

# Five Years of Review Data



## Guest Experience Benchmark

Year in Reviews  
2023

Sources for the guide



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# Intro

CHAPTER

01

New in this report:

# Five years of review data and the destination benchmark

Welcome to the 2023 Guest Experience Benchmark. In this edition, we share key review metrics from our largest data set to date, analysing more than 48.6 million reviews posted over the five-year period from 2019 through 2023.

Want to know more about your online reputation?

TALK TO US

Reviews are drawn from a data set of 9,500 hotels posted to **60 review sites in 68 languages**. Results are provided at the global level, by region, city, and destination, and by star segment, providing a trove of data and review metrics for hoteliers to understand guest sentiment and benchmark performance against industry peers.

In addition to an expanded City Benchmark and City Hotel Rankings, we introduce the Destination Benchmark, featuring Global Review Index™ (GRI) scores for a selection of the world's most popular resort destinations. Additionally, as a follow-up to our ranking of the top 10 sources of negative mentions in the last report, we share the top 10 sources of positive mentions.

Given the immense scope of data, this report provides only a summary of key metrics and highlights. For access to the full report, [contact Shiji ReviewPro](#). For details about the data set and terminology, visit the Methodology and Glossary sections.

At Shiji, we are more committed than ever to providing the data, insights, and technology hoteliers need to anticipate guest expectations, improve the guest experience, and drive better performance. To learn more, [reach out](#) to one of our worldwide associates today.





Guest  
Experience  
Benchmark

Year in Reviews  
2023

# Key findings

CHAPTER

02

New in this report:

# Our key findings for 2023

## Review Scores

Guest ratings improve but still lag behind 2019

In 2023, hotels achieved a Global Review Index of 85.4%, 0.9 points above 2022. However, they have yet to recapture the 2019 score, falling 0.9 points short. The GRI improved in all regions compared to 2022, with Asia Pacific earning the highest score at 87.1% and the Middle East with the lowest GRI at 83.3%.

## Review Volume

Global review volume surges in Asia Pacific but slows in Europe

In 2023, global review volume grew by 19.1% compared to 2022, with more reviews posted by hotel guests in all regions. Of the six regions Asia Pacific (+51.2%) and Africa (+20.3%) showed the highest growth. Europe (+4.1%) and North America (+5.7%) showed the lowest growth.

## Review Market Share

Booking.com continues to dominate review share, but Google is catching up

Globally, almost 40% of reviews posted in 2023 were generated by Booking.com, which lost 7.4 points in market share relative to 2022 but is still 7.9 points ahead of 2019. Google increased its share by 3.5 points, generating 29.6% of reviews. Tripadvisor accounted for 9.9% and Expedia for 5.2%. In Europe, Booking.com commanded 64.8% of review share, whereas in Latin America & Caribbean Google generated 41.1%.

## Source Indexes

Ctrip generates the highest guest ratings, Booking.com the lowest

Consistent with previous years, Ctrip (89.0%) and Trip.com (88.6%) generated the highest Source Indexes of the top review sources in 2023, although they each accounted for less than 3% of review market share. Google had the third highest Source Index at 86.0%, whereas Booking.com had the lowest Source Index at 82.4%. Tripadvisor and Agoda tied for the second lowest Source Index at 83.8%.

### Semantic Analysis

Hotels receive more positive mentions in review comments

Of over 35.8 million mentions in guest reviews posted in 2023, 75.1% were positive and 24.9% were negative. This was an improvement of 2.8 points in positive mentions over 2022. Of the top review sources, Ctrip (85.8%) and HolidayCheck (84.4%) had the highest proportions of positive mentions. Booking.com (64.6%) and Hotels.com (67.8%) had the lowest proportions of positive mentions.

### Management Responses

Hoteliers respond to more reviews than ever

Globally, hoteliers responded to 62.5% of reviews in 2023, increasing by 3.3 points from 2022 and by 9.6 points from 2019. In the Middle East, hoteliers responded to the highest proportion of reviews (77.8%) of the six regions. In North America, hoteliers responded to the lowest proportion (55.5%). On average, it took hoteliers 4.3 days to respond to positive reviews and 5.6 days to respond to negative reviews.

### City Hotel Rankings

Shanghai hotels dominate the rankings with the highest GRI in all three segments

Hotels in Shanghai achieved the highest Global Review Indexes in all three segments of the City Hotel Rankings. Of 1,080 hotels worldwide, the 5-star Pullman Shanghai Qingpu Excellence earned the highest overall score of 99.4%. In the 4-star segment, the Maixinge International Hotel achieved the highest GRI at 99.1%. And in the 3-star segment, the Ji Hotel (Shanghai Anting Metro Station) earned the highest GRI at 98.9% – higher than many hotels in the 4-star and 5-star segments.

### Destination Benchmark

5-star hotels in Maldives achieve the highest GRI

In this report, we share Global Review Index scores by star segment for 10 resort destinations in Asia Pacific, Europe, and Africa. Destination GRIs range from a low of 81.3% for 3-star hotels in Mauritius to a high of 96.1% for 5-star hotels in Maldives.



# Global data

CHAPTER

03



# Global: Market Overview

Global review volume  
grew by

**19.1%**  
over 2022



Hotels improved the  
Global Review Index by

**0.9** points  
↳ to **85.4%**



2023 review volume  
still fell

**4.2%** short  
of 2019 numbers



Booking.com and Google  
generated

**69.1%**  
of global reviews

Hoteliers responded to

**62.5%**  
of reviews



After strong performance on the heels of the pandemic, global leisure demand began to soften in 2023. However, an uptick in international, group, and business travel combined with strong average daily rates (ADR) enabled many global markets to achieve 10% or higher growth in revenue per available room (RevPAR) compared to 2022. One major exception was the U.S., where growth was relatively flat<sup>1</sup>.

2023 was the hottest year on record for the planet, with wildfires, droughts, floods, and landslides affecting every continent, disrupting travel patterns and creating new challenges for hotels in impacted regions.

1. HVS. HVS Global Hotel Industry: 2023 Recap and 2024 Outlook. December 2023.

Meanwhile, high inflation rates continued to drive up hotel operational costs and offset the benefits of ADR growth. After peaking at 8.7% in 2022, global inflation declined to 6.9% in 2023 but still remains well above average<sup>2</sup>. This has put added strains on hotels to rein in costs while striving to uphold standards of quality and service.

In this report, we take one last look at pre-pandemic 2019 data. Now that travel patterns have begun to stabilise, 2023 has become the new benchmark for review performance.

2. International Monetary Fund (IMF). Navigating Global Divergences. October 2023.

# Global: GRI Metrics

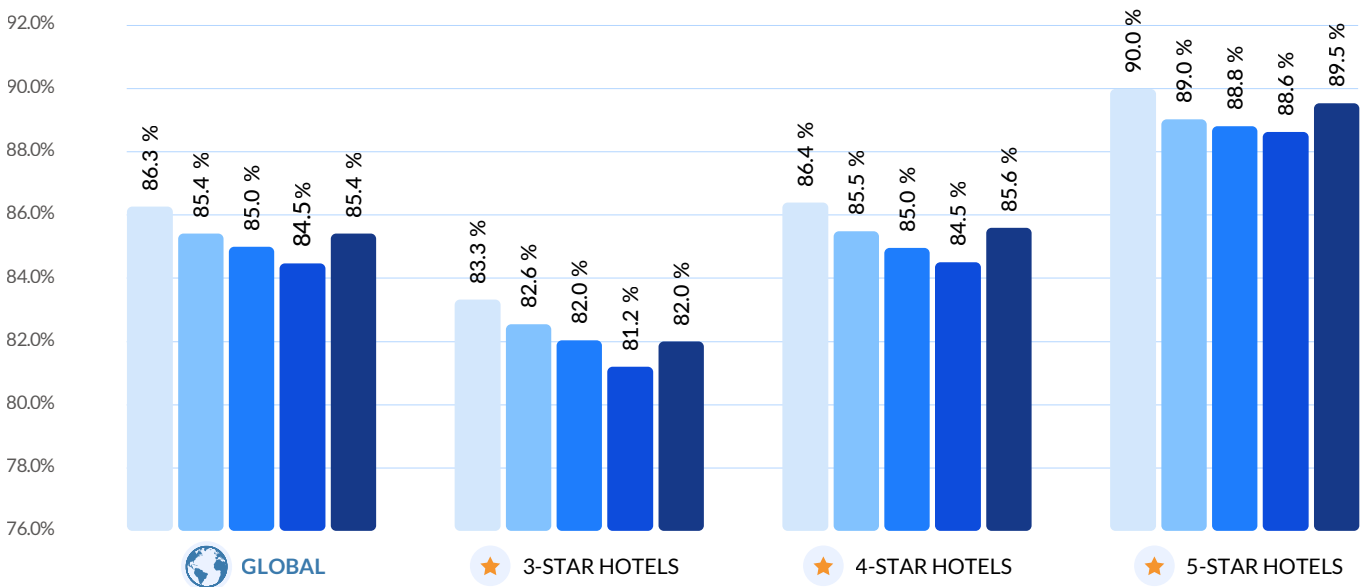
Despite rising costs and record-high room rates, hotels within the global data set managed to improve guest satisfaction relative to the previous year, increasing the Global Review Index by 0.9 points to 85.4%. Nevertheless, hotels have yet to recapture the pre-pandemic GRI of 86.3% in 2019, the highest GRI of the past five years.

## Global: Global Review Index™ (GRI)

An overview of the Global Review Index™ (GRI) by star rating.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



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.

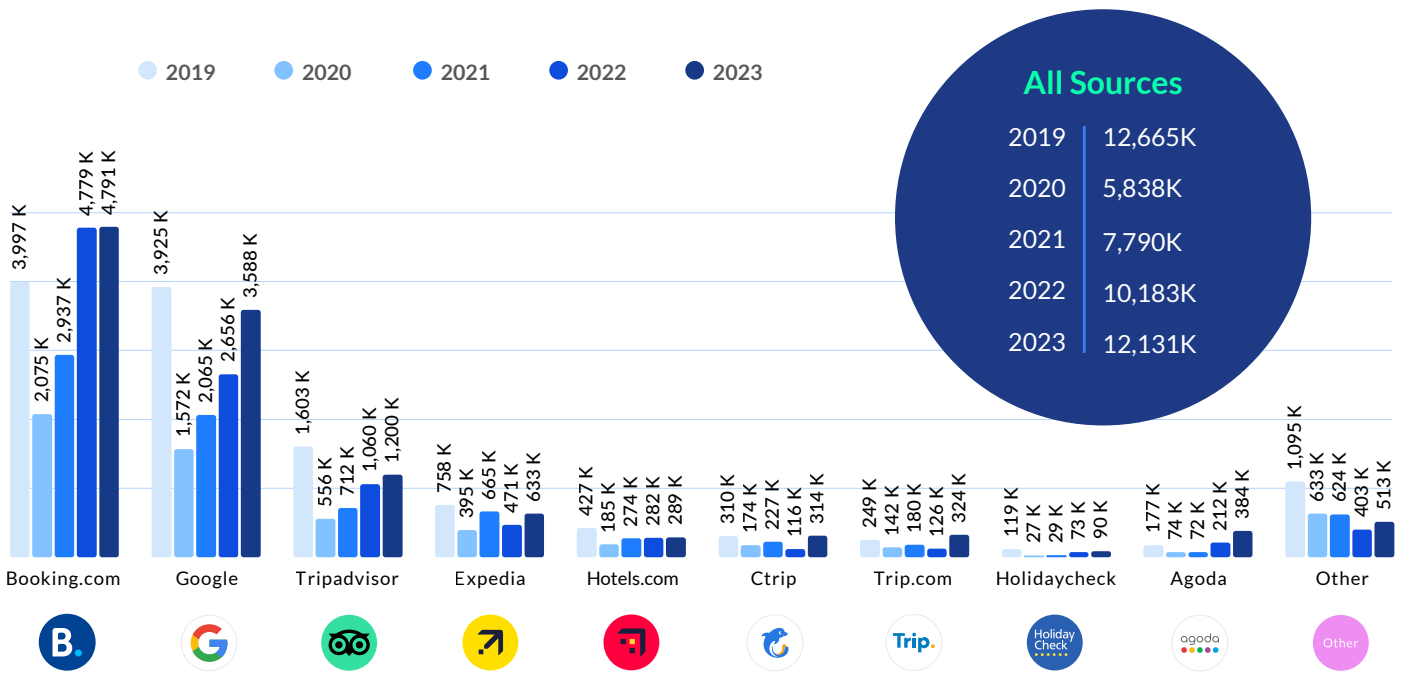


# Global: Review Volume

In 2023, travellers posted more than 12.1 million reviews of 9,500 hotels in the global data set, an increase of 19.1% over 2022. Since the low of 5.8 million reviews in 2020, volume has increased steadily. However, 2023 volume still fell 4.2% short of 2019 numbers, an indication that global travel volume has yet to fully recover. In 2023, much of the growth came from Asia Pacific and Africa, where travel volume has been slower to rebound.

## Global: Review Volume per Source

The volume of online guest reviews being left on major review platforms, a five-year comparison.



The Review volume data set is collected from 60 online review sites and Online Travel Agencies (OTAs), from a 9,500-hotel data set representing the six major global regions.

# Global: Share of Reviews per Source

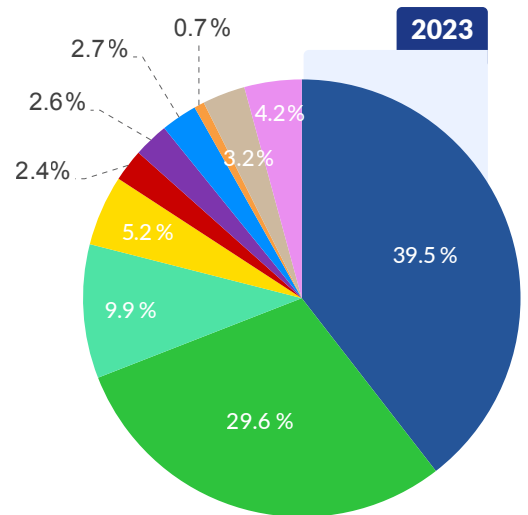
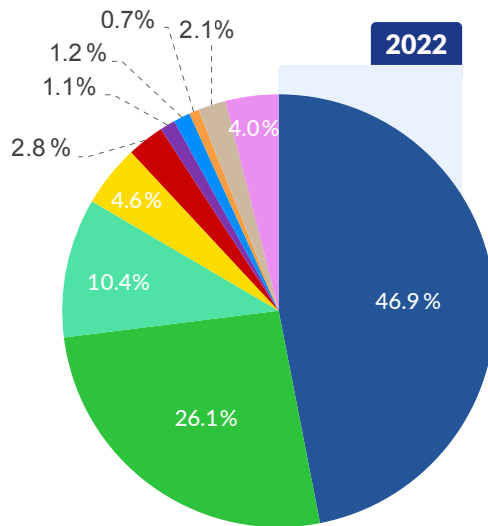
In 2023, Google grew its review volume by 35.1% relative to the previous year, generating 29.6% of global market share. Expedia also increased review volume significantly, by 34.2%, but accounted for only 5.2% of market share. Meanwhile, volume from Booking.com was relatively flat, resulting in a loss in market share of 7.4 points. Nevertheless, Booking.com accounted for 39.5% of reviews, more than any other source. Tripadvisor's market share remained relatively flat at 9.9%.

## Global: Review Volume per Source

The volume of online guest reviews being left on major review platforms, a five-year comparison.



Source	2019
B.	31.6%
G	31.0%
Expedia	12.7%
Tripadvisor	6.0%
Other	3.4%
Trip.com	2.5%
Holiday Check	2.0%
agoda	0.9%
Other	1.4%
Other	8.6%



The review site/OTA market share percentage and changes are derived from a 9,500-hotel data set representing the six major global regions.



# Global: Review Source Indexes

Given their combined market share of 69.1% of global reviews, guest ratings on Booking.com and Google have a strong bearing on overall GRI scores. Over the past five years, Booking.com has generated the lowest Source Index of the top review sources, falling 2.4 points since 2019, although improving slightly to 82.4% in 2023. Google improved its score by 1.0 points to 86.0% in 2023, just 0.3 points below 2019.

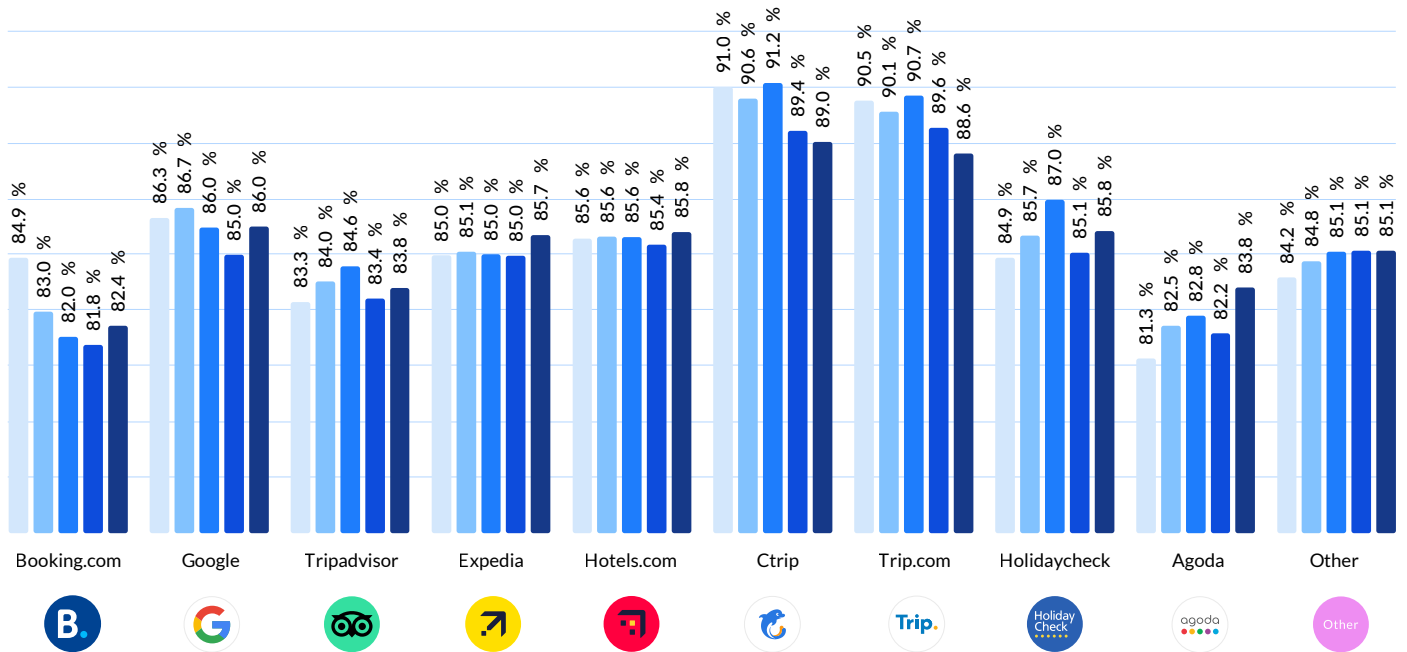
Ctrip (89.0%) and Trip.com (88.6%) generated the highest Source Indexes, a pattern consistent over the past five years. At 83.8%, Agoda and Tripadvisor tied for the second lowest Source Index.

## Global: Review Source Indexes

A five-year comparison of guest review indexes per review source.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



The review source scores are derived from Shiji ReviewPro's proprietary algorithm, from a 9,500-hotel data set representing the six major global regions.

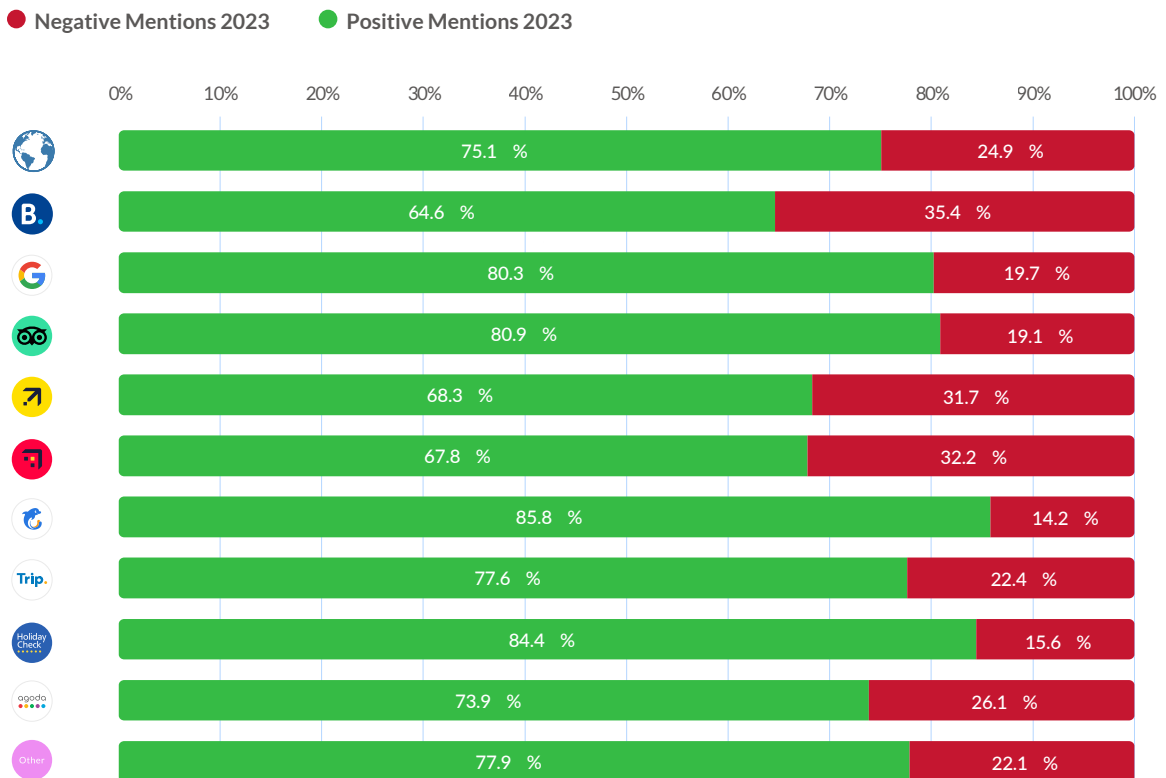
# Global: Semantic Analysis

Hotel guests found more nice things to say about their hotel stays in 2023. In an analysis of 35.9 million mentions in review comments posted to the global data set, 75.1% were classified as positive and 24.9% as negative. This showed an improvement of 2.8 points over 2022 and was the highest proportion of positive reviews since 2019.

Reviews on Ctrip had the highest proportion of positive mentions (85.8%), and Booking.com had the lowest proportion of positive mentions (64.6%).

## Global: Semantic Analysis by Source

Percentage of positive and negative mentions extracted from guest reviews from 2023 per guest review source.



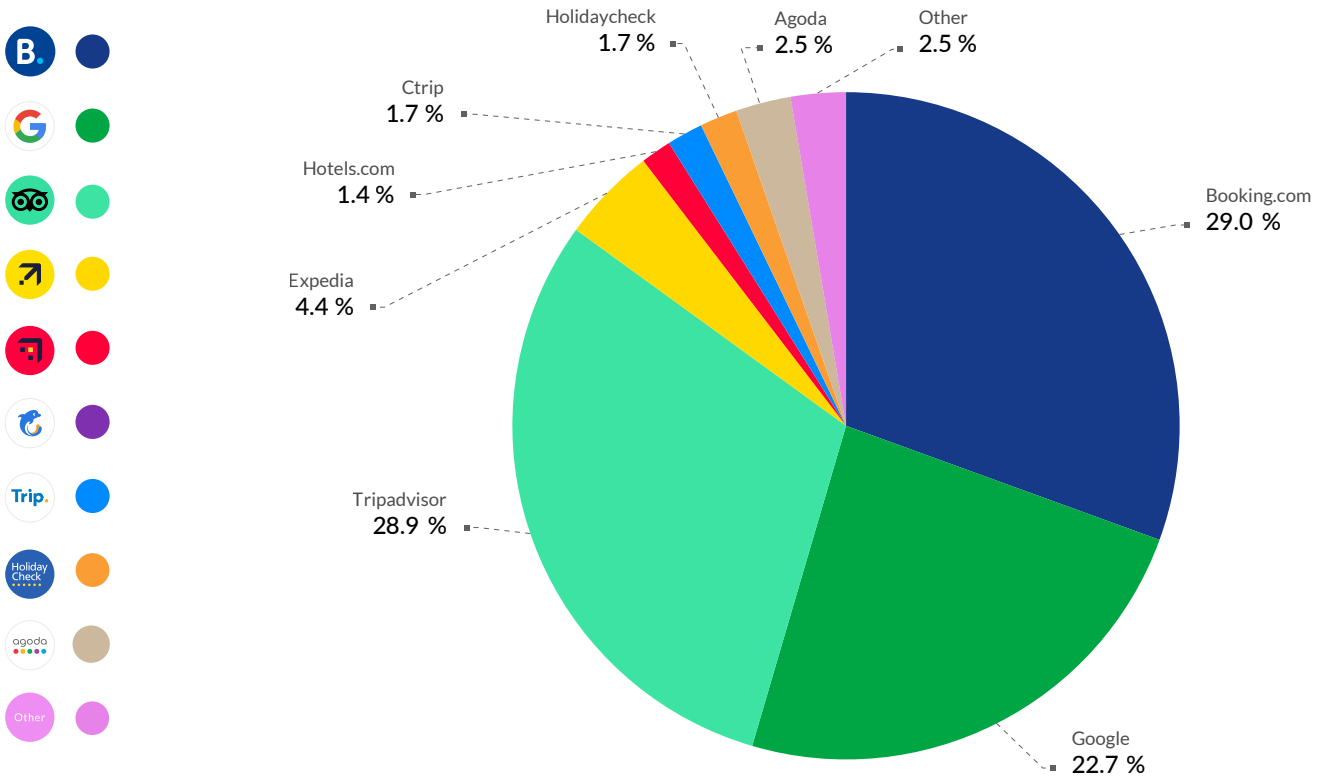
Shiji ReviewPro's AI-powered semantic analysis tool processes millions of online guest reviews to gain qualitative analysis. It does this by grouping reviews into categories and dividing by positive and negative sentiment. This allows hoteliers to gain a deep understanding of the content of reviews and gain clear insight into what is most impacting online reputation.



# Global: Semantic Analysis

## Global: Share of Mentions by Source

Percentage of total mentions extracted from online guest reviews per review source, in 2023.



Shiji ReviewPro's AI-powered semantic analysis tool processes millions of online guest reviews to gain qualitative analysis. It does this by grouping reviews into categories and dividing by positive and negative sentiment. This allows hoteliers to gain a deep understanding of the content of reviews and gain clear insight into what is most impacting online reputation.

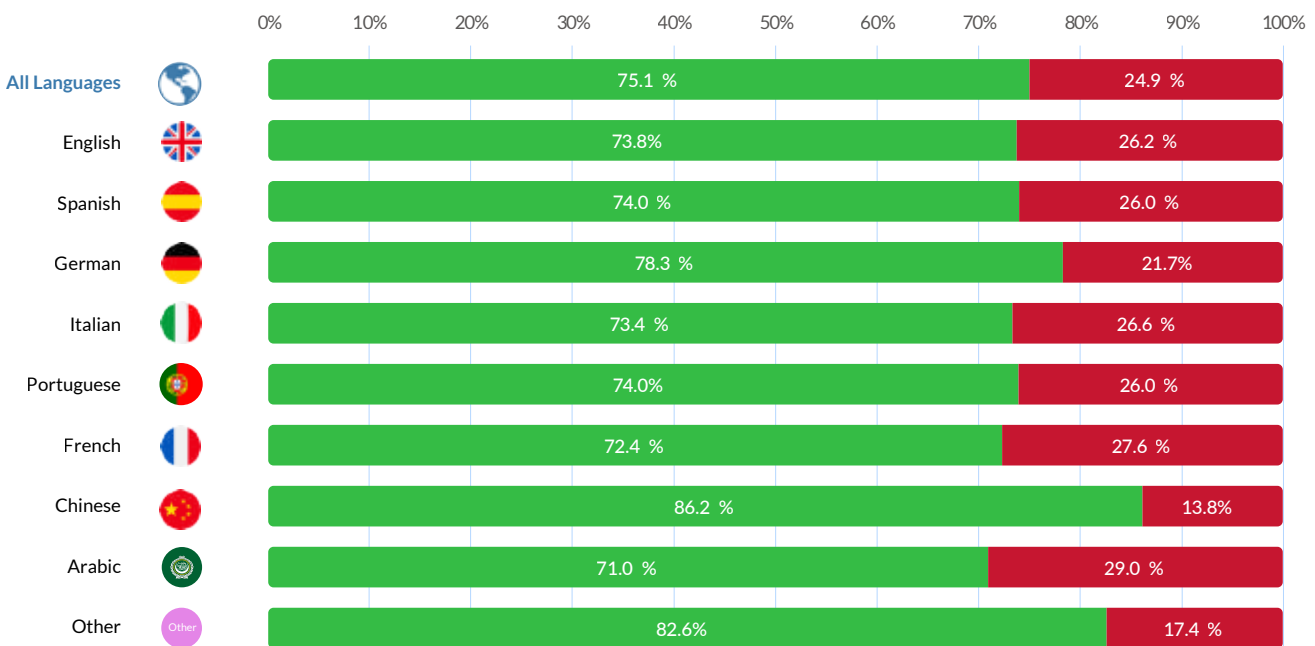
# Global: Semantic Analysis

## Global: Semantic Analysis by Language

Percentage of positive and negative mentions extracted from guest reviews in 2023, per guest review language.



● Positive Mentions 2023 ● Negative Mentions 2023



Shiji ReviewPro's AI-powered semantic analysis tool processes millions of online guest reviews to gain qualitative analysis. It does this by grouping reviews into categories and dividing by positive and negative sentiment. This allows hoteliers to gain a deep understanding of the content of reviews and gain clear insight into what is most impacting online reputation.



# Global: Top 5 Categories Affecting GRI

## Global: Top Global Semantic Categories Affecting Guest Experience



The top five categories that have most positive and negative impact on online reputation score as measured by the Global Review Index™, for 2023.

CATEGORY	NEGATIVE
Room	-1.9
Cleanliness	-1.3
Establishment	-1.2
Food and Drinks	-1.1
Experience	-0.9

CATEGORY	POSITIVE
Experience	0.8
Staff	0.6
Service	0.4
Food and Drinks	0.4
Cleanliness	0.3



Top Concepts derive from a proprietary algorithm that also includes frequency to show whom from the GRI™ index is most frequently positively or negatively impacted.

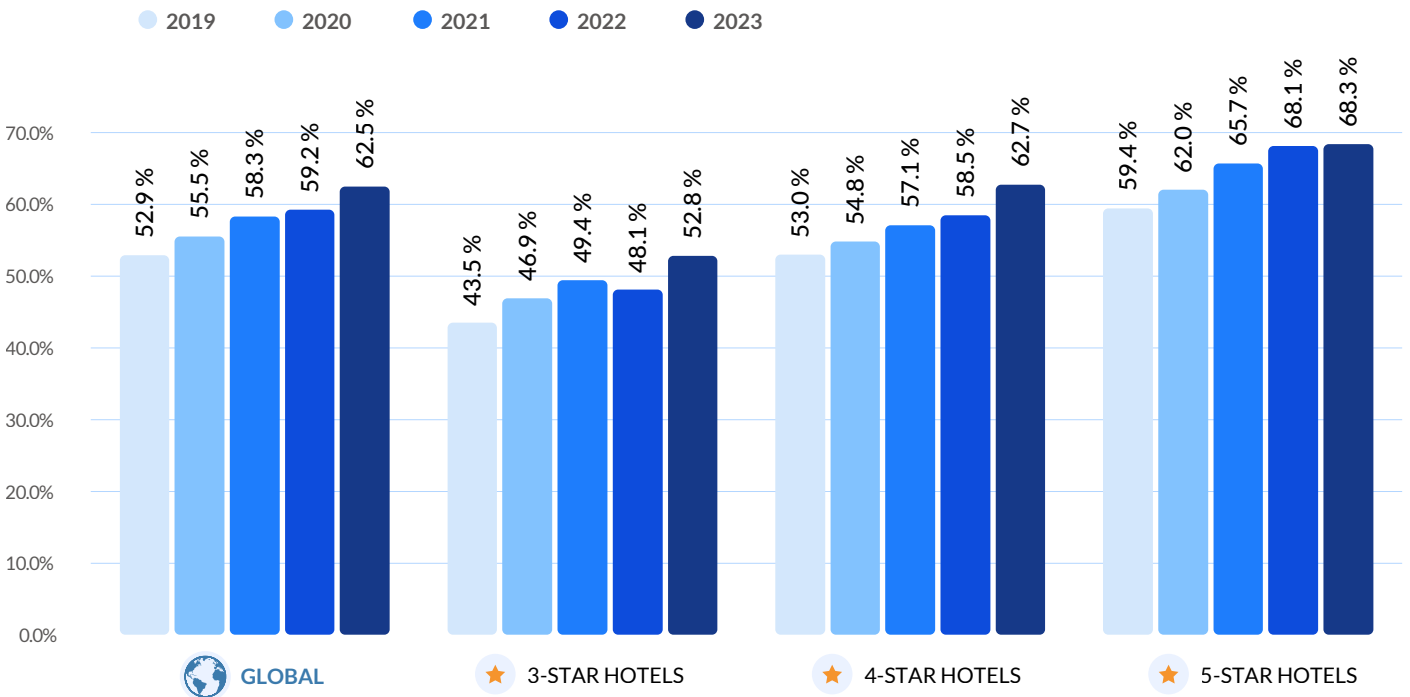
# Global: Management Responses

Over the past five years, hoteliers have responded to an increasingly higher proportion of reviews. In 2023, 62.5% of responsible reviews (reviews from sources that permit management responses, not including ratings-only reviews) received a response, an increase of 3.3 points from 2022 and 9.6 points from 2019. This may be the result of more hotels using automation tools to assist with crafting and posting responses.

Five-star hotels responded to the highest proportion of reviews (68.3%), whereas 4-star hotels responded to 62.7% and 3-star hotels responded to 52.8%. Hotels responded to significantly more positive reviews (64.5%) than negative reviews (54.2%). On average, it took 4.3 days to respond to positive reviews and 5.6 days to respond to negative reviews.

## Global: Review Response by Star Rating

The percentage of responsible online reviews that 3-, 4-, and 5-star hotels reply to, a five-year comparison.



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# Global: Management Responses

## Global: Review Response Times per Review Source

The average number of days it took hotels to respond to positive and negative responsible online guest reviews in 2023, per review source.



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.



# Global: Management Responses

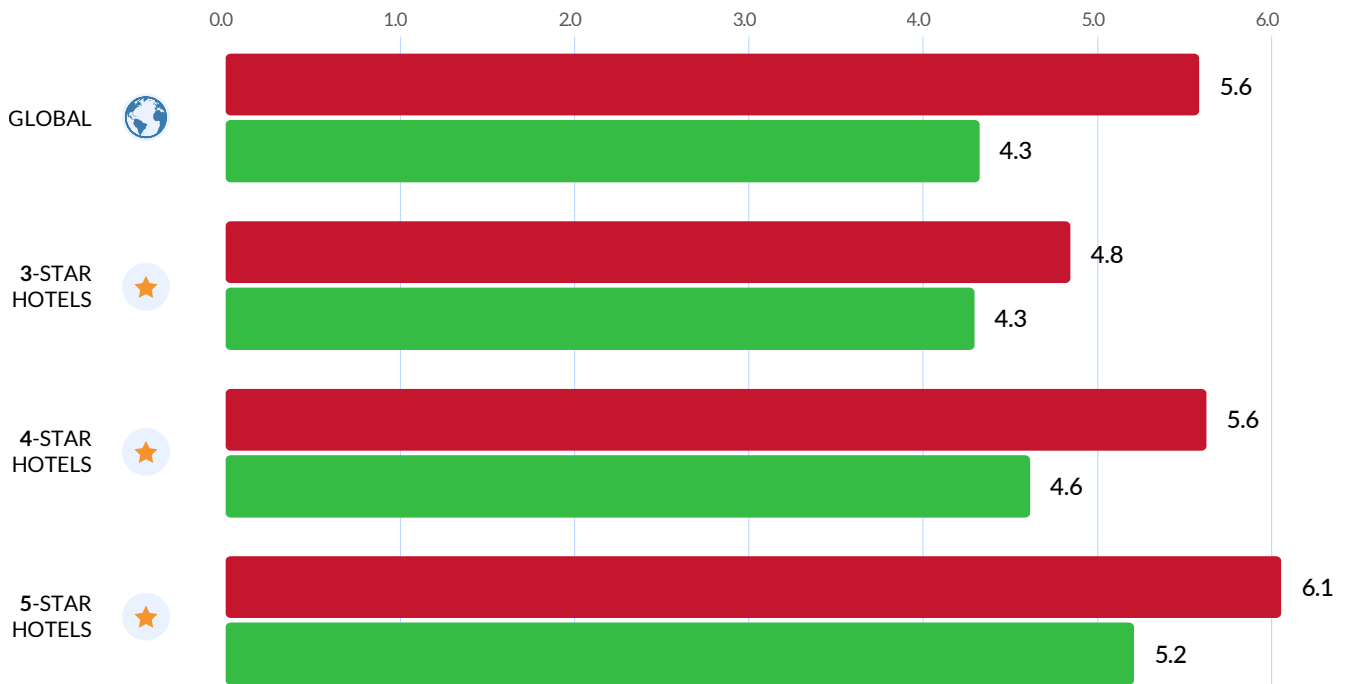
## Global: Review Response Times per Star Rating

The average number of days it took 3-, 4-, and 5-star hotels to respond to positive and negative responsible online guest reviews in 2023.



● Negative Review Response 2023

● Positive Review Response 2023



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

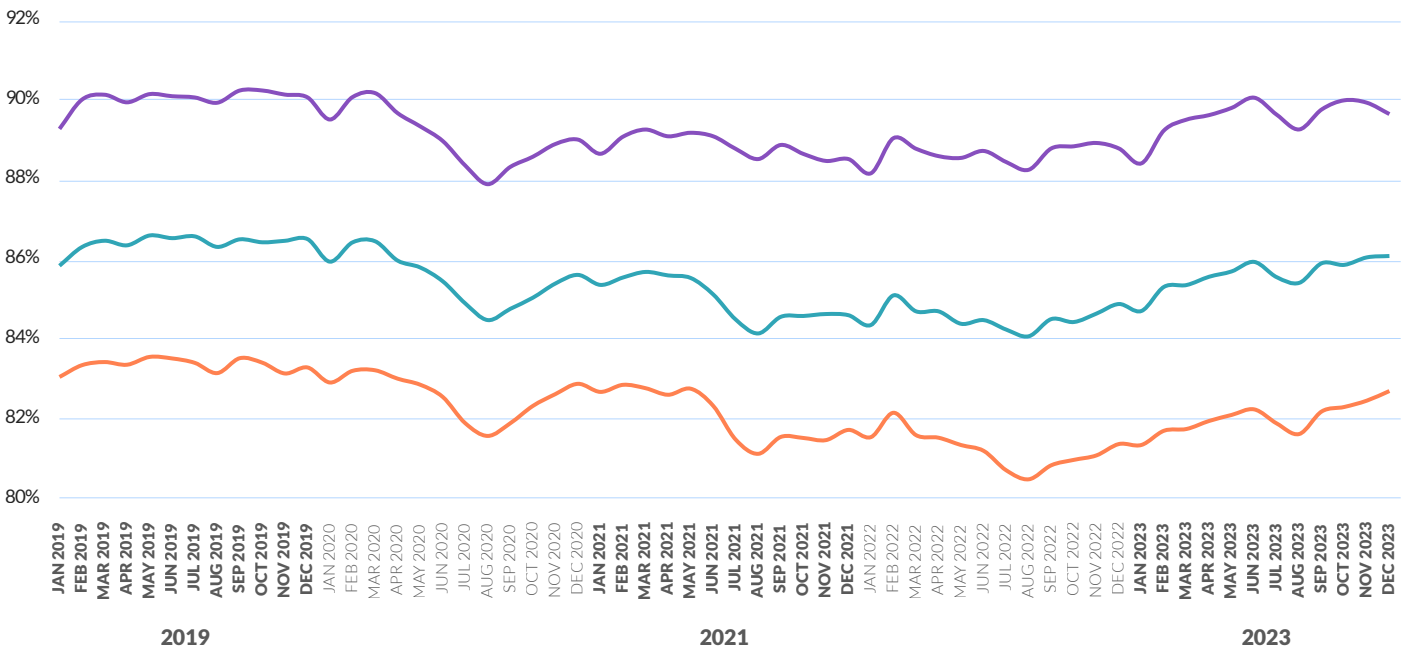
# Global: Trend Evolution

## Global: GRI™ Evolution 2019 - 2023

The evolution of the Global Review Index™ (GRI) by star rating, over the period 2019-2023.



