

What Women Want

What Men Want

What Guests Want

We analysed 15 000+ reviews to see what makes an experience

TOP RATED SERVICES

LOCATION 92.7% GUESTS APPRECIATE VENUES IN EXCELLENT LOCATIONS

RESERVATION & RECEPTION 92.7% HAVING THE RIGHT PROCESSES IN PLACE MAKES THINGS EASY

STAFF 91.8% FRIENDLY & HELPFUL STAFF MAKE ALL THE DIFFERENCE

SAFETY 91.2% FEELING SAFE ON HOLIDAY IS IMPERATIVE TO VISITORS

CLEANLINESS 90.7% CLEAN ROOMS & FACILITIES ARE OFTEN NOTICED & VALUED

POSITIVE COMMENTS / 80+ RATING

11638 REVIEWS



MOST GUESTS ARE PROMOTERS!

Of over 15,000 reviews that were analysed, under 5% were from detractors (guests who gave the property an overall rating of 6 or lower), while over 50% came from promoters (guests who gave the property an overall rating of 9 or 10).

NEGATIVE COMMENTS / LESS THAN 60 RATING

655 REVIEWS



LOWEST RATED SERVICES

SLEEP QUALITY 86.5% DARK, QUIET ROOMS WITH COMFORTABLE BEDS ARE IDEAL

ROOM QUALITY 85.4% ATTENTION TO DETAIL GOES A LONG WAY TO GUEST COMFORT

VALUE FOR MONEY 84.5% GUESTS ARE UNDERSTANDING AS LONG AS THEY GET VALUE

WIFI 83.2% WIFI THAT IS SLOW OR NOT WORKING IS FRUSTRATING

BATHROOM 81.7% ARE SOMETIMES UNCLEAN OR NEED MAINTENANCE

🌙 DID YOU KNOW?

In a recent study, **JD Power** found that quality of sleep is one of the most important factors for driving guest satisfaction and brand loyalty, and yet the majority of properties are falling short of the exceptional rests that guests are looking for.

\$\$\$ VALUE FOR MONEY \$\$\$

That money is a commonly mentioned subject in negative comments goes to show that the better the experience, the more value guests feel that they have gained, and these experiences are ones that guests are prepared to pay more for.