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2018
Global Hotel Reputation
Benchmark Report

Global Review Growth Continues to Accelerate

Reviews analyzed by Revinate from over 138,000 hotels in 200 countries

2017
↑**27%**

2016
↑**22%**

2015
↑**20%**

Global review sites and online travel agents (OTAs) continue to prove critical to booking decisions.

It has never been more important to understand how your hotel's online reviews compare to those of your competitors and identify the improvements in assets and services that will have the most impact.

For nine years, Revinate has been helping global hotel brands manage their online reputations. In that time, we've amassed over 320 million online hotel reviews—nearly 77 million of those in 2017 alone—through our innovative hotel marketing automation and review management solution.

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The Importance of Benchmarking

Benchmarking allows you to track your performance against the competition and set realistic and specific goals based on industry standards.

A larger number of positive reviews is correlated with increased bookings and the ability to raise rates according to a Cornell University study about online reputation and hospitality performance.

This report is designed to provide benchmarking guidelines for hoteliers, so they can assess their own performance and define a strategy for 2018.

This report is meant to serve as an industry barometer, allowing hotels to see and understand changes in the market over time.

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Volume and Pace of Reviews are Increasing

Overall review volume increased 27% from 2016 to 2017, showing that online reviews continue to be an important vehicle for guests to both plan their stays and share their experiences.

Hoteliers and the review sites themselves are getting better and better at driving their guests to write online reviews, recognizing the impact that reviews have on booking decisions.

Looking across the 77 million hotel reviews that Revinate analyzed in 2017, the review pace per month per hotel was 38, versus only 29 in 2016. This 31% increase in review pace means that hoteliers are likely more committed to reading and responding to reviews, which explains the healthy market for online reputation management.

Review pace per hotel/month
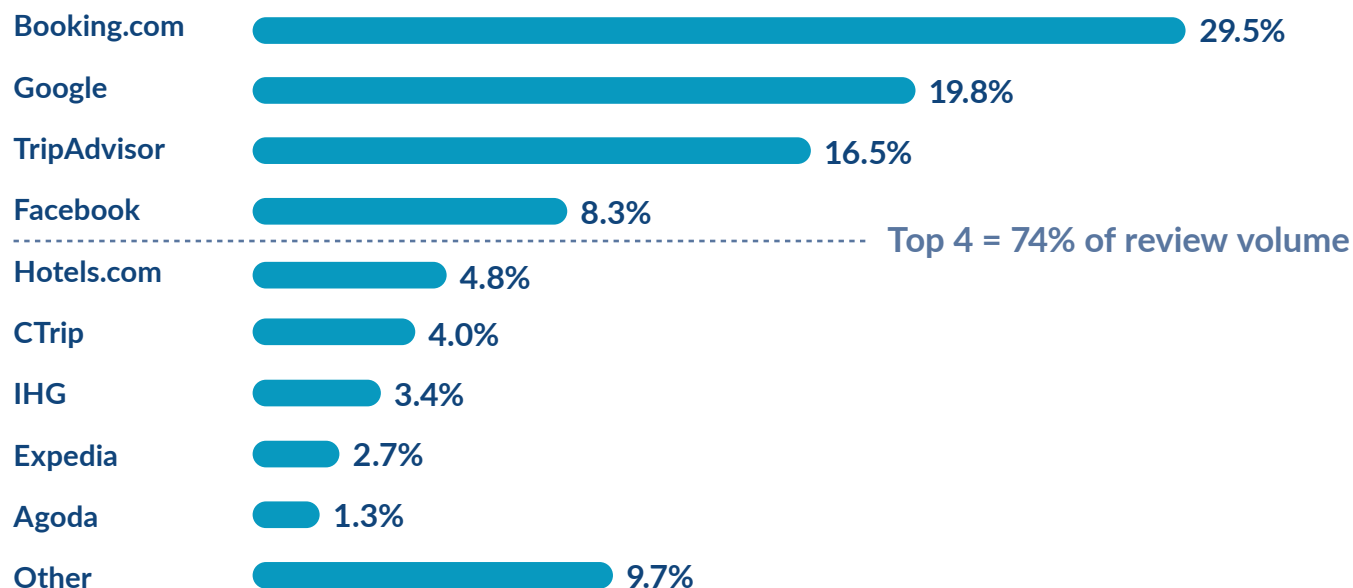
38

29

2016   2017

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Top Review Channels

Booking.com maintains its lead as the top review aggregator, while Google and Facebook become increasingly influential with guests.

As shown below, the top four sites contributed the lion's share of reviews in 2017, which together generated 74% of the review volume we analyzed.