● Global 3\* ● Global 4\* ● Global 5\*



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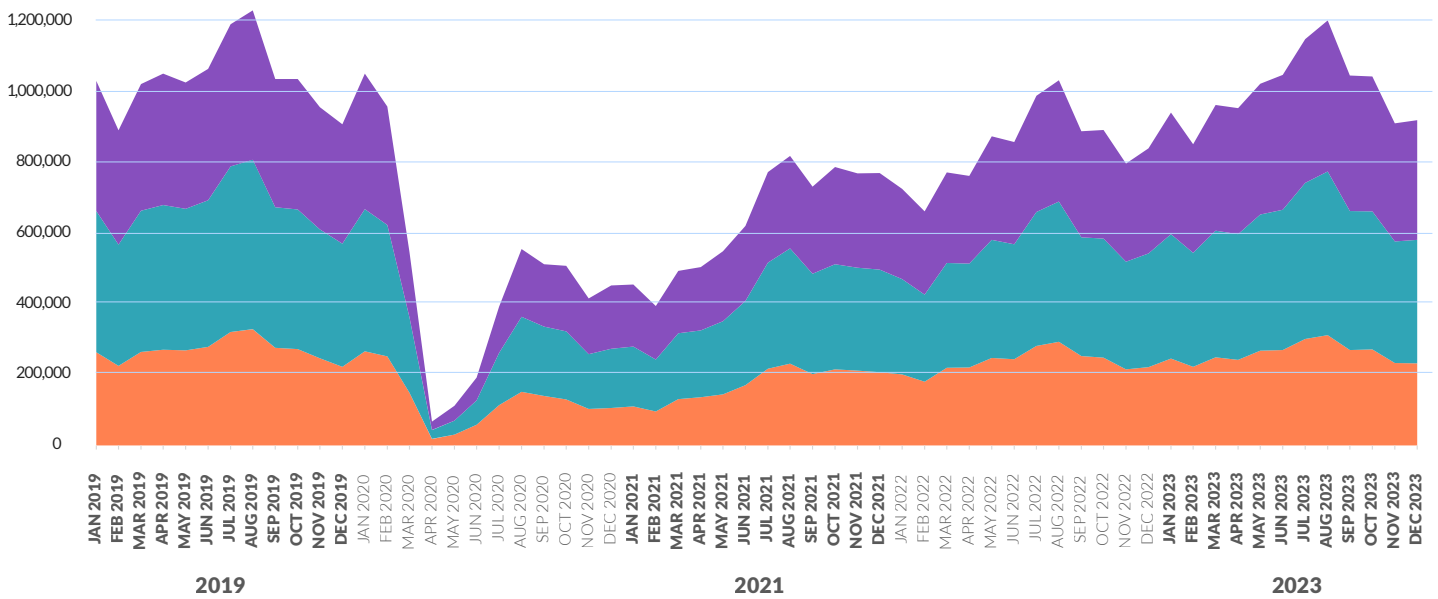
# Global: Trend Evolution

## Global: Review Volume Evolution 2019 - 2023

Evolution of online guest reviews being left on major review platforms, over the period 2019-2023.



● Global 3\*   ● Global 4\*   ● Global 5\*



The Review volume data set is collected from 60 online review sites and Online Travel Agencies (OTAs), from a 9,500-hotel data set representing the six major global regions.





Guest  
Experience  
Benchmark

Year in Reviews  
2023

# Regional data

CHAPTER

04

# Key Review: Performance Metrics by Region

International tourism fell just **10%** short of pre-pandemic numbers

Hotels in Asia Pacific once again achieved **the highest GRI**

The Middle East had **the lowest GRI**

Asia Pacific showed **the biggest increase in review volume** at **51.2%**

Europe showed **the smallest increase in review volume** at **4.1%**

By late 2023, international tourism was on track to recover to almost 90% of 2019 levels, according to UN Tourism (formerly the UNWTO). From January to September, an estimated 975 million tourists travelled internationally, an increase of 38% over the same period in 2022<sup>3</sup>. Volume varied significantly by region, however, coming close to or even exceeding pre-pandemic levels in Europe, the Middle East, and North America but lagging in Asia Pacific, Africa, and Latin America & Caribbean.

In terms of guest satisfaction, all six regions showed an improvement in the Global Review Index relative to 2022. Yet only Africa and the Middle East managed to improve 2019 scores, by a slight 0.1 points and 0.2 points respectively, demonstrating that recapturing pre-pandemic review scores is an attainable objective.

Since 2019, Asia Pacific has consistently earned the highest GRI of the six regions. The gap is widening with

some regions, with APAC growing by 1.0 points to 87.1% in 2023, slightly higher than the global GRI growth of 0.9 points. Latin America & Caribbean hotels achieved the second highest GRI at 86.0%, whereas the Middle East had the lowest score, at 83.3%.

Within the 5-star segment, review scores in 2023 were remarkably consistent, with all regions earning a GRI in the high eighties save for Asia Pacific, which breached the 90th percentile at 90.3%. There were larger variances within the 4-star segment, with GRIs ranging from 80.5% (Middle East) to 87.1% (Latin America & Caribbean). In the 3-star segment, scores ranged from 77.3% (Middle East) to 84.0% (Asia Pacific).

In a sign of the disparities in the pace of travel recovery, in 2023 review volume surged by 51.2% in Asia Pacific and by 20.3% in Africa compared to 2022 levels, whereas volume grew only moderately in Europe (+4.1%) and North America (+5.7%).

3. UN Tourism. [International Tourism to End 2023 Close to 90% of Pre-pandemic levels](#). November 2023.

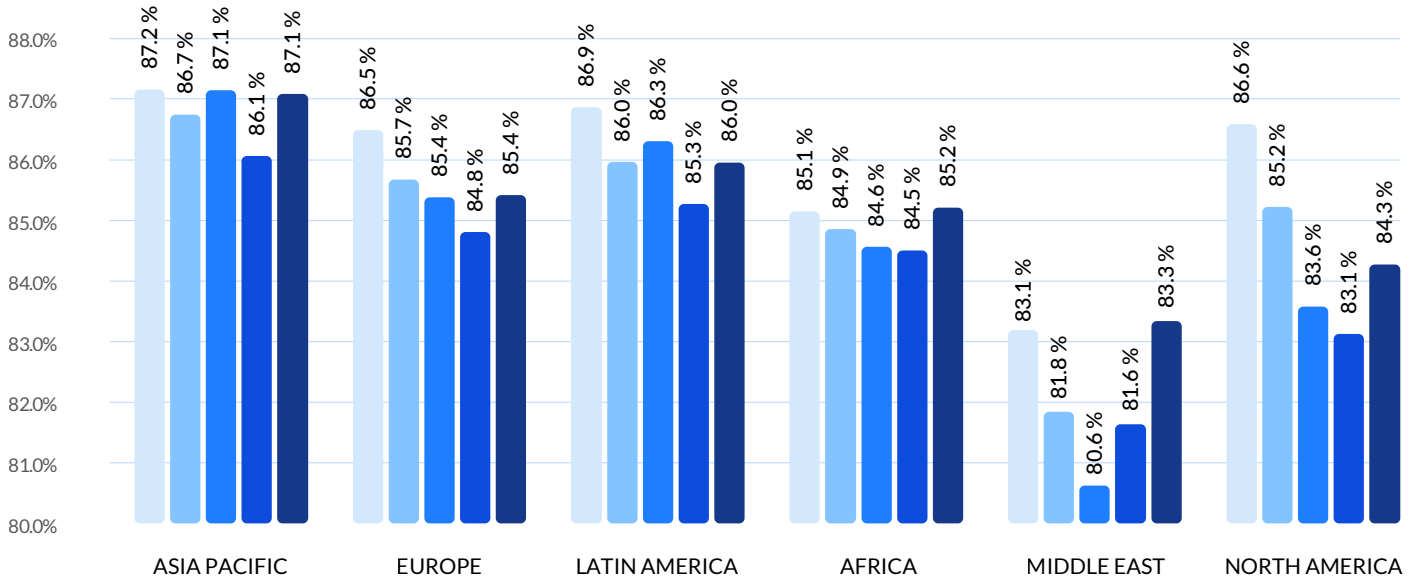
# Key review: Performance Metrics by Region

## Regional data: GRI™ Metrics Across Regions

An overview of the Global Review Index™ (GRI), per Global region



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



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.



# Key review: Review Volume Across Regions

Want to know more about your online reputation?

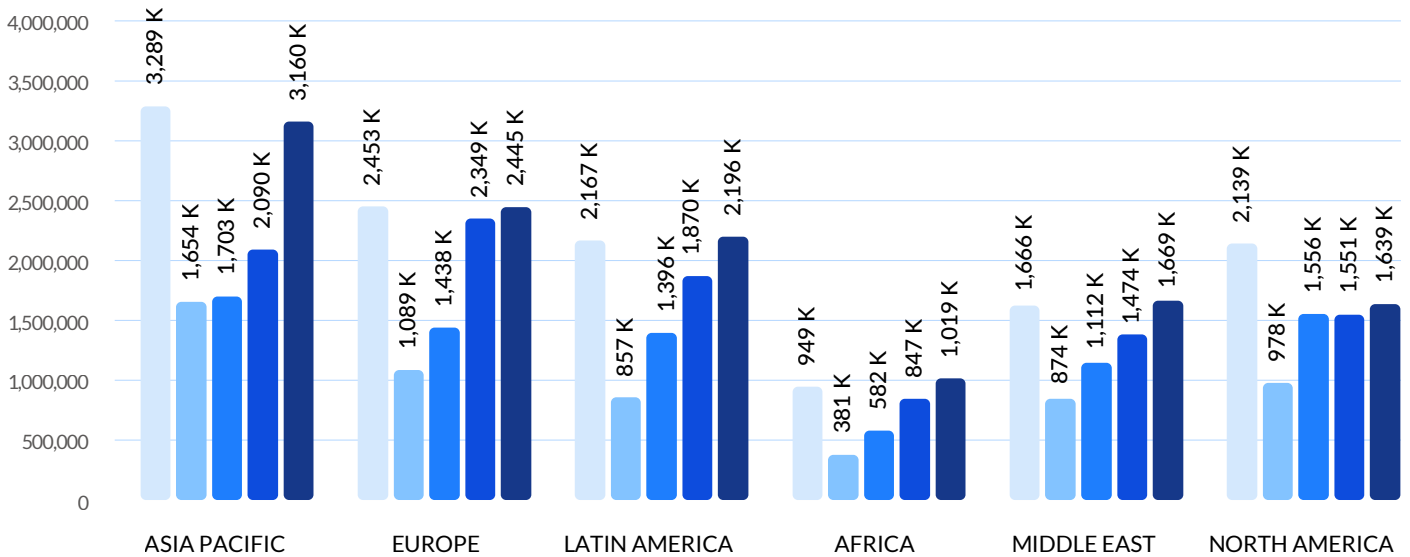
TALK TO US

## Regional data: Review Volume Across Regions

Volume of of guest reviews per global region, a five-year comparison.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



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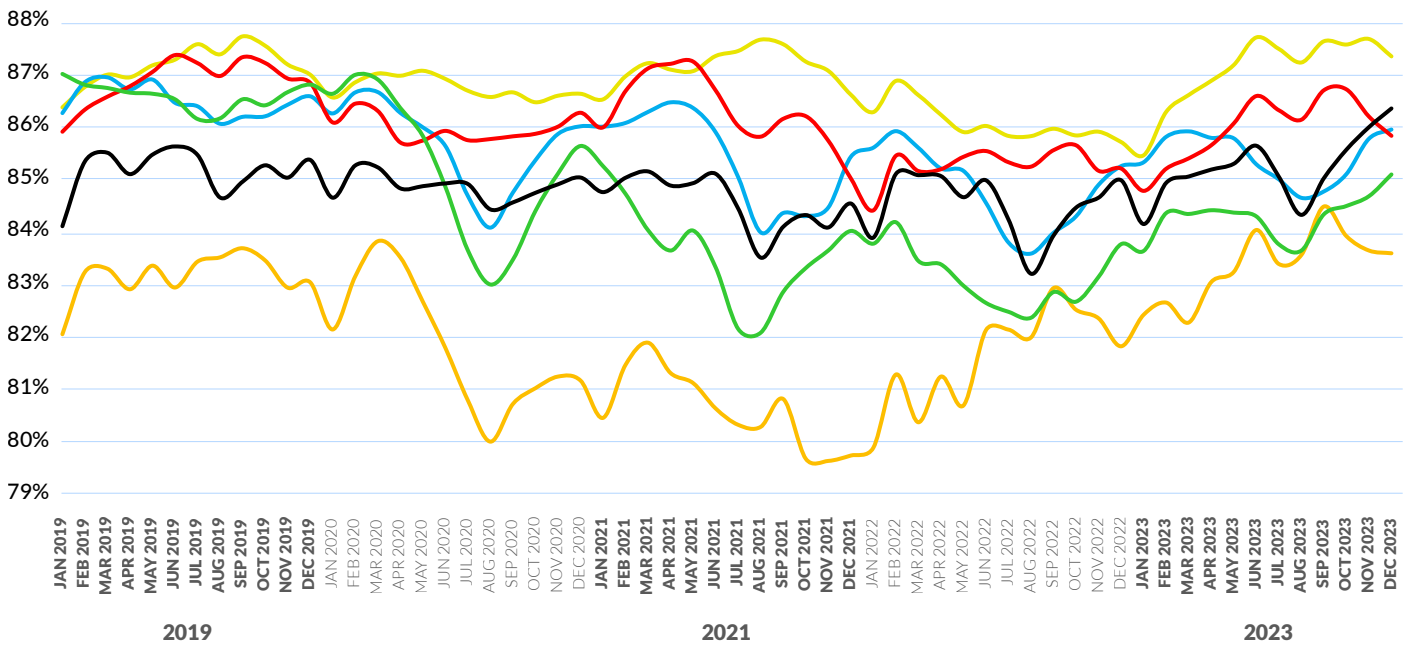
# Key review: Review Volume Across Regions

## Regional data: Regional GRI™ Evolution 2019 -2023

The evolution of the Global Review Index™ (GRI) by region, over the period 2019-2023



● APAC ● EUROPE ● LATAM ● MIDDLE EAST ● NORTH AMERICA ● AFRICA



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# City & Destination Benchmark

CHAPTER

05



# City Benchmarks

Here we share Global Review Index scores by star segment for select tourism cities at global level. Because the mix of hotels and star segments varies by city, listings are in alphabetical order rather than ranked by GRI. For details, see the Methodology section near the end of the report.

	CITY	2023 GRI™	CHANGE
1	ABU DHABI	85.8%	1.4
2	AMSTERDAM	82.9%	-3.0
3	ATHENS	82.2%	-0.1
4	AUSTIN	78.1%	1.8
5	BANGKOK	81.9%	-0.3
6	BARCELONA	84.1%	0.7
7	BEIJING	92.0%	-0.7
8	BERLIN	80.1%	1.0
9	BOGOTA	86.1%	0.4
10	BRUSSELS	79.0%	0.0
11	BUCHAREST	84.1%	0.4
12	BUDAPEST	83.5%	0.8
13	BUENOS AIRES	82.3%	0.6
14	CAIRO	80.6%	1.4
15	CAPE TOWN	87.0%	-0.2
16	CASABLANCA	78.9%	1.1
17	CHICAGO	83.3%	1.6
18	COPENHAGEN	82.9%	1.1
19	DOHA	86.4%	2.4
20	DUBAI	84.7%	1.7
21	DUBLIN	85.9%	1.3
22	EDINBURGH	85.7%	0.2
23	FLORENCE	86.0%	0.5
24	HELSINKI	84.4%	1.3
25	HONG KONG	82.8%	3.7
26	HONOLULU	82.9%	0.6
27	ISTANBUL	80.5%	2.2
28	JAKARTA	87.5%	0.6
29	JOHANNESBURG	85.9%	-0.5
30	KRAKOW	86.2%	0.2
31	KUALA LUMPUR	80.8%	1.6
32	LAS VEGAS	79.4%	0.3
33	LIMA	87.8%	1.8
34	LISBON	87.0%	-1.5
35	LONDON	78.6%	1.4
36	LOS ANGELES	77.7%	2.3

	CITY	2023 GRI™	CHANGE
37	MADRID	85.4%	0.4
38	MANCHESTER	83.0%	0.2
39	MARRAKECH	85.9%	1.4
40	MELBOURNE	82.8%	1.6
41	MEXICO CITY	86.0%	0.3
42	MIAMI	78.2%	1.8
43	MILAN	81.3%	0.8
44	MONTREAL	82.5%	1.6
45	MUNICH	81.8%	0.5
46	NEW DELHI	78.8%	2.5
47	NEW YORK	80.0%	-0.4
48	OSLO	83.1%	1.0
49	PARIS	83.8%	-4.3
50	PRAGUE	84.8%	0.5
51	RIGA	83.5%	-0.5
52	RIO DE JANEIRO	85.9%	0.6
53	RIYADH	78.2%	1.4
54	ROME	81.8%	0.3
55	SAN FRANCISCO	79.8%	0.8
56	SANTIAGO	84.6%	1.4
57	SAO PAULO	83.8%	1.2
58	SEOUL	83.7%	0.5
59	SHANGHAI	91.6%	-0.2
60	SINGAPORE	82.1%	2.1
61	STOCKHOLM	82.4%	1.9
62	SYDNEY	81.7%	1.5
63	TOKYO	83.4%	1.0
64	TORONTO	82.5%	2.6
65	VANCOUVER	84.4%	1.4
66	VENICE	85.9%	0.5
67	VIENNA	83.8%	-0.3
68	WARSAW	82.7%	-0.7
69	WASHINGTON D.C.	83.3%	0.8
70	WELLINGTON	79.9%	1.7
71	ZURICH	82.6%	0.2



# Destination Benchmarks

Here we share Global Review Index scores by star segment for select tourism destinations around the world. Because the mix of hotels and star segments varies by city, listings are in alphabetical order rather than ranked by GRI. For details, see the Methodology section near the end of the report.

## 3-STAR HOTELS - ASIA-PACIFIC

City	2023 GRI™	Change (2022)
BALI (ID)	82.4%	-2.6
PHUKET (TH)	81.8%	-2.5
MAURITIUS (MU)	81.3%	0.0
MALDIVES (MV)	85.4%	-2.1

## 3-STAR HOTELS - EUROPE

City	2023 GRI™	Change (2022)
COSTA SMERALDA (IT)	82.4%	1.1
MALLORCA (ES)	82.7%	0.0
MYKONOS (GR)	89.5%	0.5
TENERIFE (ES)	81.4%	-0.2

## 3-STAR HOTELS - AFRICA

City	2023 GRI™	Change (2022)
ZANZIBAR (TZ)	82.9%	-2.1
SEYCHELLES (SC)	86.2%	0.2

## 4-STAR HOTELS - ASIA-PACIFIC

City	2023 GRI™	Change (2022)
BALI (ID)	86.4%	-0.8
PHUKET (TH)	83.6%	-1.3
MAURITIUS (MU)	86.0%	-0.3
MALDIVES (MV)	91.8%	0.8

## 4-STAR HOTELS - EUROPE

City	2023 GRI™	Change (2022)
COSTA SMERALDA (IT)	84.4%	0.7
MALLORCA (ES)	87.2%	0.4
MYKONOS (GR)	90.8%	1.3
TENERIFE (ES)	85.2%	0.2

## 4-STAR HOTELS - AFRICA

City	2023 GRI™	Change (2022)
ZANZIBAR (TZ)	86.2%	0.4
SEYCHELLES (SC)	90.4%	0.9

## 5-STAR HOTELS - ASIA-PACIFIC

City	2023 GRI™	Change (2022)
BALI (ID)	91.1%	0.1
PHUKET (TH)	88.6%	0.0
MAURITIUS (MU)	91.4%	-0.6
MALDIVES (MV)	96.1%	1.0

## 5-STAR HOTELS - EUROPE

City	2023 GRI™	Change (2022)
COSTA SMERALDA (IT)	86.6%	-0.5
MALLORCA (ES)	91.3%	0.7
MYKONOS (GR)	91.8%	0.5
TENERIFE (ES)	90.5%	0.4

## 5-STAR HOTELS - AFRICA

City	2023 GRI™	Change (2022)
ZANZIBAR (TZ)	90.1%	0.1
SEYCHELLES (SC)	91.1%	0.7



# Asia Pacific

CHAPTER

06

# Asia Pacific: Market Overview

International travel  
in Asia Pacific was  
**38%** short of  
pre-pandemic numbers

Hotels achieved a  
GRI of **87.1%**  
the highest of the six regions

Review volume  
grew by  
**51.2%**

Asia-based online travel  
agencies generated  
**27.2%**  
of reviews

Hoteliers responded to  
**63.0%**  
of reviews

Hotel performance in the Asia Pacific region continued to recover in 2023, with most countries ending travel restrictions early in the year and domestic travel rebounding. However, inbound international travel was forecast to reach only 62% of pre-pandemic levels by year end. Activity varied substantially by region, with South Asia recovering to 95% of pre-pandemic levels and Northeast Asia recovering to only 50%.<sup>4</sup>

Recovery in China, the largest source of inbound travellers in the region before the pandemic, stumbled due to a variety of reasons, including slower than anticipated economic growth, limited flight availability, and elevated fares, as well as delays to foreign travel visas. Meanwhile, India surpassed China as the world's most populous country, with hotels increasing RevPAR by an estimated 30% from 2022 to 2023.<sup>5</sup>

In terms of online reputation, the outlook in the region was much more favourable. In 2023, Asia Pacific hotels achieved a Global Review Index of 87.1%, an increase of

1.0 point over 2022 and the highest of the six regions for the fifth consecutive year. With a GRI of 90.3%, 5-star hotels were the only segment of any region to break the ninetieth percentile.

Despite its stunted recovery, review volume in Asia Pacific surged by 51.2% in 2023 compared to the previous year, falling just 3.9% short of 2019 volume. Volume from all major review sources was up, although Booking.com's growth was lower relative to other sources, resulting in a loss of 7.5 points in review market share to 25.5%. Google commanded a slight lead, generating 26.2% of reviews.

Several regional OTAs also increased review share, with Agoda growing to 9.8%, Ctrip to 9.5%, and Trip.com to 7.9%. Ctrip and Trip.com also generated the highest Source Indexes, at 90.0% and 89.4% respectively, which may in part explain Asia Pacific's high GRI relative to other regions. At 81.2%, Booking.com had the lowest Source Index.

In 2023, hoteliers in the region responded to 63.0% of reviews, an increase of 3.0 over the previous year and 9.0 points over 2019. Hoteliers responded to 65.1% of positive reviews in 6.5 days on average and to 52.0% of negative reviews in 8.2 days on average.

4. UN Tourism. [International Tourism to End 2023 Close to 90% of Pre-pandemic Levels](#), November 2023.

5. HVS. [HVS Global Hotel Industry: 2023 Recap and 2024 Outlook](#), December 2023.

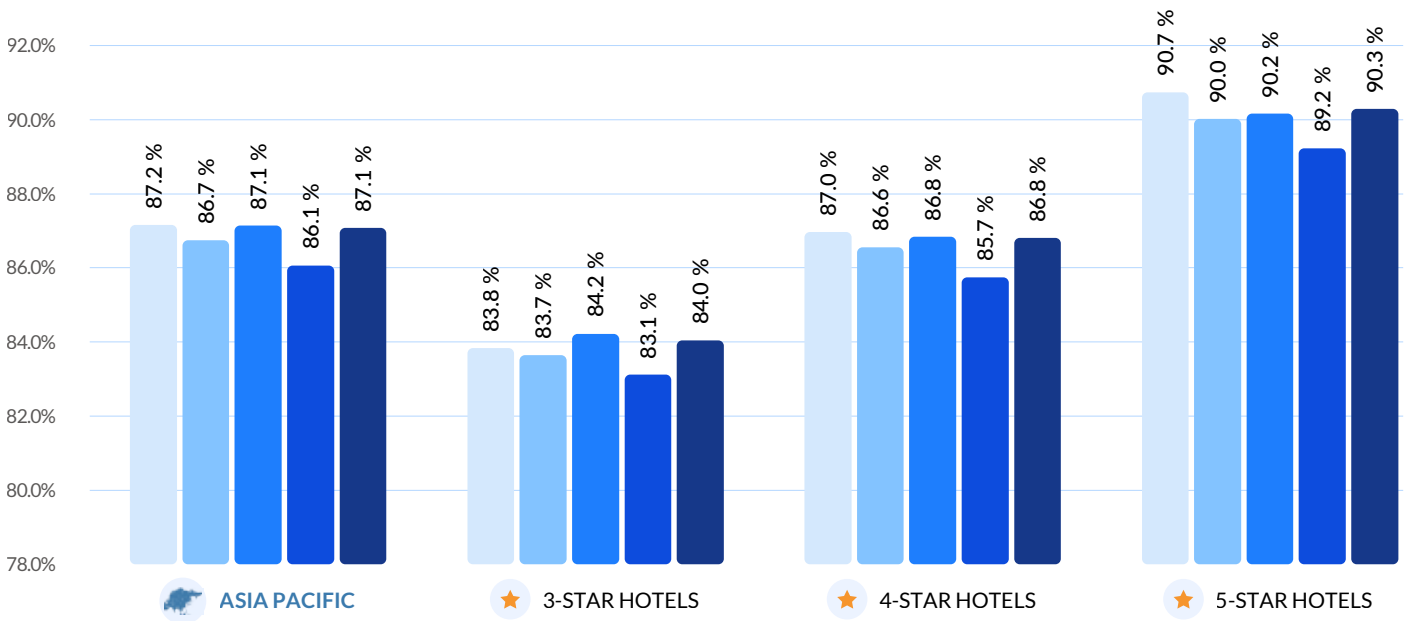
# Asia Pacific: GRI Metrics

## Asia Pacific: Global Review Index™ (GRI)

A five-year comparison of the Global Review Index™ (GRI) by star rating.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



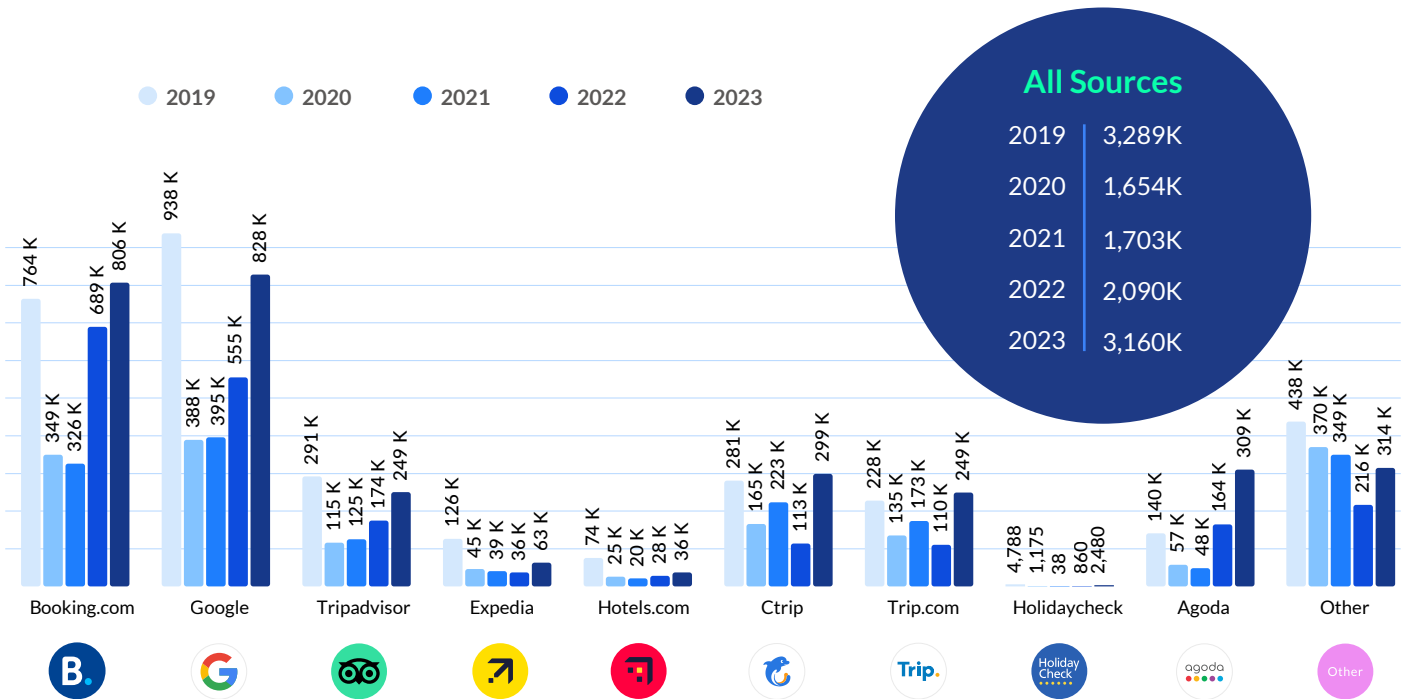
The Global Review Index™ (GRI) is Shiji ReviewPro's industry-standard online reputation score. It is derived from a proprietary algorithm based on review data collected from more than 140 Online Travel Agencies (OTAs) and review sites in over 45 languages.



# Asia Pacific: Review Volume

## Asia Pacific: Review Volume per Source

A five-year comparison of online guest review volume, per review source.



The Review volume data set is collected from 60 online review sites and Online Travel Agencies (OTAs), from a 9,500-hotel data set representing the six major global regions.



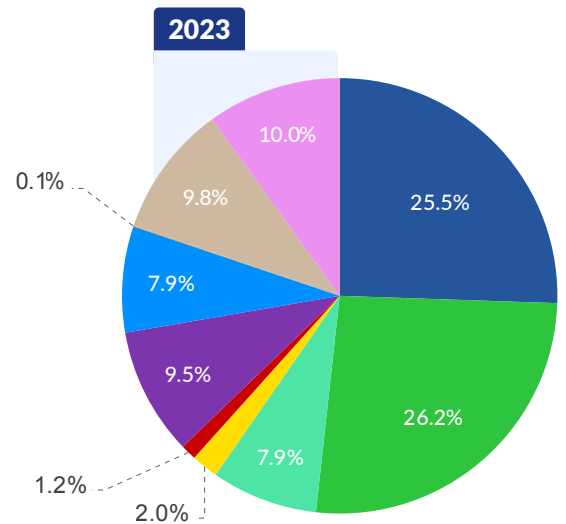
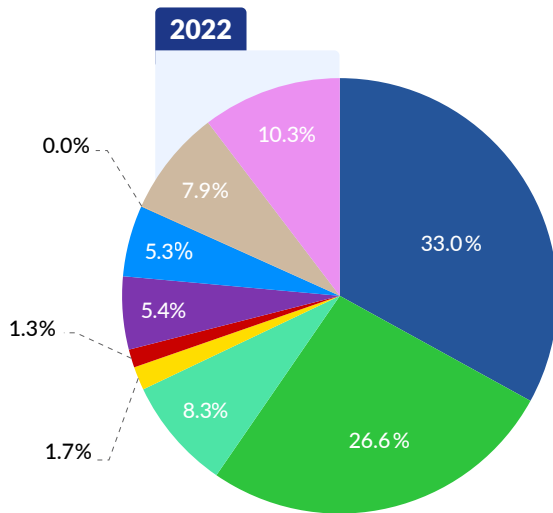
# Asia Pacific: Share of Reviews Per Source

## Asia Pacific: Review Volume per Source

YOY comparison of guest review market share per review source.



Year	Source	Share (%)
2019	B	23.3%
	G	28.5%
	8	8.9%
	↗	3.8%
	7	2.3%
	8	8.6%
	Trip	6.9%
	Holiday Check	0.1%
	agoda	4.3%
	Other	13.3%



The review site/OTA market share percentage and changes are derived from a 9,500-hotel data set representing the six major global regions.

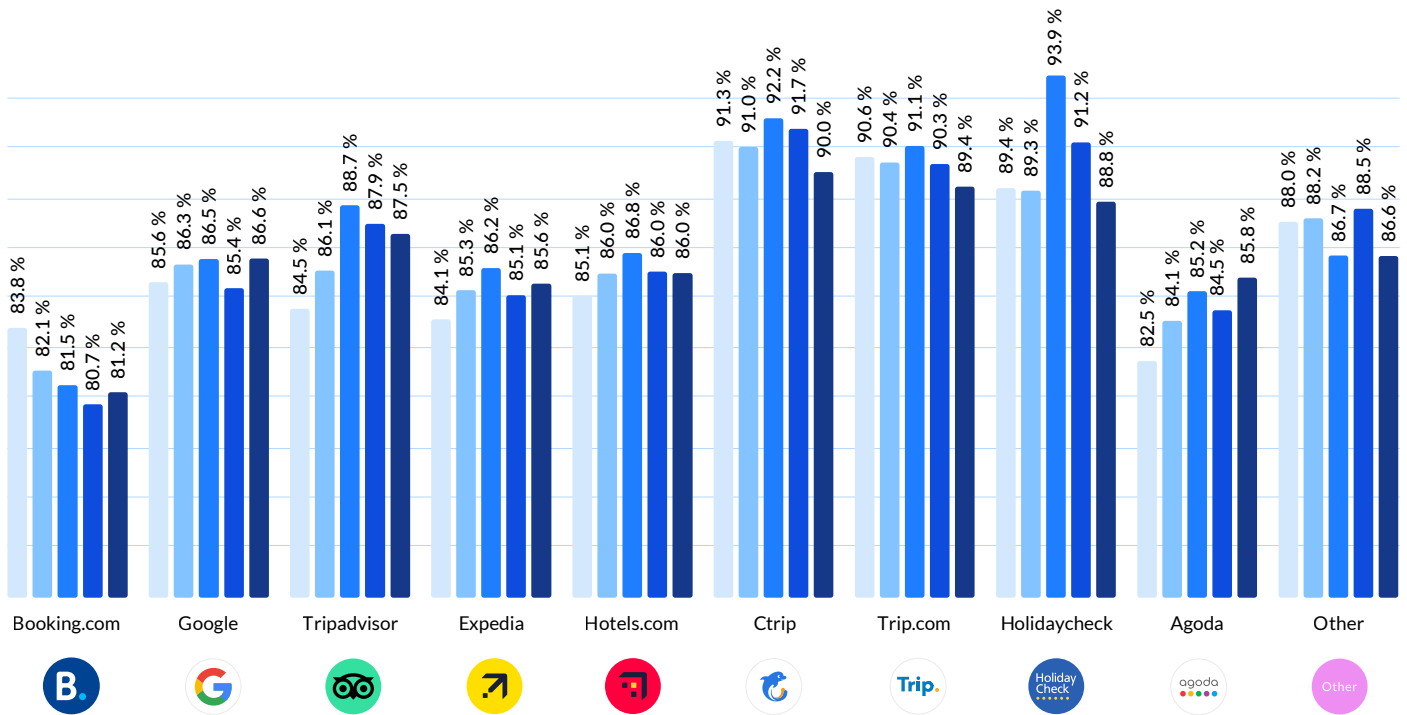
# Asia Pacific: Review Source Indexes

## Asia Pacific: Review Source Indexes

A five-year comparison of guest review indexes per review source.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



The review source scores are derived from Shiji ReviewPro's proprietary algorithm, from a 9,500-hotel data set representing the six major global regions.

# Asia Pacific: Top 5 Categories Affecting GRI

## Asia Pacific: Top Global Semantic Categories Affecting Guest Experience

The top five categories that have the most positive and negative impact on online reputation score as measured by the Global Review Index, for 2023.



CATEGORY	NEGATIVE
Room	-1.1
Cleanliness	-0.8
Establishment	-0.6
Food and Drinks	-0.5
Facilities	-0.5

CATEGORY	POSITIVE
Experience	0.5
Service	0.5
Staff	0.4
Food and Drinks	0.4
Cleanliness	0.4



Top Concepts derive from a proprietary algorithm that also includes frequency to show whom from the GRI™ index is most frequently positively or negatively impacted.

# Asia Pacific: Semantic Analysis

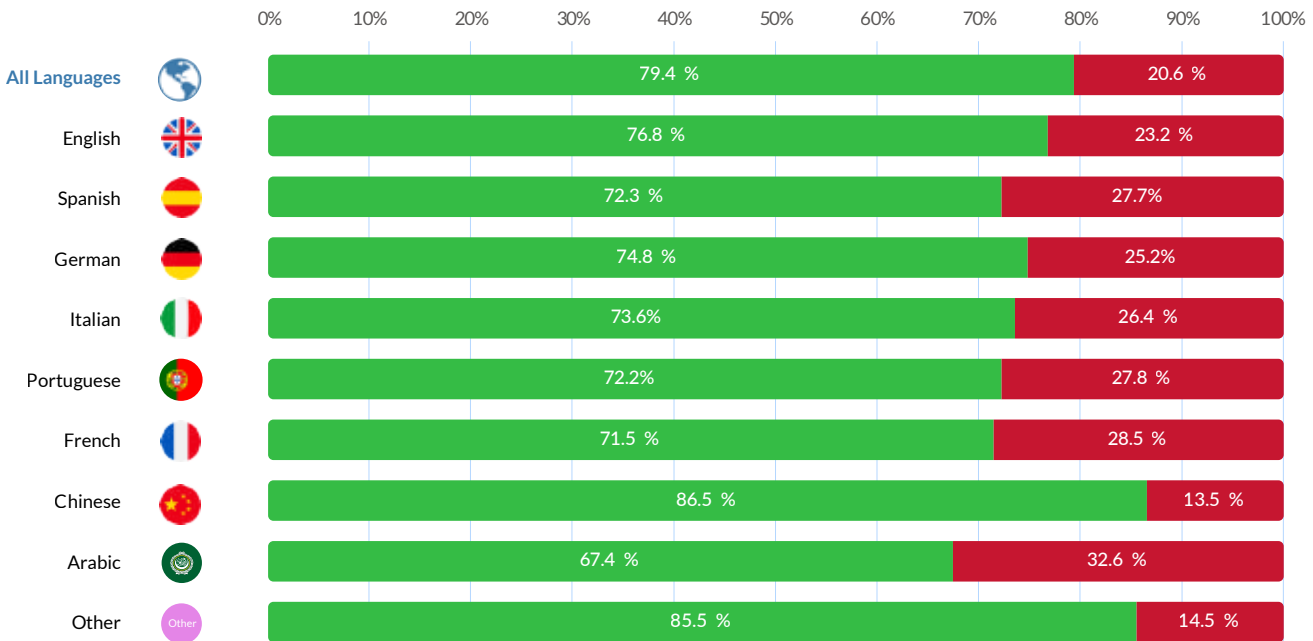
## Asia Pacific: Semantic Analysis by Language

Percentage of positive and negative mentions extracted from guest reviews in 2023, per guest review language.



