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Q1 2022

Global Hotel Review Benchmark

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Global Hotel Review Benchmark
Q1 2022

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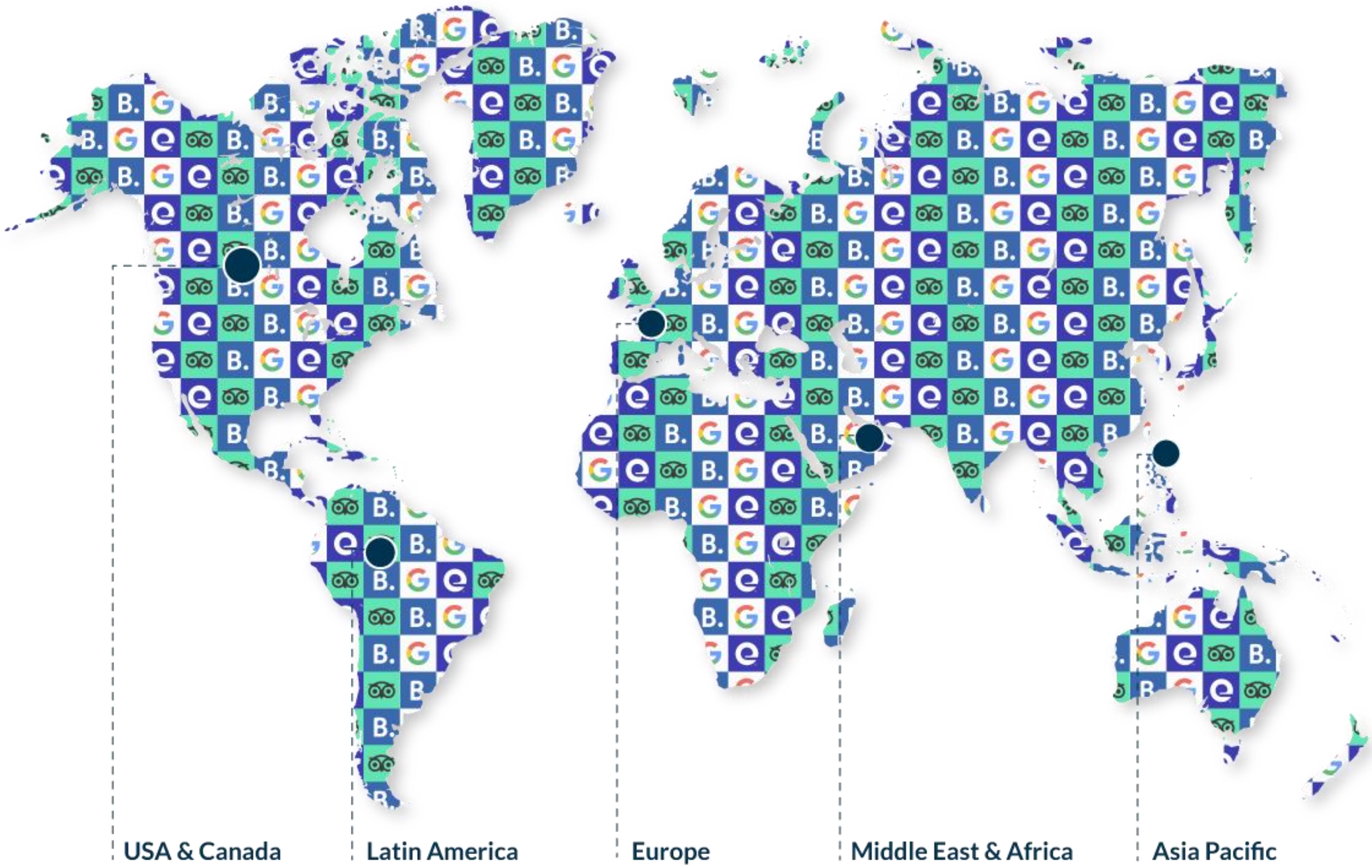
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Message from Michael Kessler
CEO of ReviewPro

Welcome to ReviewPro's Global Hotel Review Benchmark report. This is the first in a series of quarterly reports designed to help hoteliers understand review trends, benchmark performance, and improve guest satisfaction in a dynamic market.

For over a decade, ReviewPro has been providing hotels with review data to help them understand their online reputation and make operational and service improvements. In that time much has changed but one thing has remained the same - online reputation is still a benchmark of excellence and a reliable way of determining a hotel's performance. This is why quality and reputation managers are now standard as part of hotel operations, and why reports like this one are needed for continuous improvement.

Today we are focusing on providing the solutions needed by hoteliers not only to support online reputation, but to go further and meet current industry needs. This includes helping hotel brands to digitize and automate their operations and support them to evolve with the changes happening within the global tourism landscape.

We hope you will find this report insightful and helpful in identifying opportunities to fast-track recovery and position your company for growth and profitability in 2022 and beyond.

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Introduction

After more than two years of disruption, the hotel industry is finally on the road to recovery. Today, the focus is on repositioning, rebuilding, and accelerating growth.

For hotels, the ability to understand and adapt to the changing needs and expectations of travelers is essential to success in today's ever-evolving travel landscape. And nothing provides insights into traveler sentiment quite like online review data. Not only do reviews provide rich guest feedback and performance metrics for hotels, they also serve as a quality measure for travelers to help make more informed booking decisions.

1 Global Level

2 Regional Level

3 Star Segment Level

ReviewPro
Global Hotel Review Benchmark
Q1 2022

After plummeting during the pandemic, online reviews are making a comeback. The first in a series of quarterly reports, the 2022 Global Hotel Review Benchmark is designed to help hotels monitor review trends at the global, regional and star segment level and benchmark performance against industry peers. In addition to key review metrics, the report provides analyses of key data points and how they reflect industry trends, along with strategies for using review data and insights to maximize guest satisfaction, advocacy and profitability in the coming months and years.

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Methodology

Data in this report was drawn from a sample set of 7,500 hotels representing five major geographical regions around the world. Data is reported at the global, regional and star segment levels to allow hotels to compare their own performance with similar properties and industry averages.

Period

Reviews posted in Q1 2022 (January 1 to March 31) and compared to Q1 2021. Data collected on April 7, 2022.

Data Set

7,500 hotels

Reviews analyzed

1,351,098

Regions

- Asia Pacific (1,500 hotels)
- Europe (1,500 hotels)
- Middle East & Africa (1,500 hotels)
- Latin America & Caribbean (1,500 hotels)
- North America (1,500 hotels)

Data Freeze

7th April 2022

Sources

Collected from 140 OTAs and review sites in over 45 languages

Star Rating Segment ★★★★☆

- 3-star (2,500 hotels)
- 4-star (2,500 hotels)
- 5-star hotels (2,500 hotels)

Countries

- Asia Pacific: Australia, China, India, Indonesia, Thailand
- Europe: Germany, Portugal, Spain, Turkey, United Kingdom
- Middle East & Africa: Egypt, Morocco, Saudi Arabia, South Africa, UAE
- Latin America & Caribbean: Brazil, Caribbean Islands, Colombia, Mexico
- North America: US, Canada

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Key Findings

After slowing down to a trickle during the pandemic, online review volume regained momentum in the first quarter of 2022, providing a trove of new feedback and data to help hoteliers understand how guest behavior and preferences have changed and what has remained the same.

For many hotels, 2022 is an opportunity for a reset. Some properties have closed permanently, and others have scaled down services or repositioned, altering the competitive landscape. The guest experience has changed fundamentally, driven in part by pandemic protocols but also due to reduced services, staffing shortages, price increases and greater use of technology and automated systems. Which of these changes are temporary or permanent remains to be seen and will depend in part on how travelers receive them. Keeping a close eye on traveler feedback is therefore more essential than ever.

Here are some of the key trends we observed at the global level in our analysis of review data from 7,500 hotels.

KEY FINDINGS

Review Volume.

Global review volume increased by

46.5%

in Q1 2022
over Q1 2021

Indicating that travel has picked up significantly and hotel guests are once again posting reviews.

Want to find out more about your online reputation?
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KEY FINDINGS

Review Ratings

Average review scores decreased

0.7 points

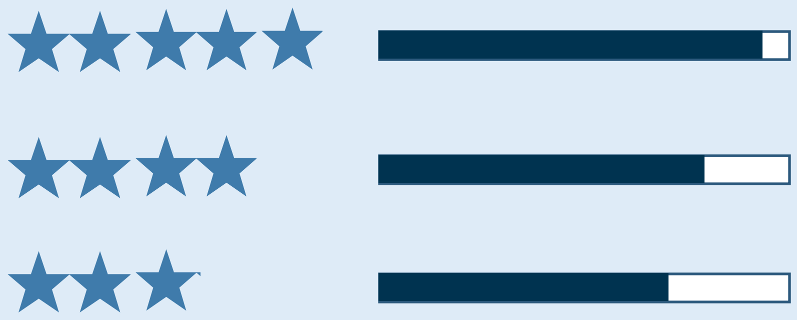
during this period, after having fallen by 0.5 points from Q1 2020 to Q1 2021.

While the decrease isn't severe or alarming considering the disruptive impact of the pandemic, it nonetheless indicates that much work needs to be done to restore traveler sentiment.

KEY FINDINGS

Star Segments

As expected, review scores were higher for 5-star hotels than 4-star hotels, which in turn were higher than 3-star hotels.



Yet the variances represent just a few percentage points. This highlights a key difference between traditional star categories and traveler ratings. Traveler ratings are largely based on how well a hotel meets guest expectations; a hotel in any star segment can earn a five-star rating by exceeding expectations.

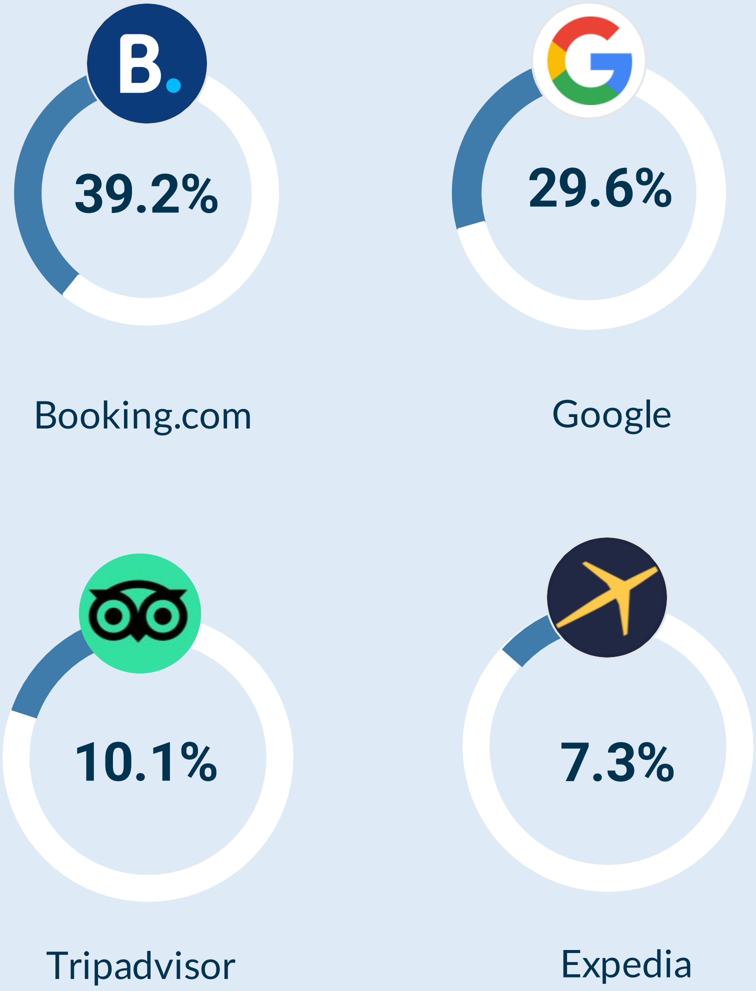
KEY FINDINGS

Review Market Share

Booking.com generated more reviews than any other review source in Q1 2022, a continuation of a trend we have observed in recent years.

Booking.com's market share reached 39.2% of total reviews, eclipsing Tripadvisor (10.1%) Expedia (7.3%) and all other review sources.

Only Google, which has also emerged as a review powerhouse in recent years, achieved a comparable market share, at 29.6%.



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Management Response

There is room for improvement in response rates and times.

With only **61.2%** of respondable reviews receiving a response

...and an average response time of **3.8 days**

Given staffing shortages, finding efficient ways to post responses in a timely manner will be an ongoing challenge for hoteliers in 2022.

KEY FINDINGS

Rating-only Reviews

A significant proportion of reviews on Booking.com and Google are rating-only with no comments, providing little insight into the reasons behind the rating. Given the high proportion of reviews from these sources, this poses a unique challenge for hotels wishing to improve their ratings.

Ratings ✓ ★★★★★

Reviews

KEY FINDINGS

Source Indexes

Ratings on Booking.com were generally lower than other sources, with a Source Index of 81.7% in Q1 2022 compared to the global average of 84.6%. Given the high volume of Booking.com reviews, this has an effect of dragging down overall review scores.

84.6% ››› 81.7%

Source Index in Q1 2022

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Global Review Index™ (GRI)

The Global Review Index™ (GRI) is ReviewPro's industry-standard online reputation score derived from a proprietary algorithm based on review data collected from +140 OTAs and review sites in +45 languages. The GRI™ is used by thousands of ReviewPro clients worldwide to track review performance, set quality objectives and benchmark performance against competitors.

A 1-point increase in a hotels Global Review Index™ equals up to:

+0.89%	+0.54%	+1.42%
In ADR	In Occupancy	In RevPar

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Cornell University
School of Hotel Administration
The Center for Hospitality Research

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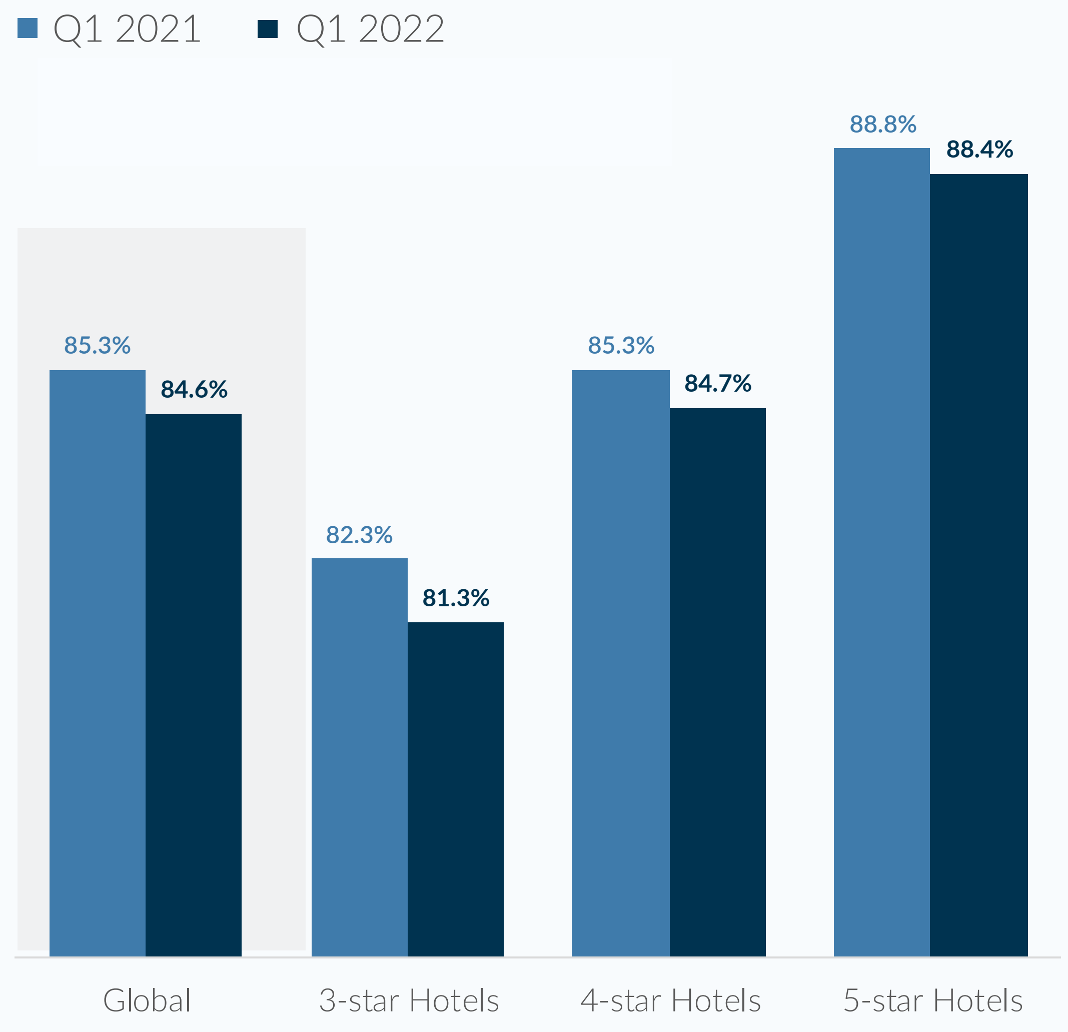
Global GRI™ Metrics

At the global level, the GRI™ fell by 0.7 points from Q1 2021 to Q1 2022, the continuation of a downward trend since the outbreak of the pandemic. (The GRI™ fell by -0.5 points from Q1 2020 to Q1 2021.)

The biggest change came from the 3-star segment, which lost a full point in GRI™, whereas 4- and 5-star hotels lost -0.6 points and -0.4 points, respectively.

Considering the disruptive impact of the pandemic on the guest experience, including safety protocols, staffing shortages and scaled-back services, overall guest satisfaction has held up remarkably well. **But much work must be done in 2022 to restore review scores to pre-pandemic levels.**

GLOBAL REVIEW INDEX™



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Global Review Volume

Here we break down review volume for the most popular review sources. **Total review volume increased by 46.5% from Q1 2021 to Q2 2022**, an indication of the significant uptick in travel this year, although the volume is still well below pre-pandemic levels.

