21,8%	16,0%	-3,2	-5,4	-5,8
Tripadvisor	14,5%	15,0%	14,8%	14,5%	0,0	-0,5	-0,3
Expedia	24,6%	29,6%	28,0%	26,7%	2,0	-2,9	-1,3
Hotels.com	24,1%	29,4%	29,6%	28,7%	4,6	-0,7	-0,9
Ctrip	15,2%	13,5%	12,2%	15,5%	0,3	2,0	3,3
Trip.com	17,5%	16,8%	18,8%	17,7%	0,2	0,9	-1,1
Holidaycheck	30,9%	15,5%	17,0%	18,2%	-12,7	2,6	1,2
Other	21,0%	19,7%	22,5%	21,0%	0,0	1,3	-1,5

Q1 2023 – Semantics – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Asia Pacific	662,639	785,207	1,087,162	1,464,474	121.0%	86.5%	34.7%
Booking.com	125,621	153,877	235,822	298,839	137.9%	94.2%	26.7%
Google	101,651	140,168	209,080	338,749	233.2%	141.7%	62.0%
Tripadvisor	178,526	193,953	312,915	352,468	97.4%	81.7%	12.6%
Expedia	15,576	17,336	16,978	22,120	42.0%	27.6%	30.3%
Hotels.com	5,046	5,672	7,251	9,393	86.1%	65.6%	29.5%
Ctrip	71,251	64,520	45,111	97,861	37.3%	51.7%	116.9%
Trip.com	26,660	33,184	32,376	52,628	97.4%	58.6%	62.6%
Holidaycheck	38	277	3,091	2,320	6005.3%	737.5%	-24.9%
Other	138,270	176,220	224,538	290,096	109.8%	64.6%	29.2%

Q1 2023 – Semantics – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Asia Pacific	186,808	236,127	344,564	416,029	122.7%	76.2%	20.7%
Booking.com	70,389	93,998	142,783	172,889	145.6%	83.9%	21.1%
Google	24,129	38,222	58,116	64,429	167.0%	68.6%	10.9%
Tripadvisor	30,389	34,187	54,392	59,914	97.2%	75.3%	10.2%
Expedia	5,094	7,274	6,593	8,042	57.9%	10.6%	22.0%
Hotels.com	1,599	2,358	3,046	3,783	136.6%	60.4%	24.2%
Ctrip	12,741	10,047	6,280	17,935	40.8%	78.5%	185.6%
Trip.com	5,643	6,703	7,503	11,305	100.3%	68.7%	50.7%
Holidaycheck	17	51	632	516	2935.3%	911.8%	-18.4%
Other	36,807	43,287	65,219	77,216	109.8%	78.4%	18.4%

Q1 2023 – Language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	78,0%	76,9%	75,9%	77,9%	-0,1	1,0	1,9
English	75,3%	73,3%	73,1%	75,6%	0,2	2,3	2,5
Spanish	72,8%	71,8%	68,3%	69,6%	-3,2	-2,3	1,3
German	83,7%	76,4%	73,6%	72,2%	-11,5	-4,2	-1,4
Italian	88,1%	70,6%	69,5%	71,1%	-17,0	0,4	1,5
Portuguese	81,1%	66,2%	72,0%	71,6%	-9,5	5,5	-0,4
French	79,1%	70,5%	69,0%	68,7%	-10,4	-1,8	-0,2
Chinese	85,5%	87,0%	87,8%	85,0%	-0,5	-2,0	-2,8
Other	82,5%	81,2%	82,8%	83,8%	1,3	2,6	1,0

Q1 2023 – Language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	22,0%	23,1%	24,1%	22,1%	0,1	-1,0	-1,9
English	24,7%	26,7%	26,9%	24,4%	-0,2	-2,3	-2,5
Spanish	27,2%	28,2%	31,7%	30,4%	3,2	2,3	-1,3
German	16,3%	23,6%	26,4%	27,8%	11,5	4,2	1,4
Italian	11,9%	29,4%	30,5%	28,9%	17,0	-0,4	-1,5
Portuguese	18,9%	33,8%	28,0%	28,4%	9,5	-5,5	0,4
French	20,9%	29,5%	31,0%	31,3%	10,4	1,8	0,2
Chinese	14,5%	13,0%	12,2%	15,0%	0,5	2,0	2,8
Other	17,5%	18,8%	17,2%	16,2%	-1,3	-2,6	-1,0

Q1 2023 – Sources – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	662,642	785,210	1,087,162	1,464,268	121.0%	86.5%	34.7%
English	459,861	506,766	746,961	941,479	104.7%	85.8%	26.0%
Spanish	302	898	5,507	5,359	1674.5%	496.8%	-2.7%
German	898	7,763	21,001	31,234	3378.2%	302.3%	48.7%
Italian	148	397	2,690	5,278	3466.2%	1229.5%	96.2%
Portuguese	99	360	1,483	2,574	2500.0%	615.0%	73.6%
French	882	5,451	13,834	23,443	2557.9%	330.1%	69.5%
Chinese	160,586	183,810	141,252	271,194	68.9%	47.5%	92.0%
Other	39,866	79,765	154,434	183,707	360.8%	130.3%	19.0%

Q1 2023 – Sources – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	186,811	236,127	344,564	415,999	122.7%	76.2%	20.7%
English	150,534	184,711	274,933	304,388	102.2%	64.8%	10.7%
Spanish	113	352	2,561	2,342	1972.6%	565.3%	-8.6%
German	175	2,398	7,532	12,051	6786.3%	402.5%	60.0%
Italian	20	165	1,179	2,149	10645.0%	1202.4%	82.3%
Portuguese	23	184	576	1,019	4330.4%	453.8%	76.9%
French	233	2,283	6,224	10,670	4479.4%	367.4%	71.4%
Chinese	27,267	27,526	19,553	47,822	75.4%	73.7%	144.6%
Other	8,446	18,508	32,006	35,558	321.0%	92.1%	11.1%

Q1 2023 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	74,3%	70,9%	68,5%	70,3%	-3,9	-0,5	1,9
Cleanliness	72,8%	71,0%	69,7%	72,7%	-0,1	1,8	3,0
Food and Drinks	78,6%	78,3%	79,1%	80,3%	1,7	2,0	1,2
Facilities	69,3%	69,9%	71,3%	71,9%	2,6	2,0	0,6
Service	85,6%	85,8%	84,0%	86,9%	1,3	1,0	2,9
Value	66,8%	66,7%	65,4%	66,7%	-0,1	0,0	1,3
Staff	88,4%	87,1%	87,2%	88,3%	-0,1	1,2	1,0
Experience	86,4%	85,3%	84,9%	87,1%	0,8	1,8	2,2
Ambience	76,9%	75,9%	69,0%	71,5%	-5,4	-4,4	2,5
Animals	74,4%	77,6%	69,7%	65,1%	-9,3	-12,5	-4,7
Bathroom	48,4%	46,2%	42,3%	43,6%	-4,8	-2,6	1,2
Beach	89,0%	88,5%	87,7%	87,2%	-1,7	-1,3	-0,5
Bed	70,7%	67,7%	66,6%	68,7%	-2,0	1,0	2,1
Camping	70,1%	78,1%	78,7%	84,2%	14,1	6,1	5,5
Casino	76,9%	75,2%	74,0%	76,5%	-0,4	1,3	2,4
Common Areas	75,5%	73,0%	73,0%	74,3%	-1,2	1,2	1,3
Decoration	66,1%	63,9%	61,9%	63,3%	-2,8	-0,6	1,4
Entertainment	79,7%	79,6%	77,3%	79,0%	-0,7	-0,6	1,7
Establishment	82,5%	81,6%	80,7%	82,5%	0,0	0,9	1,8
Events	85,7%	82,6%	82,2%	80,4%	-5,3	-2,2	-1,9
Golf	84,9%	86,6%	82,1%	85,3%	0,4	-1,3	3,2
Internet	40,0%	44,0%	44,0%	42,9%	2,9	-1,1	-1,1
Location	93,6%	92,9%	92,1%	92,8%	-0,8	-0,1	0,7
Maintenance	47,5%	45,7%	39,5%	40,2%	-7,3	-5,5	0,7
Medical and Health	56,3%	49,8%	35,6%	30,3%	-26,0	-19,5	-5,3
Reception	77,5%	75,0%	71,5%	74,8%	-2,6	-0,2	3,3
Security	78,5%	74,0%	69,7%	69,9%	-8,7	-4,1	0,2
Spa	76,6%	79,2%	80,4%	83,1%	6,5	3,9	2,7
Sustainability	82,4%	83,9%	84,8%	82,2%	-0,1	-1,7	-2,5
Technology	42,7%	40,7%	38,4%	40,7%	-1,9	0,0	2,3
Theme Park	80,4%	78,1%	81,1%	84,6%	4,2	6,5	3,6

Q1 2023 – Semantic – Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	25,7%	29,1%	31,5%	29,7%	3,9	0,5	-1,9
Cleanliness	27,2%	29,0%	30,3%	27,3%	0,1	-1,8	-3,0
Food and Drinks	21,4%	21,7%	20,9%	19,7%	-1,7	-2,0	-1,2
Facilities	30,7%	30,1%	28,7%	28,1%	-2,6	-2,0	-0,6
Service	14,4%	14,2%	16,0%	13,1%	-1,3	-1,0	-2,9
Value	33,2%	33,3%	34,6%	33,3%	0,1	0,0	-1,3
Staff	11,6%	12,9%	12,8%	11,7%	0,1	-1,2	-1,0
Experience	13,6%	14,7%	15,1%	12,9%	-0,8	-1,8	-2,2
Ambience	23,1%	24,1%	31,0%	28,5%	5,4	4,4	-2,5
Animals	25,6%	22,4%	30,3%	34,9%	9,3	12,5	4,7
Bathroom	51,6%	53,8%	57,7%	56,4%	4,8	2,6	-1,2
Beach	11,0%	11,5%	12,3%	12,8%	1,7	1,3	0,5
Bed	29,3%	32,3%	33,4%	31,3%	2,0	-1,0	-2,1
Camping	29,9%	21,9%	21,3%	15,8%	-14,1	-6,1	-5,5
Casino	23,1%	24,8%	26,0%	23,5%	0,4	-1,3	-2,4
Common Areas	24,5%	27,0%	27,0%	25,7%	1,2	-1,2	-1,3
Decoration	33,9%	36,1%	38,1%	36,7%	2,8	0,6	-1,4
Entertainment	20,3%	20,4%	22,7%	21,0%	0,7	0,6	-1,7
Establishment	17,5%	18,4%	19,3%	17,5%	0,0	-0,9	-1,8
Events	14,3%	17,4%	17,8%	19,6%	5,3	2,2	1,9
Golf	15,1%	13,4%	17,9%	14,7%	-0,4	1,3	-3,2
Internet	60,0%	56,0%	56,0%	57,1%	-2,9	1,1	1,1
Location	6,4%	7,1%	7,9%	7,2%	0,8	0,1	-0,7
Maintenance	52,5%	54,3%	60,5%	59,8%	7,3	5,5	-0,7
Medical and Health	43,7%	50,2%	64,4%	69,7%	26,0	19,5	5,3
Reception	22,5%	25,0%	28,5%	25,2%	2,6	0,2	-3,3
Security	21,5%	26,0%	30,3%	30,1%	8,7	4,1	-0,2
Spa	23,4%	20,8%	19,6%	16,9%	-6,5	-3,9	-2,7
Sustainability	17,6%	16,1%	15,2%	17,8%	0,1	1,7	2,5
Technology	57,3%	59,3%	61,6%	59,3%	1,9	0,0	-2,3
Theme Park	19,6%	21,9%	18,9%	15,4%	-4,2	-6,5	-3,6

Q1 2023 – Management response – Percentage of review responses per Hotel type

HOTEL TYPE	REVIEW RESPONSE Q1 2021	REVIEW RESPONSE Q1 2022	REVIEW RESPONSE Q4 2022	REVIEW RESPONSE Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	64,2%	60,3%	59,5%	60,9%	-3,2	0,6	1,4
3-star Hotels	61,4%	56,5%	54,5%	56,6%	-4,8	0,1	2,0
4-star Hotels	62,3%	58,5%	59,2%	60,6%	-1,7	2,0	1,4
5-star Hotels	66,2%	62,7%	62,2%	62,9%	-3,3	0,2	0,7

Q1 2023 – Management response – Total volume of review responses per Hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q1 2021	RESPONDABLE REVIEWS Q1 2022	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Asia Pacific	298,172	315,089	386,265	554,030	85.8%	75.8%	43.4%
3-star Hotels	49,507	57,478	82,903	105,855	113.8%	84.2%	27.7%
4-star Hotels	93,143	97,179	132,421	179,741	93.0%	85.0%	35.7%
5-star Hotels	155,522	160,432	170,941	268,434	72.6%	67.3%	57.0%

Q1 2023 – Average response time – to positive and negative reviews

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Asia Pacific	43,2	13,2	14,1	8,7	6,2	5,6	4,9	5,2
3-star Hotels	5,6	6,6	7,4	8,0	4,6	5,3	3,7	4,8
4-star Hotels	46,9	18,1	12,2	9,5	4,6	7,3	5,7	5,2
5-star Hotels	7,2	10,6	14,5	8,0	6,0	5,3	4,6	5,3
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	5,1	17,1	6,5	11,8	3,5	6,6	4,1	4,0
Google	6,2	8,5	5,0	7,8	3,6	4,8	3,3	4,7
Tripadvisor	6,4	9,2	6,4	10,8	5,7	8,0	4,5	6,7
Expedia	5,8	7,0	6,8	7,0	6,3	9,0	4,7	5,4
Hotels.com	4,0	15,3	10,2	7,2	2,8	2,8	3,7	5,1
Holidaycheck	260,0	---	56,6	---	15,2	1,0	8,1	4,5
Other	14,8	22,1	7,1	7,6	6,3	7,3	5,7	5,7
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Asia Pacific	66,4%	54,8%	62,9%	48,4%	63,0%	46,5%	63,3%	50,3%
3-star Hotels	65,6%	42,7%	65,6%	39,3%	59,7%	38,9%	61,1%	40,4%
4-star Hotels	63,8%	57,1%	63,8%	49,8%	61,9%	50,0%	62,8%	52,3%
5-star Hotels	68,1%	58,9%	68,1%	52,3%	65,3%	48,7%	64,4%	54,9%
	%	%	%	%	%	%	%	%

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	49,9%	46,6%	50,5%	43,2%	49,0%	46,3%	49,7%	46,8%
Google	56,2%	45,7%	57,8%	42,8%	61,6%	41,0%	55,6%	42,2%
Tripadvisor	83,6%	77,0%	78,4%	70,0%	80,3%	69,0%	77,2%	68,6%
Expedia	53,3%	54,4%	54,3%	48,5%	50,8%	47,8%	52,8%	52,9%
Hotels.com	46,1%	54,1%	54,4%	54,6%	50,4%	50,8%	53,4%	42,5%
Ctrip	79,2%	83,0%	78,6%	78,5%	87,9%	74,2%	86,4%	78,3%
Trip.com	67,3%	63,5%	65,4%	63,0%	68,9%	52,7%	72,2%	63,4%
Holidaycheck	20,0%	#DIV/0!	31,0%	#DIV/0!	11,9%	3,8%	19,9%	10,8%
Other	64,8%	54,6%	58,3%	44,1%	55,1%	39,1%	59,0%	44,6%
	%	%	%	%	%	%	%	%



Europe References



Q1 2023 – Europe Global Review Index™ (GRI™)

HOTEL TYPE	GRI Q1 2021	GRI Q1 2022	GRI Q4 2022	GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	86,1%	85,7%	84,8%	85,7%	-0,4	0,0	0,9
3-star Hotels	82,5%	82,3%	80,7%	81,8%	-0,7	-0,5	1,1
4-star Hotels	86,5%	85,9%	85,3%	85,9%	-0,6	0,0	0,6
5-star Hotels	89,4%	88,9%	88,6%	89,4%	0,0	0,5	0,8

Q1 2023 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2021	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q4 2022	REVIEW VOLUME Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Sources	78,910	392,484	558,562	501,801	535,9%	27,9%	-10,2%
Booking.com	46,337	268,008	380,837	351,206	657,9%	31,0%	-7,8%
Google	16,163	61,193	95,232	85,071	426,3%	39,0%	-10,7%
Tripadvisor	5,493	24,492	39,134	33,002	500,8%	34,7%	-15,7%
Expedia	3,032	17,106	10,487	7,637	151,9%	-55,4%	-27,2%
Hotels.com	2,669	12,650	14,101	13,536	407,2%	7,0%	-4,0%
Ctrip	54	79	281	373	590,7%	372,2%	32,7%
Trip.com	59	215	891	993	1583,1%	361,9%	11,4%
Holidaycheck	517	1,866	6,280	2,933	467,3%	57,2%	-53,3%
Other	4,586	6,875	11,319	7,050	53,7%	2,5%	-37,7%

Q1 2023 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2021	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q4 2022	SHARE OF REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	58,7%	68,3%	68,2%	70,0%	11,3	1,7	1,8
Google	20,5%	15,6%	17,0%	17,0%	-3,5	1,4	-0,1
Tripadvisor	7,0%	6,2%	7,0%	6,6%	-0,4	0,3	-0,4
Expedia	3,8%	4,4%	1,9%	1,5%	-2,3	-2,8	-0,4
Hotels.com	3,4%	3,2%	2,5%	2,7%	-0,7	-0,5	0,2
Ctrip	0,1%	0,0%	0,1%	0,1%	0,0	0,1	0,0
Trip.com	0,1%	0,1%	0,2%	0,2%	0,1	0,1	0,0
Holidaycheck	0,7%	0,5%	1,1%	0,6%	-0,1	0,1	-0,5
Other	5,8%	1,8%	2,0%	1,4%	-4,4	-0,3	-0,6

