

Online reputations

Why hotel reviews matter and how hotels respond

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Contents



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Executive summary

We have analysed the online reputations of more than 11,000 hotels in 48 cities in Europe, the Middle East, Africa, and India. The results show that there are large differences between the cities in how guests have rated their overall performance. There are also large differences within the cities, between the 3-, 4-, and 5-star properties.

Eastern Europe has the highest GRI across the board and in each category. This shows that Eastern European hotels seem to be meeting or exceeding guests' expectations most often. The city reports show that there are large differences between the top and lowest performers in each region, suggesting that the analysis for destination management purposes needs to be more granular than regional or even city level.

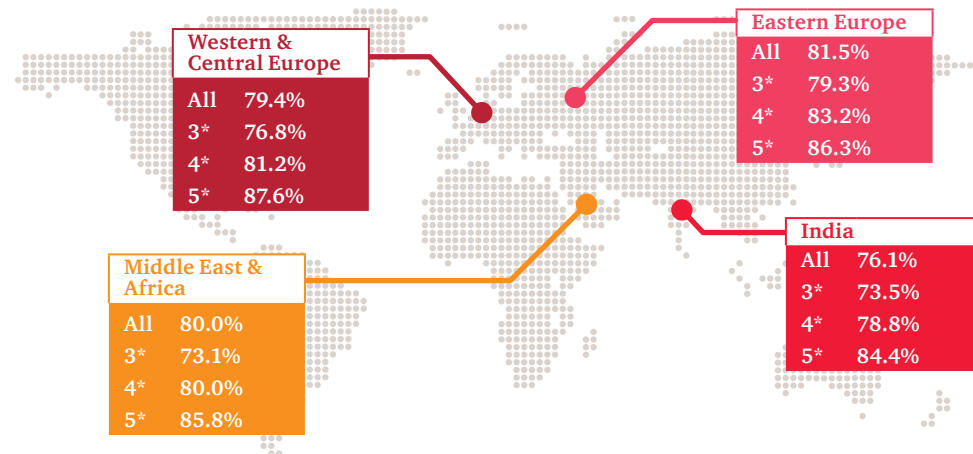


Figure 1: GRI™ for each region and hotel category

Cleanliness and location tend to be rated most highly in the cities, whereas rooms and value are most often the most negative attributes. Five star hotels are rated low on value most often.

There were also large discrepancies between the management response rates to reviews. Five star hotels tend to be better at responding than 3- and 4-star hotels, but there is still room for improvement in all categories. The trend is for higher response rates as hotels are seeing the importance of proper review responses for their business.

The city rankings revealed that Cape Town and Johannesburg are leading in overall online reputation. Traditional destinations do not seem to be satisfying their guests' expectation as well and are not well represented in the top 5.

Our experts' articles give hotel and destination managers food for thought on how they can better utilise online reviews in their daily business. The first article, showed how hotels can properly respond to reviews, not only with comments on the review sites, but more importantly by taking corrective action to ensure that the service is delivered correctly the next time. If it is not, the second article described how service recovery works and how hotel managers can empower employees to provide better service. The third article specified how KPIs based on online reputations could make their way into hotel management contracts in the near future, to ensure that operators keep a customer focus. Finally, we described the implications (and opportunities) of online reviews for destination managers and made some suggestions as to how these can be integrated into research and support programs.

Introduction

Online reviews are an important source of information for customers booking accommodation and travel. Even if they do not book their travel online, most customers will at least review Online Travel Agencies (OTAs) and review sites before making a booking decision. The increasing use of mobile devices for making travel bookings further enhances the importance of online reviews for travel decisions. Customers trust reviews by other travellers more than they do official business communication, because they assume that the reviews are independent. Although some issues around fake reviews have reduced the trusts that consumers place in them, they still affect most travel decisions.

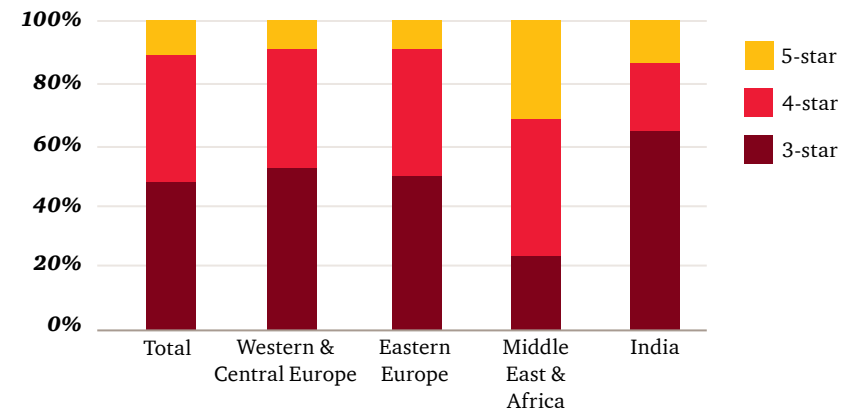
More and more hotel managers are using online reviews to their advantage. The reviews complement traditional market research and reveal many insights on how well a hotel is meeting its guests' expectations. Managers can use this information to identify gaps in their service offering and launch remedial action to make sure that guests are satisfied in the future.

In this study, we have analysed the online review data from 11,006 (see appendix) hotels in 48 cities in Europe, the Middle East, Africa, and India. We want to show hotel and destination managers alike how guests rate these cities on online review portals and where there is room for improvement. Each city and region in our sample is covered in detail. It is interesting to note up front how different the distribution of star categories is within the regions. This distribution is shown in more detail in each city and region report.

In addition, our experts provide insights into how management can better respond to online reviews, the impact that this may have on service recovery in the digital age, the potential (or imminent) inclusion of online reviews in hotel management contracts, and the value that these reviews pose for destination managers.



Figure 2 Distribution of 3-, 4- and 5-star hotels in analysed regions



Methodology

The data we processed and analysed in our research was provided by ReviewPro. ReviewPro is an internationally operating company that offers Guest Intelligence solutions, including online reputation benchmarking and management tools, for hotels and other tourism businesses. The data is based on reviews from 142 Online Travel Agencies (OTAs) and review sites.

We analysed data for the years ending 28 February 2014 and 28 February 2015. The data covers all 3-, 4- and 5-star hotels in 48 cities, of which the majority are located in Europe. The selected 48 cities are classified into four strategic geographic markets: Western & Central Europe, Eastern Europe, the Middle East & Africa, and India. We aggregated and analysed the data within each hotel category to compare between cities and regions.

For each individual city we analysed:

1. the Global Review Index™ (GRI) per hotel per star category;
2. department indexes covering quantitative ratings in cleanliness, location, room, service, and value;
3. details of the review languages; and
4. the hotels' response rate to online reviews.

Accordingly, each city profile is made up of four charts. These charts indicate the respective key figure and show the changes from the first to the second year. We show the results for all hotels in a city and then break it down further to show the 3-, 4- and 5-star hotel sectors.

Global Review Index

The Global Review Index™ (GRI) is an online reputation score for an individual hotel, group of hotels or chain based on review data collected from 142 online travel agencies (OTAs) and review sites in more than 45 languages. The GRI for a specific date range is the average of the daily GRI scores that have been calculated during that date range. The GRI is calculated on a daily basis for each hotel by analysing the quantitative score associated with reviews posted. It is calculated with a proprietary algorithm that was developed by ReviewPro in conjunction with input from industry experts and advisors from leading graduate programs in hospitality management. Available exclusively to ReviewPro clients, thousands of hotel worldwide use the GRI as a benchmark for reputation management efforts and to set quality objectives as well as optimize online pricing and distribution strategies.

A GRI can only be calculated if there is a minimum of ten reviews available. For this study we only evaluated data from those hotels which generate a GRI.

Department index per category

The department indexes indicate the guest satisfaction related to single categories or departments. For every city we calculated the best- and the worst-rated feature overall and within each star category. Not every OTA or review site allows ratings per department, which is why the total number of reviews for the departments may be different to overall reviews for the city. We analysed the most commonly reviewed departments, which are: cleanliness, location, room, service, and value.

Review languages

We analysed 42 most common review languages in each city. The results provide the total number of reviews per language as well as the average ratings of reviews written in that language. The results indicate not only the most common review languages but also allow us to assume the origin of the cities' visitors. Based on that, we can ultimately conclude which guest segment influences the hotels' average rating most.

Response rate to online reviews

The review response rate indicates what percentage of reviews management has responded to online. ReviewPro distinguishes between positive, neutral and negative reviews. The total review response rate is consequently composed of the average of the positive, neutral and negative response rates. OTAs have varying policy models regarding the hotels' ability to respond online, which may have affected the response rates. However, since the same data collection method was used across all cities, this should not reduce the comparability of the results.

Expert articles

Review response cycle

How hotels should respond

Online reviews have become a major force in the hotel selection process. Most travellers will use online sources to review hotels and other tourism operators during their decision making. Reviews are thought of as a trustworthy source of information and travellers can form a better picture of the property than they could by just looking at the official marketing communication or asking their direct peers.

Some hoteliers still see reviews, especially negative reviews, as a burden and are coming to terms with how to use them to improve their business. Our research suggests that hotels should embrace online reviews as an opportunity for constructive exchange. Hotels that not only monitor and respond to them, rapidly and honestly, but also improve on the root causes of the negative reviews will come out winners in the long run.

So, like it or not, for most hotels the question is not whether to monitor and respond to online reviews – this is unavoidable – but how and with which additional measures. Large hotel operators will have dedicated people, or even teams, to monitor reviews and respond directly to guests. Often, these operators will have KPIs that determine how quickly and by whom the individual property must respond. Both positive and negative comments are an opportunity to start a conversation and engage with the guest.

However, the external response to the actual comment is only one part of the smart hotel’s response to online reviews. The other is the internal learning and further measures taken. To understand the need for both types of responses more easily, we frame them as part of the review response cycle.



Guest expectations are the starting and end point for the cycle, because guests enter any service situation with an expectation in mind. These expectations are generated through previous experience with the product, the brand, start rating, marketing communications, word-of-mouth, price, and, of course, online reviews. Guests will book hotels that they expect to meet their need for the particular trip. The higher the expectations are, the more the hotel needs to offer in order to satisfy the guest.

During the service experience, the guest will continuously check whether the experience meets, exceeds, or fails to meet their expectations. A single bad experience during an otherwise smooth hotel experience can taint the rest of the experience and leave a negative overall impression. An unfriendly bellboy, misplaced luggage, a dirty room, a spilled espresso, or a long wait for a room-service meal can all be reason for disappointment.

This evaluation is highly subjective and is the individual guest’s perception of how well the service was delivered, based on both physical and service aspects. Although the perception is very individual, the negative comments can be broken down into the following larger categories.

Physical	Service
Dirty facilities	Service mistakes
Non-functioning facilities or equipment	Unprofessional service
Old facilities	Service delays
Missing facilities	Missing services (e.g. in room dining)

whether they were delighted or disappointed, today’s guests will want to share their experience. They might do this through word-of-mouth, online networks, or in many cases through online review sites. This is lucky for hotels, because they can tap into these reviews and respond to them.

As previously outlined, guest satisfaction is linked to how well the expectation was met. Therefore, the first question a hotelier needs to answer is: “was the dissatisfaction the consequence of an incorrect/heighted expectation based on vague communication or from a subpar service or asset?”.

If it is the former the brand communication and/or webpage needs review to align communication and actual experience. If it is the latter it is vital to address the root cause of the shortcoming and to communicate this plan when addressing a negative review in order to potentially remedy the relationship.

Consequently, the response to a negative written comment needs to be swift, honest, outline the main concerns highlighted by the guest, and detail how they will be addressed in the future. However, these are negative promises, if the hotel then does not actually fix what caused the problem in the first place.



We have found in our work with clients around the globe that negative reviews often offer great insight into the operational or capital-related issues that a hotel may be having. So presented below are some ideas for how hoteliers can better use this valuable (and free!) resource to make the changes necessary in order to delight their guests in the future and ensure loyalty.

Ideas on how hoteliers can make a change in service delivery

Depending on whether the comments are asset- or service-related the necessary measures will be different. In the case of physical issues, maintenance or renovations, communication is the key, because hotels ought to make guests aware that work is going on and that they should adjust their expectations accordingly. Otherwise, disappointment is inevitable.

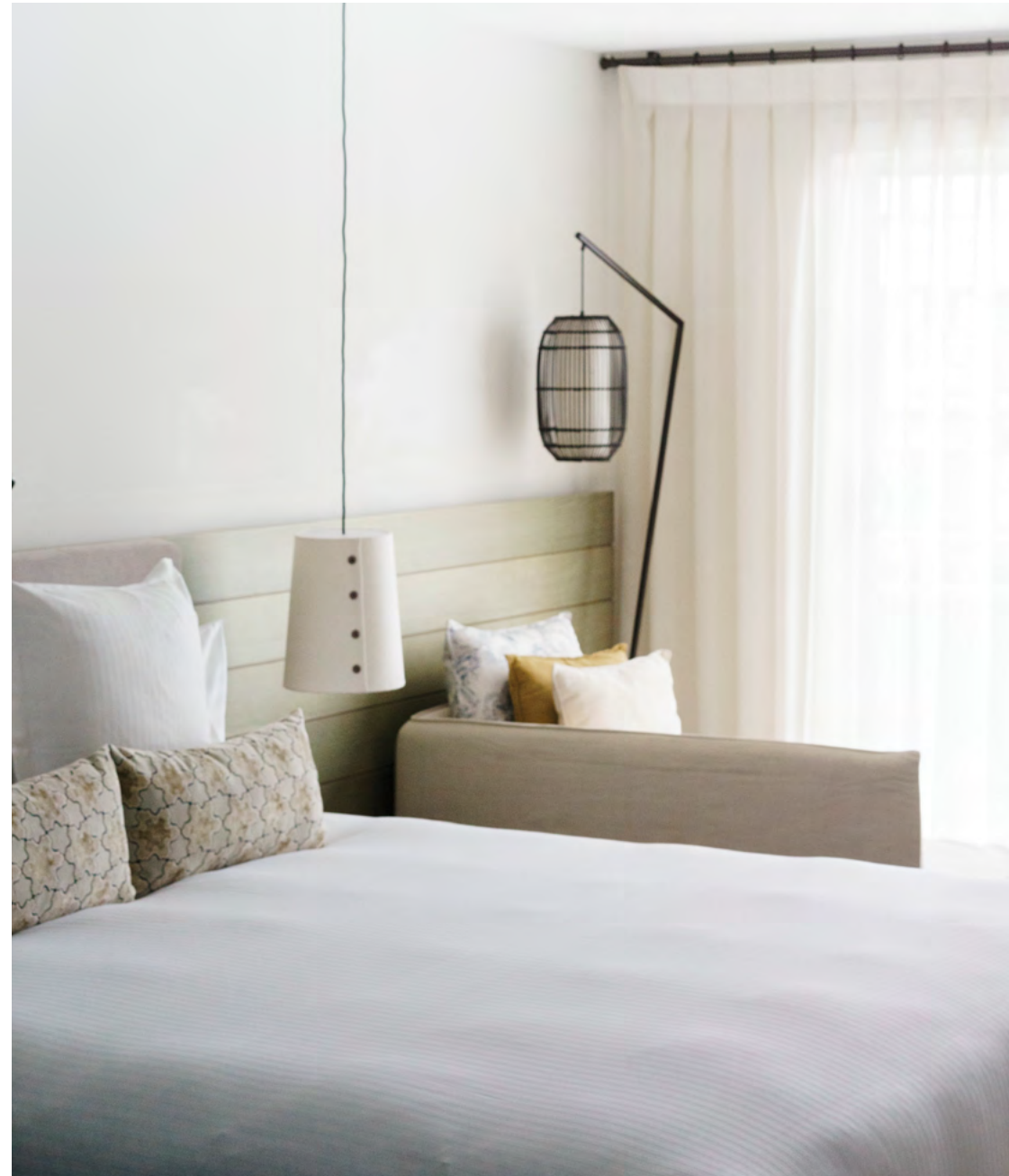
The service-related issues are connected to processes, systems, or people. This means that hotels need to address the granularity or content, training, or controlling of standards in addition to related operating procedures and organisational structures to determine exactly which step in the service delivery chain failed.

An awareness of why service goes wrong therefore helps hotels to improve their service recovery processes. They can anticipate issues and work on making the service failsafe at the identified key points in the delivery chain. It is vital to involve cross-departmental teams in this process to ensure that the whole organisation improves and is aligned on meeting the customers' expectations better.

Three main learnings regarding online reviews

The three main lessons to take away when you analyse your hotels online reviews are:

1. Online reviews are a resource, not a nuisance. Use them wisely to sustainably improve your business and improve guest loyalty.
2. A written response is good, but an internal review and a commitment to physical or service-related changes is what will keep you ahead of the game.
3. Management needs to coordinate responses across departments to ensure that employees are aligned on meeting guests' expectations now and in the future.



Taking a closer look at hotel service recovery

Taking a closer look – the worst ratings

In the context of our analysis we took a more detailed look at the bottom 20% of online ratings, those resulting in 1/10 or 1/5 scores. These ratings are the most damaging to a hotel's online reputation – both due to their influence on the overall mathematical average score and by the often detailed and scathing narratives that accompany them. These comments are the most damaging liability that operators and individual properties carry with them in their online heritage – sometimes for years.

A good sized hotel is the stage for many hundred thousand guest interactions per year: check in, valet, check out, restaurants, breakfast, banquets, etc. It is unavoidable then, that with the number of client interactions that a hotel's staff handles on a daily basis, the service delivery will not meet guest expectations at times. Sometimes the hotel fails to deliver a reasonable expectation, sometimes a guest's expectation is unfounded, based on wrong information or in some cases even unreasonable. When a service failure occurs, this is often at the origin of a negative guest comment.

Within these comments, there are of course a number of “off the wall comments” as well as some that are visibly intended to harm the property without cause. However, the majority of these comments have another common theme: guests' irritation (at times lividness) is due not so much to a failure in service delivery, but to the way that failure was handled by the hotels' staff, with the guests' feeling that no one took their problem seriously. Guests intuitively understand that errors can happen, but they don't understand that they can't be fixed.

Indeed, many narratives include common language such as “despite promising to follow up on my complaint, nobody called”, or “front office was unable to solve my problem because their policies did not allow for it” or “the employee apologised but did not provide me with the confirmed room type”.

The right training for hotel staff

The root cause of why service recovery remains such a prevalent issue in many properties lies in training programmes which do not sufficiently acknowledge the possibility of service failures. Consequently they do not provide support to their employees in learning how to act in these circumstances.

Operators have excellent training programmes for delivering according to their brand standards, but many have not incorporated situational training modules into practice behavioural patterns for handling situations where service delivery failed. The training is focussed on “what should we do” rather on “what to do if we didn't do what the client expected us to do”. Hotel staff often understand the guests' problem, but neither have the training, the empowerment and sometimes not even the support of a supervisor to handle the situation. The response is according to the operators' Standard Operating Procedure (SOP), rather than according to the guests' specific situation.

There are, however, operators who have recognised this additional training dimension, and they have intuitively understood that situational behaviour cannot be trained by standardised schematics. Looking at these operators, as well as other customer-service-centric industries, three common constants can be identified:

Recruiting for attitude, rather than skill

A large part of recruiting is still strongly skills- and qualification- based. Pre-screenings focus on aspects such as past experience, ability to handle Property Management Systems, or formal education. These aspects of course remain important but need to be supplemented by recruiting tools measuring a candidate's situational dexterity, i.e. ability to spontaneously and independently assess how a number of situations should be handled.

Empower employees and teams and remove fear of retribution

Policies, Job Descriptions and SOPs are the backbone of service delivery – they are helpful orientation aids to ensure that “all goes well”. However, when things do not go well, then they become a major impediment to swift service recovery. Employees who intuitively understand what would need to be done to remedy a situation and recover an unhappy guest are often constrained by rules preventing them from doing so. They might not be empowered to take decisions with financial implications for the property, or are required to refer them to a supervisor who may or may not be available. Or – in the worst of cases – they may be sanctioned by providing a solution to a guest that requires the employee to act outside their job description and may prevent them from completing other tasks.

A note to the owners

Service delivery is an area which owners expect operators to handle as part of their contractual agreement, a core service provided by the operator. While this is true, we would like owners to acknowledge that, every now and then, a property (and thus also its owner) would benefit from a training intervention that goes above and beyond the regular training activities and costs which the owner can expect the operator to incur on its behalf. In many instances it happens that the owner offers up financial means above their contractual obligations for capex, e.g. for a new spa, a refurbished restaurant or a special suite. It is very rare that an owner offers financial support for out-of-the ordinary training activities.

Just like an owner puts aside funds for the FF&E reserve, perhaps some might consider an RRR reserve just as beneficial – a Recruit, Retrain and Retain reserve.

The new management contract

From performance test to reputation test

Today more than at any other time in the past century, competition for good assets is strong, with more and more operators competing for the best assets across the many attractive markets where assets are being built.

As competition for prime assets heightens, the historic mechanisms used by operators to clinch the deal still fully address the hedge arrangements by which the owner ensures that his asset will be put to the best available use.

Historically, operators value proposition to owners was the control over the entire distribution and product delivery cycle, their ability to develop an attractive brand, to deliver the brand message to potential clients, to trigger their purchase decision and then to deliver an experience that resulted in return visits. It was a “one-stop”, closed circuit value proposition, and one that was consistently delivered to high quality standards by many of the operators in the market.

But today, the distribution circuit is no longer closed

The rise of the Online Travel Agencies (OTAs) has materially disrupted the operators’ distribution value proposition. Having gained such prevalence and popularity with clients they have become a material, near unavoidable principal channel for the acquisition of guests, even within the largest of operators’ distribution strategy. In that process, OTAs have not only disrupted the distribution strategy, but perhaps more importantly, they have done away with operators’ control over how their brand and properties are presented to the market at large.

Much has been studied, researched, said and written about the reasons for their success. In the simplest of terms, OTAs have gained credibility with consumers in general and with Millennials in particular as providers of “real” information, based on real experiences of fellow travellers and communities, rather than on a corporate marketing persona.

While operators have adapted – some better than others – to the loss of sovereignty over information through innovations in social media management and through updating their own online product and distribution channels, management contracts have not reflected these changes.

Are 20th century Management contracts fit for the 21st century?

The successful Management contract, in addition to providing a mechanism to share the appropriate level of return, historically contained provisions to assure the owner that his property would be taken well care of, and that mechanisms existed to remediate poor “stewardship” of the operator of the owner’s asset. Based on the notion of the “one stop shop” value proposition, operators levied base fees for professional management, marketing and reservation fees for successful promotion and distribution and an incentive fee to participate in a successful financial outcome. These measures were – and remain – important and valuable relational mechanisms, as they protect both the financial return of the owner and the reputation of the asset.

However, management contracts to-date do not reflect an operator’s ability to optimise and protect a property’s online reputation – where a material part of transactions is generated outside of the operator’s full control, based on this reputation and the page ranking thus attained.

Is it time to supplement the historical “Performance Test” with a “Reputation Test?”

The delegation of parts of the historic distribution tasks of the operator to the OTAs has often benefitted both the owner and the operator, and both have shared the results if management contracts provided for a balanced alignment of interest. Even the traditionally levied marketing fees still remain very much a justified and fair compensation mechanism, as the ascent of the OTAs has not necessarily lightened the efforts required of operators – they have merely shifted them.

However, in an agency relationship, the work can be delegated, but not the responsibility – including responsibility for the online image of the property entrusted to the operator. It is in that area that management contracts have not yet evolved to ensure that operators are properly rewarded – or not – for a property’s image in the online space and the resulting “sales goodwill” this generates. It would be fair that a professional operator would back up his claim of being the “best fitting operator” with a contractual commitment for his performance in that space as well – a “Reputation Test” of his ability to outperform the competitive set in those areas of online ratings that he could rightfully be expected to control and influence.