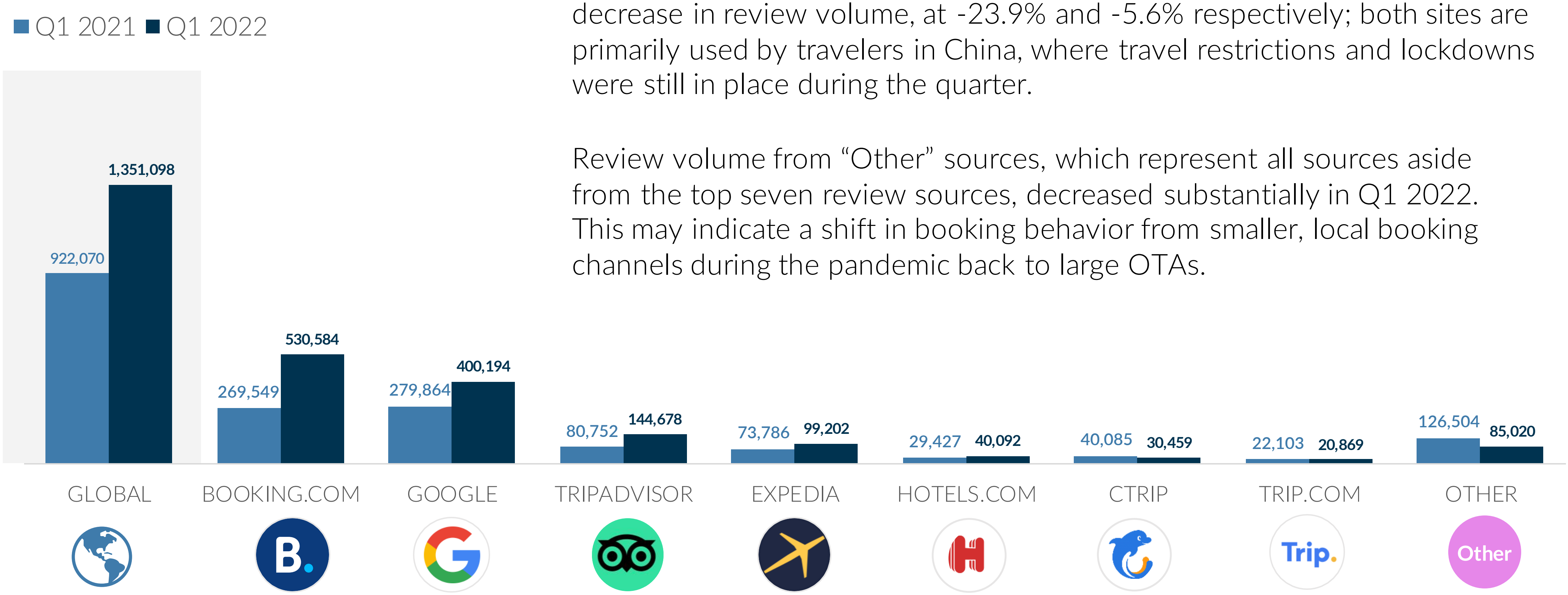
KEY TAKEAWAY Global review volume increased by 46.5% from Q1 2021 to Q1 2022.

Notably, Booking.com review volume increased by 96.8%, Google by 42%, Tripadvisor by 79.1%, Expedia by 34.4%, and Hotels.com by 36.2%.

Ctrip and Trip.com were the only major review sources to experience a decrease in review volume, at -23.9% and -5.6% respectively; both sites are primarily used by travelers in China, where travel restrictions and lockdowns were still in place during the quarter.

Review volume from “Other” sources, which represent all sources aside from the top seven review sources, decreased substantially in Q1 2022. This may indicate a shift in booking behavior from smaller, local booking channels during the pandemic back to large OTAs.

| Global Review Volume

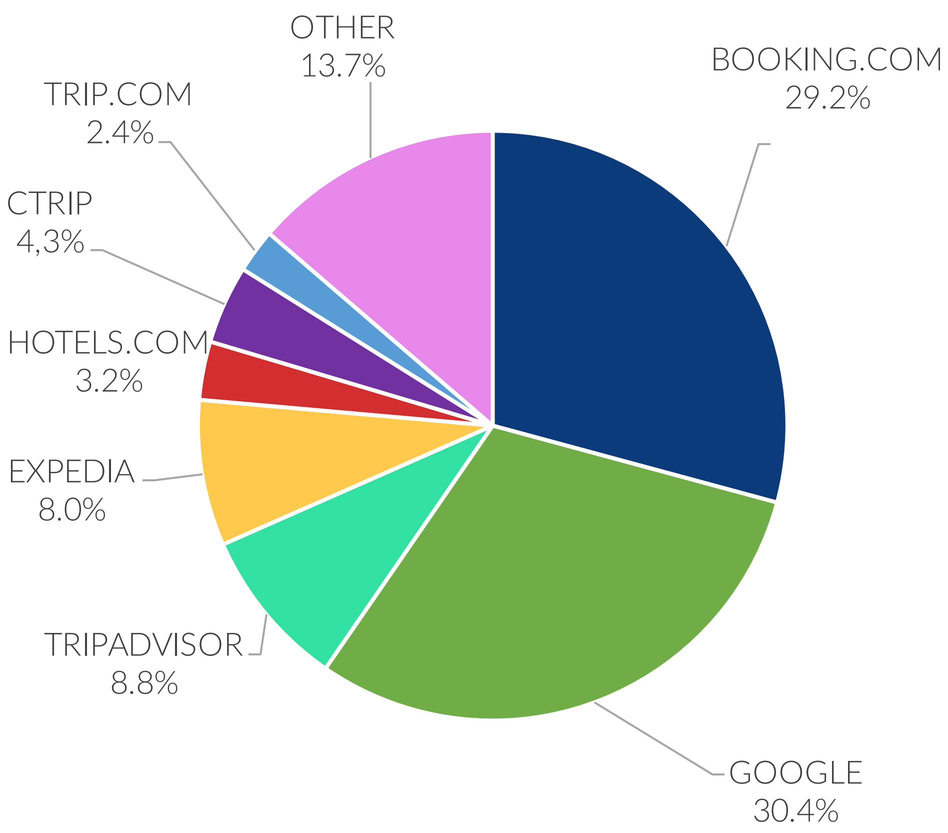


Global Share of Reviews per Source

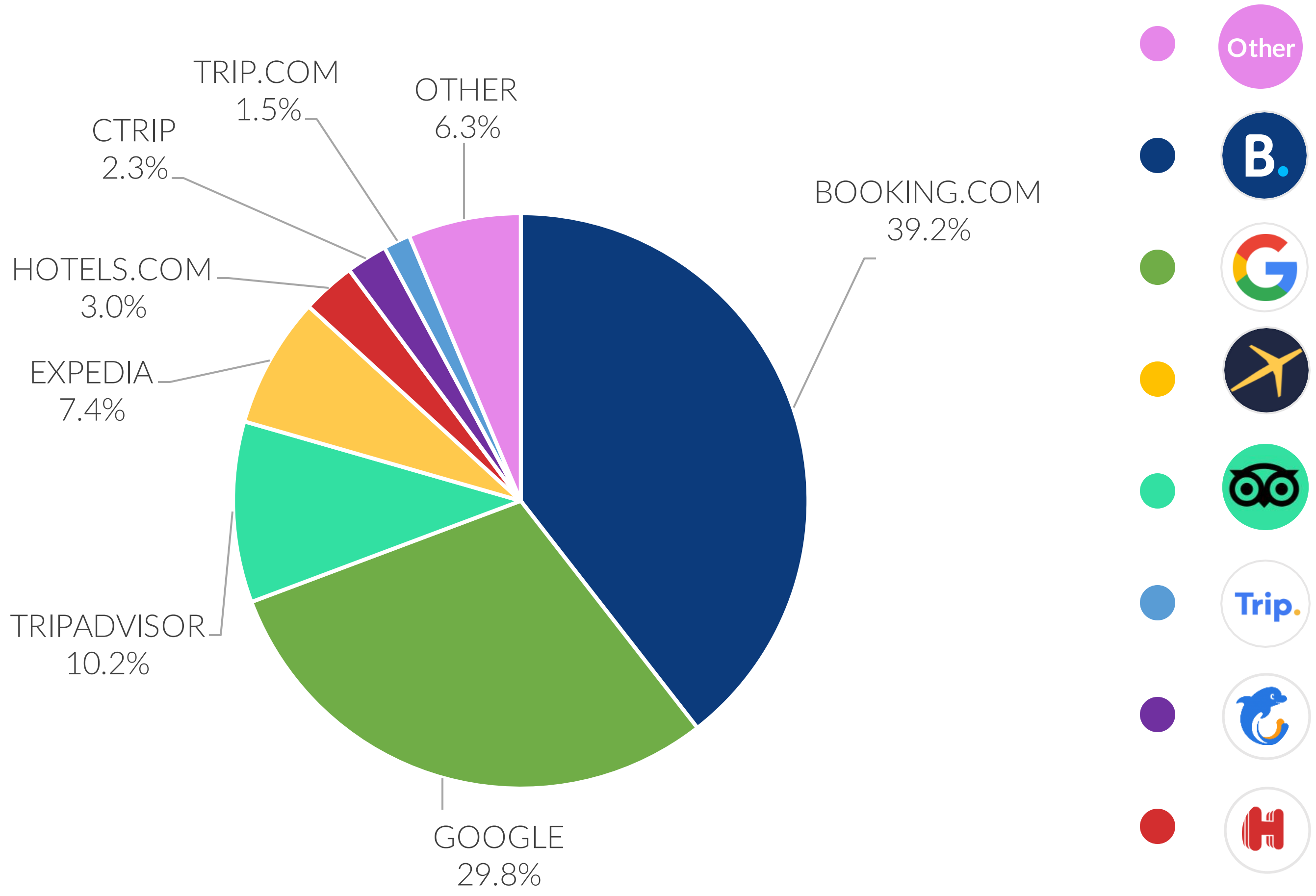
Booking.com increased its review market share by 10 points, reaching 39.2% of total reviews and further establishing the site as the primary source of online reviews by Q1 2022.

Tripadvisor's market share of reviews has declined in recent years, but showed a slight upturn from Q1 2021-Q1 2022. In Q1 2022, the site generated only 10.2% of total reviews. However, when considering this, we must keep in mind that a large proportion of reviews on Booking.com and Google are rating-only or provide only brief commentary, whereas on Tripadvisor review comments are obligatory and feedback is often quite detailed.

Share of Reviews Per Source 2021



Share of Reviews Per Source 2022



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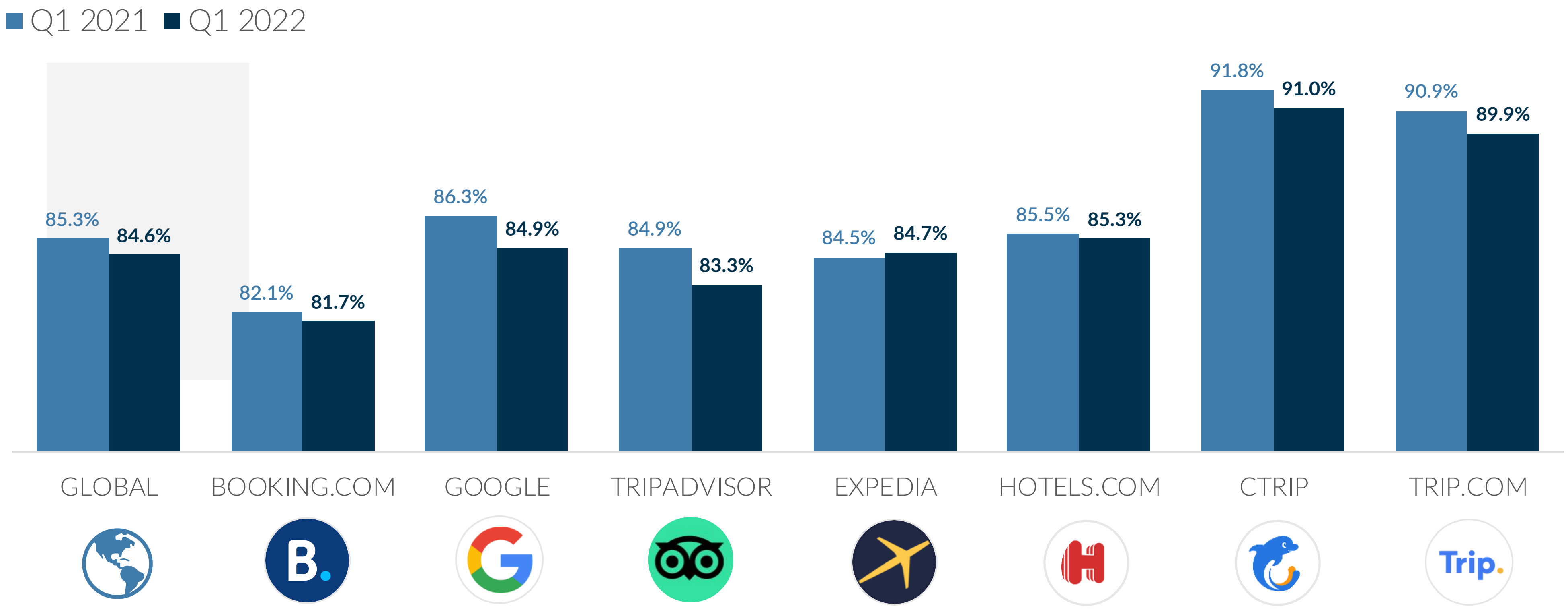
Global Review Source Index

The ReviewPro Source Index is a valuable complement to help you understand your Global Review Index™ (GRI)as it uses the scores from each individual review site to give you a source index for each platform you are receiving reviews from. It uses the same calculation as the GRI™ but allows you segment the data for each source for the time period being measured.

Note that Booking.com's Source Index was significantly lower than other sources during this period. Given the site's large market share, this had the effect of pulling GRI™ scores down. On the other hand, Source Indexes for Ctrip and Trip.com were significantly higher than the average, but review volume during this period was extremely low, so the impact on GRI™ was nominal.

The trends seen here reflect those of the GRI™, though they are not one and the same: hoteliers are now struggling with more travellers, less staff, and less resources, resulting in a global lean towards lower online review scores.

Source Index



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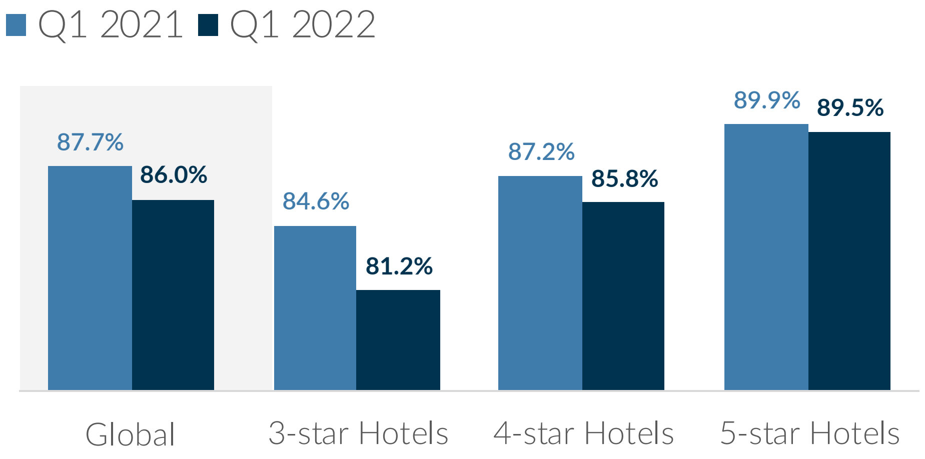
Global Department Indexes

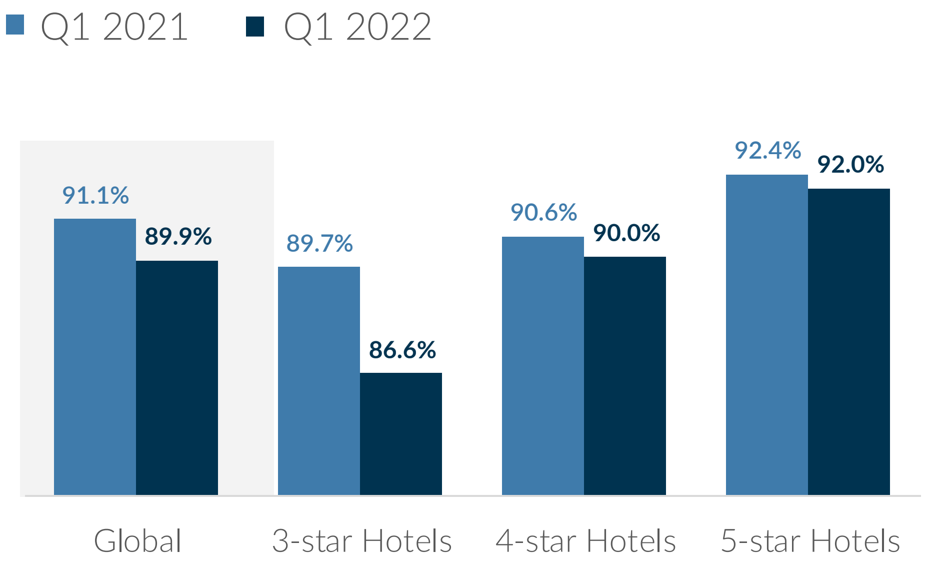
Department Index data is derived from breakdowns of guest ratings of hotel departments or attributes such as Service, Value and Location.

It's important to note that **not all reviews allow department ratings**, and not all travelers rate every department when given the option. Most review sites require users to provide an overall rating only. The data here therefore represents significantly fewer reviews than other data points in the report, most of which are drawn from Tripadvisor. Nevertheless, Department Indexes provide valuable insights into how well (or not) each department is performing and where the opportunities lie. To dig deeper, hoteliers use semantic analysis tools, which we discuss in the next section.