Q1 2023 – GRI Source Index

ALL SOURCES	SOURCE GRI Q1 2021	SOURCE GRI Q1 2022	SOURCE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	84,2%	84,0%	83,2%	84,2%	-0,1	0,2	0,9
Google	87,9%	86,8%	85,7%	86,8%	-1,2	0,0	1,0
Tripadvisor	85,3%	83,8%	81,7%	82,3%	-3,0	-1,5	0,7
Expedia	86,2%	87,1%	86,6%	86,9%	0,8	-0,1	0,4
Hotels.com	86,9%	87,3%	86,5%	86,9%	0,1	-0,4	0,4
Ctrip	93,1%	85,8%	85,4%	89,9%	-3,2	4,1	4,5
Trip.com	89,4%	89,7%	86,2%	87,3%	-2,1	-2,4	1,1
Holidaycheck	87,8%	85,7%	86,0%	86,2%	-1,5	0,5	0,2
Other	86,5%	85,5%	85,7%	86,2%	-0,3	0,7	0,5

Q1 2023 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q1 2021	SERVICE GRI Q1 2022	SERVICE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	89,2%	88,3%	87,0%	87,4%	-1,8	-0,9	0,4
3-star Hotels	86,0%	86,4%	84,0%	84,2%	-1,7	-2,2	0,3
4-star Hotels	88,8%	87,1%	85,9%	86,4%	-2,5	-0,8	0,5
5-star Hotels	90,8%	90,0%	89,5%	89,9%	-0,8	-0,1	0,4

Q1 2023 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q1 2021	CLEANLINESS GRI Q1 2022	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	91,1%	90,2%	89,8%	90,1%	-1,0	-0,1	0,3
3-star Hotels	87,4%	86,0%	84,8%	85,4%	-2,0	-0,7	0,6
4-star Hotels	90,0%	89,0%	88,7%	89,1%	-0,9	0,1	0,4
5-star Hotels	93,1%	92,4%	92,4%	92,7%	-0,4	0,2	0,2

Q1 2023 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q1 2021	LOCATION GRI Q1 2022	LOCATION GRI Q4 2022	LOCATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	91,6%	90,7%	90,5%	90,9%	-0,6	0,3	0,4
3-star Hotels	88,8%	87,9%	87,8%	88,5%	-0,3	0,6	0,7
4-star Hotels	90,8%	90,0%	89,5%	89,9%	-0,9	-0,1	0,4
5-star Hotels	93,0%	92,2%	92,5%	92,8%	-0,2	0,6	0,3

Q1 2023 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q1 2021	ROOM GRI Q1 2022	ROOM GRI Q4 2022	ROOM GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	88,1%	86,9%	85,9%	86,3%	-1,8	-0,7	0,4
3-star Hotels	82,6%	82,4%	80,1%	80,5%	-2,1	-1,9	0,4
4-star Hotels	87,4%	85,6%	84,8%	85,2%	-2,2	-0,4	0,5
5-star Hotels	90,4%	89,8%	89,1%	89,3%	-1,1	-0,4	0,2

Q1 2023 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q1 2021	VALUE GRI Q1 2022	VALUE GRI Q4 2022	VALUE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	85,1%	83,8%	83,0%	83,8%	-1,3	0,0	0,8
3-star Hotels	83,4%	82,7%	80,3%	81,5%	-1,9	-1,2	1,2
4-star Hotels	85,1%	83,1%	82,2%	83,1%	-2,0	0,0	0,9
5-star Hotels	85,6%	84,8%	84,7%	85,2%	-0,4	0,4	0,6

Q1 2023 – Departments – Decoration GRI

HOTEL TYPE	DECORATION GRI Q1 2021	DECORATION GRI Q1 2022	DECORATION GRI Q4 2022	DECORATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	81,0%	76,2%	73,0%	72,6%	-8,4	-3,6	-0,4
3-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0
4-star Hotels	79,9%	70,2%	72,5%	71,1%	-8,8	0,9	-1,3
5-star Hotels	82,0%	79,2%	73,3%	73,3%	-8,7	-5,9	0,0

Q1 2023 – Departments – Gastronomy GRI

HOTEL TYPE	GASTRONOMY GRI Q1 2021	GASTRONOMY GRI Q1 2022	GASTRONOMY GRI Q4 2022	GASTRONOMY GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	84,1%	83,9%	84,5%	84,6%	0,4	0,6	0,0
3-star Hotels	76,6%	80,0%	79,6%	79,6%	3,0	-0,3	0,1
4-star Hotels	83,2%	81,8%	82,7%	83,2%	0,0	1,4	0,5
5-star Hotels	86,3%	86,6%	87,2%	86,9%	0,6	0,3	-0,2

Q1 2023 – Departments – Reception GRI

HOTEL TYPE	RECEPTION GRI Q1 2021	RECEPTION GRI Q1 2022	RECEPTION GRI Q4 2022	RECEPTION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	98,1%	94,5%	95,3%	95,3%	-2,8	0,7	0,0
3-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0
4-star Hotels	98,8%	97,4%	94,4%	94,8%	-4,0	-2,7	0,4
5-star Hotels	96,8%	91,6%	96,3%	95,7%	-1,1	4,1	-0,6

Q1 2023 – Semantics – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	75,7%	73,4%	72,7%	73,8%	-1,8	0,4	1,1
Booking.com	69,6%	67,7%	66,3%	68,1%	-1,6	0,4	1,8
Google	81,9%	79,0%	77,6%	79,4%	-2,5	0,4	1,8
Tripadvisor	82,1%	80,8%	78,0%	80,6%	-1,5	-0,3	2,6
Expedia	79,7%	77,6%	76,0%	78,5%	-1,1	0,9	2,6
Hotels.com	80,0%	76,2%	72,7%	74,8%	-5,2	-1,4	2,1
Ctrip	76,7%	80,1%	75,3%	78,9%	2,2	-1,2	3,7
Trip.com	65,7%	86,3%	80,9%	81,7%	16,1	-4,6	0,8
Holidaycheck	86,8%	84,3%	84,0%	84,6%	-2,2	0,3	0,6
Other	76,0%	79,4%	79,5%	79,9%	3,9	0,4	0,3

Q1 2023 – Semantics – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	24,3%	26,6%	27,3%	26,2%	1,8	-0,4	-1,1
Booking.com	30,4%	32,3%	33,7%	31,9%	1,6	-0,4	-1,8
Google	18,1%	21,0%	22,4%	20,6%	2,5	-0,4	-1,8
Tripadvisor	17,9%	19,2%	22,0%	19,4%	1,5	0,3	-2,6
Expedia	20,3%	22,4%	24,0%	21,5%	1,1	-0,9	-2,6
Hotels.com	20,0%	23,8%	27,3%	25,2%	5,2	1,4	-2,1
Ctrip	23,3%	19,9%	24,7%	21,1%	-2,2	1,2	-3,7
Trip.com	34,3%	13,7%	19,1%	18,3%	-16,1	4,6	-0,8
Holidaycheck	13,2%	15,7%	16,0%	15,4%	2,2	-0,3	-0,6
Other	24,0%	20,6%	20,5%	20,1%	-3,9	-0,4	-0,3

Q1 2023 – Semantics – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Europe	134,026	748,753	1,057,802	952,949	611,0%	27,3%	-9,9%
Booking.com	57,698	368,051	444,401	455,106	688,8%	23,7%	2,4%
Google	19,915	108,257	178,929	165,982	733,5%	53,3%	-7,2%
Tripadvisor	33,511	186,148	300,370	248,045	640,2%	33,3%	-17,4%
Expedia	3,869	27,373	23,179	18,330	373,8%	-33,0%	-20,9%
Hotels.com	3,191	16,177	15,443	15,120	373,8%	-6,5%	-2,1%
Ctrip	56	129	353	521	830,4%	303,9%	47,6%
Trip.com	44	467	2,110	2,262	5040,9%	384,4%	7,2%
Holidaycheck	3,617	17,215	54,745	23,439	548,0%	36,2%	-57,2%
Other	12,125	24,936	38,272	24,144	99,1%	-3,2%	-36,9%

Q1 2023 – Semantics – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Europe	43,100	271,317	396,300	337,499	683,1%	24,4%	-14,8%
Booking.com	25,187	175,750	226,016	213,635	748,2%	21,6%	-5,5%
Google	4,404	28,750	51,684	43,030	877,1%	49,7%	-16,7%
Tripadvisor	7,299	44,091	84,586	59,748	718,6%	35,5%	-29,4%
Expedia	987	7,904	7,333	5,009	407,5%	-36,6%	-31,7%
Hotels.com	798	5,057	5,812	5,094	538,3%	0,7%	-12,4%
Ctrip	17	32	116	139	717,6%	334,4%	19,8%
Trip.com	23	74	498	505	2095,7%	582,4%	1,4%
Holidaycheck	550	3,204	10,412	4,258	674,2%	32,9%	-59,1%
Other	3,835	6,455	9,843	6,081	58,6%	-5,8%	-38,2%

Q1 2023 – Language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	75,7%	73,4%	72,7%	73,8%	-1,8	0,4	1,1
English	76,0%	72,6%	71,7%	73,7%	-2,3	1,1	2,0
Spanish	72,3%	72,2%	72,6%	74,1%	1,7	1,9	1,4
German	78,5%	75,9%	75,7%	74,4%	-4,1	-1,5	-1,3
Italian	74,5%	74,3%	72,5%	74,4%	-0,1	0,1	1,9
Portuguese	71,4%	72,1%	68,9%	70,3%	-1,1	-1,7	1,4
French	72,7%	71,1%	69,5%	71,2%	-1,4	0,2	1,8
Chinese	77,7%	69,4%	73,0%	75,2%	-2,5	5,8	2,2
Other	81,2%	78,7%	78,2%	77,5%	-3,6	-1,1	-0,7

Q1 2023 – Language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	24,3%	26,6%	27,3%	26,2%	1,8	-0,4	-1,1
English	24,0%	27,4%	28,3%	26,3%	2,3	-1,1	-2,0
Spanish	27,7%	27,8%	27,4%	25,9%	-1,7	-1,9	-1,4
German	21,5%	24,1%	24,3%	25,6%	4,1	1,5	1,3
Italian	25,5%	25,7%	27,5%	25,6%	0,1	-0,1	-1,9
Portuguese	28,6%	27,9%	31,1%	29,7%	1,1	1,7	-1,4
French	27,3%	28,9%	30,5%	28,8%	1,4	-0,2	-1,8
Chinese	22,3%	30,6%	27,0%	24,8%	2,5	-5,8	-2,2
Other	18,8%	21,3%	21,8%	22,5%	3,6	1,1	0,7

Q1 2023 – Sources – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	134,026	748,753	1,057,802	952,949	611,0%	27,3%	-9,9%
English	51,454	402,144	574,938	527,435	925,1%	31,2%	-8,3%
Spanish	10,110	35,551	51,470	46,858	363,5%	31,8%	-9,0%
German	16,610	100,788	173,998	129,510	679,7%	28,5%	-25,6%
Italian	6,660	39,984	50,807	59,056	786,7%	47,7%	16,2%
Portuguese	3,735	18,453	22,027	24,479	555,4%	32,7%	11,1%
French	28,565	87,130	84,763	88,275	209,0%	1,3%	4,1%
Chinese	94	458	1,170	1,494	1489,4%	226,2%	27,7%
Other	16,798	64,245	98,629	75,842	351,5%	18,1%	-23,1%

Q1 2023 – Sources – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	43,100	271,317	396,300	337,499	683,1%	24,4%	-14,8%
English	16,258	151,544	226,728	187,939	1056,0%	24,0%	-17,1%
Spanish	3,865	13,713	19,394	16,397	324,2%	19,6%	-15,5%
German	4,536	31,997	55,746	44,450	879,9%	38,9%	-20,3%
Italian	2,281	13,841	19,294	20,303	790,1%	46,7%	5,2%
Portuguese	1,495	7,154	9,931	10,318	590,2%	44,2%	3,9%
French	10,743	35,446	37,262	35,624	231,6%	0,5%	-4,4%
Chinese	27	202	432	493	1725,9%	144,1%	14,1%
Other	3,895	17,420	27,513	21,975	464,2%	26,1%	-20,1%

Q1 2023 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	72,5%	64,2%	62,2%	63,7%	-8,8	-0,5	1,5
Cleanliness	75,3%	73,0%	70,8%	73,4%	-1,9	0,3	2,6
Food and Drinks	72,0%	75,1%	75,4%	76,6%	4,5	1,5	1,1
Facilities	67,5%	63,4%	65,2%	63,7%	-3,8	0,3	-1,5
Service	79,9%	76,1%	75,0%	77,7%	-2,2	1,6	2,7
Value	62,3%	60,1%	58,1%	60,4%	-1,9	0,3	2,3
Staff	90,5%	89,5%	87,5%	89,2%	-1,3	-0,3	1,8
Experience	84,6%	83,3%	82,6%	83,8%	-0,7	0,6	1,3
Ambience	58,3%	52,1%	53,7%	53,1%	-5,2	1,0	-0,6
Animals	47,9%	70,3%	66,5%	65,9%	18,0	-4,5	-0,6
Bathroom	50,2%	43,8%	41,6%	44,0%	-6,2	0,1	2,4
Beach	89,6%	90,5%	88,3%	90,1%	0,5	-0,4	1,9
Bed	70,9%	64,4%	64,6%	64,2%	-6,6	-0,1	-0,3
Camping	61,5%	86,3%	71,9%	82,4%	20,8	-3,9	10,4
Casino	76,9%	71,3%	63,8%	67,6%	-9,4	-3,7	3,8
Common Areas	76,5%	71,3%	71,2%	70,8%	-5,6	-0,5	-0,4
Decoration	80,8%	74,1%	72,3%	74,2%	-6,6	0,1	1,9
Entertainment	72,3%	73,0%	76,0%	72,8%	0,4	-0,2	-3,2
Establishment	82,2%	81,6%	80,5%	81,8%	-0,3	0,2	1,3
Events	88,2%	79,8%	78,2%	79,5%	-8,7	-0,3	1,3
Golf	81,5%	87,0%	84,7%	82,8%	1,3	-4,3	-1,9
Internet	49,7%	42,2%	40,6%	42,1%	-7,6	-0,1	1,5
Location	92,3%	92,9%	91,7%	92,8%	0,5	0,0	1,1
Maintenance	43,3%	33,5%	31,4%	30,8%	-12,6	-2,7	-0,7
Medical and Health	56,5%	47,0%	32,1%	33,0%	-23,5	-14,0	1,0
Reception	77,5%	71,9%	70,3%	72,9%	-4,6	0,9	2,6
Security	82,3%	59,8%	53,7%	52,8%	-29,5	-7,0	-0,9
Spa	75,8%	70,3%	71,3%	68,3%	-7,5	-2,0	-3,0
Sustainability	91,3%	81,0%	81,6%	84,4%	-6,9	3,3	2,8
Technology	41,8%	39,9%	40,8%	41,9%	0,1	2,0	1,1
Theme Park	83,3%	71,3%	87,0%	81,2%	-2,1	9,9	-5,8

Q1 2023 – Semantic – Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	27,5%	35,8%	37,8%	36,3%	8,8	0,5	-1,5
Cleanliness	24,7%	27,0%	29,2%	26,6%	1,9	-0,3	-2,6
Food and Drinks	28,0%	24,9%	24,6%	23,4%	-4,5	-1,5	-1,1
Facilities	32,5%	36,6%	34,8%	36,3%	3,8	-0,3	1,5
Service	20,1%	23,9%	25,0%	22,3%	2,2	-1,6	-2,7
Value	37,7%	39,9%	41,9%	39,6%	1,9	-0,3	-2,3
Staff	9,5%	10,5%	12,5%	10,8%	1,3	0,3	-1,8
Experience	15,4%	16,7%	17,4%	16,2%	0,7	-0,6	-1,3
Ambience	41,7%	47,9%	46,3%	46,9%	5,2	-1,0	0,6
Animals	52,1%	29,7%	33,5%	34,1%	-18,0	4,5	0,6
Bathroom	49,8%	56,2%	58,4%	56,0%	6,2	-0,1	-2,4
Beach	10,4%	9,5%	11,7%	9,9%	-0,5	0,4	-1,9
Bed	29,1%	35,6%	35,4%	35,8%	6,6	0,1	0,3
Camping	38,5%	13,8%	28,1%	17,6%	-20,8	3,9	-10,4
Casino	23,1%	28,8%	36,2%	32,4%	9,4	3,7	-3,8
Common Areas	23,5%	28,7%	28,8%	29,2%	5,6	0,5	0,4
Decoration	19,2%	25,9%	27,7%	25,8%	6,6	-0,1	-1,9
Entertainment	27,7%	27,0%	24,0%	27,2%	-0,4	0,2	3,2
Establishment	17,8%	18,4%	19,5%	18,2%	0,3	-0,2	-1,3
Events	11,8%	20,2%	21,8%	20,5%	8,7	0,3	-1,3
Golf	18,5%	13,0%	15,3%	17,2%	-1,3	4,3	1,9
Internet	50,3%	57,8%	59,4%	57,9%	7,6	0,1	-1,5
Location	7,7%	7,1%	8,3%	7,2%	-0,5	0,0	-1,1
Maintenance	56,7%	66,5%	68,6%	69,2%	12,6	2,7	0,7
Medical and Health	43,5%	53,0%	67,9%	67,0%	23,5	14,0	-1,0
Reception	22,5%	28,1%	29,7%	27,1%	4,6	-0,9	-2,6
Security	17,7%	40,2%	46,3%	47,2%	29,5	7,0	0,9
Spa	24,2%	29,7%	28,7%	31,7%	7,5	2,0	3,0
Sustainability	8,7%	19,0%	18,4%	15,6%	6,9	-3,3	-2,8
Technology	58,2%	60,1%	59,2%	58,1%	-0,1	-2,0	-1,1
Theme Park	16,7%	28,7%	13,0%	18,8%	2,1	-9,9	5,8