Are online ratings ready to serve as a basis for performance tests?

Online ratings are by no means perfect, and there are indeed reliability issues which need to be fully resolved in the years to come, should they become the basis for contractual clauses. OTAs are well aware that this issue of credibility ultimately will make or break their business model and the current trends suggest that they work diligently towards this. Issues such as “fake” and “sabotage” reviews will remain, but decrease and quite frankly, they existed in the area of the cardboard guest comment card just the same.

Either way, and regardless of what an operator thinks about online ratings or how fair they are, the truth is that they are out there and potential guests read them. If a potential guest consults them as part of the decision making process, then control and command of these ratings must become a measured performance indicator, by which the owner measures the operator. It may not be tomorrow or even next year, but we would bet our next vacation (booked online or otherwise) that we shall see these clauses emerge in the next five years.

The value of online reviews for destinations

The city and regional results provide great insight into how well a city and its properties are performing in terms of customer expectations. This is interesting for hotel companies, because they can benchmark themselves and determine in which service aspects they want to improve in relation to their peers. However, this data is also a wealth of information for destination managers to see where in the destination they need to support and ensure that promises are being delivered.

Hotels make up a significant share of the tourist services offered in any city destination. They usually cover multiple market segments – business and leisure – and are a good indicator of destination performance. With review sites focusing more and more on other aspects of the tourist experience – restaurants, attractions, transport, and more – the potential for review analytics to provide destination managers with accurate and timely management information will only increase.

So how could this information help destination managers?

Destinations managers are responsible for marketing the destination as a whole and ensuring that the operators satisfy the promises that marketing creates. The second part of this equation is more difficult than the marketing, because destination managers seldom have direct influence over the product offerings of the operators. And we all know that one bad experience on a holiday can spoil the entire trip.

Online reviews provide destination managers with information about where in their destinations guests are satisfied with the offering and where there may be room for improvement. For example, 3-star hotels in a destination are rated low on cleanliness and guests' comments on popular reviews sites mention hygiene in restaurants and maintenance in the hotel rooms as issues. Destination managers can contact the hotels in question and make suggestions as to how they can improve on these factors. Especially in relation to soft factors, like employee training, destination companies can have a positive impact by providing or arranging for training sessions on those topics that are seen as most negative by guests.

This means that although destination managers do not have a direct influence on the service offering in the destination, they can work on providing the right framework conditions for the operators to provide excellent service to guests. Destination managers essentially end up in a coaching role, where they provide feedback to operators, share analytics with them, and then support them in improving their service to guests. The destination's interventions can include legislation over certain standards (health & safety, accessibility, pricing, etc.) or support through training, marketing support, research, and other support services that individual operators may not be able to afford for themselves.

Review data improves service quality in hotels

The basis for these interventions or support mechanisms ought to be solid and integrated destination analysis systems, including traditional destination statistics (arrivals and room nights), online reviews, and social media analytics. It is the combination of the quantitative and qualitative metrics that will allow destination managers to accurately assess the state of their destination, pass this on to operators, and then support them in taking remedial action to ensure guest satisfaction.

With the improvements in online review data and the greater availability of reviews for non-hotel operators, this will become an even more exact method in the future. The challenge that destinations face is integrating the various systems and ensuring that they have enough of the right information to make support decisions. This will require destination managers to think about their research capabilities at a much more granular level and to focus their data collection and dissemination efforts on those topics that are important to guests. The systems need to be responsive, because guests' expectations and satisfaction are constantly shifting and destinations need to be flexible to respond in an appropriate manner.

Also, different market segments will have different expectations, which is why blanket statements (or even slogans) like “we offer something for everyone” are less likely to work in the future, if they ever did. More detailed analytics will allow for more accurate targeting of segments. It is important to consider how guests use the individual service offerings in a destination and how they link their various experiences. Tracking a guest's movement through a destination provides deep insight into where potential collaborations between operators could lead to greater satisfaction. It also makes more granular research and analysis possible, which can improve service quality and delivery.

The importance of listening to your clients

Destinations, much like the tourism operators in their destinations, need to listen to the market and find out where their current service offerings are falling short of guests' expectations. In some cases, the promises made to the market may need to be adjusted to more accurately reflect the destinations' offerings. However, in most cases destinations will need to work with their operators to alleviate those common issues that guests have with the destination and improve their performance. They can use online review data to track improvements and set measurable goals for operators to achieve. Only accurate measurement allows for management at both the destination and operator level. And both need to work together for a destination to thrive in the long-term.

Rankings & responses

Western & Central Europe

Western & Central Europe

In online reviews from March 2014 to February 2015, guests in Western & Central Europe rated their hotels on average with a GRI of 79%. The reputation of the 3-star hotels was lowest at 77%, 5-star hotels were highest at 88%, while 4-stars were in-between at 81%. Ratings were almost identical to those of the previous year.

Table 1 Western & Central European hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 6,626	 79.4%	0.1%
3-star average	 3,426	 76.8%	-0.1%
4-star average	 2,678	 81.2%	0.1%
5-star average	 522	 87.6%	0.3%

European hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). Perhaps unsurprisingly, as stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 2 Western & Central European hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 85.6%	Room	 76.8%
3-star average	Location	 84.5%	Room	 72.4%
4-star average	Cleanliness	 85.9%	Value	 78.3%
5-star average	Cleanliness	 92.8%	Value	 81.4%

English is the primary language of online reviews for European hotels. German is used about one-third as much and French about one-quarter as much. The number of reviews in English rose by nearly one-quarter over the previous year.

Table 3 Top 3 review languages, Western & Central Europe, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	1,487,684	21.1%	79.4%	0.1%
German	432,830	6.6%	77.1%	-0.5%
French	339,609	13.2%	78.3%	-0.3%

Hotel management responded on average to 13% of online reviews. Response rates climbed by one-third, when compared to the previous year. Response rates varied greatly by stars: 5-stars responded 3 times as much as 3-stars, and 4-stars twice as much as 3-stars. Hotels responded to positive and negative reviews about roughly as often. Neutral reviews had about two-third the response rate of positive and negative.

Table 4 Western & Central European hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	13.4%	36.7%	14.7%	34.1%	10.0%	50.3%	14.2%	31.4%
3-star average	8.5%	44.5%	9.5%	39.6%	6.1%	67.4%	9.7%	41.7%
4-star average	16.7%	38.3%	18.2%	35.9%	12.6%	51.1%	17.2%	30.2%
5-star average	29.2%	19.0%	30.4%	18.0%	22.3%	23.8%	28.6%	13.6%

Amsterdam

In online reviews, guests in Amsterdam rated their hotels about the same as do guests in other cities in Western and Central Europe, giving them an average GRI score of 80%. The reputation of the city's 3-star hotels (which make up 58% of the city's total hotel stock) was 77%, while 5-stars came in at 88%. Values were virtually unchanged from the previous year.

Table 5 Amsterdam hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	209	 79.6%	0.1%
3-star average	122	 76.5%	-0.2%
4-star average	70	 82.9%	0.4%
5-star average	17	 88.0%	0.9%

Amsterdam hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 6 Amsterdam hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 85.9%	Room	 76.6%
3-star average	Location	 84.7%	Room	 71.4%
4-star average	Cleanliness	 87.5%	Value	 79.8%
5-star average	Location	 93.3%	Value	 80.8%

English is the primary language of online reviews for Amsterdam hotels. A distant second and third are Dutch and German. Reviews given by German speaking guests seem to be more critical than are English or Dutch speaking guests.

Table 7 Top 3 review languages, Amsterdam, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	88,110	23.8%	80.2%	0.3%
Dutch	20,211	-5.1%	77.8%	-0.8%
German	17,107	14.2%	74.6%	-0.5%

Hotel management responded on average to 13% of online reviews, which is in line with the regional average. Response rates almost doubled compared to the previous year. The response rate varied greatly by stars. Such with 5-stars responded more than five times as much as such with 3-stars. Positive reviews received slightly more responses than negative ones, with neutral reviews receiving less attention.

Table 8 Amsterdam hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	12.5%	91.6%	14.4%	88.1%	8.6%	102.8%	12.2%	78.9%
3-star average	5.5%	97.3%	7.1%	86.2%	3.7%	121.6%	5.6%	112.1%
4-star average	19.8%	106.0%	22.5%	104.2%	13.4%	116.8%	17.9%	63.8%
5-star average	32.2%	59.5%	33.0%	55.9%	23.8%	64.3%	37.1%	80.6%

Barcelona

In online reviews, guests in Barcelona rated their hotels more positively than other cities in Western and Central Europe, giving them an average GRI score of 82%. The online reputation of the city's hotels slightly increased compared to the previous year.

Table 9 Barcelona hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 335	 82.2%	0.8%
3-star average	 135	 80.3%	0.7%
4-star average	 171	 82.6%	0.8%
5-star average	 29	 88.1%	1.1%

Barcelona hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are inline with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting, as stated above, that guests who pay for more stars expect more for their money.

Table 10 Barcelona hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 86.8%	Value	 76.6%
3-star average	Location	 86.2%	Room	 76.9%
4-star average	Cleanliness	 86.9%	Value	 79.9%
5-star average	Cleanliness	 92.3%	Value	 82.7%

English is the primary language of online reviews for Barcelona hotels. A distant second and third are Spanish and French. The number of Spanish reviews increased by almost one quarter from 2014 to 2015. Reviews in all languages have almost the same positive average index rating.

Table 11 Top 3 review languages, Barcelona, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	82,410	19.8%	82.1%	1.0%
Spanish	28,993	24.5%	80.5%	0.0%
French	28,700	23.3%	80.1%	0.2%

Hotel management responded on average to 15% of online reviews, which is slightly above the regional average of 13%. Response rates climbed by nearly two-thirds compared to the previous year. The response rates varied greatly by stars, with 5-star hotels responding more than twice as much as 3-star hotels. Positive reviews received more responses than negatives ones, with neutral reviews receiving less attention.

Table 12 Barcelona hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	14.5%	56.6%	16.3%	54.3%	10.2%	77.1%	14.3%	35.0%
3-star average	9.6%	49.0%	11.5%	47.8%	5.9%	71.0%	9.6%	27.7%
4-star average	17.0%	66.7%	18.9%	63.2%	12.1%	94.4%	16.2%	38.6%
5-star average	21.9%	31.7%	22.6%	31.0%	18.3%	36.1%	23.9%	31.3%

Berlin

In online reviews, guests in Berlin rated their hotels about the same as do guests in most other cities in Western and Central Europe, giving them an average GRI score of 80%. The analysis below shows that ratings were virtually unchanged to the previous year.

Table 13 Berlin hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 538	 80.2%	-0.9%
3-star average	 333	 77.9%	-1.4%
4-star average	 172	 82.6%	-0.4%
5-star average	 33	 89.9%	0.1%

According to the online review, Berlin hotels' best features are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are the same features as in regional ratings, yet with higher percentages. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting again that guests who pay for more stars expect more for their money.

Table 14 Berlin hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 85.9%	Room	 77.7%
3-star average	Location	 84.8%	Room	 73.3%
4-star average	Cleanliness	 86.6%	Value	 81.7%
5-star average	Cleanliness	 94.3%	Value	 85.7%

German is the primary language of online reviews for Berlin hotels. A distant second and third are English and Italian which both increased by almost 20%. All reviews in the top three languages were about as positive as the average for all languages.

Table 15 Berlin hotels' three best - and three worst-rated features, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
German	114,187	5.3%	78.1%	-1.3%
English	67,846	19.9%	80.7%	-1.4%
Italian	14,789	19.1%	79.4%	-0.7%

Hotel management responded on average to 12% of online reviews which is slightly below the regional average of 13%. Response rates climbed by nearly two-third compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about three times more often than 3-stars. Negative reviews received more responses than positives, with neutral reviews receiving a little less attention.

Table 16 Berlin hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	11.7%	60.0%	12.0%	57.3%	10.7%	67.9%	13.7%	59.9%
3-star average	8.0%	77.0%	8.3%	71.0%	7.2%	77.0%	9.6%	72.8%
4-star average	15.3%	44.5%	15.9%	44.1%	14.0%	48.4%	17.1%	52.9%
5-star average	23.5%	61.4%	23.4%	59.3%	22.5%	117.2%	29.9%	39.0%

Brussels

In online reviews, guests in Brussels rated their hotels slightly less positively than most other cities in Western and Central Europe, giving them an average GRI score of 78%. The online reputation of the city's 3-star hotels (representing 53% of the city's total hotel stock) was rated at 76%, rising to 84% for the 5-stars.

Table 17 Brussels hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	154	78.0%	0.1%
3-star average	81	75.6%	-0.4%
4-star average	58	79.8%	0.7%
5-star average	15	84.2%	0.3%

Brussels hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are room (quality) and value. These are inline with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 18 Brussels hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	82.4%	Value	76.4%
3-star average	Location	80.5%	Room	72.6%
4-star average	Location	83.7%	Value	76.7%
5-star average	Cleanliness	89.2%	Value	78.6%

English is the primary language of online reviews for Brussels hotels. French reviews are one-third fewer, with those in Spanish far less frequent. Nevertheless Spanish reviews grew fastest with a 28% year-on-year increase. Reviews in all languages are equally positive.

Table 19 Top 3 review languages, Brussels, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	39,800	20.2%	77.1%	0.6%
French	24,574	8.3%	77.5%	-0.5%
Spanish	9,249	27.6%	77.7%	-1.0%

Hotel management responded on average to 12% of online reviews, which is slightly less than the regional average. Response rates climbed by nearly two-thirds compared to the previous year. Response rates varied greatly by stars, with 5-stars responding around four times as often as 3-stars. Responses to positive reviews were about equally as frequent to negative ones, with neutral reviews receiving less attention.

Table 20 Brussels hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	11.7%	59.0%	12.7%	46.3%	9.3%	112.0%	13.1%	62.0%
3-star average	6.6%	73.0%	7.4%	58.9%	5.1%	146.6%	8.8%	69.2%
4-star average	15.4%	67.0%	16.5%	50.0%	12.7%	120.0%	16.1%	68.7%
5-star average	25.3%	31.8%	26.7%	26.0%	18.9%	66.1%	24.4%	38.5%

Copenhagen

In online reviews, guests in Copenhagen rated their hotels less positively than most other cities in Western and Central Europe, giving them an average GRI score of 77%. The GRI score of the city's 3-stars and 4-stars were significantly lower than the 5-stars, which make up only 7% of the city's market. Ratings for 3- and 5-stars were unchanged from the previous year, whereas 4-stars improved their GRI by 1.7%.

Table 21 Copenhagen hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	71	76.5%	0.7%
3-star average	36	74.3%	-0.1%
4-star average	30	77.7%	1.7%
5-star average	5	84.7%	0.3%

Copenhagen hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). Both the best and worst rated features are in line with the regional ratings. As stars increase, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 22 Copenhagen hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	85.8%	Value	72.3%
3-star average	Location	85.4%	Room	69.0%
4-star average	Location	85.5%	Value	72.2%
5-star average	Cleanliness	90.7%	Value	74.2%

English is the primary language of online reviews for Copenhagen hotels. A distant second and third are Danish and Swedish. All reviews in English, Danish and Swedish are equally positive.

Table 23 Top 3 review languages, Copenhagen, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	25,829	32.0%	75.2%	0.4%
Danish	9,254	21.3%	76.5%	-0.1%
Swedish	7,574	39.3%	75.0%	-1.5%

Hotel management responded on average to 10% of online reviews, below the regional average. Response rates from all hotels rose considerably with a 259% growth among 5-stars. Unlike in other cities, responses from 4-stars were almost as frequent as those from 5-stars. Positive reviews received more responses than negative ones, with neutral reviews receiving less attention.

Table 24 Copenhagen hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	10.4%	106.4%	12.8%	112.5%	7.3%	86.3%	9.7%	65.3%
3-star average	4.9%	37.2%	6.5%	50.5%	2.9%	13.8%	3.3%	-28.0%
4-star average	15.9%	134.2%	19.5%	137.6%	11.5%	103.7%	15.5%	117.6%
5-star average	17.0%	258.6%	18.0%	270.8%	12.9%	279.3%	20.9%	192.1%

Dublin

In online reviews, guests in Dublin rated their hotels more positively than most other cities in Western and Central Europe, giving them an average GRI score of 82%. The reputation of the city's 3-star hotels (which are 62% of the city's total) was lowest at 79%, rising to 91% for 5-stars.

Table 25 Dublin hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 170	 81.9%	 1.1%
3-star average	 106	 79.3%	 1.0%
4-star average	 53	 85.1%	 1.6%
5-star average	 11	 90.8%	 0.5%

Dublin hotels' best features, according to the online reviews, are location and cleanliness. Those same online reviews say that the worst features are room (quality) and value. These are in line with regional ratings. As stars increase, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 26 Dublin hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 86.6%	Room	 79.5%
3-star average	Location	 85.7%	Room	 75.7%
4-star average	Cleanliness	 89.7%	Value	 81.4%
5-star average	Cleanliness	 95.4%	Value	 83.0%

English is by far the primary language of online reviews for Dublin hotels. A distant second and third are German and French. All reviews in the top 3 languages rose compared to the previous year. On average, English ratings tend to be more positive than German and French ones.

Table 27 Top 3 review languages, Dublin, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	95,476	29.3%	81.9%	1.0%
German	6,474	17.2%	77.1%	-0.1%
French	5,886	28.4%	79.1%	-0.3%

Hotel management responded on average to 16% of online reviews, which is above the regional average. Response rates climbed compared to the previous year, but not as rapidly as the rate for the entire region. Response rates varied greatly by stars, with 5-stars responding about five times more often than 3-stars. Surprisingly, and unlike other cities, response rate of 5-stars slightly decreased. Positive reviews had about the same response as negatives, with neutral reviews receiving considerably less attention.

Table 28 Dublin hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	15.9%	11.5%	17.7%	13.0%	10.3%	12.4%	16.4%	10.7%
3-star average	9.0%	22.1%	10.7%	23.4%	5.9%	39.8%	8.9%	4.4%
4-star average	23.4%	13.2%	25.8%	15.1%	13.9%	1.3%	23.1%	12.3%
5-star average	43.0%	-4.5%	43.7%	-5.8%	33.6%	5.4%	53.2%	23.2%

Edinburgh

In online reviews, guests in Edinburgh rated their hotels more positively than most other cities in Western and Central Europe, giving them an average GRI score of 84%. The GRI score of the city's 4-star hotels (nearly 50% of the city's total hotel stock) was ranked at 86%.

Table 29 Edinburgh hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	268	 83.7%	0.6%
3-star average	117	 80.2%	0.5%
4-star average	131	 85.7%	0.4%
5-star average	20	 90.8%	0.7%

Edinburgh hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 30 Edinburgh hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 88.1%	Value	 82.0%
3-star average	Location	 85.4%	Room	 77.1%
4-star average	Location	 89.9%	Value	 83.8%
5-star average	Cleanliness	 94.5%	Value	 86.3%

English is the primary language of online reviews for Edinburgh hotels. A distant second and third are German and French. English reviews tend to be more positive than in other languages.

Table 31 Top 3 review languages, Edinburgh, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	81,677	18.2%	84.0%	-0.2%
German	4,186	10.9%	77.6%	0.1%
French	3,278	7.5%	79.5%	-0.5%

Hotel management responded on average to 16% of online reviews, which is above the regional average. Response rates climbed by 39% compared to the previous year. Response rates differ greatly by stars, with 5-stars responding more often than 4- and 3-stars. Negative reviews received more responses than positive reviews, with neutral reviews receiving less attention.

Table 32 Edinburgh hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	16.1%	39.2%	17.0%	37.6%	12.3%	56.9%	19.4%	30.3%
3-star average	13.1%	36.6%	13.9%	33.4%	9.4%	53.2%	16.7%	27.8%
4-star average	18.1%	44.7%	18.9%	42.7%	14.4%	77.2%	21.6%	51.8%
5-star average	23.4%	36.2%	24.3%	40.0%	19.1%	21.3%	23.4%	-17.7%

Frankfurt

In online reviews, guests in Frankfurt rated their hotels less positively than most other cities in Western and Central Europe, giving them an average GRI score of 76%. The reputations of the city's 3-star hotels (64% of the city's total) were ranked at 74%. Reputations were virtually identical to the previous year.

Table 33 Frankfurt hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	214	 76.3%	0.4%
3-star average	136	 73.9%	0.4%
4-star average	62	 79.2%	0.2%
5-star average	16	 85.3%	1.6%

Frankfurt hotels' best features, according to the online reviews, are location and cleanliness. Those same online reviews say that the worst features are room (quality) and value. These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 34 Frankfurt hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 81.3%	Room	 73.2%
3-star average	Location	 80.5%	Room	 69.0%
4-star average	Cleanliness	 83.0%	Value	 75.9%
5-star average	Location	 90.1%	Value	 78.8%

German is the primary language of online reviews for Frankfurt hotels. A close second is English, followed by Japanese in a distant third. German reviews tend to be the most critical compared to those in the two other languages.

Table 35 Top 3 review languages, Frankfurt, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
German	32,764	2.7%	74.2%	0.2%
English	30,263	12.9%	76.2%	-0.2%
Japanese	3,127	12.6%	76.3%	0.0%

Hotel management responded on average to 12% of online reviews, which is more or less in line with the regional average. Response rates climbed by almost a third compared to the previous year, except for 5-star responses, which actually declined. Response rates varied greatly by stars, with 5-stars responding about three to four times more often than 3-stars. Positive reviews received more responses than negative ones, with neutral reviews receiving less attention.

Table 36 Frankfurt hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	12.1%	29.0%	13.0%	30.3%	10.6%	32.0%	12.0%	30.3%
3-star average	7.2%	33.0%	7.9%	36.5%	6.2%	27.0%	8.0%	72.2%
4-star average	18.7%	45.0%	19.7%	44.5%	17.3%	57.2%	17.0%	31.7%
5-star average	25.9%	-5.2%	28.3%	-2.8%	19.8%	-7.6%	24.2%	-21.1%

Geneva

In online reviews, guests in Geneva rated their hotels about the same as do guests in most other cities in Western and Central Europe, giving them an average GRI score of 79%. The reputation of the city's 3-star hotels (48% of the city's total hotel stock) was rated at 76%. The reputations were virtually identical to the previous years.

Table 37 Geneva hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		81  79.3%	 0.8%
3-star average		39  75.8%	 1.2%
4-star average		26  78.7%	 0.1%
5-star average		16  89.0%	 1.1%

Geneva hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 38 Geneva hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 86.0%	Value	 73.5%
3-star average	Location	 83.4%	Room	 70.2%
4-star average	Cleanliness	 84.3%	Value	 72.5%
5-star average	Cleanliness	 95.4%	Value	 79.5%

English is the primary language of online reviews for Geneva hotels. French reviews numbered about one quarter as much, German reviews one-sixth so. German reviews gave lower ratings than English- and French-speaking online reviewers.

Table 39 Top 3 review languages, Geneva, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	13,242	13.3%	79.0%	1.0%
French	4,041	0.6%	78.0%	0.7%
German	1,998	4.1%	73.7%	1.3%

Hotel management responded on average to 14% of online reviews, which is more or less in-line with the regional average. Response rates rose by 50% compared to the year before, with the most noticeable growth of 122% among 3-star hotels. Response rates varied greatly by stars, with 5-stars responding about five times more often than 3-stars. Positive reviews had slightly more responses from the hotels than negative ones, with neutral reviews receiving less attention.