Service

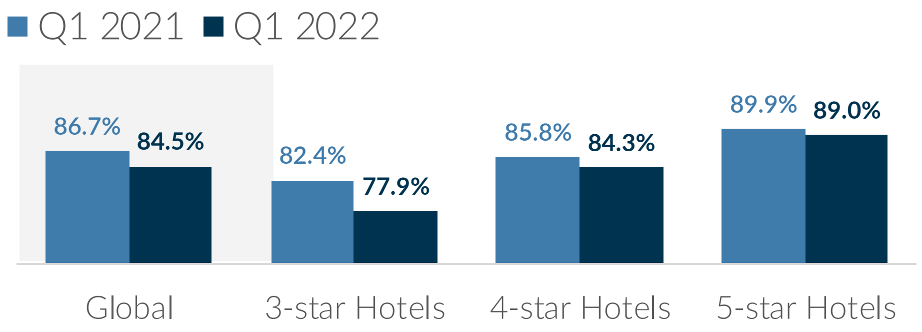


Location

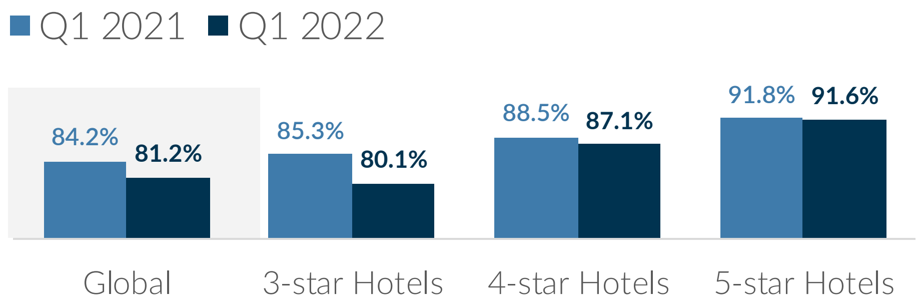


Global Department Indexes

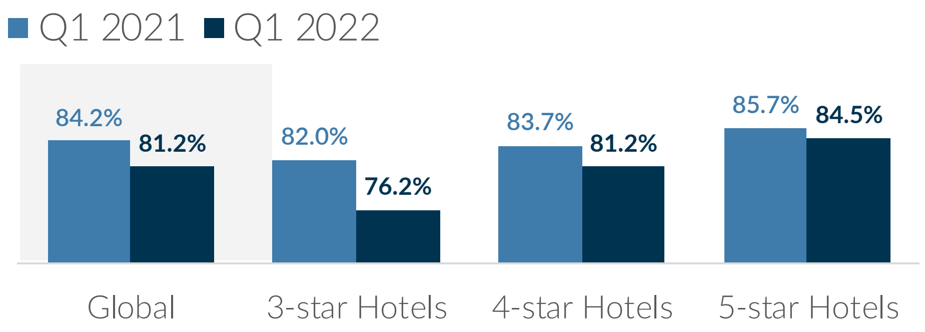
Room



Cleanliness



Value



At the global level, year-over-year changes in **Department** Indexes were most prominent in the **Value** Index, which fell by -3.0 points in Q1 2022. This suggests that travelers perceived significantly less value for their money than in Q1 2021, presumably due in part to staffing shortages and scaled-back services.

Of the star segments, 3-star hotels lost a full -5.8 points in the **Value** Index, along with the largest decreases in all other departments. The 5-star segment fared much better, with a -1.2 point decrease in the Value Index and only modest decreases in other departments.

The **Cleanliness** Index also decreased by -3.0 points, perhaps also a consequence of staffing shortages as well as the introduction of opt-in housekeeping services at many properties. To understand the reasons behind such drops, brands would have to dig deeper into Semantic Analysis and identify sources of discontent.

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Global Semantic Analysis

Comments in reviews provide deep insights into guest sentiment not offered by ratings. However, qualifying and quantifying this information at scale is not easy. ReviewPro's Semantic Analysis tools scan review comments, qualify sentiment as positive or negative, and group them into categories and concepts, thereby turning freeform commentary into quantifiable metrics.

Sentiment analysis attempts to answer questions like, "What aspects of the guest experience do guests mention most frequently in reviews?", "How do they feel about these aspects?" and, "How do these sentiments affect overall guest satisfaction?" This data helps hoteliers identify negative and positive patterns and prioritize attention accordingly.

KEY TAKEAWAY: 4,168,185 semantic mentions of which 72.6% were positive.

"What aspects of the guest experience is mentioned most frequently in reviews?"

"How do guests feel about their experience?"

"How do guest sentiments affect overall satisfaction?"

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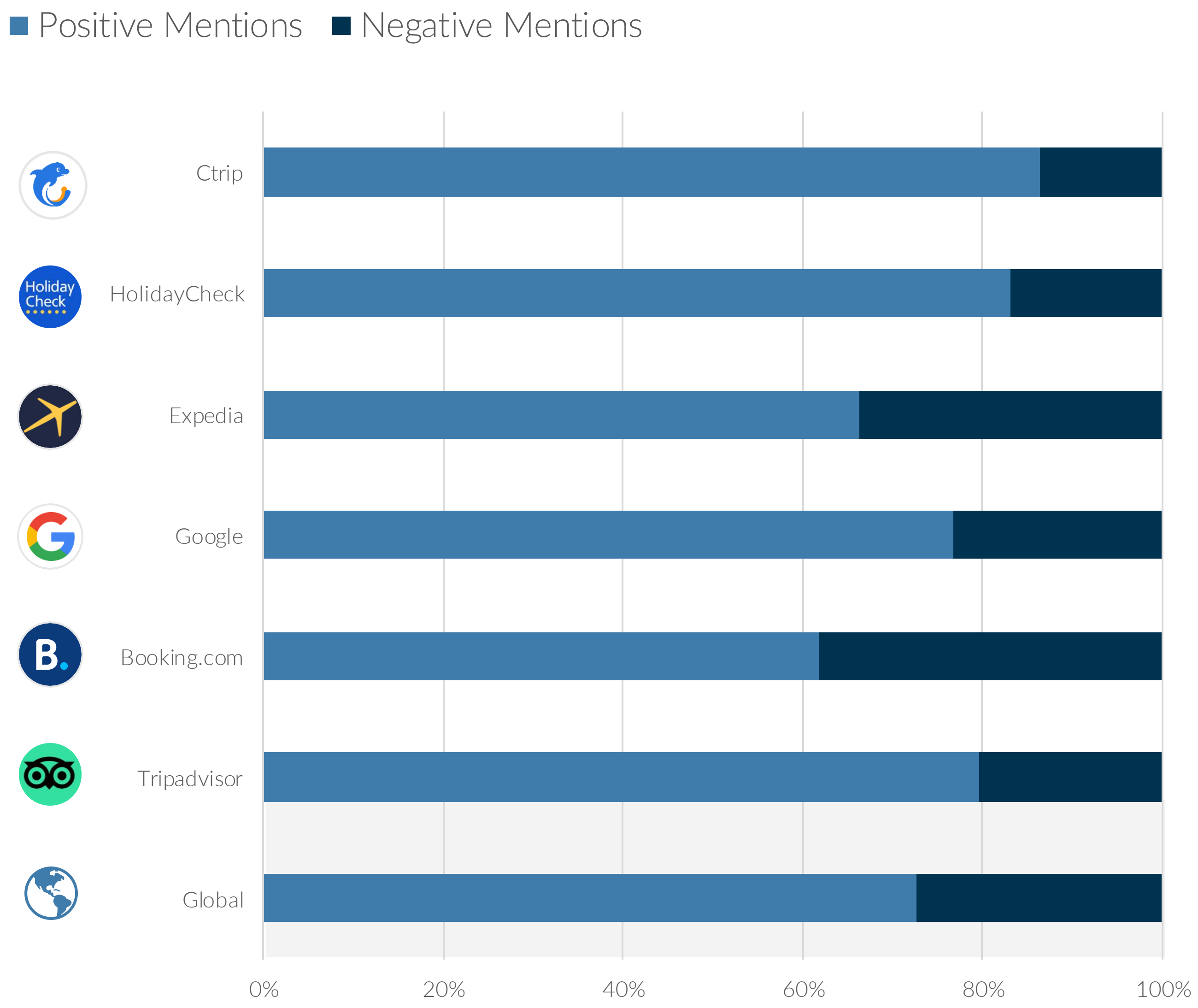
Global Semantic Analysis

Globally, we analyzed 4,168,185 mentions in the 770,528 reviews that included comments in Q1 2022. Of these mentions, 72.6% were positive, a slight decrease of -0.3 from the same period the previous year.

In mining review comments, hoteliers often turn up patterns that aren’t apparent in ratings and provide enhanced insights into guest sentiment. For example, it’s interesting to note the **differences in positive mentions among review sources**.

Why did Tripadvisor reviews contain such a higher proportion of positive mentions than Booking.com and Expedia reviews?

Positive/Negative Reviews: Review Source



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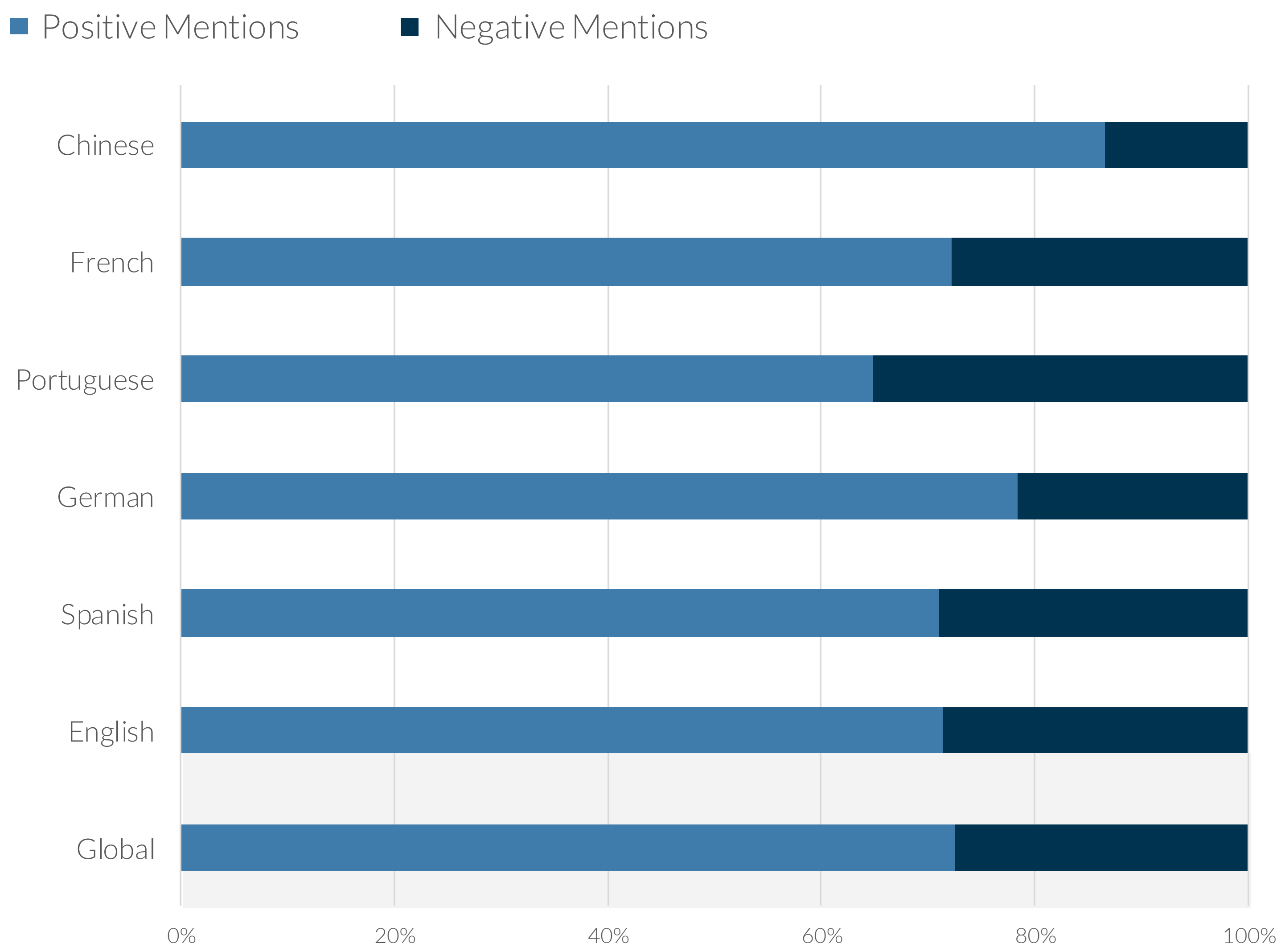
Global Semantic Analysis

Here we look at semantic analysis by language. Why did Chinese-language reviews have such a higher proportion of positive mentions than other languages, particularly Portuguese reviews? Are there cultural differences here that hoteliers need to be aware of?

Given travel restrictions, we can presume that most reviews came from domestic travelers. Since the outbreak of the pandemic, hoteliers have had to please a lot more of their compatriots than in the past. Every culture tends to have different needs and expectations. Sentiment analysis helps hoteliers pinpoint these and other differences and identify areas of strength and weakness by country, language, review source and category.

Positive/Negative Mentions per Language



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Global Top Five Categories Affecting GRI™

Here we identify **the top five semantic categories** that had the greatest positive and negative impact on global guest satisfaction in Q1 2022.

Semantic Analysis gives a qualitative view of guest feedback by extracting the top concepts mentioned within reviews. The ReviewPro tool allows you to quantify the impact those mentions have on your overall reputation score (Global Review Index™). This complements and deepens what can be understood from the quantitative indexes, scores, and ratings.

At the **global level**, the impact of the top five negative categories was much stronger than the impact of the top five positive categories. For example, in the Food & Drinks category positive mentions had a +0.4 impact on the GRI™, whereas negative mentions had a -1.3 impact.

.

KEY TAKEAWAY: Room had a negative impact of -2.3, meaning it drove down the global GRI™ by 2.3 points. "Noise" is the most frequently mentioned concept.

Positive		Negative	
Staff	+0.7	**Room**	-2.3
Experience	+0.9	**Cleanliness**	-1.5
Service	+0.5	**Food & Drinks**	-1.3
Food & Drinks	+0.4	**Establishment**	-1.4
Cleanliness	+0.4	**Experience**	-1.1

Management Response

Responding is key

When a hotel owner leaves personalized responses to reviews

77%

of travelers are more likely to book the property as a result. Source: Tripadvisor

For hoteliers, responding to reviews is a way to show travelers you're listening and are committed to guest satisfaction. Even when reviews are negative, a thoughtful response can change travelers' impressions of the property.

Hotels are lagging on response times.

Average Global (3.8 days) 91 hours

Recommendation (3 days) 72 hours

Hotels are not following management response recommendations.

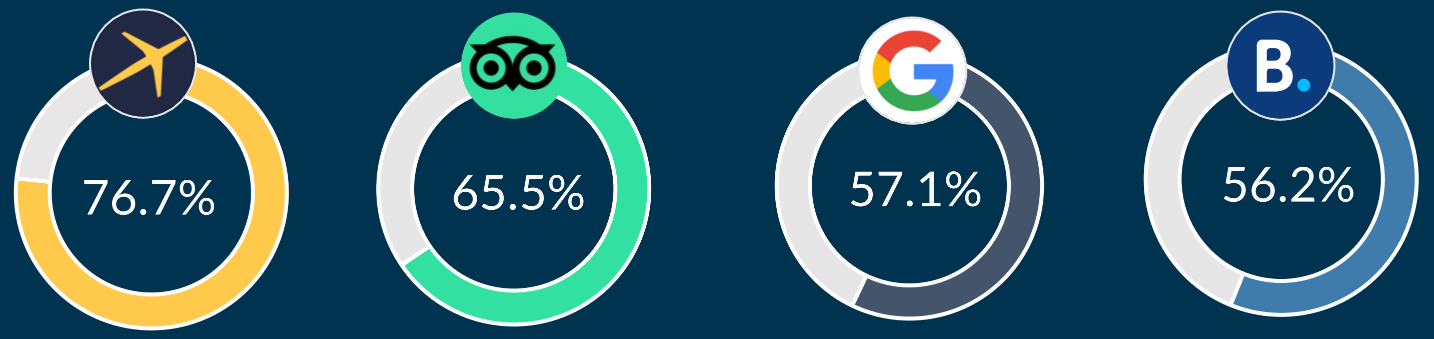
General recommendations for responses:

25%	positive
100%	negative (top sources)

Hotel responses in Q1 2022:

63.7%	positive
50.6%	negative

Response rates per source:



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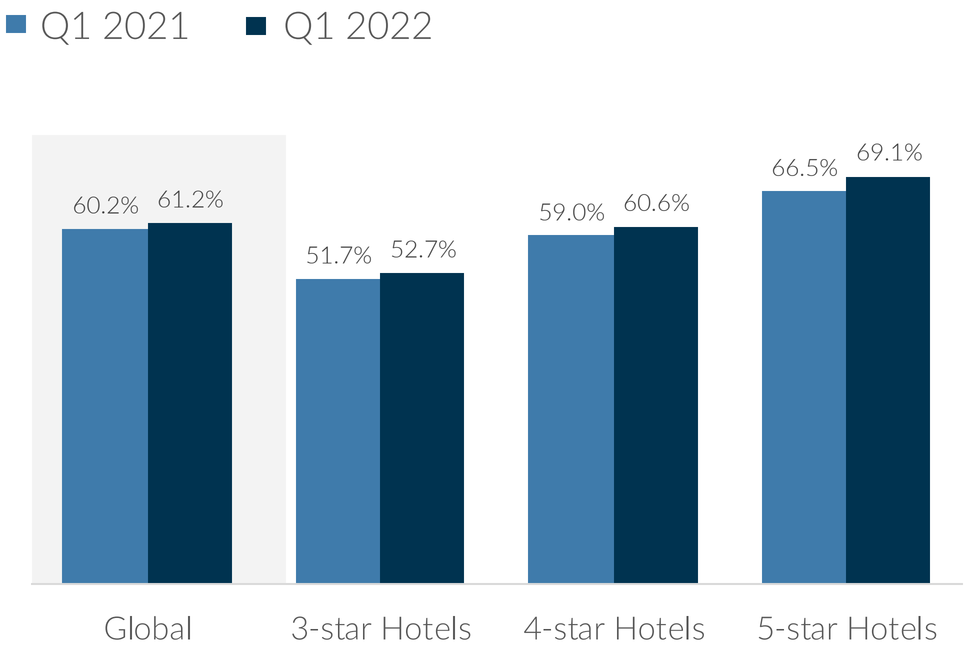
Global Management Response

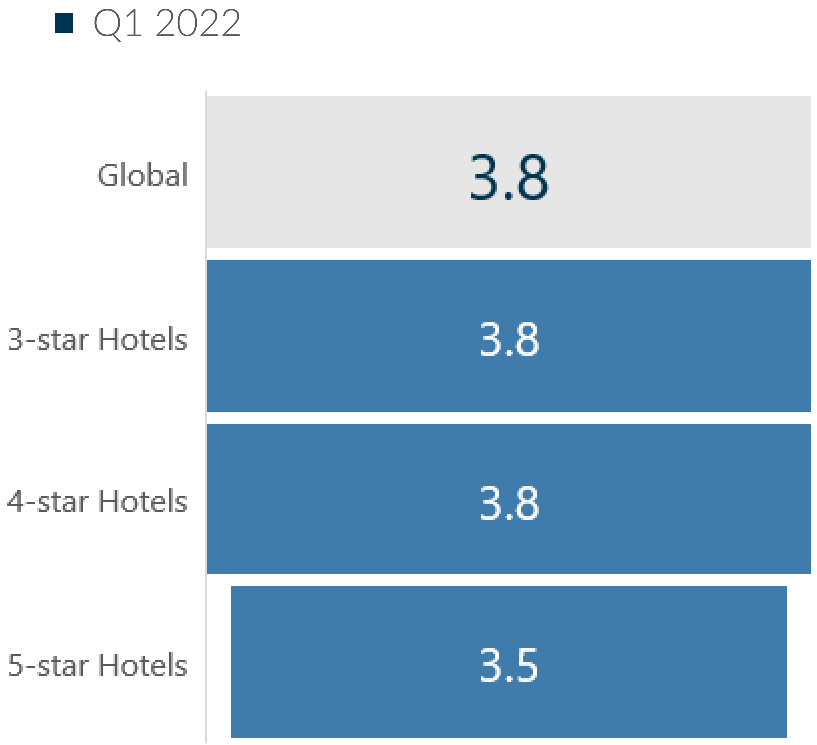
At the global level, response rates were slightly up in Q1 2022 at 61.2% of respondable reviews, an increase of 1.0% over Q1 2021. The average response time was 3.8 days.