Q1 2023 – Management response – Percentage of review responses per Hotel type

HOTEL TYPE	REVIEW RESPONSE Q1 2021	REVIEW RESPONSE Q1 2022	REVIEW RESPONSE Q4 2022	REVIEW RESPONSE Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	54,2%	53,8%	52,8%	56,7%	2,5	2,9	3,9
3-star Hotels	43,3%	42,6%	38,7%	43,4%	0,1	0,8	4,7
4-star Hotels	56,7%	57,4%	55,9%	59,7%	3,0	2,3	3,8
5-star Hotels	58,0%	59,4%	61,2%	65,3%	7,3	5,9	4,1

Q1 2023 – Management response – Total volume of review responses per Hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q1 2021	RESPONDABLE REVIEWS Q1 2022	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Europe	41,423	215,994	284,491	266,515	543,4%	23,4%	-6,3%
3-star Hotels	9,100	61,669	80,242	77,544	752,1%	25,7%	-3,4%
4-star Hotels	17,602	85,690	109,437	105,256	498,0%	22,8%	-3,8%
5-star Hotels	14,721	68,635	94,812	83,715	468,7%	22,0%	-11,7%

Q1 2023 – Average response time – to positive and negative reviews

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Europe	19,1	11,5	8,4	8,8	5,0	7,2	4,1	4,7
3-star Hotels	19,4	9,2	13,2	5,6	6,1	6,3	4,4	4,4
4-star Hotels	10,2	10,9	8,1	8,6	5,1	6,6	4,3	4,3
5-star Hotels	20,8	11,2	7,7	10,3	5,4	8,5	4,2	4,9
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	12,8	11,1	6,0	5,8	4,0	5,0	2,9	2,8
Google	10,5	8,3	5,9	6,9	4,6	6,2	4,2	5,0
Tripadvisor	11,4	12,2	7,5	11,0	6,3	8,7	5,0	6,1
Expedia	7,2	10,2	5,5	5,8	5,7	6,7	4,8	5,2
Hotels.com	7,3	16,0	7,6	8,6	2,1	4,1	2,2	3,2
Holidaycheck	14,7	18,0	8,2	15,2	5,7	10,1	4,8	6,5
Other	70,0	5,0	18,1	8,2	6,3	9,6	4,8	4,0
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Europe	55,8%	52,8%	55,2%	50,7%	54,6%	48,8%	57,8%	54,8%
3-star Hotels	44,6%	40,7%	44,6%	39,5%	39,9%	35,7%	44,4%	40,8%
4-star Hotels	57,0%	57,7%	57,0%	56,1%	56,1%	56,2%	59,5%	62,4%
5-star Hotels	60,7%	57,2%	60,7%	56,9%	63,3%	56,3%	66,3%	62,9%
	%	%	%	%	%	%	%	%

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	57,6%	55,1%	53,4%	50,0%	51,6%	49,2%	55,9%	54,8%
Google	45,0%	43,3%	48,1%	44,8%	51,3%	41,1%	52,9%	49,0%
Tripadvisor	76,3%	68,3%	75,8%	66,6%	74,3%	62,6%	77,4%	66,3%
Expedia	59,5%	53,8%	58,4%	55,6%	55,3%	50,6%	60,5%	60,6%
Hotels.com	47,2%	50,7%	58,7%	57,5%	54,7%	53,5%	58,8%	59,0%
Ctrip	8,5%	0,0%	9,2%	0,0%	12,0%	18,2%	12,1%	15,8%
Trip.com	8,7%	0,0%	6,4%	0,0%	11,0%	5,7%	11,3%	11,1%
Holidaycheck	37,0%	48,4%	71,2%	60,0%	65,5%	47,1%	66,4%	47,9%
Other	36,4%	24,3%	30,6%	34,9%	28,7%	36,0%	37,9%	47,4%
	%	%	%	%	%	%	%	%



LATAM References



Q1 2023 – LATAM Global Review Index™ (GRI™)

HOTEL TYPE	GRI Q1 2021	GRI Q1 2022	GRI Q4 2022	GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	86,6%	85,0%	85,3%	85,1%	-1,5	0,1	-0,2
3-star Hotels	84,4%	82,6%	82,5%	82,3%	-2,1	-0,3	-0,2
4-star Hotels	87,4%	85,5%	86,2%	86,2%	-1,2	0,7	0,0
5-star Hotels	89,2%	88,4%	89,2%	88,7%	-0,6	0,2	-0,5

Q1 2023 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2021	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q4 2022	REVIEW VOLUME Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Sources	260,575	472,480	442,374	497,096	90,8%	5,2%	12,4%
Booking.com	101,915	195,462	179,946	195,362	91,7%	-0,1%	8,6%
Google	83,262	136,695	140,439	154,837	86,0%	13,3%	10,3%
Tripadvisor	36,362	72,818	79,695	95,124	161,6%	30,6%	19,4%
Expedia	22,552	38,339	21,803	27,782	23,2%	-27,5%	27,4%
Hotels.com	8,711	15,037	9,401	12,016	37,9%	-20,1%	27,8%
Ctrip	91	56	101	143	57,1%	155,4%	41,6%
Trip.com	125	184	242	348	178,4%	89,1%	43,8%
Holidaycheck	236	1,062	1,234	1,022	333,1%	-3,8%	-17,2%
Other	7,321	12,827	9,513	10,462	42,9%	-18,4%	10,0%

Q1 2023 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2021	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q4 2022	SHARE OF REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	39,1%	41,4%	40,7%	39,3%	0,2	-2,1	-1,4
Google	32,0%	28,9%	31,7%	31,1%	-0,8	2,2	-0,6
Tripadvisor	14,0%	15,4%	18,0%	19,1%	5,2	3,7	1,1
Expedia	8,7%	8,1%	4,9%	5,6%	-3,1	-2,5	0,7
Hotels.com	3,3%	3,2%	2,1%	2,4%	-0,9	-0,8	0,3
Ctrip	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0
Trip.com	0,0%	0,0%	0,1%	0,1%	0,0	0,0	0,0
Holidaycheck	0,1%	0,2%	0,3%	0,2%	0,1	0,0	-0,1
Other	2,8%	2,7%	2,2%	2,1%	-0,7	-0,6	0,0

Q1 2023 – GRI Source Index

ALL SOURCES	SOURCE GRI Q1 2021	SOURCE GRI Q1 2022	SOURCE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	84,2%	82,9%	83,1%	82,9%	-1,3	0,0	-0,2
Google	88,5%	86,2%	86,7%	86,4%	-2,1	0,2	-0,3
Tripadvisor	85,3%	83,2%	83,1%	83,0%	-2,3	-0,2	-0,1
Expedia	84,6%	84,4%	84,3%	84,3%	-0,3	-0,1	-0,1
Hotels.com	85,9%	84,9%	84,6%	84,2%	-1,7	-0,7	-0,4
Ctrip	93,0%	59,9%	0,0%	90,0%	-3,0	30,1	90,0
Trip.com	92,6%	82,8%	86,2%	85,5%	-7,1	2,7	-0,7
Holidaycheck	79,5%	78,3%	78,3%	77,6%	-1,9	-0,6	-0,6
Other	86,4%	83,3%	80,0%	79,7%	-6,8	-3,7	-0,4

Q1 2023 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q1 2021	SERVICE GRI Q1 2022	SERVICE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	88,4%	86,6%	87,3%	87,1%	-1,2	0,6	-0,1
3-star Hotels	86,7%	83,7%	83,9%	84,2%	-2,6	0,5	0,2
4-star Hotels	88,5%	86,6%	87,3%	87,4%	-1,1	0,8	0,1
5-star Hotels	89,2%	88,4%	89,7%	89,1%	-0,2	0,7	-0,6

Q1 2023 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q1 2021	CLEANLINESS GRI Q1 2022	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	90,2%	88,8%	88,2%	88,0%	-2,2	-0,7	-0,2
3-star Hotels	86,6%	84,3%	83,8%	84,1%	-2,5	-0,2	0,3
4-star Hotels	90,5%	88,8%	88,3%	88,0%	-2,4	-0,7	-0,2
5-star Hotels	91,7%	91,2%	90,8%	90,2%	-1,6	-1,1	-0,6

Q1 2023 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q1 2021	LOCATION GRI Q1 2022	LOCATION GRI Q4 2022	LOCATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	91,5%	90,8%	91,1%	91,3%	-0,2	0,5	0,2
3-star Hotels	90,3%	89,0%	89,0%	89,3%	-1,1	0,3	0,3
4-star Hotels	91,9%	91,0%	91,3%	91,9%	0,0	1,0	0,7
5-star Hotels	91,7%	91,6%	92,2%	91,9%	0,2	0,3	-0,3

Q1 2023 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q1 2021	ROOM GRI Q1 2022	ROOM GRI Q4 2022	ROOM GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	86,9%	85,7%	84,6%	84,1%	-2,8	-1,6	-0,6
3-star Hotels	83,4%	81,5%	79,8%	79,7%	-3,8	-1,8	-0,1
4-star Hotels	86,3%	85,0%	83,9%	83,6%	-2,7	-1,4	-0,3
5-star Hotels	89,3%	88,9%	88,4%	87,1%	-2,2	-1,7	-1,2

Q1 2023 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q1 2021	VALUE GRI Q1 2022	VALUE GRI Q4 2022	VALUE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	83,9%	81,7%	82,5%	82,2%	-1,7	0,5	-0,3
3-star Hotels	82,3%	79,3%	79,2%	79,5%	-2,8	0,3	0,3
4-star Hotels	84,0%	81,7%	82,3%	82,5%	-1,6	0,8	0,2
5-star Hotels	84,5%	83,1%	84,6%	83,5%	-1,0	0,4	-1,1

Q1 2023 – Departments – Decoration GRI

HOTEL TYPE	DECORATION GRI Q1 2021	DECORATION GRI Q1 2022	DECORATION GRI Q4 2022	DECORATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	82,8%	81,1%	81,2%	80,4%	-2,4	-0,7	-0,8
3-star Hotels	83,0%	80,7%	82,3%	80,2%	-2,8	-0,4	-2,0
4-star Hotels	80,4%	79,1%	77,7%	78,2%	-2,2	-0,9	0,5
5-star Hotels	85,4%	83,8%	84,0%	84,3%	-1,1	0,6	0,4

Q1 2023 – Departments – Gastronomy GRI

HOTEL TYPE	GASTRONOMY GRI Q1 2021	GASTRONOMY GRI Q1 2022	GASTRONOMY GRI Q4 2022	GASTRONOMY GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	79,2%	78,8%	76,9%	75,7%	-3,5	-3,1	-1,2
3-star Hotels	83,3%	78,8%	78,8%	76,0%	-7,3	-2,9	-2,8
4-star Hotels	78,9%	78,7%	76,3%	76,2%	-2,7	-2,5	0,0
5-star Hotels	76,2%	78,8%	76,3%	74,8%	-1,4	-4,0	-1,5

Q1 2023 – Departments – Reception GRI

HOTEL TYPE	RECEPTION GRI Q1 2021	RECEPTION GRI Q1 2022	RECEPTION GRI Q4 2022	RECEPTION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	85,7%	84,1%	83,8%	83,0%	-2,6	-1,1	-0,8
3-star Hotels	81,0%	80,1%	80,9%	78,6%	-2,4	-1,5	-2,3
4-star Hotels	86,8%	85,1%	82,9%	82,9%	-3,9	-2,2	0,0
5-star Hotels	85,5%	84,0%	85,3%	84,6%	-0,9	0,6	-0,7

Q1 2023 – Semantics – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	74,4%	71,6%	72,8%	72,6%	-1,8	1,0	-0,2
Booking.com	62,1%	58,9%	59,5%	60,0%	-2,1	1,1	0,5
Google	79,0%	75,9%	76,4%	77,0%	-2,0	1,1	0,6
Tripadvisor	82,3%	78,6%	78,5%	77,6%	-4,8	-1,0	-0,9
Expedia	71,9%	68,2%	67,0%	67,8%	-4,1	-0,4	0,8
Hotels.com	71,7%	67,8%	66,8%	66,4%	-5,3	-1,5	-0,4
Ctrip	74,4%	71,1%	64,8%	77,8%	3,4	6,7	13,0
Trip.com	73,9%	74,2%	75,0%	75,6%	1,7	1,4	0,6
Holidaycheck	77,4%	73,4%	72,9%	73,9%	-3,5	0,5	1,0
Other	75,6%	72,0%	74,2%	71,1%	-4,5	-0,9	-3,1

Q1 2023 – Semantics – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	25,6%	28,4%	27,2%	27,4%	1,8	-1,0	0,2
Booking.com	37,9%	41,1%	40,5%	40,0%	2,1	-1,1	-0,5
Google	21,0%	24,1%	23,6%	23,0%	2,0	-1,1	-0,6
Tripadvisor	17,7%	21,4%	21,5%	22,4%	4,8	1,0	0,9
Expedia	28,1%	31,8%	33,0%	32,2%	4,1	0,4	-0,8
Hotels.com	28,3%	32,2%	33,2%	33,6%	5,3	1,5	0,4
Ctrip	25,6%	28,9%	35,2%	22,2%	-3,4	-6,7	-13,0
Trip.com	26,1%	25,8%	25,0%	24,4%	-1,7	-1,4	-0,6
Holidaycheck	22,6%	26,6%	27,1%	26,1%	3,5	-0,5	-1,0
Other	24,4%	28,0%	25,8%	28,9%	4,5	0,9	3,1

Q1 2023 – Semantics – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Latin America	670,888	1,333,637	1,187,312	1,516,926	126,1%	13,7%	27,8%
Booking.com	165,158	300,194	224,469	290,551	75,9%	-3,2%	29,4%
Google	121,697	266,164	267,315	335,347	175,6%	26,0%	25,5%
Tripadvisor	288,997	609,651	590,660	763,511	164,2%	25,2%	29,3%
Expedia	49,390	85,404	51,514	66,407	34,5%	-22,2%	28,9%
Hotels.com	14,751	21,732	11,573	15,819	7,2%	-27,2%	36,7%
Ctrip	180	101	105	196	8,9%	94,1%	86,7%
Trip.com	133	348	486	697	424,1%	100,3%	43,4%
Holidaycheck	2,688	11,804	11,224	9,907	268,6%	-16,1%	-11,7%
Other	27,894	38,239	29,966	34,491	23,7%	-9,8%	15,1%

Q1 2023 – Semantics – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Latin America	230,243	529,588	443,767	572,507	148,7%	8,1%	29,0%
Booking.com	100,838	209,520	152,992	194,009	92,4%	-7,4%	26,8%
Google	32,381	84,287	82,693	100,162	209,3%	18,8%	21,1%
Tripadvisor	61,949	166,390	162,197	220,979	256,7%	32,8%	36,2%
Expedia	19,331	39,747	25,331	31,519	63,0%	-20,7%	24,4%
Hotels.com	5,832	10,304	5,757	8,020	37,5%	-22,2%	39,3%
Ctrip	62	41	57	56	-9,7%	36,6%	-1,8%
Trip.com	47	121	162	225	378,7%	86,0%	38,9%
Holidaycheck	785	4,284	4,173	3,508	346,9%	-18,1%	-15,9%
Other	9,018	14,894	10,405	14,029	55,6%	-5,8%	34,8%

Q1 2023 – Language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	74,4%	71,6%	72,8%	72,6%	-1,8	1,0	-0,2
English	77,6%	74,5%	73,9%	73,6%	-4,0	-0,9	-0,3
Spanish	71,6%	68,6%	72,4%	71,7%	0,1	3,1	-0,7
German	76,2%	72,1%	72,6%	71,5%	-4,7	-0,5	-1,0
Italian	71,2%	68,2%	68,8%	70,1%	-1,2	1,9	1,3
Portuguese	70,1%	65,3%	68,1%	69,0%	-1,2	3,6	0,9
French	76,1%	73,5%	74,7%	73,6%	-2,5	0,1	-1,1
Chinese	81,6%	75,9%	66,8%	72,8%	-8,8	-3,1	6,0
Other	72,6%	71,7%	74,6%	72,1%	-0,6	0,4	-2,5

Q1 2023 – Language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	25,6%	28,4%	27,2%	27,4%	1,8	-1,0	0,2
English	22,4%	25,5%	26,1%	26,4%	4,0	0,9	0,3
Spanish	28,4%	31,4%	27,6%	28,3%	-0,1	-3,1	0,7
German	23,8%	27,9%	27,4%	28,5%	4,7	0,5	1,0
Italian	28,8%	31,8%	31,2%	29,9%	1,2	-1,9	-1,3
Portuguese	29,9%	34,7%	31,9%	31,0%	1,2	-3,6	-0,9
French	23,9%	26,5%	25,3%	26,4%	2,5	-0,1	1,1
Chinese	18,4%	24,1%	33,2%	27,2%	8,8	3,1	-6,0
Other	27,4%	28,3%	25,4%	27,9%	0,6	-0,4	2,5

Q1 2023 – Sources – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	670,888	1,333,637	1,187,312	1,516,926	126,1%	13,7%	27,8%
English	340,538	728,810	654,049	901,279	164,7%	23,7%	37,8%
Spanish	179,360	313,570	300,874	313,893	75,0%	0,1%	4,3%
German	9,400	33,145	28,700	28,468	202,9%	-14,1%	-0,8%
Italian	847	5,463	6,234	9,713	1046,8%	77,8%	55,8%
Portuguese	118,226	170,379	135,014	166,280	40,6%	-2,4%	23,2%
French	16,763	59,493	52,934	87,152	419,9%	46,5%	64,6%
Chinese	129	224	336	485	276,0%	116,5%	44,3%
Other	5,625	22,553	9,171	9,656	71,7%	-57,2%	5,3%