Table 40 Geneva hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	14.1%	49.0%	15.5%	50.9%	10.1%	65.7%	13.8%	52.2%
3-star average	7.0%	122.1%	8.5%	120.4%	4.6%	131.1%	7.4%	138.5%
4-star average	10.8%	84.6%	11.6%	75.4%	8.7%	220.6%	8.8%	23.8%
5-star average	35.8%	24.4%	37.5%	25.5%	25.9%	22.1%	35.4%	36.6%

Hamburg

In online reviews, guests in Hamburg rated their hotels almost identically to the average for Western and Central Europe, giving them an average GRI score of 79%. The reputation of the city's 3-star hotels (55% of the city's total hotels) was rated at 77%. All ratings were virtually unchanged from the previous year.

Table 41 Hamburg hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	197	79.5%	0.1%
3-star average	107	76.7%	0.2%
4-star average	77	81.8%	-0.2%
5-star average	13	88.4%	0.8%

Hamburg hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 42 Table 42 Hamburg hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	83.2%	Room	76.8%
3-star average	Location	81.6%	Room	71.3%
4-star average	Cleanliness	86.5%	Value	79.0%
5-star average	Cleanliness	92.2%	Value	83.6%

German is the primary language of online reviews for Hamburg hotels. A distant second and third are English and Danish. The average index rating in all languages is about the same.

Table 43 Top 3 review languages, Hamburg, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
German	67,061	8.1%	78.4%	-0.2%
English	13,757	28.4%	78.7%	-0.2%
Danish	5490	22.8%	79.6%	-0.9%

Hotel management responded on average to 15% of online reviews, which is above the regional average. Response rates climbed compared to the previous year, except among 5-stars, where they declined. Unusually, response rates of 5-stars were nearly as low as those of 3-stars. Positive reviews had slightly more responses than negative and neutral ones.

Table 44 Hamburg hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	15.0%	31.1%	16.1%	26.9%	13.4%	48.3%	13.7%	23.0%
3-star average	10.4%	31.7%	11.4%	27.4%	10.1%	53.8%	9.1%	31.5%
4-star average	21.5%	38.7%	23.0%	34.8%	18.2%	53.5%	19.0%	33.0%
5-star average	12.1%	-11.7%	12.4%	-19.5%	10.3%	-3.5%	17.4%	-27.2%

Lisbon

In online reviews, guests in Lisbon rated their hotels more positively than most other cities in Western and Central Europe, giving them an average GRI score of 83%. The reputation of the city's 4-star hotels (54% of the city's total hotels) was ranked at 84%. Ratings were unchanged from the previous year.

Table 45 Lisbon hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	144	82.7%	-0.4%
3-star average	44	78.2%	-0.7%
4-star average	78	83.7%	-0.1%
5-star average	22	87.9%	-0.5%

Lisbon hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 46 Lisbon hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	86.9%	Room	81.2%
3-star average	Location	84.6%	Room	74.1%
4-star average	Cleanliness	88.1%	Value	82.6%
5-star average	Cleanliness	92.3%	Value	83.8%

English is the primary language of online reviews for Lisbon hotels. A close second is Portuguese and a more distant third is French, suggesting that most guests visiting Lisbon are from English- or Portuguese-speaking countries. French reviews are slightly more critical than the ones in English or Portuguese.

Table 47 Top 3 review languages, Lisbon, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	28,780	33.7%	82.6%	-0.4%
Portuguese	23,554	34.1%	82.9%	-0.6%
French	15,226	55.0%	81.1%	-0.8%

Hotel management responded on average to 11% of online reviews, which is below the regional average. Response rates, however, increased by 67% compared to the previous year. Response rates varied by stars, with 5-stars responding about seven times more often than 3-stars. Negative reviews had a similar response rate to positive ones, with neutral reviews receiving slightly less attention.

Table 48 Lisbon hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	10.7%	67.3%	11.2%	58.7%	10.1%	158.7%	11.9%	33.2%
3-star average	3.1%	89.8%	3.5%	66.2%	2.3%	187.3%	3.8%	52.4%
4-star average	12.0%	94.2%	12.5%	81.8%	13.0%	175.6%	14.0%	41.6%
5-star average	21.1%	33.0%	21.8%	30.3%	15.5%	124.9%	20.6%	17.6%

London

In online reviews, guests in London rated their hotels less positively than in most other cities in Western and Central Europe, giving them an average GRI score of 78%. The reputation of the city's 3-star hotels (which are the majority of the city's total) rated at only 74%. Reputation scores were unchanged from the previous year.

Table 49 London hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	1113	 78.3%	0.0%
3-star average	499	 74.0%	0.0%
4-star average	478	 80.1%	-0.4%
5-star average	136	 87.3%	-0.4%

London hotels' best feature is location. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 50 London hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 86.5%	Value	 76.5%
3-star average	Location	 83.5%	Room	 70.5%
4-star average	Location	 87.5%	Value	 77.4%
5-star average	Location	 94.2%	Value	 81.9%

English is the primary language of online reviews for London hotels. A distant second and third are French and Italian, suggesting that most guests visiting London come from an English-speaking country. English reviews are more positive than the ones written in the two other main languages.

Table 51 Top 3 review languages, London, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	470,517	25.0%	78.1%	-0.3%
French	37,984	14.0%	76.2%	-1.1%
Italian	35,735	9.2%	75.9%	0.1%

Hotel management responded on average to 16% of online reviews, which is above the regional average. Response rates increased compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about four times more often than 3-stars. Positive reviews had slightly more responses than negative ones, with neutral reviews receiving considerably less attention.

Table 52 London hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	16.1%	19.6%	17.6%	20.4%	11.2%	16.2%	16.9%	11.6%
3-star average	8.2%	35.5%	9.1%	34.4%	5.2%	37.6%	11.8%	21.4%
4-star average	19.6%	13.5%	21.8%	15.4%	13.6%	11.4%	19.0%	3.8%
5-star average	34.4%	13.5%	35.6%	13.5%	26.0%	5.3%	29.4%	9.9%

Lyon

In online reviews, guests in Lyon rated their hotels about equally to those in most other cities in Western and Central Europe, giving them an average GRI score of 79%. The reputations of the city's 3-star hotels (which make the largest share of the city's total) were rated at 77%. Reputation scores were unchanged from the previous year.

Table 53 Lyon hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		81  78.6%	-0.3%
3-star average		46  76.8%	-0.3%
4-star average		31  80.2%	0.0%
5-star average		4  86.8%	-1.3%

Lyon hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 54 Lyon hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 83.6%	Value	 75.2%
3-star average	Location	 82.9%	Room	 74.4%
4-star average	Cleanliness	 83.9%	Value	 74.6%
5-star average	Location	 95.3%	Value	 79.0%

French is by far the primary language of online reviews for Lyon hotels. A distant second and third language are English and German, suggesting that most guests giving online reviews come from a French-speaking country. The English reviews are, compared to the others, the most positive.

Table 55 Top 3 review languages, Lyon, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
French	19,594	8.8%	77.6%	-0.7%
English	7,067	10.2%	78.9%	0.1%
German	1,723	20.7%	77.2%	-1.3%

Hotel management responded on average to 16% of online reviews, which is above the regional average. Response rates nearly doubled compared to the previous year. This increase varied by stars; the biggest increase was from 3-stars. Absolute response rates varied greatly by stars, with 5-stars responding about four times more often than 3-stars. Positive reviews received less responses than negative ones, with neutral reviews receiving considerably less attention.

Table 56 Lyon hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	15.8%	91.1%	16.9%	80.0%	11.9%	174.3%	17.9%	66.6%
3-star average	11.5%	134.7%	12.8%	135.0%	8.6%	194.2%	13.0%	155.9%
4-star average	18.0%	74.4%	19.0%	56.3%	13.9%	164.9%	21.1%	27.7%
5-star average	43.6%	56.7%	45.5%	48.2%	31.9%	154.8%	45.2%	91.0%

Madrid

In online reviews, guests in Madrid rated their hotels more positively than most cities in Western and Central Europe, giving them an average GRI score of 81%. The highest GRI score was achieved by 5-star hotels with an average of 88%. The online reputation scores were unchanged from the previous year.

Table 57 Madrid hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	323	81.0%	-0.4%
3-star average	133	79.6%	-0.1%
4-star average	168	81.3%	0.0%
5-star average	22	87.8%	0.3%

Madrid hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 58 Madrid hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	86.6%	Room	78.4%
3-star average	Location	89.0%	Room	74.4%
4-star average	Cleanliness	85.3%	Value	79.7%
5-star average	Cleanliness	92.5%	Value	82.9%

Spanish is the primary language of online reviews for Madrid hotels. English reviews number about half as many, with Portuguese reviews just a fraction of those in Spanish, suggesting that most visitors giving online reviews come from a Spanish-speaking country. Portuguese reviewers were more positive about their hotels than English or Spanish ones.

Table 59 Top 3 review languages, Madrid, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
Spanish	84,478	19.9%	80.3%	-0.9%
English	47,272	24.6%	80.5%	-0.1%
Portuguese	11,043	46.6%	82.5%	0.5%

Hotel management responded on average to 17% of online reviews, which is above the regional average. Response rates climbed more than half compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about four times more often than 3-stars. Positive reviews had a higher response rate than negative ones, with neutral reviews receiving considerably less attention.

Table 60 Madrid hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	17.1%	57.1%	18.8%	52.3%	13.1%	89.3%	16.6%	36.7%
3-star average	10.2%	119.5%	11.4%	107.1%	8.2%	170.7%	11.5%	115.3%
4-star average	19.1%	53.1%	21.2%	46.8%	14.4%	91.0%	18.1%	33.6%
5-star average	41.3%	22.8%	43.1%	23.9%	31.8%	32.0%	33.7%	-15.2%

Marseille

In online reviews, guests in Marseille rated their hotels equally to guests in other cities in Western and Central Europe, giving them an average GRI score of 80%. The reputation of the city's 3-star hotels (63% of the city's total) fell slightly over the past year by 0.5% while the 5-stars' GRI score climbed by 2%.

Table 61 Marseille hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		62  79.7%	0.4%
3-star average		39  78.1%	-0.5%
4-star average		18  80.3%	1.2%
5-star average		5  90.4%	2.2%

Marseille hotels' best feature, according to the online reviews, is location. Those same online reviews say that the worst features are value and room (quality). Unusually for this region cleanliness is not rated among the best rated features. Worst rated features are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 62 Marseille hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 83.7%	Value	 76.3%
3-star average	Location	 82.1%	Room	 76.5%
4-star average	Location	 85.1%	Value	 75.1%
5-star average	Location	 93.3%	Value	 77.7%

French is by far the primary language of online reviews for Marseille hotels. English reviews are about one-third as frequent, with German ones about one-tenth so. Italian reviews tend to be less positive than reviews in French or English.

Table 63 Top 3 review languages, Marseille, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
French	14,200	11.3%	78.8%	-0.1%
English	4,561	0.8%	78.8%	0.4%
Italian	1,280	-2.2%	76.7%	0.4%

Hotel management responded on average to 21% of online reviews, which is well above the regional average. Response rates more than doubled compared to the previous year. Response rates varied by star category, with 5-stars responding twice as often as 3-stars. Negative reviews received more responses than positive ones, with neutral reviews receiving less attention.

Table 64 Marseille hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	21.4%	113.4%	22.5%	88.7%	18.7%	230.3%	24.5%	101.3%
3-star average	16.1%	196.9%	16.9%	147.4%	14.6%	435.4%	21.5%	193.3%
4-star average	31.0%	91.3%	31.1%	69.6%	26.1%	184.5%	30.2%	86.9%
5-star average	22.1%	-7.9%	32.9%	-7.8%	27.5%	14.2%	28.3%	-43.9%

Milan

In online reviews, guests in Milan rated their hotels not as good as most other cities in Western and Central Europe, giving them an average GRI score of 78%. The reputations of the city's 4-star hotels (which are 52% of the city's total) were ranked at 80%. Online reputations were unchanged from the previous year.

Table 65 Milan hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 285	 77.9%	0.3%
3-star average	 116	 74.4%	0.3%
4-star average	 149	 79.5%	0.2%
5-star average	 20	 86.4%	-0.1%

Milan hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 66 Milan hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 82.2%	Room	 74.9%
3-star average	Location	 81.1%	Room	 68.9%
4-star average	Cleanliness	 84.1%	Value	 76.3%
5-star average	Location	 92.3%	Value	 78.4%

English is the primary language of online reviews for Milan hotels, followed very closely by Italian. Russian is the third most-popular review language, with about one-quarter the frequency of the top two. Russian guests tend to rate their stays considerably higher than English- or Italian-speaking guests.

Table 67 Top 3 review languages, Milan, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	41,786	15.4%	76.9%	-0.1%
Italian	39,494	16.9%	76.7%	0.8%
Russian	11,255	18.7%	81.3%	0.1%

Hotel management responded on average to 11% of online reviews, which is lower than the regional average. Response rates for all hotel categories increased significantly over the period. Response rates varied greatly by stars, with 5-stars responding about six times more often than 3-stars. Positive reviews received roughly equal responses to negative ones, with neutral reviews receiving considerably less attention.

Table 68 Milan hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	10.7%	75.3%	11.1%	65.9%	7.6%	74.6%	12.3%	69.0%
3-star average	4.4%	165.5%	4.4%	109.0%	3.3%	276.5%	6.3%	1396%
4-star average	13.2%	69.7%	13.9%	66.5%	9.3%	51.1%	15.0%	63.1%
5-star average	28.0%	42.8%	29.5%	38.1%	19.8%	79.0%	27.1%	31.5%

In online reviews, guests in Oslo rated their hotels the same as guests do in most other cities in Western and Central Europe, giving them an average GRI score of 80%. The reputation of the city's 4-star hotels (51% of the city's total hotels) was ranked at 80%. Online reputation scores were slightly better than they were in the previous year.

Table 69 Oslo hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		70  80.0%	 0.4%
3-star average		29  78.4%	 0.8%
4-star average		36  80.3%	 0.0%
5-star average		5  86.9%	 0.2%

Oslo hotels' best features, according to the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 70 Oslo hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 85.3%	Room	 76.5%
3-star average	Location	 85.8%	Room	 73.3%
4-star average	Cleanliness	 84.1%	Value	 77.3%
5-star average	Location	 91.8%	Value	 79.0%

English is the primary language of online reviews for Oslo hotels. Reviews in Norwegian are about three-quarter as common, and in German about one-fifth as frequent. Reviews in English are slightly more positive compared to Norwegian or German.

Table 71 Top 3 review languages, Oslo, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	14,305	32.2%	79.8%	1.2%
Norwegian	11,156	22.2%	78.1%	-0.6%
German	2,926	30.7%	78.1%	1.3%

Hotel management responded on average to 17% of online reviews, which is above the regional average. Response rates increased considerably. Bucking the trend the 5-stars' response rate was not much different to that of 4-stars and 3-stars. Positive reviews received more responses as negative ones, with neutral reviews receiving considerably less attention.

Table 72 Oslo hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	16.7%	83.0%	18.9%	77.1%	12.4%	110.1%	16.0%	89.9%
3-star average	15.0%	157.8%	17.0%	126.7%	11.4%	238.1%	12.8%	279.9%
4-star average	17.4%	55.0%	20.0%	55.5%	12.4%	61.0%	17.1%	54.0%
5-star average	22.3%	45.3%	22.8%	47.5%	18.8%	96.3%	26.7%	34.1%

Paris

In online reviews, guests in Paris rated their hotels just like most other cities in Western and Central Europe, giving them an average GRI score of 79%. Online reputation scores of the city's 3-star hotels (which are 66% of the city's total) were rated at 77%. Ratings were virtually unchanged from the previous year.

Table 73 Paris hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	1,095	78.9%	0.9%
3-star average	720	77.1%	0.8%
4-star average	317	81.6%	1.0%
5-star average	58	86.2%	-0.4%

Paris hotels' best feature, say the online reviews, is location. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 74 Paris hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	87.7%	Room	74.3%
3-star average	Location	86.4%	Room	71.4%
4-star average	Location	89.2%	Value	75.8%
5-star average	Location	94.9%	Value	78.9%

English is the primary language of online reviews for Paris hotels. Reviews in French are about one-third less frequent; Italian reviews are about one-fifth as many. English reviews are written most positively and Italian ones most critically.

Table 75 Top 3 review languages, Paris, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	156,923	14.6%	78.8%	1.0%
French	101,648	8.7%	77.4%	0.3%
Italian	28,884	12.7%	76.8%	1.2%

Hotel management responded on average to 17% of online reviews, which is above the regional average. Response rates climbed by more than half compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about three times more often than 3-stars. Positive reviews received more responses than negative ones, with neutral reviews receiving considerably less attention.

Table 76 Paris hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	17.2%	54.7%	19.2%	46.6%	12.0%	81.2%	16.3%	47.6%
3-star average	12.3%	60.4%	13.9%	48.0%	8.6%	92.7%	12.4%	65.6%
4-star average	24.8%	55.6%	27.4%	49.5%	17.4%	83.8%	22.3%	36.9%
5-star average	37.3%	35.4%	39.8%	30.6%	25.4%	41.4%	31.5%	20.8%

Rome

In online reviews, guests in Rome rated their hotels slightly less positively than most other cities in Western and Central Europe, giving them an average GRI score of 78%. The online reputation of the city's 3-star hotels (which are 53% of the city's total) was ranked at 77%. Rankings were virtually unchanged from the previous year.

Table 77 Rome hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	658	 78.0%	0.2%
3-star average	346	 76.8%	-0.1%
4-star average	279	 78.5%	0.5%
5-star average	33	 86.5%	1.2%

Rome hotels' best features, according to the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 78 Rome hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 82.3%	Room	 74.8%
3-star average	Location	 83.2%	Room	 72.5%
4-star average	Cleanliness	 83.1%	Room	 76.3%
5-star average	Location	 92.1%	Value	 78.9%

English is the primary language of online reviews for Rome hotels. Italian reviews are about one-third less frequent, and those in French are slightly less than one-quarters as frequent. Reviews in Spanish are the most positive, followed closely by English and then Italian.

Table 79 Top 3 review languages, Rome, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	91,493	10.0%	77.6%	0.2%
Italian	61,940	8.7%	76.8%	0.8%
Spanish	19,158	18.7%	78.0%	0.0%

Hotel management responded on average to 12% of online reviews, which is less than the regional average. Response rates climbed by as much as 50% compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about three times more often than 3-stars. Positive reviews received less responses than negative ones, with neutral reviews receiving even less attention.

Table 80 Rome hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	12.2%	54.3%	12.9%	49.9%	9.6%	86.0%	14.3%	49.5%
3-star average	10.2%	73.4%	10.9%	68.8%	7.6%	160.4%	12.1%	57.8%
4-star average	12.7%	57.9%	13.3%	51.8%	10.5%	75.3%	14.9%	51.2%
5-star average	29.5%	1.1%	30.7%	-0.9%	22.2%	2.7%	31.5%	19.1%

Stockholm

In online reviews, guests in Stockholm rated their hotels more positively than most other cities in Western and Central Europe, giving them an average GRI score of 81%. The reputation of the city's 4-star hotels (which make up more than half of the city's total) was 82%. Online reputation scores were almost unchanged from the previous year.

Table 81 Stockholm hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	116	 80.9%	0.1%
3-star average	50	 78.9%	0.3%
4-star average	61	 82.0%	-0.1%
5-star average	5	 87.3%	0.4%

Stockholm hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more value for their money.

Table 82 Stockholm hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 86.1%	Value	 77.0%
3-star average	Cleanliness	 84.7%	Room	 74.9%
4-star average	Location	 87.8%	Value	 76.4%
5-star average	Location	 97.3%	Value	 80.8%

Swedish is the primary language of online reviews for Stockholm hotels. English reviews numbered around 20% less while German reviews counted about one-quarter as many. Comparing the reviews shows that the English ones are the most positive with the highest average index rating followed closely by Swedish reviews. German reviewers were the most critical.

Table 83 Top 3 review languages, Stockholm, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
Swedish	27,445	13.4%	79.9%	-0.4%
English	21,087	26.9%	80.2%	0.7%
German	7,035	15.8%	78.5%	0.6%

Hotel management responded on average to 9% of online reviews, which is below the regional average. Response rates climbed by 72% compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about seven times more often than 3-stars. Positive reviews received more responses than negative ones, with neutral reviews receiving considerably less attention.

Table 84 Stockholm hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	8.5%	72.3%	9.9%	67.5%	5.4%	75.9%	9.4%	88.7%
3-star average	3.9%	63.6%	4.9%	52.6%	2.2%	80.9%	3.6%	45.4%
4-star average	10.3%	72.1%	11.8%	70.3%	6.8%	84.2%	12.4%	100.3%
5-star average	29.8%	86.1%	33.4%	80.1%	17.9%	75.1%	26.1%	98.6%

Vienna

In online reviews, guests in Vienna rated their hotels more positively than most other cities in Western and Central Europe, giving them an average GRI score of 82%. Reputation of the city's 4-star hotels (which are more than half of the city's total) was rated at 83%. Values were unchanged from the previous year.

Table 85 Vienna hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	342	81.7%	-0.2%
3-star average	138	79.2%	-0.4%
4-star average	175	82.7%	-0.3%
5-star average	29	88.2%	0.2%

Vienna hotels' best feature, according to the online reviews, is location. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 86 Vienna hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	86.7%	Room	79.9%
3-star average	Location	84.4%	Room	74.8%
4-star average	Location	86.9%	Room	82.2%
5-star average	Location	94.7%	Value	83.2%

English is the primary language of online reviews for Vienna hotels, with German reviewers numbering only slightly fewer. Reviews in Russian were the third most numerous with around one-third of the reviews compared to the first two. In general Russian reviews were slightly more positive according to the average index rating.

Table 87 Top 3 review languages, Vienna, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	49,017	14.3%	81.6%	-0.6%
German	47,236	7.8%	80.1%	-0.7%
Russian	13,932	12.3%	84.6%	0.2%

Hotel management responded on average to 12% of online reviews, which is below the regional average. Response rates climbed by almost two-thirds compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about four times more often than 3-stars. Negative reviews received more responses than positives, with neutral reviews receiving less attention.

Table 88 Vienna hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	11.6%	61.8%	12.0%	53.8%	10.5%	96.1%	13.8%	53.4%
3-star average	6.6%	92.8%	6.7%	69.2%	6.1%	170.8%	9.6%	171.7%
4-star average	13.1%	66.5%	13.6%	60.8%	11.9%	98.8%	15.1%	37.3%
5-star average	25.6%	29.2%	26.7%	27.2%	22.7%	45.2%	26.0%	15.4%

In online reviews, guests in Zurich rated their hotels more positively than most other cities in Western and Central Europe, giving them an average GRI score of 82%. The reputation of the city's 3-star hotels (which are 54% of the city's total) ranked at 80%. Online reputation scores were almost unchanged compared to the previous year.

Table 89 Zurich hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	105	82.2%	0.3%
3-star average	57	79.8%	0.3%
4-star average	38	84.2%	0.4%
5-star average	10	87.6%	0.2%

Zurich hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 90 Zurich hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	89.2%	Value	78.4%
3-star average	Location	87.6%	Room	77.4%
4-star average	Cleanliness	91.1%	Value	78.3%
5-star average	Cleanliness	93.7%	Value	79.3%

English is the primary language of online reviews for Zurich hotels. German reviews are about half as common, with French ones numbering only one-seventh as many. The analysis shows that English reviews are the most positive with German and French following closely.

Table 91 Top 3 review languages, Zurich, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	16,466	16.6%	82.0%	0.6%
German	7,559	7.5%	81.2%	0.2%
French	2,411	17.0%	81.3%	-0.4%

Hotel management responded on average to 21% of online reviews, which is well above the regional average. Response rates climbed by more than a half compared to the previous year. Response rates varied by stars. Surprisingly, 4-stars hotels responded more frequently to reviews than 5-stars did. Positive reviews received about the same response as negative ones, with neutral reviews receiving considerably less attention.