● Positive Mentions 2023

● Negative Mentions 2023

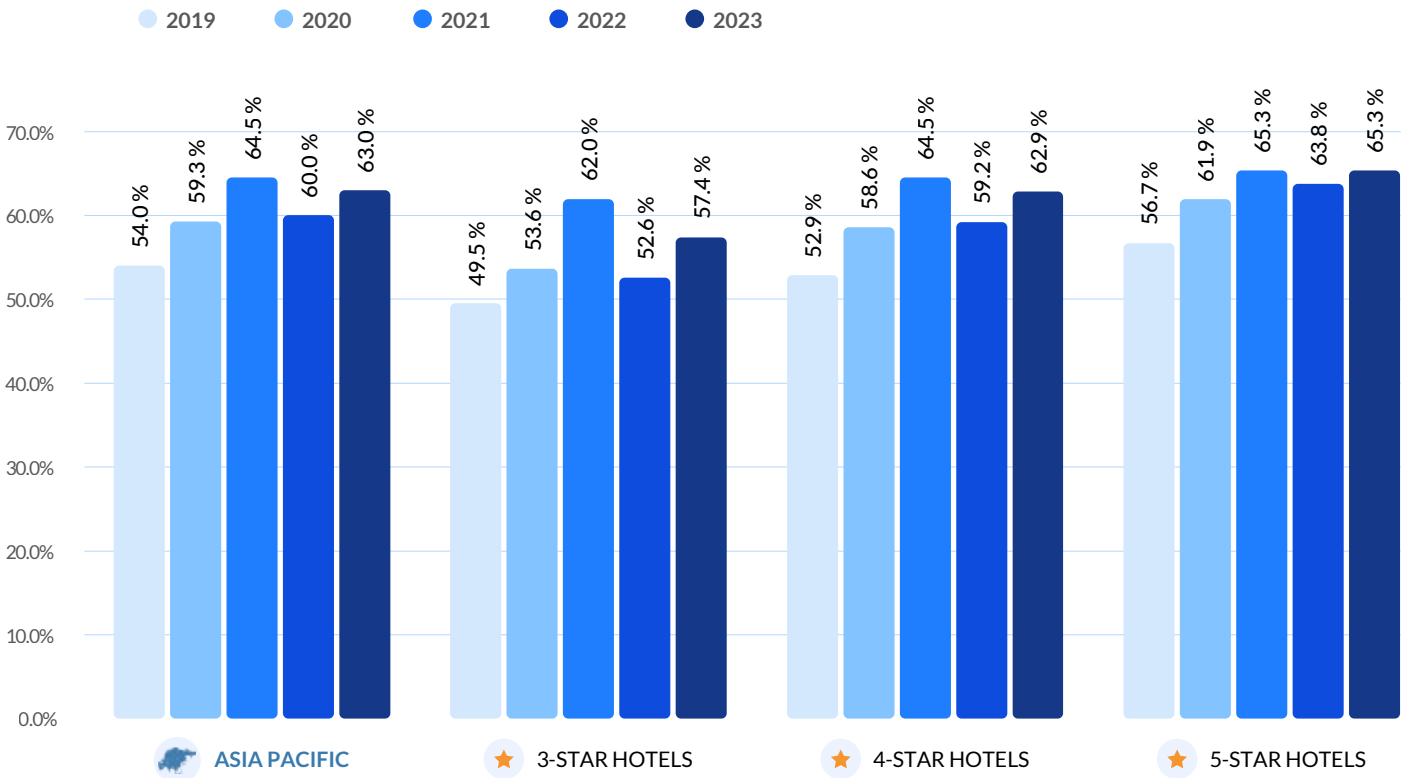


Shiji ReviewPro's AI-powered semantic analysis tool processes millions of online guest reviews to gain qualitative analysis. It does this by grouping reviews into categories and dividing by positive and negative sentiment. This allows hoteliers to gain a deep understanding of the content of reviews and gain clear insight into what is most impacting online reputation.

# Asia Pacific: Management Responses

## Asia Pacific: Review Response by Star Rating

The percentage of responsible online reviews that 3-, 4-, and 5-star hotels reply to, a five-year comparison.



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy



# Asia Pacific: Management Responses

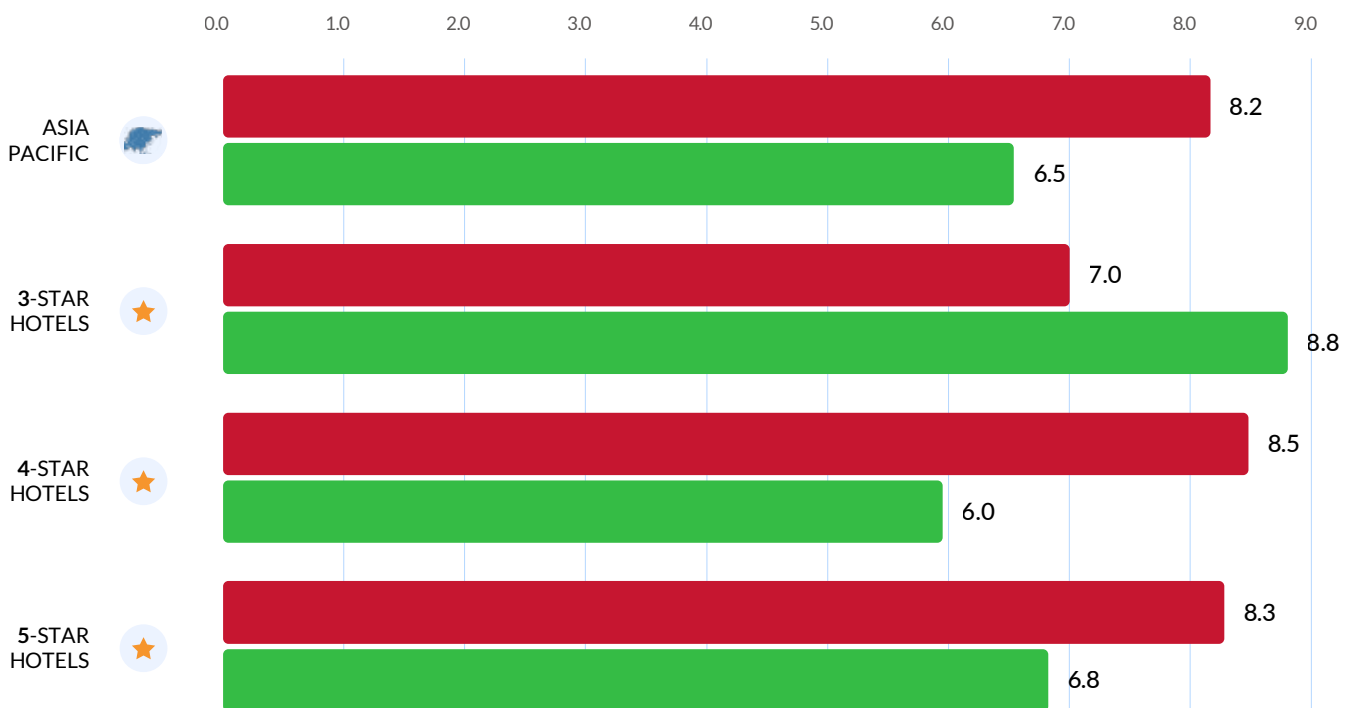
## Asia Pacific: Review Response Times per Star Rating

The percentage of responsible online reviews that 3-, 4-, and 5-star hotels reply to, a five-year comparison.



● Negative Review Responses 2023

● Positive Review Responses 2023

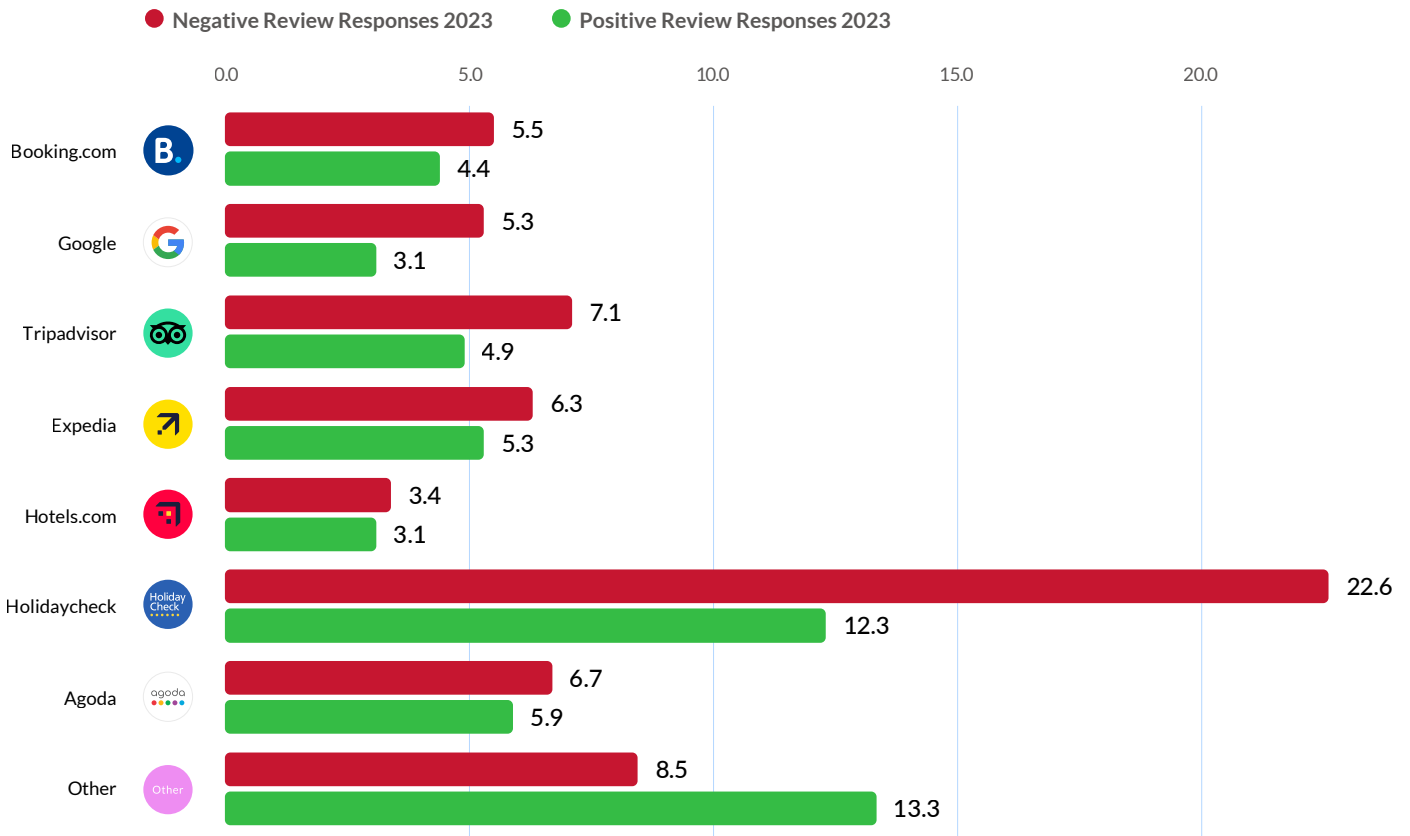


Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# Asia Pacific: Management Responses

## Asia Pacific: Review Response Times per Review Source

The average number of days it took hotels to respond to positive and negative responsible online guest reviews in 2023, per review source.



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# Asia Pacific: City Benchmarks

Here we share Global Review Index scores by star segment for select tourism cities in the Asia Pacific region. Because the mix of hotels and star segments varies by city, listings are in alphabetical order rather than ranked by GRI. For details, see the Methodology section near the end of the report.

## 3-STAR HOTELS

City	2023 GRI™	Change (2022)
BANGKOK	78.9%	0.3
BEIJING	91.4%	-0.9
HONG KONG	76.8%	4.6
JAKARTA	85.7%	0.5
KUALA LUMPUR	75.8%	3.0
MELBOURNE	75.8%	1.7
NEW DELHI	76.3%	2.6
SEOUL	80.6%	0.7
SHANGHAI	90.0%	-0.7
SINGAPORE	74.3%	2.6
SYDNEY	76.2%	1.8
TOKYO	80.8%	1.2
WELLINGTON	74.8%	2.3

## 4-STAR HOTELS

City	2023 GRI™	Change (2022)
BANGKOK	83.6%	0.4
BEIJING	91.7%	-0.1
HONG KONG	82.9%	4.3
JAKARTA	89.7%	1.4
KUALA LUMPUR	84.3%	1.2
MELBOURNE	82.7%	1.9
NEW DELHI	83.6%	4.1
SEOUL	84.1%	0.3
SHANGHAI	91.4%	-0.5
SINGAPORE	83.6%	1.8
SYDNEY	82.1%	1.4
TOKYO	85.8%	0.7
WELLINGTON	81.9%	1.1

## 5-STAR HOTELS

City	2023 GRI™	Change (2022)
BANGKOK	89.6%	0.6
BEIJING	93.4%	-0.3
HONG KONG	90.2%	2.6
JAKARTA	94.3%	0.5
KUALA LUMPUR	88.2%	1.0
MELBOURNE	86.5%	1.9
NEW DELHI	90.6%	2.5
SEOUL	89.2%	0.9
SHANGHAI	92.2%	0.4
SINGAPORE	88.8%	2.1
SYDNEY	87.5%	1.8
TOKYO	90.2%	1.4
WELLINGTON	81.4%	-0.7

## Sydney / Singapore / Shanghai: City Hotel Ranking

### 3-STAR HOTELS SYDNEY

	Hotel	Ranking Change		2023 GRI™
1	Mary MacKillop Place	■	0	89.0%
2	The Clovelly Hotel	▲	2	86.1%
3	Sydney RiseOn Hotel		NEW	85.8%
4	Royal Hotel Randwick	▲	2	85.6%
5	Avoca Randwick by Sydney Lodges	▼	-3	84.0%
6	Little Coogee Hotel	▲	7	83.8%
7	ValueSuites Green Square	▲	3	83.7%
8	Kith Hotel Darling Harbour		NEW	83.4%
9	Perouse Randwick by Sydney Lodges	■	0	83.4%
10	28 Hotel		NEW	83.1%
11	Sydney Boutique Hotel		NEW	82.6%
12	Hotel Bondi	■	0	81.9%
13	Coogee Bay Hotel	▲	5	81.8%
14	KULA Mascot		NEW	81.8%
15	High Cross Randwick by Sydney Lodges	▼	-10	81.6%
16	Song Hotel Sydney		NEW	81.5%
17	Shakespeare Hotel	▼	-14	81.4%
18	Glenferrie Lodge	▼	-7	81.0%
19	Narwee Hotel	▼	-3	81.0%
20	No 9 Springfield	▼	-3	80.8%

### 3-STAR HOTELS SINGAPORE

	Hotel	Ranking Change		2023 GRI™
1	Ibis Singapore on Bencoolen	■	0	84.4%
2	Hotel Classic By Venue	▲	2	83.6%
3	Bliss Hotel Singapore	■	0	83.6%
4	Lloyd's Inn	▼	-2	83.4%
5	ST Signature Tanjong Pagar	▲	4	81.9%
6	The Sultan	■	0	81.6%
7	Summer View Hotel	▼	-2	81.2%
8	Ibis Budget Singapore Gold		NEW	81.0%
9	Strand Hotel	▼	-1	80.0%
10	Hotel NuVe		NEW	79.2%
11	Park View Hotel		NEW	78.8%
12	Aqueen Hotel Paya Lebar	▼	-5	78.8%
13	ST Signature Chinatown		NEW	78.5%
14	YMCA One Orchard	▼	-1	77.9%
15	Venue Hotel The Lily		NEW	77.9%
16	ibis Singapore Novena	▼	-6	77.7%
17	ST Signature Jalan Besar		NEW	77.7%
18	Hotel YAN	▲	1	77.3%
19	Greatwood Residence At Devonshire	▼	-8	76.1%
20	St Signature Bugis Beach		NEW	74.9%



## 3-STAR HOTELS SHANGHAI

	Hotel	Ranking Change		2023 GRI™
1	Ji Hotel (Shanghai Anting Metro Station)		NEW	98.9%
2	Ji Hotel Shanghai Hongqiao Transport Hub Linkong Zone		NEW	98.5%
3	Mercure Shanghai Hongqiao SOHO	■	0	98.4%
4	Ji Hotel Shanghai Railway Station Tianmu West Road		NEW	98.3%
5	Ji Hotel Shanghai Xujiahui	▼	-4	98.2%
6	Ji Hotel (Shanghai People's Square Nanjing Road)		NEW	97.8%
7	Ji Hotel Shanghai Zhangjiang Huaxia Middle Road		NEW	97.8%
8	G.Garden Hotel	▼	-6	97.8%
9	Shanghai Huaximeishi Hotel (Songjiang New City Renmin North Road Branch)		NEW	97.7%
10	Ji Hotel (Shanghai Changshou Road )	▼	-4	97.1%
11	EVEN Hotel Shanghai Expo, an IHG Hotel		NEW	97.1%
12	Ji Hotel (Shanghai People's Square)	▼	-1	96.9%
13	Holiday Inn Express Shanghai Gongkang		NEW	96.3%
14	Rich Garden Hotel Shanghai	▲	5	96.3%
15	Shanghai Meicun International Resort Hotel	▼	-5	96.1%
16	Ji Hotel Shanghai Jiangning Road Metro Station		NEW	96.1%
17	Holiday Inn Express Shanghai Gubei, an IHG hotel	▼	-8	96.0%
18	Ji Hotel (Shanghai People's Square, Fuzhou Road)	▼	-11	95.8%
19	Hilton Garden Inn Shanghai Hongqiao NECC	▼	-3	95.7%
20	SSAW Boutique Hotel Shanghai Hongkou		NEW	95.1%

## 4-STAR HOTELS SYDNEY

	Hotel	Ranking Change		2023 GRI™
1	Wildlife Retreat At Taronga	■	0	94.2%
2	Medusa Hotel	▲	4	93.5%
3	Adina Apartment Hotel Sydney Chippendale	▼	-1	93.4%
4	Mrs Banks Hotel	▼	-1	91.5%
5	Camden Valley Inn	▼	-1	91.3%
6	The General Gordon	▲	1	90.3%
7	The Grace Hotel	▲	5	90.1%
8	Quest North Sydney	▲	8	90.0%
9	The Albert Hotel Mosman	▲	8	89.6%
10	Mercure Sydney Liverpool	▲	4	89.4%
11	Holiday Inn Sydney St Marys	■	0	89.0%
12	Avonmore on the Park Boutique Hotel	▼	-7	88.8%
13	A by Adina Sydney		NEW	88.6%
14	Adina Apartment Hotel Bondi Beach Sydney		NEW	88.5%
15	Aiden By Best Western @ Darling Harbour	▲	3	88.4%
16	Bondi 38 Serviced Apartments		NEW	88.4%
17	YEHS Hotel Sydney CBD	▼	-7	88.2%
18	Crowne Plaza Sydney Darling Harbour		NEW	88.2%
19	Adina Apartment Hotel Sydney Airport		NEW	87.9%
20	Coogee Sands Hotel & Apartments	▼	-7	87.9%

## 4-STAR HOTELS SINGAPORE

	Hotel	Ranking Change		2023 GRI™
1	Wilby Central Serviced Apartments	▲	1	96.1%
2	AMOY by Far East Hospitality	▲	3	92.9%
3	Oasia Hotel Novena, Singapore By Far East Hospitality	▼	-2	92.1%
4	Ann Siang House, The Unlimited Collection by Oakwood	▲	16	91.8%
5	Heritage Collection on Pagoda - A Digital Hotel		NEW	90.9%
6	Holiday Inn Singapore Little India, an IHG Hotel		NEW	90.7%
7	Le Grove Serviced Residences	▲	2	90.4%
8	Village Hotel Sentosa by Far East Hospitality	■	0	89.8%
9	Citadines Raffles Place Singapore		NEW	89.5%
10	Wanderlust, The Unlimited Collection by Oakwood	▼	-6	89.3%
11	Quincy Hotel Singapore by Far East Hospitality	▼	-8	89.2%
12	Holiday Inn Express Singapore Serangoon, an IHG Hotel		NEW	88.6%
13	Citadines Balestier Singapore	▼	-2	88.6%
14	Orchid Hotel		NEW	88.4%
15	Citadines Connect Rochester Singapore		NEW	88.3%
16	Holiday Inn Express Singapore Orchard Road, an IHG Hotel		NEW	88.2%
17	Capri by Fraser China Square, Singapore	■	0	88.2%
18	The Scarlet Singapore	▼	-6	88.2%
19	Iyf one-north Singapore		NEW	87.8%
20	Citadines Connect City Centre Singapore	▼	-14	87.7%

## 4-STAR HOTELS SHANGHAI

	Hotel	Ranking Change		2023 GRI™
1	Maixinge International Hotel	▲	1	99.1%
2	Mercure Shanghai Hongqiao South		NEW	98.6%
3	Atour Hotel Shanghai Wujiaochang West Yingao Road Metro Station		NEW	98.6%
4	Atour Hotel Shanghai Xinzhuang	▲	2	98.6%
5	Yun He Ye Bo Hotel (Shanghai Pudong International Airport)		NEW	98.5%
6	Urcove by HYATT Shanghai Wujiaochang	▲	9	98.5%
7	CitiGO Huange Hotel, Jinqiao, Shanghai	▼	-4	98.5%
8	Atour Hotel Shanghai Lujiazui Minsheng Road Station	▲	1	98.3%
9	Maixinge Boutique Hotel Chuansha Branch		NEW	98.2%
10	Novotel Shanghai Caohejing		NEW	98.1%
11	Hampton by Hilton Shanghai Hongqiao NECC		NEW	98.0%
12	Orange Hotel (Shanghai Bund Hongkou Football Stadium)		NEW	97.9%
13	JI Hotel Shanghai Yan An Road Branch		NEW	97.9%
14	Atour Hotel Shanghai Center Lujiazui		NEW	97.8%
15	Atour S Hotel Shanghai Oriental Pearl Tower	▼	-8	97.7%
16	Holiday Inn Shanghai Hongqiao, an IHG Hotel		NEW	97.6%
17	Atour Hotel Hongqiao National Exhibition Center Minbei Road Shanghai		NEW	97.6%
18	Joya Shanghai Xujiahui Hotel	▼	-8	97.5%
19	Mercure Shanghai Yu Garden On the Bund	▼	-2	97.5%
20	Atour Hotel Shanghai Xujiahui Indoor Stadium	▼	-16	97.5%

## 5-STAR HOTELS SYDNEY

	Hotel	Ranking Change		2023 GRI™
1	Capella Sydney		NEW	96.0%
2	The Darling at The Star	▲	3	94.3%
3	QT Sydney	▼	-1	93.3%
4	Four Seasons Hotel Sydney	▼	-1	93.2%
5	Spicers Potts Point	▼	-4	93.1%
6	Little National Hotel Sydney	▼	-2	92.2%
7	Crystalbrook Albion	▼	-1	91.9%
8	Radisson Blu Plaza Hotel Sydney	▲	1	91.4%
9	Park Hyatt Sydney	▲	1	91.2%
10	SKYE Suites Sydney	▲	3	91.1%
11	Meriton Suites Coward Street, Mascot	■	0	90.5%
12	Zara Tower – Luxury Suites and Apartments	▲	8	90.4%
13	SKYE Suites Green Square	▼	-6	90.4%
14	The Fullerton Hotel Sydney	▲	1	90.2%
15	Sheraton Grand Sydney Hyde Park		NEW	89.3%
16	The Langham Sydney	▼	-8	89.0%
17	Kimpton Margot Sydney, an IHG Hotel	▼	-3	88.9%
18	Meriton Suites North Ryde		NEW	88.8%
19	InterContinental Sydney, an IHG Hotel		NEW	88.6%
20	The Sebel Quay West Suites Sydney	▼	-3	88.6%

## 5-STAR HOTELS SINGAPORE

	Hotel	Ranking Change		2023 GRI™
1	Capella Singapore	■	0	96.3%
2	The Fullerton Bay Hotel Singapore	▲	7	95.5%
3	The Fullerton Hotel Singapore	▲	3	94.1%
4	Marina Bay Sands	▲	1	93.9%
5	InterContinental Singapore, an IHG Hotel	▲	14	93.7%
6	Sofitel Singapore City Centre		NEW	93.7%
7	PARKROYAL COLLECTION Marina Bay, Singapore	▲	3	93.6%
8	PARKROYAL COLLECTION Pickering, Singapore	▲	8	93.6%
9	Raffles Singapore	▼	-6	93.6%
10	Mandarin Oriental, Singapore	▲	4	93.5%
11	The Ritz-Carlton, Millenia Singapore	▲	1	93.2%
12	Grand Hyatt Singapore		NEW	93.2%
13	Conrad Centennial Singapore	▼	-6	93.1%
14	Hotel Indigo Singapore Katong, an IHG Hotel		NEW	93.1%
15	The Barracks Hotel Sentosa by Far East Hospitality	▼	-13	92.8%
16	Four Seasons Hotel Singapore	▼	-12	92.2%
17	Pan Pacific Singapore	▲	3	91.9%
18	Fairmont Singapore		NEW	91.9%
19	InterContinental Singapore Robertson Quay, an IHG Hotel		NEW	91.8%
20	Fraser Residence Orchard, Singapore	▼	-2	91.7%

## 5-STAR HOTELS SHANGHAI

	Hotel	Ranking Change		2023 GRI™
1	Pullman Shanghai Qingpu Excellence	■	0	99.4%
2	Amanyangyun	▲	18	99.2%
3	Fairmont Peace Hotel On the Bund	▲	2	98.6%
4	Atour S Hotel Expo Center Lujiazui Shanghai	▼	-1	98.2%
5	Shanghai Dongjiao State Guest Hotel	▲	2	98.2%
6	Lv Shou Hotel	▲	8	98.0%
7	InterContinental Shanghai Wonderland, an IHG Hotel		NEW	97.9%
8	Capella Shanghai, Jian Ye Li	▲	8	97.8%
9	Wanda Reign on the Bund	▼	-5	97.5%
10	InterContinental Shanghai Ruijin, an IHG Hotel	▼	-2	97.5%
11	Mandarin Oriental Pudong, Shanghai	▼	-1	97.4%
12	Radisson Collection Hotel, Xing Guo Shanghai	▼	-3	97.2%
13	J Hotel, Shanghai Tower		NEW	97.1%
14	Sahe Hotel Shanghai World Expo		NEW	97.1%
15	The Drama		NEW	97.1%
16	The PuLi Hotel and Spa		NEW	97.0%
17	Xijiao State Guest Hotel		NEW	97.0%
18	Crowne Plaza Shanghai Anting, an IHG Hotel		NEW	97.0%
19	MGM Shanghai West Bund		NEW	96.9%
20	Radisson Blu Shanghai Pudong Jinqiao	▼	-14	96.9%





Guest  
Experience  
Benchmark

Year in Reviews  
2023

# Europe

CHAPTER

07



# Europe: Market Overview

International travel  
to Europe fell just  
6% short of  
pre-pandemic numbers

Hotels increased the  
Global Review Index by  
0.6 points  
to 85.4%

Booking.com  
generated  
64.8%  
of reviews

Tripadvisor reviews had the  
lowest Source Index at  
82.7%

Hoteliers responded to  
57.1%  
of reviews

Despite the ongoing war in Ukraine and continued inflationary pressures, in 2023 Europe experienced a strong year for travel. Intra-regional travel was robust, and international travel recovered to 94% of pre-pandemic levels.<sup>6</sup> Popular city destinations experienced growth in average rate of more than 15% compared to 2022, while cities such as Amsterdam, Prague, and Rome reported RevPAR growth higher than 25%.<sup>7</sup>

In 2023, hotels in Europe achieved a Global Review Index of 85.4%, on par with the global GRI and a 0.6-point increase from 2022. However, the GRI was 1.1 points lower than in 2019. Review volume in the region grew by only 4.1%, the lowest growth rate of the six regions but just 0.3% short of 2019 volume.

Booking.com generated a remarkable 64.8% of reviews in Europe, a significantly larger proportion than in any

6. UN Tourism. [International Tourism to End 2023 Close to 90% of Pre-pandemic levels](#), November 2023.

7. HVS. [HVS Global Hotel Industry: 2023 Recap and 2024 Outlook](#), December 2023.

other region. This represented a growth in market share of 15.5 points compared to 2019. In a distant second place was Google, generating 17.7% of reviews, followed by Tripadvisor with 7.7% and Hotels.com with 2.8%.

Given its dominant market share, Booking.com's relatively low Source Index of 83.9% was of particular concern to European hoteliers. Of the major review sources, only Tripadvisor's Source Index was lower, at 82.7%. However, Booking.com's Source Index increased by 0.6 points over 2022 and was 1.5 points higher than its global average.

Hoteliers in Europe responded to 57.1% of reviews in 2023, an increase of 4.9 points over 2022 and 8.0 points over 2019. Europe had the second lowest response rate of the six regions. Five-star hotels responded to a much higher proportion of reviews (66.9%) than 3-star hotels (43.6%).

Positive reviews received a response rate of 58.4%, and negative reviews received a response rate of 53.1%. On average, it took hoteliers 6.1 days to respond to positive reviews and 7.0 days to respond to negative reviews.

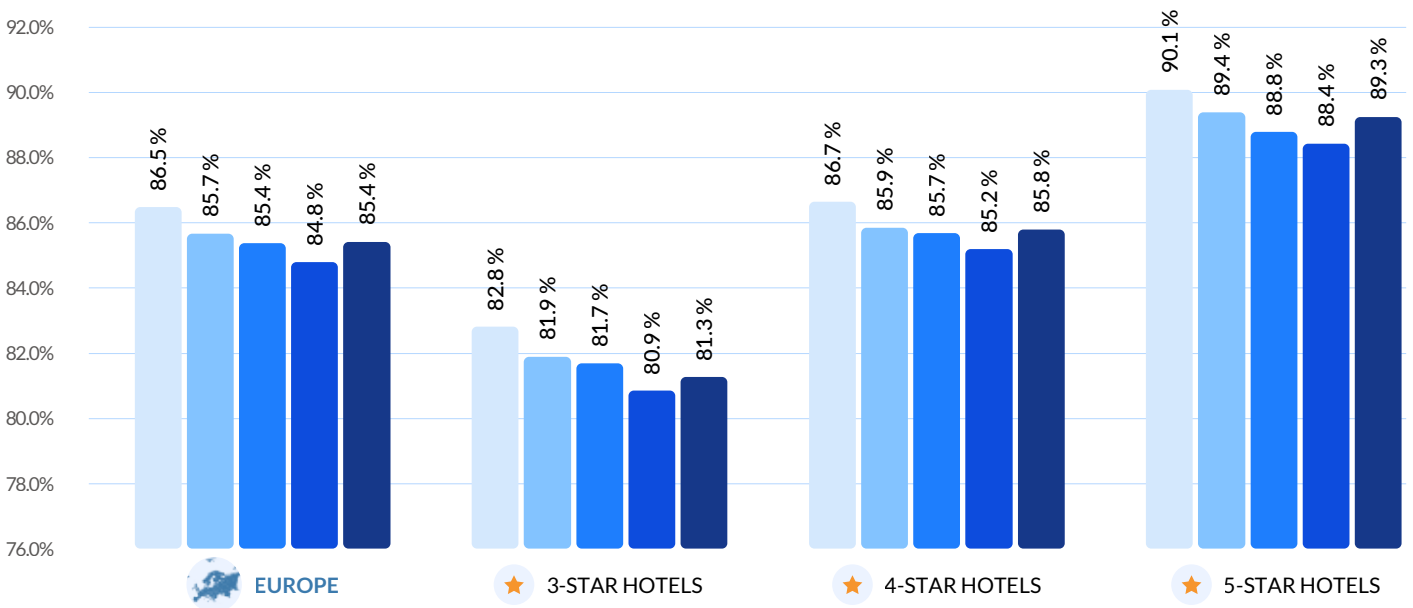
# Europe: GRI Metrics

## Europe: Global Review Index™ (GRI)

A five-year comparison of the Global Review Index™ (GRI) by star rating.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023

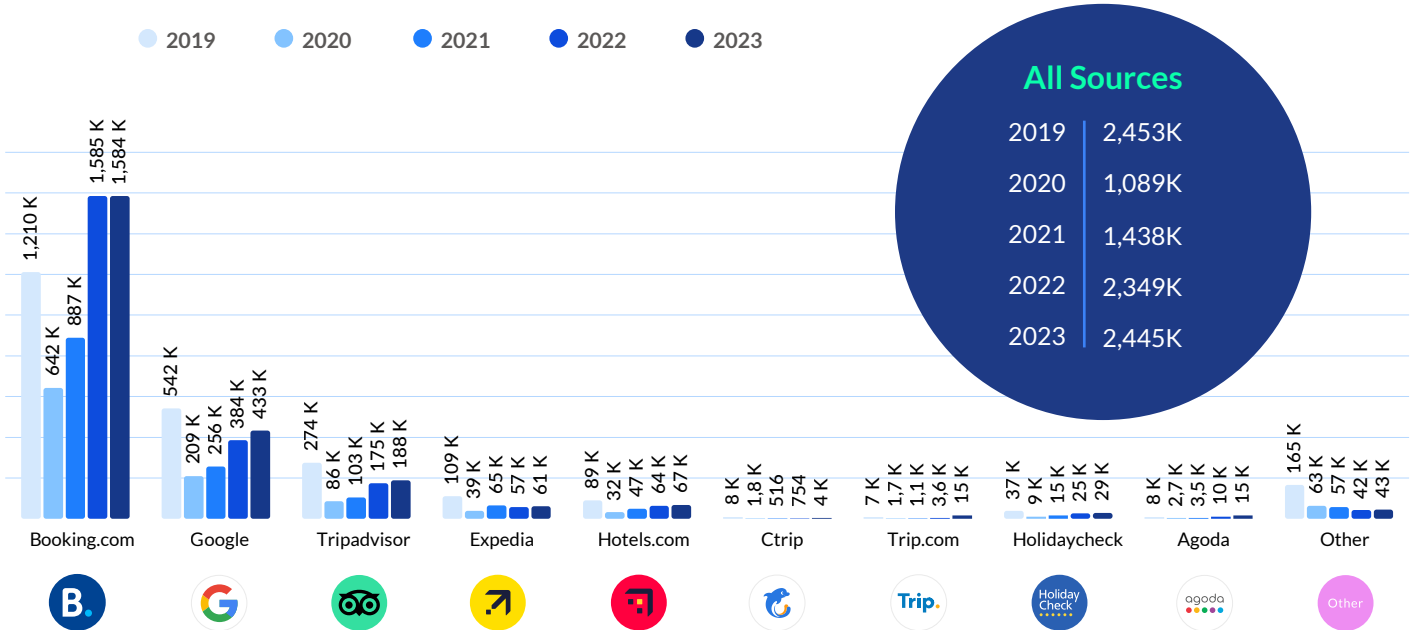


The Global Review Index™ (GRI) is Shiji ReviewPro's industry-standard online reputation score. It is derived from a proprietary algorithm based on review data collected from more than 140 Online Travel Agencies (OTAs) and review sites in over 45 languages.

# Europe: Review Volume

## Europe: Review Volume per Source

A five-year comparison of online guest review volume, per review source.



The Review volume data set is collected from 60 online review sites and Online Travel Agencies (OTAs), from a 9,500-hotel data set representing the six major global regions.

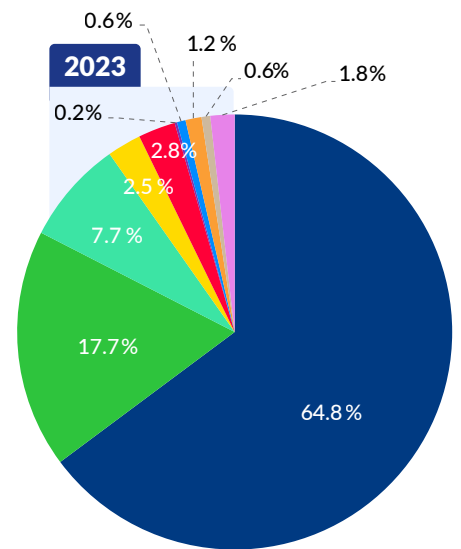
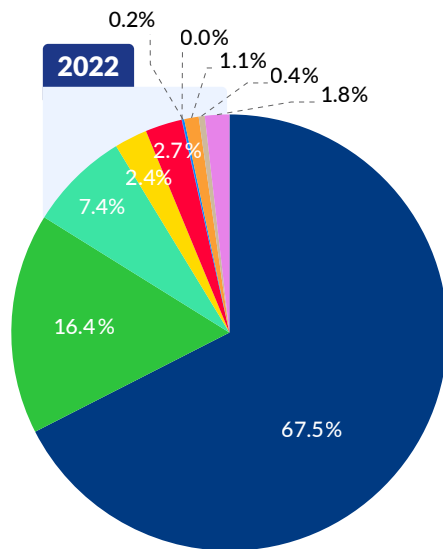
# Europe: Share of Reviews Per Source

## Europe: Review Volume per Source

YOY comparison of guest review market share per review source.



2019	Share
B	49.3%
G	22.1%
Expedia	11.2%
Lastminute.com	4.5%
Lastminute.com.au	3.7%
Trip.com	0.3%
Holiday Check	1.5%
agoda	0.3%
Other	6.7%



The review site/OTA market share percentage and changes are derived from a 9,500-hotel data set representing the six major global regions.



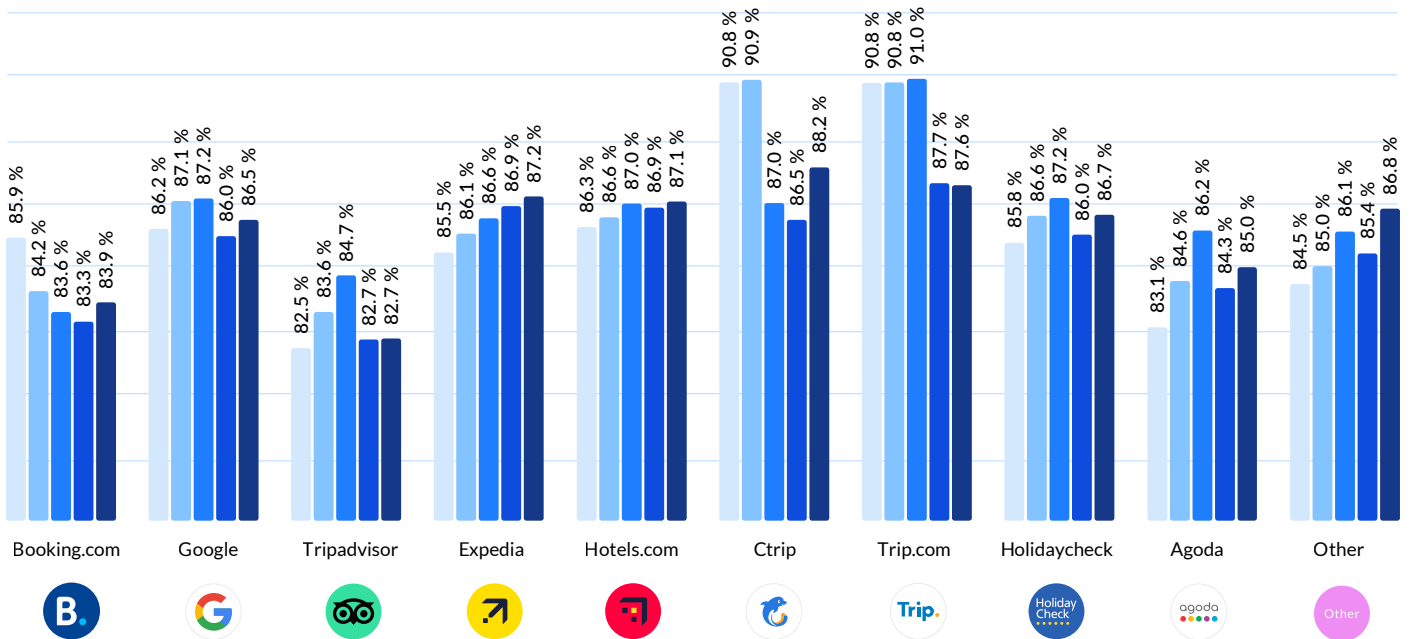
# Europe: Review Source Indexes

## Europe: Review Source Indexes

A five-year comparison of guest review indexes per review source.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



The review source scores are derived from Shiji ReviewPro's proprietary algorithm, from a 9,500-hotel data set representing the six major global regions.