Q1 2023 – Sources – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	670,888	1,333,637	1,187,312	1,516,926	148,7%	8,1%	29,0%
English	340,538	728,810	654,049	901,279	229,4%	29,3%	39,9%
Spanish	179,360	313,570	300,874	313,893	74,4%	-13,5%	8,1%
German	9,400	33,145	28,700	28,468	286,0%	-11,8%	4,4%
Italian	847	5,463	6,234	9,713	1112,6%	63,0%	46,5%
Portuguese	118,226	170,379	135,014	166,280	48,6%	-17,3%	18,2%
French	16,763	59,493	52,934	87,152	492,8%	45,4%	74,5%
Chinese	129	224	336	485	524,1%	154,9%	8,4%
Other	5,625	22,553	9,171	9,656	76,5%	-58,0%	19,7%

Q1 2023 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	66,5%	59,6%	60,1%	59,9%	-6,6	0,3	-0,2
Cleanliness	70,2%	64,7%	63,6%	64,9%	-5,4	0,1	1,2
Food and Drinks	74,3%	74,2%	75,7%	75,5%	1,1	1,3	-0,2
Facilities	67,9%	65,8%	68,1%	67,2%	-0,6	1,4	-0,8
Service	80,1%	77,0%	79,7%	78,1%	-2,0	1,1	-1,6
Value	55,0%	52,4%	52,5%	53,2%	-1,8	0,8	0,7
Staff	86,1%	83,8%	85,1%	84,8%	-1,4	1,0	-0,4
Experience	83,5%	81,9%	82,9%	82,6%	-0,9	0,7	-0,3
Ambience	66,0%	57,4%	60,7%	60,6%	-5,4	3,1	-0,1
Animals	58,5%	63,6%	64,3%	69,8%	11,3	6,2	5,4
Bathroom	41,5%	36,0%	35,9%	35,5%	-6,0	-0,5	-0,4
Beach	85,8%	84,5%	82,4%	84,3%	-1,5	-0,2	1,9
Bed	60,2%	57,6%	57,9%	58,6%	-1,6	1,0	0,7
Camping	80,2%	70,3%	83,4%	79,8%	-0,3	9,5	-3,6
Casino	75,8%	74,7%	74,5%	70,8%	-4,9	-3,9	-3,6
Common Areas	75,3%	74,8%	75,2%	77,1%	1,8	2,3	1,9
Decoration	70,4%	63,8%	64,1%	60,2%	-10,2	-3,6	-3,9
Entertainment	82,0%	83,1%	84,3%	83,7%	1,7	0,6	-0,6
Establishment	80,1%	77,3%	77,8%	78,0%	-2,2	0,6	0,1
Events	84,1%	78,4%	80,0%	80,2%	-3,9	1,8	0,2
Golf	82,7%	83,1%	77,3%	81,3%	-1,4	-1,8	4,0
Internet	36,7%	35,3%	34,1%	33,9%	-2,8	-1,4	-0,2
Location	90,7%	89,3%	88,9%	88,7%	-2,1	-0,6	-0,2
Maintenance	37,8%	34,0%	31,6%	33,4%	-4,4	-0,6	1,8
Medical and Health	64,9%	53,0%	31,3%	31,6%	-33,3	-21,4	0,3
Reception	65,3%	61,3%	64,1%	63,8%	-1,5	2,5	-0,3
Security	81,0%	66,2%	61,8%	61,8%	-19,2	-4,5	0,0
Spa	81,0%	77,6%	78,0%	78,8%	-2,2	1,1	0,8
Sustainability	71,9%	73,1%	69,8%	72,0%	0,1	-1,1	2,2
Technology	33,2%	32,4%	34,1%	34,7%	1,5	2,2	0,5
Theme Park	89,9%	87,4%	84,3%	86,8%	-3,1	-0,6	2,5

Q1 2023 – Semantic – Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	33,5%	40,4%	39,9%	40,1%	6,6	-0,3	0,2
Cleanliness	29,8%	35,3%	36,4%	35,1%	5,4	-0,1	-1,2
Food and Drinks	25,7%	25,8%	24,3%	24,5%	-1,1	-1,3	0,2
Facilities	32,1%	34,2%	31,9%	32,8%	0,6	-1,4	0,8
Service	19,9%	23,0%	20,3%	21,9%	2,0	-1,1	1,6
Value	45,0%	47,6%	47,5%	46,8%	1,8	-0,8	-0,7
Staff	13,9%	16,2%	14,9%	15,2%	1,4	-1,0	0,4
Experience	16,5%	18,1%	17,1%	17,4%	0,9	-0,7	0,3
Ambience	34,0%	42,6%	39,3%	39,4%	5,4	-3,1	0,1
Animals	41,5%	36,4%	35,7%	30,2%	-11,3	-6,2	-5,4
Bathroom	58,5%	64,0%	64,1%	64,5%	6,0	0,5	0,4
Beach	14,2%	15,5%	17,6%	15,7%	1,5	0,2	-1,9
Bed	39,8%	42,4%	42,1%	41,4%	1,6	-1,0	-0,7
Camping	19,8%	29,7%	16,6%	20,2%	0,3	-9,5	3,6
Casino	24,2%	25,3%	25,5%	29,2%	4,9	3,9	3,6
Common Areas	24,7%	25,2%	24,8%	22,9%	-1,8	-2,3	-1,9
Decoration	29,6%	36,2%	35,9%	39,8%	10,2	3,6	3,9
Entertainment	18,0%	16,9%	15,7%	16,3%	-1,7	-0,6	0,6
Establishment	19,9%	22,7%	22,2%	22,0%	2,2	-0,6	-0,1
Events	15,9%	21,6%	20,0%	19,8%	3,9	-1,8	-0,2
Golf	17,3%	16,9%	22,7%	18,7%	1,4	1,8	-4,0
Internet	63,3%	64,7%	65,9%	66,1%	2,8	1,4	0,2
Location	9,3%	10,7%	11,1%	11,3%	2,1	0,6	0,2
Maintenance	62,2%	66,0%	68,4%	66,6%	4,4	0,6	-1,8
Medical and Health	35,1%	47,0%	68,7%	68,4%	33,3	21,4	-0,3
Reception	34,7%	38,7%	35,9%	36,2%	1,5	-2,5	0,3
Security	19,0%	33,8%	38,2%	38,2%	19,2	4,5	0,0
Spa	19,0%	22,4%	22,0%	21,2%	2,2	-1,1	-0,8
Sustainability	28,1%	26,9%	30,2%	28,0%	-0,1	1,1	-2,2
Technology	66,8%	67,6%	65,9%	65,3%	-1,5	-2,2	-0,5
Theme Park	10,1%	12,6%	15,7%	13,2%	3,1	0,6	-2,5

Q1 2023 – Management response – Percentage of review responses per Hotel type

HOTEL TYPE	REVIEW RESPONSE Q1 2021	REVIEW RESPONSE Q1 2022	REVIEW RESPONSE Q4 2022	REVIEW RESPONSE Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	57,3%	55,7%	59,7%	59,6%	2,3	3,9	-0,1
3-star Hotels	44,9%	42,0%	45,5%	47,0%	2,2	5,0	1,5
4-star Hotels	60,9%	57,7%	62,9%	65,0%	4,1	7,3	2,1
5-star Hotels	63,7%	66,1%	66,9%	63,4%	-0,3	-2,7	-3,5

Q1 2023 – Management response – Total volume of review responses per Hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q1 2021	RESPONDABLE REVIEWS Q1 2022	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Latin America	171,032	326,019	291,134	349,353	104,3%	7,2%	20,0%
3-star Hotels	47,720	97,513	77,386	94,831	98,7%	-2,8%	22,5%
4-star Hotels	69,305	123,888	113,683	134,506	94,1%	8,6%	18,3%
5-star Hotels	54,007	104,618	100,065	120,016	122,2%	14,7%	19,9%

Q1 2023 – Average response time – to positive and negative reviews

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Latin America	11,0	11,9	7,5	9,1	6,2	6,4	4,6	5,0
3-star Hotels	5,8	8,8	7,7	7,9	5,2	5,1	4,3	4,6
4-star Hotels	12,7	10,8	8,1	10,8	6,4	6,6	5,2	5,8
5-star Hotels	10,3	10,7	6,8	8,4	8,0	8,7	4,6	4,7
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	19,0	19,6	7,9	11,7	5,7	7,1	3,6	4,1
Google	6,2	7,3	5,1	5,6	5,2	5,3	3,7	4,2
Tripadvisor	5,3	8,0	5,4	8,6	5,0	5,9	4,2	5,0
Expedia	4,1	5,4	4,3	5,4	3,8	3,4	3,7	3,5
Hotels.com	11,0	27,5	9,6	12,6	2,3	2,4	3,0	4,2
Holidaycheck	11,2	7,9	10,3	11,1	13,4	13,9	7,2	7,7
Other	20,4	7,6	9,9	8,4	7,9	6,8	6,7	6,0
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Latin America	59,3%	50,4%	57,8%	49,7%	61,5%	54,7%	61,2%	54,2%
3-star Hotels	46,0%	41,9%	46,0%	40,0%	46,8%	43,7%	48,7%	42,7%
4-star Hotels	62,9%	53,4%	62,9%	51,9%	64,8%	57,1%	66,8%	58,6%
5-star Hotels	65,4%	59,1%	65,4%	62,4%	67,5%	67,2%	63,6%	64,8%
	%	%	%	%	%	%	%	%

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	51,7%	41,5%	47,2%	38,7%	49,5%	42,4%	49,9%	42,8%
Google	44,7%	41,6%	44,5%	43,2%	50,3%	45,2%	49,1%	42,3%
Tripadvisor	84,2%	76,5%	84,3%	75,5%	83,3%	80,9%	83,8%	79,8%
Expedia	76,2%	72,9%	72,3%	73,1%	79,2%	81,9%	81,5%	79,9%
Hotels.com	65,3%	54,9%	67,9%	59,9%	65,7%	62,9%	68,1%	63,7%
Ctrip	10,1%	0,0%	4,2%	0,0%	0,0%	0,0%	0,0%	0,0%
Trip.com	2,2%	0,0%	2,6%	0,0%	0,5%	0,0%	0,4%	0,0%
Holidaycheck	78,5%	66,7%	53,3%	51,3%	53,0%	53,5%	52,7%	40,3%
Other	35,1%	48,4%	16,9%	42,0%	23,2%	37,4%	24,0%	49,9%
	%	%	%	%	%	%	%	%



Africa References



Q1 2023 – Africa Global Review Index™ (GRI™)

HOTEL TYPE	GRI Q1 2021	GRI Q1 2022	GRI Q4 2022	GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	85,0%	84,7%	84,7%	84,7%	-0,3	0,0	0,0
3-star Hotels	80,7%	80,4%	80,3%	80,4%	-0,3	0,1	0,1
4-star Hotels	84,3%	83,9%	84,2%	84,2%	-0,1	0,2	0,0
5-star Hotels	88,8%	88,9%	89,0%	88,9%	0,0	0,0	-0,1

Q1 2023 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2021	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q4 2022	REVIEW VOLUME Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Sources	94,648	160,579	234,374	223,264	135,9%	39,0%	-4,7%
Booking.com	35,550	58,630	83,366	82,711	132,7%	41,1%	-0,8%
Google	37,416	64,393	97,122	91,269	143,9%	41,7%	-6,0%
Tripadvisor	10,993	19,773	29,437	29,855	171,6%	51,0%	1,4%
Expedia	1,184	2,325	1,698	1,583	33,7%	-31,9%	-6,8%
Hotels.com	793	1,547	1,404	1,791	125,9%	15,8%	27,6%
Ctrip	46	36	31	68	47,8%	88,9%	119,4%
Trip.com	55	56	106	166	201,8%	196,4%	56,6%
Holidaycheck	521	5,924	11,696	9,669	1755,9%	63,2%	-17,3%
Other	8,090	7,895	9,514	6,152	-24,0%	-22,1%	-35,3%

Q1 2023 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2021	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q4 2022	SHARE OF REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	37,6%	36,5%	35,6%	37,0%	-0,5	0,5	1,5
Google	39,5%	40,1%	41,4%	40,9%	1,3	0,8	-0,6
Tripadvisor	11,6%	12,3%	12,6%	13,4%	1,8	1,1	0,8
Expedia	1,3%	1,4%	0,7%	0,7%	-0,5	-0,7	0,0
Hotels.com	0,8%	1,0%	0,6%	0,8%	0,0	-0,2	0,2
Ctrip	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0
Trip.com	0,1%	0,0%	0,0%	0,1%	0,0	0,0	0,0
Holidaycheck	0,6%	3,7%	5,0%	4,3%	3,8	0,6	-0,7
Other	8,5%	4,9%	4,1%	2,8%	-5,8	-2,2	-1,3

Q1 2023 – GRI Source Index

ALL SOURCES	SOURCE GRI Q1 2021	SOURCE GRI Q1 2022	SOURCE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	81,1%	80,7%	81,0%	81,4%	0,3	0,7	0,4
Google	86,4%	85,9%	85,5%	85,5%	-0,9	-0,3	0,1
Tripadvisor	87,4%	87,7%	86,6%	86,7%	-0,7	-1,0	0,1
Expedia	82,6%	82,5%	82,7%	83,3%	0,8	0,8	0,7
Hotels.com	84,7%	83,3%	81,7%	82,1%	-2,6	-1,1	0,5
Ctrip	96,0%	0,0%	0,0%	0,0%	-96,0	0,0	0,0
Trip.com	88,9%	0,0%	69,7%	73,0%	-15,9	73,0	3,3
Holidaycheck	89,1%	84,8%	85,6%	87,1%	-2,0	2,3	1,5
Other	86,7%	83,3%	83,5%	85,1%	-1,6	1,8	1,6

Q1 2023 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q1 2021	SERVICE GRI Q1 2022	SERVICE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	89,3%	88,3%	89,1%	90,2%	0,9	1,9	1,0
3-star Hotels	85,2%	84,6%	85,8%	86,9%	1,7	2,3	1,1
4-star Hotels	88,7%	87,8%	88,1%	89,1%	0,4	1,3	1,0
5-star Hotels	90,9%	89,9%	91,2%	92,2%	1,3	2,3	1,0

Q1 2023 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q1 2021	CLEANLINESS GRI Q1 2022	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	89,2%	87,0%	88,5%	89,0%	-0,2	2,0	0,5
3-star Hotels	86,9%	83,8%	84,0%	84,1%	-2,8	0,3	0,1
4-star Hotels	87,2%	84,6%	86,7%	86,9%	-0,2	2,3	0,2
5-star Hotels	90,9%	89,5%	90,7%	91,4%	0,4	1,8	0,6

Q1 2023 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q1 2021	LOCATION GRI Q1 2022	LOCATION GRI Q4 2022	LOCATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	90,9%	89,1%	89,6%	90,8%	-0,2	1,6	1,2
3-star Hotels	91,3%	87,1%	86,7%	88,4%	-2,8	1,3	1,7
4-star Hotels	89,5%	88,4%	88,5%	90,0%	0,6	1,7	1,5
5-star Hotels	92,0%	90,4%	91,4%	92,1%	0,1	1,7	0,8

Q1 2023 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q1 2021	ROOM GRI Q1 2022	ROOM GRI Q4 2022	ROOM GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	86,4%	84,0%	84,6%	85,6%	-0,8	1,5	0,9
3-star Hotels	82,7%	80,4%	78,5%	78,8%	-3,8	-1,6	0,3
4-star Hotels	84,5%	82,0%	82,9%	83,6%	-0,9	1,5	0,7
5-star Hotels	89,0%	86,7%	87,7%	88,9%	0,0	2,3	1,2

Q1 2023 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q1 2021	VALUE GRI Q1 2022	VALUE GRI Q4 2022	VALUE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	86,5%	84,7%	85,9%	87,1%	0,6	2,4	1,1
3-star Hotels	84,8%	83,7%	83,3%	84,0%	-0,8	0,3	0,7
4-star Hotels	84,3%	83,2%	85,2%	86,4%	2,1	3,2	1,2
5-star Hotels	88,3%	85,9%	87,2%	88,4%	0,1	2,5	1,2

Q1 2023 – Departments – Decoration GRI

HOTEL TYPE	DECORATION GRI Q1 2021	DECORATION GRI Q1 2022	DECORATION GRI Q4 2022	DECORATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	71,0%	68,2%	71,3%	73,2%	2,3	5,0	1,9
3-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0
4-star Hotels	74,5%	70,3%	79,3%	79,1%	4,6	8,8	-0,2
5-star Hotels	67,4%	66,0%	59,7%	67,3%	-0,1	1,4	7,7

Q1 2023 – Departments – Gastronomy GRI

HOTEL TYPE	GASTRONOMY GRI Q1 2021	GASTRONOMY GRI Q1 2022	GASTRONOMY GRI Q4 2022	GASTRONOMY GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	87,6%	84,9%	83,6%	85,6%	-2,1	0,7	2,0
3-star Hotels	82,5%	80,6%	77,5%	80,0%	-2,5	-0,6	2,5
4-star Hotels	87,0%	84,9%	83,4%	85,3%	-1,7	0,3	1,9
5-star Hotels	89,4%	86,2%	85,8%	87,6%	-1,8	1,4	1,8

Q1 2023 – Departments – Reception GRI

HOTEL TYPE	RECEPTION GRI Q1 2021	RECEPTION GRI Q1 2022	RECEPTION GRI Q4 2022	RECEPTION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	0,0%	0,0%	0,0%	91,4%	91,4	91,4	91,4
3-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0
4-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0
5-star Hotels	0,0%	0,0%	0,0%	91,4%	91,4	91,4	91,4