Table 92 Zurich hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	20.9%	53.7%	22.6%	47.1%	16.2%	93.5%	21.3%	59.7%
3-star average	15.6%	70.8%	17.3%	57.5%	12.7%	179.4%	13.6%	60.1%
4-star average	28.1%	54.0%	30.0%	48.7%	21.1%	73.9%	30.1%	71.9%
5-star average	22.6%	13.1%	23.1%	13.4%	16.2%	11.3%	29.7%	16.7%

Rankings & responses

Eastern Europe

Eastern Europe

In online reviews from March 2014 to February 2015, guests in Eastern Europe rated their hotels on average with a GRI of 82%. The reputation of the 3-star hotels was lowest at 79%, 5-star hotels were highest at 86%, while 4-stars were in-between at 83%. Ratings were almost identical to those of the previous year.

Table 93 Eastern European hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	2,199	81.5%	0.6%
3-star average	1,103	79.3%	0.7%
4-star average	885	83.2%	0.9%
5-star average	211	86.3%	0.1%

Eastern European hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are room (quality) and value. Perhaps unsurprisingly, as stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 94 Eastern European hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	86.6%	Room	79.4%
3-star average	Location	85.0%	Room	74.6%
4-star average	Location	87.8%	Room	81.7%
5-star average	Cleanliness	91.7%	Value	84.1%

English is the primary language of online reviews for Eastern European hotels. Russian is used about one-half as much, and German about one-quarter as much. The number of reviews in Russian rose by 52% over the previous year.

Table 95 Top 3 review languages, Eastern European, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	251,321	24.1%	81.2%	0.6%
Russian	131,663	52.1%	84.0%	0.3%
German	59,664	15.3%	79.7%	0.7%

Hotel management responded on average to 9% of online reviews. Although relatively low in absolute terms, response rates climbed 25% from the previous year. Response rates varied greatly by stars: 5-stars responded six times more often than 3-stars, and 4-stars three times as much as 3-stars. Hotels responded more often to positive than to negative reviews. Neutral reviews received about half the response rate of positive ones.

Table 96 Eastern European hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	9.4%	24.5%	10.8%	24.7%	5.2%	17.0%	7.3%	17.0%
3-star average	3.9%	22.9%	4.8%	21.3%	2.1%	27.5%	3.5%	13.5%
4-star average	11.0%	29.3%	12.7%	29.6%	5.7%	19.9%	8.4%	22.6%
5-star average	24.1%	16.6%	26.7%	18.1%	14.9%	7.5%	18.1%	10.4%

Budapest

In online reviews, guests in Budapest rated their hotels almost identically to the average in Eastern Europe, giving them an average GRI score of 81%. The reputation of the city's 3-star hotels (which are 62% of the city's total) came in at 79%. The 5-stars, which constitute only 6% of the total, came in at 90%. Overall, online reputation almost stayed the same compared to the year before.

Table 97 Budapest hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	258	81.3%	-0.2%
3-star average	160	79.4%	-0.2%
4-star average	82	83.2%	-0.1%
5-star average	16	90.1%	0.2%

Budapest hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). Perhaps unsurprisingly, as stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 98 Budapest hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	85.8%	Room	78.7%
3-star average	Location	85.0%	Room	75.4%
4-star average	Cleanliness	85.9%	Room	81.6%
5-star average	Cleanliness	93.1%	Value	88.5%

English is the primary language of online reviews for Budapest hotels. A distant second and third language is Italian and Russian. Hungarian, Budapest's official language, is not in the top three. In general Russian reviews are the most positive with an average index rating of 84%.

Table 99 Top 3 review languages, Budapest, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	44,490	27.8%	81.2%	0.1%
Italian	10,519	7.1%	79.1%	0.0%
Russian	9,153	52.2%	84.1%	-0.2%

Hotel management responded on average to 12% of online reviews, which is higher than the regional average. Although relatively low in absolute terms, response rates climbed by one-fifth compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about five times more often than 3-stars. Positive reviews received more responses than negative ones, with neutral reviews receiving less attention. All three categories increased their responses to positive, negative and neutral reviews.

Table 100 Budapest hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	11.5%	21.5%	13.0%	21.4%	7.0%	28.4%	10.0%	24.9%
3-star average	5.9%	29.3%	7.3%	27.1%	3.0%	37.6%	6.0%	47.0%
4-star average	17.7%	23.1%	19.4%	23.1%	11.1%	26.7%	14.0%	35.1%
5-star average	32.2%	14.4%	33.7%	15.3%	22.6%	31.5%	24.9%	-14.0%

Istanbul

In online reviews, guests in Istanbul rated their hotels less positively than the average for other cities in Eastern Europe, giving them an average GRI score of 80%. The reputation of the city's 3-star and 4-star hotels (which are 83% of the city's total) came in at 78% and 80%. All GRI scores were virtually unchanged from the previous year.

Table 101 Istanbul hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 587	 79.5%	-0.4%
3-star average	 222	 77.7%	-0.8%
4-star average	 265	 79.7%	-0.2%
5-star average	 100	 82.8%	-0.2%

Istanbul hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. Surprisingly, the best rating of 3-stars is higher than that of 4-star and 5-stars, and the worst rating for 3-stars is also lower. This suggests that there might be a large variation in customer type between the categories.

Table 102 Istanbul hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 88.0%	Room	 78.0%
3-star average	Location	 89.6%	Room	 73.9%
4-star average	Location	 89.2%	Room	 78.3%
5-star average	Cleanliness	 89.3%	Value	 81.2%

English is by far the primary language of online reviews for Istanbul hotels. A distant second and third language is Arabic and Turkish. Reviews in Arabic increased the most over last year, which might reflect the growing number of Arab visitors in the city. Nevertheless the Arabic reviews were the most critical.

Table 103 Top 3 review languages, Istanbul, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	74,659	25.0%	79.4%	-0.3%
Arabic	15,279	87.4%	77.8%	-0.3%
Turkish	12,482	41.4%	79.5%	-1.0%

Hotel management responded on average to 9% of online reviews, which is the regional average. Response rates varied greatly by stars, with 5-stars responding about five times more often than 3-stars. Positive reviews had considerably more responses than negative ones, with neutral reviews receiving only half of the attention that positive ones do.

Table 104 Istanbul hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	9.4%	16.4%	11.3%	16.7%	4.8%	13.5%	6.5%	17.7%
3-star average	3.9%	2.9%	4.8%	2.7%	1.7%	3.5%	3.1%	-11.9%
4-star average	9.2%	16.9%	11.4%	17.8%	4.0%	9.3%	5.4%	18.1%
5-star average	21.3%	13.8%	24.6%	14.5%	13.5%	11.4%	16.0%	28.2%

Moscow

In online reviews, guests in Moscow rated their hotels less positively than most other cities in Eastern Europe, giving them an average GRI score of 79%. The online reputation of the city's 3-star hotels (which are 59% of the city's total) rose over the past year by 3%, helping to pull the overall hotel average up.

Table 105 Moscow hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	260	79.1%	2.1%
3-star average	154	76.2%	2.6%
4-star average	83	82.0%	2.8%
5-star average	23	88.0%	1.5%

Moscow hotels' best feature, according to the online reviews, is cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 106 Moscow hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	85.5%	Value	78.8%
3-star average	Cleanliness	80.5%	Room	73.6%
4-star average	Cleanliness	87.7%	Value	80.4%
5-star average	Cleanliness	93.7%	Value	83.1%

Russian is the primary language of online reviews for Moscow hotels. English reviews are about one-quarter as common, and those in German are a distant third. Reviews in Russian were more positive than in the other top three languages.

Table 107 Top 3 review languages, Moscow, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
Russian	46,528	92.4%	79.4%	0.9%
English	12,053	-3.1%	76.7%	1.6%
German	1,894	-6.1%	76.8%	2.7%

Hotel management responded on average to 12% of online reviews, higher than the regional average. Although relatively low in absolute terms, response rates climbed by 16% compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about seven times more often than 3-stars, and three times more often than 4-stars. Positive reviews received more responses than negative ones, with neutral reviews receiving considerably less attention.

Table 108 Moscow hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	11.6%	16.4%	13.2%	13.8%	6.5%	9.9%	8.7%	8.7%
3-star average	4.9%	5.4%	5.7%	-2.7%	2.9%	-11.6%	4.0%	37.5%
4-star average	12.0%	18.9%	13.8%	14.6%	6.7%	20.7%	9.5%	24.4%
5-star average	33.0%	37.1%	36.6%	41.2%	18.2%	28.4%	23.0%	-2.6%

Prague

In online reviews, guests in Prague rated their hotels more positively than the average for cities in Eastern Europe, giving them an average GRI score of 83%. The reputation of the city's 3-star hotels (which are 52% of the city's total) was 81%, while 5-stars came in at 89%. Values increased slightly compared to the previous year.

Table 109 Prague hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		837  83.4%	 1.1%
3-star average		435  80.9%	 1.4%
4-star average		356  85.6%	 1.1%
5-star average		46  89.5%	 0.7%

Prague hotels' best features, say the online reviews, are location and cleanliness. The same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 110 Prague hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 86.5%	Room	 80.4%
3-star average	Location	 84.3%	Room	 74.4%
4-star average	Cleanliness	 88.4%	Room	 84.5%
5-star average	Location	 93.5%	Value	 87.1%

English is the primary language of online reviews for Prague hotels. About one-third as many reviews are given in Russian and German. Reviews in Russian increased more than 40% from the previous year. German reviews rate Prague's hotels lower than those in English or Russian.

Table 111 Top 3 review languages, Prague, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	83,810	28.3%	83.6%	1.0%
Russian	30,081	41.4%	85.2%	0.8%
German	29,402	21.5%	79.7%	1.1%

Hotel management responded on average to 9% of online reviews, which is the same as the regional average. Response rates varied greatly by stars, with 5-stars responding about eight times more than 3-stars and two times more than 4-stars. Positive reviews received more response than negatives, with neutral reviews receiving less attention.

Table 112 Prague hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	9.2%	31.5%	10.4%	33.8%	5.1%	14.1%	7.3%	10.7%
3-star average	3.4%	42.2%	4.1%	44.8%	2.1%	51.5%	2.5%	-12.6%
4-star average	12.2%	36.9%	13.7%	39.4%	6.1%	13.1%	10.2%	21.5%
5-star average	25.6%	12.7%	27.2%	12.9%	16.5%	-1.8%	17.9%	7.4%

Riga

In online reviews, guests in Riga rated their hotels slightly higher than the average for all cities in Eastern Europe, giving them an average GRI score of 83%. The reputation of the city's hotels, across all categories, ranged from 79 - 88%. 5-star hotels were rated 4% worse compared to the previous year.

Table 113 Riga hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		89  82.6%	-0.1%
3-star average		49  79.3%	-0.9%
4-star average		34  86.5%	1.4%
5-star average		6  87.9%	-4.1%

Riga hotels' best features, say the online reviews, are location, cleanliness and value. The same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 114 Riga hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 85.7%	Room	 78.8%
3-star average	Value	 81.8%	Room	 74.2%
4-star average	Location	 90.2%	Room	 82.7%
5-star average	Location	 95.6%	Value	 88.4%

Russian is the primary language of online reviews for Riga hotels. English is a close second; German a distant third. Latvian, the country's official language, does not make the top three. Russian reviews rate the city's hotels higher than those in English or German.

Table 115 Top 3 review languages, Riga, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
Russian	11,720	20.2%	85.4%	0.0%
English	10,061	25.6%	81.1%	-0.1%
German	3,330	44.7%	78.8%	-0.2%

Hotel management responded on average to 5% of online reviews, which is below the regional average of 9%. Although relatively low in absolute terms, response rates climbed by 66% compared to the previous year. This was due to an increase in 3-star and 4-star responses. Response rates varied greatly by stars, with 5-stars responding about ten times more often than 3-stars. Positive reviews received less responses than negative ones, with neutral reviews receiving less attention.

Table 116 Riga hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	4.6%	66.4%	5.1%	67.4%	2.6%	34.2%	5.7%	67.7%
3-star average	1.9%	67.0%	2.4%	61.5%	1.0%	121.8%	1.7%	99.4%
4-star average	5.8%	143.7%	6.1%	147.5%	4.2%	142.9%	7.6%	42.9%
5-star average	18.7%	6.0%	19.2%	7.1%	3.8%	-71.8%	25.3%	102.7%

Tallinn

In online reviews, guests in Tallinn rated their hotels equally to the average for all cities in Eastern Europe, giving them an average GRI score of 82%. The online reputation of the city's 4-star hotels (which are more than half of the city's total) rated 83%, with 3-stars slightly lower at 78% and 5-stars the highest at 92%. Ratings were unchanged compared to the previous year.

Table 117 Tallinn hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		51  82.1%	 0.6%
3-star average		17  78.4%	 0.0%
4-star average		29  82.6%	 0.7%
5-star average		5  92.1%	 1.5%

Tallinn hotels' best feature, according to the online reviews, is location. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 118 Tallinn hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 88.9%	Room	 78.7%
3-star average	Location	 85.4%	Room	 71.8%
4-star average	Location	 89.6%	Room	 80.5%
5-star average	Location	 96.0%	Value	 87.5%

Russian is the primary language of online reviews for Tallinn hotels. Not far behind are English and Finnish. Russian reviews are considerably more positive than those in English or Finnish.

Table 119 Top 3 review languages, Tallinn, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
Russian	8,475	15.2%	85.4%	0.3%
English	8,106	19.2%	80.0%	0.0%
Finnish	6,765	19.7%	78.4%	0.1%

Hotel management responded on average to 7% of online reviews, which is less than the regional average. Remarkably, 3-star responses decreased by one-fifth, while those of 4-stars and 5-stars increased. Response rates varied greatly by stars, with 5-stars responding about seven times more often than 3-stars. Responses to positive reviews were twice as frequent as to negative ones, with neutral reviews receiving less attention.

Table 120 Tallinn hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	7.0%	74.6%	8.2%	71.8%	3.4%	29.1%	4.5%	-4.2%
3-star average	2.0%	-22.0%	2.6%	-25.1%	1.5%	7.1%	2.3%	-7.4%
4-star average	8.7%	121.3%	10.3%	118.9%	3.8%	70.8%	4.7%	-0.5%
5-star average	14.2%	51.2%	15.1%	56%	7.7%	-16.9%	11.2%	-10.0%

Vilnius

In online reviews, guests in Vilnius rated their hotels more positively than the average for all cities in Eastern Europe, giving them an average GRI score of 85%. The reputation of the city's 3-star hotels (which are more than 50% of the city's total) rose slightly to 84%, while the other categories were virtually unchanged.

Table 121 Vilnius hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		61  84.6%	 0.9%
3-star average		34  83.6%	 1.4%
4-star average		22  84.7%	 0.3%
5-star average		5  91.0%	 0.2%

Vilnius hotels' best features, say the online reviews, are location and service. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 122 Vilnius hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 87.6%	Room	 81.0%
3-star average	Service	 85.9%	Room	 78.9%
4-star average	Location	 88.8%	Room	 81.6%
5-star average	Location	 98.1%	Value	 89.0%

Russian is the primary language of online reviews for Vilnius hotels. English is not far behind, with German as a distant third. Russian reviews gave a higher average rating than those in English or German. Reviews in the countries' language Lithuanian are not in the top three of the ranking.

Table 123 Top 3 review languages, Vilnius, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
Russian	9,688	37.3%	86.6%	0.6%
English	6,184	15.7%	82.8%	1.0%
German	1,041	12.1%	79.5%	0.5%

Hotel management responded on average to 4% of online reviews, which is far below the regional average of 9%. Although relatively low in absolute terms, response rates climbed by 29% compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about six times more often than 3-stars. Positive reviews had less response than negative ones, with neutral reviews receiving less attention.

Table 124 Vilnius hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	4.4%	29.4%	4.7%	26.8%	3.1%	44.8%	6.1%	35.8%
3-star average	2.4%	106.9%	2.7%	109.9%	1.4%	146.3%	5.7%	185.8%
4-star average	4.6%	11.3%	4.8%	3.6%	3.5%	58.7%	5.7%	-17.7%
5-star average	14.9%	24.0%	16.2%	24.6%	11.8%	14.0%	11.3%	14.8%

Warsaw

In online reviews, guests in Warsaw rated their hotels better as the average of all cities in Eastern Europe, giving them a GRI score of 83%. The reputation of the city's 3-star hotels (which are 57% of the city's total) increased by 1% to a GRI of 80%. Ratings slightly increased compared to the previous year.

Table 125 Warsaw hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		56 83.0%	1.0%
3-star average		32 79.7%	1.2%
4-star average		14 85.4%	1.2%
5-star average		10 89.9%	0.1%

Warsaw hotels' best feature, say the online reviews, is cleanliness. Those same online reviews say that the worst features are location and value. Location, in most other Eastern European cities, is cited as a best feature or not at all. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 126 Warsaw hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness		Location	
3-star average	Cleanliness		Location	
4-star average	Cleanliness		Value	
5-star average	Cleanliness		Value	

English is the primary language of online reviews for Warsaw hotels. A close second and distant third are Polish and Russian. Russian ratings are more positive than those in English or Polish.

Table 127 Top 3 review languages, Warsaw, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	11,958	19.7%	82.1%	0.9%
Polish	11,632	40.1%	81.2%	0.4%
Russian	4,034	28.8%	85.5%	-1.1%

Hotel management responded on average to 9% of online reviews, which is the regional average. Although relatively low in absolute terms, response rates climbed by 28% compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about eight times more often than 3-stars. Positive reviews received more responses than negative ones, with neutral reviews receiving less attention.

Table 128 Warsaw hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	8.9%	27.7%	10.1%	32.4%	4.7%	7.3%	7.8%	26.8%
3-star average	3.0%	41.7%	3.7%	35.8%	1.9%	29.6%	2.8%	130.0%
4-star average	7.5%	55.2%	9.0%	65.6%	4.2%	107.0%	6.4%	50.0%
5-star average	25.5%	19.7%	27.7%	24.3%	12.5%	-13.8%	21.8%	6.4%

Rankings & responses

Middle East & Africa

Middle East & Africa

In online reviews from March 2014 to February 2015, guests in the Middle East and Africa rated their hotels on average with a GRI of 80%. The reputation of the 3-star hotels was lowest with 73%, 5-star hotels were highest with 86%, while 4-stars were in-between with a GRI score of 80%. Ratings for 3-stars and 4-stars decreased compared to the previous year while 5-stars remained steady.

Table 129 Middle East & Africa hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	1,429	 80.0%	-1.0%
3-star average	370	 73.1%	-2.4%
4-star average	620	 80.0%	-0.7%
5-star average	439	 85.8%	0.3%

Middle East and Africa hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are room (quality) and value. Unsurprisingly, as stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 130 Middle East & Africa hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 85.8%	Value	 81.8%
3-star average	Location	 81.8%	Room	 75.8%
4-star average	Cleanliness	 85.0%	Value	 81.6%
5-star average	Cleanliness	 91.1%	Value	 83.7%

English is the primary language of online reviews for Middle East and Africa hotels. Arabic is used about one-third as much, and German about one-ninth as much. In general French reviews were the most positive, while the Arabic reviewers were more critical in their responses.

Table 131 Top 3 review languages, Middle East & Africa, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	269,479	40.5%	79.5%	-0.8%
Arabic	100,727	75.4%	75.5%	-2.0%
French	32,194	31.3%	81.8%	0.1%

Hotel management responded on average to 18% of online reviews. Response rates slightly increased, by 7%, compared to the previous year. Response rates varied greatly by stars: 5-stars responded more than twice as much as 3-stars, and 4-stars two third as much as 3-stars. Hotels responded more often to positive than to negative reviews. Neutral reviews had about half the response rate of positive ones.

Table 132 Middle East & Africa hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	18.2%	7.2%	20.5%	8.6%	12.0%	4.8%	15.1%	2.6%
3-star average	10.5%	5.1%	12.0%	7.2%	7.8%	19.2%	9.0%	-2.3%
4-star average	16.1%	7.8%	18.5%	8.9%	11.0%	8.2%	13.9%	3.5%
5-star average	25.4%	6.9%	28.2%	8.3%	15.9%	-2.0%	20.2%	2.8%

Abu Dhabi

In online reviews, guests in Abu Dhabi rated their hotels higher than those in other cities in the Middle East and Africa, giving them an average GRI score of 82%. The reputation of the city's 5-star hotels (which are 40% of the city's total, and the largest share) was 89%. Rankings were unchanged from the previous year.

Table 133 Abu Dhabi hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 72	 82.3%	-0.2%
3-star average	 19	 75.0%	-0.6%
4-star average	 24	 80.2%	-1.1%
5-star average	 29	 88.9%	0.6%

Abu Dhabi hotels' best features are cleanliness and location. Those same online reviews say that the worst features are location and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 134 Abu Dhabi hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 87.8%	Location	 84.5%
3-star average	Location	 82.6%	Room	 76.6%
4-star average	Cleanliness	 85.3%	Location	 82.4%
5-star average	Cleanliness	 93.6%	Location	 87.0%

English is the primary language of online reviews for Abu Dhabi hotels. A distant second and third are Arabic and German. Arabic reviews rose by two-thirds compared to the previous year, while English ones grew by nearly one-third. However, German reviews were by far the most positive ones according to the data.

Table 135 Top 3 review languages, Abu Dhabi, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	27,970	30.5%	81.8%	0.7%
Arabic	7,059	66.3%	80.2%	-2.3%
German	3,883	21.5%	85.4%	0.7%

Hotel management responded on average to 21% of online reviews, which is above the regional average. Response rates varied greatly by stars, with 5-stars responding about four times more often than 3-stars. Positive reviews received more responses than negative ones, with neutral reviews receiving less attention.

Table 136 Abu Dhabi hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	21.0%	21.2%	24.4%	21.4%	11.2%	13.6%	14.7%	9.7%
3-star average	8.6%	31.7%	11.8%	40.5%	4.3%	28.5%	3.7%	13.4%
4-star average	17.1%	23.0%	21.5%	18.7%	7.5%	24.1%	9.8%	-0.6%
5-star average	30.6%	18.5%	33.3%	19.9%	17.8%	8.0%	24.5%	13.3%

Amman

In online reviews, guests in Amman rated their hotels lower than those in other cities in the region, giving them an average GRI score of 73%. The online reputation score of the city's 3-star hotels (which make up almost half of the city's total) was lowest at 70%, with 4-stars at 72% and 5-stars at 79%.

Table 137 Amman hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		71  72.6%	 0.0%
3-star average		34  69.9%	 -3.4%
4-star average		21  71.7%	 3.1%
5-star average		16  79.3%	 3.4%

Amman hotels' best features, according to the online reviews, are cleanliness and service. Those same online reviews say that the worst features are location, value and room (quality). These findings are only partially in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests also expect more for their money.

Table 138 Amman hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Service	 76.2%	Value	 73.6%
3-star average	Service	 74.1%	Room	 70.9%
4-star average	Service	 71.1%	Location	 67.1%
5-star average	Cleanliness	 85.7%	Value	 80.0%

English is the primary language of online reviews for hotels in Amman. Arabic reviews are about a third as common, with French a distant third. French reviews give a higher average rating than the other two languages.

Table 139 Top 3 review languages, Amman, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	6,346	24.2%	71.0%	0.1%
Arabic	2,840	71.0%	74.7%	-1.1%
French	391	21.4%	79.3%	-1.2%

Hotel management responded on average to 16% of online reviews, which is 2% below the regional average. Response rates varied greatly by stars, with 5-stars responding about four times more often than 3-stars. Positive reviews received considerably more responses than negative and neutral reviews. Unusually, neutral reviews received more attention than negative ones.