Note that not all review sources allow management responses and not all reviewers provide comments. Response rates are therefore measured against total "respondable reviews." Reviews that do not allow responses or feature a rating only do not qualify.

Management Responses



Average Response Time (days)



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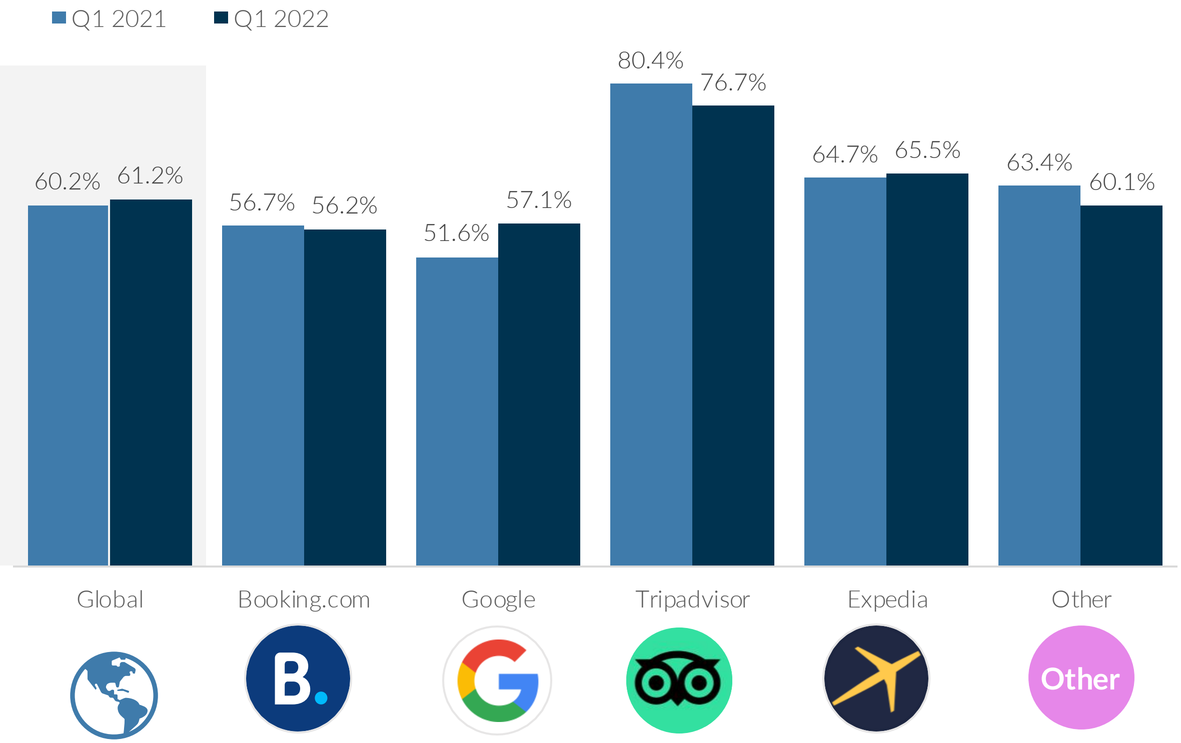
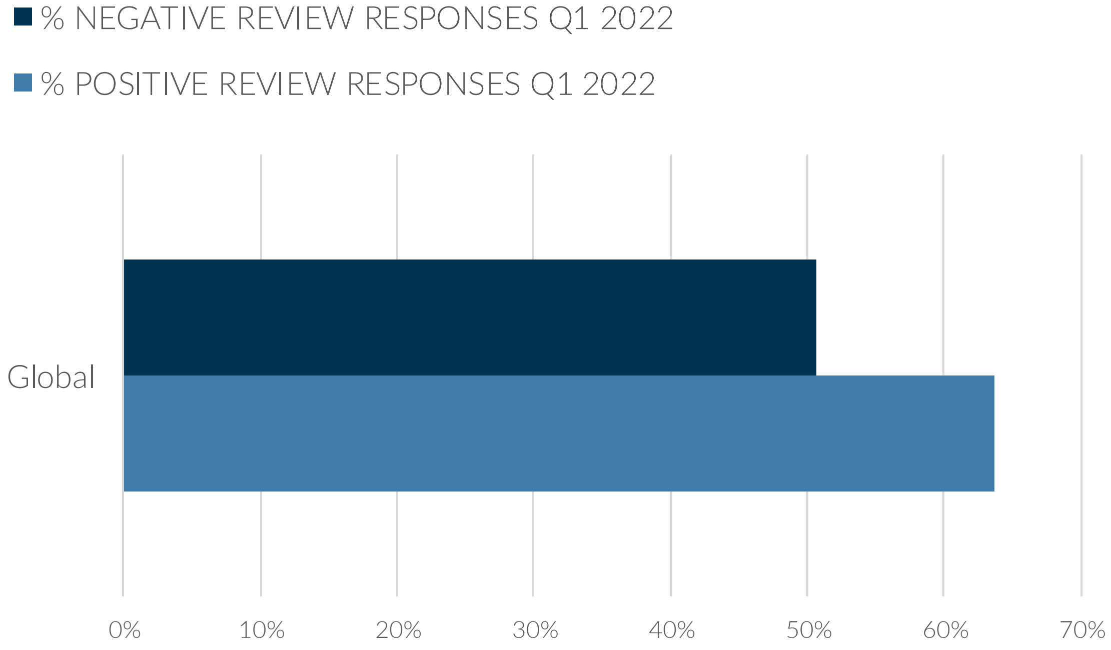
Global Management Response

Notably, hotels responded to a higher proportion of positive reviews than negative reviews during this period, a consistent pattern across regions, star categories and review sources. This goes against the conventional wisdom that negative reviews should be given a higher priority than positive reviews. Negative reviews can deter travelers from booking a hotel; however, as Tripadvisor data tells us, a thoughtful response can change traveler perceptions and increase the propensity to book the hotel.

Management Responses



Positive/Negative Review Responses



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In this section we break down review performance by the following geographical regions:

USA & Canada
Latin America
Europe
Middle East & Africa
Asia Pacific

Within each region, we also break down key performance metrics by star segment:

3-star hotels

4-star hotels

5-star hotels

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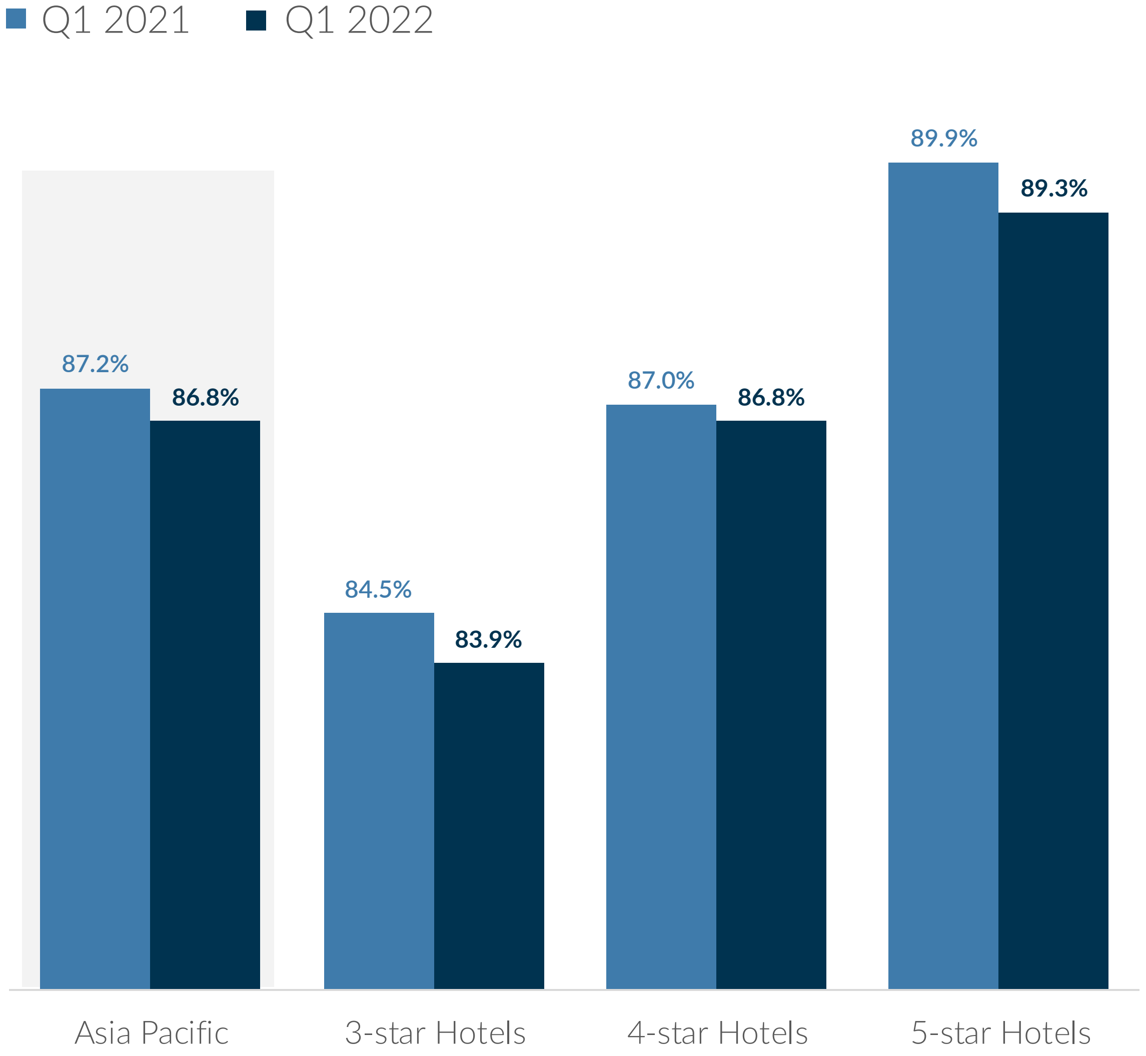
Asia Pacific Global Review Index™ (GRI™)

Despite ongoing pandemic challenges, hotels in the Asia Pacific region experienced only a modest decrease in GRI™ from Q1 2021 to Q1 2022, at -0.4 points. The GRI™ in Q1 2022 was 86.8%, the highest score of the five regions.

Three-star and five-star hotels experienced a decline in GRI™ of -0.6 points, whereas 4-star hotels managed to contain the decrease to 0.2 points.

KEY TAKEAWAY All hotel categories experienced a dip in Global Review Index™ score

ASIA PACIFIC GLOBAL REVIEW INDEX™



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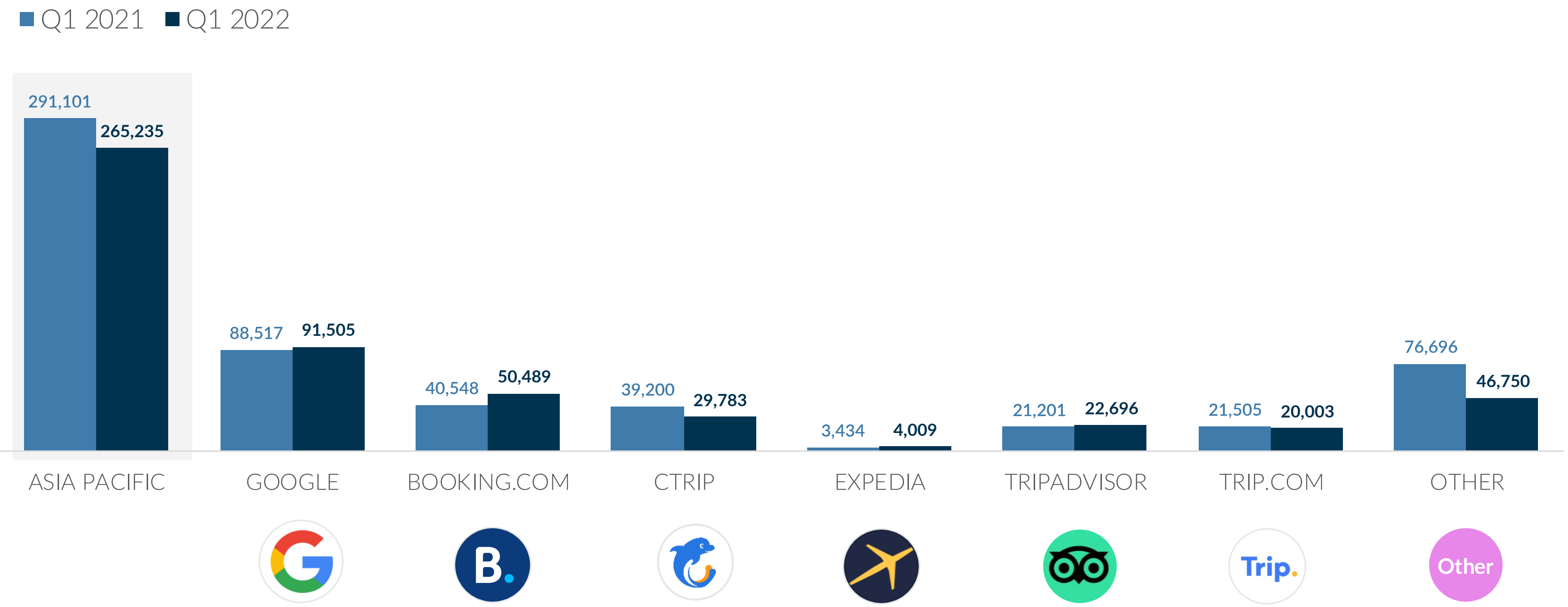
Asia Pacific Review Volume

Asia Pacific was the only region to experience a decline in review volume in the first quarter of 2022. **Volume declined by -8.9%,** a sharp contrast to the increase in global review volume of 46.5%. Looking at a more granular level reveals that while Ctrip, Trip.com and 'other' declined, Google, Booking.com ,Tripadvisor and Expedia all showed slight increases. It's worth remembering that as a region, APAC is very segmented and will have different traveller types using different OTA and review sites.

While most countries had eased travel restrictions by early 2022, many countries in Asia were still under lockdown.

Asia Pacific Review Volume



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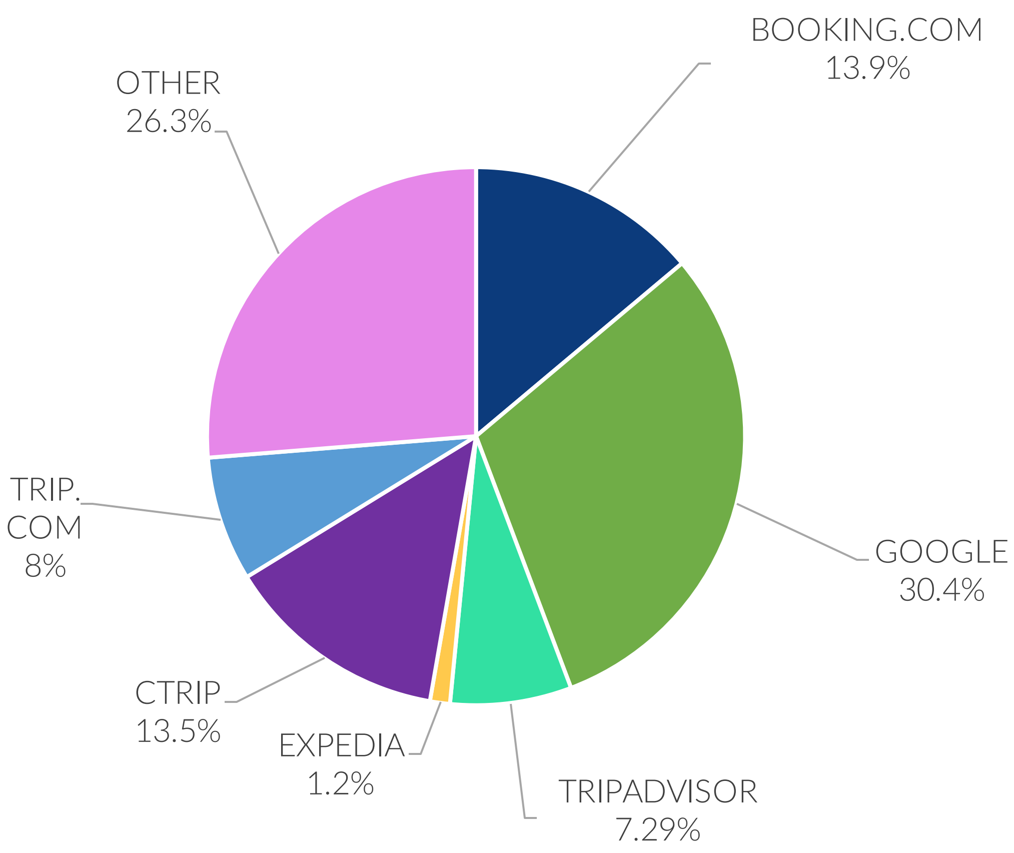
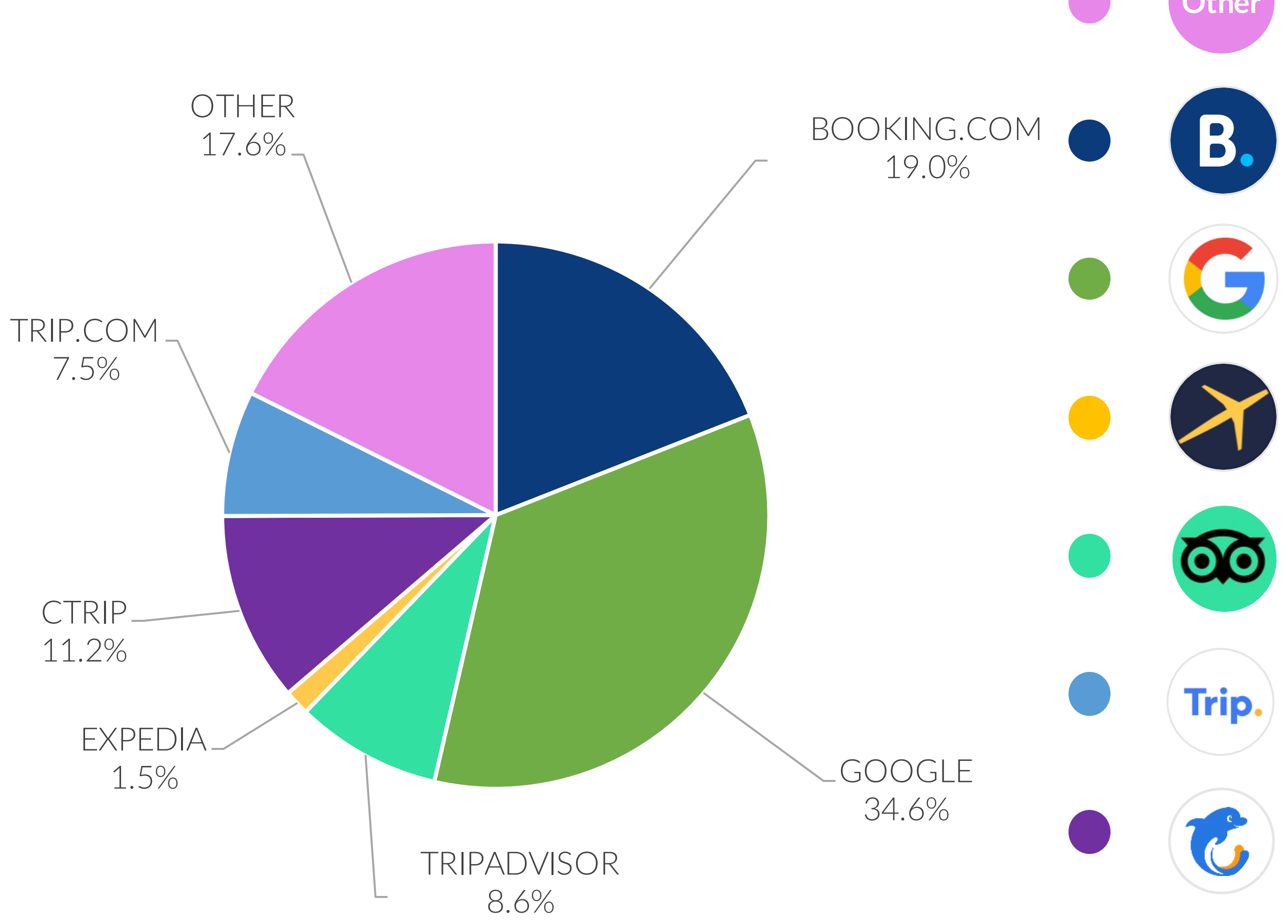
Asia Pacific Share of Reviews per Source

The decline in review volume was not evenly distributed across review sources. Reviews from Ctrip declined by -2.3 points and reviews from Trip.com declined by -0.5 points, where Booking.com and Expedia's review share increased by 5.1 points and 0.3 points respectively. With 34.6% of review market share, Google generated more reviews than any other source, followed by Booking.com, at 19%.