Q1 2023 – Semantics – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	78,4%	79,3%	80,5%	81,3%	2,8	1,9	0,8
Booking.com	68,2%	64,9%	66,2%	67,6%	-0,7	2,7	1,4
Google	85,2%	85,5%	86,5%	86,7%	1,5	1,2	0,3
Tripadvisor	87,2%	85,7%	84,1%	85,7%	-1,5	0,0	1,5
Expedia	74,6%	72,8%	71,6%	74,3%	-0,3	1,5	2,7
Hotels.com	76,1%	70,4%	71,2%	73,5%	-2,7	3,1	2,3
Ctrip	80,2%	67,1%	84,1%	73,9%	-6,3	6,7	-10,2
Trip.com	83,2%	65,3%	68,9%	78,4%	-4,7	13,2	9,5
Holidaycheck	85,6%	85,0%	85,3%	86,9%	1,3	1,9	1,6
Other	75,4%	78,0%	79,1%	83,2%	7,8	5,2	4,1

Q1 2023 – Semantics – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	21,6%	20,7%	19,5%	18,7%	-2,8	-1,9	-0,8
Booking.com	31,8%	35,1%	33,8%	32,4%	0,7	-2,7	-1,4
Google	14,8%	14,5%	13,5%	13,3%	-1,5	-1,2	-0,3
Tripadvisor	12,8%	14,3%	15,9%	14,3%	1,5	0,0	-1,5
Expedia	25,4%	27,2%	28,4%	25,7%	0,3	-1,5	-2,7
Hotels.com	23,9%	29,6%	28,8%	26,5%	2,7	-3,1	-2,3
Ctrip	19,8%	32,9%	15,9%	26,1%	6,3	-6,7	10,2
Trip.com	16,8%	34,7%	31,1%	21,6%	4,7	-13,2	-9,5
Holidaycheck	14,4%	15,0%	14,7%	13,1%	-1,3	-1,9	-1,6
Other	24,6%	22,0%	20,9%	16,8%	-7,8	-5,2	-4,1

Q1 2023 – Semantics – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Africa	216,998	441,914	671,135	661,945	205,0%	49,8%	-1,4%
Booking.com	65,454	94,270	125,625	140,129	114,1%	48,6%	11,5%
Google	43,434	107,559	193,625	185,309	326,6%	72,3%	-4,3%
Tripadvisor	71,243	142,713	210,834	219,141	207,6%	53,6%	3,9%
Expedia	2,390	4,248	4,197	4,146	73,5%	-2,4%	-1,2%
Hotels.com	1,557	2,323	2,265	2,701	73,5%	16,3%	19,2%
Ctrip	81	47	37	99	22,2%	110,6%	167,6%
Trip.com	94	109	337	353	275,5%	223,9%	4,7%
Holidaycheck	5,239	56,759	106,331	85,331	1528,8%	50,3%	-19,7%
Other	27,506	33,886	27,884	24,736	-10,1%	-27,0%	-11,3%

Q1 2023 – Semantics – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Africa	59,645	115,271	162,670	152,658	155,9%	32,4%	-6,2%
Booking.com	30,502	51,022	64,250	67,289	120,6%	31,9%	4,7%
Google	7,531	18,219	30,285	28,357	276,5%	55,6%	-6,4%
Tripadvisor	10,430	23,822	39,717	36,580	250,7%	53,6%	-7,9%
Expedia	812	1,588	1,664	1,433	76,5%	-9,8%	-13,9%
Hotels.com	488	979	918	976	100,0%	-0,3%	6,3%
Ctrip	20	23	7	35	75,0%	52,2%	400,0%
Trip.com	19	58	152	97	410,5%	67,2%	-36,2%
Holidaycheck	881	10,017	18,295	12,896	1363,8%	28,7%	-29,5%
Other	8,962	9,543	7,382	4,995	-44,3%	-47,7%	-32,3%

Q1 2023 – Language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	78,4%	79,3%	80,5%	81,3%	2,8	1,9	0,8
English	77,3%	76,7%	78,2%	79,1%	1,8	2,5	0,9
Spanish	75,4%	68,6%	69,1%	71,2%	-4,2	2,6	2,2
German	83,9%	84,3%	84,9%	85,7%	1,9	1,4	0,8
Italian	73,2%	77,7%	78,6%	80,8%	7,6	3,1	2,2
Portuguese	75,1%	67,4%	72,6%	70,6%	-4,5	3,2	-2,1
French	76,6%	78,2%	76,5%	78,0%	1,4	-0,2	1,5
Chinese	73,9%	73,5%	79,6%	74,7%	0,8	1,1	-5,0
Other	82,4%	82,6%	86,3%	87,8%	5,3	5,2	1,5

Q1 2023 – Language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	21,6%	20,7%	19,5%	18,7%	-2,8	-1,9	-0,8
English	22,7%	23,3%	21,8%	20,9%	-1,8	-2,5	-0,9
Spanish	24,6%	31,4%	30,9%	28,8%	4,2	-2,6	-2,2
German	16,1%	15,7%	15,1%	14,3%	-1,9	-1,4	-0,8
Italian	26,8%	22,3%	21,4%	19,2%	-7,6	-3,1	-2,2
Portuguese	24,9%	32,7%	27,4%	29,4%	4,5	-3,2	2,1
French	23,4%	21,8%	23,5%	22,0%	-1,4	0,2	-1,5
Chinese	26,1%	26,5%	20,4%	25,3%	-0,8	-1,1	5,0
Other	17,6%	17,4%	13,7%	12,2%	-5,3	-5,2	-1,5

Q1 2023 – Sources – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	216,998	441,914	671,135	661,945	205,0%	49,8%	-1,4%
English	139,037	213,345	300,307	315,033	126,6%	47,7%	4,9%
Spanish	716	2,257	6,433	5,761	704,6%	155,3%	-10,4%
German	11,884	92,663	178,788	144,933	1119,6%	56,4%	-18,9%
Italian	646	2,946	16,585	21,249	3189,3%	621,3%	28,1%
Portuguese	295	1,347	3,067	3,022	924,4%	124,4%	-1,5%
French	24,450	49,391	83,781	89,689	266,8%	81,6%	7,1%
Chinese	51	114	227	428	739,2%	275,4%	88,5%
Other	39,919	79,851	81,947	81,830	105,0%	2,5%	-0,1%

Q1 2023 – Sources – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	59,645	115,271	162,670	152,658	155,9%	32,4%	-6,2%
English	40,781	64,874	83,479	83,050	103,6%	28,0%	-0,5%
Spanish	233	1,034	2,883	2,327	898,7%	125,0%	-19,3%
German	2,288	17,211	31,801	24,158	955,9%	40,4%	-24,0%
Italian	236	846	4,506	5,050	2039,8%	496,9%	12,1%
Portuguese	98	653	1,155	1,261	1186,7%	93,1%	9,2%
French	7,472	13,786	25,732	25,256	238,0%	83,2%	-1,8%
Chinese	18	41	58	145	705,6%	253,7%	150,0%
Other	8,519	16,826	13,056	11,411	33,9%	-32,2%	-12,6%

Q1 2023 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	73,8%	69,5%	71,1%	71,6%	-2,2	2,1	0,5
Cleanliness	77,0%	77,8%	78,9%	80,9%	3,8	3,1	2,0
Food and Drinks	76,3%	80,1%	80,6%	82,1%	5,8	1,9	1,4
Facilities	70,9%	73,9%	76,8%	76,9%	6,0	3,0	0,1
Service	80,5%	84,0%	85,9%	86,6%	6,1	2,6	0,6
Value	63,1%	63,6%	65,3%	66,3%	3,2	2,7	1,0
Staff	89,5%	89,9%	90,6%	91,2%	1,8	1,3	0,6
Experience	87,5%	87,0%	88,0%	88,8%	1,3	1,8	0,8
Ambience	70,2%	68,0%	67,6%	67,7%	-2,5	-0,3	0,1
Animals	56,9%	63,6%	65,5%	69,0%	12,1	5,5	3,5
Bathroom	36,4%	39,6%	40,7%	41,0%	4,6	1,4	0,3
Beach	88,6%	88,0%	88,2%	88,8%	0,2	0,7	0,6
Bed	62,9%	65,8%	66,2%	69,0%	6,1	3,2	2,8
Camping	79,4%	77,7%	85,3%	83,2%	3,8	5,5	-2,1
Casino	65,0%	84,6%	81,7%	83,0%	18,0	-1,6	1,4
Common Areas	81,5%	82,0%	84,4%	84,9%	3,4	2,9	0,5
Decoration	71,9%	70,6%	70,5%	70,9%	-1,0	0,3	0,3
Entertainment	86,6%	86,9%	88,4%	88,2%	1,6	1,3	-0,2
Establishment	84,2%	85,3%	86,2%	86,8%	2,6	1,6	0,7
Events	75,7%	83,7%	83,6%	81,8%	6,1	-1,9	-1,8
Golf	88,2%	84,8%	80,6%	88,5%	0,4	3,7	7,9
Internet	39,7%	40,2%	37,5%	38,7%	-1,0	-1,5	1,2
Location	91,9%	89,9%	89,2%	89,7%	-2,2	-0,1	0,5
Maintenance	39,4%	43,4%	45,4%	43,1%	3,7	-0,3	-2,2
Medical and Health	59,7%	49,4%	35,9%	37,4%	-22,3	-12,0	1,5
Reception	76,1%	76,0%	77,4%	79,0%	2,9	2,9	1,5
Security	78,1%	70,5%	70,6%	70,1%	-8,0	-0,4	-0,5
Spa	81,6%	78,6%	80,1%	77,8%	-3,8	-0,7	-2,3
Sustainability	89,1%	79,6%	82,7%	83,5%	-5,6	3,9	0,7
Technology	31,7%	39,4%	40,0%	41,7%	10,1	2,3	1,7
Theme Park	91,3%	89,6%	92,2%	90,9%	-0,4	1,4	-1,2

Q1 2023 – Semantic – Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	26,2%	30,5%	28,9%	28,4%	2,2	-2,1	-0,5
Cleanliness	23,0%	22,2%	21,1%	19,1%	-3,8	-3,1	-2,0
Food and Drinks	23,7%	19,9%	19,4%	17,9%	-5,8	-1,9	-1,4
Facilities	29,1%	26,1%	23,2%	23,1%	-6,0	-3,0	-0,1
Service	19,5%	16,0%	14,1%	13,4%	-6,1	-2,6	-0,6
Value	36,9%	36,4%	34,7%	33,7%	-3,2	-2,7	-1,0
Staff	10,5%	10,1%	9,4%	8,8%	-1,8	-1,3	-0,6
Experience	12,5%	13,0%	12,0%	11,2%	-1,3	-1,8	-0,8
Ambience	29,8%	32,0%	32,4%	32,3%	2,5	0,3	-0,1
Animals	43,1%	36,4%	34,5%	31,0%	-12,1	-5,5	-3,5
Bathroom	63,6%	60,4%	59,3%	59,0%	-4,6	-1,4	-0,3
Beach	11,4%	12,0%	11,8%	11,2%	-0,2	-0,7	-0,6
Bed	37,1%	34,2%	33,8%	31,0%	-6,1	-3,2	-2,8
Camping	20,6%	22,3%	14,7%	16,8%	-3,8	-5,5	2,1
Casino	35,0%	15,4%	18,3%	17,0%	-18,0	1,6	-1,4
Common Areas	18,5%	18,0%	15,6%	15,1%	-3,4	-2,9	-0,5
Decoration	28,1%	29,4%	29,5%	29,1%	1,0	-0,3	-0,3
Entertainment	13,4%	13,1%	11,6%	11,8%	-1,6	-1,3	0,2
Establishment	15,8%	14,7%	13,8%	13,2%	-2,6	-1,6	-0,7
Events	24,3%	16,3%	16,4%	18,2%	-6,1	1,9	1,8
Golf	11,8%	15,2%	19,4%	11,5%	-0,4	-3,7	-7,9
Internet	60,3%	59,8%	62,5%	61,3%	1,0	1,5	-1,2
Location	8,1%	10,1%	10,8%	10,3%	2,2	0,1	-0,5
Maintenance	60,6%	56,6%	54,6%	56,9%	-3,7	0,3	2,2
Medical and Health	40,3%	50,6%	64,1%	62,6%	22,3	12,0	-1,5
Reception	23,9%	24,0%	22,6%	21,0%	-2,9	-2,9	-1,5
Security	21,9%	29,5%	29,4%	29,9%	8,0	0,4	0,5
Spa	18,4%	21,4%	19,9%	22,2%	3,8	0,7	2,3
Sustainability	10,9%	20,4%	17,3%	16,5%	5,6	-3,9	-0,7
Technology	68,3%	60,6%	60,0%	58,3%	-10,1	-2,3	-1,7
Theme Park	8,7%	10,4%	7,8%	9,1%	0,4	-1,4	1,2

Q1 2023 – Management response – Percentage of review responses per Hotel type

HOTEL TYPE	REVIEW RESPONSE Q1 2021	REVIEW RESPONSE Q1 2022	REVIEW RESPONSE Q4 2022	REVIEW RESPONSE Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	61,4%	66,9%	71,0%	72,4%	11,0	5,4	1,4
3-star Hotels	46,0%	42,9%	44,4%	51,8%	5,8	8,9	7,4
4-star Hotels	56,6%	62,7%	69,0%	69,6%	13,0	7,0	0,6
5-star Hotels	69,5%	76,9%	78,9%	79,6%	10,0	2,6	0,7

Q1 2023 – Management response – Total volume of review responses per Hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q1 2021	RESPONDABLE REVIEWS Q1 2022	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Africa	58,533	109,347	157,401	155,294	165,3%	42,0%	-1,3%
3-star Hotels	8,641	15,890	19,184	19,809	129,2%	24,7%	3,3%
4-star Hotels	21,099	38,623	59,201	56,991	170,1%	47,6%	-3,7%
5-star Hotels	28,793	54,834	79,016	78,496	172,6%	43,2%	-0,7%

Q1 2023 – Average response time – to positive and negative reviews

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Africa	9,6	23,2	6,6	8,9	4,4	6,4	3,4	5,3
3-star Hotels	13,8	11,3	16,2	13,9	6,2	7,8	4,1	6,3
4-star Hotels	8,7	11,7	10,0	9,6	4,6	6,5	3,8	5,2
5-star Hotels	17,3	31,9	5,8	6,1	3,5	4,8	3,2	4,7
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	5,4	7,3	4,4	4,6	3,5	3,8	2,4	2,9
Google	4,5	8,2	2,2	4,6	1,7	4,7	2,0	4,7
Tripadvisor	5,1	14,6	4,8	8,7	4,2	7,5	3,5	6,1
Expedia	6,2	10,6	6,3	6,5	6,6	8,5	5,2	6,0
Hotels.com	4,6	37,0	8,4	11,3	3,1	4,3	4,3	7,1
Holidaycheck	13,0	63,8	4,5	11,3	3,9	7,3	2,7	5,2
Other	28,3	20,8	15,6	15,2	8,0	8,8	3,4	4,8
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Africa	64,8%	46,5%	70,8%	47,0%	74,9%	47,5%	76,0%	48,1%
3-star Hotels	50,6%	30,9%	50,6%	30,9%	48,6%	31,0%	56,3%	36,6%
4-star Hotels	58,8%	51,5%	58,8%	46,9%	73,3%	46,3%	73,5%	47,2%
5-star Hotels	72,3%	52,4%	72,3%	61,1%	80,8%	62,2%	81,6%	58,4%
	%	%	%	%	%	%	%	%

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	66,8%	49,2%	62,4%	46,5%	63,6%	46,7%	63,0%	48,2%
Google	56,2%	37,8%	71,0%	41,6%	76,7%	40,4%	79,3%	39,7%
Tripadvisor	84,5%	65,0%	84,9%	64,2%	83,0%	65,9%	83,9%	62,2%
Expedia	65,9%	57,5%	63,5%	50,0%	56,9%	50,6%	61,6%	53,8%
Hotels.com	55,1%	48,7%	64,3%	50,0%	52,9%	39,7%	58,5%	44,6%
Ctrip	4,7%	0,0%	24,0%	16,7%	15,4%	0,0%	4,1%	0,0%
Trip.com	4,2%	0,0%	15,0%	0,0%	6,8%	6,3%	2,3%	0,0%
Holidaycheck	67,2%	34,6%	91,4%	78,3%	87,7%	72,8%	91,9%	74,8%
Other	37,0%	17,0%	30,3%	17,3%	44,7%	14,9%	48,4%	21,9%
	%	%	%	%	%	%	%	%



Middle East References



Q1 2023 – Middle East Global Review Index™ (GRI™)

HOTEL TYPE	GRI Q1 2021	GRI Q1 2022	GRI Q4 2022	GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	81,3%	80,5%	82,2%	82,4%	1,2	1,9	0,2
3-star Hotels	76,2%	74,3%	76,0%	76,2%	0,0	1,9	0,2
4-star Hotels	79,1%	77,6%	79,4%	79,6%	0,5	2,0	0,2
5-star Hotels	86,4%	87,1%	88,9%	89,1%	2,7	2,0	0,2

Q1 2023 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2021	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q4 2022	REVIEW VOLUME Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Sources	235,379	349,410	376,707	413,040	75,5%	18,2%	9,6%
Booking.com	124,722	201,790	205,926	223,988	79,6%	11,0%	8,8%
Google	66,667	100,934	121,444	133,889	100,8%	32,7%	10,2%
Tripadvisor	18,066	29,429	34,813	38,197	111,4%	29,8%	9,7%
Expedia	2,554	5,252	2,204	2,786	9,1%	-47,0%	26,4%
Hotels.com	1,806	3,269	1,730	2,484	37,5%	-24,0%	43,6%
Ctrip	394	253	333	650	65,0%	156,9%	95,2%
Trip.com	364	429	836	1,083	197,5%	152,4%	29,5%
Holidaycheck	76	433	855	566	644,7%	30,7%	-33,8%
Other	20,730	7,621	8,566	9,397	-54,7%	23,3%	9,7%