In 2016, Booking.com, TripAdvisor, Google, and Hotels.com generated 78% of the hotel reviews Revinate analyzed for the year. Facebook is new to the top four in 2017, replacing Hotels.com by a landslide. In fact, Facebook received 58% more reviews than Hotels.com in 2017.

|	
Booking.com	29.5%
Google	19.8%
TripAdvisor	16.5%
Facebook	8.3%
	Top 4 = 74% of review volume
Hotels.com	4.8%
CTrip	4.0%
IHG	3.4%
Expedia	2.7%
Agoda	1.3%
Other	9.7%

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The Rise of Google

Google had a 207% increase in reviews over 2016 and made a big push in the second half of 2017, receiving 65% of its review volume between July and December.

Google reviews accounted for 70% of net review growth in 2017. In fact, if we removed Google reviews from Revinate, we would see only 9% YoY growth in the number of reviews we captured in 2017.

In other words, Google is increasingly capturing growth by activating and engaging reviewers that other sites are missing. According to Skift, Google's travel business is now worth $100 billion, more than Priceline.

Google reviews more than doubled in 2017

2x +

2016   2017
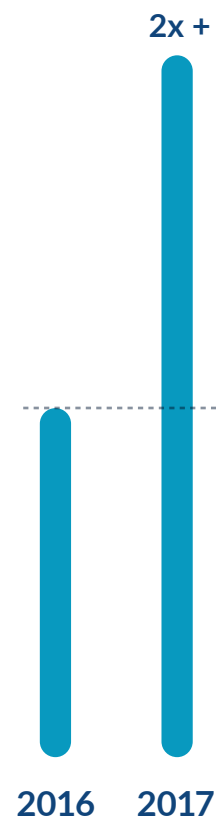
Review Response Rate Reaching Maturity

Most hoteliers are actively reading and responding to online feedback to let guests know that they care about guest satisfaction and are always looking to improve.

There wasn't a big change YoY in terms of how many reviews were responded to overall, indicating that we have reached a high level of maturity around this practice globally. In 2017, when we look at all the reviews from sites that allow responses, hoteliers responded to 29.7%, a 1% increase over last year.

When advising our customers, we suggest that hoteliers respond to all 1- and 2-star reviews, assuming there is actionable feedback, as well as 5-star reviews. 3- and 4-star reviews should also be responded to as needed to address any bad experiences and to reassure the reviewer that management is serious about improvement. *Learn more about responding to hotel reviews ›*

29.7%

2017 Global Average Response Rate

Globally, hotels responded most often to 5-star reviews in **2017**

★★★★★ 32.8%

★★★★ 26.0%

★★★ 27.2%

★★ 31.2%

★ 28.8%

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Review Response Rates by Region

Asia Pacific and Latin America outperformed the global review response average, while North America and EMEA showed opportunity for improvement.

25% — **U.S. and Canadian** hoteliers became more comfortable responding to negative reviews in 2017. While their overall response rate was largely flat at 25%, they responded to 29% of 1-star reviews (up from 26%) and 32% of 2-star reviews (up from 29%).

25% — **European** hoteliers responded to 25% of reviews, less than the global average. In 2017 they seemed to have changed their attitude towards 1-star reviews, responding to 4% fewer reviews, while their response rate to other star levels remained largely flat.

39% — **Latin America** is the only region that responded to fewer reviews in 2017, across every star rating. In fact, hoteliers responded to 3% fewer reviews across the board, with 5-star reviews taking the biggest hit at almost 5% and an average response rate of 39% overall.

40% — **Asia Pacific** is outperforming the global average, responding to more than 40% of reviews in 2017, up slightly from 38% in 2016. Hoteliers in Asia Pacific also responded to nearly half of all 5-star reviews, more than any other region. Hoteliers in the Middle East and Africa responded to more reviews that the global average (36% in 2017).

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Average Review Scores
Remain Largely Positive

While many hoteliers believe that people take to review sites just to complain about their hotel experiences, the fact of the matter is that review ratings are mostly positive.

The average review score in 2017 was 4.23, up slightly from 4.21 in 2016.

Looking at country data, we find that some large European travel markets have lower than average scores, including France, Germany, Spain, Sweden, Belgium, and the Netherlands. In Asia, Singapore stood out for its improvement in average review score, going from an average score of 4.15 in 2016 to 4.23 in 2017. Likewise, China rose from 4.43 to 4.53, making it one of the highest average scores in the world.

Global average review scores increased slightly in 2017

2017	4.23
2016	4.21

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Looking Forward

The online review space continues to grow and evolve.

In summary, the online review space is not only here to stay, it is flourishing. We recommend hoteliers use this report to benchmark their own review management practices and take necessary action to improve.

Hoteliers should pay attention to emerging channels like Google and Facebook. At the same time, it's important to continue focusing on more established channels that remain an important outlet for guests.

To remain up-to-date on industry trends and developments, please subscribe to our blog, the *Revinate Roundup.*

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