Share of Reviews 2021



Share of Reviews 2022



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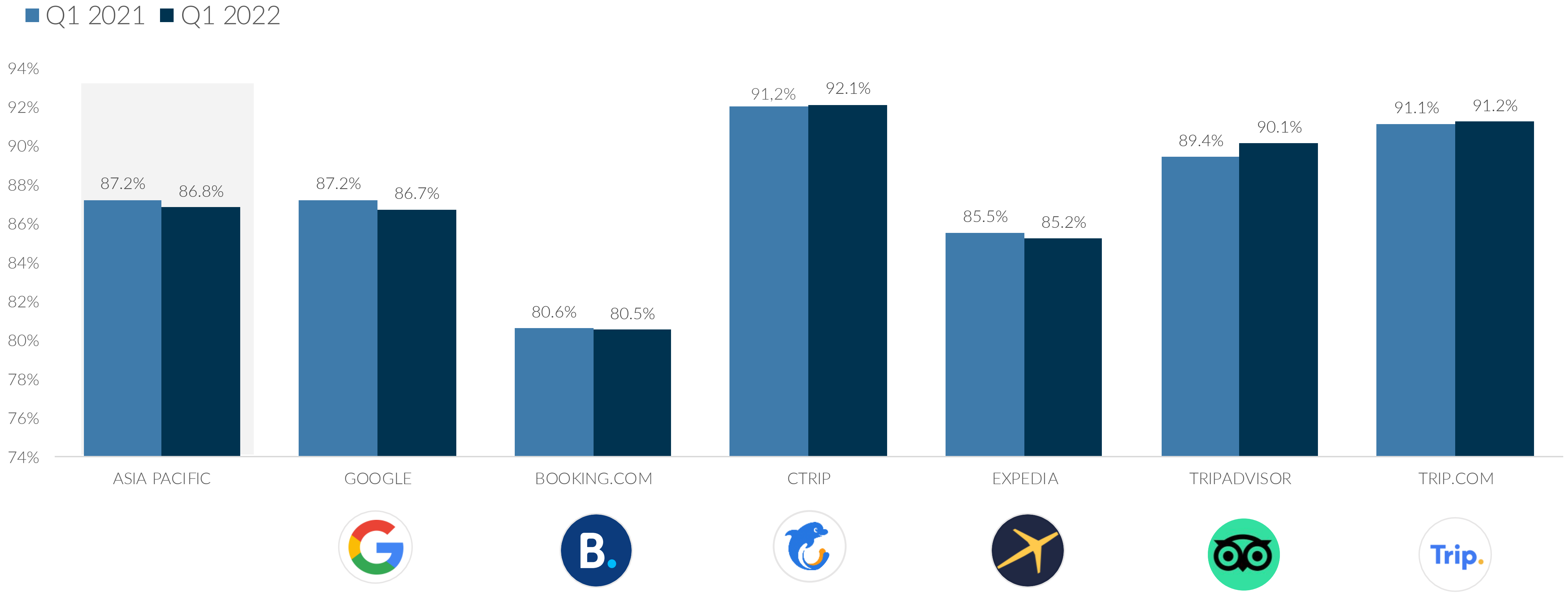
Asia Pacific Review Source Index

Ctrip and Trip.com generated the highest Source Indexes, or average review scores, during both the quarters at 92.1% and 91.2% respectively, although review volume was relatively low. Tripadvisor's index wasn't far behind, at 90.1%. By comparison, Booking.com's index was only 80.5%, a difference of almost 10 points.

Asia Pacific Review Source Indexes



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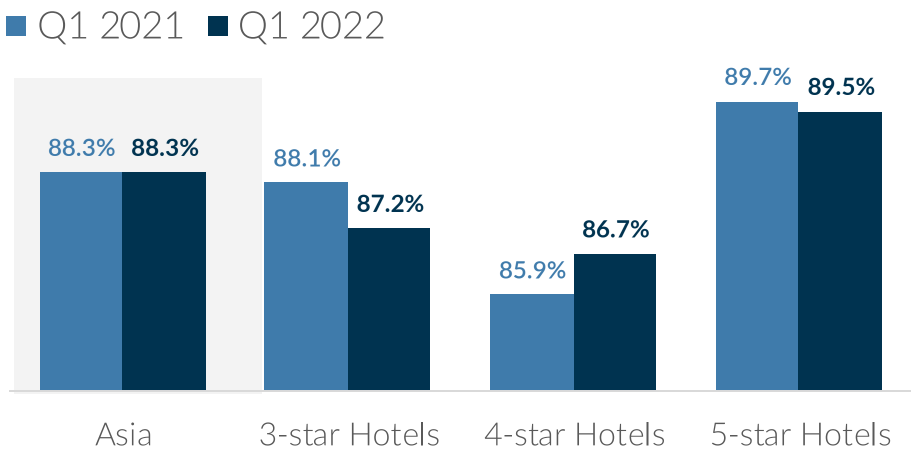
Asia Pacific Department Indexes

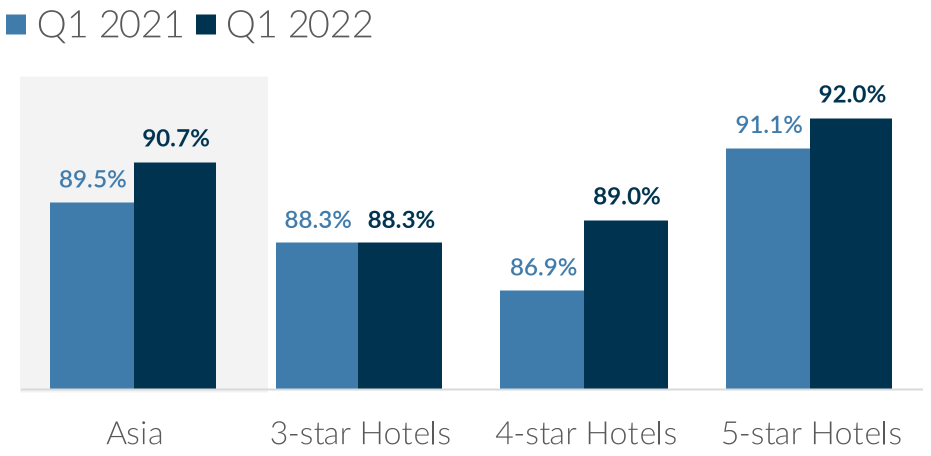
All five major Department Indexes in the Asia Pacific region performed better than the global averages.

The region experienced declines in the Room, Value and Cleanliness Indexes, whereas the Service Index did not change and the Location Index increased by 1.2 points.

Service



Location



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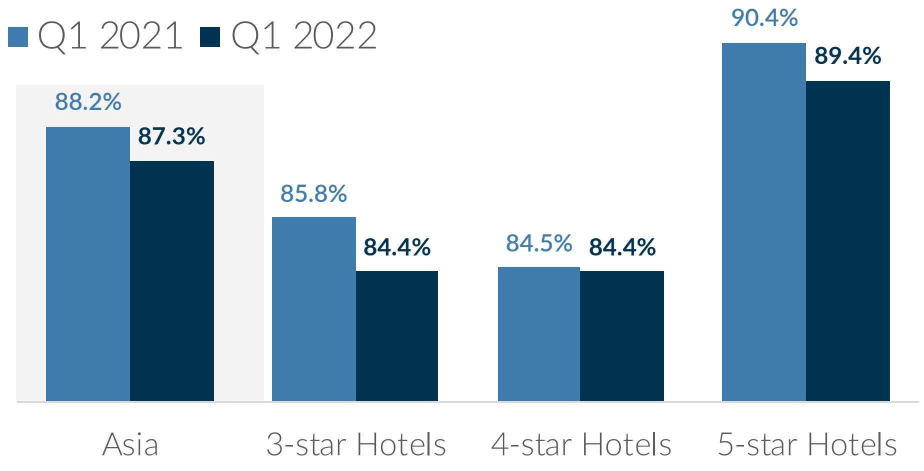
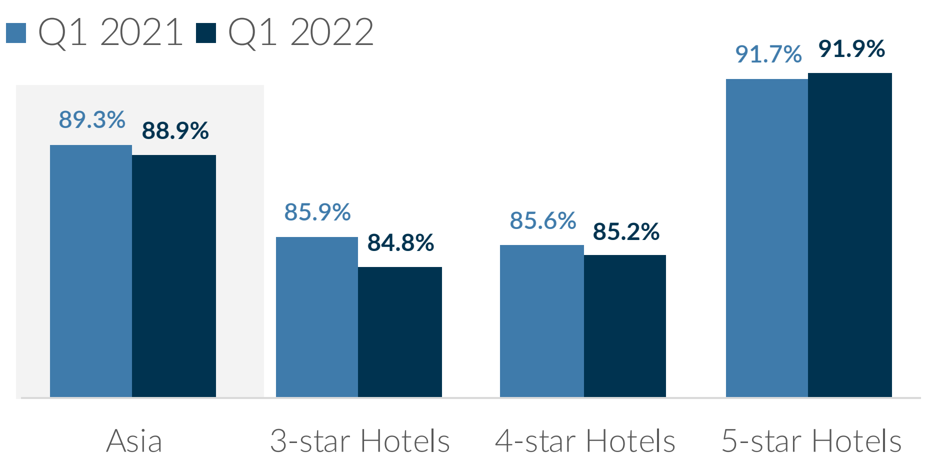
Asia Pacific Department Indexes

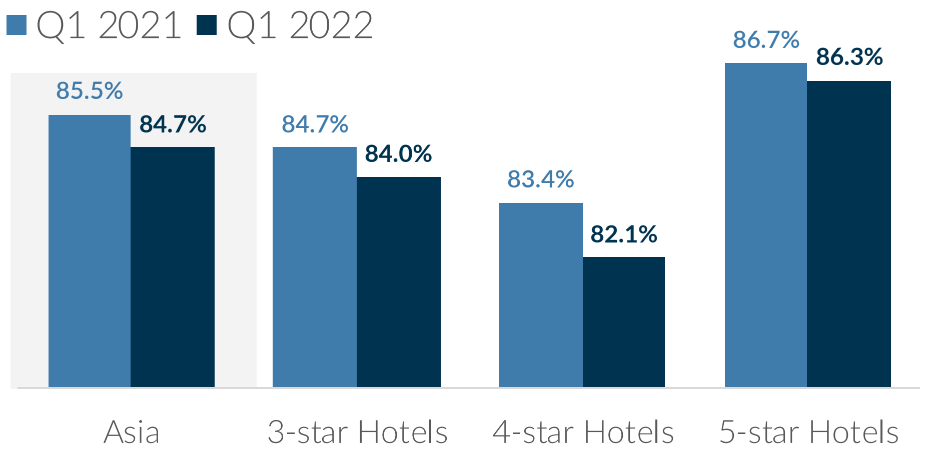
Room



Cleanliness



Value



KEY TAKEAWAY All five major Department Indexes in the Asia Pacific region performed better than the global averages

Asia Pacific Top Five Categories Affecting GRI™

Comments in reviews provide deep insights into guest sentiment not offered by ratings. However, qualifying and quantifying this information at scale is not easy. ReviewPro's Semantic Analysis tools scan review comments, qualify sentiment as positive or negative, and group them into categories and concepts, thereby turning freeform commentary into quantifiable metrics.

In Semantic Analysis of review commentary in the Asia Pacific region, the top five categories positively impacting the GRI™ were Experience (+0.6), Service (+0.6), Staff (+0.4), Food & Drinks (+0.4) and Establishment (+0.3).

These broad categories can have both a positive and a negative effect on guest satisfaction. There was some overlap with the top five categories negatively affecting the GRI™: Room (-1.2), Cleanliness (-0.8), Establishment (-0.7), Food & Drinks (-0.7) and Service (-0.6).

The impact of both positive and negative categories was fairly consistent across star segments.

Positive	
Experience	+0.6
Service	+0.6
Staff	+0.4
Food & Drink	+0.4
Establishment	+0.3

Negative	
Room	-1.2
Cleanliness	-0.8
Establishment	-0.7
Food & Drink	-0.7
Service	-0.6

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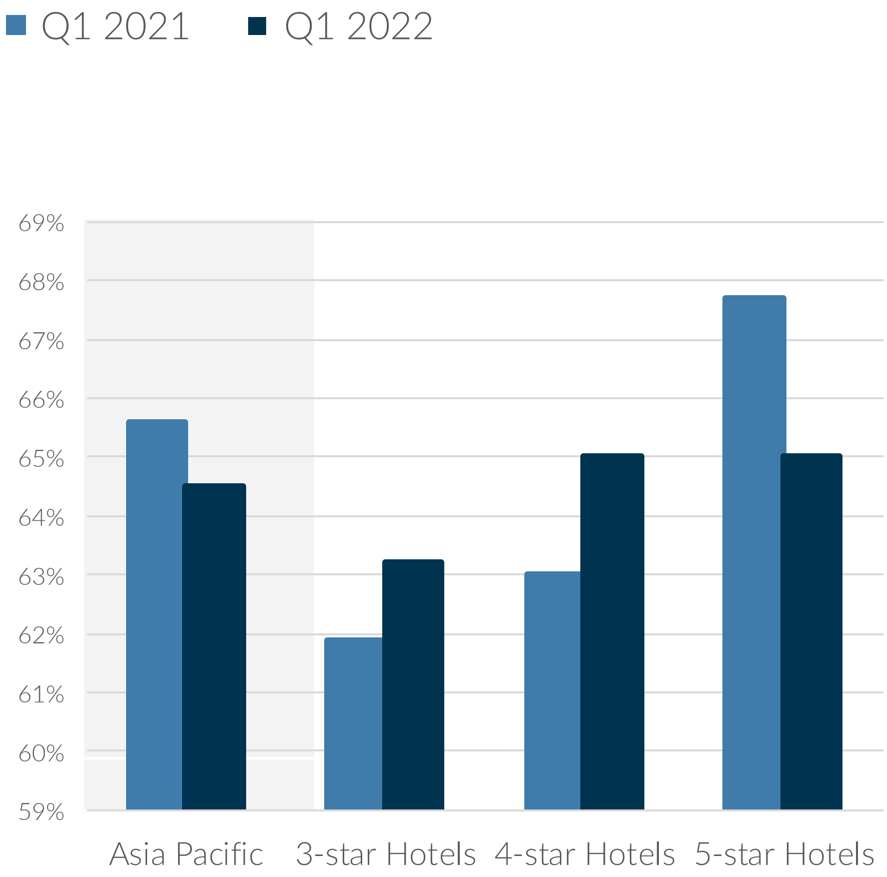
Asia Pacific Management Response

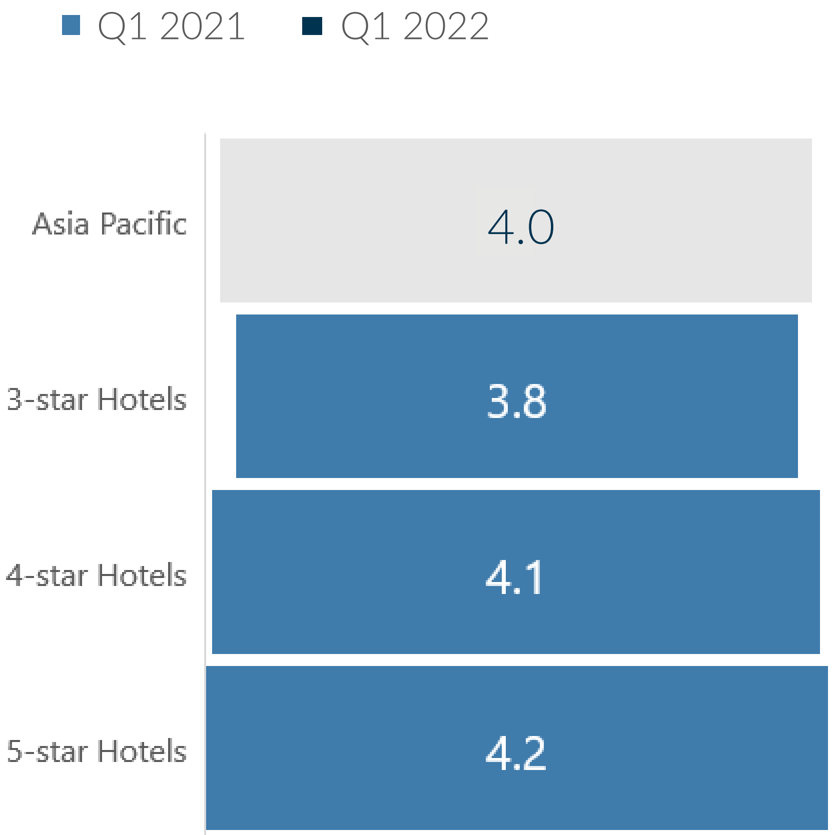
While management response rates from Asia Pacific hotels decreased slightly from Q1 2021 to Q1 2022, the 64.5% response rate was considerably higher than the global average of 60.2%.