# Europe: Top 5 Categories Affecting GRI

## Europe: Top Global Semantic Categories Affecting Guest Experience

The top five categories that have the most positive and negative impact on online reputation score as measured by the Global Review Index, for 2023.



CATEGORY	NEGATIVE
Room	-2.2
Food and Drinks	-1.3
Cleanliness	-1.3
Establishment	-1.2
Value	-1.0

CATEGORY	POSITIVE
Experience	0.8
Staff	0.7
Establishment	0.4
Cleanliness	0.3
Food and Drinks	0.3



Top Concepts derive from a proprietary algorithm that also includes frequency to show whom from the GRI™ index is most frequently positively or negatively impacted.

# Europe: Semantic Analysis

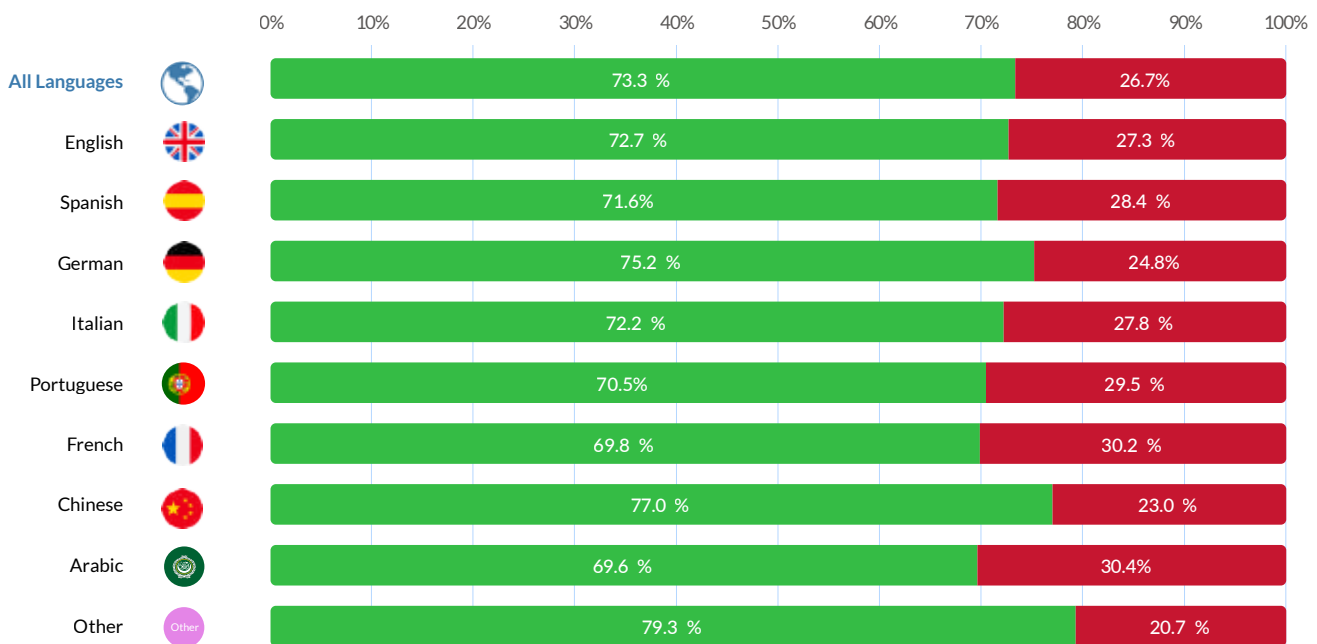
## Europe: Semantic Analysis by Language

Percentage of positive and negative mentions extracted from guest reviews in 2023, per guest review language.



● Positive Mentions 2023

● Negative Mentions 2023



Shiji ReviewPro's AI-powered semantic analysis tool processes millions of online guest reviews to gain qualitative analysis. It does this by grouping reviews into categories and dividing by positive and negative sentiment. This allows hoteliers to gain a deep understanding of the content of reviews and gain clear insight into what is most impacting online reputation.

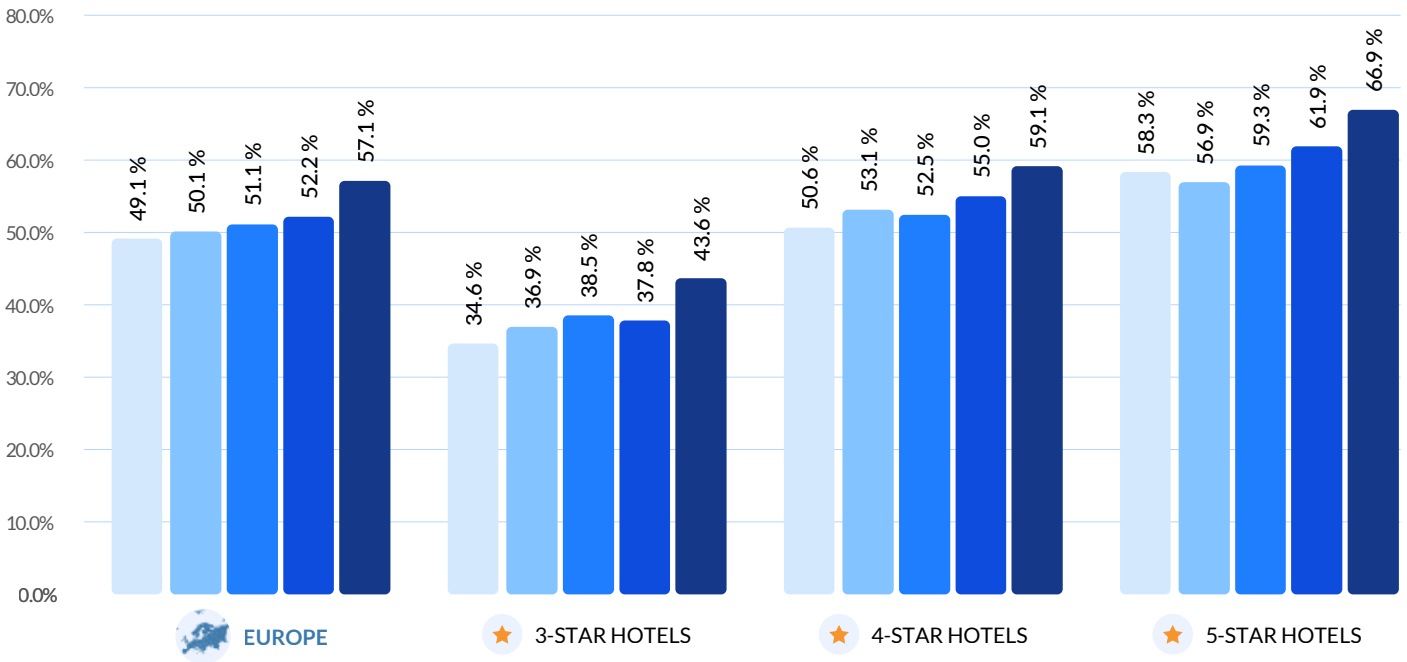
# Europe: Management Responses

## Europe: Review Response by Star Rating

The percentage of responsible online reviews that 3-, 4-, and 5-star hotels reply to, a five-year comparison.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy

# Europe: Management Responses

## Europe: Review Response Times per Star Rating

The average number of days it took 3-, 4-, and 5-star hotels to respond to positive and negative responsible online guest reviews in 2023.



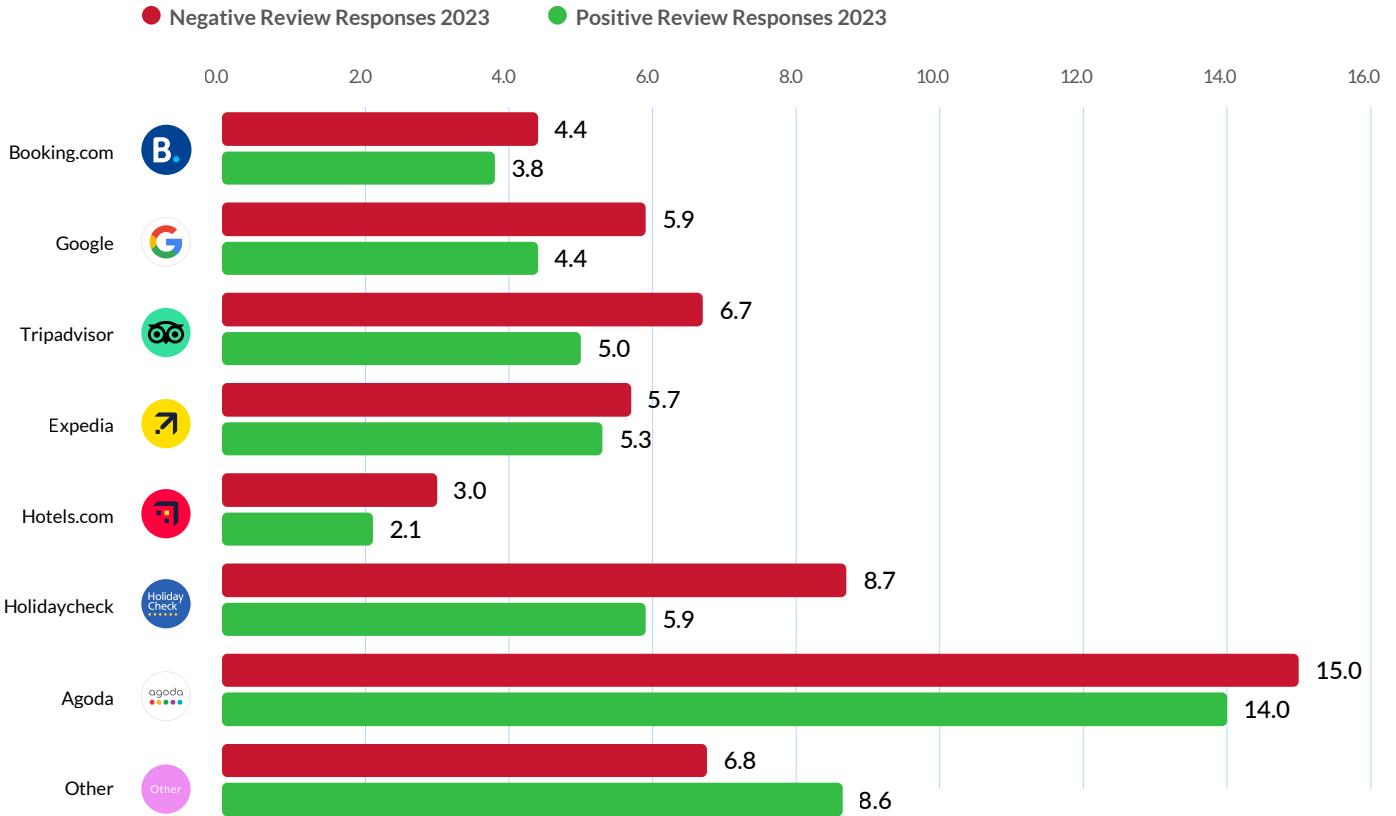
Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.



# Europe: Management Responses

## Europe: Review Response Times per Review Source

The average number of days it took hotels to respond to positive and negative responsible online guest reviews in 2023, per review source.



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# Europe: City Benchmark and City Rankings

Here we share Global Review Index scores by star segment for select tourism cities in Europe. Because the mix of hotels and star segments varies by city, listings are in alphabetical order rather than ranked by GRI. For details, see the Methodology section near the end of the report.

## 3-STAR HOTELS

City	2023 GRI™	Change (2022)
AMSTERDAM	79.4%	0.5
ATHENS	81.9%	0.0
BARCELONA	83.5%	1.1
BERLIN	78.4%	0.8
BRUSSELS	79.8%	0.3
BUCHAREST	82.0%	-0.5
BUDAPEST	80.7%	0.9
COPENHAGEN	80.9%	0.7
DUBLIN	83.2%	1.5
EDINBURGH	79.7%	0.0
FLORENCE	81.7%	0.6
HELSINKI	79.6%	0.7
ISTANBUL	78.2%	1.5
KRAKOW	85.3%	0.0
LISBON	82.5%	0.5
LONDON	75.3%	1.5
MADRID	82.5%	0.2
MANCHESTER	78.7%	0.0
MILAN	78.9%	0.9
MUNICH	80.3%	0.6
OSLO	79.5%	0.1
PARIS	81.3%	0.8
PRAGUE	81.8%	0.5
RIGA	79.5%	-1.1
ROME	79.2%	0.4
STOCKHOLM	78.7%	1.7
VENICE	83.3%	0.5
VIENNA	80.4%	-0.9
WARSAW	81.5%	-0.8
ZURICH	81.4%	0.0

## 4-STAR HOTELS

City	2023 GRI™	Change (2022)
AMSTERDAM	84.1%	0.2
ATHENS	86.7%	0.3
BARCELONA	85.5%	0.7
BERLIN	84.1%	1.0
BRUSSELS	82.5%	0.6
BUCHAREST	84.9%	0.7
BUDAPEST	85.5%	0.4
COPENHAGEN	84.1%	0.7
DUBLIN	86.3%	1.4
EDINBURGH	85.8%	0.7
FLORENCE	86.8%	0.9
HELSINKI	85.8%	0.7
ISTANBUL	82.0%	2.7
KRAKOW	89.3%	-0.2
LISBON	86.9%	0.7
LONDON	81.8%	1.4
MADRID	87.3%	0.6
MANCHESTER	85.9%	0.5
MILAN	82.9%	0.7
MUNICH	83.2%	1.1
OSLO	84.6%	1.7
PARIS	85.2%	1.0
PRAGUE	86.1%	0.4
RIGA	86.4%	0.0
ROME	81.6%	-0.1
STOCKHOLM	85.6%	1.2
VENICE	89.0%	0.7
VIENNA	85.7%	0.0
WARSAW	85.8%	0.1
ZURICH	84.1%	0.7

## 5-STAR HOTELS

City	2023 GRI™	Change (2022)
AMSTERDAM	87.5%	-0.1
ATHENS	88.5%	0.4
BARCELONA	88.9%	1.0
BERLIN	88.2%	0.4
BRUSSELS	85.3%	-1.6
BUCHAREST	89.2%	1.8
BUDAPEST	92.4%	0.8
COPENHAGEN	89.2%	0.4
DUBLIN	90.3%	2.3
EDINBURGH	88.3%	0.4
FLORENCE	91.4%	0.7
HELSINKI	90.4%	1.0
ISTANBUL	87.0%	3.0
KRAKOW	90.8%	0.8
LISBON	90.8%	0.9
LONDON	88.3%	1.1
MADRID	90.7%	0.2
MANCHESTER	87.6%	-0.5
MILAN	88.6%	1.6
MUNICH	87.7%	0.7
OSLO	89.4%	0.2
PARIS	86.7%	0.6
PRAGUE	89.6%	0.9
RIGA	86.7%	-0.3
ROME	88.3%	0.9
STOCKHOLM	90.7%	0.7
VENICE	91.1%	1.7
VIENNA	89.2%	0.5
WARSAW	91.0%	0.0
ZURICH	89.1%	0.6

## Barcelona / Berlin / London: City Hotel Ranking

### 3-STAR HOTELS BARCELONA

	Hotel	Ranking Change		2023 GRI™
1	Yurbban Ramblas Boutique Hotel	■	0	95.1%
2	Praktik Essens	▲	3	94.5%
3	Yurbban Trafalgar Hotel	▼	-1	94.4%
4	Room Mate Pau	▼	-1	92.9%
5	Hotel Granvia	▲	5	92.1%
6	Musik Boutique Hotel	■	0	91.9%
7	Hotel Jazz	▼	-3	90.9%
8	Soho Hotel	■	0	90.7%
9	Hotel Rec Barcelona Adults Only	▲	4	90.4%
10	EuroPark Hotel	▲	10	89.9%
11	CoolRooms Malda		NEW	89.9%
12	Motel One Barcelona-Ciudadella	▼	-5	89.8%
13	Chi	▲	1	89.2%
14	H10 Raco Del Pi	▲	2	89.2%
15	Anba Boutique	■	0	89.2%
16	Aura Park Fira Barcelona	▼	-4	89.1%
17	Occidental Barcelona 1929	▼	-8	89.0%
18	Hotel HCC MontBlanc		NEW	88.6%
19	Allegro Barcelona	▼	-8	88.5%
20	Leonardo Boutique Hotel Barcelona Sagrada Familia		NEW	88.5%

### 3-STAR HOTELS BERLIN

	Hotel	Ranking Change		2023 GRI™
1	Hotel Rotdorn	■	0	91.1%
2	Luxury Apartments in East Side Gallery	▲	18	90.9%
3	Hotel Nikolai Residence	▲	2	89.9%
4	Grimm's Potsdamer Platz	▼	-1	89.1%
5	Hotel Brandies Berlin	▲	12	88.9%
6	Hotel Art Nouveau	▲	5	88.9%
7	Premier Inn Berlin Airport		NEW	88.6%
8	Motel One Berlin-Spittelmarkt	▲	5	88.5%
9	Anna 1908		NEW	88.3%
10	Hotel Spree-idyll	▲	6	87.9%
11	CALMA Berlin Mitte		NEW	87.8%
12	Motel One Berlin-Alexanderplatz	▼	-2	87.7%
13	ArtHotel Connection	▼	-9	87.7%
14	Hotel Vita Berlin-Messe	▼	-8	87.6%
15	Apartments Rummelsburger Bucht Am Ostkreuz	▲	4	87.6%
16	Aletto Hotel Potsdamer Platz	▼	-9	87.4%
17	Monbijou Hotel	▼	-2	87.4%
18	Lindemann's		NEW	87.3%
19	STAYERY Berlin Friedrichshain	▼	-10	87.3%
20	fjord hotel berlin		NEW	87.1%

## 3-STAR HOTELS LONDON

	Hotel	Ranking Change		2023 GRI™
1	Rose And Crown Hotel	▲	3	92.9%
2	Staycity Aparthotels Greenwich High Road	▼	-1	92.1%
3	Coach & Horses Hotel	▲	5	91.8%
4	ibis London Canning Town	▲	2	91.3%
5	Ruby Zoe Hotel London		NEW	90.6%
6	The Brewers Inn	▲	5	89.5%
7	The Mad Hatter Hotel	▼	-4	89.1%
8	The White Hart Hotel	▼	-3	89.1%
9	Orange Tree		NEW	88.8%
10	Greyhound Hotel		NEW	88.7%
11	Bingham Riverhouse		NEW	88.7%
12	Premier Inn London Wandsworth	▲	5	88.7%
13	Premier Inn London Clapham hotel		NEW	88.4%
14	The Windmill		NEW	87.9%
15	Premier Inn London Blackfriars - Fleet Street		NEW	87.9%
16	hub by Premier Inn London Westminster, St James's Park hotel		NEW	87.9%
17	Premier Inn London Heathrow Airport - Bath Road		NEW	87.4%
18	Premier Inn London City - Aldgate	▼	-9	87.3%
19	Hub by Premier Inn London Spitalfields, Brick Lane hotel		NEW	87.3%
20	Luna And Simone	▼	-13	87.1%

## 4-STAR HOTELS BARCELONA

	Hotel	Ranking Change		2023 GRI™
1	Sansi Pedralbes	■	0	97.5%
2	Casa Camper Barcelona	▲	2	96.8%
3	Hotel Olivia Plaza	■	0	95.8%
4	Midtown Apartments	▼	-2	95.8%
5	H10 Madison	▲	1	94.5%
6	Arai Aparthotel		NEW	94.4%
7	Seventy Barcelona	▲	8	94.2%
8	Hotel Duquesa de Cardona	▲	10	94.2%
9	Olivia Balmes Hotel	▲	4	94.1%
10	Yurbban Passage Hotel & Spa	▲	1	94.1%
11	Catalonia Magdalenes	▼	-4	93.9%
12	Sixtytwo Hotel	▲	5	93.7%
13	Hotel Primero Primera	▼	-4	93.7%
14	Antiga Casa Buenavista	▼	-9	93.5%
15	Sensation Sagrada Familia	▼	-5	93.5%
16	Catalonia Catedral		NEW	93.3%
17	H10 Casa Mimosa	▼	-9	92.8%
18	Hotel 1898	▲	1	92.2%
19	Iberostar Selection Paseo de Gracia		NEW	92.1%
20	ICON BCN by Petit Palace		NEW	92.1%

## 4-STAR HOTELS BERLIN

	Hotel	Ranking Change		2023 GRI™
1	Brilliant Apartments	■	0	95.1%
2	The Circus Apartments	■	0	94.4%
3	BENSIMON apartments Mitte/Wedding		NEW	93.4%
4	Wilde Aparthotels by Staycity, Berlin, Checkpoint Charlie	■	0	93.2%
5	Wilmina Hotel	▼	-2	93.1%
6	Downtown Apartments Berlin	▼	-1	93.1%
7	Casa Camper Berlin	▼	-1	91.5%
8	Locke At East Side Gallery		NEW	91.5%
9	ADELANTE Boutique Hotel	▲	2	91.3%
10	Garden Living - Boutique Hotel	▼	-1	91.2%
11	The Circus Hotel	▲	3	91.0%
12	The Mandala Suites	▼	-5	90.8%
13	Mercure Hotel Berlin Wittenbergplatz	▲	7	90.5%
14	Clipper Boardinghouse - Berlin-Gendarmenmarkt	▼	-1	90.0%
15	Adapt Apartments Berlin	▲	1	89.6%
16	Townhouse Berlin		NEW	89.4%
17	Myer's Hotel - Berlin	▼	-9	89.4%
18	Hotel Indigo Berlin - East Side Gallery	▼	-8	88.8%
19	Courtyard by Marriott Berlin City Center		NEW	88.7%
20	HighPark Berlin am Potsdamer Platz		NEW	88.6%

## 4-STAR HOTELS LONDON

	Hotel	Ranking Change		2023 GRI™
1	Hapimag Resort London	■	0	96.5%
2	The Resident Covent Garden	▲	1	95.8%
3	Wilde Aparthotels London Paddington	▲	5	94.9%
4	Wilde Aparthotels by Staycity - Covent Garden	▲	8	94.7%
5	St. Ermin's Hotel, Autograph Collection	▲	1	94.4%
6	Cheval Harrington Court at South Kensington	▼	-4	93.8%
7	Lost Property St Paul's London - Curio Collection by Hilton		NEW	93.2%
8	Staybridge Suites London-Vauxhall, an IHG Hotel		NEW	93.0%
9	The Chesterfield Mayfair	▲	6	92.8%
10	The Resident Victoria	▼	-1	92.8%
11	Room2 Chiswick Hometel	▼	-7	92.7%
12	Wilde Aparthotels by Staycity - Aldgate Tower Bridge	▼	-5	92.6%
13	The Rookery Hotel	▲	4	92.6%
14	Hilton London Tower Bridge		NEW	92.1%
15	SACO The Cannon	▼	-1	92.1%
16	Hotel The Hide London		NEW	92.0%
17	Hazlitt's	▼	-4	91.9%
18	The Resident Soho		NEW	91.8%
19	Cove Landmark Pinnacle	▲	1	91.8%
20	The Montague On The Gardens	▼	-4	91.7%



## 5-STAR HOTELS BARCELONA

	Hotel	Ranking Change		2023 GRI™
1	The Serras	■	0	94.9%
2	Ohla Barcelona		NEW	94.5%
3	Hotel El Palace Barcelona	■	0	94.4%
4	Hotel Boutique Mirlo Barcelona	▲	1	94.4%
5	Mercer Hotel Barcelona	▼	-3	94.3%
6	The Wittmore	▲	2	94.2%
7	The One Barcelona GL	▲	3	93.8%
8	Mandarin Oriental, Barcelona	▲	5	93.4%
9	Hotel Neri Relais & Chateaux	▼	-5	93.2%
10	Monument Hotel	▼	-3	93.1%
11	Ohla Eixample	■	0	92.6%
12	Sofitel Barcelona Skipper		NEW	92.6%
13	Kimpton Vividora Hotel	▲	3	92.4%
14	Hotel Casa Sagnier	■	0	92.3%
15	Grand Hotel Central	▲	2	91.9%
16	Casa Fuster		NEW	91.6%
17	ME Barcelona	▼	-11	91.3%
18	InterContinental Barcelona, an IHG Hotel	■	0	91.0%
19	ABaC Restaurant & Hotel	▼	-7	91.0%
20	Alma Barcelona GL	▼	-11	90.9%

## 5-STAR HOTELS BERLIN

	Hotel	Ranking Change		2023 GRI™
1	Hotel Adlon Kempinski	▲	2	93.3%
2	Orania.Berlin	▲	2	93.0%
3	Hotel am Steinplatz, Autograph Collection	▲	5	93.0%
4	KPM Hotel Residences	▼	-2	92.4%
5	Regent Berlin, an IHG Hotel	▲	6	92.4%
6	Gorki Apartments	▲	7	91.6%
7	The Mandala Hotel	▼	-1	91.1%
8	Grand Hyatt Berlin	▲	2	90.7%
9	InterContinental Berlin, an IHG Hotel	▲	9	90.6%
10	Hotel Palace Berlin	▼	-5	90.1%
11	Apartments Rosenthal Residence	▲	6	90.1%
12	Hotel Luc, Autograph Collection	▼	-11	89.8%
13	Louisa's Place	▼	-1	89.7%
14	Steigenberger Hotel Am Kanzleramt	▲	5	89.5%
15	Sly Berlin		NEW	89.5%
16	The Westin Grand Berlin		NEW	89.0%
17	The Ritz-Carlton, Berlin	▼	-10	89.0%
18	Berlin Marriott Hotel	▼	-4	88.6%
19	Titanic Gendarmenmarkt Berlin		NEW	88.1%
20	DoubleTree by Hilton Berlin Ku'Damm		NEW	88.1%

## 5-STAR HOTELS LONDON

	Hotel	Ranking Change		2023 GRI™
1	The Cadogan, A Belmond Hotel, London		NEW	97.7%
2	Hotel 41	■	0	97.5%
3	Cheval Gloucester Park at Kensington		NEW	97.2%
4	Claridges	▼	-3	96.2%
5	Egerton House	▲	10	95.7%
6	The Soho Hotel, Firmdale Hotels		NEW	95.6%
7	Brown's Hotel, a Rocco Forte Hotel	▲	3	95.6%
8	Bankside Hotel, Autograph Collection	▲	3	95.4%
9	The Savoy	▲	3	95.3%
10	The Beaumont	▼	-6	95.3%
11	Milestone Hotel Kensington	▼	-8	95.1%
12	Hotel Cafe Royal		NEW	95.0%
13	The Connaught	▼	-7	95.0%
14	Cheval Three Quays at The Tower of London	▼	-6	94.9%
15	L'oscar London	▼	-6	94.8%
16	The Lanesborough, Oetker Collection		NEW	94.7%
17	Covent Garden Hotel, Firmdale Hotels		NEW	94.7%
18	Grosvenor House Suites		NEW	94.6%
19	One Aldwych	▼	-6	94.5%
20	Four Seasons Hotel London at Ten Trinity Square	▼	-1	94.5%

# Latin America & Caribbean

CHAPTER

08

# Latin America & Caribbean: Market Overview

## Hotel financial performance



improved in  
**2023**

particularly in the Caribbean

Hotels **grew** the  
**Global Review Index** by

**0.7** points  
↳ to **86.0%**

Google  
**generated more**  
reviews

than any other source



Google also had the  
**highest Source Index** at

**87.4%**

Hoteliers responded to

**57.8%**  
of reviews



Despite economic and political turmoil in several countries, hotel performance in South America strengthened in 2023, driven by robust domestic demand and the return of international travel.<sup>8</sup> In the Caribbean, where a blurring among seasonal lines led to higher occupancy year-round, hotels reached all-time highs in occupancy, ADR, and RevPAR.<sup>9</sup>

In 2023, the Global Review Index among hotels in the Latin America & Caribbean region increased by 0.7 points to 86.0%, although it was 0.9 points short of 2019. Review volume grew by 17.5% relative to 2022, exceeding 2019 volume by 1.4%.

Google grew its review volume by a formidable 57.5%, achieving a market share of 41.1%, the highest of any review source in the region and the highest share for Google of any of the six regions. Meanwhile, Booking.com lost 9.2 points in market share, generating 31.5% of

total reviews. At 15.0%, Tripadvisor had the third highest share, followed by Expedia at 6.7%.

Google also had the highest Source Index of the top review sources, at 87.4%, helping to boost the region's GRI. Booking.com had the lowest Source Index at 83.3%.

Hoteliers in the Latin America & Caribbean region responded to 57.8% of reviews in 2023, 1.0 points lower than in 2022 and significantly lower than the global average. It was the only region to respond to fewer reviews in 2023, as well as showing the lowest growth since 2019, at +2.3 points.

Positive reviews received a response rate of 58.3%, and negative reviews received a 56.4% response rate. On average, hoteliers responded to positive reviews in 6.5 days and to negative reviews in 6.2 days.

8. HVS. [HVS Global Hotel Industry: 2023 Recap and 2024 Outlook](#), December 2023.

9. Ibid.



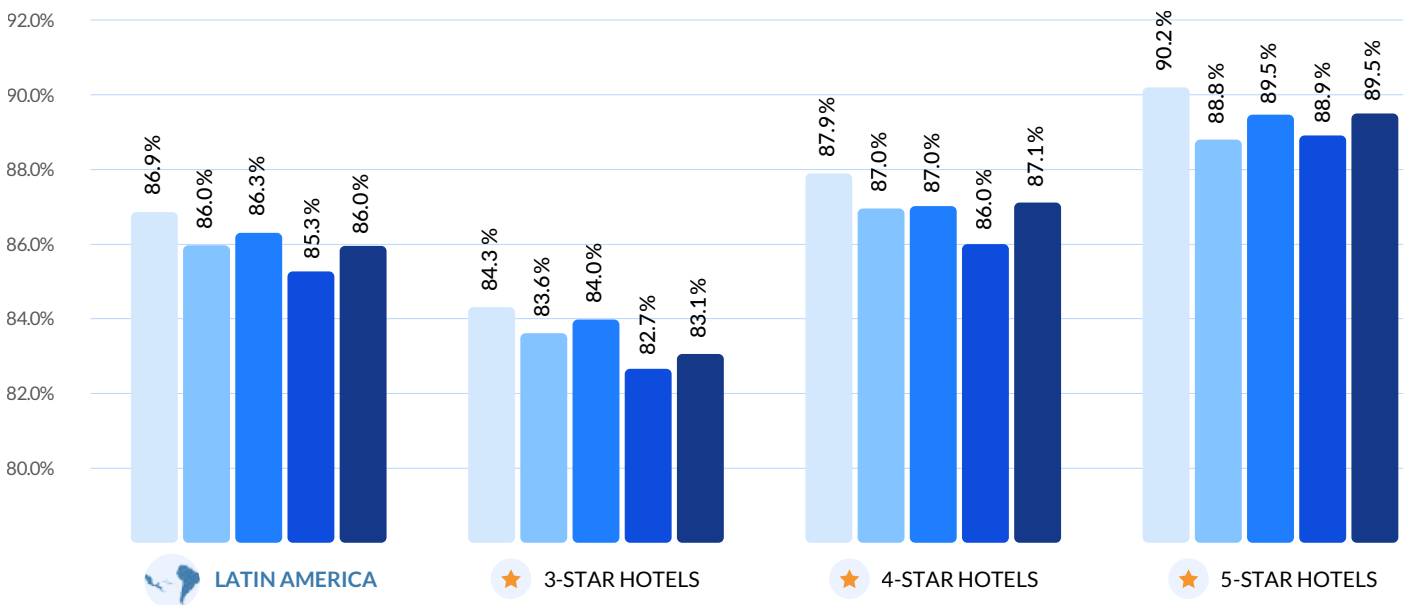
# Latin America & Caribbean: GRI Metrics

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

A five-year comparison of the Global Review Index™ (GRI) by star rating.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



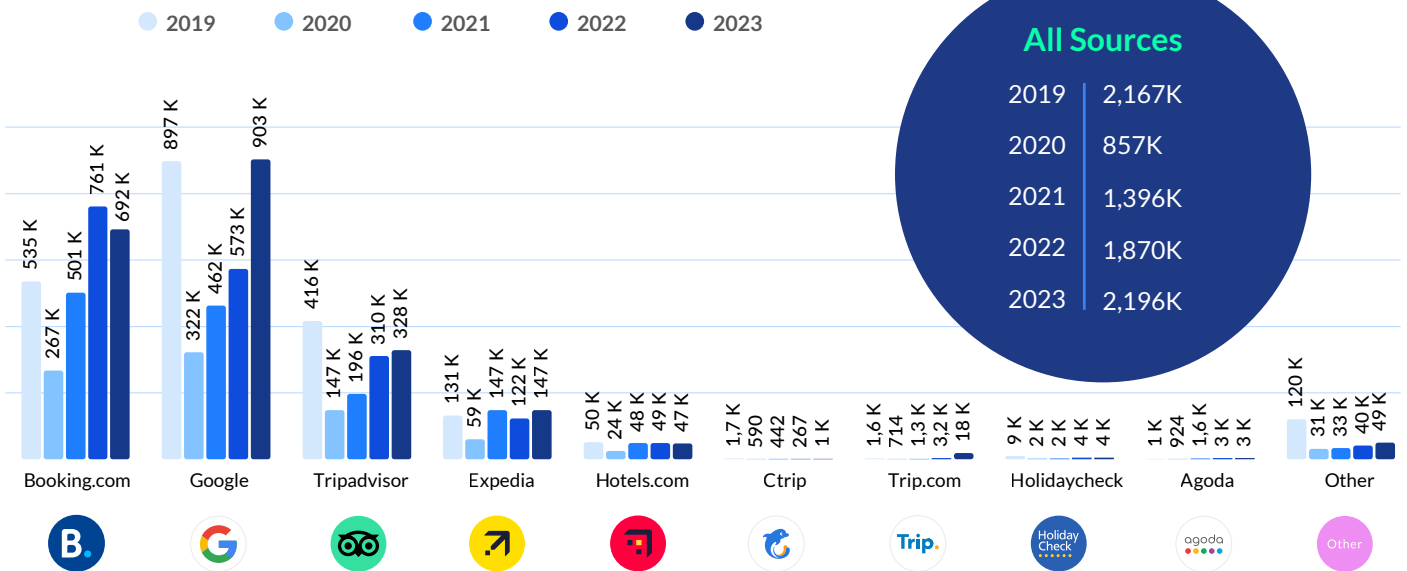
The Global Review Index™ (GRI) is Shiji ReviewPro's industry-standard online reputation score. It is derived from a proprietary algorithm based on review data collected from more than 140 Online Travel Agencies (OTAs) and review sites in over 45 languages.



# Latin America & Caribbean: Review Volume

## Latin America & Caribbean: Review Volume per Source

A five-year comparison of online guest review volume, per review source.



The Review volume data set is collected from 60 online review sites and Online Travel Agencies (OTAs), from a 9,500-hotel data set representing the six major global regions.

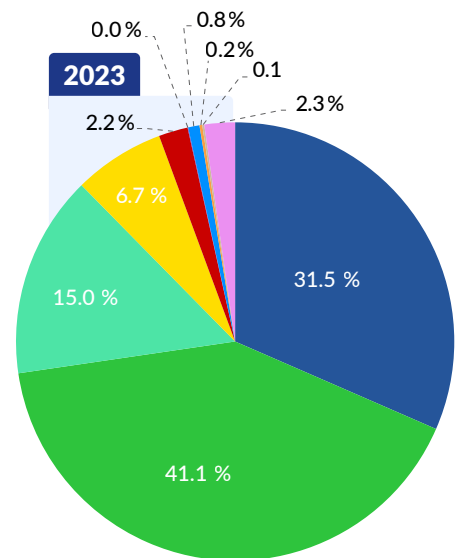
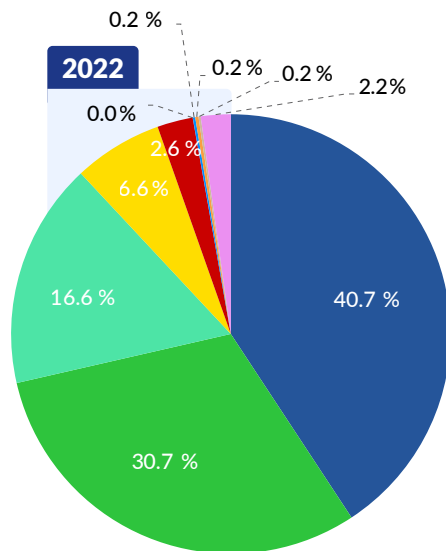
# Latin America & Caribbean: Share of Reviews Per Source

## Latin America & Caribbean: Review Volume per Source

YOY comparison of guest review market share per review source.



2019	Share
B	24.7%
G	41.4%
B	19.2%
A	6.0%
F	2.3%
C	0.1%
Trip	0.1%
Holiday Check	0.4%
agoda	0.1%
Other	5.6%



The review site/OTA market share percentage and changes are derived from a 9,500-hotel data set representing the six major global regions.

