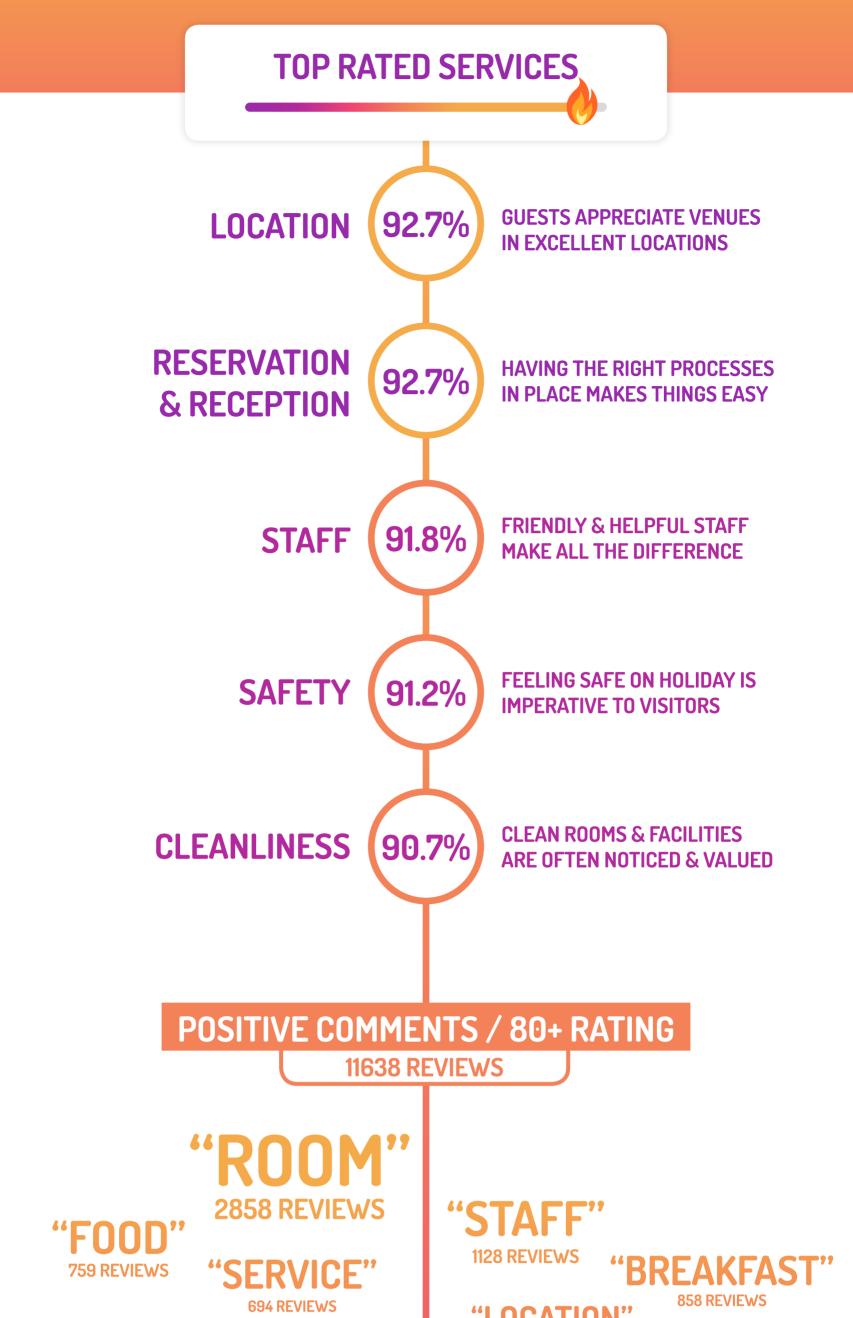


What Women Want

What Men Want

What Guests Want

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



MOST GUESTS ARE PROMOTERS!

Of over 15,000 reviews that were analysed, under 5% were from detractors

"BED"

359 REVIEWS

(guests who gave the property an overall rating of 6 or lower), while over 50% came from promoters (guests who gave the property an overall rating of 9 or 10).



NEGATIVE COMMENTS / LESS THAN 60 RATING

44 REVIEWS "FOOD **36 REVIEWS**

"RESTAURANT"

413 REVIEWS

34 REVIEWS

"RESTAURANT"

-00

26 REVIEWS

64 REVIEWS

"SERVICE

ROOM"

235 REVIEWS

451 REVIEWS

"EXPERIENCE"

358 REVIEWS

386 REVIEWS

39 REVIEWS "BATHROOM"

27 REVIEWS

51 REVIEWS

26 REVIEWS

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

85.4%

LOWEST RATED SERVICES

84.5%

ROOM QUALITY

VALUE FOR MONEY

GUESTS ARE UNDERSTANDING AS LONG AS THEY GET VALUE

ARE SOMETIMES UNCLEAN OR

ATTENTION TO DETAIL GOES A

LONG WAY TO GUEST COMFORT

WIFI THAT IS SLOW OR NOT WORKING IS FRUSTRATING

BATHROO NEED MAINTENANCE

© DID YOU KNOW? In a recent study, JD Power found that quality of sleep is one of the most important factors for driving guest satisfaction and brand loyalty, and yet the majority of properties are falling short of the

exceptional rests that guests are looking for.

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

more for.