Table 140 Amman hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	15.7%	48.1%	20.0%	56.4%	10.2%	30.4%	8.8%	2.5%
3-star average	8.3%	68.1%	11.4%	66.7%	5.0%	132.7%	4.6%	-10.5%
4-star average	9.6%	466.5%	12.9%	422.7%	8.3%	486.8%	6.6%	315.0%
5-star average	31.3%	15.0%	37.6%	23.2%	18.3%	-15.1%	16.2%	-21.0%

Beirut

Guests in Beirut rated their hotels better than most other cities in in the Middle East and Africa, giving them an average GRI score of 80%. The reputations of the city's 4-star hotels (which are 53% of the city's total) were ranked at 80%. 3-stars improved their rating, while 4-stars declined and 5-stars remained steady.

Table 141 Beirut hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 83	 79.8%	-1.3%
3-star average	 11	 69.8%	1.6%
4-star average	 44	 79.6%	-1.0%
5-star average	 28	 84.2%	0.1%

Beirut hotels' best feature, say the online reviews, is location. Those same online reviews say that the worst features are value and room (quality). These are only partially in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 142 Beirut hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 89.3%	Room	 83.6%
3-star average	Location	 99.5%	Room	 67.0%
4-star average	Location	 87.1%	Room	 80.4%
5-star average	Location	 91.7%	Value	 85.9%

English is the primary language of online reviews for Beirut hotels. A distant second and third are Arabic and French. Arabic reviews more than doubled in number from the previous year, while English ones rose 48%. Ratings in French tend to be more positive compared to the other two languages.

Table 143 Top 3 review languages, Beirut, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	6,910	47.6%	79.3%	0.0%
Arabic	1,528	125.4%	78.6%	-2.6%
French	535	31.8%	84.9%	7.1%

Hotel management responded on average to 19% of online reviews, which is just above the regional average. Response rates fell in almost all categories. Only the 5-star responses to negative reviews improved from year to year.

Table 144 Beirut hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	18.6%	-17.1%	21.9%	-15.2%	8.0%	-44.0%	12.3%	-14.6%
3-star average	0.0%	-100.0%	0.0%	0.0%*	0.0%	0.0%*	0.0%	-100.0%
4-star average	10.9%	-25.7%	13.3%	-20.7%	5.6%	-40.7%	6.8%	-50.7%
5-star average	29.5%	-12.4%	34.2%	-12.4%	11.6%	-45.7%	19.9%	27.0%

*no changes can be calculated for neutral and positive reviews of the 3-star hotels because in the previous period the indices amounted to 0%

Cairo

Guests in Cairo rated their hotels less positively than most other cities in the Middle East and Africa region, giving them an average GRI score of 76%. The reputation of the city's 5-star hotels (which make up 49% of the city's total) decreased by 3%. Likewise the GRI scores for 3-stars and 4-stars decreased significantly, resulting in an average decline of 6% for all hotels.

Table 145 Cairo hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	72	 75.5%	-5.9%
3-star average	16	 69.7%	-10.5%
4-star average	21	 72.2%	-6.4%
5-star average	35	 80.1%	-2.8%

Cairo hotels' best features are cleanliness and location. These same online reviews say that the worst features are value, service and room (quality). The worst ratings are only partially in alignment with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value, suggesting that visitors to Cairo also expect more from their 5-star hotels.

Table 146 Cairo hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 84.3%	Value	 80.3%
3-star average	Location	 86.4%	Room	 75.7%
4-star average	Location	 79.2%	Service	 77.6%
5-star average	Cleanliness	 86.5%	Value	 81.4%

English is the primary language of online reviews for Cairo hotels. A distant second and third are Arabic and French. Nevertheless Arabic reviews more than tripled in number from the previous year, while the two other languages also increased significantly. Ratings in French tend to be more positive than in other languages of the top three.

Table 147 Top 3 review languages, Cairo, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	10,236	78.9%	75.3%	-3.3%
Arabic	6,444	333.9%	74.8%	-5.5%
French	548	74.0%	80.7%	-1.0%

Hotel management responded on average to 20% of online reviews, which is 2% above the regional average. In contrast to the regional trend, review responses declined sharply by 12%. Response rates varied greatly by stars, with 5-stars responding the most. Positive reviews received more responses than negative and neutral ones.

Table 148 Cairo hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	20.4%	-12.1%	25.3%	-6.3%	11.6%	-16.3%	12.9%	-21.9%
3-star average	0.6%	-88.1%	0.9%	-91.4%	0.0%	0.0%*	0.6%	-91.0%
4-star average	13.8%	-43.2%	20.0%	-24.3%	6.8%	-65.3%	6.7%	-67.8%
5-star average	27.8%	-4.0%	33.1%	-0.3%	16.3%	4.9%	18.4%	9.9%

*no changes can be calculated for neutral and positive reviews of the 3-star hotels because in the previous period the indices amounted to 0%

Cape Town

In online reviews, guests in Cape Town rated their hotels more positively than most other cities in the Middle East and Africa, giving them an average GRI score of 86%. The online reputation of the city's 4-star hotels (which are 56% of the city's total) decreased over the past year by 1%, pulling the overall hotel average down.

Table 149 Cape Town hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	267	 86.0%	-1.6%
3-star average	66	 80.5%	-2.9%
4-star average	150	 86.4%	-1.4%
5-star average	51	 92.0%	-0.5%

Cape Town hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 150 Cape Town hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 90.2%	Value	 86.4%
3-star average	Location	 87.2%	Room	 80.6%
4-star average	Cleanliness	 90.4%	Value	 86.8%
5-star average	Cleanliness	 95.5%	Value	 89.0%

English is the primary language of online reviews for Cape Town hotels. A distant second and third are German and French. Ratings in French are the least positive while the ones written in English and German are the same with a score of 86%.

Table 151 Top 3 review languages, Cape Town, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	29,085	27.2%	86.0%	-1.8%
German	3,383	27.3%	86.2%	0.4%
French	1,165	34.7%	84.0%	-2.5%

Hotel management responded on average to 22% of online reviews, which is 2% above the regional average. Consistent with the regional trend, responses were up slightly by 4% compared to the previous year. Unusually, response rates only slightly varied by stars, with 5-stars responding about one-third more than 3-stars and 4-stars. Negative reviews received less responses than positive ones, with neutral reviews receiving the least attention.

Table 152 Cape Town hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	21.7%	3.8%	22.5%	1.8%	17.6%	6.2%	24.4%	2.3%
3-star average	21.5%	-1.0%	22.7%	-6.3%	17.4%	29.0%	20.8%	-1.9%
4-star average	19.8%	5.2%	20.5%	4.1%	15.9%	7.5%	22.4%	2.0%
5-star average	27.5%	6.3%	27.9%	6.3%	22.4%	-11.8%	34.2%	2.6%

Doha

In online reviews, guests in Doha rated their hotels less positively than most other cities in the Middle East and Africa, giving them an average GRI score of 78%. The online reputation of the city's 5-star hotels (which are almost 50% of the city's total) came in at 85%, with 4-stars and 3-stars ranking considerably lower. Ratings decreased throughout all categories compared to the previous year.

Table 153 Doha hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 70	 78.0%	-2.3%
3-star average	 15	 67.1%	-3.5%
4-star average	 22	 75.4%	-1.9%
5-star average	 33	 84.6%	-1.2%

Doha hotels' best features, due to the online reviews, are value and cleanliness. Those same online reviews say that the worst features are value and room (quality). These ratings are in line with regional rankings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 154 Doha hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 86.0%	Value	 80.5%
3-star average	Value	 79.3%	Room	 69.7%
4-star average	Cleanliness	 81.2%	Value	 76.9%
5-star average	Cleanliness	 91.1%	Value	 82.6%

English is the main language of online reviews for Doha hotels. A close second is Arabic, with German as a distant third. Online reviews in Arabic increased in volume by 42% over the previous year. Ratings in English are the most critical compared to the ones written in Arabic or German.

Table 155 Top 3 review languages, Doha, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	11,799	30.9%	76.7%	-2.5%
Arabic	9,069	41.8%	77.3%	-4.1%
German	459	-4.0%	81.0%	-2.8%

Hotel management responded on average to 15% of online reviews, which is below the regional average. The response rate from 5-stars decreased while 3-star responses increased by almost 400%. Response rates varied greatly by stars, 5-star hotels responding around six times more often than hotels with 3-star hotels. Positive reviews received more responses than negative and neutral reviews which both received the same attention.

Table 156 Doha hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	14.6%	1.1%	18.0%	8.2%	8.6%	-1.4%	8.7%	-19.0%
3-star average	2.6%	389.4%	3.6%	338.9%	2.3%	0.0%*	1.1%	126.7%
4-star average	14.7%	9.7%	19.7%	16.3%	9.1%	6.4%	7.8%	-18.7%
5-star average	16.7%	-8.0%	19.5%	-1.4%	9.3%	-12.2%	10.7%	-22.6%

*no changes can be calculated for neutral and positive reviews of the the 3-star hotels because in the previous period the indexes amounted to 0%

Dubai

In online reviews, guests in Dubai rated their hotels like guests of most other cities in the Middle East and Africa, giving them an average GRI score of 79%. The online reputation scores of the city's 4-star hotels held steady, whereas 3-stars decreased by 2% and 5-stars increased by 1%.

Table 157 Dubai hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	249	 78.4%	0.1%
3-star average	65	 67.7%	-1.8%
4-star average	92	 77.1%	0.4%
5-star average	92	 87.3%	1.1%

Dubai hotels' best features, according to the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 158 Dubai hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 84.3%	Value	 79.4%
3-star average	Location	 78.2%	Room	 68.8%
4-star average	Cleanliness	 81.9%	Value	 77.3%
5-star average	Cleanliness	 93.6%	Value	 85.3%

English is the primary language of online reviews for Dubai hotels. Arabic reviews are one-third as frequent, with German a distant third. Reviews in German tend to rate Dubai's hotels higher than reviews in English or Arabic.

Table 159 Top 3 review languages, Dubai, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	122,302	48.3%	77.7%	0.0%
Arabic	42,649	69.4%	76.4%	-0.7%
German	8,166	7.3%	81.4%	0.7%

Hotel management responded on average to 16% of online reviews, which is 2% below the regional average. The overall response rate increased by 12% compared to the previous year, with 3-stars confirming that trend with a 114% jump. Response rates varied greatly by stars. 5-star hotels responded around seven times more often than 3-stars. Positive reviews received significantly more responses than negative ones, with neutral reviews receiving the least attention.

Table 160 Dubai hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	16.4%	12.0%	19.4%	14.0%	8.2%	3.2%	10.1%	-4.4%
3-star average	4.0%	113.7%	5.9%	129.2%	2.3%	186.4%	2.0%	35.3%
4-star average	13.7%	13.1%	17.1%	11.5%	8.0%	12.9%	8.4%	1.9%
5-star average	26.7%	8.5%	29.9%	10.4%	12.1%	-7.6%	16.7%	-8.2%

Jeddah

In online reviews, guests in Jeddah rated their hotels less positively than most other cities in the region, giving them an average GRI score of 71%. The reputation of the city's 5-star hotels (which make up 37% of the city's total) remained almost steady, while 4-stars and 3-stars declined, pulling the overall hotel average down by 1%.

Table 161 Jeddah hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 35	 70.6%	-1.1%
3-star average	 13	 66.2%	-1.7%
4-star average	 9	 69.0%	-1.6%
5-star average	 13	 76.1%	-0.4%

Jeddah hotels' best feature, according to the online reviews is location. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 162 Jeddah hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 78.4%	Value	 66.1%
3-star average	Location	 71.4%	Room	 62.1%
4-star average	Location	 74.5%	Value	 64.5%
5-star average	Location	 82.4%	Value	 66.7%

Arabic is the primary language of online reviews for Jeddah hotels. English reviews are about two-thirds as common and French a distant third. The amount of reviews in Arabic increased the most over the last year. Ratings overall are quite critical with those written in French being the most critical with a score of 63%.

Table 163 Top 3 review languages, Jeddah, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
Arabic	5,518	54.8%	69.6%	-1.6%
English	3,147	29.5%	66.3%	-1.7%
French	79	33.9%	63.3%	12.7%

Hotel management responded on average to 8% of online reviews, which is much lower than the regional average of 18%. Response rates for 4-stars and 5-stars increased whereas those for 3-stars declined over the last year. Response rates varied by stars, with 5-star hotels responding around three times more often than 4-star hotels. Unusually in comparison to the regional trend, management of 4-stars responded less to reviews than it did in 3-stars. Positive reviews received more responses than neutral ones, with negative reviews receiving considerably less attention.

Table 164 Jeddah hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	8.3%	5.4%	11.9%	5.3%	7.3%	14.6%	4.5%	-24.7%
3-star average	9.6%	-12.6%	15.9%	-2.3%	7.4%	-32.3%	4.9%	-2.1%
4-star average	2.9%	21.0%	4.3%	16.5%	2.9%	51.2%	1.7%	13.1%
5-star average	10.5%	6.9%	14.0%	2.7%	9.4%	33.9%	5.8%	-36.2%

Johannesburg

In online reviews, guests in Johannesburg rated their hotels more positively than most other cities in the Middle East and Africa, giving them an average GRI score of 84%. The online reputation of the city's 4-star hotels (which are almost 50% of the city's total) decreased slightly over the past year but was compensated by an increase in the 3- and 5-star hotel ratings, so the overall ranking remained unchanged.

Table 165 Johannesburg hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		95  84.2%	-0.2%
3-star average		22  79.9%	1.3%
4-star average		46  83.5%	-0.5%
5-star average		27  89.1%	0.7%

Johannesburg hotels' best feature, according to the online reviews, is cleanliness. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 166 Johannesburg hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 90.3%	Value	 84.8%
3-star average	Cleanliness	 87.2%	Room	 82.8%
4-star average	Cleanliness	 89.6%	Value	 84.6%
5-star average	Cleanliness	 93.4%	Value	 86.2%

English is the primary language of online reviews for Johannesburg hotels. A distant second and third are Portuguese and German reviews. Ratings in English and German tend to be slightly more positive compared to the ones written in Portuguese.

Table 167 Top 3 review languages, Johannesburg, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	9,424	53.5%	84.4%	-0.3%
Portuguese	440	37.1%	82.7%	-0.2%
German	398	46.9%	84.1%	-0.3%

Hotel management responded on average to 38% of online reviews, which is more than twice as much as the regional norm. Response rates varied relatively little by stars, with 5-stars responding two-third as often as 3-stars. Negative reviews had about the same response rate as positive ones, with neutral reviews receiving less attention.

Table 168 Johannesburg hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	38.1%	0.8%	39.3%	-1.0%	26.7%	7.9%	40.2%	27.0%
3-star average	28.3%	-13.2%	29.7%	-3.2%	20.1%	-22.4%	29.6%	-7.5%
4-star average	34.5%	0.2%	35.6%	-5.6%	23.5%	8.4%	39.9%	62.7%
5-star average	50.5%	8.2%	51.8%	5.5%	36.9%	29.8%	47.5%	7.1%

Kuwait City

In online reviews, guests in Kuwait City rated their hotels lower than those in other regional cities, giving them an average GRI score of 76%. The online reputation of the city's 4-star hotels (which account for 40% of the city's total) stood at 74%. Rankings were largely unchanged from the previous year.

Table 169 Kuwait City hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		42  75.7%	 0.3%
3-star average		10  68.9%	 1.5%
4-star average		17  74.2%	 0.7%
5-star average		15  81.8%	 -0.7%

Kuwait City hotels' best features, say the online reviews, are cleanliness and location. Those same online reviews say that the worst features are value and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 170 Kuwait City hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 85.1%	Value	 80.1%
3-star average	Location	 80.4%	Room	 68.3%
4-star average	Cleanliness	 83.5%	Value	 78.9%
5-star average	Cleanliness	 91.0%	Value	 82.0%

Arabic is the primary language of online reviews for Kuwait City hotels. English reviews are about one-third less frequent, and those in Italian are a distant third. Ratings in Italian tend to be significantly more positive than in the other two languages.

Table 171 Top 3 review languages, Kuwait City, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
Arabic	5,578	48.7%	74.2%	2.1%
English	3,993	22.1%	73.5%	0.1%
Italian	106	26.2%	81.2%	-5.1%

Hotel management responded on average to 19% of online reviews, which is just above the regional average. Response rates decreased by 4% compared to the previous year. Response rates varied greatly by stars, with 5-stars responding about five times more often than 3-stars. Positive reviews received more responses than neutral ones and, surprisingly, negative reviews received the least attention.

Table 172 Kuwait City hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	18.7%	-4.1%	21.9%	-10.5%	12.1%	46.0%	11.0%	70.3%
3-star average	3.8%	-5.1%	5.2%	-12.1%	2.5%	2.8%	1.3%	-1.0%
4-star average	27.5%	3.8%	30.0%	-3.8%	17.1%	34.5%	11.5%	9.9%
5-star average	19.4%	-15.5%	23.7%	-20.0%	13.1%	56.1%	15.1%	134.0%

Manama

In online reviews, guests in Manama rated their hotels lower than those in other cities in Middle East and Africa, giving them an average GRI score of 74%. The online reputation of the city's 4-star hotels (which make up 61% of the city's total) stood at 74%. GRI rankings decreased considerably for all hotels, pulling the overall average down by 4%.

Table 173 Manama hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	61	73.5%	-3.7%
3-star average	9	57.7%	-5.9%
4-star average	37	73.5%	-2.8%
5-star average	15	83.1%	-1.3%

Manama hotels' best features, say the online reviews, are location, service and cleanliness. Those same online reviews say that the worst features are value, service and cleanliness. These are only partially in line with regional ratings. While cleanliness is rated the best rated feature among 5-stars, it is rated worst rated among 3-stars. As stars increased, so did the percentage of guests who gave a 'worst' rating to value.

Table 174 Manama hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	83.9%	Service	80.5%
3-star average	Service	71.6%	Cleanliness	64.3%
4-star average	Location	81.3%	Service	78.0%
5-star average	Cleanliness	89.5%	Value	81.1%

Note: no data available for "location" and "value" feature for the 3-star hotels

English is the main language of online reviews for Manama hotels. A close second is Arabic, followed by French. Reviews in French were overall more positive than in the other top languages.

Table 175 Top 3 review languages, Manama, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	10,479	54.8%	72.4%	-4.1%
Arabic	10,061	108.8%	72.4%	-2.5%
French	150	38.9%	87.3%	-2.1%

Hotel management responded on average to 12% of online reviews, which is below the regional average of 18%. Response rates increased by 36% for 4-star hotels, but decreased by 4% at 5-star level. Positive reviews received more responses than neutral and negative reviews.

Table 176 Manama hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	12.1%	9.5%	15.8%	24.3%	5.7%	-4.5%	5.6%	4.3%
3-star average	0.0%	0.0%*	0.0%	0.0%*	0.0%	0.0%*	0.0%	0.0%*
4-star average	11.1%	35.8%	15.0%	54.0%	5.7%	84.8%	4.9%	80.6%
5-star average	15.7%	-4.4%	19.4%	6.5%	6.4%	-41.0%	7.6%	-23.2%

*no changes can be calculated for neutral and positive reviews of the the 3-star hotels because in the previous period the indexes amounted to 0%

Marrakesh

In online reviews, guests in Marrakesh rated their hotels more positively than most other cities in the Middle East and Africa, giving them an average GRI score of 84%. The reputation of the city's 4-star hotels (which are 43% of the city's total) increased slightly over the past year by 1%. 5-stars also improved their rating, while 3-stars declined.

Table 177 Marrakesh hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	197	83.5%	0.9%
3-star average	53	79.0%	-0.7%
4-star average	84	83.8%	0.9%
5-star average	60	87.2%	2.1%

Marrakesh hotels' best features, according to the online reviews, are value and cleanliness. Those same online reviews say that the worst features are value and room (quality). These are the same features as in regional ratings, yet with higher percentages. As stars increased, so did the percentage of guests who rated "value" as the worst feature.

Table 178 Marrakesh hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	85.9%	Value	82.7%
3-star average	Value	81.9%	Room	79.1%
4-star average	Cleanliness	86.4%	Value	83.2%
5-star average	Cleanliness	89.2%	Value	82.6%

French is the primary language of online reviews for Marrakesh hotels. A close second is English, followed by Spanish. All reviews in the top three languages were slightly less positive than the average for all languages.

Table 179 Top 3 review languages, Marrakesh, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
French	19,892	28.9%	82.1%	0.6%
English	16,722	20.8%	83.5%	0.5%
Spanish	1,932	10.3%	76.7%	0.4%

Hotel management responded on average to 11% of online reviews, which is 6% below the regional average. Response rates climbed by 26% compared to the previous year. Overall response rates varied greatly between stars, with 5-stars responding about four times more often than 3-stars. Positive reviews were given as much attention as negative ones, with neutral reviews having fewer responses.

Table 180 Marrakesh hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	10.6%	25.5%	11.7%	32.2%	8.5%	10.3%	11.9%	-17.7%
3-star average	4.4%	6.0%	4.8%	18.0%	3.5%	-3.6%	5.7%	-18.0%
4-star average	9.6%	36.5%	11.0%	45.5%	7.5%	30.8%	11.3%	-16.0%
5-star average	17.4%	22.7%	18.8%	26.0%	14.6%	1.5%	17.7%	-19.5%

Muscat

In online reviews, guests in Muscat rated their hotels less positively than most other cities in the region, giving them an average GRI score of 75%. The reputation of the city's 4-star hotels (which represent 44% of the city's total hotel stock) fell by 1%. Likewise 3-stars were ranked down. Only 5-stars improved their GRI score.

Table 181 Muscat hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		36  75.2%	-0.8%
3-star average		15  71.5%	-2.0%
4-star average		16  74.8%	-1.1%
5-star average		5  87.4%	3.2%

Muscat hotels' best feature, say the online reviews, is cleanliness. Those same online reviews say that the worst features are value and location. These are only partially in line with regional ratings. As stars increased, so did the percentage of guests who rated "value" as the worst feature.

Table 182 Muscat hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 82.6%	Value	 75.5%
3-star average	Cleanliness	 78.0%	Value	 74.6%
4-star average	Cleanliness	 82.0%	Location	 74.6%
5-star average	Cleanliness	 91.6%	Value	 78.0%

English is the main language of online reviews for Muscat hotels. Arabic and German are a distant second and third. German reviews tend to be less critical than those in the two other languages of the top three.

Table 183 Top 3 review languages, Muscat, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	5,881	39.1%	74.3%	-0.8%
Arabic	856	104.3%	71.2%	-4.4%
German	547	-5.0%	79.9%	1.0%

Hotel management responded on average to 18% of online reviews, the same as the regional average. Response rates increased by 11% compared to the previous year. In general response rates varied by stars, with 5-stars responding about six times more often than 3-stars. Positive reviews had a higher response rate than negative and neutral ones which both were given about the same attention.

Table 184 Muscat hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	18.4%	10.6%	22.4%	10.3%	14.1%	14.3%	13.1%	21.8%
3-star average	7.1%	-41.6%	9.6%	-32.5%	5.1%	-26.3%	3.8%	-52.8%
4-star average	17.1%	23.4%	22.8%	17.3%	9.4%	1.4%	8.3%	48.0%
5-star average	42.7%	24.7%	44.5%	26.0%	43.2%	34.6%	43.6%	36.1%

Riyadh

In online reviews, guests in Riyadh rated their hotels less positively than most other cities in the region, giving them an average GRI score of 75%. The reputation of the city's 4-star hotels (which are 47% of the city's total) decreased over the past year by 2%, pulling the overall average down by over 2%.

Table 185 Riyadh hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		79  74.7%	 -2.1%
3-star average		22  71.3%	 -3.5%
4-star average		37  73.8%	 -2.0%
5-star average		20  80.2%	 -0.4%

Riyadh hotels' best features, according to the online reviews, are location and cleanliness. The same online reviews say that the worst features are value, service and room (quality). Unusually for this region service is rated among the worst rated features. Best rated features are in-line with regional ratings. Suprisingly for the regional trend, as stars increased, the percentage of guests who gave a 'worst' rating to value declined.