Q1 2023 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2021	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q4 2022	SHARE OF REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	53,0%	57,8%	54,7%	54,2%	1,2	-3,5	-0,4
Google	28,3%	28,9%	32,2%	32,4%	4,1	3,5	0,2
Tripadvisor	7,7%	8,4%	9,2%	9,2%	1,6	0,8	0,0
Expedia	1,1%	1,5%	0,6%	0,7%	-0,4	-0,8	0,1
Hotels.com	0,8%	0,9%	0,5%	0,6%	-0,2	-0,3	0,1
Ctrip	0,2%	0,1%	0,1%	0,2%	0,0	0,1	0,1
Trip.com	0,2%	0,1%	0,2%	0,3%	0,1	0,1	0,0
Holidaycheck	0,0%	0,1%	0,2%	0,1%	0,1	0,0	-0,1
Other	8,8%	2,2%	2,3%	2,3%	-6,5	0,1	0,0

Q1 2023 – GRI Source Index

ALL SOURCES	SOURCE GRI Q1 2021	SOURCE GRI Q1 2022	SOURCE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	78,0%	77,3%	79,1%	79,4%	1,4	2,1	0,3
Google	83,7%	83,0%	84,5%	84,7%	1,0	1,6	0,2
Tripadvisor	89,5%	88,4%	90,5%	90,0%	0,6	1,6	-0,5
Expedia	82,4%	82,6%	83,3%	83,7%	1,3	1,1	0,4
Hotels.com	83,7%	83,4%	84,3%	84,8%	1,1	1,3	0,4
Ctrip	89,9%	86,3%	84,5%	86,1%	-3,8	-0,2	1,7
Trip.com	90,3%	86,6%	87,7%	87,2%	-3,0	0,6	-0,5
Holidaycheck	86,7%	86,3%	88,8%	88,8%	2,1	2,4	-0,1
Other	86,8%	84,8%	83,0%	86,2%	-0,5	1,4	3,3

Q1 2023 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q1 2021	SERVICE GRI Q1 2022	SERVICE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	89,6%	88,3%	90,7%	91,4%	1,7	3,0	0,7
3-star Hotels	90,4%	85,5%	88,3%	89,8%	-0,6	4,3	1,4
4-star Hotels	87,2%	85,9%	87,5%	88,6%	1,4	2,7	1,1
5-star Hotels	90,4%	89,9%	92,7%	93,1%	2,7	3,2	0,4

Q1 2023 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q1 2021	CLEANLINESS GRI Q1 2022	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	90,8%	89,4%	90,5%	91,0%	0,3	1,7	0,5
3-star Hotels	90,8%	86,2%	86,1%	87,7%	-3,2	1,5	1,5
4-star Hotels	85,4%	85,5%	86,2%	87,2%	1,8	1,8	1,1
5-star Hotels	92,0%	91,5%	93,1%	93,1%	1,2	1,6	0,0

Q1 2023 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q1 2021	LOCATION GRI Q1 2022	LOCATION GRI Q4 2022	LOCATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	91,5%	89,8%	91,1%	91,6%	0,1	1,8	0,5
3-star Hotels	90,8%	87,5%	88,6%	89,2%	-1,6	1,7	0,6
4-star Hotels	88,4%	87,5%	88,7%	89,1%	0,6	1,5	0,4
5-star Hotels	92,6%	91,1%	92,7%	93,3%	0,8	2,2	0,6

Q1 2023 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q1 2021	ROOM GRI Q1 2022	ROOM GRI Q4 2022	ROOM GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	88,8%	87,4%	88,6%	89,0%	0,2	1,6	0,4
3-star Hotels	88,4%	83,6%	84,1%	85,2%	-3,2	1,6	1,1
4-star Hotels	84,9%	83,7%	84,3%	85,5%	0,6	1,8	1,1
5-star Hotels	89,9%	89,6%	91,2%	91,1%	1,2	1,4	-0,1

Q1 2023 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q1 2021	VALUE GRI Q1 2022	VALUE GRI Q4 2022	VALUE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	86,0%	83,2%	86,7%	87,5%	1,4	4,3	0,7
3-star Hotels	89,5%	82,9%	86,0%	87,2%	-2,3	4,3	1,2
4-star Hotels	82,2%	80,2%	84,0%	85,7%	3,5	5,5	1,7
5-star Hotels	86,4%	84,3%	88,0%	88,3%	1,9	4,0	0,3

Q1 2023 – Departments – Decoration GRI

HOTEL TYPE	DECORATION GRI Q1 2021	DECORATION GRI Q1 2022	DECORATION GRI Q4 2022	DECORATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	91,2%	0,0%	0,0%	0,0%	-91,2	0,0	0,0
3-star Hotels	91,2%	0,0%	0,0%	0,0%	-91,2	0,0	0,0
4-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0
5-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0

Q1 2023 – Departments – Gastronomy GRI

HOTEL TYPE	GASTRONOMY GRI Q1 2021	GASTRONOMY GRI Q1 2022	GASTRONOMY GRI Q4 2022	GASTRONOMY GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	88,2%	85,0%	87,2%	87,9%	-0,3	3,0	0,7
3-star Hotels	91,4%	80,1%	85,1%	84,9%	-6,5	4,8	-0,1
4-star Hotels	87,5%	81,8%	86,1%	85,8%	-1,7	4,1	-0,3
5-star Hotels	88,1%	86,1%	87,8%	88,8%	0,7	2,7	1,0

Q1 2023 – Departments – Reception GRI

HOTEL TYPE	RECEPTION GRI Q1 2021	RECEPTION GRI Q1 2022	RECEPTION GRI Q4 2022	RECEPTION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	0,0%	0,0%	90,6%	88,4%	88,4	88,4	-2,2
3-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0
4-star Hotels	0,0%	0,0%	93,9%	90,7%	90,7	90,7	-3,2
5-star Hotels	0,0%	0,0%	87,8%	87,1%	87,1	87,1	-0,7

Q1 2023 – Semantics – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	75,0%	74,9%	78,2%	78,7%	3,7	3,9	0,5
Booking.com	63,0%	61,5%	63,1%	64,5%	1,5	3,1	1,5
Google	82,8%	82,6%	85,2%	86,4%	3,6	3,7	1,2
Tripadvisor	88,4%	87,8%	89,2%	89,8%	1,4	2,0	0,6
Expedia	73,7%	73,9%	71,8%	75,1%	1,4	1,2	3,3
Hotels.com	74,5%	71,9%	69,5%	69,7%	-4,8	-2,2	0,2
Ctrip	81,3%	67,7%	65,9%	72,1%	-9,2	4,4	6,2
Trip.com	83,1%	80,3%	80,6%	81,8%	-1,3	1,5	1,2
Holidaycheck	76,7%	79,9%	85,0%	85,1%	8,4	5,2	0,1
Other	69,3%	74,7%	75,8%	74,3%	5,0	-0,4	-1,4

Q1 2023 – Semantics – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	25,0%	25,1%	21,8%	21,3%	-3,7	-3,9	-0,5
Booking.com	37,0%	38,5%	36,9%	35,5%	-1,5	-3,1	-1,5
Google	17,2%	17,4%	14,8%	13,6%	-3,6	-3,7	-1,2
Tripadvisor	11,6%	12,2%	10,8%	10,2%	-1,4	-2,0	-0,6
Expedia	26,3%	26,1%	28,2%	24,9%	-1,4	-1,2	-3,3
Hotels.com	25,5%	28,1%	30,5%	30,3%	4,8	2,2	-0,2
Ctrip	18,8%	32,3%	34,1%	27,9%	9,2	-4,4	-6,2
Trip.com	16,9%	19,7%	19,4%	18,2%	1,3	-1,5	-1,2
Holidaycheck	23,3%	20,1%	15,0%	14,9%	-8,4	-5,2	-0,1
Other	30,7%	25,3%	24,2%	25,7%	-5,0	0,4	1,4

Q1 2023 – Semantics – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Middle East	350,658	553,505	603,152	687,710	96,1%	24,2%	14,0%
Booking.com	114,248	187,372	168,346	207,019	81,2%	10,5%	23,0%
Google	69,314	127,979	167,464	194,670	180,9%	52,1%	16,2%
Tripadvisor	120,107	195,450	225,565	243,338	102,6%	24,5%	7,9%
Expedia	4,342	9,540	4,453	5,925	36,5%	-37,9%	33,1%
Hotels.com	2,924	4,920	2,380	3,433	17,4%	-30,2%	44,2%
Ctrip	455	251	288	721	58,5%	187,3%	150,3%
Trip.com	491	629	1,586	1,959	299,0%	211,4%	23,5%
Holidaycheck	678	4,389	7,498	5,576	722,4%	27,0%	-25,6%
Other	38,099	22,975	25,572	25,069	-34,2%	9,1%	-2,0%

Q1 2023 – Semantics – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
Middle East	117,028	185,891	167,721	185,854	58,8%	0,0%	10,8%
Booking.com	67,101	117,512	98,589	113,730	69,5%	-3,2%	15,4%
Google	14,395	26,903	29,067	30,724	113,4%	14,2%	5,7%
Tripadvisor	15,723	27,032	27,246	27,602	75,6%	2,1%	1,3%
Expedia	1,552	3,378	1,751	1,967	26,7%	-41,8%	12,3%
Hotels.com	1,000	1,921	1,043	1,489	48,9%	-22,5%	42,8%
Ctrip	105	120	149	279	165,7%	132,5%	87,2%
Trip.com	100	154	381	436	336,0%	183,1%	14,4%
Holidaycheck	206	1,102	1,326	977	374,3%	-11,3%	-26,3%
Other	16,846	7,769	8,169	8,650	-48,7%	11,3%	5,9%

Q1 2023 – Language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	75,0%	74,9%	78,2%	78,7%	3,7	3,9	0,5
English	76,2%	76,6%	79,6%	80,0%	3,8	3,5	0,5
Spanish	74,5%	70,8%	71,1%	74,4%	0,0	3,7	3,4
German	75,3%	75,3%	80,3%	78,8%	3,5	3,5	-1,4
Italian	70,3%	72,2%	75,5%	75,7%	5,4	3,5	0,2
Portuguese	79,2%	74,0%	79,2%	75,6%	-3,6	1,6	-3,7
French	73,7%	72,0%	72,4%	74,4%	0,7	2,4	2,0
Chinese	81,2%	67,9%	69,8%	73,6%	-7,6	5,8	3,9
Other	68,0%	68,3%	71,9%	73,4%	5,4	5,1	1,5

Q1 2023 – Language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	25,0%	25,1%	21,8%	21,3%	-3,7	-3,9	-0,5
English	23,8%	23,4%	20,4%	20,0%	-3,8	-3,5	-0,5
Spanish	25,5%	29,2%	28,9%	25,6%	0,0	-3,7	-3,4
German	24,7%	24,7%	19,7%	21,2%	-3,5	-3,5	1,4
Italian	29,7%	27,8%	24,5%	24,3%	-5,4	-3,5	-0,2
Portuguese	20,8%	26,0%	20,8%	24,4%	3,6	-1,6	3,7
French	26,3%	28,0%	27,6%	25,6%	-0,7	-2,4	-2,0
Chinese	18,8%	32,1%	30,2%	26,4%	7,6	-5,8	-3,9
Other	32,0%	31,7%	28,1%	26,6%	-5,4	-5,1	-1,5

Q1 2023 – Sources – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	350 658	553 505	603 152	687 711	96,1%	24,2%	14,0%
English	286 876	407 264	476 027	532 474	85,6%	30,7%	11,9%
Spanish	986	3 812	4 900	4 286	334,7%	12,4%	-12,5%
German	5 562	24 437	22 990	24 114	333,5%	-1,3%	4,9%
Italian	1 056	8 234	7 322	12 777	1109,9%	55,2%	74,5%
Portuguese	1 001	4 568	2 542	2 958	195,5%	-35,2%	16,4%
French	10 687	26 665	15 276	20 395	90,8%	-23,5%	33,5%
Chinese	450	416	639	1 323	194,0%	218,0%	107,0%
Other	44 040	78 109	73 456	89 384	103,0%	14,4%	21,7%

Q1 2023 – Sources – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	117,028	185,891	167,721	185,855	58,8%	0,0%	10,8%
English	89,519	124,655	122,238	132,961	48,5%	6,7%	8,8%
Spanish	338	1,575	1,992	1,471	335,2%	-6,6%	-26,2%
German	1,822	8,019	5,657	6,472	255,2%	-19,3%	14,4%
Italian	447	3,173	2,381	4,107	818,8%	29,4%	72,5%
Portuguese	263	1,609	666	956	263,5%	-40,6%	43,5%
French	3,820	10,362	5,837	7,026	83,9%	-32,2%	20,4%
Chinese	104	197	277	474	355,8%	140,6%	71,1%
Other	20,715	36,301	28,673	32,388	56,4%	-10,8%	13,0%

Q1 2023 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	68,0%	63,2%	66,8%	67,8%	-0,2	4,6	1,0
Cleanliness	71,6%	71,4%	74,8%	76,2%	4,6	4,8	1,4
Food and Drinks	76,1%	78,4%	81,0%	81,5%	5,4	3,1	0,4
Facilities	67,0%	68,5%	72,5%	72,8%	5,8	4,2	0,2
Service	80,1%	81,8%	86,4%	86,5%	6,5	4,8	0,1
Value	60,0%	60,0%	62,4%	63,6%	3,6	3,7	1,2
Staff	86,8%	86,9%	89,2%	89,8%	3,0	2,9	0,6
Experience	85,5%	85,4%	88,0%	88,5%	3,0	3,1	0,4
Ambience	66,1%	59,7%	65,6%	63,1%	-3,1	3,4	-2,6
Animals	72,6%	69,0%	59,1%	69,5%	-3,1	0,4	10,3
Bathroom	31,9%	31,9%	33,5%	35,0%	3,1	3,0	1,5
Beach	86,5%	87,2%	87,0%	87,8%	1,3	0,6	0,8
Bed	57,1%	58,4%	60,2%	62,4%	5,3	4,0	2,1
Camping	74,0%	78,1%	81,7%	78,0%	4,0	-0,1	-3,7
Casino	66,7%	20,0%	42,9%	50,0%	-16,7	30,0	7,1
Common Areas	71,9%	71,2%	75,2%	75,3%	3,4	4,1	0,1
Decoration	56,3%	54,7%	58,6%	59,6%	3,3	5,0	1,1
Entertainment	74,0%	71,4%	74,7%	73,9%	-0,1	2,5	-0,8
Establishment	80,3%	79,7%	82,9%	83,7%	3,3	4,0	0,8
Events	84,0%	76,8%	82,4%	83,2%	-0,8	6,4	0,8
Golf	75,4%	74,7%	77,1%	76,6%	1,2	1,8	-0,5
Internet	39,4%	40,6%	39,1%	38,4%	-1,0	-2,2	-0,7
Location	91,0%	90,4%	91,0%	91,0%	-0,1	0,6	-0,1
Maintenance	35,9%	32,8%	34,0%	34,3%	-1,6	1,4	0,3
Medical and Health	60,8%	51,9%	40,0%	38,7%	-22,1	-13,2	-1,3
Reception	73,9%	73,2%	77,5%	78,1%	4,1	4,9	0,6
Security	76,1%	68,1%	71,6%	69,7%	-6,4	1,6	-1,9
Spa	84,5%	79,7%	83,8%	82,1%	-2,4	2,4	-1,7
Sustainability	81,9%	80,0%	83,7%	84,5%	2,6	4,5	0,8
Technology	30,8%	35,8%	35,5%	34,9%	4,1	-0,8	-0,5
Theme Park	87,4%	94,9%	91,7%	87,4%	0,0	-7,5	-4,2

Q1 2023 – Semantic – Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	32,0%	36,8%	33,2%	32,2%	0,2	-4,6	-1,0
Cleanliness	28,4%	28,6%	25,2%	23,8%	-4,6	-4,8	-1,4
Food and Drinks	23,9%	21,6%	19,0%	18,5%	-5,4	-3,1	-0,4
Facilities	33,0%	31,5%	27,5%	27,2%	-5,8	-4,2	-0,2
Service	19,9%	18,2%	13,6%	13,5%	-6,5	-4,8	-0,1
Value	40,0%	40,0%	37,6%	36,4%	-3,6	-3,7	-1,2
Staff	13,2%	13,1%	10,8%	10,2%	-3,0	-2,9	-0,6
Experience	14,5%	14,6%	12,0%	11,5%	-3,0	-3,1	-0,4
Ambience	33,9%	40,3%	34,4%	36,9%	3,1	-3,4	2,6
Animals	27,4%	31,0%	40,9%	30,5%	3,1	-0,4	-10,3
Bathroom	68,1%	68,1%	66,5%	65,0%	-3,1	-3,0	-1,5
Beach	13,5%	12,8%	13,0%	12,2%	-1,3	-0,6	-0,8
Bed	42,9%	41,6%	39,8%	37,6%	-5,3	-4,0	-2,1
Camping	26,0%	21,9%	18,3%	22,0%	-4,0	0,1	3,7
Casino	33,3%	80,0%	57,1%	50,0%	16,7	-30,0	-7,1
Common Areas	28,1%	28,8%	24,8%	24,7%	-3,4	-4,1	-0,1
Decoration	43,7%	45,3%	41,4%	40,4%	-3,3	-5,0	-1,1
Entertainment	26,0%	28,6%	25,3%	26,1%	0,1	-2,5	0,8
Establishment	19,7%	20,3%	17,1%	16,3%	-3,3	-4,0	-0,8
Events	16,0%	23,2%	17,6%	16,8%	0,8	-6,4	-0,8
Golf	24,6%	25,3%	22,9%	23,4%	-1,2	-1,8	0,5
Internet	60,6%	59,4%	60,9%	61,6%	1,0	2,2	0,7
Location	9,0%	9,6%	9,0%	9,0%	0,1	-0,6	0,1
Maintenance	64,1%	67,2%	66,0%	65,7%	1,6	-1,4	-0,3
Medical and Health	39,2%	48,1%	60,0%	61,3%	22,1	13,2	1,3
Reception	26,1%	26,8%	22,5%	21,9%	-4,1	-4,9	-0,6
Security	23,9%	31,9%	28,4%	30,3%	6,4	-1,6	1,9
Spa	15,5%	20,3%	16,2%	17,9%	2,4	-2,4	1,7
Sustainability	18,1%	20,0%	16,3%	15,5%	-2,6	-4,5	-0,8
Technology	69,2%	64,2%	64,5%	65,1%	-4,1	0,8	0,5
Theme Park	12,6%	5,1%	8,3%	12,6%	0,0	7,5	4,2