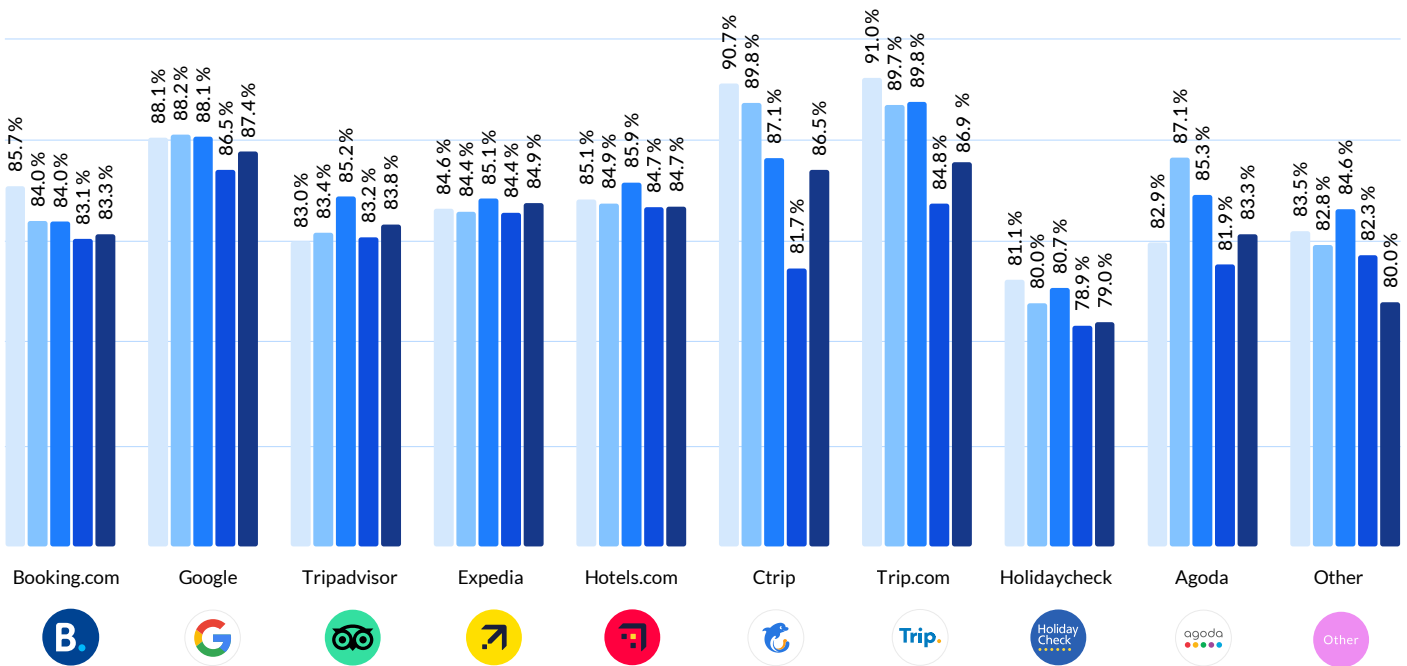
# Latin America & Caribbean: Review Source Indexes

## Latin America & Caribbean: Review Source Indexes

A five-year comparison of guest review indexes per review source.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



The review source scores are derived from Shiji ReviewPro's proprietary algorithm, from a 9,500-hotel data set representing the six major global regions.

# Latin America & Caribbean: Top 5 Categories Affecting GRI

## Latin America & Caribbean: Top Global Semantic Categories Affecting Guest Experience



The top five categories that have the most positive and negative impact on online reputation score as measured by the Global Review Index, for 2023.

CATEGORY	NEGATIVE
Room	-2.0
Food and Drinks	-1.8
Establishment	-1.5
Cleanliness	-1.4
Experience	-1.3

CATEGORY	POSITIVE
Experience	0.8
Service	0.5
Staff	0.4
Entertainment	0.4
Food and Drinks	0.2



Top Concepts derive from a proprietary algorithm that also includes frequency to show whom from the GRI™ index is most frequently positively or negatively impacted.

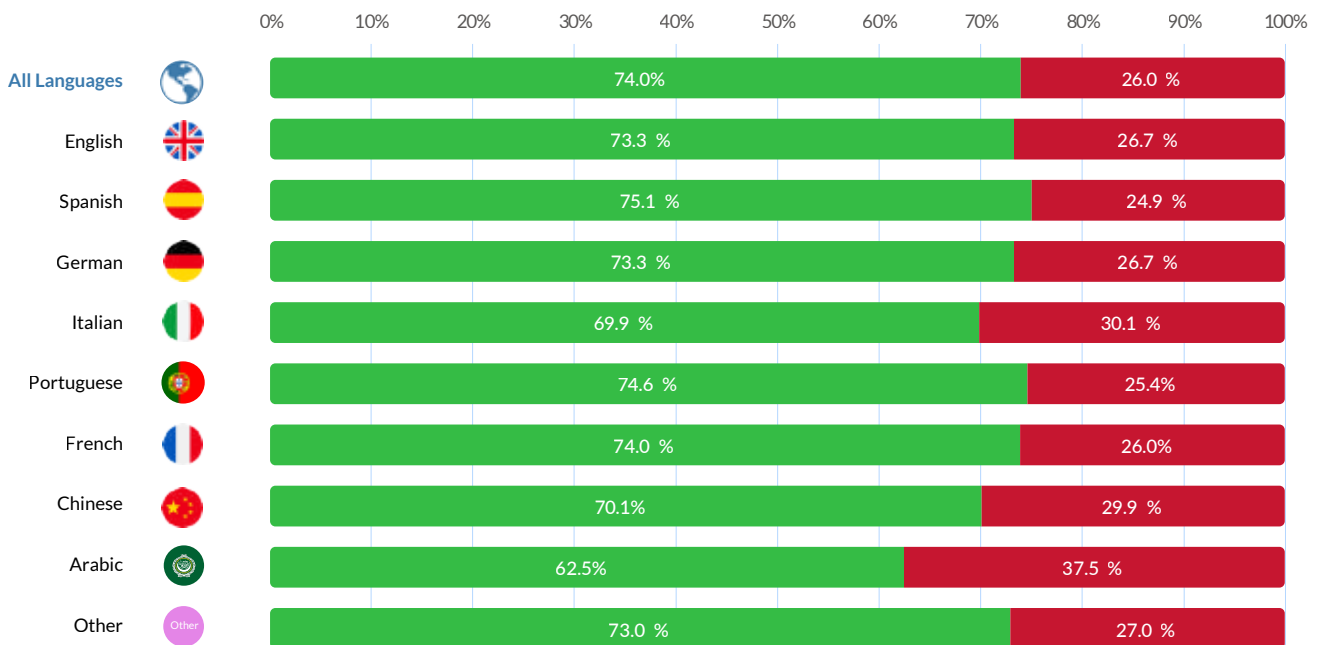
# Latin America & Caribbean: Semantic Analysis

## Latin America & Caribbean: Semantic Analysis by Language

Percentage of positive and negative mentions extracted from guest reviews in 2023, per guest review language.



● Positive Mentions 2023 ● Negative Mentions 2023



Shiji ReviewPro's AI-powered semantic analysis tool processes millions of online guest reviews to gain qualitative analysis. It does this by grouping reviews into categories and dividing by positive and negative sentiment. This allows hoteliers to gain a deep understanding of the content of reviews and gain clear insight into what is most impacting online reputation.

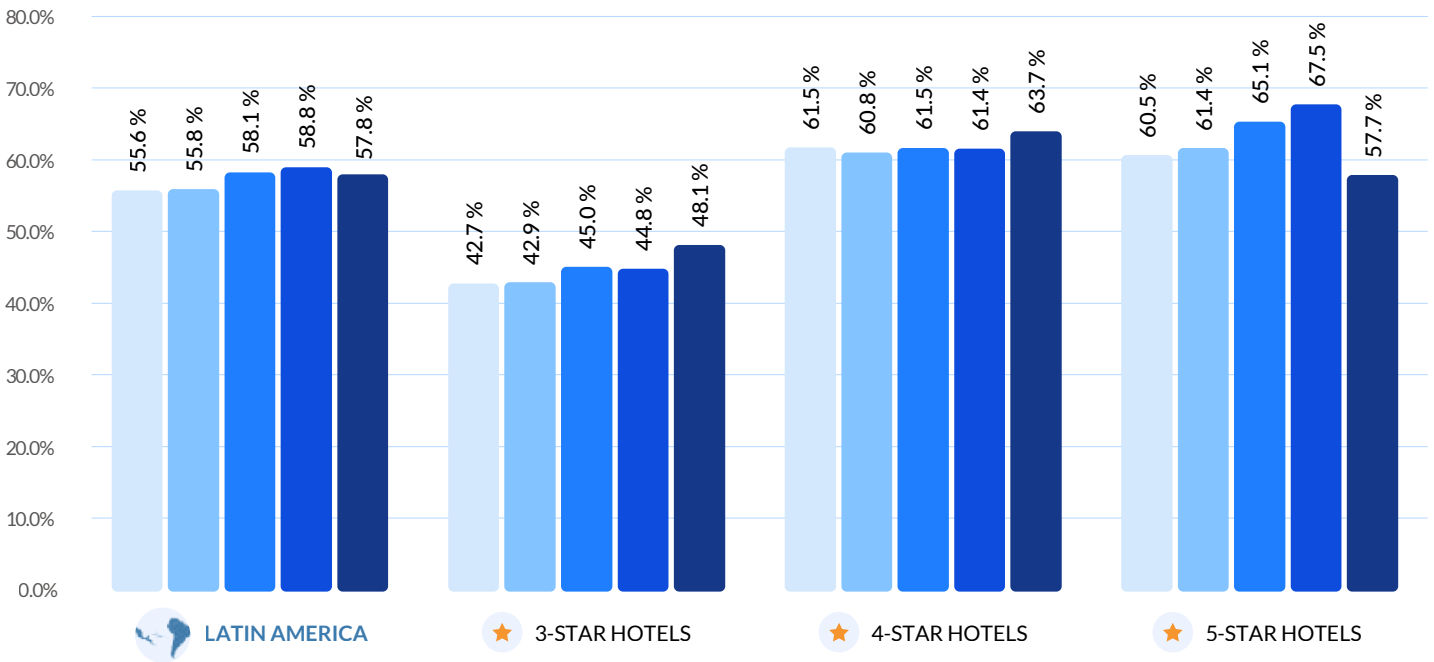
# Latin America & Caribbean: Management Responses

## Latin America & Caribbean: Review Response by Star Rating

The percentage of responsible online reviews that 3-, 4-, and 5-star hotels reply to, a five-year comparison.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



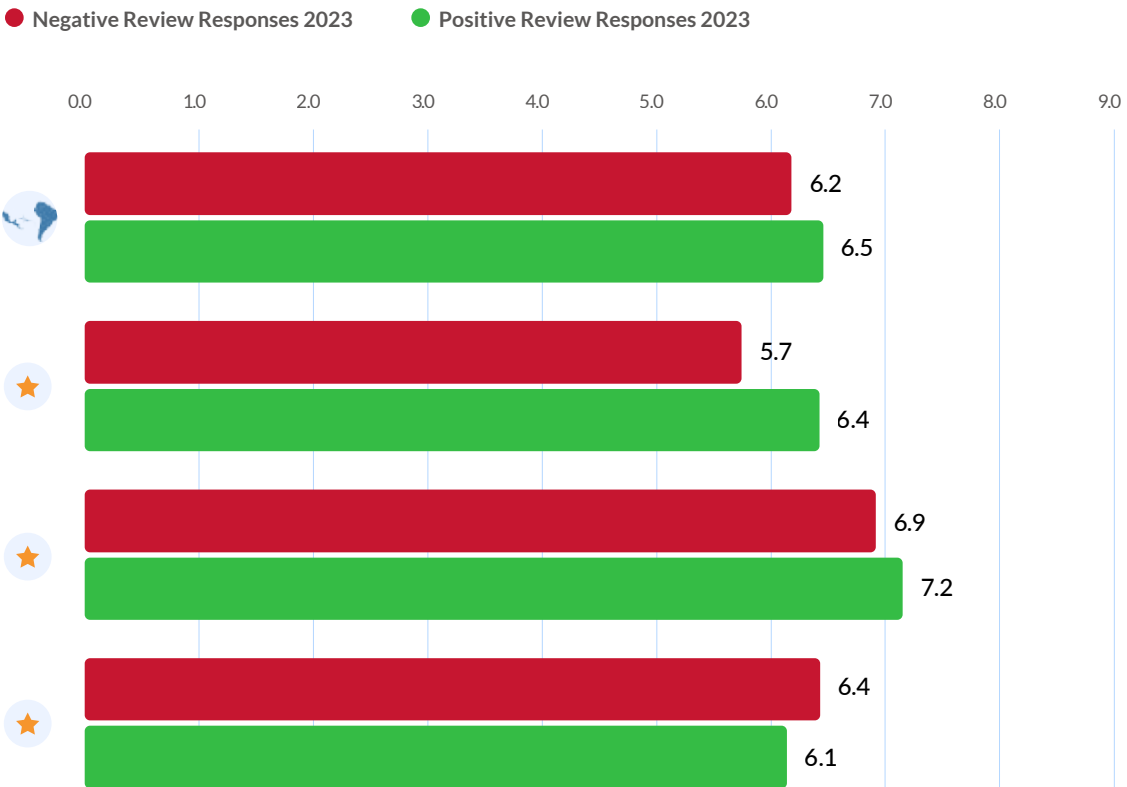
Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy



# Latin America & Caribbean: Management Responses

## Latin America & Caribbean: Review Response by Star Rating

The average number of days it took 3-, 4-, and 5-star hotels to respond to positive and negative responsible online guest reviews in 2023.

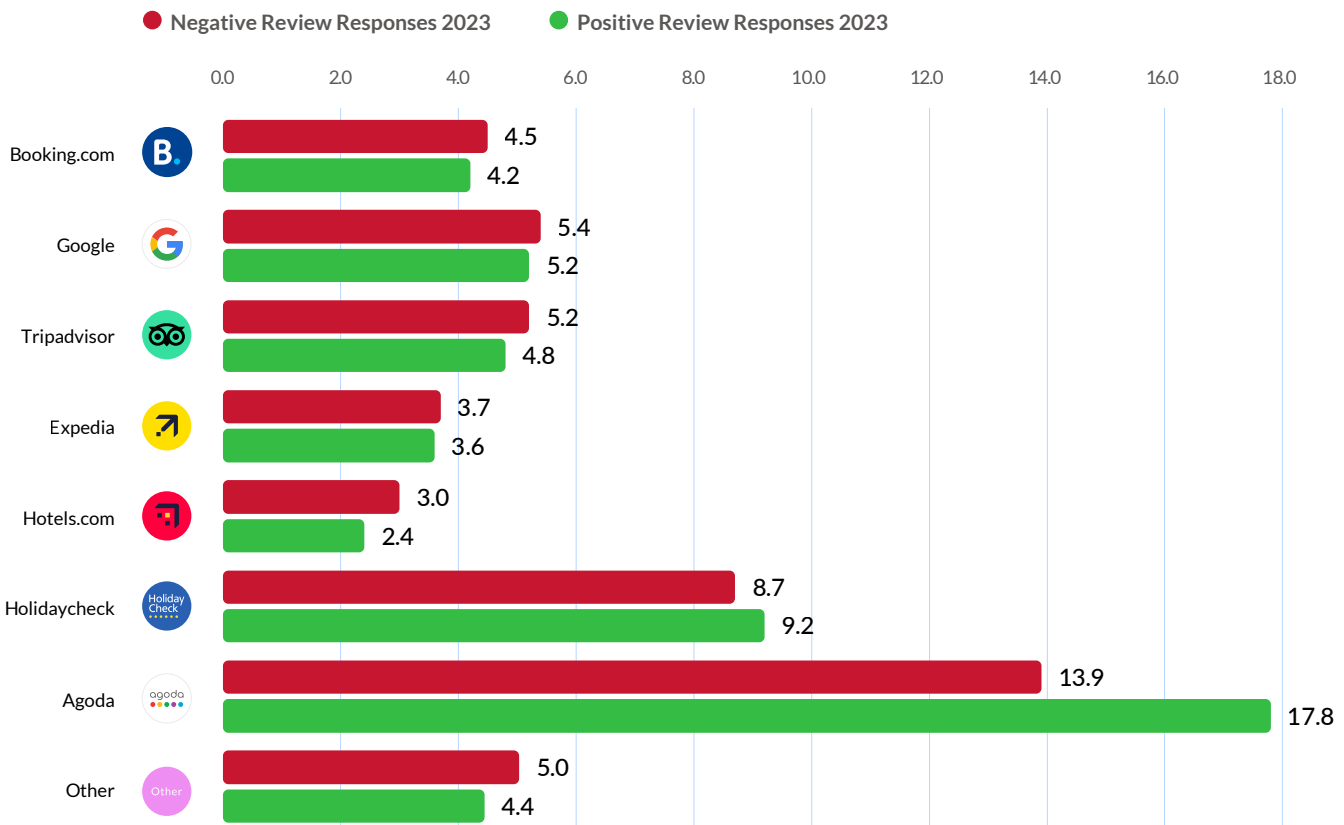


Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# Latin America & Caribbean: Management Responses

## Latin America & Caribbean: Review Response Times per Review Source

The average number of days it took hotels to respond to positive and negative responsible online guest reviews in 2023, per review source.



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# Latin America & Caribbean: City Benchmark and City Rankings

Here we share Global Review Index scores by star segment for select tourism cities in Latin America and Caribbean. Because the mix of hotels and star segments varies by city, listings are in alphabetical order rather than ranked by GRI. For details, see the Methodology section near the end of the report.

## 3-STAR HOTELS

City	2023 GRI™	Change (2022)
BOGOTA	82.9%	-0.2
BUENOS AIRES	78.9%	0.1
LIMA	85.7%	2.0
MEXICO CITY	82.7%	0.0
RIO DE JANEIRO	80.2%	-0.5
SANTIAGO	82.6%	1.8
SAO PAULO	82.6%	1.0

## 4-STAR HOTELS

City	2023 GRI™	Change (2022)
BOGOTA	88.5%	0.3
BUENOS AIRES	82.8%	1.1
LIMA	88.9%	1.8
MEXICO CITY	86.2%	0.2
RIO DE JANEIRO	85.3%	0.6
SANTIAGO	86.6%	0.8
SAO PAULO	85.7%	1.2

## 5-STAR HOTELS

City	2023 GRI™	Change (2022)
BOGOTA	89.9%	0.7
BUENOS AIRES	88.0%	-0.3
LIMA	91.8%	2.1
MEXICO CITY	89.1%	0.5
RIO DE JANEIRO	91.0%	1.5
SANTIAGO	89.9%	2.0
SAO PAULO	93.0%	1.9

## Buenos Aires / Mexico City / London: City Hotel Ranking

### 3-STAR HOTELS BUENOS AIRES

	Hotel	Ranking Change		2023 GRI™
1	El Misti Hotel Buenos Aires Centro		NEW	87.7%
2	Park Royal City Buenos Aires	■	0	87.0%
3	Apart Lima 265	▼	-2	86.7%
4	Up Viamonte Hotel	▼	-1	86.1%
5	Atlas Tower Hotel	▲	2	85.6%
6	Up Congreso Hotel	▲	2	85.4%
7	Ribera Sur Hotel	▲	6	85.3%
8	Merit San Telmo	▼	-4	85.2%
9	O2 Hotel Buenos Aires		NEW	84.7%
10	Up Tribeca	▼	-1	84.3%
11	Selina Palermo		NEW	84.2%
12	A Hotel	▲	5	83.9%
13	Two Hotel Buenos Aires		NEW	83.6%
14	Apart San Diego Recoleta	▼	-4	83.2%
15	ibis Styles Buenos Aires Florida	▼	-1	83.1%
16	5411 Soho Hotel Boutique & Spa	▼	-1	82.7%
17	Hotel Facon Grande	▼	-11	82.3%
18	Hotel Centro Naval		NEW	82.0%
19	Loft Argentino Apart Hotel Buenos Aires	▼	-3	82.0%
20	Sarmiento Palace Hotel		NEW	81.8%

### 3-STAR HOTELS MEXICO CITY

	Hotel	Ranking Change		2023 GRI™
1	Holiday Inn Mexico Dali Airport, an IHG Hotel	▲	1	93.9%
2	Be Mate Masaryk	▼	-1	92.6%
3	Hotel Marti	▲	17	90.7%
4	Hotel Maria Rico	▲	2	90.2%
5	Four Points by Sheraton Mexico City, Colonia Roma	▼	-2	90.2%
6	Hotel Clé Reforma Insurgentes	▼	-2	89.8%
7	Fairfield Inn & Suites by Marriott Mexico City Vallejo	■	0	89.7%
8	Condesa Suites	■	0	89.2%
9	One Ciudad De Mexico La Raza		NEW	88.8%
10	Hotel Harare		NEW	88.0%
11	Fiesta Inn Ecatepec	▲	2	87.8%
12	Hotel La Luna		NEW	87.3%
13	Hotel Castropol	▲	1	87.1%
14	Hotel Brasilia	▲	1	86.6%
15	Hotel Max		NEW	86.6%
16	Hotel Principal		NEW	86.5%
17	Hotel Roble	▼	-1	86.4%
18	Hotel Fleming	▼	-1	86.4%
19	Hotel El Salvador		NEW	86.3%
20	Hotel Mx Centro		NEW	86.0%

## 3-STAR HOTELS RIO DE JANEIRO

	Hotel	Ranking Change		2023 GRI™
1	Hotel Bertell	▲	1	93.7%
2	Nobile Inn & Suites Via Premiere		NEW	92.8%
3	Copacabana Suites By Atlantica Hotels	▲	8	92.3%
4	B&B HOTEL Rio de Janeiro Norte		NEW	91.5%
5	Ipanema Inn Hotel	▼	-2	90.8%
6	eSuites Hotel Recreio Shopping	▲	2	90.1%
7	Windsor Copa Hotel	▼	-3	89.3%
8	KS Residence		NEW	88.4%
9	TRYP By Wyndham Rio De Janeiro Barra Parque Olimpico	▲	6	87.7%
10	Windsor Martinique Copacabana	▼	-1	87.5%
11	Linx Galeao	▲	1	87.4%
12	B&B Hotels Rio Copacabana Posto 5		NEW	87.2%
13	Ibis Rio de Janeiro Nova America	▼	-8	86.7%
14	Fluminense Hotel	▼	-4	86.6%
15	Hotel Regina		NEW	86.5%
16	Elegance Praia Hotel	▼	-10	86.4%
17	Saionara Hotel	▼	-10	86.2%
18	Copa Sul Hotel		NEW	85.8%
19	Windsor Asturias Hotel	▼	-5	85.7%
20	Mar Ipanema Hotel		NEW	85.4%

## 4-STAR HOTELS BUENOS AIRES

	Hotel	Ranking Change		2023 GRI™
1	Fierro Hotel Buenos Aires	■	0	96.0%
2	Carles Hotel Buenos Aires	▲	2	95.0%
3	Mine Hotel Boutique	▼	-1	94.7%
4	Palo Santo Hotel	▲	7	94.5%
5	Illum Experience Home	▲	1	94.0%
6	Konke Buenos Aires Hotel	▲	2	93.3%
7	Esplendor By Wyndham Buenos Aires Tango	▼	-2	92.8%
8	Scala Hotel Buenos Aires	▲	1	92.3%
9	Tanguero Hotel Boutique Antique	▼	-6	92.2%
10	1828 Smart Hotel Boutique		NEW	92.2%
11	Hotel Metropolitano Supara	▼	-4	91.4%
12	Duque Hotel Boutique & Spa	▲	1	90.8%
13	Grand Brizo Buenos Aires		NEW	90.7%
14	Argenta Suites Belgrano	▼	-4	90.5%
15	NH Buenos Aires Tango		NEW	89.9%
16	BENS L'Hotel Palermo		NEW	89.8%
17	Dazzler By Wyndham Buenos Aires Polo	▲	3	89.6%
18	NH Collection Buenos Aires Crillon		NEW	89.4%
19	NH Collection Buenos Aires Josten		NEW	89.1%
20	Anselmo Buenos Aires, Curio Collection by Hilton	▼	-6	89.0%

## 4-STAR HOTELS MEXICO CITY

	Hotel	Ranking Change		2023 GRI™
1	La Valise Mexico City		NEW	98.4%
2	Business Suites Mine		NEW	97.2%
3	Historico Central Boutique Hotel	▼	-2	96.4%
4	MX Grand Suites	▲	2	95.8%
5	Zocalo Central Mexico City	▼	-3	95.6%
6	Hacienda Pena Pobre	▲	1	95.6%
7	Be Mate Santa Fe	▲	13	95.2%
8	Suites Perisur Apartamentos Amueblados	▼	-4	94.7%
9	Isaaya Hotel Boutique by WTC	▼	-4	94.3%
10	Hilton Mexico City Reforma	▼	-2	94.0%
11	Hotel Catedral	■	0	93.5%
12	Casa Malí by Dominion Boutique Hotel	▼	-2	93.2%
13	Hotel Riazor Aeropuerto	▼	-1	93.1%
14	Hotel Abastos Plaza	▲	1	92.5%
15	Hotel Villa Condesa	▲	1	92.4%
16	Hotel Flamencos	▼	-3	92.3%
17	Hotel Novit	▼	-3	92.3%
18	Hotel Casa Gonzalez	▼	-9	92.3%
19	Design Hotel MUMEDI		NEW	91.8%
20	Be Mate Condesa Hipodromo		NEW	91.2%

## 4-STAR HOTELS RIO DE JANEIRO

	Hotel	Ranking Change		2023 GRI™
1	La Suite By Dussol		NEW	94.6%
2	Residence Inn by Marriott Rio de Janeiro Barra da Tijuca	▲	2	93.1%
3	Novotel Rio de Janeiro Leme	▲	6	92.7%
4	PortoBay Rio de Janeiro	▲	2	92.3%
5	Windsor Leme Hotel		NEW	91.4%
6	Windsor California Hotel	▼	-1	91.2%
7	Windsor Oceanico	▲	4	90.8%
8	Hotel Arpoador	▲	4	90.8%
9	Venit Mio Hotel	▼	-6	90.6%
10	Atlantico Sul Hotel		NEW	90.4%
11	Promenade Palladium		NEW	90.3%
12	Orla Copacabana Hotel		NEW	90.1%
13	Hotel Laghetto Stilo Barra Rio	▲	1	90.0%
14	CDesign Hotel		NEW	89.9%
15	Scorial Rio Hotel	▼	-8	89.9%
16	Vila Gale Rio de Janeiro	▼	-8	89.7%
17	Windsor Tower Hotel	▼	-1	89.4%
18	Windsor Guanabara Hotel		NEW	88.8%
19	Venit Barra Hotel	▼	-1	88.8%
20	Own Ipanema Visconti		NEW	88.8%



## 5-STAR HOTELS BUENOS AIRES

	Hotel	Ranking Change		2023 GRI™
1	Palladio Hotel Buenos Aires - MGallery	■	0	95.8%
2	Four Seasons Hotel Buenos Aires	▲	2	95.6%
3	Palacio Duhau - Park Hyatt Buenos Aires	▼	-1	94.1%
4	Hub Porteño By Boutique Apartments BA		NEW	93.5%
5	Hilton Buenos Aires	■	0	93.1%
6	Sofitel Buenos Aires Recoleta	▲	1	93.1%
7	Alvear Palace Hotel - Leading Hotels of the World	▼	-4	92.8%
8	Park Tower, a Luxury Collection Hotel, Buenos Aires	■	0	91.9%
9	SLS Buenos Aires Puerto Madero	▲	3	91.8%
10	Mio Buenos Aires	▲	4	91.1%
11	InterContinental Buenos Aires, an IHG Hotel	▼	-5	90.0%
12	Faena Hotel Buenos Aires	▼	-2	89.7%
13	Alvear Art Hotel	▼	-4	89.6%
14	Hotel Madero Buenos Aires	▼	-3	89.3%
15	Recoleta Grand	▲	3	88.3%
16	Hotel Club Frances	▼	-3	88.3%
17	Alvear Icon Hotel	▼	-2	88.2%
18	Buenos Aires Marriott		NEW	87.7%
19	Melia Recoleta Plaza	▼	-3	87.7%
20	Loi Suites Recoleta Hotel	■	0	87.2%

## 5-STAR HOTELS MEXICO CITY

	Hotel	Ranking Change		2023 GRI™
1	Sofitel Mexico City Reforma	■	0	97.4%
2	Four Seasons Hotel Mexico City	▲	4	96.9%
3	Casa Polanco Hotel Boutique		NEW	96.7%
4	The St. Regis Mexico City	▲	3	96.3%
5	The Ritz-Carlton, Mexico City	▲	8	96.1%
6	Las Alcobas, a Luxury Collection Hotel, Mexico City		NEW	96.0%
7	Gran Hotel Ciudad de Mexico	▼	-2	95.8%
8	Marquis Reforma Hotel & Spa	▲	12	95.4%
9	Live Aqua Urban Resort Mexico	▼	-5	95.2%
10	JW Marriott Hotel Mexico City Polanco	▼	-7	95.0%
11	Pug Seal Polanco Anatole France	▼	-3	94.9%
12	Pug Seal Polanco Allan Poe	▼	-1	94.7%
13	Fiesta Americana Viaducto Aeropuerto	▲	3	94.4%
14	Fiesta Americana Ciudad de Mexico Toreo	▼	-4	94.2%
15	Dominion Polanco		NEW	93.9%
16	InterContinental Presidente Mexico City, an IHG Hotel	▼	-7	93.5%
17	Volga		NEW	93.5%
18	Camino Real Polanco Mexico	▲	1	93.2%
19	Barcelo Mexico Reforma		NEW	93.1%
20	Hyatt Regency Mexico City	▼	-6	93.1%

## 5-STAR HOTELS RIO DE JANEIRO

	Hotel	Ranking Change		2023 GRI™
1	Copacabana Palace, A Belmond Hotel, Rio de Janeiro	▲	1	98.4%
2	Villa Paranagua Hotel & Spa	▼	-1	96.3%
3	Santa Teresa Hotel RJ - MGallery	▲	6	96.2%
4	Vila Santa Teresa	▲	8	96.1%
5	Hilton Barra Rio de Janeiro	▲	1	95.2%
6	Fairmont Rio de Janeiro Copacabana	▲	1	94.8%
7	Hotel Fasano Rio de Janeiro	▼	-2	94.5%
8	Miramar By Windsor Copacabana	▼	-4	94.2%
9	Emiliano Rio	▼	-1	93.2%
10	Grand Hyatt Rio de Janeiro	▼	-7	93.1%
11	Hilton Rio De Janeiro Copacabana	▲	4	91.9%
12	Windsor Marapendi	▼	-2	91.6%
13	JANEIRO Hotel	▼	-2	91.5%
14	Sheraton Grand Rio Hotel & Resort	▼	-1	91.2%
15	JW Marriott Hotel Rio de Janeiro	▲	5	89.7%
16	Yoo2 Rio de Janeiro by Intercity	▼	-2	89.7%
17	Windsor Barra Hotel	▼	-1	88.9%
18	Hotel Nacional Rio de Janeiro	▼	-1	87.2%
19	Rio Othon Palace	▼	-1	86.2%
20	Grand Mercure Rio de Janeiro Copacabana	▼	-1	85.5%

# Middle East

CHAPTER

09



# Middle East: Market Overview

**Strong tourism growth slowed** following the outbreak of the Israel-Hamas conflict



**The Global Review Index** was **83.3%** the lowest of the six regions



**Review volume** grew by **13.3%**



**Booking.com and Google** generated **86.1%** of reviews in the region

**Hoteliers responded** to **more reviews** than in any other region



The Middle East led the rebound in international tourism in 2023, with arrivals projected to exceed 2019 levels by 20%, the only region to exceed pre-pandemic numbers.<sup>10</sup> ADR growth was also exceptionally high, at 35% above the same period in 2019.<sup>11</sup> Growth in the region was buoyed by the development of new destinations, investments in new tourism-related projects, and the hosting of large events. In October, however, the breakout of the Israel-Hamas conflict threatened to slow that growth considerably.

In 2023, the Global Review Index for hotels in the Middle East was 83.3%, an increase of 1.7 points over the previous year and edging 0.2 points over 2019. However, it was the lowest GRI of the six regions. For 3-star hotels the GRI was especially low, at 77.3%, the only segment in any region to dip below 80%. Meanwhile, the GRI for 5-star hotels was the second highest of all regions, at 89.8%.

10. UN Tourism. [International Tourism to End 2023 Close to 90% of Pre-pandemic levels](#). November 2023.

11. HVS. [HVS Global Hotel Industry: 2023 Recap and 2024 Outlook](#). December 2023.

Review volume in the Middle East grew by 13.3% relative to 2022, reaching the same volume as in 2019, a sign of the region's strong pace of recovery. Google grew its review volume by 35.4%, increasing its market share to 36.1%. Booking.com lost 6.8 points in market share but still generated 50.0% of reviews, more than any other source. Tripadvisor accounted for 8.8% of reviews.

At 90.4%, Tripadvisor had the highest Source Index of the top review sources in the region. Agoda's Source Index was the lowest, at 79.6%.

Hoteliers in the Middle East responded to 77.8% of reviews in 2023, 4.4 points higher than the previous year and a remarkable 17.1 points higher than in 2019. This was the highest response rate of the six regions and 15.3 points above the global average.

Hotels showed a strong preference for responding to positive reviews (80.9%) compared to negative reviews (61.9%). On average, it took 4.9 days to respond to positive reviews and 6.7 days to respond to negative reviews.

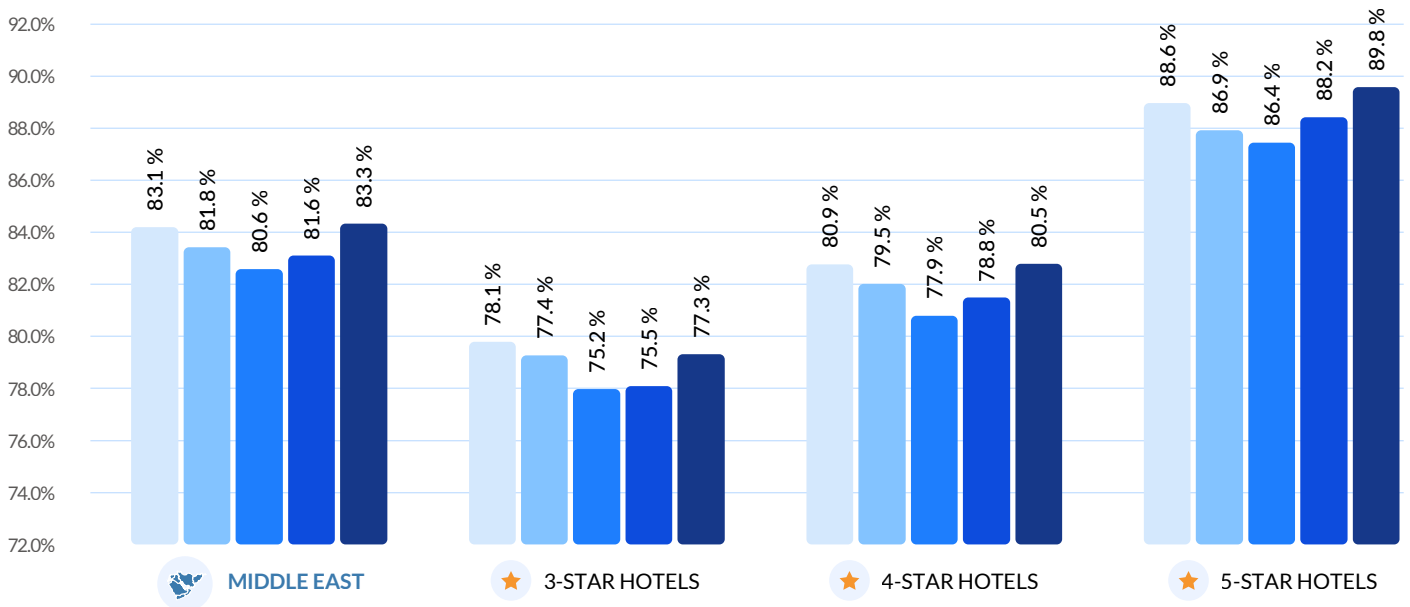
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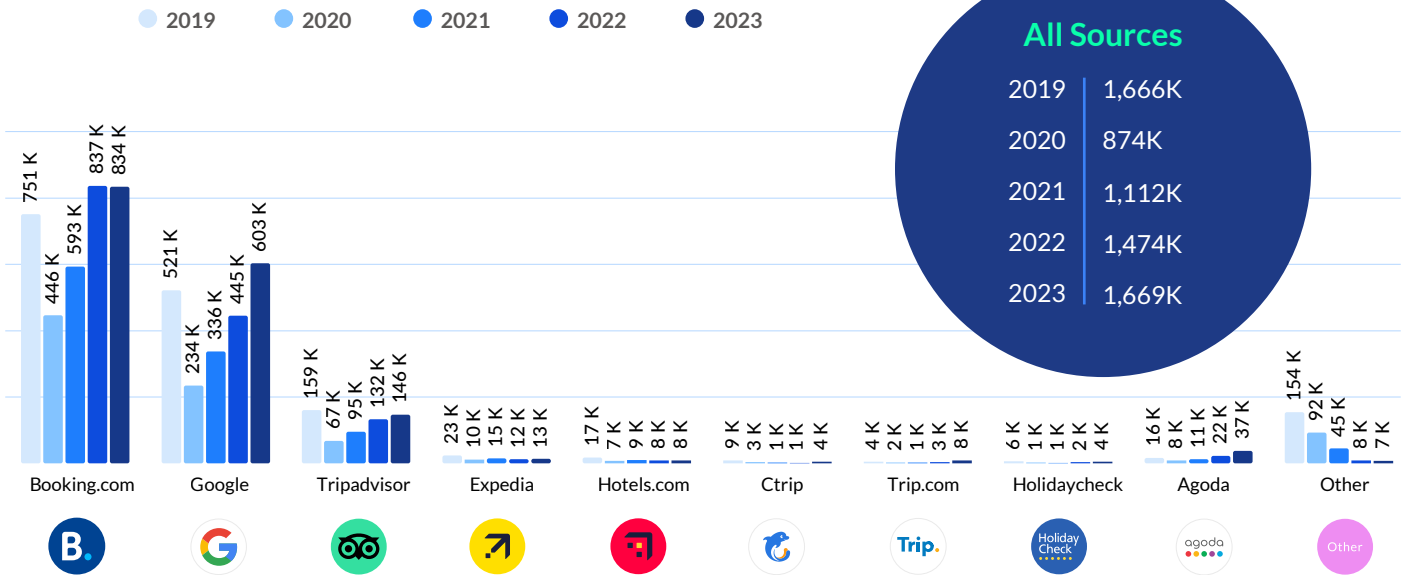


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# Middle East: Review Volume

## Middle East: Review Volume per Source

A five-year comparison of online guest review volume, per review source.



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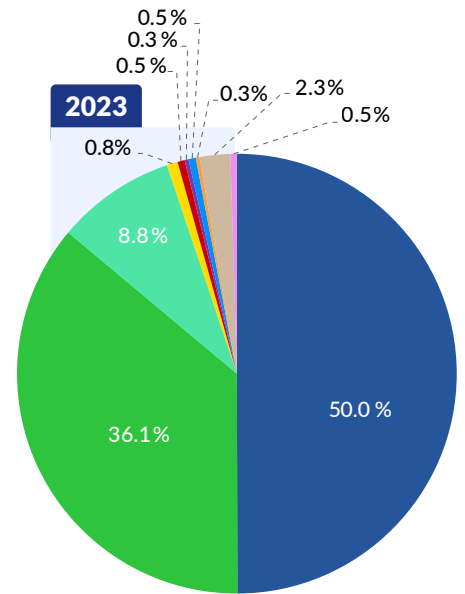
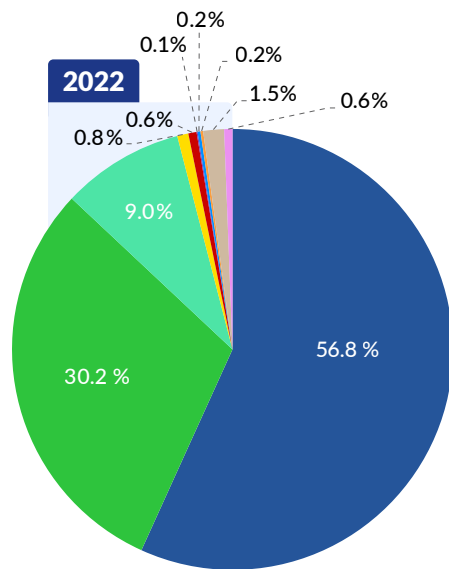
# Middle East: Share of Reviews Per Source

## Middle East: Review Volume per Source

YOY comparison of guest review market share per review source.