Table 186 Riyadh hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 81.8%	Value	 75.7%
3-star average	Location	 82.0%	Service	 76.9%
4-star average	Location	 85.2%	Room	 72.6%
5-star average	Cleanliness	 85.1%	Value	 74.4%

Arabic is the primary language of online reviews for Riyadh hotels. English reviews are about two-thirds as common, and those in Italian are a distant third. Reviews in Arabic were more positive than in the other top three languages.

Table 187 Top 3 review languages, Riyadh, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
Arabic	8,620	76.7%	74.8%	-1.7%
English	5,185	34.6%	73.1%	1.0%
Italian	121	24.7%	72.2%	*

* Table languages: no index available in previous period

Hotel management responded on average to 12% of online reviews, which is lower than the regional average of 18%. Response rates climbed by 11% compared to the previous year. Response rates varied only slightly by stars, with 5-stars responding about 50% more often than 3-stars. Positive reviews received more responses than neutral ones, with negative reviews receiving even less attention.

Table 188 Riyadh hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	12.2%	10.6%	14.4%	17.6%	9.8%	24.2%	7.0%	4.2%
3-star average	9.7%	35.9%	10.7%	62.4%	9.9%	39.8%	6.3%	-24.3%
4-star average	10.9%	-4.1%	13.3%	8.8%	8.3%	11.6%	4.7%	-21.9%
5-star average	14.0%	18.4%	16.4%	18.5%	11.2%	30.8%	9.3%	35.6%

Rankings & responses

India

India

In online reviews from March 2014 to February 2015 guests in India rated their hotels on average with a GRI of 76%. The online reputation of the 3-star hotels was lowest at 74%, 5-star hotels were highest at 84%, while 4-stars were in-between at 79%. Ratings decreased for 4-stars and 5-stars while 3-stars improved their GRI scores.

Table 189 India hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 747	 76.1%	-0.4%
3-star average	 482	 73.5%	0.6%
4-star average	 165	 78.8%	-1.0%
5-star average	 100	 84.4%	-1.0%

India hotels' best features, according to the online reviews, are location and cleanliness. Those same online reviews say that the worst features are service and value. Perhaps unsurprisingly, as hotel stars increased, so did the percentage of guests who gave a 'worst' rating to value - suggesting that guests who pay for more stars expect more value for their money.

Table 190 India hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 80.6%	Value	 77.3%
3-star average	Location	 79.7%	Value	 75.5%
4-star average	Cleanliness	 83.5%	Value	 78.7%
5-star average	Cleanliness	 88.5%	Value	 82.1%

English is the main language of online reviews for India hotels. French and German are a very distant second and third. Ratings in German are the most positive while the English ones are more critical.

Table 191 Top 3 review languages, India, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	107,612	42.0%	76.8%	0.2%
French	2,694	10.0%	79.2%	-1.3%
German	1,812	-10.1%	81.5%	0.6%

Hotel management responded on average to 27% of online reviews. Response rates in total fell compared to the previous year. Response rates varied greatly by stars: 5-stars responded three times as much as 3-stars and 4-stars more than twice as much as 3-stars. Hotels responded more often to positive than to negative and neutral reviews which both received the same attention by hotel management.

Table 192 India hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	27.4%	-9.0%	31.2%	-4.7%	21.2%	-8.5%	21.1%	-14.9%
3-star average	16.8%	-14.2%	19.9%	-9.3%	12.9%	-10.7%	12.5%	-8.7%
4-star average	43.8%	-3.1%	49.1%	1%	33.2%	-1.4%	32.5%	-20.9%
5-star average	56.9%	2.2%	59.9%	4.8%	42.4%	-8.2%	46.0%	4.8%

Chennai

In online reviews, guests in Chennai rated their hotels slightly less positively than most other cities in India, giving them an average GRI score of 75%. The reputation of the city's 3-star hotels (which are 60% of the city's total) grew over the past year by 2%, pushing the overall hotel average slightly up by 0.7%.

Table 193 Chennai hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	110	 75.3%	 0.7%
3-star average	66	 71.3%	 1.5%
4-star average	31	 79.4%	 0.4%
5-star average	13	 85.8%	 -1.2%

Chennai hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst feature is value. These are in line with regional ratings for India. As hotel stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 194 Chennai hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 81.5%	Value	 75.0%
3-star average	Location	 79.5%	Value	 70.7%
4-star average	Location	 83.7%	Value	 79.1%
5-star average	Cleanliness	 90.1%	Value	 84.3%

English is by far the main language of online reviews for Chennai hotels, a distant second and third language are French and German. English-speaking guests seem to be the most critical when reviewing their stays.

Table 195 Top 3 review languages, Chennai, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	15,483	35.8%	75.2%	0.9%
French	333	3.4%	80.9%	0.0%
German	143	-18.8%	84.4%	-3.5%

Hotel management responded on average to 33% of online reviews, which is well above the regional average of 27%. Response rates fell by 10% compared to the previous year. Overall response rates varied greatly between stars, with 5-stars responding about three times more often than 3-stars. Positive reviews received more responses than negative and neutral reviews.

Table 196 Chennai hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	32.7%	-9.7%	37.7%	-2.5%	23.9%	-19.8%	24.2%	-20.6%
3-star average	21.4%	-11.9%	26.0%	-1.1%	16.0%	-17.8%	15.3%	-15.4%
4-star average	48.8%	-3.8%	54.0%	-0.1%	35.0%	-17.3%	36.9%	-11.2%
5-star average	56.8%	-14.9%	59.9%	-12.1%	39.6%	-30.6%	41.4%	-35.6%

Hyderabad

In online reviews, guests in Hyderabad rated their hotels slightly more positively than the average in India, giving them an average GRI score of 77%. The reputation of the city's 3-star hotels (which are 63% of the city's total) fell by 3% which resulted in an overall decline of more than 3%.

Table 197 Hyderabad hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels		81  76.9%	-3.3%
3-star average		51  73.8%	-2.7%
4-star average		17  81.4%	-2.4%
5-star average		13  83.3%	-2.8%

Hyderabad hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are service and value. These are in line with regional ratings. As stars increased, so did the percentage of guests who gave rated "value" as the worst feature – suggesting that guests who pay for a higher star hotel expect more for their money.

Table 198 Hyderabad hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 82.3%	Service	 79.0%
3-star average	Location	 80.9%	Service	 76.3%
4-star average	Cleanliness	 85.2%	Value	 81.6%
5-star average	Cleanliness	 86.8%	Value	 81.3%

English is the main language of online reviews for Hyderabad hotels. English reviews tend to be slightly more critical than those in Arabic.

Table 199 Top 3 review languages, Hyderabad, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	11,760	50.3%	76.5%	-2.9%
Arabic	102	117.0%	77.0%	0.0%*
French	54	-12.9%	0.0%	0.0%*

* Table languages: no index available in previous period

Hotel management responded on average to 30% of online reviews, which is 3% above the regional average. Response rates climbed for 4-stars and 5-stars, but fell in 3-stars, resulting in an overall decline. Response rates varied greatly between stars, with 5-stars responding about four times more often than 3-stars. Positive reviews received more responses than negative and neutral ones.

Table 200 Hyderabad hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	29.8%	-17.3%	33.8%	-11.2%	22.7%	-14.8%	24.3%	-18.8%
3-star average	16.0%	-37.3%	19.3%	-29.5%	12.8%	-27.8%	10.3%	-54.6%
4-star average	48.3%	1.6%	53.9%	6.9%	29.9%	-3.2%	39.8%	8.9%
5-star average	62.6%	12.1%	65.1%	15.3%	52.9%	10.3%	59.6%	36.9%

Mumbai

In online reviews, guests in Mumbai rated their hotels less positively than most other cities in India, giving them an average GRI score of 75%. The reputation of the city's 3-star hotels (which are the largest segment of the city's total) was unchanged at 71%; that of the 4-stars rose while those of 5-stars declined.

Table 201 Mumbai hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	169	 75.0%	-0.6%
3-star average	108	 71.2%	0.0%
4-star average	35	 79.2%	0.7%
5-star average	26	 84.9%	-2.4%

Mumbai hotels' best features, according to the online reviews, are location and cleanliness. Those same online reviews say that the worst feature is value. These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value.

Table 202 Mumbai hotels' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Location	 81.8%	Value	 75.5%
3-star average	Location	 80.3%	Value	 72.0%
4-star average	Cleanliness	 83.8%	Value	 78.4%
5-star average	Cleanliness	 89.5%	Value	 82.8%

English is by far the primary language of online reviews for Mumbai hotels. A distant second and third are French and German. Mumbai's official language, Marathi, is not in the top three.

Table 203 Top 3 review languages, Mumbai, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	31,628	52.2%	75.0%	0.0%
French	674	19.5%	80.3%	-1.3%
German	549	-9.3%	79.7%	-2.0%

Hotel management responded on average to 30% of online reviews, which is above the regional average of 27%. Response rates declined slightly compared to the previous year. Overall response rates varied greatly by stars, with 5-stars responding about three times more often than 3-stars. Positive reviews received more responses than negative and neutral reviews.

Table 204 Mumbai hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	30.2%	-5.1%	35.1%	-0.2%	21.8%	-8.1%	22.1%	-8.8%
3-star average	19.9%	4.0%	25.4%	13.4%	13.3%	-7.9%	13.6%	8.7%
4-star average	43.2%	-13.1%	48.0%	-11.2%	32.8%	-9.7%	31.0%	-27.5%
5-star average	52.4%	-10.0%	54.9%	-9.5%	38.9%	-11.7%	43.0%	-5.3%

New Delhi

In online reviews, guests in New Delhi rated their hotels slightly higher than the norm in India, giving them an average GRI score of 77%. The reputation of the city's 3-star hotels (which are 66% of the city's total) rose slightly over the past year by 1%, compensating the 2% decline for the 4-stars and resulting in an unchanged overall hotel average.

Table 205 New Delhi hotels' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	 387	 76.7%	0.0%
3-star average	 257	 75.0%	1.0%
4-star average	 82	 77.9%	-1.8%
5-star average	 48	 84.0%	0.3%

New Delhi hotels' best features, say the online reviews, are location and cleanliness. Those same online reviews say that the worst features are value, service and room (quality). These are in line with regional ratings. As stars increased, so did the percentage of guests who gave a 'worst' rating to value – suggesting that guests who pay for more stars expect more for their money.

Table 206 New Delhi' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Best rated feature	As % of reviews	Worst rated feature	As % of reviews
				
All hotels	Cleanliness	 79.5%	Service	 77.9%
3-star average	Location	 79.3%	Room	 76.0%
4-star average	Cleanliness	 83.3%	Value	 78.0%
5-star average	Cleanliness	 87.9%	Value	 81.4%

English is by far the top language for online reviews for New Delhi hotels. A distant second and third are French and German. New Delhi's official language, Hindi, is not in the top three. Nevertheless ratings in English tend to be more critical than in the other two languages.

Table 207 Top 3 review languages, New Delhi, March 2014 – February 2015

	Total # of reviews	Difference from previous year	Average index rating	Difference from previous year
				
English	48,741	36.2%	76.4%	0.5%
French	1,633	8.9%	78.2%	-1.9%
German	1,082	-8.1%	82.3%	2.5%

Hotel management responded on average to 25% of online reviews, which is below the regional average of 27%. Response rates fell in 3-stars, yet climbed in 4-stars and 5-stars. Response rates varied greatly by stars, with 5-stars responding about four times more often than 3-stars. Positive reviews received more responses than negative and neutral reviews.

Table 208 New Delhi hotels' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change from 2013-14	Response rate, to positive reviews	Change from 2013-14	Response rate, to neutral reviews	Change from 2013-14	Response rate, to negative reviews	Change from 2013-14
								
All hotels	24.7%	-7.7%	27.6%	-5.1%	20.0%	-2.2%	19.3%	-14.1%
3-star average	14.9%	-15.2%	16.9%	-14.8%	11.9%	-3.9%	11.9%	1.7%
4-star average	41.3%	1.1%	46.7%	6.2%	33.5%	11.1%	30.0%	-27.2%
5-star average	57.9%	12.6%	61.4%	16.3%	42.3%	-3.5%	45.2%	-3.1%

General results

Results for all cities

The overall GRI score for all 11,006 hotels in the sample is nearly 80% and has risen only slightly over the previous year. The average of the 3- to 5-star hotels follows a familiar pattern, with 5-star properties rated higher than 4- and 3-stars.

Table 209 all cities results' GRI™, March 2014 – February 2015

Hotel type	Number of hotels	GRI Score	GRI Score change from 2013-14
			
All hotels	11,006	 79.8%	0.5%
3-star average	5,384	 76.9%	0.0%
4-star average	4,348	 81.4%	0.2%
5-star average	1,274	 86.5%	0.2%

For the whole sample, location is the best rated feature and rooms tend to be the worst rated. However, in the higher star categories, value is the worst rated feature. We suggest that people staying in 5-star hotels expect higher value for their money. What is interesting to note is that guests still rate the value of 5-star hotels higher than in 4-stars.

Table 210 all cities results' three best- and three worst-rated features, March 2014 – February 2015

Hotel type	Feature rated best	As % of reviews	Feature rated worst	By % of reviews
				
All hotels	Location	 85.3%	Room	 78.2%
3-star average	Location	 83.9%	Room	 73.3%
4-star average	Cleanliness	 85.8%	Value	 79.6%
5-star average	Cleanliness	 91.6%	Value	 82.7%

English is by far the most common review language, with over two million reviews counted in our sample. German and French post a much lower review volume and the number of reviews has also not grown at the same rate as English reviews. This makes sense, because many guests leave comments in English, even if it is not necessarily their native language.

Table 211 Top 3 review languages, all cities results, March 2014 – February 2015

	Total # of reviews	Difference to previous year	Average index rating	Difference to previous year
				
English	2,116,096	24.6%	79.46%	0.1%
German	514,095	7.7%	78.04%	-0.1%
French	406,340	14.2%	79.08%	-0.2%

The response rates increase with the star category, which makes sense, because these hotels tend to have higher staff numbers and dedicated people or teams to respond. The fact that the response rates have increased across all review types and star categories is an indicator that hotels are starting to take online reviews more seriously.

Table 212 all cities results' response rate to online reviews, March 2014 – February 2015

Hotel type	Response rate, all reviews	Change to 2013-14	Response rate, to positive reviews	Change to 2013-14	Response rate, to neutral reviews	Change to 2013-14	Response rate, to negative reviews	Change to 2013-14
								
All hotels	14.4%	21.9%	16.0%	21.7%	10.3%	27.2%	13.7%	19.0%
3-star average	8.8%	24.3%	10.0%	23.3%	6.2%	37.5%	8.9%	27.6%
4-star average	16.7%	26.4%	18.5%	26.0%	11.9%	33.2%	15.8%	19.5%
5-star average	29.3%	11.8%	31.5%	12.5%	20.6%	7.6%	25.5%	6.8%

City rankings

The city rankings show that there is some fluctuation in the top spots in different categories and in relation to different departments. Cape Town is very well represented throughout, taking the top spot in GRI, service, location and value. Edinburgh and Lisbon are the only two Western European cities to make it onto the top 10 list in terms of GRI.

Table 213 All hotels – top 10 cities in GRI and departments

GRI ranking			Service ranking			Room ranking		
Rank	City	Rating	Rank	City	Rating	Rank	City	Rating
1	Cape Town	86.0%	1	Cape Town	88.7%	1	Johannesburg	87.3%
2	Vilnius	84.6%	2	Vilnius	86.7%	2	Cape Town	87.3%
3	Johannesburg	84.2%	3	Johannesburg	86.7%	3	Abu Dhabi	85.9%
4	Edinburgh	83.7%	4	Edinburgh	85.8%	4	Marrakesh	84.3%
5	Marrakesh	83.5%	5	Warsaw	85.7%	5	Doha	83.8%
6	Prague	83.4%	6	Abu Dhabi	85.4%	6	Warsaw	83.7%
7	Warsaw	83.0%	7	Marrakesh	85.2%	7	Beirut	83.6%
8	Lisbon	82.7%	8	Zurich	85.1%	8	Edinburgh	82.1%
9	Riga	82.6%	9	Lisbon	84.8%	9	Cairo	82.0%
10	Abu Dhabi	82.3%	10	Riga	84.4%	10	Dubai	81.8%

Location ranking			Cleanliness ranking			Value ranking		
Rank	City	Rating	Rank	City	Rating	Rank	City	Rating
1	Cape Town	90.2%	1	Johannesburg	90.3%	1	Cape Town	86.4%
2	Beirut	89.3%	2	Cape Town	90.1%	2	Prague	84.9%
3	Tallinn	88.9%	3	Zurich	89.2%	3	Budapest	84.9%
4	Edinburgh	88.1%	4	Warsaw	88.9%	4	Abu Dhabi	84.9%
5	Istanbul	88.0%	5	Vilnius	87.5%	5	Johannesburg	84.8%
6	Johannesburg	87.9%	6	Edinburgh	86.9%	6	Vilnius	84.7%
7	Paris	87.7%	7	Lisbon	86.9%	7	Riga	83.9%
8	Vilnius	87.6%	8	Barcelona	86.4%	8	Beirut	83.6%
9	Zurich	87.3%	9	Stockholm	86.1%	9	Warsaw	82.8%
10	Barcelona	86.8%	10	Doha	86.0%	10	Marrakesh	82.7%

When we look at the 3-star category, we see a slightly different constellation. Vilnius takes first place in the 3-star rankings for GRI and Service. The Middle East, Africa, and Eastern Europe regions are very well represented in all of the top 10 rankings.

Table 214 3-star category – top 10 cities in GRI and departments

GRI ranking			Service ranking			Room ranking		
Rank	City	Rating	Rank	City	Rating	Rank	City	Rating
1	Vilnius	83.6%	1	Vilnius	88.7%	1	Johannesburg	87.3%
2	Prague	80.9%	2	Cape Town	86.7%	2	Cape Town	87.3%
3	Cape Town	80.5%	3	Warsaw	86.7%	3	Warsaw	85.9%
4	Barcelona	80.3%	4	Johannesburg	85.8%	4	Riyadh	84.3%
5	Edinburgh	80.2%	5	Edinburgh	85.7%	5	Marrakesh	83.8%
6	Johannesburg	79.9%	6	Budapest	85.4%	6	Vilnius	83.7%
7	Zurich	79.8%	7	Dublin	85.2%	7	Hyderabad	83.6%
8	Warsaw	79.7%	8	Zurich	85.1%	8	Zurich	82.1%
9	Madrid	79.6%	9	Marrakesh	84.8%	9	Edinburgh	82.0%
10	Budapest	79.4%	10	Barcelona	84.4%	10	Madrid	81.8%

Location ranking			Cleanliness ranking			Value ranking		
Rank	City	Rating	Rank	City	Rating	Rank	City	Rating
1	Beirut	99.5%	1	Johannesburg	87.2%	1	Beirut	90.2%
2	Istanbul	89.6%	2	Zurich	87.1%	2	Budapest	84.9%
3	Madrid	89.0%	3	Warsaw	86.2%	3	Vilnius	84.9%
4	Zurich	87.6%	4	Vilnius	85.8%	4	Johannesburg	83.3%
5	Cape Town	87.2%	5	Stockholm	84.7%	5	Prague	83.2%
6	Paris	86.4%	6	Barcelona	84.5%	6	Cape Town	83.1%
7	Cairo	86.4%	7	Cape Town	84.3%	7	Marrakesh	81.9%
8	Barcelona	86.2%	8	Dublin	82.9%	8	Riga	81.8%
9	Oslo	85.8%	9	Edinburgh	82.9%	9	Vienna	81.5%
10	Dublin	85.7%	10	Madrid	82.1%	10	Tallinn	81.2%

The same is true of the 4- and 5-star categories. So why is it that the traditional European destinations and also some of the better known destinations in other regions do not feature in these top rankings? It all comes down to expectations. Some destinations have managed to create a very positive image for themselves, which the service delivered can simply not match. This leads to disappointment and negative (or at least less positive) guest reviews.

Table 215 4-star category – top 10 cities in GRI and departments

GRI ranking			Service ranking			Room ranking		
Rank	City	Rating	Rank	City	Rating	Rank	City	Rating
1	Riga	86.5%	1	Cape Town	89.0%	1	Cape Town	87.4%
2	Cape Town	86.4%	2	Edinburgh	87.9%	2	Johannesburg	86.3%
3	Edinburgh	85.7%	3	Zurich	87.7%	3	Edinburgh	85.9%
4	Prague	85.6%	4	Dublin	87.2%	4	Warsaw	84.9%
5	Warsaw	85.4%	5	Riga	86.9%	5	Prague	84.5%
6	Dublin	85.1%	6	Vilnius	86.4%	6	Hyderabad	84.4%
7	Vilnius	84.7%	7	Johannesburg	86.2%	7	Marrakesh	84.3%
8	Zurich	84.2%	8	Prague	85.9%	8	Abu Dhabi	84.2%
9	Marrakesh	83.8%	9	Lisbon	85.9%	9	Dublin	84.1%
10	Lisbon	83.7%	10	Amsterdam	85.8%	10	Zurich	83.9%

Location ranking			Cleanliness ranking			Value ranking		
Rank	City	Rating	Rank	City	Rating	Rank	City	Rating
1	Riga	90.2%	1	Zurich	91.1%	1	Cape Town	86.8%
2	Edinburgh	89.9%	2	Cape Town	90.4%	2	Prague	86.1%
3	Cape Town	89.8%	3	Edinburgh	89.9%	3	Riga	85.3%
4	Tallinn	89.6%	4	Dublin	89.7%	4	Johannesburg	84.6%
5	Paris	89.2%	5	Johannesburg	89.6%	5	Budapest	84.1%
6	Istanbul	89.2%	6	Riga	89.5%	6	Edinburgh	83.8%
7	Vilnius	88.8%	7	Warsaw	89.2%	7	Abu Dhabi	83.7%
8	Stockholm	87.8%	8	Prague	88.4%	8	Vilnius	83.3%
9	London	87.5%	9	Lisbon	88.1%	9	Marrakesh	83.2%
10	Prague	87.3%	10	Vilnius	87.8%	10	Warsaw	82.6%

Overall, this supports the point that destination managers need to analyse their operators performance at a more granular level to see where the guests' expectations are being met and where this is not the case. This can then help managers to put the right support mechanisms in place to raise the level of service performance. Where does your destination rank?

Table 216 5-star category – top 10 cities in GRI and departments

GRI ranking			Service ranking			Room ranking		
Rank	City	Rating	Rank	City	Rating	Rank	City	Rating
1	Tallinn	92.0%	1	Tallinn	94.0%	1	Cape Town	94.2%
2	Cape Town	92.0%	2	Riga	93.4%	2	Dublin	92.4%
3	Vilnius	91.0%	3	Vilnius	93.4%	3	Tallinn	92.3%
4	Edinburgh	90.8%	4	Cape Town	93.1%	4	Abu Dhabi	92.2%
5	Dublin	90.8%	5	Edinburgh	92.6%	5	Johannesburg	91.9%
6	Marseille	90.4%	6	Zurich	92.0%	6	Edinburgh	91.8%
7	Budapest	90.1%	7	Geneva	91.9%	7	Warsaw	91.7%
8	Warsaw	89.9%	8	Dublin	91.8%	8	Budapest	91.6%
9	Berlin	89.9%	9	Budapest	91.8%	9	Berlin	91.5%
10	Lisbon	89.9%	10	Prague	91.5%	10	Dubai	91.4%

Location ranking			Cleanliness ranking			Value ranking		
Rank	City	Rating	Rank	City	Rating	Rank	City	Rating
1	Vilnius	98.1%	1	Tallinn	95.7%	1	Vilnius	89.0%
2	Stockholm	97.3%	2	Cape Town	95.5%	2	Cape Town	89.0%
3	Tallinn	96.0%	3	Dublin	95.4%	3	Budapest	88.5%
4	Riga	95.6%	4	Geneva	95.4%	4	Riga	88.4%
5	Lyon	95.3%	5	Vilnius	95.4%	5	Warsaw	88.1%
6	Paris	94.9%	6	Riga	95.1%	6	Abu Dhabi	87.6%
7	Vienna	94.7%	7	Warsaw	94.6%	7	Tallinn	87.5%
8	Edinburgh	94.4%	8	Edinburgh	94.5%	8	Prague	87.1%
9	Cape Town	94.3%	9	Berlin	94.3%	9	Edinburgh	86.3%
10	London	94.2%	10	Zurich	93.7%	10	Johannesburg	86.2%

Appendices

Appendix A

Glossary

Global Review Index™

The GRI was the industry's first academically-tested general online reputation score for an individual hotel, group of hotels or chain based on data taken from all major online travel agencies and review sites. It can be calculated for any given point in time (day, week, month, year, etc.). All review sites require the consumer to give a general evaluation of their experience. This quantitative assessment is normally based on a rating scale of 1-5 or 1-10, but varies by review site.