The average response time was 4.0 days, slightly higher than the global average of 3.8 days.

Management Responses



Average Response Time (days)

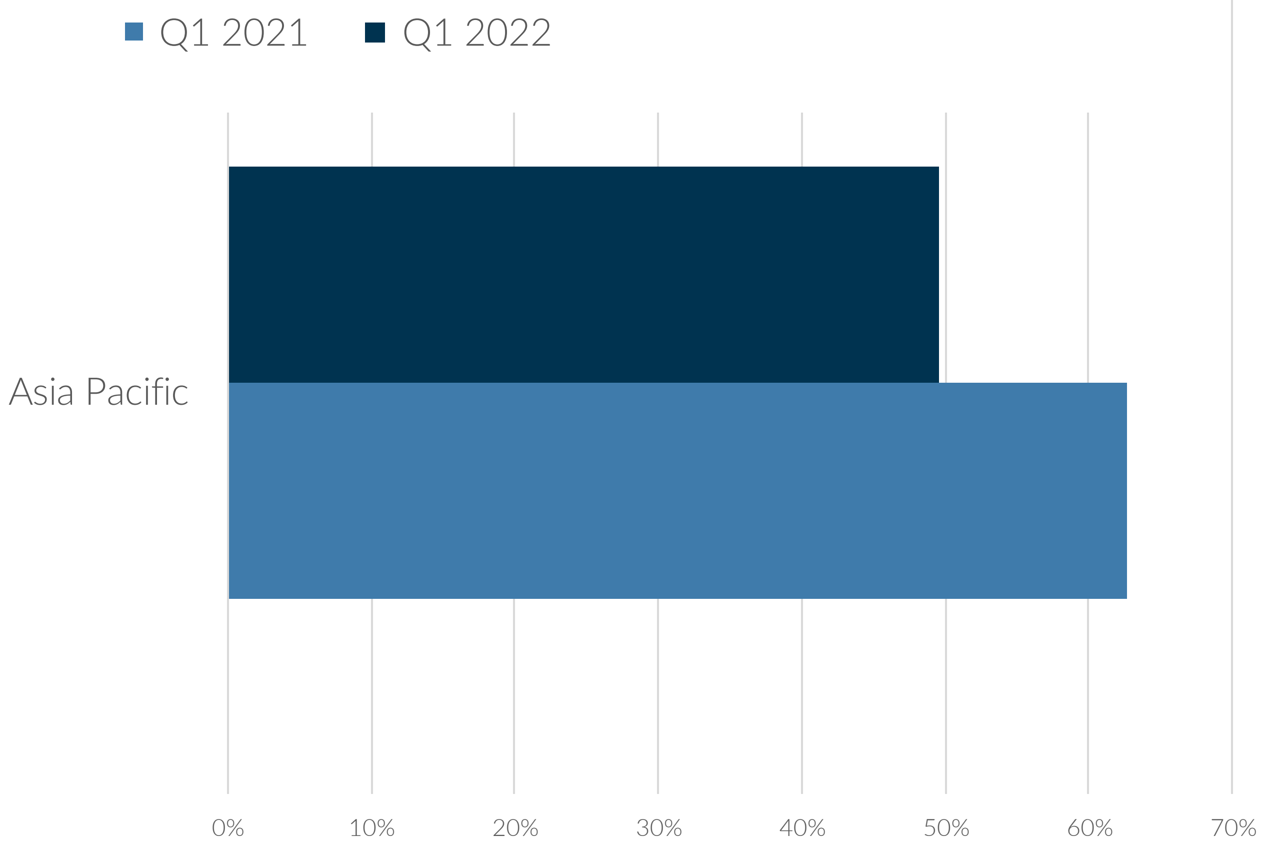


Asia Pacific Management Response

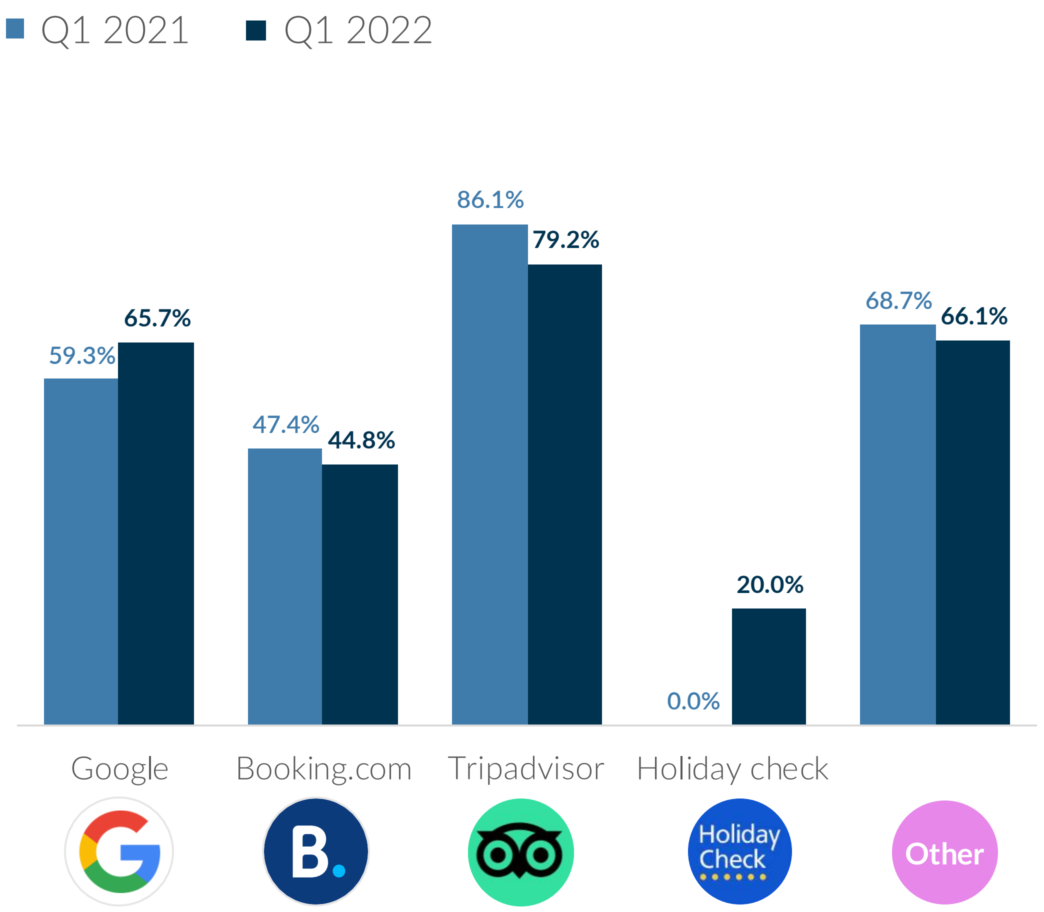
Asia Pacific hotels responded to significantly more positive reviews than negative reviews, a consistent pattern across star segments and review sources.

Tripadvisor received the highest proportion of review responses, at 79.2%, compared with Booking.com at only 44.8%.

Positive/Negative Review Responses



Management Responses



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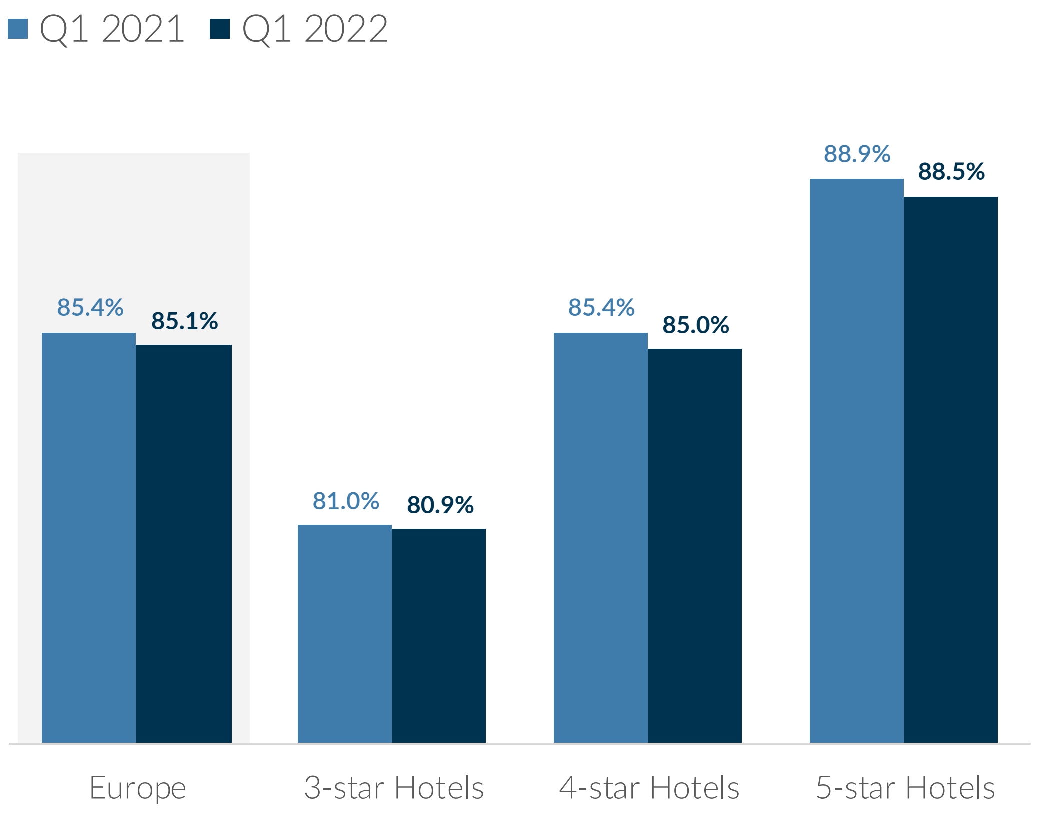
Europe Global Review Index™ (GRI^{TM})

Despite a sharp increase in review volume, hotels in Europe managed to uphold the Global Review Index™ in the first quarter of 2022, with a score of 85.1%, a modest decrease of -0.3 points from the previous year.

This was slightly higher than the global average of 84.6%. 3-star properties managed to contain decreases to only -0.1 points, whereas the decrease for both 4-star and 5-star properties was -0.4 points.

KEY TAKEAWAY: European hotels experienced a slight decrease in GRI™ as well as the sharp increase in reviews.

Europe Global Review Index™ (GRI)



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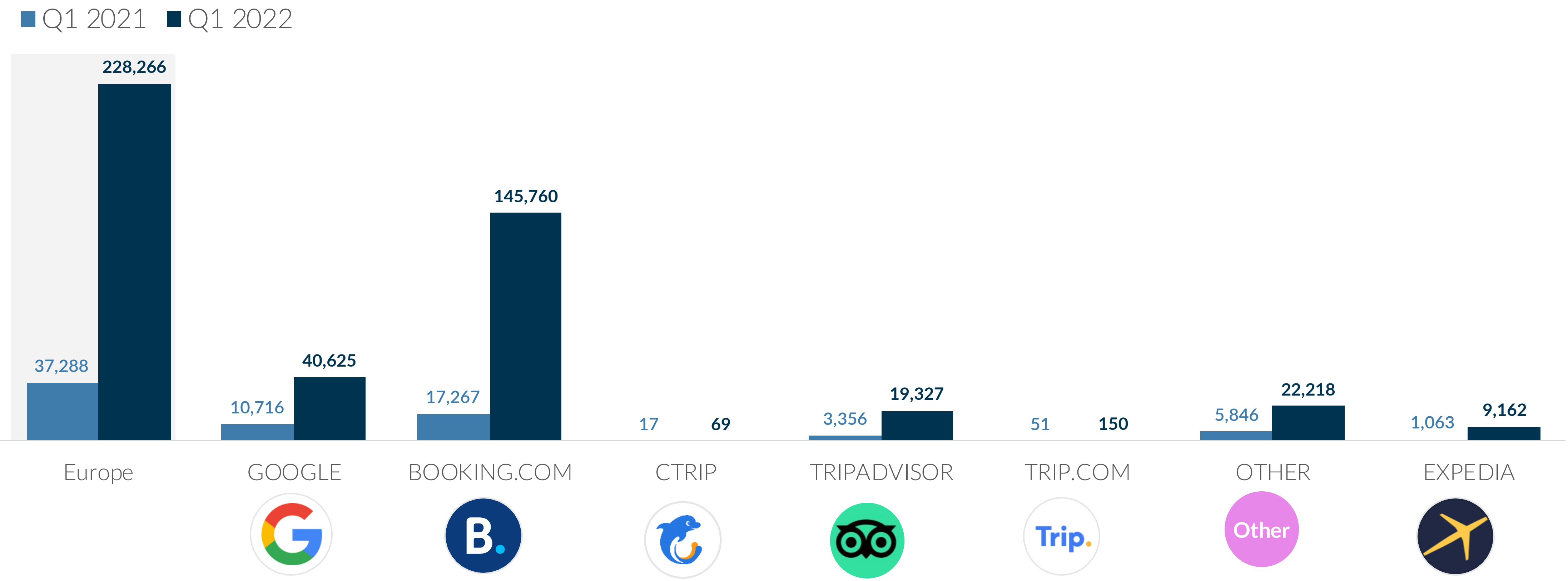
Europe Review Volume

With eased travel restrictions, review volume in Europe roared back in the first quarter of 2022. Volume grew by a huge 512.2% in the region, compared to an increase in the global review volume of 46.5%.

A huge driver was Booking.com, which increased review volume by 744.2%. Google grew by 279.1%, and Tripadvisor by 475.9%.

Europe Review Volume



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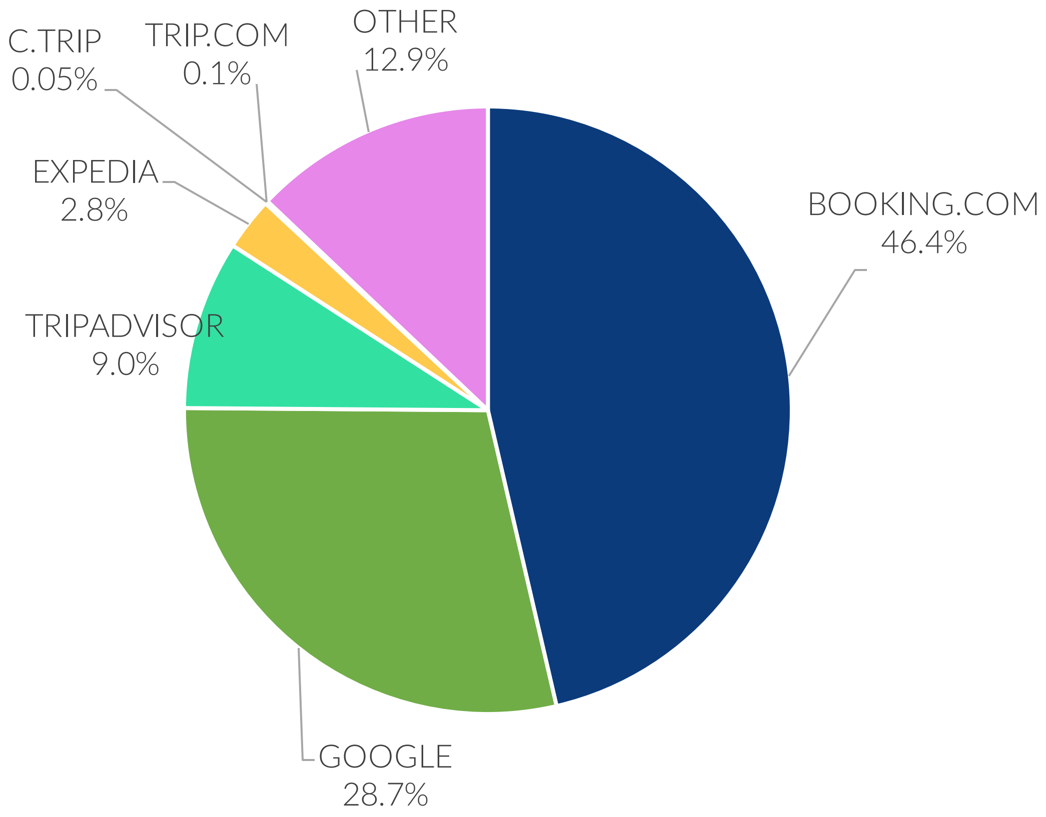
Europe Share of Reviews per Source

Booking.com represented 63.9% of review market share in the first quarter of 2022 and increase of 17.5 points over Q1 2021, eclipsing all other review sources, and an indication of the popularity of the site among European travelers.

