

2015 Luxury Hotel Report

Overall Online Guest Satisfaction

 Small Luxury Brands
< 20 Hotels

92.2%
Average GRI™

 Large Luxury Brands
≥ 20 Hotels

89.1%
Average GRI™

What is
GRI™?



Developed by ReviewPro, the industry-standard Global Review Index™ (GRI) is an online reputation score based on review data collected from 161 online travel agencies (OTAs) and review sites in more than 45 languages.

Top Performers

 Individual Luxury Brand

Olare Mara Kempinski
99.0% GRI™

 Small Luxury Brand

Library Hotel Collection
95.3% GRI™

 Large Luxury Brand

Belmond
93.0% GRI™



Luxury Hotel Guests
wrote
836
Reviews
on average per hotel per year

80%
of which
were positive



Top 5 Review Sites

TripAdvisor		545,479 reviews
Booking.com		502,424 reviews
Facebook		256,884 reviews
Ctrip		181,851 reviews
Expedia		72,685 reviews

Top Performing Countries



1 China
14 hotels



2 USA
9 hotels



3 UK
8 hotels

of Top 100 rated luxury hotels