The GRI™ is calculated by analysing the quantitative scores associated with reviews posted using a proprietary algorithm developed with industry experts, statisticians and academic researchers. The GRI is used to benchmark hotels, groups of hotels or chains, make comparisons between properties, compare results with their competitors and track the evolution of a hotel's performance over time.

Review volume

The review volume shows the number of reviews a hotel has received over the time period selected. It can be split up to show the total positive, neutral and negative reviews.

Department indeces

The department indeces are benchmarks for the performance on different aspects of a hotel operation, such as service, room, value, location and cleanliness.

Source indeces

The source indeces show the quantitative ratings a hotel has received on online travel agencies and review sites.

Language Indeces

The language indeces show the quantitative ratings a hotel received in each language used.



Appendix B

Hotels in the sample per category

Overview of the total number of hotels per city, per category and per region.

	3-stars	4-stars	5-stars	Total
Total Sample	5384	4348	1274	11006
	3-stars	4-stars	5-stars	Total
Western & Central Europe	3426	2678	522	6631
Amsterdam	122	70	17	209
Barcelona	135	171	29	335
Berlin	333	172	33	538
Brussels	81	58	15	154
Copenhagen	36	30	5	71
Dublin	106	53	11	170
Edinburgh	117	131	20	268
Frankfurt	136	62	16	214
Geneva	39	26	16	81
Hamburg	107	77	13	197
Lisbon	44	78	22	144
London	499	478	136	1113
Lyon	46	31	4	81
Madrid	133	168	22	323
Marseille	39	18	5	62
Milan	116	149	20	285
Oslo	29	36	5	70
Paris	720	317	58	1095
Rome	346	279	33	658
Stockholm	50	61	5	116
Vienna	138	175	29	342
Zurich	57	38	10	105

	3-stars	4-stars	5-stars	Total
Eastern Europe	1103	885	211	2199
Budapest	160	82	16	258
Istanbul	222	265	100	587
Moscow	154	83	23	260
Prague	435	356	46	837
Riga	49	34	6	89
Tallinn	17	29	5	51
Vilnius	34	22	5	61
Warsaw	32	14	10	56
Middle East & Africa	370	620	439	1429
Abu Dhabi	19	24	29	72
Amman	34	21	16	71
Beirut	11	44	28	83
Cairo	16	21	35	72
Cape Town	66	150	51	267
Doha	15	22	33	70
Dubai	65	92	92	249
Jeddah	13	9	13	35
Johannesburg	22	46	27	95
Kuwait City	10	17	15	61
Manama	9	37	15	61
Marrakesh	53	84	60	197
Muscat	15	16	5	36
Riyadh	22	37	20	79
India	482	165	100	747
Chennai	66	31	13	110
Hyderabad	51	17	13	81
Mumbai	108	35	26	169
New Delhi	257	82	48	387

Appendix C

Full city rankings

The tables show the rankings of all hotels on their GRI and department indeces.

GRI Ranking – all categories

Ranking within region					
Rank	City	Rating	Rank	City	Rating
Western & Central Europe			Eastern Europe		
1	Edinburgh	83.66%	1	Vilnius	84.58%
2	Lisbon	82.66%	2	Prague	83.35%
3	Zurich	82.17%	3	Warsaw	82.97%
4	Barcelona	82.17%	4	Riga	82.61%
5	Dublin	81.87%	5	Tallinn	82.11%
6	Vienna	81.71%	6	Budapest	81.29%
7	Madrid	81.01%	7	Istanbul	79.48%
8	Stockholm	80.93%	8	Moscow	79.08%
9	Berlin	80.17%	Middle East & Africa		
10	Oslo	79.99%	1	Cape Town	86.01%
11	Marseille	79.72%	2	Johannesburg	84.24%
12	Amsterdam	79.59%	3	Marrakesh	83.52%
13	Hamburg	79.46%	4	Abu Dhabi	82.32%
14	Geneva	79.33%	5	Beirut	79.84%
15	Lyon	78.61%	6	Dubai	78.43%
16	London	78.27%	7	Doha	77.97%
17	Paris	78.27%	8	Kuwait City	75.66%
18	Brussels	78.02%	9	Cairo	75.48%
19	Rome	78.01%	10	Muscat	75.15%
20	Milan	77.92%	11	Riyadh	74.72%
21	Copenhagen	76.48%	12	Manama	73.51%
22	Frankfurt	76.30%	13	Amman	72.57%
			14	Jeddah	70.58%
			India		
			1	Hyderabad	76.90%
			2	New Delhi	76.72%
			3	Chennai	75.31%
			4	Mumbai	74.97%

Ranking all cities					
Rank	City	Rating	Rank	City	Rating
1	Cape Town	86.01%	23	Amsterdam	79.59%
2	Vilnius	84.58%	24	Istanbul	79.48%
3	Johannesburg	84.24%	25	Hamburg	79.46%
4	Edinburgh	83.66%	26	Geneva	79.33%
5	Marrakesh	83.52%	27	Moscow	79.08%
6	Prague	83.35%	28	Lyon	78.61%
7	Warsaw	82.97%	29	Dubai	78.43%
8	Lisbon	82.66%	30	London	78.27%
9	Riga	82.61%	31	Paris	78.27%
10	Abu Dhabi	82.32%	32	Brussels	78.02%
11	Zurich	82.17%	33	Rome	78.01%
12	Barcelona	82.17%	34	Doha	77.97%
13	Tallinn	82.11%	35	Milan	77.92%
14	Dublin	81.87%	36	Hyderabad	76.90%
15	Vienna	81.71%	37	New Delhi	76.72%
16	Budapest	81.29%	38	Copenhagen	76.48%
17	Madrid	81.01%	39	Frankfurt	76.30%
18	Stockholm	80.93%	40	Kuwait City	75.66%
19	Berlin	80.17%	41	Cairo	75.48%
20	Oslo	79.99%	42	Chennai	75.31%
21	Beiruh	79.84%	43	Muscat	75.15%
22	Marseille	79.72%	44	Mumbai	74.97%
			45	Riyadh	74.72%
			46	Manama	73.51%
			47	Amman	72.57%
			48	Jeddah	70.58%

The tables show the rankings of all hotels on their GRI and department indices.

GRI Ranking – 3-star

Ranking with region		
Rank	City	Rating
Western & Central Europe		
1	Barcelona	80.31%
2	Edinburgh	80.15%
3	Zurich	79.84%
4	Madrid	79.59%
5	Dublin	79.33%
6	Vienna	79.15%
7	Stockholm	78.93%
8	Oslo	78.38%
9	Lisbon	78.15%
10	Marseille	78.05%
11	Berlin	77.93%
12	Lyon	76.85%
13	Rome	76.84%
14	Hamburg	76.69%
15	Paris	76.52%
16	Amsterdam	76.51%
17	Geneva	75.77%
18	Brussels	75.60%
19	Milan	74.38%
20	Copenhagen	74.35%
21	London	74.02%
22	Frankfurt	73.91%

Rank	City	Rating
Eastern Europe		
1	Vilnius	83.55%
2	Prague	80.86%
3	Warsaw	79.72%
4	Budapest	79.44%
5	Riga	79.25%
6	Tallinn	78.39%
7	Istanbul	77.72%
8	Moscow	76.17%
Middle East & Africa		
1	Cape Town	80.46%
2	Johannesburg	79.88%
3	Marrakesh	78.97%
4	Abu Dhabi	75.01%
5	Muscat	71.50%
6	Riyadh	71.32%
7	Amman	69.92%
8	Beirut	69.83%
9	Cairo	69.66%
10	Kuwait City	68.91%
11	Dubai	67.70%
12	Doha	67.08%
13	Jeddah	66.17%
14	Manama	57.74%
India		
1	New Delhi	75.00%
2	Hyderabad	73.77%
3	Chennai	71.33%
4	Mumbai	71.21%

Ranking all cities

Rank	City	Rating	Rank	City	Rating
1	Vilnius	83.55%	23	Rome	76.84%
2	Prague	80.86%	24	Hamburg	76.69%
3	Cape Town	80.46%	25	Paris	76.52%
4	Barcelona	80.31%	26	Amsterdam	76.51%
5	Edinburgh	80.15%	27	Moscow	76.17%
6	Johannesburg	79.88%	28	Geneva	75.77%
7	Zurich	79.84%	29	Brussels	75.60%
8	Warsaw	79.72%	30	Abu Dhabi	75.01%
9	Madrid	79.59%	31	New Delhi	75.00%
10	Budapest	79.44%	32	Milan	74.38%
11	Dublin	79.33%	33	Copenhagen	74.35%
12	Riga	79.25%	34	London	74.02%
13	Vienna	79.15%	35	Frankfurt	73.91%
14	Marrakesh	78.97%	36	Hyderabad	73.77%
15	Stockholm	78.93%	37	Muscat	71.50%
16	Tallinn	78.39%	38	Chennai	71.33%
17	Oslo	78.38%	39	Riyadh	71.32%
18	Lisbon	78.15%	40	Mumbai	71.21%
19	Marseille	78.05%	41	Amman	69.92%
20	Berlin	77.93%	42	Beirut	69.83%
21	Istanbul	77.72%	43	Cairo	69.66%
22	Lyon	76.85%	44	Kuwait City	68.91%
			45	Dubai	67.70%
			46	Doha	67.08%
			47	Jeddah	66.17%
			48	Manama	57.74%

The tables show the rankings of all hotels on their GRI and department indeces.

GRI Ranking – 4-star

Ranking with region					
Rank	City	Rating	Rank	City	Rating
Western & Central Europe			Eastern Europe		
1	Edinburgh	85.72%	1	Riga	86.51%
2	Dublin	85.08%	2	Prague	85.60%
3	Zurich	84.24%	3	Warsaw	85.43%
4	Lisbon	83.73%	4	Vilnius	84.72%
5	Amsterdam	82.93%	5	Budapest	83.18%
6	Vienna	82.66%	6	Tallinn	82.59%
7	Berlin	82.64%	7	Moscow	82.03%
8	Barcelona	82.63%	8	Istanbul	79.71%
9	Stockholm	82.05%	Middle East & Africa		
10	hamburg	81.79%	1	Cape Town	86.43%
11	Madrid	81.26%	2	Marrakesh	83.78%
12	Paris	80.77%	3	Johannesburg	83.47%
13	Marseille	80.35%	4	Abu Dhabi	80.17%
14	Oslo	80.34%	5	Beirut	79.58%
15	Lyon	80.17%	6	Dubai	77.11%
16	London	80.12%	7	Doha	75.39%
17	Brussels	79.81%	8	Muscat	74.75%
18	Milan	79.53%	9	Kuwait City	74.20%
19	Frankfurt	79.23%	10	Riyadh	73.79%
20	Geneva	78.75%	11	Manama	73.47%
21	Rome	78.47%	12	Cairo	72.24%
22	Copenhagen	77.67%	13	Amman	71.71%
			14	Jeddah	69.02%
			India		
			1	Hyderabad	81.41%
			2	Chennai	79.41%
			3	Mumbai	79.18%
			4	New Delhi	77.86%

Ranking all cities					
Rank	City	Rating	Rank	City	Rating
1	Riga	86.51%	23	Paris	80.77%
2	Cape Town	86.43%	24	Marseille	80.35%
3	Edinburgh	85.72%	25	Oslo	80.34%
4	Prague	85.60%	26	Abu Dhabi	80.17%
5	Warsaw	85.43%	27	Lyon	80.17%
6	Dublin	85.08%	28	London	80.12%
7	Vilnius	84.72%	29	Brussels	79.81%
8	Zurich	84.24%	30	Istanbul	79.71%
9	Marrakesh	83.78%	31	Beirut	79.58%
10	Lisbon	83.73%	32	Milan	79.53%
11	Johannesburg	83.47%	33	Chennai	79.41%
12	Budapest	83.18%	34	Frankfurt	79.23%
13	Amsterdam	82.93%	35	Mumbai	79.18%
14	Vienna	82.66%	36	Geneva	78.75%
15	Berlin	82.64%	37	Rome	78.47%
16	Barcelona	82.63%	38	New Delhi	77.86%
17	Tallinn	82.59%	39	Copenhagen	77.67%
18	Stockholm	82.05%	40	Dubai	77.11%
19	Moscow	82.03%	41	Doha	75.39%
20	Hamburg	81.79%	42	Muscat	74.75%
21	Hyderabad	81.41%	43	Kuwait City	74.20%
22	Madrid	81.26%	44	Riyadh	73.79%
			45	Manama	73.47%
			46	Cairo	72.24%
			47	Amman	71.71%
			48	Jeddah	69.02%

The tables show the rankings of all hotels on their GRI and department indeces.

GRI Ranking – 5-star

Ranking with region					
Rank	City	Rating	Rank	City	Rating
Western & Central Europe			Eastern Europe		
1	Edinburgh	90.79%	1	Tallinn	92.05%
2	Dublin	90.76%	2	Vilnius	91.00%
3	Marseille	90.43%	3	Budapest	90.14%
4	Berlin	89.86%	4	Warsaw	89.92%
5	Geneva	88.95%	5	Prague	89.52%
6	hamburg	88.43%	6	Moscow	87.97%
7	Vienna	88.17%	7	Riga	87.94%
8	Barcelona	88.15%	8	Istanbul	82.80%
9	Amsterdam	87.95%	Middle East & Africa		
10	Lisbon	87.88%	1	Cape Town	91.96%
11	Madrid	87.80%	2	Johannesburg	89.13%
12	Zurich	87.55%	3	Abu Dhabi	88.89%
13	Stockholm	87.35%	4	Muscat	87.36%
14	London	87.35%	5	Dubai	87.32%
15	Oslo	86.89%	6	Marrakesh	87.18%
16	Lyon	86.82%	7	Doha	84.63%
17	Rome	86.52%	8	Beirut	84.17%
18	Paris	86.50%	9	Manama	83.06%
19	Milan	86.42%	10	Kuwait City	81.80%
20	Frankfurt	85.26%	11	Riyadh	80.20%
21	Copenhagen	84.72%	12	Cairo	80.09%
22	Brussels	84.18%	13	Amman	79.33%
			14	Jeddah	76.08%
			India		
			1	Chennai	85.76%
			2	Mumbai	84.91%
			3	New Delhi	84.02%
			4	Hyderabad	83.25%

Ranking all cities					
Rank	City	Rating	Rank	City	Rating
1	Tallinn	92.05%	23	Muscat	87.36%
2	Cape Town	91.96%	24	Stockholm	87.35%
3	Vilnius	91.00%	25	London	87.35%
4	Edinburgh	90.79%	26	Dubai	87.32%
5	Dublin	90.76%	27	Marrakesh	87.18%
6	Marseille	90.43%	28	Oslo	86.89%
7	Budapest	90.14%	29	Lyon	86.82%
8	Warsaw	89.92%	30	Rome	86.52%
9	Berlin	89.86%	31	Paris	86.50%
10	Prague	89.52%	32	Milan	86.42%
11	Johannesburg	89.13%	33	Chennai	85.76%
12	Geneva	88.95%	34	Frankfurt	85.26%
13	Abu Dhabi	88.89%	35	Mumbai	84.91%
14	Hamburg	88.43%	36	Copenhagen	84.72%
15	Vienna	88.17%	37	Doha	84.63%
16	Barcelona	88.15%	38	Brussels	84.18%
17	Moscow	87.97%	39	Beirut	84.17%
18	Amsterdam	87.95%	40	New Delhi	84.02%
19	Riga	87.94%	41	Hyderabad	83.25%
20	Lisbon	87.88%	42	Manama	83.06%
21	Madrid	87.80%	43	Istanbul	82.80%
22	Zurich	87.55%	44	Kuwait City	81.80%
			45	Riyadh	80.20%
			46	Cairo	80.09%
			47	Amman	79.33%
			48	Jeddah	76.08%

Department index ranking
Feature: Service

All categories

Rank	City	Rating	Rank	City	Rating
1	Cape Town	88.68%	23	Berlin	82.10%
2	Vilnius	86.75%	24	Istanbul	82.07%
3	Johannesburg	86.67%	25	Amsterdam	82.02%
4	Edinburgh	85.85%	26	Oslo	81.84%
5	Warsaw	85.74%	27	Dubai	81.31%
6	Abu Dhabi	85.37%	28	Moscow	81.16%
7	Marrakesh	85.23%	29	Geneva	81.09%
8	Zurich	85.06%	30	Madrid	80.91%
9	Lisbon	84.78%	31	London	80.88%
10	Riga	84.37%	32	Marseille	80.66%
11	Dublin	84.26%	33	Manama	80.45%
12	Vienna	83.81%	34	Copenhagen	80.26%
13	Beirut	83.75%	35	Lyon	80.10%
14	Budapest	83.72%	36	Muscat	80.03%
15	Stockholm	83.68%	37	Paris	79.98%
16	Barcelona	83.63%	38	Rome	79.56%
17	Prague	83.50%	39	Hyderabad	79.02%
18	Kuwait City	83.26%	40	Frankfurt	78.23%
19	Hamburg	83.02%	41	Riyadh	78.10%
20	Tallinn	82.52%	42	Milan	78.04%
21	Doha	82.15%	43	Mumbai	78.03%
22	Cairo	82.12%	44	New Delhi	77.88%
			45	Brussels	77.73%
			46	Chennai	76.81%
			47	Amman	76.22%
			48	Jeddah	72.36%

3-stars

Rank	City	Rating	Rank	City	Rating
1	Vilnius	85.88%	23	Tallinn	78.46%
2	Cape Town	84.19%	24	Riyadh	78.36%
3	Warsaw	83.96%	25	Geneva	78.35%
4	Johannesburg	83.27%	26	London	78.10%
5	Edinburgh	82.84%	27	New Delhi	77.99%
6	Budapest	82.22%	28	Hyderabad	77.72%
7	Dublin	81.95%	29	Moscow	76.98%
8	Zurich	81.92%	30	Brussels	76.92%
9	Marrakesh	81.70%	31	Muscat	76.88%
10	Barcelona	81.63%	32	Frankfurt	76.57%
11	Stockholm	81.54%	33	Mumbai	76.31%
12	Riga	81.16%	34	Milan	76.29%
13	Vienna	81.10%	35	Amman	76.01%
14	Hamburg	80.19%	36	Chennai	75.76%
15	Istanbul	80.18%	37	Manama	75.76%
16	Lisbon	80.14%	38	Dubai	75.75%
17	Cairo	80.11%	39	Kuwait City	74.64%
18	Marseille	79.77%	40	Doha	74.38%
19	Berlin	79.67%	41	Beirut	74.10%
20	Prague	79.63%	42	Jeddah	72.49%
21	Oslo	79.35%	43	Istanbul	71.59%
22	Amsterdam	78.74%	44	Kuwait City	70.81%
			45	Riyadh	70.37%
			46	Cairo	70.20%
			47	Amman	68.64%
			48	Jeddah	65.23%

4-stars

Rank	City	Rating	Rank	City	Rating
1	Cape Town	88.99%	23	Hyderabad	83.07%
2	Edinburgh	87.90%	24	London	82.86%
3	Zurich	87.70%	25	Paris	82.65%
4	Dublin	87.16%	26	Istanbul	82.42%
5	Riga	86.87%	27	Kuwait City	82.23%
6	Vilnius	86.36%	28	Chennai	81.87%
7	Johannesburg	86.20%	29	Copenhagen	81.74%
8	Prague	85.94%	30	Marseille	81.62%
9	Lisbon	85.86%	31	Madrid	81.47%
10	Amsterdam	85.75%	32	Mumbai	81.40%
11	Marrakesh	85.59%	33	Lyon	81.21%
12	Hamburg	85.48%	34	Frankfurt	80.95%
13	Vienna	84.93%	35	Beirut	80.75%
14	Warsaw	84.91%	36	Geneva	80.38%
15	Budapest	84.80%	37	Rome	79.95%
16	Stockholm	84.74%	38	Milan	79.64%
17	Berlin	84.35%	39	Muscat	79.20%
18	Barcelona	84.06%	40	New Delhi	79.14%
19	Moscow	83.86%	41	Doha	79.03%
20	Tallinn	83.79%	42	Brussels	78.66%
21	Abu Dhabi	83.23%	43	Dubai	78.12%
22	Oslo	83.13%	44	Manama	77.96%
			45	Cairo	77.62%
			46	Riyadh	76.36%
			47	Amman	71.07%
			48	Jeddah	70.23%

5-stars

Rank	City	Rating	Rank	City	Rating
1	Tallinn	94.01%	23	Muscat	90.03%
2	Riga	93.44%	24	Johannesburg	89.78%
3	Vilnius	93.40%	25	Vienna	89.70%
4	Cape Town	93.11%	26	Moscow	89.65%
5	Edinburgh	92.56%	27	Kuwait City	89.46%
6	Zurich	91.99%	28	Paris	88.76%
7	Geneva	91.93%	29	Chennai	88.72%
8	Dublin	91.85%	30	Rome	88.66%
9	Budapest	91.78%	31	Beirut	88.39%
10	Prague	91.53%	32	Marrakesh	87.81%
11	Warsaw	91.38%	33	Copenhagen	87.69%
12	Abu Dhabi	91.09%	34	Oslo	87.53%
13	Berlin	90.94%	35	Frankfurt	87.51%
14	Dubai	90.89%	36	Milan	87.42%
15	Hamburg	90.78%	37	Mumbai	86.61%
16	London	90.47%	38	Doha	86.31%
17	Madrid	90.38%	39	Manama	86.17%
18	Amsterdam	90.20%	40	New Delhi	85.90%
19	Lyon	90.18%	41	Marseille	85.33%
20	Lisbon	90.06%	42	Istanbul	85.20%
21	Stockholm	90.04%	43	Hyderabad	85.00%
22	Barcelona	90.03%	44	Amman	84.81%
			45	Cairo	84.72%
			46	Brussels	84.72%
			47	Riyadh	79.99%
			48	Jeddah	76.39%

Department index ranking
Feature: Room

All categories

Rank	City	Rating	Rank	City	Rating
1	Johannesburg	87.27%	23	Muscat	78.76%
2	Cape Town	87.27%	24	Budapest	78.75%
3	Abu Dhabi	85.91%	25	Tallinn	78.75%
4	Marrakesh	84.27%	26	Madrid	78.37%
5	Doha	83.81%	27	New Delhi	78.24%
6	Warsaw	83.73%	28	Marseille	78.13%
7	Beirut	83.57%	29	Mumbai	78.11%
8	Edinburgh	82.09%	30	Istanbul	78.01%
9	Cairo	82.00%	31	Chennai	77.95%
10	Dubai	81.80%	32	Berlin	77.68%
11	Kuwait City	81.57%	33	Stockholm	77.64%
12	Lisbon	81.24%	34	Riyadh	77.22%
13	Manama	81.16%	35	Hamburg	76.79%
14	Vilnius	81.03%	36	Geneva	76.76%
15	Zurich	80.91%	37	Amsterdam	76.63%
16	Hyderabad	80.56%	38	London	76.59%
17	Barcelona	80.44%	39	Oslo	76.48%
18	Prague	80.41%	40	Brussels	76.41%
19	Moscow	79.99%	41	Lyon	76.39%
20	Vienna	79.88%	42	Milan	74.95%
21	Dublin	79.50%	43	Rome	74.83%
22	Riga	78.82%	44	Paris	74.31%
			45	Amman	74.13%
			46	Frankfurt	73.24%
			47	Copenhagen	73.21%
			48	Jeddah	71.48%