Q1 2023 – Management response – Percentage of review responses per Hotel type

HOTEL TYPE	REVIEW RESPONSE Q1 2021	REVIEW RESPONSE Q1 2022	REVIEW RESPONSE Q4 2022	REVIEW RESPONSE Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	67,8%	71,1%	73,8%	75,3%	7,5	4,1	1,5
3-star Hotels	63,8%	69,5%	67,4%	69,8%	6,0	0,3	2,4
4-star Hotels	63,9%	62,9%	67,4%	68,8%	4,9	5,9	1,4
5-star Hotels	71,1%	76,3%	79,6%	80,7%	9,6	4,5	1,1

Q1 2023 – Management response – Total volume of review responses per Hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q1 2021	RESPONDABLE REVIEWS Q1 2022	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Middle East	125,174	201,183	207,884	237,328	89,6%	18,0%	14,2%
3-star Hotels	22,746	41,419	42,657	49,257	116,6%	18,9%	15,5%
4-star Hotels	34,152	56,248	56,909	63,313	85,4%	12,6%	11,3%
5-star Hotels	68,276	103,516	108,318	124,758	82,7%	20,5%	15,2%

Q1 2023 – Average response time – to positive and negative reviews

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Middle East	8,8	7,8	9,3	12,3	4,9	5,4	3,8	5,3
3-star Hotels	66,7	8,7	6,8	11,1	3,5	6,4	5,5	5,4
4-star Hotels	6,1	9,5	10,0	14,7	5,8	9,6	4,4	5,9
5-star Hotels	5,7	8,7	10,1	12,2	4,3	4,7	3,5	4,8
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	4,6	5,8	3,7	6,8	2,6	4,0	2,1	2,8
Google	4,9	9,6	3,6	6,3	2,8	4,4	2,5	3,7
Tripadvisor	4,9	8,7	5,8	9,6	4,5	7,4	4,0	6,0
Expedia	7,0	10,3	5,3	6,9	5,2	4,9	4,1	5,1
Hotels.com	2,0	---	8,9	12,4	3,3	2,5	3,5	5,6
Holidaycheck	26,2	4,6	29,1	36,3	7,6	11,0	5,5	9,9
Other	11,7	7,6	8,6	7,8	8,1	3,3	4,6	3,9
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Middle East	71,9%	57,3%	75,6%	56,3%	77,8%	58,3%	79,1%	58,8%
3-star Hotels	70,4%	47,2%	70,4%	47,1%	74,2%	44,2%	75,6%	45,1%
4-star Hotels	68,3%	54,3%	68,3%	49,2%	71,9%	54,1%	73,5%	54,1%
5-star Hotels	73,9%	64,8%	73,9%	69,0%	81,7%	73,1%	82,7%	72,8%
	%	%	%	%	%	%	%	%

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	72,3%	60,4%	74,1%	59,4%	76,3%	62,9%	78,4%	63,9%
Google	65,2%	50,0%	73,2%	49,7%	77,7%	52,5%	79,1%	53,0%
Tripadvisor	90,2%	72,1%	91,0%	80,6%	89,3%	76,6%	89,6%	77,8%
Expedia	70,8%	59,9%	70,5%	60,2%	75,2%	69,4%	75,7%	67,3%
Hotels.com	58,4%	46,5%	73,6%	64,7%	77,1%	64,8%	80,6%	63,2%
Ctrip	27,4%	31,0%	19,7%	19,5%	27,8%	22,9%	28,0%	19,2%
Trip.com	12,7%	9,5%	15,9%	11,9%	24,8%	22,2%	24,9%	20,2%
Holidaycheck	38,2%	58,3%	55,7%	36,5%	45,9%	38,5%	50,5%	41,9%
Other	46,1%	26,0%	35,1%	22,8%	39,8%	25,7%	39,8%	25,2%
	%	%	%	%	%	%	%	%



North America References



Q1 2023 – North America - Global Review Index™ (GRI™)

HOTEL TYPE	GRI Q1 2021	GRI Q1 2022	GRI Q4 2022	GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
NORTH AMERICA	84,7%	83,8%	83,2%	84,1%	-0,6	0,3	0,9
3-star Hotels	82,7%	81,5%	80,6%	81,5%	-1,2	0,0	0,9
4-star Hotels	85,4%	84,9%	84,5%	85,5%	0,1	0,6	1,1
5-star Hotels	88,6%	87,7%	87,6%	88,0%	-0,6	0,3	0,5

Q1 2023 – Review Volume from top Sources

SOURCE	REVIEW VOLUME Q1 2021	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q4 2022	REVIEW VOLUME Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Sources	252,262	352,438	334,348	337,124	33,6%	-4,3%	0,8%
Booking.com	66,480	110,209	129,576	116,532	75,3%	5,7%	-10,1%
Google	59,329	80,620	85,951	86,172	45,2%	6,9%	0,3%
Tripadvisor	18,342	32,230	36,718	36,070	96,7%	11,9%	-1,8%
Expedia	64,225	76,724	40,110	56,620	-11,8%	-26,2%	41,2%
Hotels.com	23,843	31,381	25,017	25,901	8,6%	-17,5%	3,5%
Ctrip	218	226	363	644	195,4%	185,0%	77,4%
Trip.com	187	329	498	691	269,5%	110,0%	38,8%
Holidaycheck	1	29	224	106	10500,0%	265,5%	-52,7%
Other	19,637	20,690	15,891	14,388	-26,7%	-30,5%	-9,5%

Q1 2023 – Share of Reviews per Source

ALL SOURCES	SHARE OF REVIEWS Q1 2021	SHARE OF REVIEWS Q1 2022	SHARE OF REVIEWS Q4 2022	SHARE OF REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	26,4%	31,3%	38,8%	34,6%	8,2	3,3	-4,2
Google	23,5%	22,9%	25,7%	25,6%	2,0	2,7	-0,1
Tripadvisor	7,3%	9,1%	11,0%	10,7%	3,4	1,6	-0,3
Expedia	25,5%	21,8%	12,0%	16,8%	-8,7	-5,0	4,8
Hotels.com	9,5%	8,9%	7,5%	7,7%	-1,8	-1,2	0,2
Ctrip	0,1%	0,1%	0,1%	0,2%	0,1	0,1	0,1
Trip.com	0,1%	0,1%	0,1%	0,2%	0,1	0,1	0,1
Holidaycheck	0,0%	0,0%	0,1%	0,0%	0,0	0,0	0,0
Other	7,8%	5,9%	4,8%	4,3%	-3,5	-1,6	-0,5

Q1 2023 – GRI Source Index

ALL SOURCES	SOURCE GRI Q1 2021	SOURCE GRI Q1 2022	SOURCE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Booking.com	83,1%	82,3%	82,0%	82,6%	-0,5	0,4	0,6
Google	85,2%	83,0%	82,7%	83,4%	-1,8	0,4	0,8
Tripadvisor	80,9%	78,0%	77,8%	78,6%	-2,3	0,5	0,7
Expedia	85,0%	85,3%	84,4%	84,8%	-0,2	-0,4	0,4
Hotels.com	85,6%	85,7%	85,3%	85,6%	0,0	-0,1	0,4
Ctrip	91,1%	87,4%	88,2%	86,3%	-4,8	-1,1	-1,9
Trip.com	90,8%	87,9%	85,3%	86,4%	-4,4	-1,5	1,1
Holidaycheck	82,6%	89,9%	83,2%	81,8%	-0,8	-8,2	-1,5
Other	77,6%	79,4%	79,0%	79,2%	1,5	-0,3	0,2

Q1 2023 – Departments – Service GRI

HOTEL TYPE	SERVICE GRI Q1 2021	SERVICE GRI Q1 2022	SERVICE GRI Q4 2022	SOURCE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	85,3%	82,5%	82,6%	83,2%	-2,0	0,8	0,7
3-star Hotels	82,2%	78,3%	78,3%	79,2%	-2,9	0,9	0,9
4-star Hotels	85,9%	83,8%	83,7%	84,3%	-1,6	0,5	0,6
5-star Hotels	88,9%	88,1%	88,6%	88,6%	-0,4	0,5	0,0

Q1 2023 – Departments – Cleanliness GRI

HOTEL TYPE	CLEANLINESS GRI Q1 2021	CLEANLINESS GRI Q1 2022	CLEANLINESS GRI Q4 2022	CLEANLINESS GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	88,1%	84,3%	85,0%	85,9%	-2,2	1,6	0,9
3-star Hotels	84,6%	77,8%	78,0%	78,9%	-5,8	1,1	0,9
4-star Hotels	88,9%	87,6%	87,7%	88,5%	-0,4	0,9	0,8
5-star Hotels	92,7%	93,2%	93,6%	93,7%	1,0	0,5	0,1

Q1 2023 – Departments – Location GRI

HOTEL TYPE	LOCATION GRI Q1 2021	LOCATION GRI Q1 2022	LOCATION GRI Q4 2022	LOCATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	92,6%	89,9%	90,4%	90,9%	-1,7	1,0	0,5
3-star Hotels	89,9%	85,7%	86,2%	86,9%	-3,0	1,2	0,8
4-star Hotels	93,4%	92,4%	92,4%	92,6%	-0,8	0,2	0,2
5-star Hotels	95,5%	94,7%	94,5%	94,4%	-1,1	-0,3	-0,1

Q1 2023 – Departments – Room GRI

HOTEL TYPE	ROOM GRI Q1 2021	ROOM GRI Q1 2022	ROOM GRI Q4 2022	ROOM GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	85,8%	81,7%	82,1%	82,7%	-3,2	0,9	0,6
3-star Hotels	82,0%	75,7%	75,3%	76,1%	-5,9	0,4	0,8
4-star Hotels	86,7%	84,6%	84,4%	84,7%	-2,0	0,1	0,3
5-star Hotels	90,7%	89,7%	90,4%	90,4%	-0,3	0,7	0,0

Q1 2023 – Departments – Value GRI

HOTEL TYPE	VALUE GRI Q1 2021	VALUE GRI Q1 2022	VALUE GRI Q4 2022	VALUE GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	82,5%	77,2%	77,1%	78,7%	-3,8	1,5	1,5
3-star Hotels	81,0%	72,9%	72,8%	74,5%	-6,4	1,7	1,7
4-star Hotels	83,5%	79,9%	79,0%	80,7%	-2,8	0,8	1,6
5-star Hotels	82,8%	81,2%	81,6%	81,6%	-1,2	0,4	0,0

Q1 2023 – Departments – Decoration GRI

HOTEL TYPE	DECORATION GRI Q1 2021	DECORATION GRI Q1 2022	DECORATION GRI Q4 2022	DECORATION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	0,0%	0,0%	95,3%	94,6%	94,6	94,6	-0,7
3-star Hotels	0,0%	0,0%	95,3%	94,6%	94,6	94,6	-0,7
4-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0
5-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0

Q1 2023 – Departments – Gastronomy GRI

HOTEL TYPE	GASTRONOMY GRI Q1 2021	GASTRONOMY GRI Q1 2022	GASTRONOMY GRI Q4 2022	GASTRONOMY GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	77,9%	86,2%	80,9%	81,2%	3,3	-5,0	0,3
3-star Hotels	74,3%	0,0%	80,1%	80,5%	6,1	80,5	0,4
4-star Hotels	80,9%	86,2%	82,2%	81,7%	0,9	-4,5	-0,5
5-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0

Q1 2023 – Departments – Reception GRI

HOTEL TYPE	RECEPTION GRI Q1 2021	RECEPTION GRI Q1 2022	RECEPTION GRI Q4 2022	RECEPTION GRI Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	86,3%	89,2%	89,7%	0,0%	-86,3	-89,2	-89,7
3-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0
4-star Hotels	86,3%	89,2%	89,7%	0,0%	-86,3	-89,2	-89,7
5-star Hotels	0,0%	0,0%	0,0%	0,0%	0,0	0,0	0,0

Q1 2023 – Semantics – Percentage of positive mentions per region per hotel type

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	63,9%	64,5%	65,4%	66,5%	2,6	2,0	1,1
Booking.com	55,7%	56,1%	57,3%	58,4%	2,7	2,2	1,0
Google	67,3%	65,7%	65,1%	66,4%	-0,9	0,7	1,3
Tripadvisor	71,3%	71,8%	73,1%	74,3%	3,1	2,6	1,2
Expedia	63,0%	64,4%	64,1%	65,7%	2,7	1,3	1,6
Hotels.com	61,3%	63,2%	62,6%	63,3%	2,0	0,1	0,6
Ctrip	67,2%	68,6%	74,1%	72,2%	5,0	3,6	-2,0
Trip.com	79,9%	75,6%	77,1%	74,0%	-5,9	-1,5	-3,0
Holidaycheck	66,7%	70,3%	80,1%	75,5%	8,8	5,2	-4,6
Other	63,4%	63,9%	65,4%	65,8%	2,4	2,0	0,4

Q1 2023 – Semantics – Percentage of negative mentions per region per hotel type

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	36,1%	35,5%	34,6%	33,5%	-2,6	-2,0	-1,1
Booking.com	44,3%	43,9%	42,7%	41,6%	-2,7	-2,2	-1,0
Google	32,7%	34,3%	34,9%	33,6%	0,9	-0,7	-1,3
Tripadvisor	28,7%	28,2%	26,9%	25,7%	-3,1	-2,6	-1,2
Expedia	37,0%	35,6%	35,9%	34,3%	-2,7	-1,3	-1,6
Hotels.com	38,7%	36,8%	37,4%	36,7%	-2,0	-0,1	-0,6
Ctrip	32,8%	31,4%	25,9%	27,8%	-5,0	-3,6	2,0
Trip.com	20,1%	24,4%	22,9%	26,0%	5,9	1,5	3,0
Holidaycheck	33,3%	29,7%	19,9%	24,5%	-8,8	-5,2	4,6
Other	36,6%	36,1%	34,6%	34,2%	-2,4	-2,0	-0,4

Q1 2023 – Semantics – Total volume of positive mentions per region per source

SOURCE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
North America	514,983	766,896	731,118	742,058	44,1%	-3,2%	1,5%
Booking.com	90,219	144,856	145,064	144,523	60,2%	-0,2%	-0,4%
Google	95,006	150,859	162,529	174,731	83,9%	15,8%	7,5%
Tripadvisor	118,317	200,804	226,590	223,890	89,2%	11,5%	-1,2%
Expedia	98,950	140,447	86,894	98,251	-0,7%	-30,0%	13,1%
Hotels.com	33,648	41,690	29,937	30,335	-9,8%	-27,2%	1,3%
Ctrip	403	238	413	679	68,5%	185,3%	64,4%
Trip.com	282	538	823	900	219,1%	67,3%	9,4%
Holidaycheck	4	192	1,331	746	18550,0%	288,5%	-44,0%
Other	78,154	87,272	77,537	68,003	-13,0%	-22,1%	-12,3%

Q1 2023 – Semantics – Total volume of negative mentions per region per source

SOURCE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
North America	290,385	422,618	386,682	373,687	28,7%	-11,6%	-3,4%
Booking.com	71,805	113,168	107,960	103,129	43,6%	-8,9%	-4,5%
Google	46,149	78,752	86,948	88,223	91,2%	12,0%	1,5%
Tripadvisor	47,685	79,037	83,409	77,288	62,1%	-2,2%	-7,3%
Expedia	58,127	77,610	48,761	51,327	-11,7%	-33,9%	5,3%
Hotels.com	21,278	24,305	17,876	17,617	-17,2%	-27,5%	-1,4%
Ctrip	197	109	144	262	33,0%	140,4%	81,9%
Trip.com	71	174	245	316	345,1%	81,6%	29,0%
Holidaycheck	2	81	330	242	12000,0%	198,8%	-26,7%
Other	45,071	49,382	41,009	35,283	-21,7%	-28,6%	-14,0%

Q1 2023 – Language – Percentage of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	63,9%	64,5%	65,4%	66,5%	2,6	2,0	1,1
English	63,9%	64,6%	65,5%	66,6%	2,7	2,0	1,1
Spanish	61,1%	61,3%	63,2%	64,1%	3,0	2,8	0,8
German	75,8%	69,5%	69,1%	68,6%	-7,2	-0,9	-0,5
Italian	67,5%	62,5%	65,5%	66,7%	-0,8	4,2	1,2
Portuguese	66,8%	62,3%	61,7%	65,1%	-1,7	2,8	3,4
French	68,4%	60,0%	61,2%	63,7%	-4,7	3,7	2,6
Chinese	70,2%	63,8%	69,7%	69,7%	-0,6	5,9	0,0
Other	71,9%	68,0%	67,9%	69,7%	-2,1	1,8	1,8

Q1 2023 – Language – Percentage of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
All Languages	36,1%	35,5%	34,6%	33,5%	-2,6	-2,0	-1,1
English	36,1%	35,4%	34,5%	33,4%	-2,7	-2,0	-1,1
Spanish	38,9%	38,7%	36,8%	35,9%	-3,0	-2,8	-0,8
German	24,2%	30,5%	30,9%	31,4%	7,2	0,9	0,5
Italian	32,5%	37,5%	34,5%	33,3%	0,8	-4,2	-1,2
Portuguese	33,2%	37,7%	38,3%	34,9%	1,7	-2,8	-3,4
French	31,6%	40,0%	38,8%	36,3%	4,7	-3,7	-2,6
Chinese	29,8%	36,2%	30,3%	30,3%	0,6	-5,9	0,0
Other	28,1%	32,0%	32,1%	30,3%	2,1	-1,8	-1,8