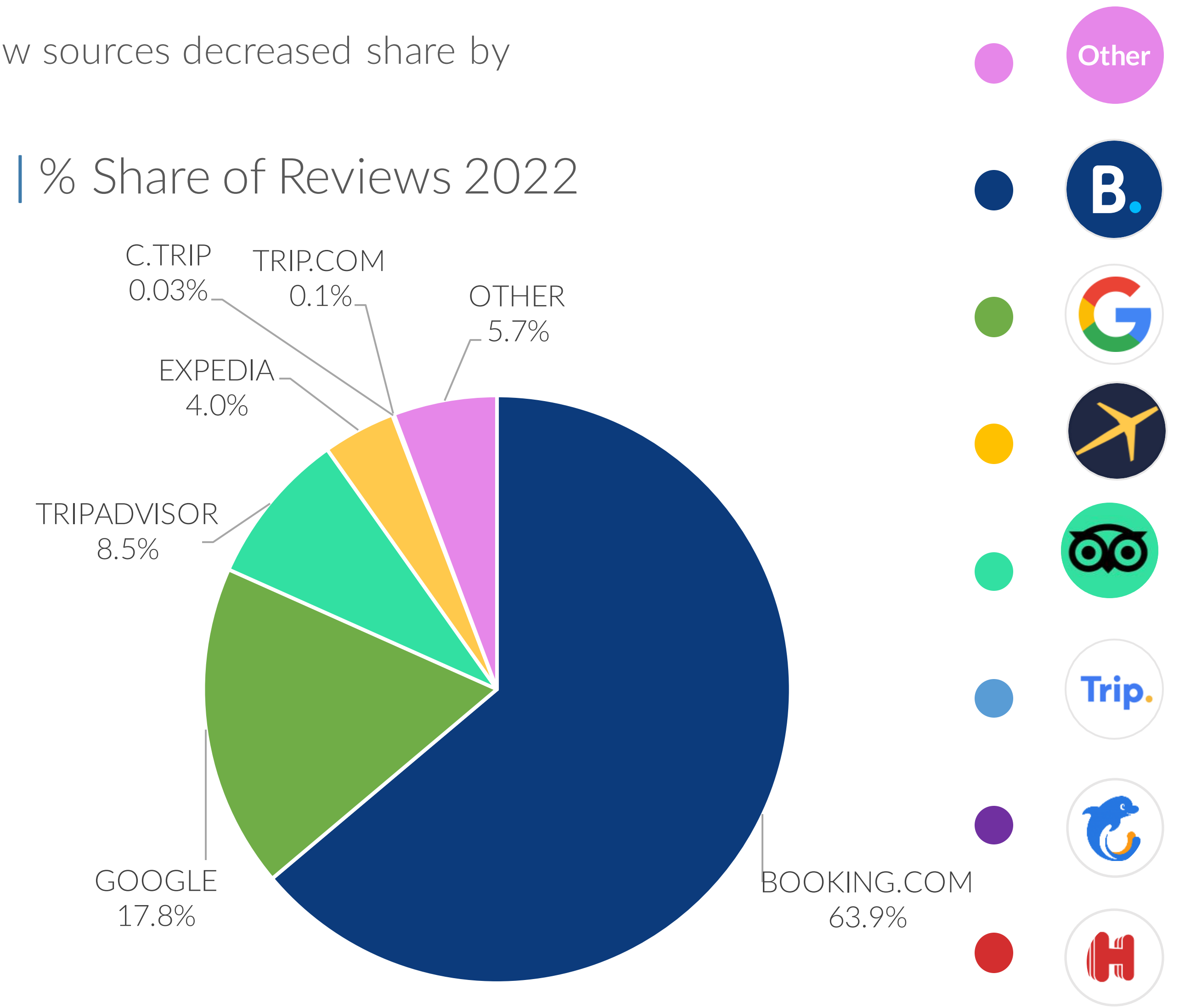
KEY TAKEAWAY Review volume grew in Europe by 512,2% . Booking.com alone increased review volume by 744,2%

Google's share decreased by -10.9 points and "Other" review sources decreased share by -7.2 points.

| % Share of Reviews 2021



| % Share of Reviews 2022



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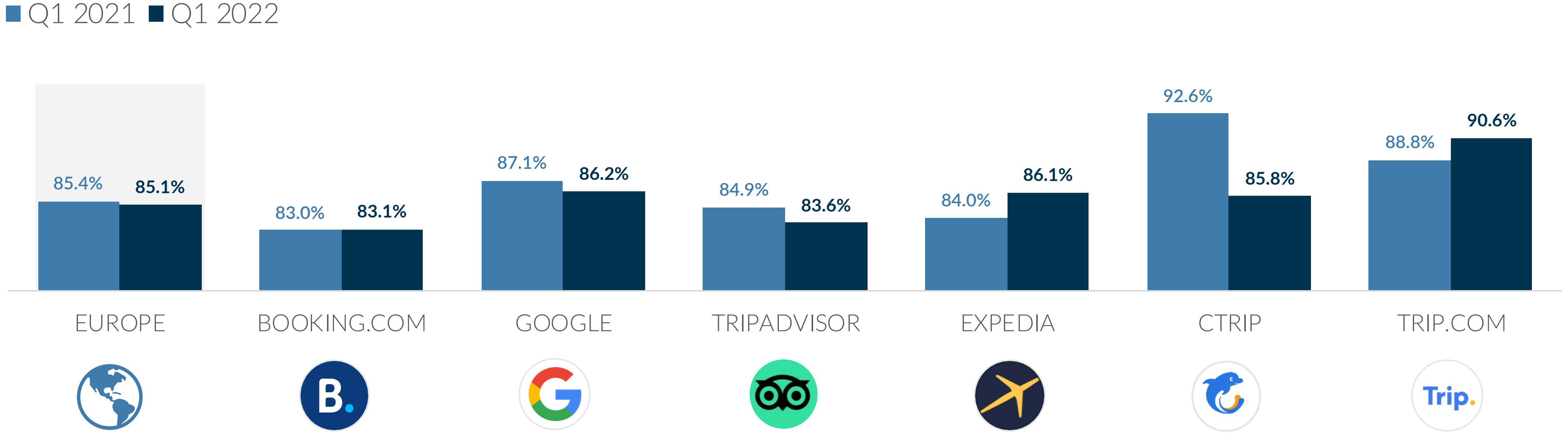
Europe Review Sources Index

Booking.com also generated the lowest review score in Q1 2022, with a Source Index of 83.1%, compared to the regional average of 85.1%.

Europe
Review Source Indexes



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Europe Department Indexes

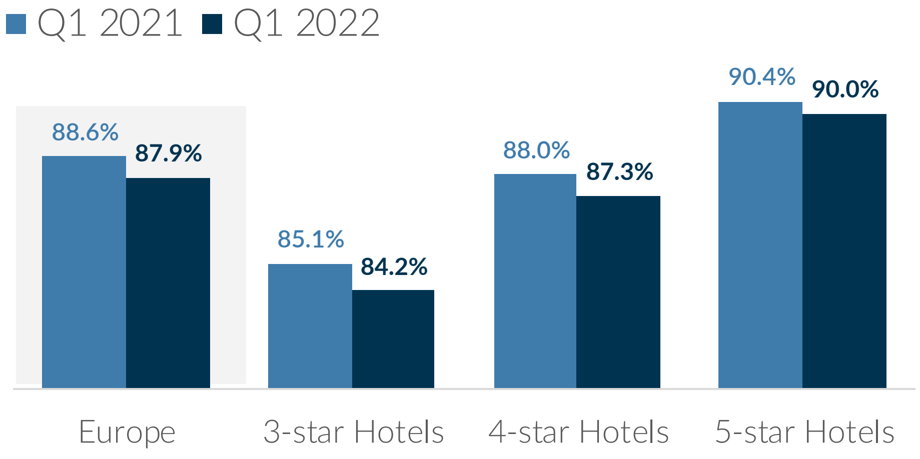
Department Index data is derived from breakdowns of guest ratings of hotel departments or attributes such as Service, Value and Location.

It's important to note that **not all reviews allow department ratings**, and not all travelers rate every department when given the option.

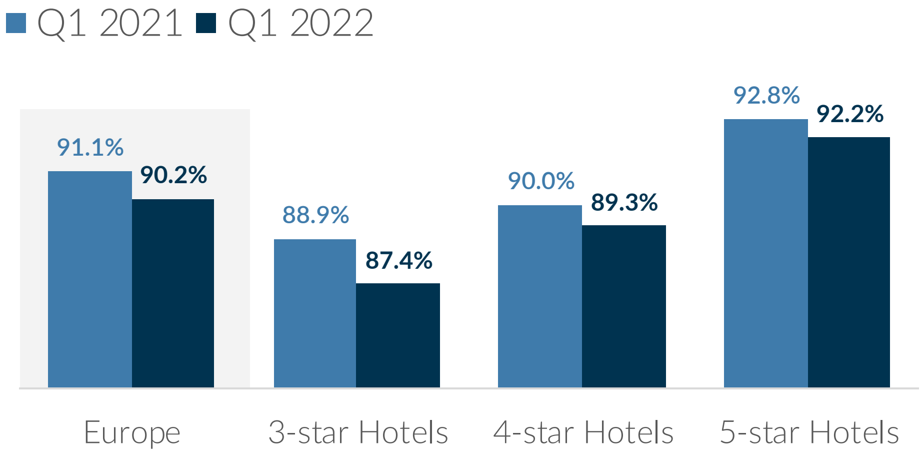
While European hotels experienced declines in all five Department Indexes, the declines were lower than the global averages.

The largest decline came in the Value Index, at -1.4 points, followed by the Room Index at -1.3 points. Declines were highest among 3-star hotels and lowest among 5-star hotels.

Service



Location



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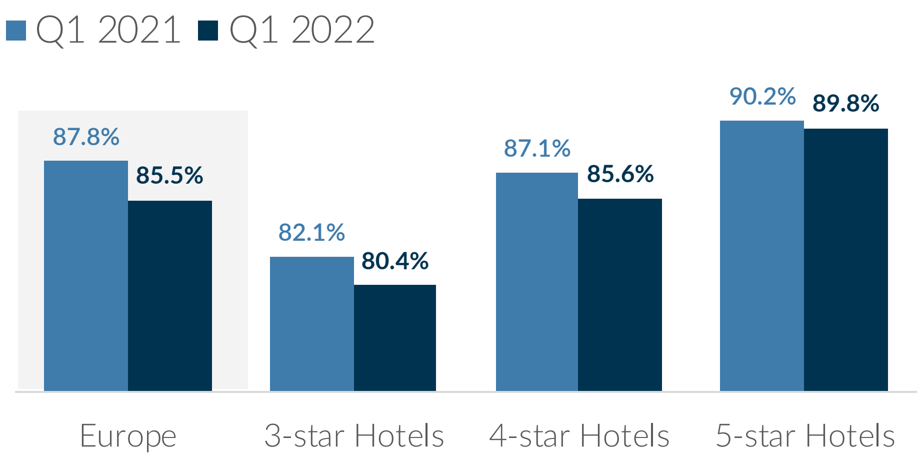
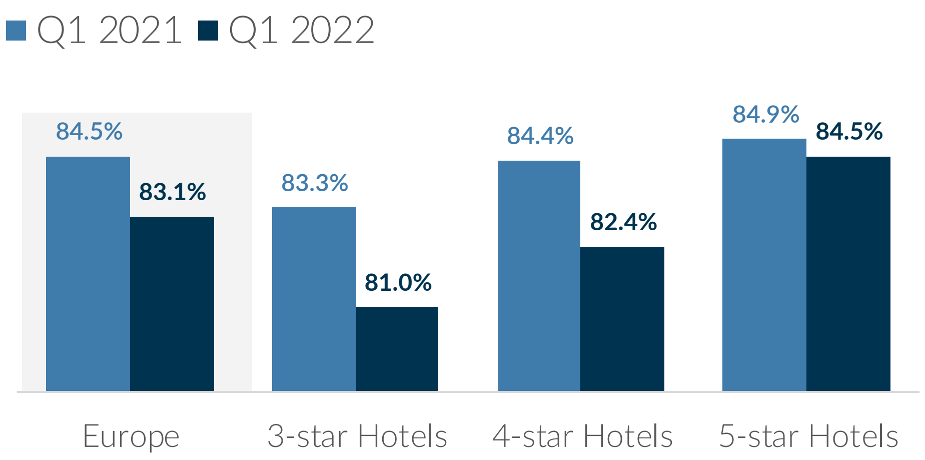
Europe Department Indexes

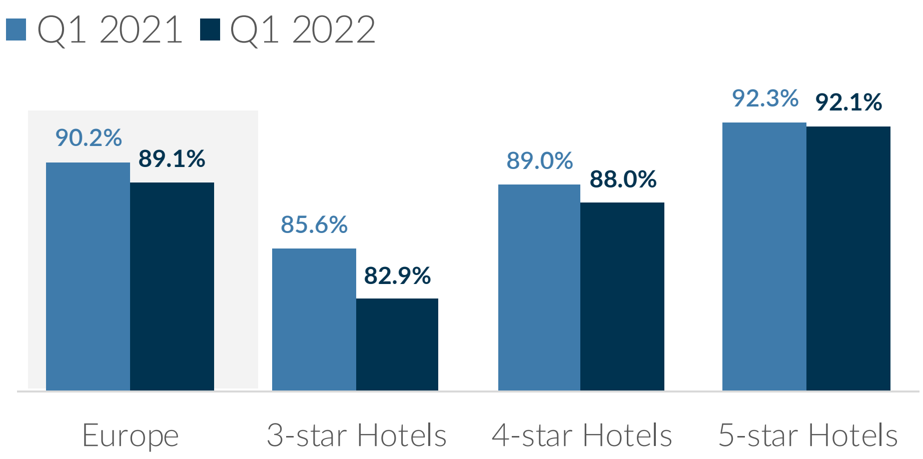
Room



Value



Cleanliness



KEY TAKEAWAY The largest decline came in the Value Index, at -1.4 points, followed by the Room Index at -1.3 points.

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Europe Top Five Categories Affecting GRI™

In Semantic Analysis of review comments in Europe, the top five categories positively impacting the GRI™ were Experience (+0.9), Staff (+0.9), Cleanliness (+0.4), Food & Drinks (+0.4) and Establishment (+0.4).

As in other regions, there was some overlap with the top five categories negatively affecting the GRI™: Room (-2.5), Food & Drinks (-1.4), Cleanliness (-1.3), Establishment (-1.2) and Value (-0.9).

The impact on GRI™ of both positive and negative categories was fairly consistent across star segments.

KEY TAKEAWAY: "Noise," "Dining Area", "Dirty", "Policy" and "Payment" were the most common concepts mentioned in the negative categories

Positive

Experience	+0.9
Staff	+0.9
Cleanliness	+0.4
Food & Drink	+0.4
Establishment	+0.4

Negative

Room	-2.5
Food & Drink	-1.4
Cleanliness	-1.3
Establishment	-1.2
Value	-0.9

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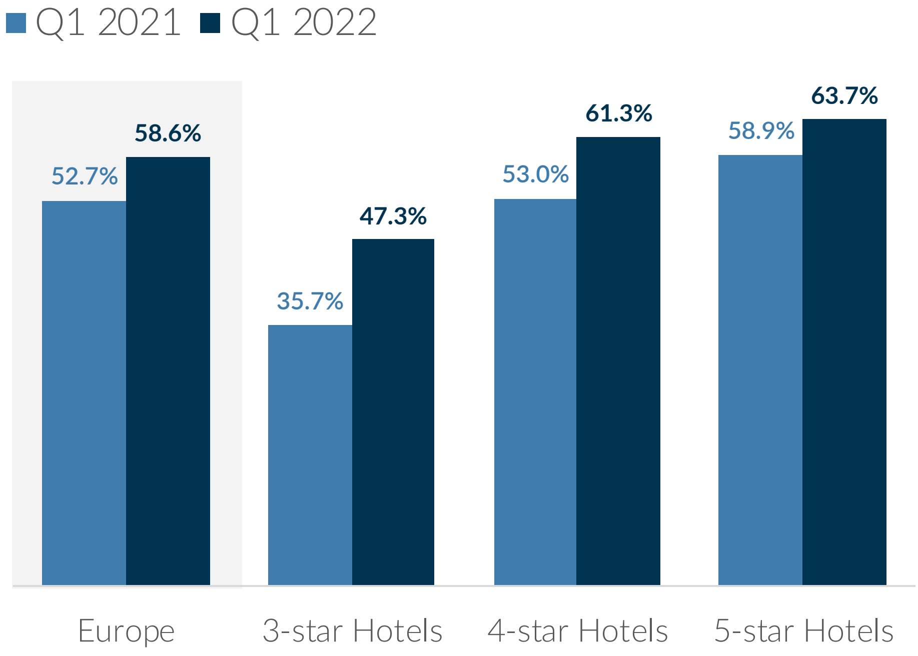
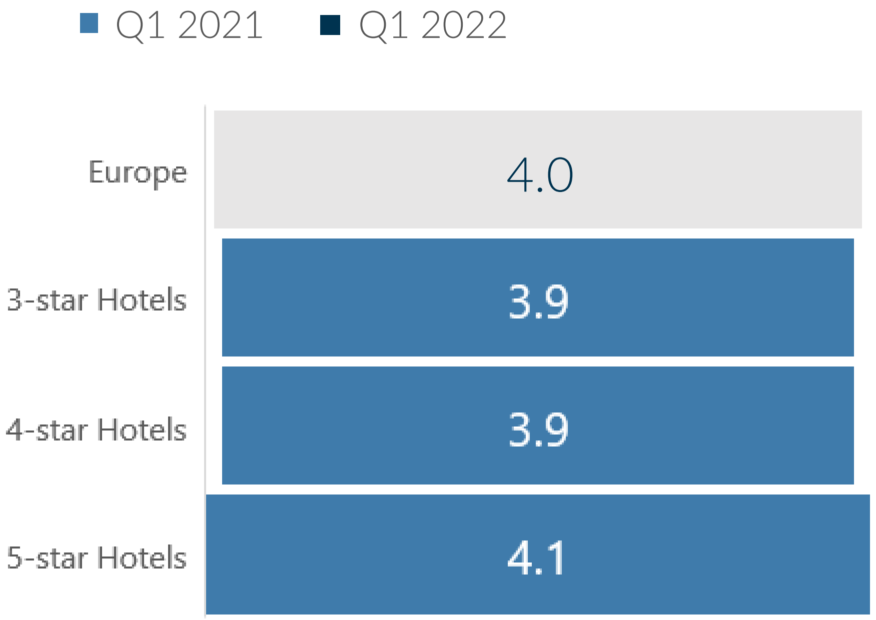
Europe Management Response

Despite the increased volume of reviews and ongoing staffing shortages, hotels in Europe managed to increase review response rates by 5.9% in Q1 2022 compared to Q1 2021. The response rate was 58.6% of total respondable reviews, slightly lower than the global average of 60.2%. Response rates for 3-star hotels were much lower than the 4- and 5-star segments. The average response time was 4.0 days, slightly higher than the global average of 3.8 days.