3-stars

Rank	City	Rating	Rank	City	Rating
1	Johannesburg	82.78%	23	Mumbai	74.35%
2	Cape Town	80.62%	24	Riga	74.22%
3	Warsaw	79.71%	25	Chennai	74.13%
4	Riyadh	79.35%	26	Lisbon	74.09%
5	Marrakesh	79.13%	27	Istanbul	73.90%
6	Vilnius	78.90%	28	Moscow	73.60%
7	Hyderabad	78.02%	29	Oslo	73.34%
8	Zurich	77.37%	30	Berlin	73.30%
9	Edinburgh	77.09%	31	Brussels	72.56%
10	Barcelona	76.91%	32	Rome	72.53%
11	Abu Dhabi	76.60%	33	Tallinn	71.84%
12	Marseille	76.55%	34	Paris	71.40%
13	New Delhi	76.01%	35	Amsterdam	71.36%
14	Muscat	75.91%	36	Hamburg	71.31%
15	Dublin	75.74%	37	Amman	70.85%
16	Cairo	75.73%	38	London	70.46%
17	Budapest	75.41%	39	Geneva	70.21%
18	Stockholm	74.92%	40	Doha	69.67%
19	Vienna	74.79%	41	Copenhagen	69.01%
20	Madrid	74.44%	42	Frankfurt	68.98%
21	Prague	74.40%	43	Milan	68.85%
22	Lyon	74.36%	44	Dubai	68.82%
			45	Kuwait City	68.31%
			46	Beirut	67.03%
			47	Manama	65.98%
			48	Jeddah	62.07%

4-stars

Rank	City	Rating	Rank	City	Rating
1	Cape Town	87.39%	23	New Delhi	81.08%
2	Johannesburg	86.33%	24	Tallinn	80.47%
3	Edinburgh	85.87%	25	Beirut	80.42%
4	Warsaw	84.94%	26	Madrid	80.02%
5	Prague	84.51%	27	London	79.90%
6	Hyderabad	84.43%	28	Marseille	79.77%
7	Marrakesh	84.25%	29	Kuwait City	79.59%
8	Abu Dhabi	84.17%	30	Brussels	79.53%
9	Dublin	84.10%	31	Dubai	79.52%
10	Zurich	83.95%	32	Manama	79.30%
11	Moscow	83.22%	33	Stockholm	78.93%
12	Lisbon	83.15%	34	Doha	78.83%
13	Amsterdam	82.94%	35	Frankfurt	78.80%
14	Riga	82.72%	36	Paris	78.72%
15	Chennai	82.23%	37	Lyon	78.32%
16	Vienna	82.17%	38	Istanbul	78.27%
17	Berlin	82.15%	39	Cairo	78.15%
18	Mumbai	81.93%	40	Milan	77.94%
19	Hamburg	81.87%	41	Oslo	77.71%
20	Barcelona	81.70%	42	Muscat	77.57%
21	Vilnius	81.59%	43	Geneva	76.97%
22	Budapest	81.56%	44	Rome	76.25%
			45	Copenhagen	76.11%
			46	Riyadh	72.59%
			47	Jeddah	70.28%
			48	Amman	69.86%

5-stars

Rank	City	Rating	Rank	City	Rating
1	Cape Town	94.24%	23	Kuwait City	88.53%
2	Dublin	92.42%	24	Amsterdam	88.53%
3	Tallinn	92.27%	25	Beirut	88.46%
4	Abu Dhabi	92.16%	26	Doha	88.40%
5	Johannesburg	91.92%	27	Lisbon	88.26%
6	Edinburgh	91.77%	28	Milan	87.92%
7	Warsaw	91.70%	29	Madrid	87.91%
8	Budapest	91.60%	30	Mumbai	87.08%
9	Berlin	91.47%	31	New Delhi	86.74%
10	Dubai	91.36%	32	Manama	86.67%
11	Vilnius	90.73%	33	Muscat	86.62%
12	Riga	90.53%	34	Marseille	86.60%
13	Geneva	90.35%	35	Stockholm	86.41%
14	Moscow	90.09%	36	Oslo	86.40%
15	Vienna	89.97%	37	Paris	86.40%
16	Prague	89.88%	38	Rome	86.38%
17	Hamburg	89.80%	39	Frankfurt	86.36%
18	Zurich	88.87%	40	Copenhagen	85.97%
19	Barcelona	88.84%	41	Hyderabad	85.87%
20	Marrakesh	88.77%	42	Istanbul	85.85%
21	London	88.77%	43	Cairo	85.19%
22	Chennai	88.70%	44	Brussels	85.06%
			45	Lyon	83.29%
			46	Amman	82.73%
			47	Riyadh	80.32%
			48	Jeddah	76.42%

Department index ranking
Feature: Location

All categories

Rank	City	Rating	Rank	City	Rating
1	Cape Town	90.17%	23	Moscow	84.59%
2	Beirut	89.28%	24	Marrakesh	84.52%
3	Tallinn	88.91%	25	Lisbon	84.51%
4	Edinburgh	88.15%	26	Abu Dhabi	84.46%
5	Istanbul	87.99%	27	Cairo	84.30%
6	Johannesburg	87.95%	28	Riga	84.15%
7	Paris	87.66%	29	Manama	83.91%
8	Vilnius	87.61%	30	Marseille	83.71%
9	Zurich	87.33%	31	Lyon	83.64%
10	Barcelona	86.82%	32	Kuwait City	83.60%
11	Vienna	86.69%	33	Dubai	83.24%
12	Madrid	86.59%	34	Hamburg	82.86%
13	Dublin	86.56%	35	Warsaw	82.63%
14	London	86.49%	36	Doha	82.51%
15	Prague	86.45%	37	Brussels	82.39%
16	Geneva	85.97%	38	Rome	82.27%
17	Amsterdam	85.92%	39	Hyderabad	82.25%
18	Berlin	85.88%	40	Mumbai	81.76%
19	Copenhagen	85.82%	41	Milan	81.72%
20	Budapest	85.80%	42	Chennai	81.47%
21	Stockholm	85.37%	43	Frankfurt	81.25%
22	Oslo	85.32%	44	Riyadh	81.10%
			45	New Delhi	79.54%
			46	Jeddah	78.39%
			47	Muscat	77.60%
			48	Amman	73.94%

3-stars

Rank	City	Rating	Rank	City	Rating
1	Beirut	99.51%	23	Geneva	83.37%
2	Istanbul	89.63%	24	Rome	83.18%
3	Madrid	88.95%	25	Lyon	82.91%
4	Zurich	87.57%	26	Abu Dhabi	82.60%
5	Cape Town	87.22%	27	Marseille	82.06%
6	Paris	86.37%	28	Riyadh	81.97%
7	Cairo	86.36%	29	Marrakesh	81.62%
8	Barcelona	86.21%	30	Hamburg	81.58%
9	Oslo	85.79%	31	Milan	81.07%
10	Dublin	85.70%	32	Hyderabad	80.88%
11	Edinburgh	85.40%	33	Stockholm	80.86%
12	Copenhagen	85.39%	34	Frankfurt	80.54%
13	Tallinn	85.36%	35	Moscow	80.49%
14	Johannesburg	85.04%	36	Brussels	80.47%
15	Budapest	84.98%	37	Kuwait City	80.41%
16	Berlin	84.78%	38	Mumbai	80.33%
17	Amsterdam	84.71%	39	Chennai	79.46%
18	Vilnius	84.70%	40	New Delhi	79.31%
19	Lisbon	84.61%	41	Warsaw	78.26%
20	Vienna	84.40%	42	Dubai	78.23%
21	Prague	84.27%	43	Riga	76.98%
22	London	83.53%	44	Muscat	76.35%
			45	Doha	76.18%
			46	Amman	73.14%
			47	Jeddah	71.43%
			48	Manama	*%

* Manama: no data available for feature 'location' and 'value' for the 3-star hotels

4-stars

Rank	City	Rating	Rank	City	Rating
1	Riga	90.16%	23	Marseille	85.13%
2	Edinburgh	89.90%	24	Madrid	84.42%
3	Cape Town	89.83%	25	Marrakesh	84.21%
4	Tallinn	89.63%	26	Geneva	84.05%
5	Paris	89.23%	27	Oslo	84.01%
6	Istanbul	89.20%	28	Lisbon	83.75%
7	Vilnius	88.76%	29	Warsaw	83.74%
8	Stockholm	87.80%	30	Brussels	83.70%
9	London	87.51%	31	Chennai	83.66%
10	Prague	87.30%	32	Hyderabad	83.11%
11	Johannesburg	87.12%	33	Lyon	83.11%
12	Beirut	87.09%	34	Hamburg	82.94%
13	Dublin	86.94%	35	Abu Dhabi	82.37%
14	Vienna	86.91%	36	Mumbai	82.14%
15	Barcelona	86.70%	37	Kuwait City	81.29%
16	Zurich	86.66%	38	Manama	81.26%
17	Amsterdam	86.18%	39	Milan	80.92%
18	Berlin	85.88%	40	Dubai	80.83%
19	Budapest	85.64%	41	Rome	80.01%
20	Moscow	85.59%	42	Frankfurt	79.99%
21	Copenhagen	85.51%	43	Cairo	79.22%
22	Riyadh	85.21%	44	New Delhi	78.85%
			45	Doha	78.53%
			46	Muscat	74.57%
			47	Jeddah	74.50%
			48	Amman	67.12%

5-stars

Rank	City	Rating	Rank	City	Rating
1	Vilnius	98.12%	23	Hamburg	91.59%
2	Stockholm	97.33%	24	Johannesburg	91.23%
3	Tallinn	96.04%	25	Warsaw	91.14%
4	Riga	95.59%	26	Copenhagen	90.61%
5	Lyon	95.30%	27	Barcelona	90.18%
6	Paris	94.95%	28	Frankfurt	90.11%
7	Vienna	94.74%	29	Madrid	89.47%
8	Edinburgh	94.40%	30	Zurich	88.55%
9	Cape Town	94.27%	31	Dubai	88.37%
10	London	94.25%	32	Muscat	88.09%
11	Geneva	94.05%	33	Marrakesh	87.42%
12	Berlin	93.52%	34	Manama	87.33%
13	Prague	93.50%	35	Brussels	87.07%
14	Moscow	93.47%	36	Abu Dhabi	86.96%
15	Marseille	93.34%	37	Lisbon	86.94%
16	Amsterdam	93.31%	38	Hyderabad	86.82%
17	Budapest	92.91%	39	Mumbai	86.48%
18	Dublin	92.44%	40	Chennai	86.47%
19	Milan	92.32%	41	Cairo	86.08%
20	Rome	92.15%	42	Kuwait City	85.61%
21	Oslo	91.78%	43	Doha	85.14%
22	Beirut	91.70%	44	Amman	82.54%
			45	Jeddah	82.43%
			46	New Delhi	82.09%
			47	Istanbul	81.73%
			48	Riyadh	77.75%

Department index ranking
Feature: Cleanliness

All categories

Rank	City	Rating	Rank	City	Rating
1	Johannesburg	90.29%	23	Budapest	83.92%
2	Cape Town	90.07%	24	London	83.88%
3	Zurich	89.22%	25	Istanbul	83.61%
4	Warsaw	88.86%	26	Oslo	83.37%
5	Vilnius	87.49%	27	Berlin	83.24%
6	Edinburgh	86.90%	28	Hamburg	83.19%
7	Lisbon	86.86%	29	Cairo	83.19%
8	Barcelona	86.44%	30	Manama	83.13%
9	Stockholm	86.14%	31	Amsterdam	82.92%
10	Doha	86.03%	32	Marseille	82.86%
11	Marrakesh	85.87%	33	Lyon	82.84%
12	Dublin	85.85%	34	Muscat	82.62%
13	Beirut	85.76%	35	Paris	82.55%
14	Riga	85.75%	36	Rome	82.26%
15	Vienna	85.52%	37	Milan	82.21%
16	Moscow	85.48%	38	Riyadh	81.81%
17	Tallin	85.46%	39	Hyderabad	81.52%
18	Kuwait City	85.12%	40	Brussels	80.81%
19	Prague	84.81%	41	Copenhagen	80.41%
20	Madrid	84.57%	42	New Delhi	79.51%
21	Geneva	84.52%	43	Abu Dhabi	79.31%
22	Dubai	84.30%	44	Mumbai	79.28%
			45	Frankfurt	78.94%
			46	Chennai	77.11%
			47	Amman	76.00%
			48	Jeddah	75.42%

3-stars

Rank	City	Rating	Rank	City	Rating
1	Johannesburg	87.18%	23	Paris	80.53%
2	Zurich	87.12%	24	Moscow	80.52%
3	Warsaw	86.24%	25	Istanbul	80.45%
4	Vilnius	85.84%	26	Berlin	79.85%
5	Stockholm	84.73%	27	Geneva	79.60%
6	Barcelona	84.49%	28	Hamburg	79.53%
7	Cape Town	84.30%	29	Prague	79.43%
8	Dublin	82.90%	30	Amsterdam	78.96%
9	Edinburgh	82.87%	31	London	78.95%
10	Madrid	82.11%	32	Hyderabad	78.47%
11	Vienna	82.08%	33	Cairo	78.21%
12	Lisbon	81.93%	34	Milan	78.10%
13	Budapest	81.74%	35	Muscat	78.04%
14	Riga	81.60%	36	Brussels	77.66%
15	Marseille	81.50%	37	Copenhagen	77.47%
16	Oslo	81.34%	38	New Delhi	76.57%
17	Lyon	81.31%	39	Frankfurt	75.65%
18	Riyadh	81.10%	40	Mumbai	74.56%
19	Marrakesh	81.09%	41	Kuwait City	73.79%
20	Tallinn	80.98%	42	Amman	72.65%
21	Abu Dhabi	80.74%	43	Dubai	72.03%
22	Rome	80.63%	44	Chennai	71.65%
			45	Doha	70.71%
			46	Beirut	69.72%
			47	Jeddah	65.59%
			48	Manama	64.31%

4-stars

Rank	City	Rating	Rank	City	Rating
1	Zurich	91.06%	23	Riga	89.47%
2	Edinburgh	89.94%	24	Warsaw	89.23%
3	Dublin	89.65%	25	Prague	88.44%
4	Lisbon	88.09%	26	Vilnius	87.83%
5	Amsterdam	87.46%	27	Moscow	87.70%
6	Barcelona	86.93%	28	Tallinn	86.32%
7	Vienna	86.93%	29	Budapest	85.88%
8	Stockholm	86.74%	30	Istanbul	83.95%
9	Berlin	86.64%	31	Cape Town	90.44%
10	Hamburg	86.54%	32	Johannesburg	89.60%
11	London	86.52%	33	Marrakesh	86.43%
12	Paris	85.42%	34	Abu Dhabi	85.34%
13	Madrid	85.34%	35	Kuwait City	83.52%
14	Geneva	84.28%	36	Beirut	82.44%
15	Oslo	84.09%	37	Muscat	82.04%
16	Milan	84.08%	38	Dubai	81.88%
17	Marseille	83.95%	39	Doha	81.20%
18	Lyon	83.90%	40	Manama	81.06%
19	Rome	83.12%	41	Cairo	78.54%
20	Brussels	83.01%	42	Riyadh	78.32%
21	Frankfurt	82.99%	43	Jeddah	73.05%
22	Copenhagen	82.24%	44	Amman	70.90%
			45	Hyderabad	85.19%
			46	Mumbai	83.76%
			47	New Delhi	83.29%
			48	Chennai	82.78%

5-stars

Rank	City	Rating	Rank	City	Rating
1	Tallinn	95.68%	23	Hamburg	92.19%
2	Cape Town	95.52%	24	Paris	92.03%
3	Dublin	95.42%	25	Stockholm	91.84%
4	Geneva	95.37%	26	Rome	91.63%
5	Vilnius	95.36%	27	Muscat	91.56%
6	Riga	95.11%	28	Marseille	91.56%
7	Warsaw	94.62%	29	Milan	91.54%
8	Edinburgh	94.50%	30	Doha	91.13%
9	Berlin	94.27%	31	Lyon	91.05%
10	Zurich	93.75%	32	Kuwait City	91.01%
11	Moscow	93.67%	33	Beirut	90.84%
12	London	93.63%	34	Copenhagen	90.69%
13	Dubai	93.62%	35	Oslo	90.20%
14	Abu Dhabi	93.60%	36	Chennai	90.09%
15	Prague	93.41%	37	Frankfurt	90.08%
16	Johannesburg	93.41%	38	Manama	89.51%
17	Budapest	93.08%	39	Mumbai	89.45%
18	Vienna	93.05%	40	Istanbul	89.31%
19	Amsterdam	92.63%	41	Marrakesh	89.22%
20	Madrid	92.52%	42	Brussels	89.19%
21	Barcelona	92.32%	43	New Delhi	87.92%
22	Lisbon	92.28%	44	Hyderabad	86.82%
			45	Cairo	86.51%
			46	Amman	85.66%
			47	Riyadh	85.07%
			48	Jeddah	80.52%

Department index ranking
Feature: Value

All categories

Rank	City	Rating	Rank	City	Rating
1	Cape Town	86.38%	23	Madrid	80.14%
2	Prague	84.91%	24	Kuwait City	80.08%
3	Budapest	84.89%	25	Dubai	79.43%
4	Abu Dhabi	84.88%	26	Moscow	78.81%
5	Johannesburg	84.83%	27	Zurich	78.35%
6	Vilnius	84.65%	28	New Delhi	78.19%
7	Riga	83.87%	29	Oslo	77.89%
8	Beirut	83.58%	30	Hamburg	77.82%
9	Warsaw	82.76%	31	Rome	77.02%
10	Marrakesh	82.70%	32	Stockholm	76.97%
11	Vienna	82.10%	33	Amsterdam	76.77%
12	Edinburgh	82.04%	34	London	76.52%
13	Lisbon	81.96%	35	Brussels	76.41%
14	Tallinn	81.58%	36	Marseille	76.27%
15	Manama	81.08%	37	Frankfurt	75.84%
16	Berlin	80.93%	38	Milan	75.73%
17	Doha	80.52%	39	Riyadh	75.70%
18	Istanbul	80.47%	40	Mumbai	75.49%
19	Cairo	80.32%	41	Muscat	75.48%
20	Dublin	80.25%	42	Lyon	75.22%
21	Hyderabad	80.19%	43	Paris	75.14%
22	Barcelona	80.15%	44	Chennai	75.00%
			45	Amman	73.55%
			46	Geneva	73.48%
			47	Copenhagen	72.30%
			48	Jeddah	66.09%

3-stars

Rank	City	Rating	Rank	City	Rating
1	Beirut	90.23%	23	Riyadh	78.46%
2	Budapest	84.90%	24	Oslo	78.36%
3	Vilnius	84.86%	25	Zurich	78.19%
4	Johannesburg	83.32%	26	New Delhi	77.58%
5	Prague	83.17%	27	Rome	77.32%
6	Cape Town	83.14%	28	Stockholm	77.25%
7	Marrakesh	81.93%	29	Marseille	76.65%
8	Riga	81.78%	30	Moscow	75.72%
9	Vienna	81.45%	31	Brussels	75.71%
10	Tallinn	81.19%	32	Hamburg	75.57%
11	Abu Dhabi	80.78%	33	Frankfurt	75.35%
12	Istanbul	80.58%	34	Lyon	75.35%
13	Warsaw	80.51%	35	Muscat	74.61%
14	Cairo	80.43%	36	Milan	74.57%
15	Madrid	80.25%	37	Paris	74.53%
16	Barcelona	79.83%	38	Amsterdam	74.46%
17	Lisbon	79.83%	39	Kuwait City	74.42%
18	Berlin	79.71%	40	London	74.31%
19	Edinburgh	79.66%	41	Amman	73.34%
20	Doha	79.35%	42	Copenhagen	72.08%
21	Dublin	79.34%	43	Mumbai	72.05%
22	Hyderabad	79.12%	44	Dubai	71.93%
			45	Geneva	71.07%
			46	Chennai	70.67%
			47	Jeddah	66.64%
			48	Manama	*%

* Manama: no data available for feature 'location' and 'value' for the 3-star hotels

4-stars

Rank	City	Rating	Rank	City	Rating
1	Cape Town	86.77%	23	Madrid	79.70%
2	Prague	86.11%	24	Chennai	79.07%
3	Riga	85.30%	25	Hamburg	79.04%
4	Johannesburg	84.60%	26	Kuwait City	78.88%
5	Budapest	84.08%	27	Mumbai	78.44%
6	Edinburgh	83.83%	28	Zurich	78.31%
7	Abu Dhabi	83.73%	29	New Delhi	77.99%
8	Vilnius	83.32%	30	Cairo	77.83%
9	Marrakesh	83.23%	31	London	77.40%
10	Warsaw	82.63%	32	Oslo	77.33%
11	Lisbon	82.58%	33	Dubai	77.31%
12	Vienna	82.38%	34	Doha	76.92%
13	Berlin	81.75%	35	Brussels	76.74%
14	Beirut	81.64%	36	Riyadh	76.68%
15	Hyderabad	81.61%	37	Stockholm	76.44%
16	Dublin	81.44%	38	Rome	76.41%
17	Manama	81.07%	39	Milan	76.27%
18	Tallinn	80.79%	40	Frankfurt	75.92%
19	Moscow	80.45%	41	Paris	75.83%
20	Istanbul	80.12%	42	Muscat	75.08%
21	Barcelona	79.94%	43	Marseille	75.07%
22	Amsterdam	79.76%	44	Lyon	74.58%
			45	Geneva	72.54%
			46	Copenhagen	72.23%
			47	Amman	68.07%
			48	Jeddah	64.46%

5-stars

Rank	City	Rating	Rank	City	Rating
1	Vilnius	89.01%	23	Marrakesh	82.61%
2	Cape Town	88.99%	24	Doha	82.55%
3	Budapest	88.46%	25	Kuwait City	81.98%
4	Riga	88.37%	26	London	81.95%
5	Warsaw	88.14%	27	Cairo	81.43%
6	Abu Dhabi	87.63%	28	New Delhi	81.42%
7	Tallinn	87.47%	29	Hyderabad	81.28%
8	Prague	87.09%	30	Istanbul	81.15%
9	Edinburgh	86.27%	31	Manama	81.10%
10	Johannesburg	86.24%	32	Amsterdam	80.83%
11	Beirut	85.92%	33	Stockholm	80.80%
12	Berlin	85.72%	34	Amman	79.96%
13	Dubai	85.27%	35	Geneva	79.49%
14	Chennai	84.29%	36	Zurich	79.34%
15	Lisbon	83.81%	37	Oslo	79.03%
16	Hamburg	83.63%	38	Lyon	78.98%
17	Vienna	83.20%	39	Rome	78.94%
18	Moscow	83.06%	40	Paris	78.90%
19	Dublin	82.97%	41	Frankfurt	78.76%
20	Madrid	82.89%	42	Brussels	78.63%
21	Mumbai	82.77%	43	Milan	78.36%
22	Barcelona	82.71%	44	Muscat	77.98%
			45	Marseille	77.73%
			46	Riyadh	74.41%
			47	Copenhagen	74.19%
			48	Jeddah	66.67%

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