Q1 2023 – Sources – Total volume of positive mentions per region per hotel type

LANGUAGE	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	514,983	766,896	731,118	742,058	44,1%	-3,2%	1,5%
English	501,591	723,881	678,041	691,927	37,9%	-4,4%	2,0%
Spanish	7,431	16,734	14,554	14,213	91,3%	-15,1%	-2,3%
German	185	4,214	10,313	6,268	3288,1%	48,7%	-39,2%
Italian	106	1,436	2,559	2,840	2579,2%	97,8%	11,0%
Portuguese	261	3,636	4,155	4,771	1728,0%	31,2%	14,8%
French	4,466	14,137	15,913	17,183	284,8%	21,5%	8,0%
Chinese	238	470	916	1,338	462,2%	184,7%	46,1%
Other	705	2,388	4,667	3,518	399,0%	47,3%	-24,6%

Q1 2023 – Sources – Total volume of negative mentions per region per hotel type

LANGUAGE	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	% CHANGE Q1 23 VS Q1 21	% CHANGE Q1 23 VS Q1 22	% CHANGE Q1 23 VS Q4 22
All Languages	290,385	422,618	386,682	373,687	28,7%	-11,6%	-3,4%
English	282,979	396,323	356,983	346,990	22,6%	-12,4%	-2,8%
Spanish	4,730	10,580	8,460	7,964	68,4%	-24,7%	-5,9%
German	59	1,846	4,606	2,869	4762,7%	55,4%	-37,7%
Italian	51	860	1,348	1,415	2674,5%	64,5%	5,0%
Portuguese	130	2,200	2,577	2,561	1870,0%	16,4%	-0,6%
French	2,059	9,416	10,103	9,778	374,9%	3,8%	-3,2%
Chinese	101	267	399	583	477,2%	118,4%	46,1%
Other	276	1,126	2,206	1,527	453,3%	35,6%	-30,8%

Q1 2023 – Semantic – Percentage of positive mentions per category

CATEGORY	POSITIVE MENTIONS Q1 2021	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS Q4 2022	POSITIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	60,3%	56,1%	56,8%	58,3%	-2,0	2,2	1,5
Cleanliness	59,1%	59,3%	58,4%	60,6%	1,6	1,3	2,2
Food and Drinks	69,5%	72,2%	73,3%	74,8%	5,3	2,6	1,5
Facilities	50,5%	53,0%	54,7%	55,5%	5,0	2,6	0,8
Service	64,8%	65,7%	67,6%	68,5%	3,8	2,8	0,9
Value	47,9%	46,6%	48,4%	49,7%	1,8	3,1	1,3
Staff	79,9%	80,7%	81,2%	82,1%	2,3	1,5	0,9
Experience	76,2%	77,0%	77,2%	78,2%	2,0	1,2	1,0
Ambience	49,9%	47,1%	50,7%	51,2%	1,3	4,1	0,4
Animals	71,6%	71,8%	71,1%	69,8%	-1,8	-2,0	-1,3
Bathroom	35,5%	34,6%	36,4%	37,4%	1,9	2,8	1,0
Beach	86,1%	86,9%	88,8%	88,0%	1,9	1,2	-0,8
Bed	56,0%	58,7%	62,1%	62,0%	5,9	3,2	-0,1
Camping	54,7%	47,5%	67,0%	61,9%	7,2	14,4	-5,1
Casino	71,9%	74,1%	71,0%	70,4%	-1,5	-3,7	-0,6
Common Areas	62,2%	65,8%	66,9%	67,3%	5,1	1,5	0,4
Decoration	59,0%	56,9%	58,4%	58,3%	-0,8	1,4	-0,1
Entertainment	68,3%	70,8%	70,9%	72,0%	3,7	1,1	1,1
Establishment	72,9%	73,3%	73,3%	74,3%	1,4	0,9	1,0
Events	73,7%	73,7%	73,7%	76,4%	2,7	2,7	2,7
Golf	81,9%	84,6%	84,4%	79,7%	-2,2	-4,9	-4,7
Internet	34,2%	33,3%	36,4%	34,6%	0,4	1,3	-1,8
Location	87,7%	89,1%	89,2%	89,4%	1,7	0,4	0,2
Maintenance	27,1%	28,6%	27,5%	27,8%	0,6	-0,8	0,2
Medical and Health	51,6%	38,6%	32,5%	32,3%	-19,3	-6,3	-0,2
Reception	59,9%	61,9%	61,2%	63,1%	3,2	1,2	1,9
Security	67,0%	56,4%	55,3%	53,1%	-13,9	-3,3	-2,2
Spa	68,9%	66,8%	68,3%	69,8%	0,8	3,0	1,5
Sustainability	74,7%	69,6%	72,2%	70,5%	-4,3	0,9	-1,8
Technology	33,6%	34,9%	36,2%	35,0%	1,4	0,1	-1,2
Theme Park	79,1%	78,6%	77,9%	78,4%	-0,7	-0,2	0,5

Q1 2023 – Semantic – Percentage of negative mentions per category

CATEGORY	NEGATIVE MENTIONS Q1 2021	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS Q4 2022	NEGATIVE MENTIONS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
Room	39,7%	43,9%	43,2%	41,7%	2,0	-2,2	-1,5
Cleanliness	40,9%	40,7%	41,6%	39,4%	-1,6	-1,3	-2,2
Food and Drinks	30,5%	27,8%	26,7%	25,2%	-5,3	-2,6	-1,5
Facilities	49,5%	47,0%	45,3%	44,5%	-5,0	-2,6	-0,8
Service	35,2%	34,3%	32,4%	31,5%	-3,8	-2,8	-0,9
Value	52,1%	53,4%	51,6%	50,3%	-1,8	-3,1	-1,3
Staff	20,1%	19,3%	18,8%	17,9%	-2,3	-1,5	-0,9
Experience	23,8%	23,0%	22,8%	21,8%	-2,0	-1,2	-1,0
Ambience	50,1%	52,9%	49,3%	48,8%	-1,3	-4,1	-0,4
Animals	28,4%	28,2%	28,9%	30,2%	1,8	2,0	1,3
Bathroom	64,5%	65,4%	63,6%	62,6%	-1,9	-2,8	-1,0
Beach	13,9%	13,1%	11,2%	12,0%	-1,9	-1,2	0,8
Bed	44,0%	41,3%	37,9%	38,0%	-5,9	-3,2	0,1
Camping	45,3%	52,5%	33,0%	38,1%	-7,2	-14,4	5,1
Casino	28,1%	25,9%	29,0%	29,6%	1,5	3,7	0,6
Common Areas	37,8%	34,2%	33,1%	32,7%	-5,1	-1,5	-0,4
Decoration	41,0%	43,1%	41,6%	41,7%	0,8	-1,4	0,1
Entertainment	31,7%	29,2%	29,1%	28,0%	-3,7	-1,1	-1,1
Establishment	27,1%	26,7%	26,7%	25,7%	-1,4	-0,9	-1,0
Events	26,3%	26,3%	26,3%	23,6%	-2,7	-2,7	-2,7
Golf	18,1%	15,4%	15,6%	20,3%	2,2	4,9	4,7
Internet	65,8%	66,7%	63,6%	65,4%	-0,4	-1,3	1,8
Location	12,3%	10,9%	10,8%	10,6%	-1,7	-0,4	-0,2
Maintenance	72,9%	71,4%	72,5%	72,2%	-0,6	0,8	-0,2
Medical and Health	48,4%	61,4%	67,5%	67,7%	19,3	6,3	0,2
Reception	40,1%	38,1%	38,8%	36,9%	-3,2	-1,2	-1,9
Security	33,0%	43,6%	44,7%	46,9%	13,9	3,3	2,2
Spa	31,1%	33,2%	31,7%	30,2%	-0,8	-3,0	-1,5
Sustainability	25,3%	30,4%	27,8%	29,5%	4,3	-0,9	1,8
Technology	66,4%	65,1%	63,8%	65,0%	-1,4	-0,1	1,2
Theme Park	20,9%	21,4%	22,1%	21,6%	0,7	0,2	-0,5

Q1 2023 – Management response – Percentage of review responses per Hotel type

HOTEL TYPE	REVIEW RESPONSE Q1 2021	REVIEW RESPONSE Q1 2022	REVIEW RESPONSE Q4 2022	REVIEW RESPONSE Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	49,2%	52,6%	51,6%	54,5%	5,3	2,0	2,9
3-star Hotels	49,6%	51,1%	47,4%	51,1%	1,6	0,0	3,7
4-star Hotels	49,1%	54,0%	55,1%	57,5%	8,4	3,5	2,3
5-star Hotels	47,7%	50,7%	49,7%	52,4%	4,7	1,7	2,7

Q1 2023 – Management response – Total volume of review responses per Hotel type

HOTEL TYPE	RESPONDABLE REVIEWS Q1 2021	RESPONDABLE REVIEWS Q1 2022	RESPONDABLE REVIEWS Q4 2022	RESPONDABLE REVIEWS Q1 2023	CHANGE Q1 23 VS Q1 21	CHANGE Q1 23 VS Q1 22	CHANGE Q1 23 VS Q4 22
North America	151,414	227,244	214,234	215,494	42,3%	-5,2%	0,6%
3-star Hotels	64,240	94,202	83,700	84,218	31,1%	-10,6%	0,6%
4-star Hotels	75,131	114,279	110,481	111,162	48,0%	-2,7%	0,6%
5-star Hotels	12,043	18,763	20,053	20,114	67,0%	7,2%	0,3%

Q1 2023 – Average response time – to positive and negative reviews

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
North America	11,6	7,5	6,2	6,8	4,2	5,3	4,3	3,6
3-star Hotels	23,1	16,9	8,5	6,0	4,0	3,9	6,4	3,8
4-star Hotels	6,9	6,2	5,4	6,2	4,2	6,0	3,9	3,8
5-star Hotels	4,7	4,7	5,4	5,3	3,9	4,0	4,1	3,7
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

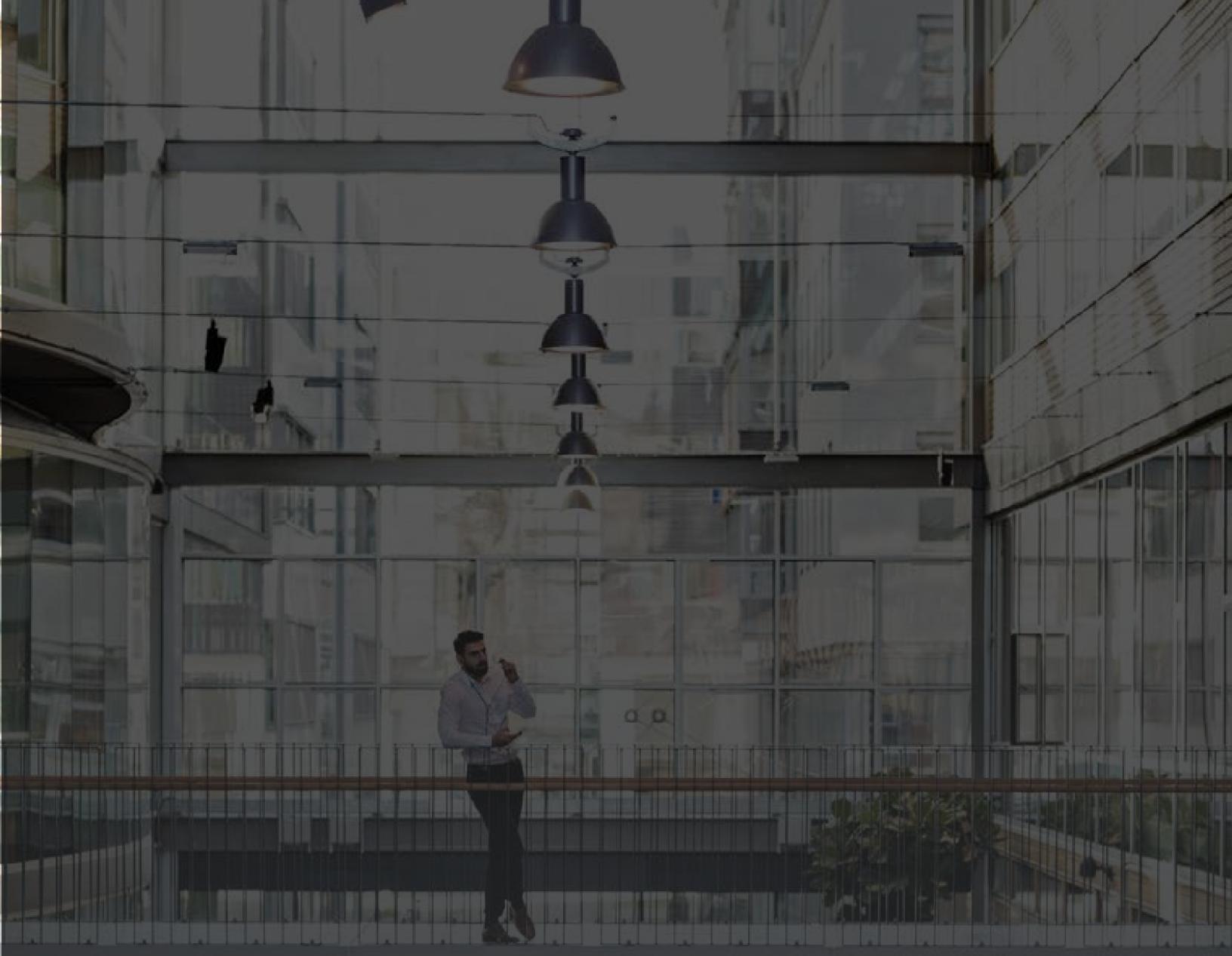
	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	38,6	18,1	6,3	6,7	3,2	3,7	2,6	2,5
Google	5,4	5,3	4,2	4,1	4,0	3,8	3,4	3,1
Tripadvisor	7,5	7,4	7,9	5,8	6,0	7,0	5,4	5,2
Expedia	3,6	3,8	3,5	4,0	3,3	3,6	3,1	3,4
Hotels.com	5,8	4,7	5,0	6,2	1,2	1,3	1,8	1,6
Holidaycheck	---	---	5,0	16,0	6,6	12,0	6,9	2,0
Other	8,5	5,7	11,2	4,9	5,3	5,8	6,7	7,3
	DAYS							

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
HOTEL TYPE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
North America	50,4%	46,9%	53,7%	49,8%	53,1%	50,3%	56,3%	51,8%
3-star Hotels	50,4%	47,8%	50,4%	50,0%	49,3%	44,7%	53,6%	46,8%
4-star Hotels	50,2%	46,9%	50,2%	49,9%	55,7%	55,9%	58,4%	57,6%
5-star Hotels	51,0%	40,2%	51,0%	47,3%	52,7%	52,4%	55,0%	51,7%
	%	%	%	%	%	%	%	%

Q1 2023 – Average response time – to positive and negative reviews per source

	Q1 2021	Q1 2021	Q1 2022	Q1 2022	Q4 2022	Q4 2022	Q1 2023	Q1 2023
SOURCE	POSITIVE REVIEW RESPONSES	NEGATIVE REVIEW RESPONSES						
Booking.com	43,7%	40,5%	47,8%	45,0%	48,4%	47,1%	50,8%	47,6%
Google	36,4%	42,9%	40,2%	44,4%	41,5%	45,0%	44,8%	46,9%
Tripadvisor	66,5%	57,4%	65,2%	58,7%	67,3%	65,7%	69,3%	61,3%
Expedia	64,4%	61,8%	67,2%	63,3%	67,2%	60,6%	71,1%	65,6%
Hotels.com	63,8%	58,2%	69,5%	64,6%	67,0%	54,7%	71,6%	63,3%
Ctrip	1,8%	0,0%	3,4%	4,2%	0,7%	0,0%	1,0%	0,0%
Trip.com	0,0%	0,0%	4,2%	0,0%	2,2%	0,0%	1,9%	1,8%
Holidaycheck	0,0%	0,0%	10,5%	16,7%	11,9%	9,5%	13,9%	9,1%
Other	27,4%	25,3%	20,7%	32,5%	26,8%	35,1%	28,0%	37,3%
	%	%	%	%	%	%	%	%



Guest Experience Benchmark



Conclusion

It's been a promising start to 2023 for the global hotel industry. Looking ahead to the remainder of the year, three potential scenarios stand out. First, world economies will continue to strengthen, boosting hotel occupancy and room rates but leading to higher wages and operating costs. Second, economies will go into a recession or downturn, weakening hotel performance and resulting in lay-offs and other cost-cutting measures. Or third, economies stagnate, and hotel performance is relatively flat.

Yet even in the event of a recession, analysts at STR believe that travel demand has the potential to rise this year.¹ Further, hotels may be more hesitant to lay off employees during a downturn, having learned during the pandemic the time and cost involved in replacing staff when business picks up and the impact on capacity and guest experience.

In the past, hotels have shown remarkable resilience in upholding guest satisfaction ratings, even during a recession, pandemic, or labour crisis. Yet there is always room for improvement. Pre-pandemic review metrics show us that hotels are fully capable of achieving higher levels of guest satisfaction.

How successful hotels will be in this regard remains to be seen. At Shiji ReviewPro, we look forward to reporting the results in future instalments of the Guest Experience Benchmark.

reviewpro.shijigroup.com/

¹STR. [US Hotel Demand Nears Peak but Is Still Below Pre-Pandemic Growth Trend](#). April 2023.