2019	Share
B	45.1%
G	31.3%
100	9.6%
7	1.4%
11	1.1%
12	0.5%
Trip	0.3%
Holiday Check	0.4%
agoda	1.0%
Other	9.3%



The review site/OTA market share percentage and changes are derived from a 9,500-hotel data set representing the six major global regions.

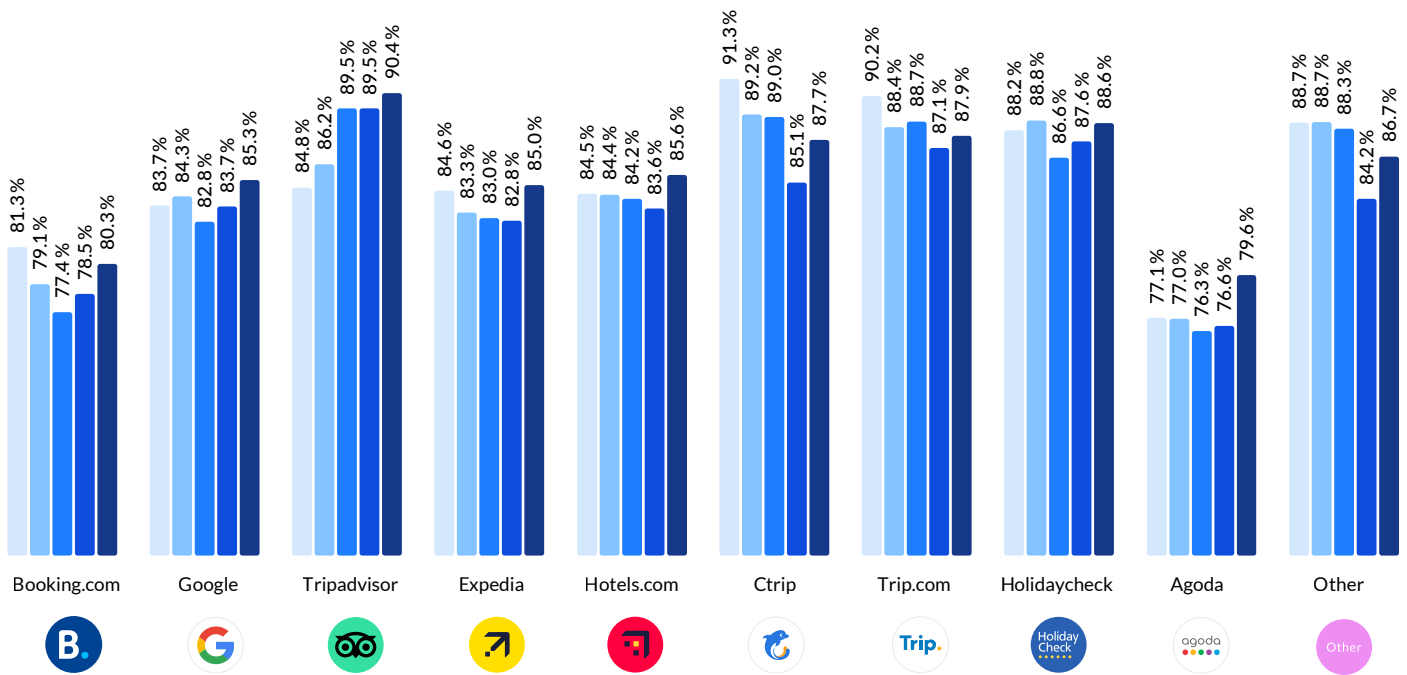
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# Middle East: Top 5 Categories Affecting GRI

## Middle East: Top Global Semantic Categories Affecting Guest Experience

The top five categories that have the most positive and negative impact on online reputation score as measured by the Global Review Index, for 2023.



CATEGORY	NEGATIVE
Room	-1.4
Cleanliness	-1.1
Establishment	-1.0
Staff	-0.8
Food and Drinks	-0.7

CATEGORY	POSITIVE
Experience	1.1
Staff	0.9
Service	0.9
Establishment	0.7
Cleanliness	0.6



Top Concepts derive from a proprietary algorithm that also includes frequency to show whom from the GRI™ index is most frequently positively or negatively impacted.

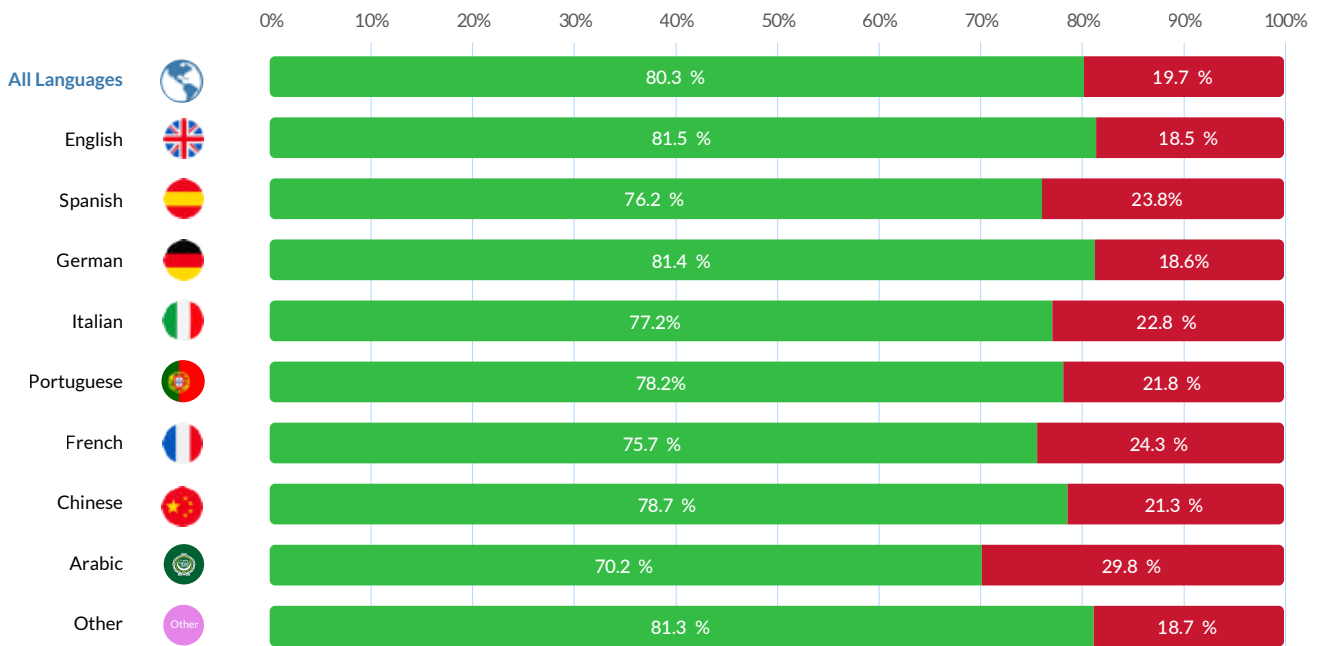
# Middle East: Semantic Analysis

## Middle East: Semantic Analysis by Language

Percentage of positive and negative mentions extracted from guest reviews in 2023, per guest review language.



● Positive Mentions 2023    ● Negative Mentions 2023



Shiji ReviewPro's AI-powered semantic analysis tool processes millions of online guest reviews to gain qualitative analysis. It does this by grouping reviews into categories and dividing by positive and negative sentiment. This allows hoteliers to gain a deep understanding of the content of reviews and gain clear insight into what is most impacting online reputation.

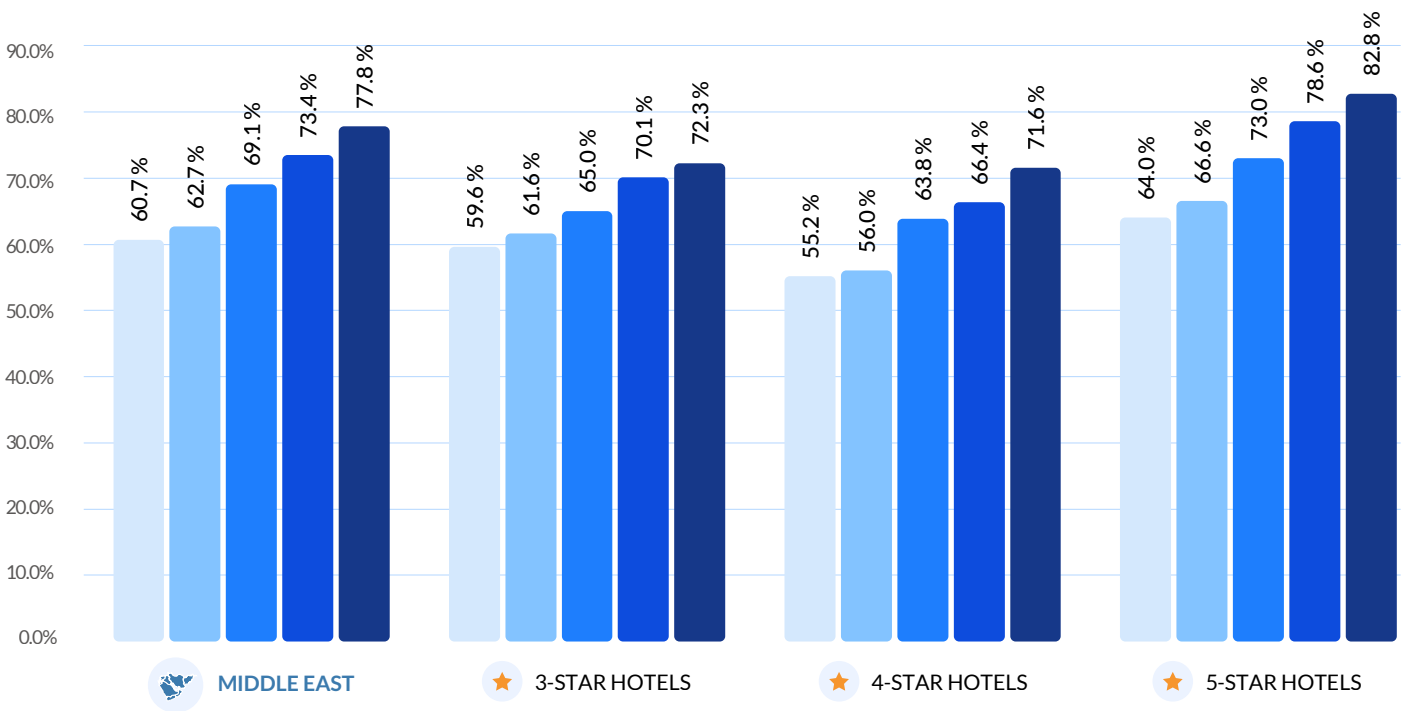
# Middle East: Management Responses

## Middle East: Review Response by Star Rating

The percentage of responsible online reviews that 3-, 4-, and 5-star hotels reply to, a five-year comparison.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023

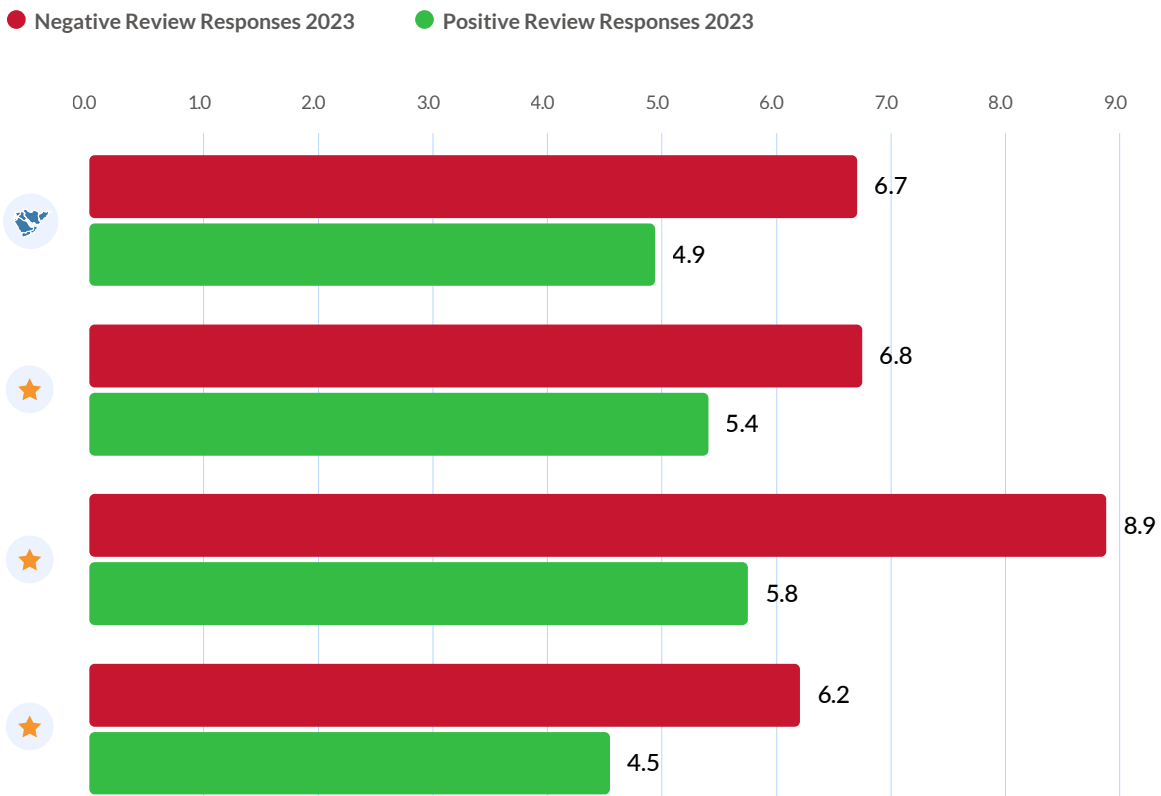


Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# Middle East: Management Responses

## Middle East: Review Response by Star Rating

The average number of days it took 3-, 4-, and 5-star hotels to respond to positive and negative responsible online guest reviews in 2023.



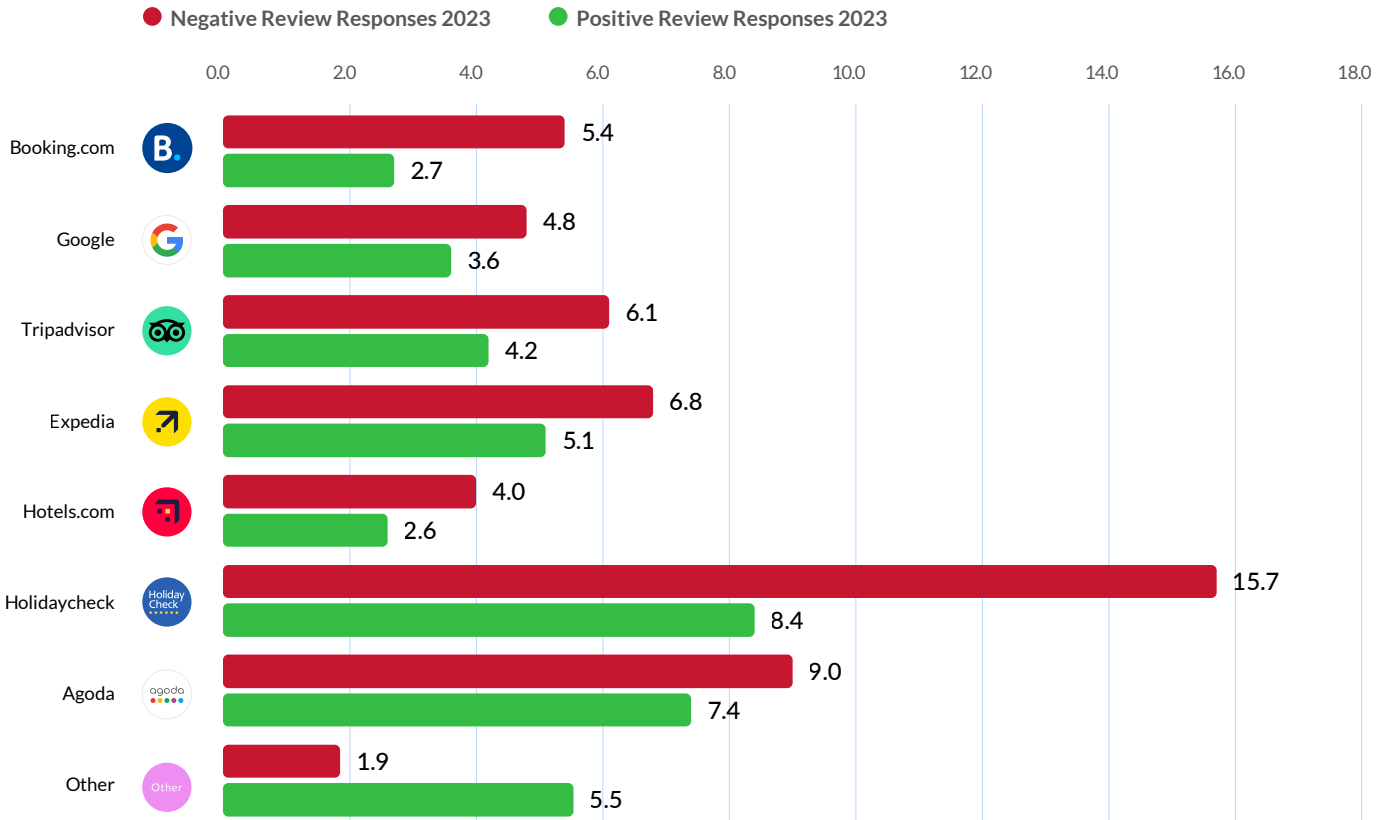
Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.



# Middle East: Management Responses

## Middle East: Review Response Times per Review Source

The average number of days it took hotels to respond to positive and negative responsible online guest reviews in 2023, per review source.



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# Middle East: City Benchmark and City Rankings

Here we share Global Review Index scores by star segment for select tourism cities in the Middle East. Because the mix of hotels and star segments varies by city, listings are in alphabetical order rather than ranked by GRI. For details, see the Methodology section near the end of the report.

## 3-STAR HOTELS

City	2023 GRI™	Change (2022)
ABU DHABI	78.4%	1.6
DOHA	82.1%	2.7
DUBAI	78.0%	2.3
RIYADH	72.5%	1.2

## 4-STAR HOTELS

City	2023 GRI™	Change (2022)
ABU DHABI	85.3%	1.6
DOHA	81.7%	3.4
DUBAI	83.2%	2.0
RIYADH	79.9%	1.8

## 5-STAR HOTELS

City	2023 GRI™	Change (2022)
ABU DHABI	91.5%	1.0
DOHA	90.9%	2.0
DUBAI	91.1%	1.3
RIYADH	86.3%	2.1

## Dubai / Abu Dhabi / Doha: City Hotel Ranking

### 3-STAR HOTELS DUBAI

	Hotel	Ranking Change		2023 GRI™
1	Rove City Centre	▲	3	96.0%
2	Rove Downtown	▼	-1	95.8%
3	Rove Healthcare City - Bur Dubai	■	0	95.4%
4	Rove Dubai Marina	▲	1	95.2%
5	Rove Trade Centre	▼	-3	94.8%
6	Element Al Jaddaf, Dubai	▲	2	94.6%
7	Rove City Walk	▼	-1	94.3%
8	Rove Expo 2020	▼	-1	94.1%
9	Citadines Culture Village Dubai, Waterfront Jaddaf	▲	2	93.8%
10	Rove La Mer Beach	▼	-1	93.6%
11	Studio M Arabian Plaza Hotel & Hotel Apartments	▲	3	92.5%
12	Arabian Park Dubai, an Edge by Rotana Hotel		NEW	91.7%
13	Premier Inn Dubai Silicon Oasis	▲	4	91.7%
14	Al Bustan Centre & Residence		NEW	91.2%
15	Holiday Inn Express Dubai Internet City, an IHG Hotel	■	0	90.8%
16	Novotel Suites Dubai Mall of the Emirates	▼	-6	90.6%
17	Premier Inn Dubai Investment Park		NEW	90.5%
18	Ibis Al Rigga	▼	-6	90.4%
19	Al Khoory Executive Hotel, Al Wasl	▼	-3	90.1%
20	J5 Hotels - Port Saeed	▼	-2	89.3%

### 3-STAR HOTELS ABU DHABI

	Hotel	Ranking Change		2023 GRI™
1	Park Inn by Radisson Abu Dhabi, Yas Island	▲	3	91.4%
2	Premier Inn Abu Dhabi Capital Centre	■	0	87.6%
3	Premier Inn Abu Dhabi International Airport	▲	2	86.7%
4	Ibis Abu Dhabi Gate	▼	-3	86.7%
5	Emirates Park Resort	▲	1	86.4%
6	Centro Al Manhal by Rotana	▲	1	84.8%
7	Aerotel Abu Dhabi	▼	-4	84.0%
8	Centro Yas Island-by Rotana	▲	1	83.3%
9	Howard Johnson by Wyndham Abu Dhabi	▲	5	81.7%
10	Executive Suites by Mourouj Gloria	■	0	81.1%
11	Centro Capital Centre By Rotana	▼	-3	80.9%
12	Kingsgate Hotel Abu Dhabi		NEW	79.7%
13	Uptown Hotel Apartments Abu Dhabi	▲	2	79.5%
14	The Eclipse Boutique Suites	▼	-1	78.6%
15	Al Nakheel Hotel Apartments Abu Dhabi	▲	1	78.2%
16	AG Hotel	▼	-5	77.5%
17	Grand Continental Flamingo Hotel	▲	1	75.7%
18	Nehal Hotel	▼	-1	74.3%
19	Lou Lou Asfar Hotel Apartments	■	0	73.8%
20	Paragon Hotel Apartments	▼	-8	73.6%

## 3-STAR HOTELS DOHA

	Hotel	Ranking Change		2023 GRI™
1	Premier Inn Doha Airport	▲	3	90.2%
2	Palm Inn Hotel Doha	▲	11	88.9%
3	Premier Inn Doha Education City	■	0	88.5%
4	Hampton By Hilton Doha Old Town	▼	-2	87.3%
5	Zubarah Hotel	▼	-4	86.2%
6	Akasiya Hotel		NEW	84.6%
7	Musherib Hotel	▲	7	84.3%
8	Swiss-Belinn Doha	▼	-1	83.8%
9	Kingsgate Hotel Doha by Millennium Hotels	▲	3	82.5%
10	Al Aseel Hotel	▼	-4	82.3%
11	Asherij Hotel	■	0	81.0%
12	The CASTLE PREMIUM HOTEL	▼	-2	79.2%
13	Majestic Hotel	▼	-5	79.1%
14	Golden Ocean Hotel	▼	-5	77.5%
15	Chairmen Hotel	▲	1	76.1%
16	Al Muntazah Plaza Hotel	▲	3	76.1%
17	The Town Hotel Doha	▲	1	74.5%
18	Cayam Hotel	▼	-3	74.0%
19	Doha Dynasty Hotel	▼	-2	71.3%
20				

## 4-STAR HOTELS DUBAI

	Hotel	Ranking Change		2023 GRI™
1	Vida Emirates Hills	▲	8	97.3%
2	Vida Dubai Marina Yacht Club		NEW	97.2%
3	Adagio Premium Dubai Al Barsha	▲	3	97.1%
4	Vida Creek Beach Hotel		NEW	95.4%
5	Holiday Inn & Suites - Dubai Festival City Mall, an IHG Hotel	▼	-4	94.8%
6	voco Dubai The Palm, an IHG Hotel		NEW	94.7%
7	Residence Inn By Marriott Sheikh Zayed Road	▲	3	94.5%
8	Vida Creek Harbour	▼	-3	93.6%
9	Courtyard By Marriott Al Barsha, Dubai		NEW	93.5%
10	Hotel Boulevard, Autograph Collection	▼	-8	93.2%
11	Meliá Desert Palm Member of Meliá Collection	▼	-8	93.1%
12	The Heritage Hotel, Autograph Collection	▼	-8	92.9%
13	DoubleTree by Hilton Dubai Business Bay	▲	2	92.7%
14	Park Inn by Radisson Dubai Motor City		NEW	92.7%
15	Adagio Premium The Palm	▲	3	92.6%
16	Copthorne Hotel Dubai	▼	-8	92.5%
17	Mercure Hotel Apartments Dubai Barsha Heights		NEW	92.4%
18	Ramada Downtown Dubai	▼	-7	92.4%
19	First Central Hotel Suites		NEW	92.4%
20	Citadines Metro Central Hotel Apartments		NEW	92.4%

## 4-STAR HOTELS ABU DHABI

	Hotel	Ranking Change		2023 GRI™
1	Beach Rotana - All Suites		NEW	92.2%
2	Novotel Abu Dhabi Gate	▲	2	92.1%
3	Yas Island Rotana	▼	-2	91.8%
4	Al Maya Island Resort	▼	-2	91.2%
5	Park Arjaan by Rotana	▼	-2	90.3%
6	Traders Hotel, Abu Dhabi	▲	2	90.2%
7	Pearl Rotana Capital Centre	▼	-2	90.2%
8	Marriott Executive Apartments Downtown Abu Dhabi		NEW	90.0%
9	Radisson Blu Hotel, Abu Dhabi Yas Island	▲	8	89.9%
10	Staybridge Suites Yas Island Abu Dhabi, an IHG Hotel	▼	-4	89.4%
11	Southern Sun Abu Dhabi	▼	-1	89.2%
12	Courtyard by Marriott World Trade Center, Abu Dhabi	▼	-3	88.9%
13	Al Rawda Arjaan by Rotana	▲	2	88.7%
14	Novotel Abu Dhabi Al Bustan	▼	-7	88.6%
15	City Seasons Al Hamra Hotel	▲	3	88.5%
16	Crowne Plaza Abu Dhabi - Yas Island	▼	-3	88.5%
17	Aloft Abu Dhabi	▼	-6	88.3%
18	Aparthotel Adagio Abu Dhabi Al Bustan	▼	-4	88.2%
19	Capital Centre Arjaan by Rotana	▼	-7	88.1%
20	Cristal Hotel Abu Dhabi		NEW	87.8%

## 4-STAR HOTELS DOHA

	Hotel	Ranking Change		2023 GRI™
1	Embassy Suites By Hilton Doha Old Town		NEW	92.6%
2	Radisson Blu Hotel, Doha	■	0	92.5%
3	Holiday Inn - Doha - The Business Park, an IHG Hotel	▼	-2	91.6%
4	Oryx Airport Hotel	▲	1	90.0%
5	Four Points by Sheraton Doha	▼	-2	89.6%
6	Movenpick Hotel Doha	■	0	88.8%
7	C - Hotel and Suites Doha		NEW	88.7%
8	Grand Legacy Hotel Doha		NEW	87.9%
9	La Maison Hotel Doha	▲	11	87.6%
10	Adagio Doha		NEW	87.2%
11	Sapphire Plaza Hotel	▼	-4	86.4%
12	Wonder Palace Hotel Qatar		NEW	86.4%
13	Somerset Al Mansoura Doha		NEW	86.3%
14	The Curve Hotel	■	0	86.2%
15	Ramada By Wyndham Doha Old Town		NEW	85.5%
16	Centro Capital Doha - By Rotana	▼	-8	85.3%
17	Retaj Al Rayyan Hotel	▼	-5	85.1%
18	Holiday Villa Hotel And Residence City Centre Doha	▼	-9	84.9%
19	Plaza Inn Doha	▼	-4	84.7%
20	Sedra Arjaan by Rotana	▼	-9	84.3%

## 5-STAR HOTELS DUBAI

	Hotel	Ranking Change		2023 GRI™
1	Rixos The Palm Hotel & Suites	■	0	98.1%
2	Sofitel Dubai The Obelisk	▲	4	97.6%
3	Waldorf Astoria Dubai International Financial Centre	▲	8	96.7%
4	Sofitel Dubai Jumeirah Beach	▲	5	96.5%
5	Conrad Dubai		NEW	96.5%
6	Al Jaddaf Rotana Suite Hotel		NEW	96.4%
7	JW Marriott Hotel Marina	▲	6	96.2%
8	Waldorf Astoria Dubai Palm Jumeirah		NEW	96.1%
9	Grosvenor House, a Luxury Collection Hotel, Dubai	▲	1	95.9%
10	Cheval Maison - The Palm Dubai		NEW	95.9%
11	Kempinski The Boulevard Dubai	▼	-7	95.7%
12	Kempinski Hotel Mall Of The Emirates	▼	-7	95.6%
13	InterContinental Dubai - Festival City, an IHG Hotel		NEW	95.5%
14	Kempinski Hotel & Residences Palm Jumeirah	▼	-6	95.5%
15	Crowne Plaza Dubai Jumeirah, an IHG Hotel		NEW	95.4%
16	Palace Downtown		NEW	95.4%
17	Hilton Dubai Palm Jumeirah		NEW	95.3%
18	Kempinski Central Avenue Dubai	▼	-16	95.2%
19	The Ritz-Carlton, Dubai		NEW	95.2%
20	InterContinental Dubai Marina, an IHG Hotel		NEW	94.7%

## 5-STAR HOTELS ABU DHABI

	Hotel	Ranking Change		2023 GRI™
1	ERTH Hotel.		NEW	98.3%
2	Conrad Abu Dhabi Etihad Towers	▼	-1	97.1%
3	Anantara Qasr al Sarab Desert Resort	▼	2	97.1%
4	Rixos Premium Saadiyat Island	▼	-1	96.0%
5	Emirates Palace Mandarin Oriental, Abu Dhabi	▼	-1	95.8%
6	Al Wathba, a Luxury Collection Desert Resort & Spa, Abu Dhabi	▲	1	95.2%
7	InterContinental Abu Dhabi, an IHG Hotel	▲	1	95.1%
8	The St. Regis Saadiyat Island Resort, Abu Dhabi	▲	2	95.1%
9	Beach Rotana Residences	▲	2	94.8%
10	Rosewood Abu Dhabi	▼	-4	94.7%
11	Hilton Abu Dhabi Yas Island		NEW	94.4%
12	Doubletree By Hilton Abu Dhabi Yas Island Residences	▼	-3	94.3%
13	The WB Abu Dhabi, Curio Collection By Hilton	▼	-1	94.1%
14	The St. Regis Abu Dhabi	▼	-12	94.0%
15	Bab Al Qasr Hotel	▲	3	93.9%
16	The Ritz-Carlton Abu Dhabi, Grand Canal	▼	-3	93.9%
17	Rixos Marina Abu Dhabi		NEW	93.5%
18	Four Seasons Hotel Abu Dhabi at Al Maryah Island	▼	-2	93.5%
19	Fairmont Bab Al Bahr	▲	1	93.3%
20	The Abu Dhabi EDITION		NEW	92.9%



## 5-STAR HOTELS DOHA

	Hotel	Ranking Change		2023 GRI™
1	InterContinental Doha Beach & Spa, an IHG Hotel	▲	1	97.5%
2	Aleph Doha Residences, Curio Collection by Hilton	▲	17	97.3%
3	Banana Island Resort Doha by Anantara	▲	10	96.3%
4	Abesq Doha Hotel Residences		NEW	96.2%
5	The Chedi Katara Hotel & Resort		NEW	95.8%
6	Sharq Village & Spa, a Ritz-Carlton Hotel	▼	-3	95.5%
7	Marsa Malaz Kempinski, The Pearl	▲	10	95.2%
8	Rixos Gulf Hotel Doha	▼	-7	95.1%
9	Sheraton Grand Doha Resort & Convention Hotel	▼	-1	95.0%
10	Mandarin Oriental Doha	▼	-6	94.6%
11	Fraser Suites Doha	▼	-1	94.5%
12	Kempinski Residences & Suites Doha		NEW	94.5%
13	The St. Regis Doha	▲	1	94.4%
14	Park Hyatt Doha		NEW	94.4%
15	Alwadi Hotel Doha MGallery	▼	-4	94.3%
16	Doubletree By Hilton Doha Al Sadd		NEW	94.3%
17	The Ritz-Carlton, Doha	▼	-12	94.3%
18	JW Marriott Marquis City Center Doha	▼	-12	93.7%
19	Ezdan Palace Hotel		NEW	93.6%
20	Four Seasons Hotel Doha		NEW	93.5%

# Africa

CHAPTER

10

# Africa: Market Overview

## International travel



fell just  
**8%** short of  
pre-pandemic volume

Hotels **increased** the  
**Global Review Index** by

**0.7** points  
↳ to **85.2%**

Google generated

**42.4%**  
of reviews



more than any other source

Tripadvisor had the highest  
Source Index at

**86.2%**

Hoteliers responded to

significantly  
more positive reviews



than negative reviews

In 2023, international tourism to Africa was forecasted to recover to 92% of pre-pandemic levels, according to UN Tourism.<sup>12</sup> By September year-to-date, hotel occupancy was two points lower than in 2019, but the average rate was up by 35%.<sup>13</sup> Performance varied by region, with popular destinations like Addis Ababa, Cape Town, Nairobi, and Sharm El Sheikh surpassing 2019 occupancy levels.<sup>14</sup>

In 2023, hotels in Africa achieved a Global Review Index of 85.2%, an increase of 0.7 points over the previous year and a slight increase of 0.1 points over 2019. The region's GRI was slightly lower than the global average of 85.4%.

Review volume in the region grew by 20.3% over 2022 and by 7.4% over 2019. As in other regions, Google's

12. UN Tourism. [International Tourism to End 2023 Close to 90% of Pre-pandemic Levels](#). November 2023.

13. HVS. [HVS Global Hotel Industry: 2023 Recap and 2024 Outlook](#). December 2023.

14. Ibid.

volume surged, increasing its market share by 3.5 points to 42.4%, more than any other source. Booking.com lost 4.7 points in review share, generating 32.6% of reviews. Tripadvisor accounted for 13.0% of reviews.

At 86.2%, Tripadvisor had the highest Source Index of the top review sources, closely followed by Google at 86.1%. Booking.com had the lowest Source Index, at 81.8%.

Despite the increase in review volume, hoteliers managed to respond to 70.9% of reviews, an increase of 2.9 points over 2022 and 15.2 points over 2019. The region's response rate was 8.4 points above the global average. Five-star hotels responded to 77.6% of reviews, whereas 3-star hotels responded to 51.4%.

There were significant disparities in the proportion of responses to positive reviews (74.3%) and negative reviews (48.2%) as well as the speed of responses. Hotels responded to positive reviews in 4.7 days on average and to negative reviews in 7.1 days.



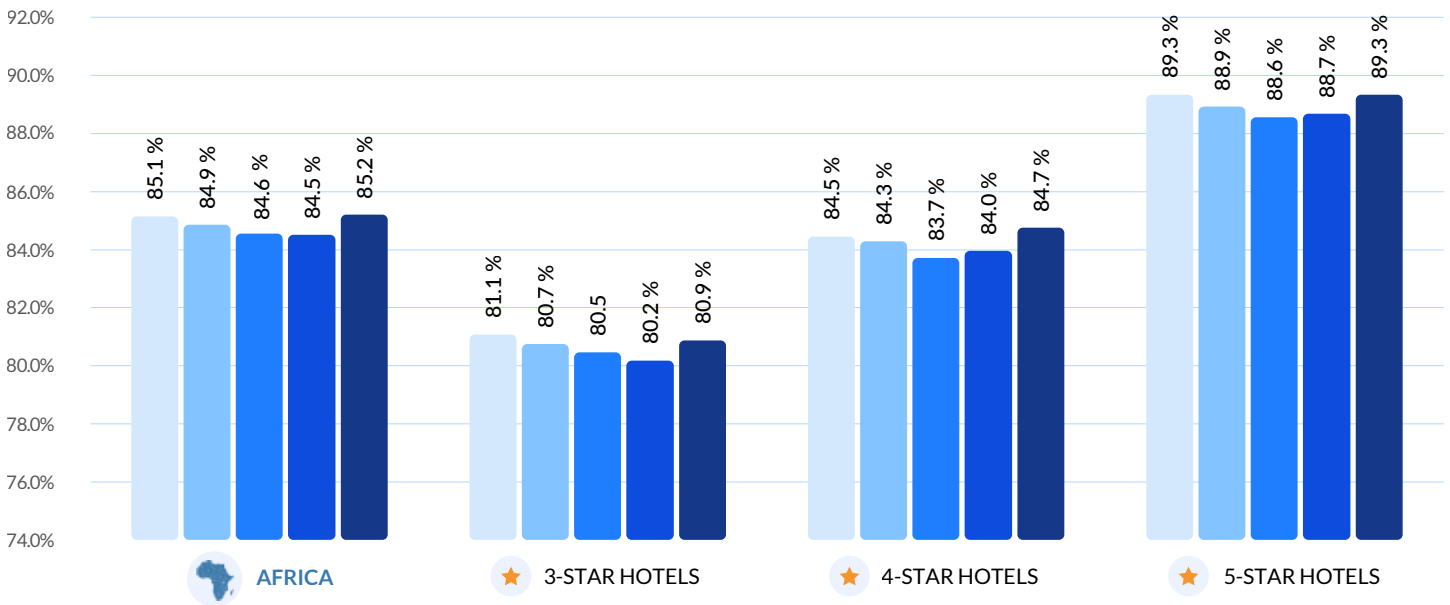
# Africa: GRI Metrics

## Africa: Global Review Index™ (GRI)

A five-year comparison of the Global Review Index™ (GRI) by star rating.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023

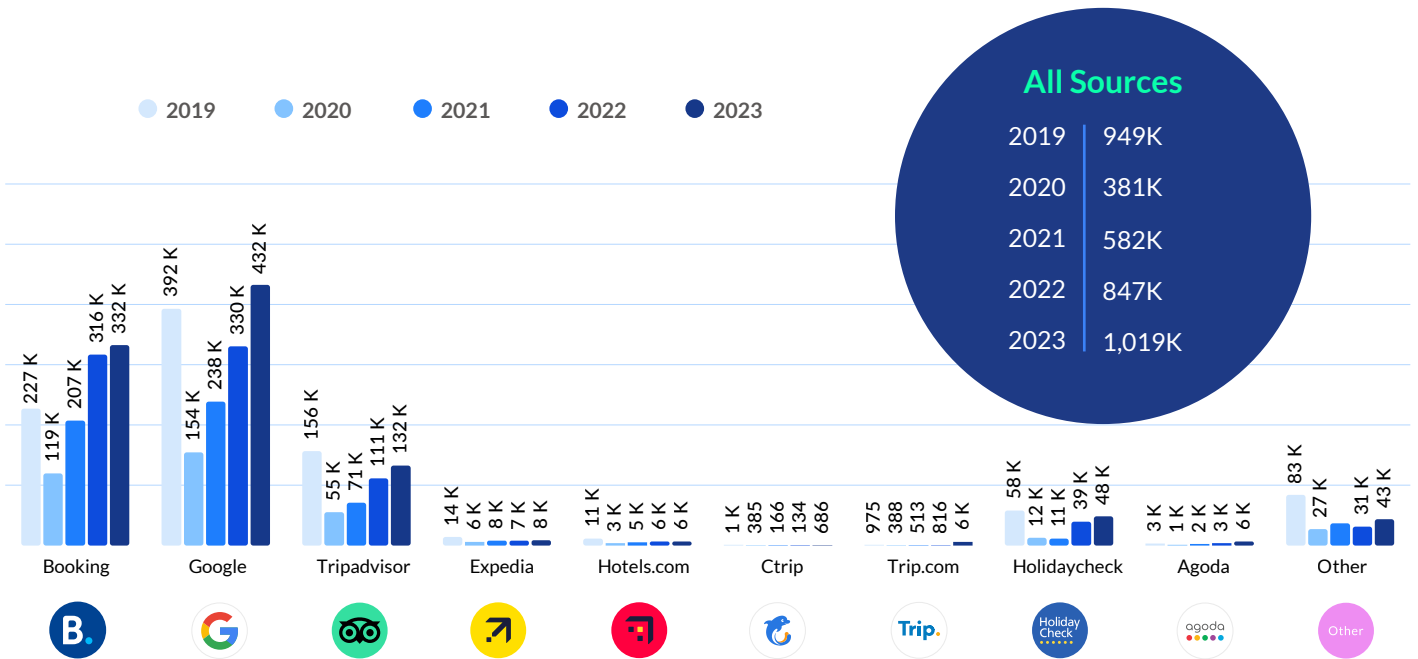


The Global Review Index™ (GRI) is Shiji ReviewPro's industry-standard online reputation score. It is derived from a proprietary algorithm based on review data collected from more than 140 Online Travel Agencies (OTAs) and review sites in over 45 languages.

# Africa: Review Volume

## Africa: Review Volume per Source

A five-year comparison of online guest review volume, per review source.



The Review volume data set is collected from 60 online review sites and Online Travel Agencies (OTAs), from a 9,500-hotel data set representing the six major global regions.

# Africa: Share of Reviews Per Source

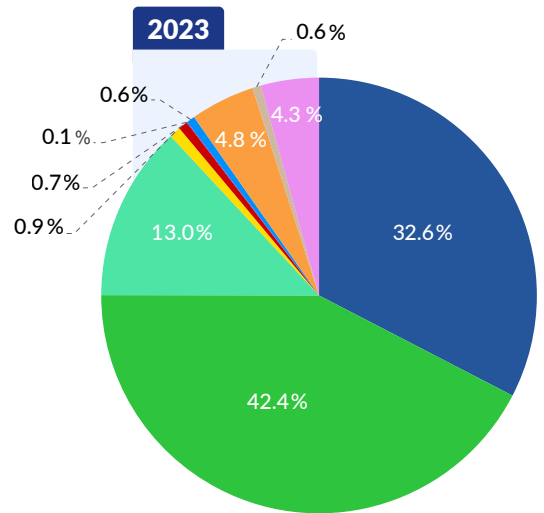
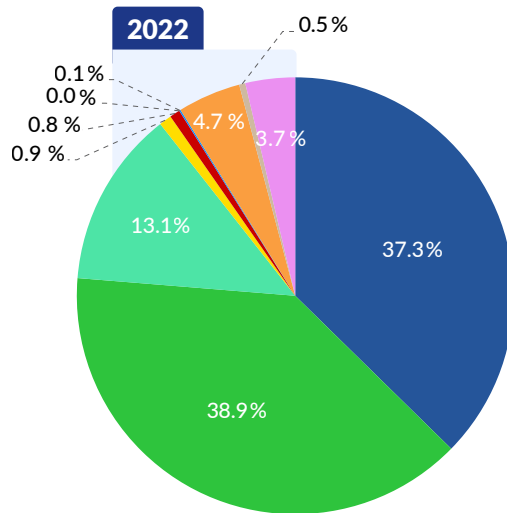
## Africa: Review Volume per Source

YOY comparison of guest review market share per review source.



**2019**

B	23.9%
G	41.4%
B	16.5%
A	1.5%
T	1.2%
C	0.1%
Trip	0.1%
Holiday Check	6.1%
agoda	0.3%
Other	8.8%



The review site/OTA market share percentage and changes are derived from a 9,500-hotel data set representing the six major global regions.



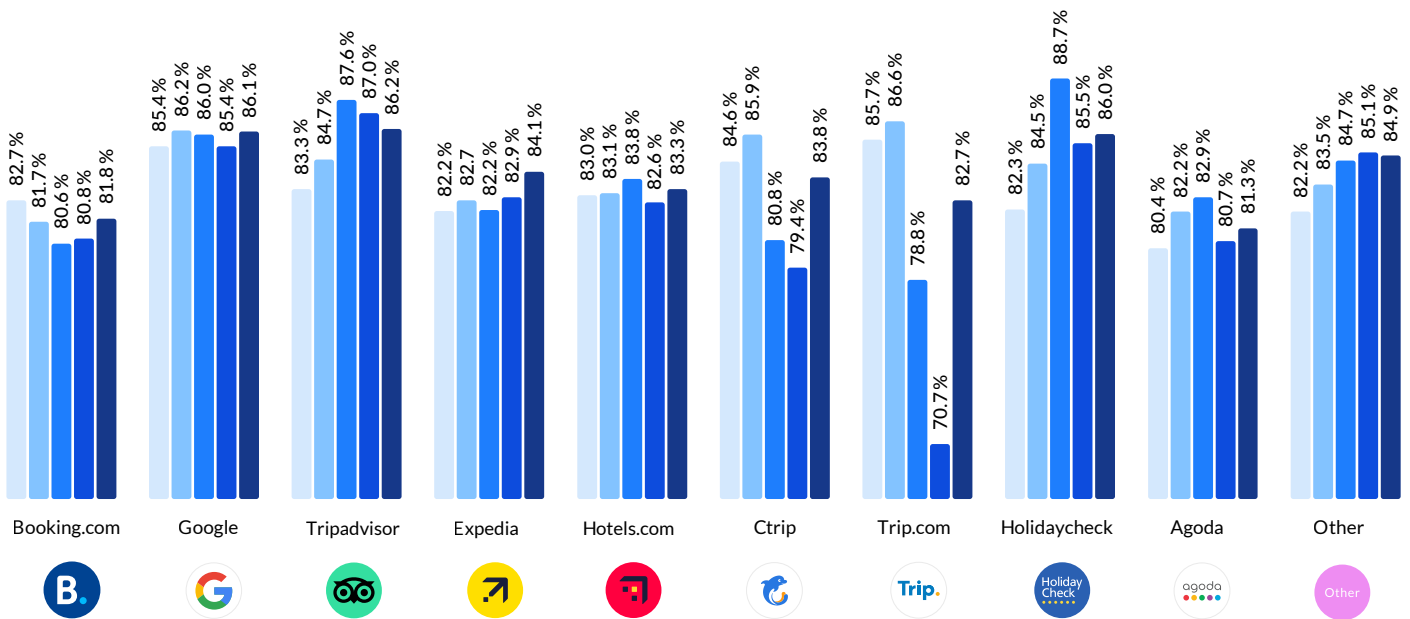
# Africa: Review Source Indexes

## Africa: Review Source Indexes

A five-year comparison of guest review indexes per review source.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



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## Africa: Top Global Semantic Categories Affecting Guest Experience

The top five categories that have the most positive and negative impact on online reputation score as measured by the Global Review Index, for 2023.



CATEGORY	NEGATIVE
Room	-1.5
Food and Drinks	-1.4
Cleanliness	-1.2
Establishment	-1.2
Experience	-0.8

CATEGORY	POSITIVE
Experience	0.8
Staff	0.7
Establishment	0.5
Entertainment	0.4
Food and Drinks	0.4



Top Concepts derive from a proprietary algorithm that also includes frequency to show whom from the GRI™ index is most frequently positively or negatively impacted.

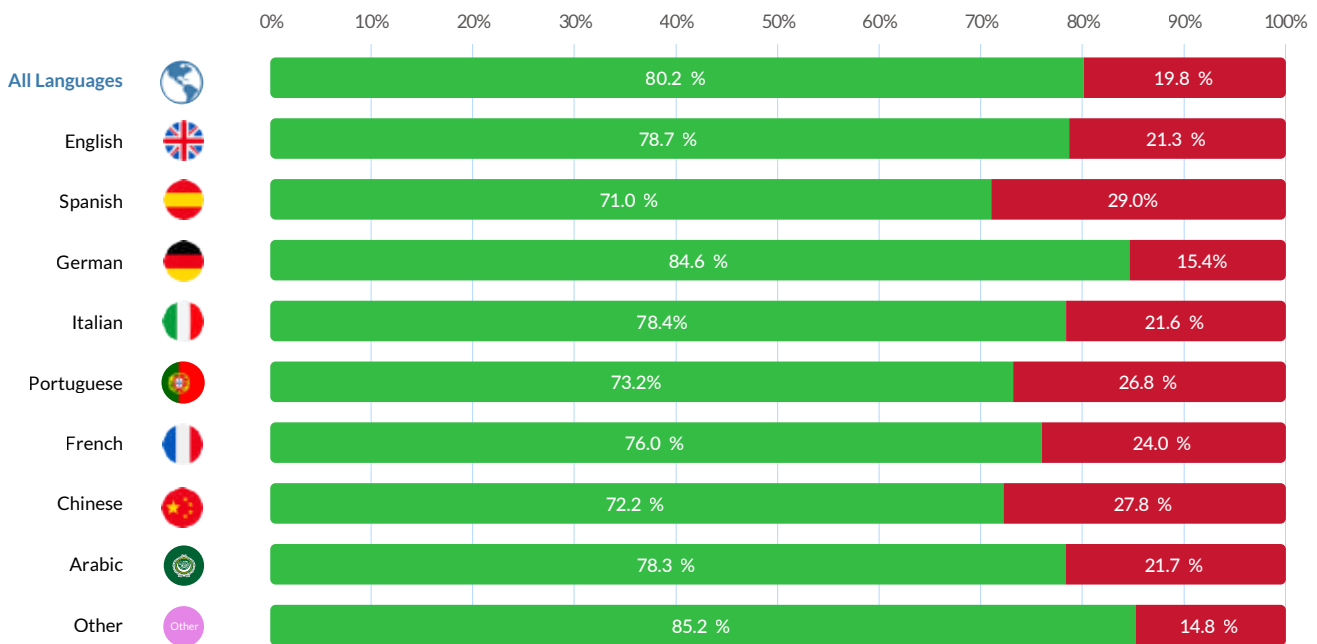
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Percentage of positive and negative mentions extracted from guest reviews in 2023, per guest review language.



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## Africa: Review Response by Star Rating

The percentage of responsible online reviews that 3-, 4-, and 5-star hotels reply to, a five-year comparison.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# Africa: Management Responses

## Africa: Review Response by Star Rating

The average number of days it took 3-, 4-, and 5-star hotels to respond to positive and negative responsible online guest reviews in 2023.



● Negative Review Responses 2023

● Positive Review Responses 2023

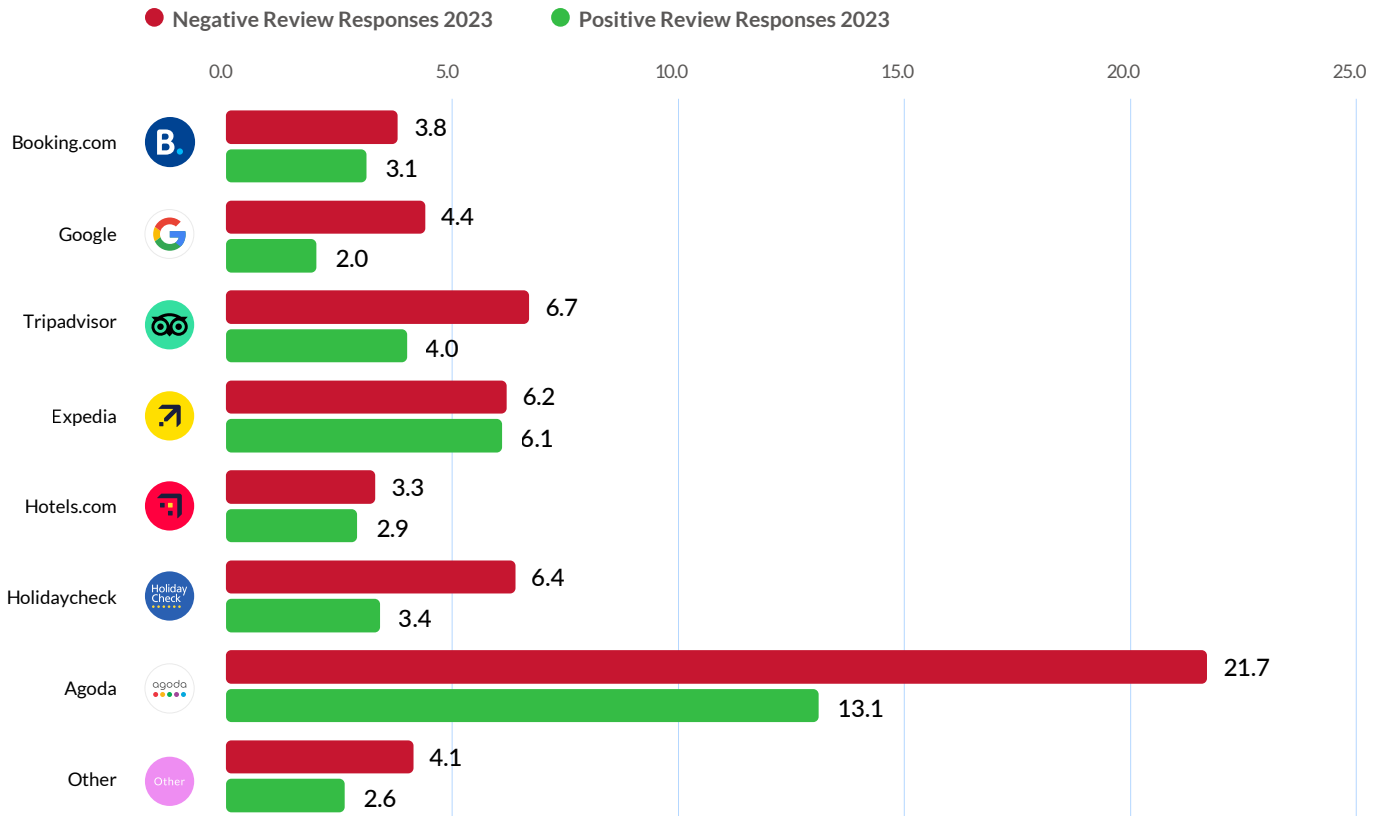


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# Africa: City Benchmark and City Rankings

Here we share Global Review Index scores by star segment for select tourism cities in Africa. Because the mix of hotels and star segments varies by city, listings are in alphabetical order rather than ranked by GRI. For details, see the Methodology section near the end of the report.

## 3-STAR HOTELS

City	2023 GRI™	Change (2022)
CAIRO	75.7%	2.5
CAPE TOWN	82.4%	-0.4
CASABLANCA	77.0%	3.0
JOHANNESBURG	83.4%	0.1
MARRAKECH	83.4%	1.8

## 4-STAR HOTELS

City	2023 GRI™	Change (2022)
CAIRO	78.2%	2.0
CAPE TOWN	87.0%	-0.8
CASABLANCA	76.5%	0.4
JOHANNESBURG	84.9%	-0.6
MARRAKECH	83.8%	1.9

## 5-STAR HOTELS

City	2023 GRI™	Change (2022)
CAIRO	88.0%	2.8
CAPE TOWN	91.9%	0.0
CASABLANCA	85.0%	1.1
JOHANNESBURG	90.0%	-0.5
MARRAKECH	89.0%	0.7

## Johannesburg / Cape Town / Cairo: City Hotel Ranking

### 3-STAR HOTELS JOHANNESBURG

	Hotel	Ranking Change		2023 GRI™
1	Agterplaas Guesthouse	■	0	90.9%
2	Stayeasy Eastgate		NEW	88.5%
3	Garden Court Sandton City	▲	1	85.4%
4	Garden Court Milpark	▲	3	83.2%
5	Life on 3rd	▲	1	82.4%
6	Garden Court Eastgate	▼	-1	81.7%
7	The Capital on Bath	▼	-4	81.6%
8	Mercure Johannesburg Randburg	▲	2	77.1%
9	Mercure Johannesburg Bedfordview Hotel	▲	2	76.4%
10	12 Decades Art Hotel	▲	2	73.4%
11	Gold Crown International Hotel	▼	-2	71.1%
12	The Jack Rose Hotel, Rosebank, Gautrain	▼	-4	69.2%

### 3-STAR HOTELS CAPE TOWN

	Hotel	Ranking Change		2023 GRI™
1	Tintagel Guesthouse	■	0	96.2%
2	Maartens Guesthouse	▲	1	94.8%
3	Radisson RED Hotel V&A Waterfront Cape Town	▲	3	87.4%
4	City Lodge Hotel Victoria And Alfred Waterfront	■	0	86.3%
5	The Beach House Guest House	■	0	86.2%
6	Hilltop Guesthouse		NEW	85.5%
7	SunSquare Cape Town Gardens	■	0	84.1%
8	Balmoral Lodge	▲	7	84.1%
9	Protea Hotel by Marriott Cape Town Mowbray	▲	2	83.7%
10	Brenwin Guest House	▲	3	83.3%
11	Holiday Inn Express Cape Town City Centre, an IHG Hotel	▲	1	82.1%
12	ONOMO Hotel Cape Town – Inn On The Square	▲	6	82.1%
13	Spring Tide Inn	▼	-3	81.4%
14	ANEW Hotel Green Point Cape Town	■	0	80.5%
15	Mouille Point Village		NEW	80.1%
16	Protea Hotel by Marriott Cape Town Durbanville	▲	3	79.8%
17	Protea Hotel by Marriott Cape Town Tyger Valley	▲	3	79.6%
18	Best Western Cape Suites Hotel		NEW	79.3%
19	Aquarius Luxury Suites		NEW	78.3%
20	Garden Court Nelson Mandela Boulevard	▼	-4	78.2%

## 3-STAR HOTELS CAIRO

	Hotel	Ranking Change		2023 GRI™
1	Royal Inn Residence		NEW	89.7%
2	Pyramids Sunrise Inn		NEW	89.3%
3	The President Hotel Cairo	▲	8	87.3%
4	1920s Boutique Hotel and Restaurants	▼	-2	86.6%
5	Royal Inn Residence New Cairo	■	0	86.4%
6	Nile Villa Hotel	▼	-3	84.9%
7	Carlton Downtown Cairo		NEW	84.4%
8	King Hotel Cairo		NEW	84.0%
9	New President Hotel Zamalek	▼	-2	83.8%
10	Comfort Sphinx Inn		NEW	83.2%
11	Gawharet Al Ahram Hotel		NEW	80.1%
12	Royal Maadi Hotel	▼	-4	80.1%
13	Cleopatra Hotel	■	0	79.2%
14	Horus House Hotel	▼	-2	79.0%
15	Havana Hotel Cairo		NEW	77.9%
16	Amin Hotel	▼	-2	77.4%
17	Maadi Hotel	▼	-11	77.2%
18	Zayed Hotel	▲	1	75.0%
19	Cosmopolitan Hotel	▼	-10	74.80%
20	Royal Marshal Hotel		NEW	74.20%

## 4-STAR HOTELS JOHANNESBURG

	Hotel	Ranking Change		2023 GRI™
1	The Peech Hotel	■	0	95.0%
2	City Lodge Hotel Eastgate	▲	1	91.1%
3	Gold Reef City Hotel		NEW	90.9%
4	Thaba Eco Hotel	■	0	90.4%
5	Protea Hotel Fire & Ice Johannesburg Melrose Arch	▲	11	88.2%
6	The Fairway Hotel, Spa & Golf Resort	▲	2	87.5%
7	Clico Boutique Hotel	▲	5	87.5%
8	Radisson Blu Gautrain Hotel	▼	-2	86.5%
9	Radisson RED Hotel Johannesburg Rosebank	▼	-2	86.4%
10	Protea Hotel by Marriott Johannesburg Wanderers	▼	-5	86.1%
11	Hyatt House Johannesburg Rosebank	▼	-2	85.7%
12	The Capital Empire	▼	-2	85.6%
13	Holiday Inn Johannesburg Sunnyside Park		NEW	84.3%
14	Holiday Inn Johannesburg-Rosebank		NEW	82.5%
15	Southern Sun Rosebank	▼	-1	82.1%
16	ANEW Hotel Parktonian Johannesburg	▼	-1	80.7%
17	Reef Hotel	▲	3	79.6%
18	Saffron Guest House	▼	-5	77.8%
19	Lakeview Boutique Hotel Conference Center	■	0	73.9%

## 4-STAR HOTELS CAPE TOWN

	Hotel	Ranking Change		2023 GRI™
1	Derwent House	■	0	98.1%
2	Blackheath Lodge	■	0	95.9%
3	Parker Cottage	▲	1	94.9%
4	Hotel on the Promenade	▲	2	94.4%
5	Ocean View House	▲	6	92.9%
6	Vineyard Hotel	▲	4	92.8%
7	Romney Park Luxury Apartments	▲	10	91.5%
8	Dreamhouse Guesthouse	▼	-3	91.4%
9	Chartfield Guesthouse		NEW	90.9%
10	Hotel Verde Cape Town Airport		NEW	90.5%
11	O Two Hotel	▲	2	90.4%
12	Cape Heritage Hotel	■	0	90.2%
13	Bliss Boutique Hotel	▲	7	89.5%
14	Cloud 9 Boutique Hotel and Spa		NEW	89.2%
15	The Calders Hotel & Conference Centre	▼	-1	89.2%
16	The Villa Rosa	▲	2	89.1%
17	Head South Lodge	▼	-2	88.8%
18	Victoria & Alfred Hotel by NEWMARK		NEW	88.6%
19	Chapmans Peak Hotel		NEW	88.5%
20	The Winchester Hotel by NEWMARK		NEW	88.4%

## 4-STAR HOTELS CAIRO

	Hotel	Ranking Change		2023 GRI™
1	Steigenberger Hotel El Tahrir	■	0	95.5%
2	Villa Belle Epoque	▲	1	91.7%
3	Triumph Plaza Hotel	▼	-1	90.3%
4	Hilton Cairo Zamalek Residences	▲	4	89.8%
5	Radisson Blu Hotel, Cairo Heliopolis	▲	2	89.5%
6	Hotel Novotel Cairo El Borg	▲	3	88.8%
7	Novotel Cairo 6th Of October	▼	-2	87.6%
8	Staybridge Suites & Apartments - Citystars, an IHG Hotel	▼	-4	87.1%
9	Barcelo Cairo Pyramids	▼	-3	86.9%
10	Novotel Cairo Airport	■	0	86.6%
11	Pyramids Resort by Jaz	▲	9	84.3%
12	Golden Inn Hotel	▲	1	83.5%
13	Baron Hotel Cairo	▲	5	83.0%
14	Sphinx Golden Gate Pyramids		NEW	82.4%
15	Jewel Zamalek Hotel		NEW	82.3%
16	Helnan Landmark Hotel	▼	-2	81.9%
17	Golden Tulip Hotel Flamenco Cairo		NEW	80.4%
18	Regency Pyramids Hotel	▼	-3	80.3%
19	Turquoise Pyramids & Grand Egyptian museum view Hotel	▼	-3	80.0%
20	Pyramids Park Resort Cairo		NEW	79.4%

## 5-STAR HOTELS JOHANNESBURG

	Hotel	Ranking Change		2023 GRI™
1	Saxon Hotel, Villas and Spa	■	0	97.1%
2	Four Seasons Hotel The Westcliff Johannesburg	▲	1	95.5%
3	InterContinental Johannesburg Sandton Towers		NEW	93.4%
4	The Residence Boutique Hotel	▲	1	93.2%
5	The Parkwood		NEW	93.2%
6	The Giglio Boutique Hotel	▼	-2	92.7%
7	Voco Johannesburg Rosebank An IHG Hotel	■	0	92.6%
8	The Houghton Hotel, Spa, Wellness & Golf	▲	2	91.9%
9	The Michelangelo Towers	▼	-7	91.8%
10	Johannesburg Marriott Hotel Melrose Arch	▼	-2	90.5%
11	Sandton Sun and Towers	▲	1	89.7%
12	Hoeveld House	▲	1	88.9%
13	54 on Bath	▲	2	88.4%
14	Vivari Hotel and Spa by Mantis	▼	-3	88.0%
15	Davinci Hotel And Suites On Nelson Mandela Square	▼	-9	87.9%
16	African Pride Melrose Arch Hotel, Autograph Collection	▼	-2	87.8%
17	Radisson Blu Hotel Sandton, Johannesburg	▼	-1	85.7%
18	The Winston Hotel	▼	-1	78.6%

## 5-STAR HOTELS CAPE TOWN

	Hotel	Ranking Change		2023 GRI™
1	Mount Nelson, A Belmond Hotel, Cape Town	■	0	97.5%
2	POD Camps Bay	■	0	97.3%
3	Fernwood Manor Boutique Guest House	▲	4	95.5%
4	Tintswalo Atlantic	▲	4	94.9%
5	The Silo Hotel	▲	10	94.6%
6	One&Only Cape Town	▲	4	94.2%
7	Villa Coloniale Private Luxury Retreat		NEW	93.9%
8	The Alphen Boutique Hotel & Spa	▲	1	93.8%
9	Cape Diem Lodge	▼	-4	93.3%
10	The Cellars-Hohenort	▲	2	93.1%
11	Zest Boutique Hotel by The Living Journey Collection	▼	-8	93.1%
12	The Tree House Boutique Hotel by The Living Journey Collection	▼	-6	93.0%
13	Steenberg Hotel & Spa	▼	-2	92.6%
14	Radisson Blu Hotel Waterfront, Cape Town		NEW	92.5%
15	The Clarendon - Fresnaye	▲	3	92.2%
16	South Beach Camps Bay Boutique Hotel	▼	-3	91.3%
17	Dysart Boutique Hotel	▼	-3	91.1%
18	Gorgeous George by Design Hotels		NEW	90.9%
19	Taj Cape Town		NEW	90.7%
20	The Westin Cape Town	▼	-3	90.6%

## 5-STAR HOTELS CAIRO

	Hotel	Ranking Change		2023 GRI™
1	InterContinental Cairo Semiramis, an IHG Hotel	▲	5	96.7%
2	Royal Maxim Palace Kempinski Cairo	■	0	96.0%
3	Kempinski Nile Hotel Cairo	▼	-2	95.1%
4	The St. Regis Cairo	▲	1	94.3%
5	Four Seasons Hotel Cairo at Nile Plaza	▼	-2	94.2%
6	Holiday Inn Cairo - Citystars, an IHG Hotel	▲	4	94.0%
7	Hyatt Regency Cairo West	▼	-3	93.8%
8	Dusit Thani LakeView Cairo	▲	4	93.4%
9	Intercontinental Cairo Citystars, an IHG Hotel	▲	4	93.1%
10	The Westin Cairo Golf Resort & Spa, Katameya Dunes	▼	-2	93.1%
11	Sofitel Cairo Nile El Gezirah	▲	7	93.0%
12	Marriott Mena House, Cairo	▲	2	92.9%
13	Fairmont Nile City	▼	-6	92.5%
14	Four Seasons Hotel Cairo at the First Residence	▼	-5	92.0%
15	The Nile Ritz-Carlton, Cairo	▼	-4	91.7%
16	The St. Regis Almasa Hotel, Cairo	▲	4	91.2%
17	JW Marriott Hotel Cairo	▼	-2	91.0%
18	Mövenpick Hotel Cairo - Media City	▼	-2	91.0%
19	Cairo Marriott Hotel & Omar Khayyam Casino		NEW	90.5%
20	Renaissance Cairo Mirage City Hotel		NEW	90.5%





# North America

CHAPTER

11



# North America: Market Overview

Despite slower travel volume hotels recorded the highest-ever ADR and RevPAR



At **84.3%** North America had the second lowest GRI of the six regions

Review volume fell by **23.4%** relative to 2019



Tripadvisor's Source Index was the lowest of the top review sources



Hoteliers responded to a smaller proportion of reviews than in any other region



In 2023, the U.S. hotel industry posted its highest ADR and RevPAR on record, as well as the highest occupancy level since 2019, according to data from STR.<sup>15</sup> In Canada, it was a similar story, with record ADR and RevPAR and a 7.7% growth in occupancy over 2022.<sup>16</sup> However, international travel to the U.S. lagged behind other regions at just 84% of 2019 levels.<sup>17</sup>

The Global Review Index for hotels in North America was 84.3% in 2023, an increase of 1.1 points over the previous year but 2.3 points lower than in 2019. It was the second lowest GRI of the six regions, at 1.1 points below the global average.

Review volume grew by 5.7% in North America but fell short of 2019 numbers by 23.4%. This contrasted with

15. Hospitalitynet. [U.S. hotels posted record-high ADR and RevPAR in 2023](#). January 2024.

16. STR. [Canada's record-high hotel ADR outpaced inflation in 2023](#). January 2024.

17. U.S. Travel Association. [In 2023, the U.S. welcomed 67 million international visitors, just 84% of 2019—far lower than rivals' recovery rates](#). January 2024.

other regions, where volume either exceeded or fell slightly short of 2019 numbers.

Expedia reviews surged by 43.6%, representing 20.6% of total reviews, a much higher proportion than in other regions. Booking.com lost 5.0 points in review share but still generated 33.0% of total reviews. Google accounted for 23.6% of review volume and Tripadvisor 9.4%, whereas Hotels.com generated 7.5%.

Tripadvisor members were not overly thrilled with their hotel experiences in North America in 2023, resulting in a Source Index of only 78.8%, lower than any other major source in the six regions. Expedia had a comparatively high Source Index of 85.7%.

Hotels in North America responded to 55.5% of reviews in 2023, 4.3 points above the previous year and 9.4 points above 2019. However, the response rate was the lowest of the six regions and 7.0 points below the global response rate. Hotels responded to 56.8% of positive reviews, with an average response time of 5.2 days, and to 52.6% of negative reviews, with an average response time of 5.9 days.

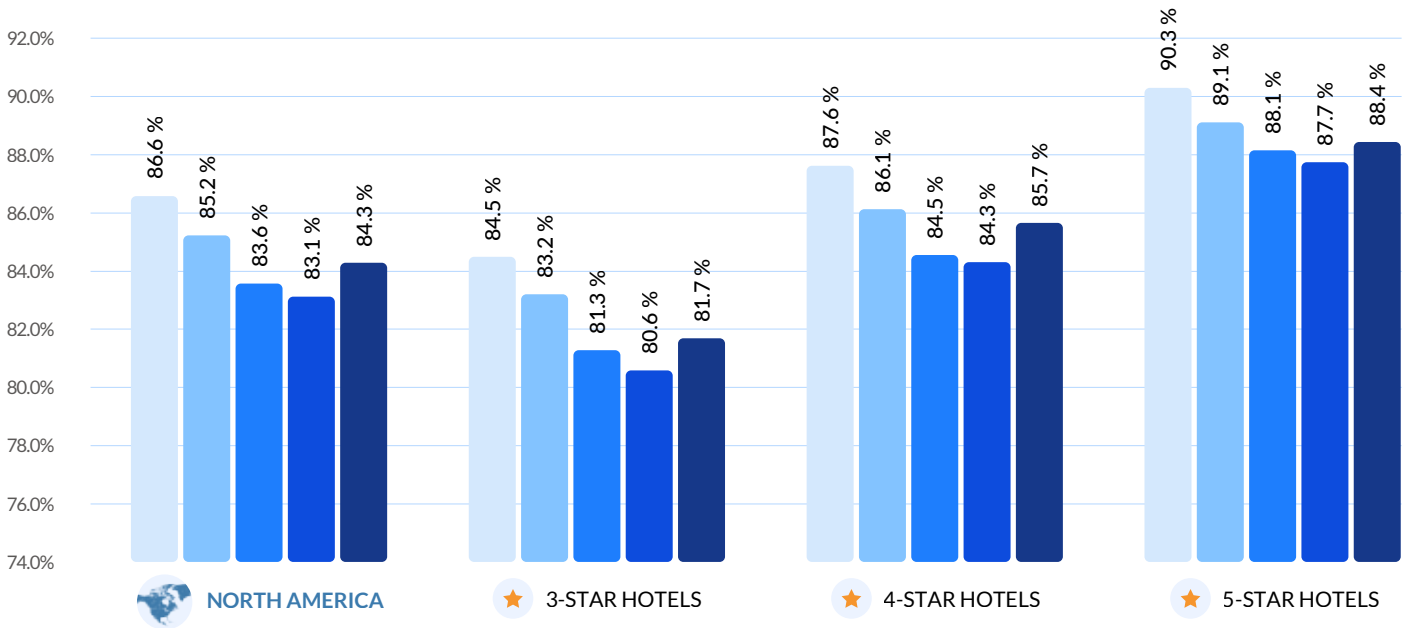
# North America: GRI Metrics

## North America: Global Review Index™ (GRI)

A five-year comparison of the Global Review Index™ (GRI) by star rating.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023

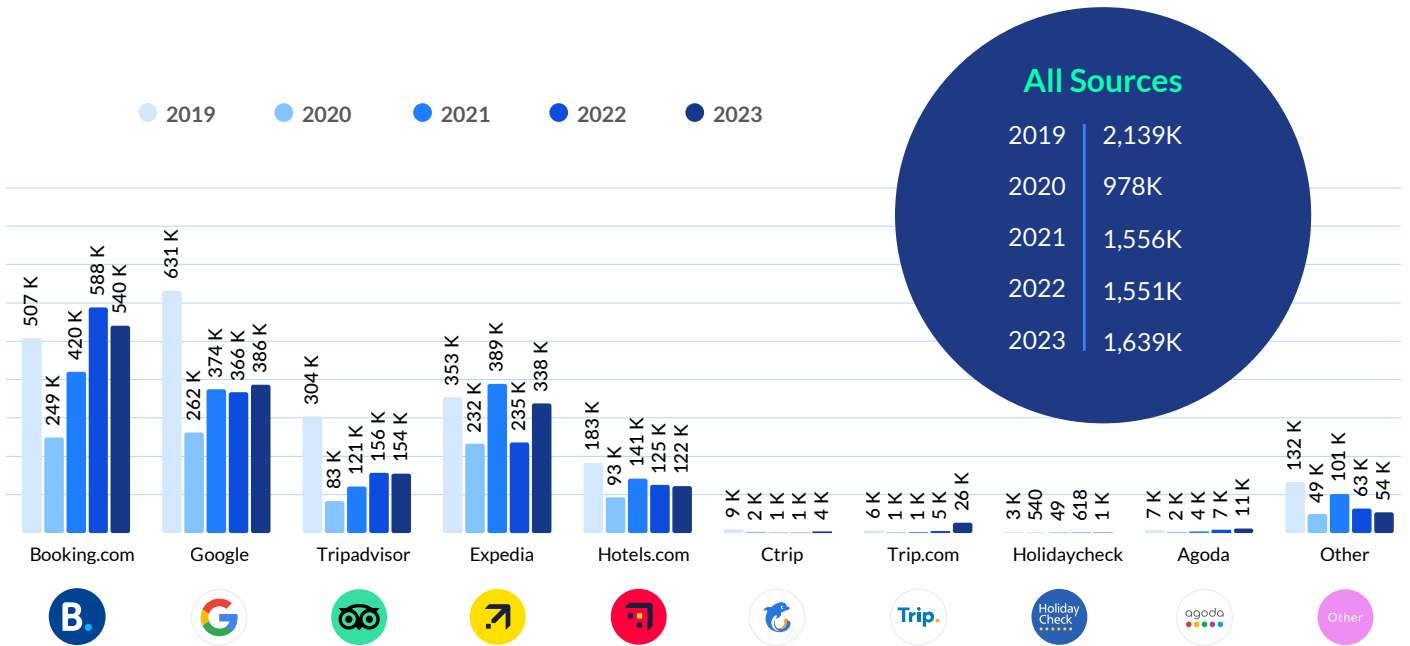


The Global Review Index™ (GRI) is Shiji ReviewPro's industry-standard online reputation score. It is derived from a proprietary algorithm based on review data collected from more than 140 Online Travel Agencies (OTAs) and review sites in over 45 languages.

# North America: Review Volume

## North America: Review Volume per Source

A five-year comparison of online guest review volume, per review source.



The Review volume data set is collected from 60 online review sites and Online Travel Agencies (OTAs), from a 9,500-hotel data set representing the six major global regions.

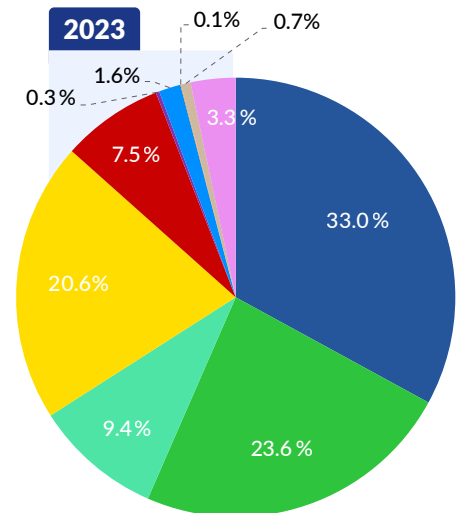
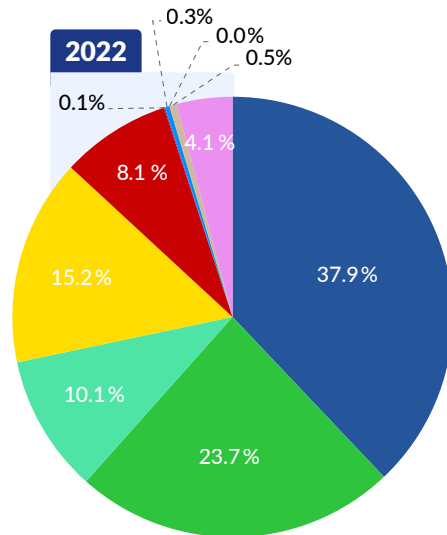
# North America: Share of Reviews Per Source

## North America: Review Volume per Source

YOY comparison of guest review market share per review source.



2019	Share
B.	23.7%
G	29.5%
(teal)	14.2%
(yellow)	16.5%
(red)	8.6%
(purple)	0.4%
Trip.	0.3%
Holiday Check	0.2%
agoda	0.4%
Other	6.2%



The review site/OTA market share percentage and changes are derived from a 9,500-hotel data set representing the six major global regions.

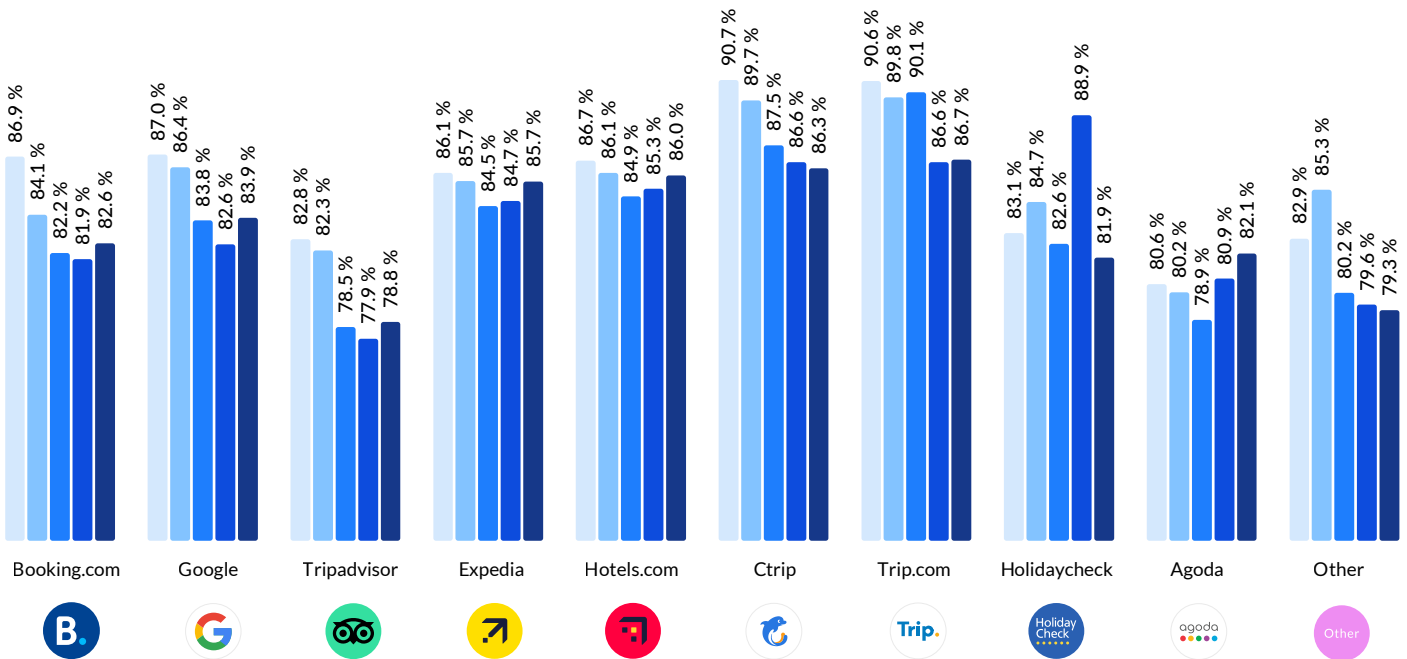
# North America: Review Source Indexes

## North America: Review Source Indexes

A five-year comparison of guest review indexes per review source.



● 2019 ● 2020 ● 2021 ● 2022 ● 2023



The review source scores are derived from Shiji ReviewPro's proprietary algorithm, from a 9,500-hotel data set representing the six major global regions.

# North America: Top 5 Categories Affecting GRI

## North America: Top Global Semantic Categories Affecting Guest Experience

The top five categories that have the most positive and negative impact on online reputation score as measured by the Global Review Index, for 2023.



CATEGORY	NEGATIVE
Room	-3.6
Cleanliness	-2.4
Establishment	-2.0
Value	-1.9
Experience	-1.8

CATEGORY	POSITIVE
Experience	1.0
Staff	0.8
Food and Drinks	0.5
Cleanliness	0.4
Location	0.3



Top Concepts derive from a proprietary algorithm that also includes frequency to show whom from the GRI™ index is most frequently positively or negatively impacted.



# North America: Semantic Analysis

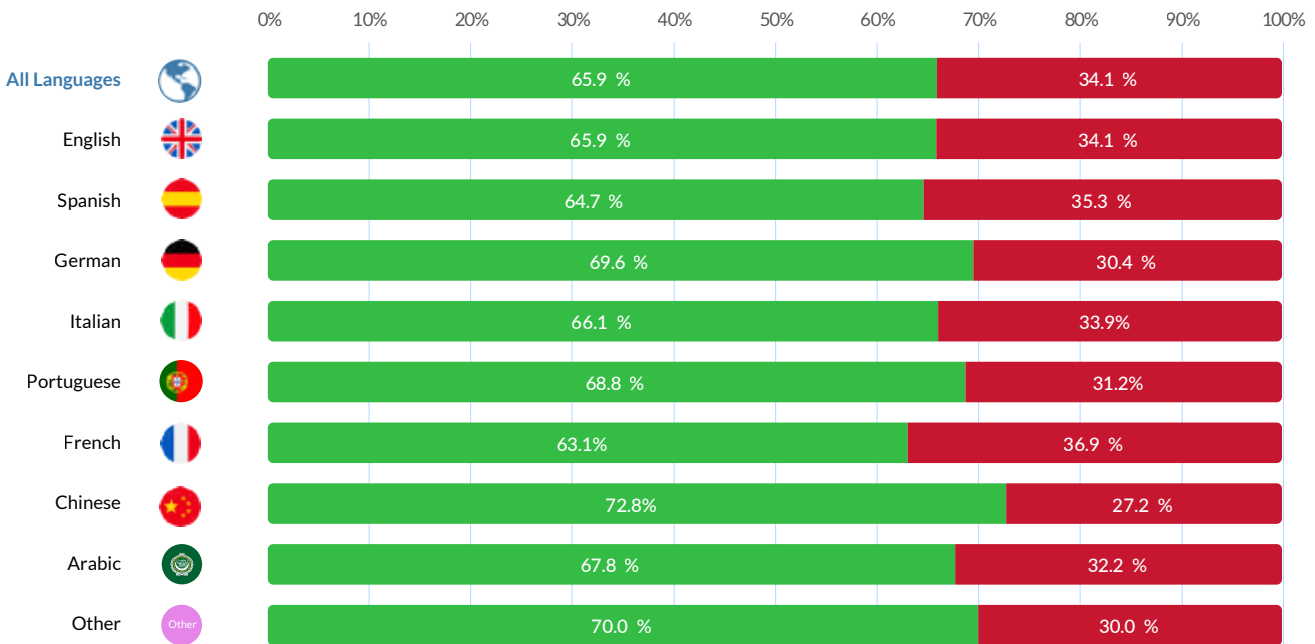
## North America: Semantic Analysis by Language

Percentage of positive and negative mentions extracted from guest reviews in 2023, per guest review language.



● Positive Mentions 2023

● Negative Mentions 2023

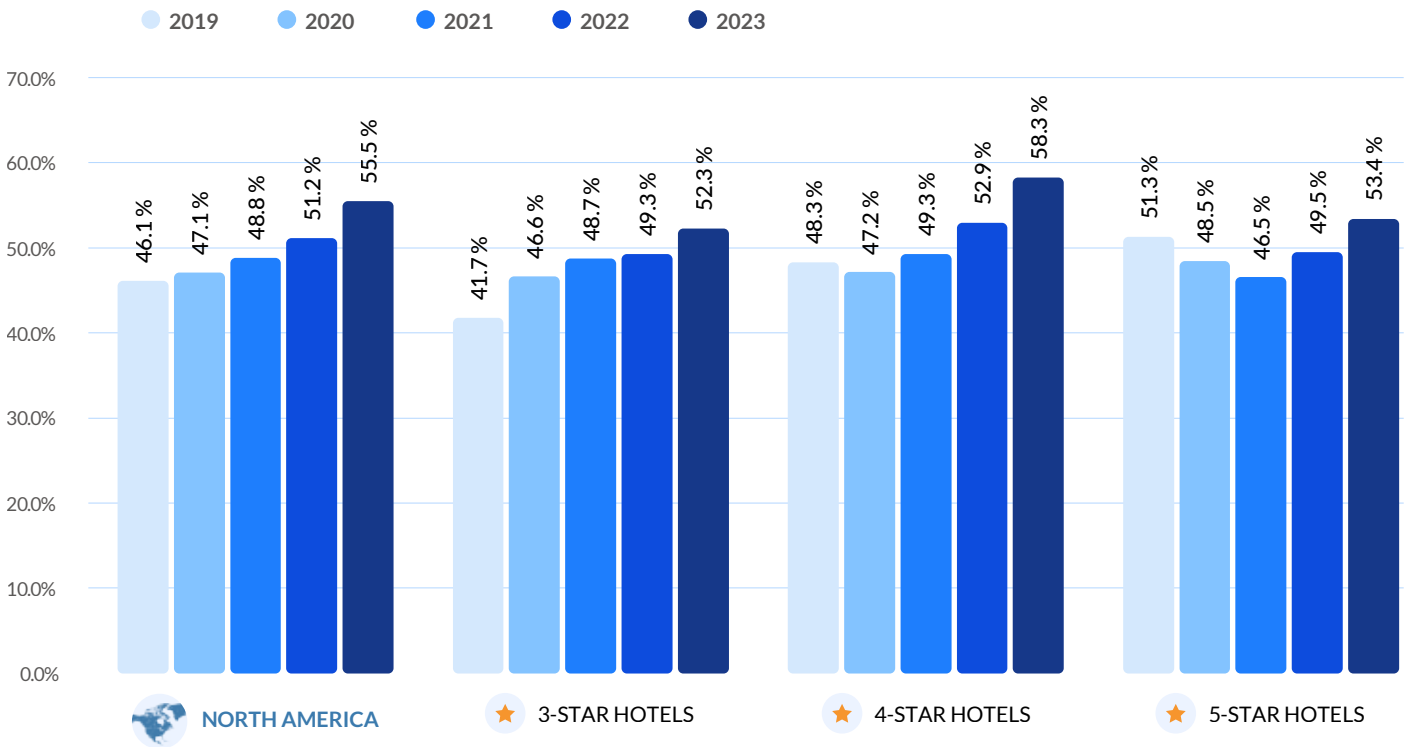


Shiji ReviewPro's AI-powered semantic analysis tool processes millions of online guest reviews to gain qualitative analysis. It does this by grouping reviews into categories and dividing by positive and negative sentiment. This allows hoteliers to gain a deep understanding of the content of reviews and gain clear insight into what is most impacting online reputation.

# North America: Management Responses

## North America: Review Response by Star Rating

The percentage of respondable online reviews that 3-, 4-, and 5-star hotels reply to, a five-year comparison.



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# North America: Management Responses

## North America: Review Response by Star Rating

The average number of days it took 3-, 4-, and 5-star hotels to respond to positive and negative responsible online guest reviews in 2023.

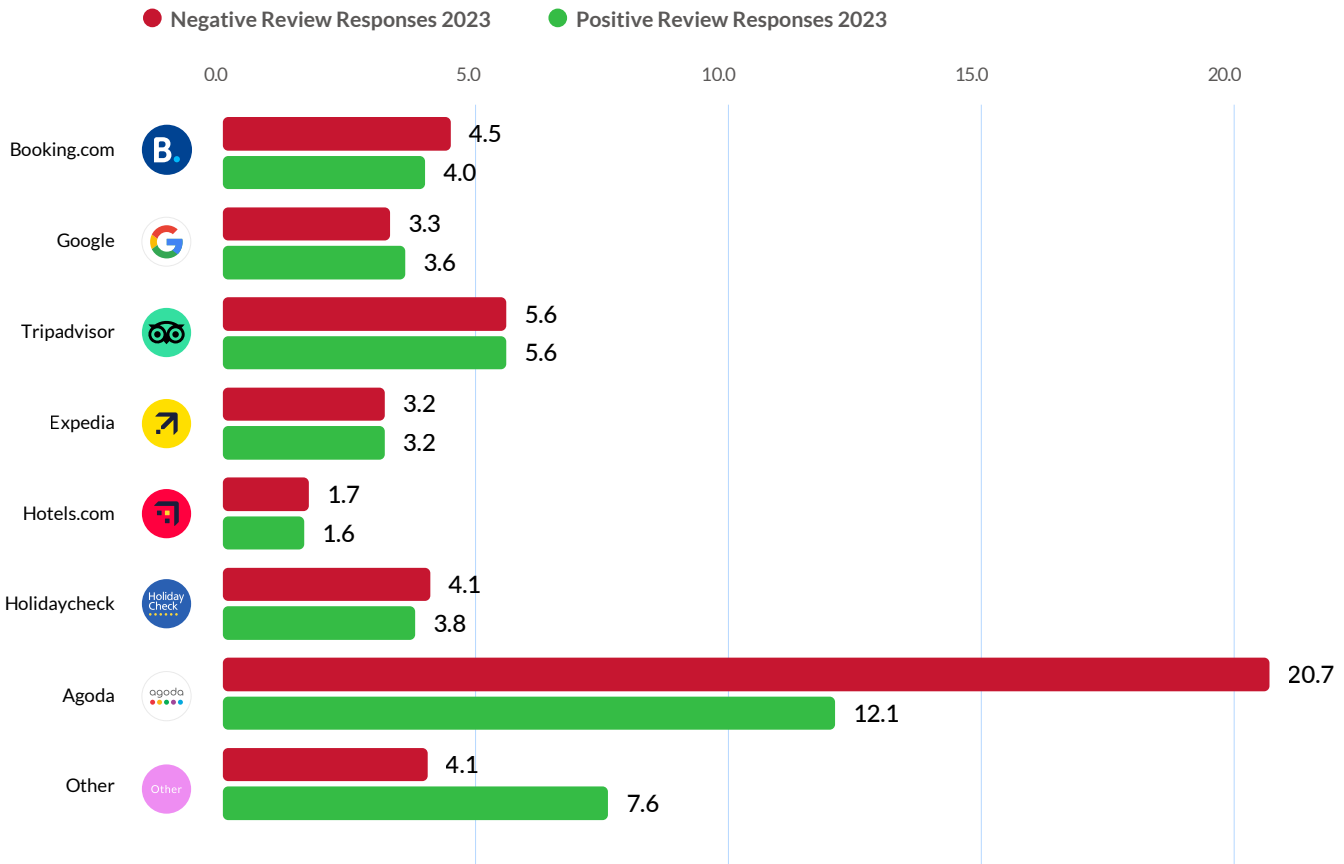


Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# North America: Management Responses

## North America: Review Response Times per Review Source

The average number of days it took hotels to respond to positive and negative responsible online guest reviews in 2023, per review source.



Management response rate is a key metric when understanding hotels' commitment to guest experience management, setting correct and clear KPIs within the organisation, and supporting a solid revenue management strategy.

# North America: City Benchmark and City Rankings

Here we share Global Review Index scores by star segment for select tourism cities in North America. Because the mix of hotels and star segments varies by city, listings are in alphabetical order rather than ranked by GRI. For details, see the Methodology section near the end of the report.

## 3-STAR HOTELS

City	2023 GRI™	Change (2022)
AUSTIN	79.9%	1.4
CHICAGO	82.7%	1.4
HONOLULU	80.8%	0.7
LAS VEGAS	81.0%	-0.1
LOS ANGELES	78.5%	1.7
MIAMI	77.3%	2.3
MONTREAL	80.1%	1.9
NEW YORK	77.5%	0.9
SAN FRANCISCO	82.1%	-0.2
TORONTO	79.0%	2.4
VANCOUVER	81.2%	1.5
WASHINGTON D.C.	81.8%	0.7

## 4-STAR HOTELS

City	2023 GRI™	Change (2022)
AUSTIN	85.9%	1.2
CHICAGO	85.5%	1.5
HONOLULU	85.6%	0.8
LAS VEGAS	80.6%	0.3
LOS ANGELES	82.8%	1.2
MIAMI	82.2%	1.4
MONTREAL	86.2%	1.5
NEW YORK	82.5%	1.7
SAN FRANCISCO	85.6%	0.9
TORONTO	85.8%	2.1
VANCOUVER	87.0%	1.6
WASHINGTON D.C.	85.6%	0.9

## 5-STAR HOTELS

City	2023 GRI™	Change (2022)
AUSTIN	90.9%	1.4
CHICAGO	91.9%	1.4
HONOLULU	89.1%	0.2
LAS VEGAS	87.1%	-0.3
LOS ANGELES	87.3%	2.9
MIAMI	86.0%	1.8
MONTREAL	91.5%	2.8
NEW YORK	86.9%	1.0
SAN FRANCISCO	89.8%	0.7
TORONTO	91.1%	1.1
VANCOUVER	89.5%	1.3
WASHINGTON D.C.	88.5%	0.7

## Chicago / Los Angeles / New York: City Hotel Ranking

### 3-STAR HOTELS CHICAGO

	Hotel	Ranking Change		2023 GRI™
1	Residence Inn by Marriott Chicago Downtown / River North	▲	10	91.8%
2	Hampton Inn Chicago North - Loyola Station	▲	6	91.6%
3	Hyatt Place Chicago/Wicker Park	▼	-2	90.9%
4	Moxy Chicago Downtown	▼	-1	90.7%
5	Residence Inn by Marriott Chicago Downtown/Loop	▼	-1	90.6%
6	SpringHill Suites Chicago Downtown/River North	■	0	90.2%
7	Fairfield Inn & Suites Chicago Downtown/River North	■	0	89.5%
8	The Buckingham Hotel		NEW	89.5%
9	Marriott Chicago O'Hare		NEW	89.4%
10	Aloft Chicago Downtown River North	▲	10	89.2%
11	Best Western Plus Hawthorne Terrace Hotel	▲	4	89.1%
12	Hampton Inn Chicago Downtown West Loop	▼	-2	88.6%
13	Homewood Suites by Hilton Chicago Downtown West Loop	▼	-8	88.5%
14	Hampton Inn Majestic Chicago Theatre District	▼	-12	87.8%
15	Hampton Inn & Suites Chicago-Downtown	▲	3	87.3%
16	La Quinta by Wyndham Chicago Downtown		NEW	87.1%
17	Hyatt Place Chicago Midway Airport	▼	-8	87.1%
18	Holiday Inn - Chicago Dwtn - Wolf Point, an IHG Hotel	▼	-1	87.0%
19	Hyatt Place Chicago/River North	▼	-5	86.8%
20	Hilton Garden Inn Chicago Downtown Riverwalk	▼	-7	86.2%

### 3-STAR HOTELS LOS ANGELES

	Hotel	Ranking Change		2023 GRI™
1	The Prospect Hollywood	■	0	97.3%
2	The Metric - Los Angeles Downtown	■	0	94.8%
3	Magic Castle Hotel	■	0	91.8%
4	Hotel Mariposa	▲	2	89.5%
5	Holiday Inn Express Hotel & Suites Hollywood Walk of Fame	▲	7	88.9%
6	Hilton Woodland Hills / Los Angeles	▲	5	88.8%
7	Holiday Inn Express West Los Angeles, an IHG Hotel	▲	10	87.7%
8	Miyako Hotel Los Angeles	▲	2	87.5%
9	Hampton Inn & Suites Los Angeles/Sherman Oaks	▼	-5	87.3%
10	Park Plaza Lodge Hotel	▼	-5	86.9%
11	Short Stories Hotel	▼	-3	86.9%
12	Best Western Plus Commerce Hotel		NEW	86.6%
13	Holiday Inn Express Los Angeles - LAX Airport, an IHG Hotel	■	0	86.3%
14	Hyatt House LA - University Medical Center		NEW	86.3%
15	Ocean View Hotel		NEW	86.3%
16	Aventura Hotel	▼	-1	85.9%
17	Holiday Inn Express North Hollywood - Burbank Area, an IHG Hotel		NEW	85.9%
18	Hyatt Place Lax/Century Blvd	▲	1	85.6%
19	The Adler a Hollywood Hills Hotel		NEW	84.8%
20	Hyatt Regency Los Angeles International Airport	▼	-2	84.5%



## 3-STAR HOTELS NEW YORK

	Hotel	Ranking Change		2023 GRI™
1	Hilton Club The Central at 5th New York	▲	1	92.8%
2	Hilton Club West 57th Street New York	▼	-1	92.2%
3	Best Western Plus Soho Hotel		NEW	88.6%
4	Hotel Mimosa	▼	-1	87.9%
5	Hotel Mulberry	▲	10	87.9%
6	Hotel Indigo NYC Financial District, an IHG Hotel		NEW	87.8%
7	Radio City Apartments	▲	2	87.7%
8	Best Western Premier Empire State Hotel	▲	8	87.4%
9	Hampton Inn Brooklyn Downtown	▼	-2	87.3%
10	Opera House Hotel	▼	-6	87.2%
11	Homewood Suites Midtown Manhattan Times Square South	▲	3	87.1%
12	Hilton Garden Inn New York West 35th	▼	-1	86.9%
13	Courtyard by Marriott Times Square West	▲	7	86.4%
14	3 West Club	▼	-1	86.0%
15	Pod 39		NEW	85.7%
16	Hampton Inn Times Square Central	▲	1	85.5%
17	Edge Hotel Washington Heights		NEW	85.5%
18	Hilton Garden Inn New York Times Square South		NEW	85.3%
19	The Historic Blue Angel Hotel Lexington Ave, Ascend Hotel Collection	▼	-13	85.1%
20	La Quinta Inn & Suites by Wyndham Times Square South		NEW	85.0%

## 4-STAR HOTELS CHICAGO

	Hotel	Ranking Change		2023 GRI™
1	The Gwen, a Luxury Collection Hotel, Michigan Avenue Chicago	▲	2	97.6%
2	Union League Club	■	0	94.7%
3	DoubleTree by Hilton Chicago Midway Airport	▲	10	93.4%
4	Hotel EMC2, Autograph Collection	▲	12	93.3%
5	Hotel Zachary, Chicago, A Tribute Portfolio Hotel	▼	-1	93.3%
6	LondonHouse Chicago, Curio Collection by Hilton	▲	3	92.9%
7	Bluegreen Vacations Hotel Blake, Ascend Resort Collection	▲	4	92.7%
8	Loews Chicago Hotel	▼	-3	92.5%
9	Kimpton Hotel Monaco Chicago, an IHG Hotel	▼	-3	92.1%
10	Sophy Hyde Park	▼	-2	92.1%
11	Pendry Chicago	▼	-4	92.0%
12	Staypineapple, An Iconic Hotel, The Loop	▲	3	91.9%
13	Kimpton Gray Hotel Chicago, an IHG Hotel		NEW	91.7%
14	The LaSalle Chicago, Autograph Collection		NEW	91.3%
15	The Study at the University of Chicago		NEW	91.0%
16	Virgin Hotels Chicago	▼	-2	90.9%
17	Silversmith Hotel Chicago Downtown	▼	-7	90.6%
18	Sable at Navy Pier Chicago, Curio Collection by Hilton		NEW	90.6%
19	Canopy By Hilton Chicago Central Loop	▼	-2	90.1%
20	Swissotel Chicago		NEW	90.0%

## 4-STAR HOTELS LOS ANGELES

	Hotel	Ranking Change		2023 GRI™
1	Sunset Marquis	■	0	95.2%
2	The Charlie West Hollywood	■	0	93.7%
3	Luskin Hotel	■	0	92.7%
4	Hotel 850 SVB West Hollywood At Beverly Hills	■	0	92.6%
5	Shore Hotel	▲	1	92.2%
6	Montrose West Hollywood	▼	-1	91.3%
7	The Hoxton, Downtown LA		NEW	91.0%
8	The Garland	■	0	90.9%
9	El Royale Hotel Near Universal Studios Hollywood	▼	-2	90.8%
10	Le Parc at Melrose		NEW	90.7%
11	Plaza La Reina	▼	-1	90.0%
12	Alsace LA	▲	7	89.7%
13	Huntley Santa Monica Beach	▲	2	89.6%
14	Omni Los Angeles Hotel at California Plaza	▼	-1	89.3%
15	Hotel Ziggy Los Angeles		NEW	89.2%
16	The Ambrose Hotel		NEW	89.2%
17	citizenM Los Angeles Downtown	▼	-6	88.7%
18	JW Marriott Los Angeles L.A. LIVE	▼	-9	88.6%
19	Loews Hollywood Hotel	▼	-5	88.3%
20	Chamberlain West Hollywood		NEW	88.3%

## 4-STAR HOTELS NEW YORK

	Hotel	Ranking Change		2023 GRI™
1	Casablanca Hotel by Library Hotel Collection	■	0	95.7%
2	The Kimberly Hotel	▲	4	94.4%
3	Bryant Park Hotel	▲	9	94.3%
4	Mint House at 70 Pine	▼	-2	94.0%
5	The Hotel Chelsea		NEW	94.0%
6	NobleDEN Hotel	▲	2	93.9%
7	Library Hotel by Library Hotel Collection	▼	-2	93.4%
8	LUMA Hotel Times Square	▼	-4	93.2%
9	Artezen Hotel	▼	-6	93.1%
10	The Ludlow Hotel	▼	-1	92.4%
11	Tempo By Hilton New York Times Square		NEW	92.3%
12	Pestana Park Avenue		NEW	92.3%
13	Hotel Giraffe by Library Hotel Collection	▼	-3	91.9%
14	Park Terrace Hotel		NEW	91.7%
15	The Broome		NEW	91.7%
16	Crowne Plaza HY36 Midtown Manhattan, an IHG Hotel		NEW	91.6%
17	Staypineapple, An Artful Hotel, Midtown		NEW	91.3%
18	Broadway Plaza Hotel	▼	-1	91.3%
19	EVEN Hotel New York - Times Square South, an IHG Hotel	▼	-6	91.1%
20	The Maritime Hotel	▼	-6	90.8%

## 5-STAR HOTELS CHICAGO

	Hotel	Ranking Change		2023 GRI™
1	The Langham, Chicago	▲	3	95.5%
2	Four Seasons Hotel Chicago	▲	3	95.1%
3	The Peninsula Chicago	▼	-2	94.8%
4	Park Hyatt Chicago	▼	-2	94.5%
5	Trump International Hotel & Tower Chicago	▼	-2	92.6%
6	Viceroy Chicago	▲	1	92.2%
7	Nobu Hotel Chicago	▲	3	92.1%
8	Sofitel Chicago Magnificent Mile	▼	-2	91.3%
9	The Ritz-Carlton, Chicago	■	0	89.6%
10	Waldorf Astoria Chicago	▼	-2	89.0%
11	JW Marriott Chicago	■	0	87.6%
12	LEVEL Chicago Old Town		NEW	83.2%

## 5-STAR HOTELS LOS ANGELES

	Hotel	Ranking Change		2023 GRI™
1	The Maybourne Beverly Hills	▲	1	96.2%
2	L'Ermitage Beverly Hills	▼	-1	95.5%
3	The Peninsula Beverly Hills	▲	6	93.6%
4	The Beverly Hills Hotel - Dorchester Collection	▼	-1	93.3%
5	Casa Del Mar	▲	7	92.6%
6	Hotel Bel-Air - Dorchester Collection	▲	4	92.1%
7	Beverly Wilshire, A Four Seasons Hotel	■	0	91.9%
8	Fairmont Century Plaza	▼	-4	91.9%
9	Four Seasons Hotel Los Angeles at Beverly Hills	▲	4	91.9%
10	Pendry West Hollywood	▼	-4	91.7%
11	Sunset Tower Hotel	▲	5	91.6%
12	Oceana Santa Monica, LXR Hotels & Resorts	▼	-1	91.5%
13	Conrad Los Angeles	▲	5	91.1%
14	Downtown Los Angeles Proper Hotel, a Member of Design Hotels	▼	-6	91.0%
15	Shutters on the Beach	▲	2	90.6%
16	The London West Hollywood at Beverly Hills	▼	-1	90.5%
17	Waldorf Astoria Beverly Hills		NEW	89.8%
18	Hotel Figueroa - Unbound Collection by Hyatt		NEW	87.7%
19	Chateau Marmont		NEW	87.4%
20	The Ritz-Carlton, Los Angeles	■	0	87.4%

## 5-STAR HOTELS NEW YORK

	Hotel	Ranking Change		2023 GRI™
1	Four Seasons Hotel New York		NEW	99.2%
2	Pendry Manhattan West	■	0	96.4%
3	The Wallace	▼	-2	95.6%
4	The Langham, New York, Fifth Avenue	■	0	94.9%
5	The Wall Street Hotel	▼	-2	94.7%
6	Crosby Street Hotel	▲	1	93.0%
7	Conrad New York Downtown	▼	-1	92.4%
8	The Mercer		NEW	91.6%
9	Hard Rock Hotel New York	▲	4	91.3%
10	The Carlyle, A Rosewood Hotel		NEW	91.0%
11	Refinery Hotel		NEW	90.9%
12	The Plaza	▲	7	90.8%
13	Trump International New York		NEW	90.8%
14	Baccarat Hotel and Residences New York	▼	-6	90.6%
15	Four Seasons Hotel New York Downtown	▼	-4	90.5%
16	The Beekman, a Thompson Hotel, part of Hyatt	▲	1	90.4%
17	The Bowery Hotel	▼	-8	90.4%
18	The Dominick Hotel	▼	-2	90.2%
19	ModernHaus SoHo	▼	-1	90.0%
20	The Peninsula New York	▼	-5	89.7%





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# Reputation strategies

CHAPTER

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# What do guests rave about **most** in reviews?

In our last report, we shared the top 10 topics hotel guests complain most about in online reviews using Shiji ReviewPro's AI-powered semantic analysis tools. This time, we analyse 35.8 million mentions in reviews posted in 2023 to identify the top 10 sources of positive comments. For access to the complete data set, contact us.

## 01.

**FOOD AND DRINKS:  
5.0 MILLION MENTIONS,  
78.0% POSITIVE**

Given the challenges of managing food & beverage operations, including high staff turnover, lots of moving parts, and high guest expectations, it's all the more impressive that this department produced the highest volume of positive mentions. Guests were particularly passionate about breakfast (80.3% positive), the restaurant (80.3% positive), and the bar (79.5% positive), but less thrilled with the tableware (32.2% positive), vegetarian choices (59.9% positive), and mineral water (59.8% positive). To serve guests more efficiently and earn higher guest ratings, more hotels are investing in cloud-based POS systems, mobile terminals, and digital food ordering.

## 02.

**ROOM: 3.8 MILLION  
MENTIONS, 65.1%  
POSITIVE**

Guests spend most of their time on property in their room, so it's no surprise that they comment more about rooms in reviews than any other topic – including both positive and negative comments. In 2023, guests found lots to rave about, especially the view (91.8% positive), suites (82.1% positive), and space (75.1% positive). Categories that didn't fare so well included the carpet (15.0% positive), air conditioning (31.5% positive), and the door (33.4% positive). Time and again, reviews show us that the best way to win the hearts of guests is to provide clean, comfortable, well-appointed rooms.

### 03.

**ESTABLISHMENT: 3.2 MILLION MENTIONS, 81.3% POSITIVE**

Comments that fall in the establishment category include references to the hotel or resort, building, grounds, brand, type of property, and star rating. While impressions were mostly favourable of the hotel (82.3% positive), property (80.9% positive), and building (69.6% positive), guests were less than enthusiastic about their property's advertising (34.3% positive), policies (37.1% positive), website (49.6% positive), and loyalty programs (67.9% positive). This suggests there were unmet expectations. Hotels earn rave reviews by setting realistic expectations in marketing and communications and exceeding them with uncompromising quality and meticulous upkeep.

### 04.

**LOCATION: 2.9 MILLION MENTIONS, 91.4% POSITIVE**

It's not easy to move a hotel, so it's fortunate that so many guests were thrilled with their property's location in 2023. Frequent mentions referred to the hotel's proximity to the metro (91.6% positive), airport (87.4% positive), and train station (85.7%), as well as the virtues of the local neighbourhood (86.7% positive) and its restaurants, shops, attractions, and activities. Hotels can boost location reviews by providing detailed information on the website, on the hotel app, and on property and equipping team members with knowledge and resources to help guests make the most of the local area.

### 05.

**EXPERIENCE: 2.9 MILLION MENTIONS, 85.0% POSITIVE**

Experience is a catch-all term for overall impressions of a guest's stay, often shared within the context of the purpose of travel (holiday, honeymoon, family, etc.). In 2023, guests frequently raved about "everything" (90.7% positive), culture experiences (86.7% positive), and excursions (79.6% positive), adorning their comments with enthusiastic descriptors like loved, happy, relaxed, and perfect. Behind many such positive guest experiences is modern technology, speeding up transactions and freeing up employees to spend more meaningful time with guests.

### 06.

**STAFF: 2.8 MILLION MENTIONS, 87.4% POSITIVE**

Due to staffing shortages, climbing wages, and automation, the number of employees has shrunk in many hotels. Yet comments about staff remain overwhelmingly positive. Guests raved about the team (94.5% positive), waiter (85.8% positive), and crew (89.5% positive), describing employees as friendly, helpful, and approachable. However, guests were less impressed with management (67.0% positive), communication (55.2% positive), and training (43.7% positive). Even in the age of technology, staff are a hotel's greatest asset. Retaining the best of them requires competitive wages, ongoing training and support, and recognition for a job well done.



07.

**CLEANLINESS: 2.3 MILLION MENTIONS, 70.3% POSITIVE**

While hotels have relaxed the strict sanitation protocols of the pandemic era, cleanliness remains a top concern for guests. Surprisingly, despite many hotels having scaled back daily housekeeping services, positive comments about cleanliness increased by 3.4 points in 2023, with frequent praise for hygiene (89.9% positive) and housekeeping (77.8% positive). The housekeeping team has one of the most physically demanding and closely scrutinised jobs in a hotel. Earning top ratings isn't just about following fastidious cleaning protocols, it's also about taking good care of room attendants to nourish their dedication and loyalty.

08.

**FACILITIES: 2.1 MILLION MENTIONS, 68.4% POSITIVE**

Guest comments about the availability, utility, and upkeep of hotel facilities were a mixed bag in 2023. While mentions of the pool (78.3% positive), equipment (86.5% positive), and gym (78.1% positive) were mostly favourable, guests were mostly underwhelmed by parking (50.0% positive), the elevator (23.9% positive), and the ice machine (17.2% positive). During the pandemic, many hotels depleted their PIP funds (property improvement plan). Today, they must be replenished to provide the facilities hotels need to accommodate the changing needs and behaviour of travellers, whether it's more space and better facilities for working, meeting, socialising, or recreation.

09.

**SERVICE: 1.9 MILLION MENTIONS, 82.7% POSITIVE**

Ask any hotel manager, and they will say it's guest service that sets them apart. But could this be true of all hotels? Well, almost. In 2023, 82.7% of comments about service were positive, an increase of 4.5 points over 2022. Guests were most impressed by the assistance (81.8% positive), treatment (86.3% positive), and fast service (91.6% positive) they received. They were less impressed with wait times (26.1% positive), queues (30.9% positive), and staff attitude (54.1% positive). A hybrid approach of personalised service and self-service provides guests with the speed, efficiency, and control they desire and access to helpful, knowledgeable employees when they need it.

10.

**VALUE: 1.4 MILLION MENTIONS, 58.6% POSITIVE**

Given how high hotel pricing has climbed over the past few years, it's no surprise that value only squeaked into the last position on our ranking, with only 58.6% of guest mentions categorised as positive. Guests loved receiving an upgrade (82.3% positive) and other freebies like breakfast, welcome drinks, bottled water, and shuttle service. They were less enamoured with prices (57.6% positive), bills (17.1% positive), and fees (25.1% positive). With prices expected to rise again in 2024, hoteliers would be wise to pay close attention to ratings and comments about value. If they continue to slide, it may be time to reign in pricing or amp up quality.





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# Methodology

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# 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 and December 31, 2023, and compared to the same periods in 2019, 2020, 2021, and 2022.

## DATA FREEZE

Data was collected on January 7, 2024. Review responses posted after this date are not included in the data set.

## DATA SET

9,500

Hotels

12,131,525

Reviews

35,857,361

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 60 review sites and online travel agencies in 68 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	Anguilla	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	Guadalupe			
	United Kingdom	Guatemala			
		Jamaica			
		Mexico			
		Peru			
		Puerto Rico			
		Saint Lucia			
		Trinidad and Tobago			
		Turks and Caicos			
		Uruguay			
		Virgin Islands (U.S.)			

# Methodology

## City and Destination Benchmarks and Hotel Rankings

Due to variances in the makeup of hotels and star segments, City and Destination Benchmarks are displayed in alphabetical order rather than ranked by Global Review Index.

For the City Benchmark and Destination Benchmark the data set included 43,439 hotels.

To qualify for City Hotel Rankings, hotels must have received at least 150 online reviews in 2023 and have a minimum of 10 rooms. Aparthotels are included in the rankings provided they offer services comparable to hotels in their star segment and have at least 10 apartments. Booking.com was used as the primary reference for star segments. The total data set is a sub set of the data set used in the City Rankings that included 13,189 hotels. Additional cities and destinations will be added in future reports.

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

**Source Index.** A measure of review scores by review source derived from Shiji ReviewPro's proprietary algorithm.

**Department Index.** Review scores measured by department or attribute such as Service, Cleanliness, and Value and derived from Shiji ReviewPro's proprietary algorithm. Not all review sources allow department ratings; therefore, data is drawn from a smaller sample of reviews than the Global Review Index.

**Semantic Analysis.** 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.

**Impact Analysis.** ReviewPro's Semantic Analysis tools quantify the impact of Categories in review comments on the Global Review Index. This information helps hoteliers prioritise areas that have the highest impact on overall guest satisfaction.

**Responsible Reviews.** Reviews from sources that permit management responses. Ratings-only reviews are not included in the calculations.

Want to know more about your online reputation?

TALK TO US

# Methodology

## 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.

Recognising 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™ (GRI) can lead to growth of up to:

+0.89%

In ADR

+0.54%

In Occupancy

+1.42%

In RevPAR



Cornell University  
School of Hotel Administration  
The Center for Hospitality Research







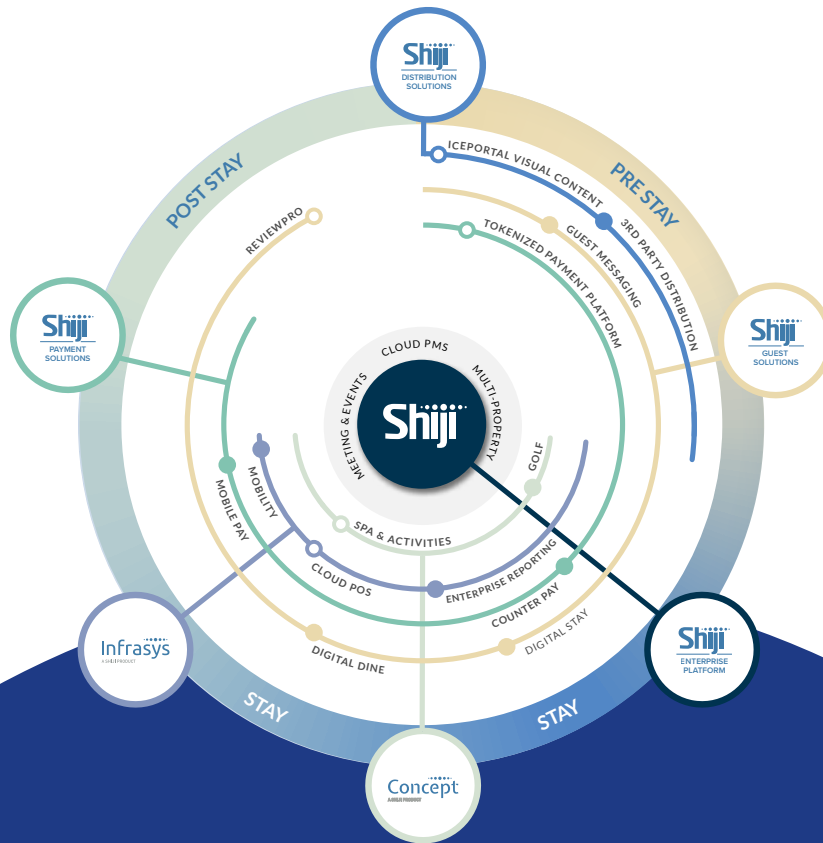
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# About Shiji ReviewPro

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# About us

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

Shiji’s ReviewPro owns the industry-standard online reputation score, the Global Review Index (GRI), a propriety algorithm based on review data collected from +140 OTAs and review sites in +45 languages. Globally renowned brands like Radisson Hotel Group, Kempinski Hotels, and Meliá 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.

# Conclusion

## Investing in the Guest Experience

In 2023, hoteliers once again demonstrated their resilience, upholding and even improving guest satisfaction ratings despite record-high room rates, ongoing labour shortages, and disruptions from global warming, political unrest, and other forces.

This year, with travel patterns expected to stabilise, the outlook looks positive for the global hotel industry. Forecasts call for modest growth of 3.0% in RevPAR supported by a 0.4% increase in occupancy and a 2.3% increase in ADR.

Continued growth and profitability hinge on a variety of factors, including a full recovery in international tourism, a higher volume of business travel, lower inflation, a cooling of the labour market, and low supply growth. Meanwhile, looming threats include a possible economic downturn, slow growth in travel from China, further disruptions from global warming, and escalation of conflicts in the Ukraine and the Middle East.

In any market conditions, it's hoteliers who pay close attention to guest feedback, cultivate the skills and loyalty of team members, and invest in modern technology to streamline and improve the guest experience who will most be rewarded with rave reviews, helping them stand out from competitors and attract a higher volume of guests.



# Guest Experience Benchmark

## Year in Reviews 2023

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