Respondable Reviews



Average Response Time (days)



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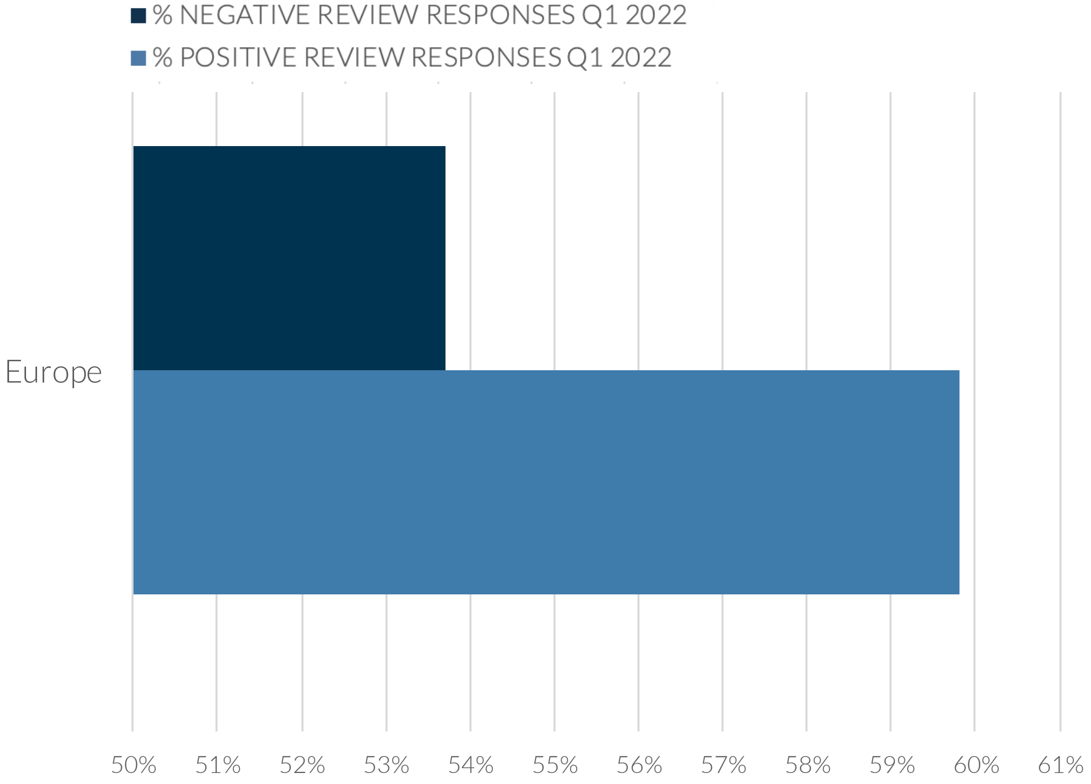
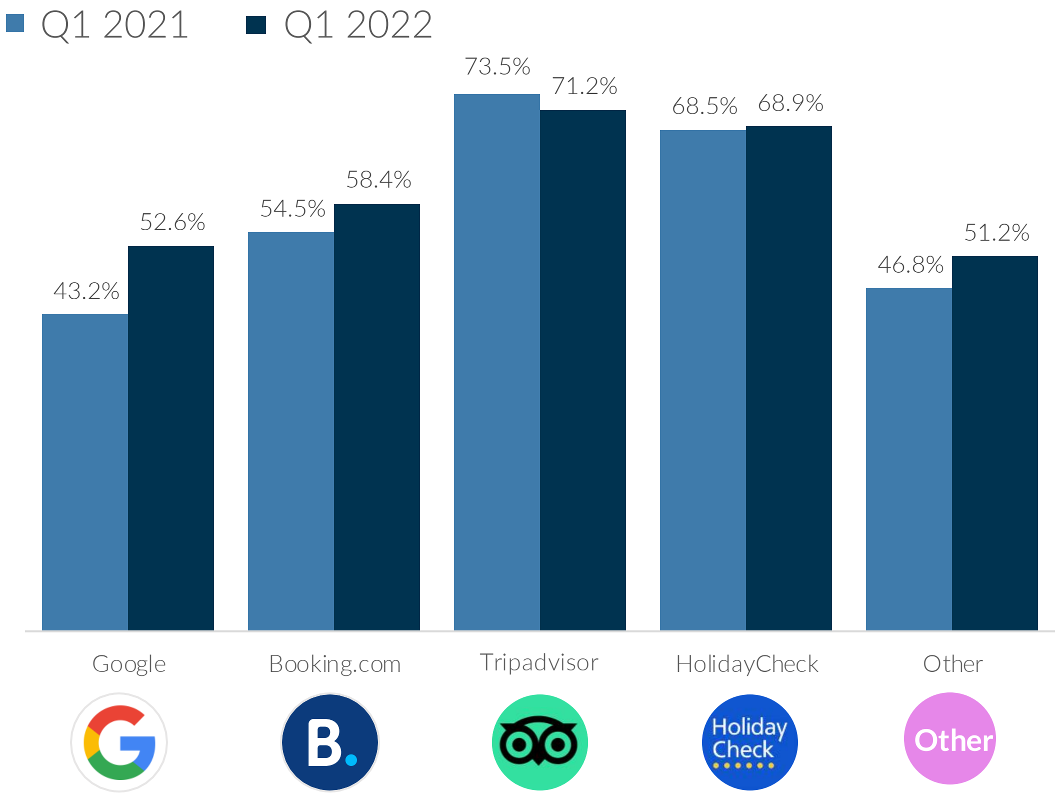
Europe Management Response

Europe hotels responded to more positive reviews than negative reviews. Tripadvisor received the highest proportion of review responses, at 71.2%, and Google the lowest, at 52.6%.

Positive/Negative Review Responses



Review Responses



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

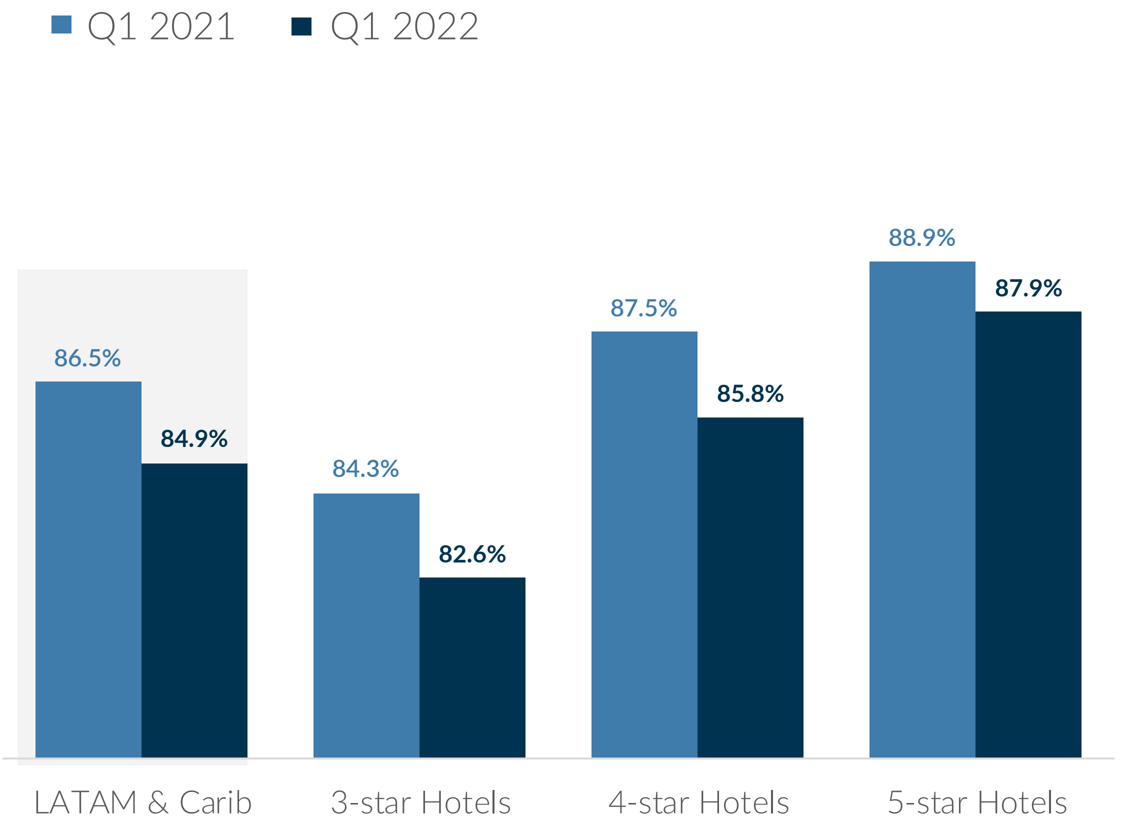
Hotels in the Latin America and Caribbean region experienced a significant drop of 1.6 points in the Global Review Index™ in the first quarter of 2022 compared with the first quarter of 2021.

However, at 84.9% the GRI™ for the region was slightly higher than the global average of 84.6%.

By segment, 3-star and 4-star hotels experienced the largest declines, at 1.7 points, whereas 5-star hotels declined by 1.0 points.

KEY TAKEAWAY Hotels in the Latin America and Caribbean region experienced a significant drop of 1.6 points in the Global Review Index™ in the first quarter of 2022.

Latin America & Caribbean Global Review index™



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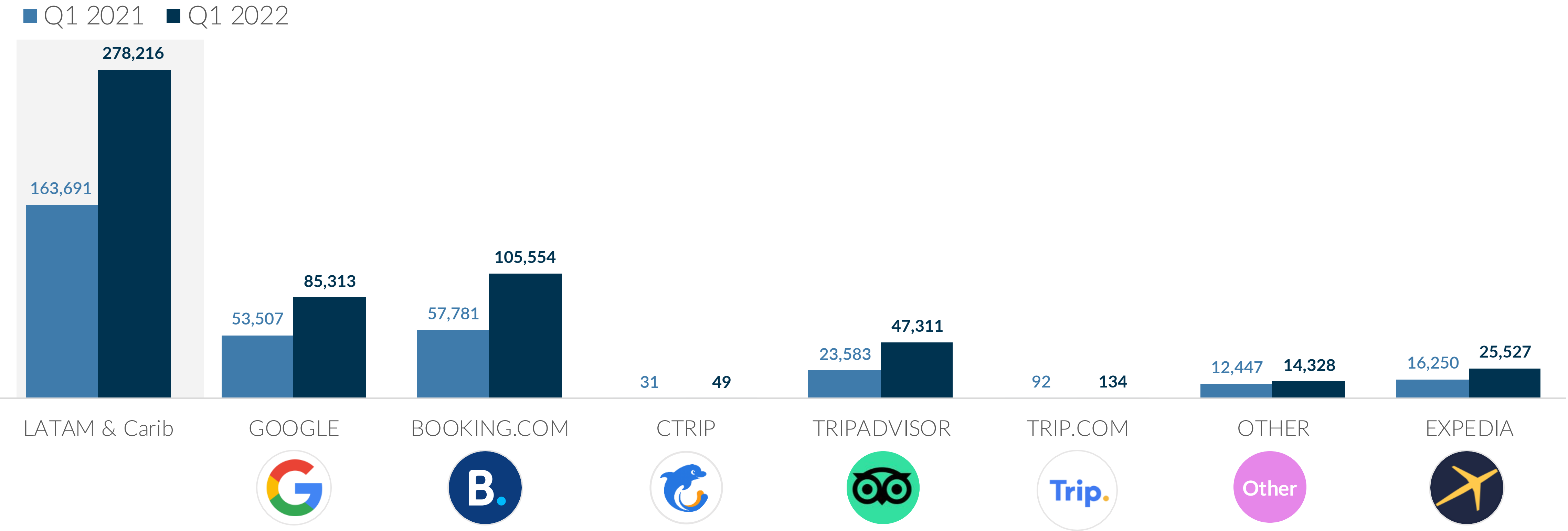
Latin America & Caribbean Review Volume

Review volume increased substantially in the Latin America and Caribbean region in the first quarter of 2022, growing by 70% over the same quarter the previous year.

By comparison, the global review volume increased by 46.5%..

KEY TAKEAWAY Review volu increased substantially by 70% in LATAM & Caribbean.

Latin America & Caribbean Review Volume



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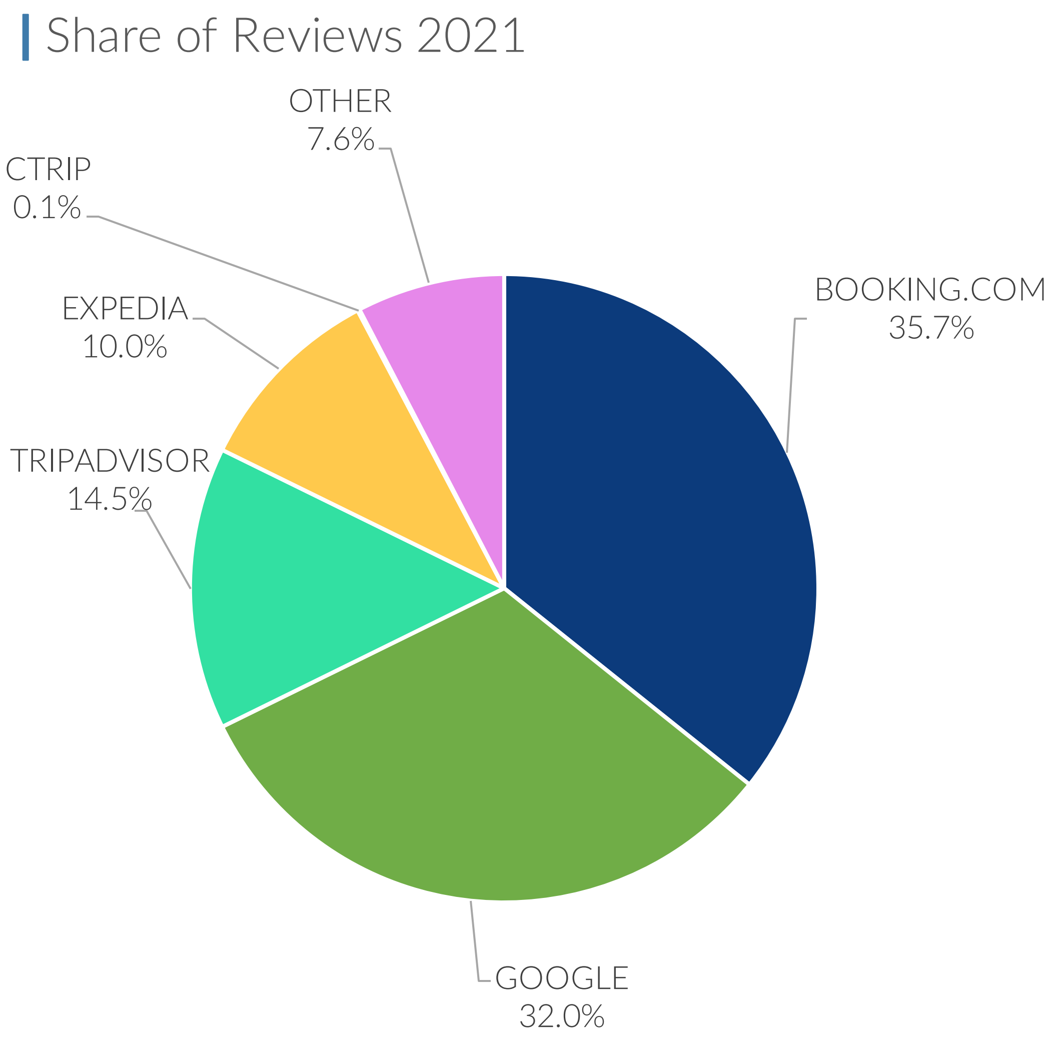
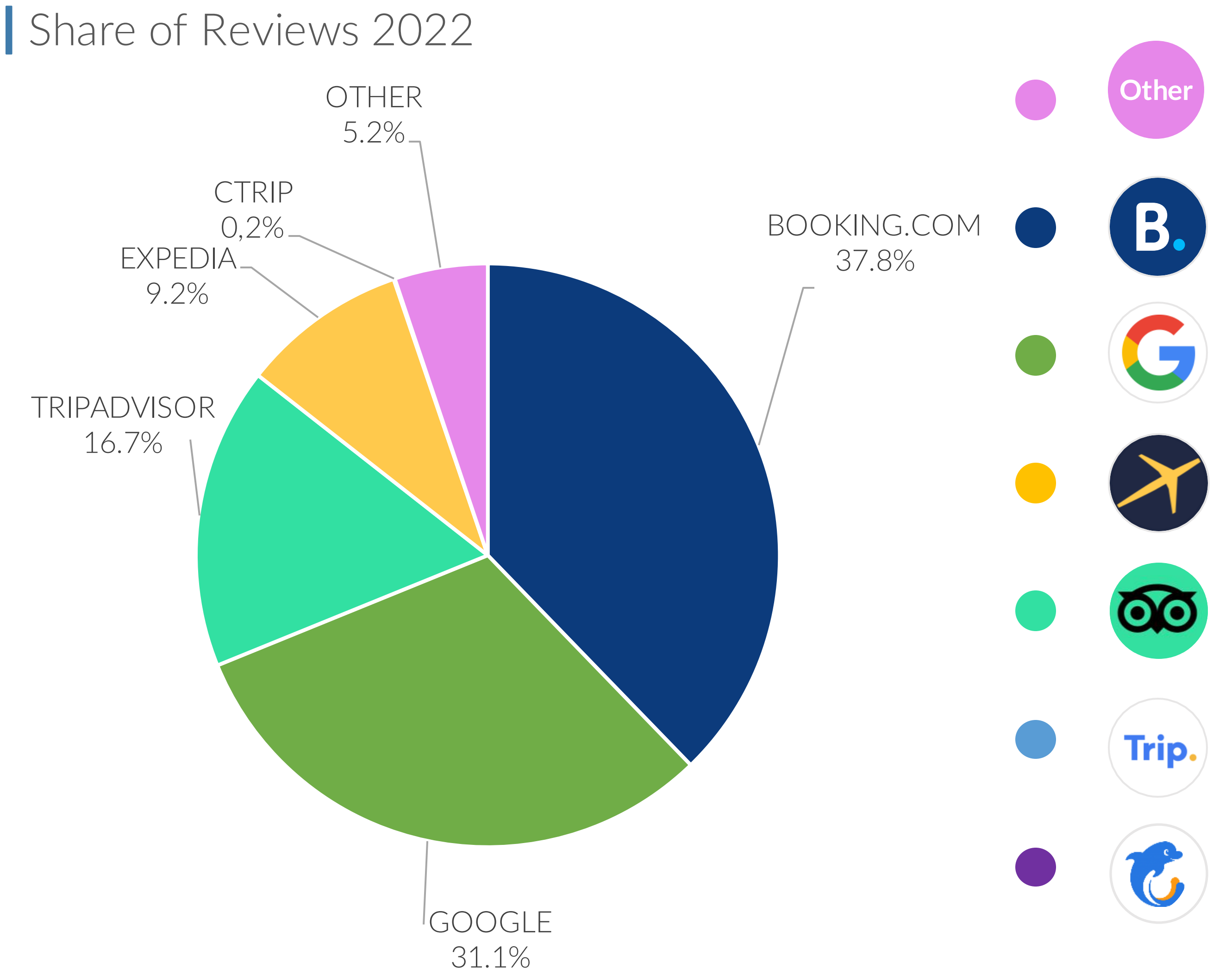
Latin America & Caribbean Share of Reviews per Source

Review market share in this region was fairly consistent in Q1 2022 compared to Q1 2021. Booking.com generated the highest proportion of reviews, at 37.8%, followed by Google at 31.1%. Trailing behind in third place was Tripadvisor, at 16.7%, having increased market share by 2.2 points in Q1 2022. Both Trip.com and Ctrip barely contributed to reviews in Latin America & the Caribbean.



Share of Reviews 2021



Share of Reviews 2022

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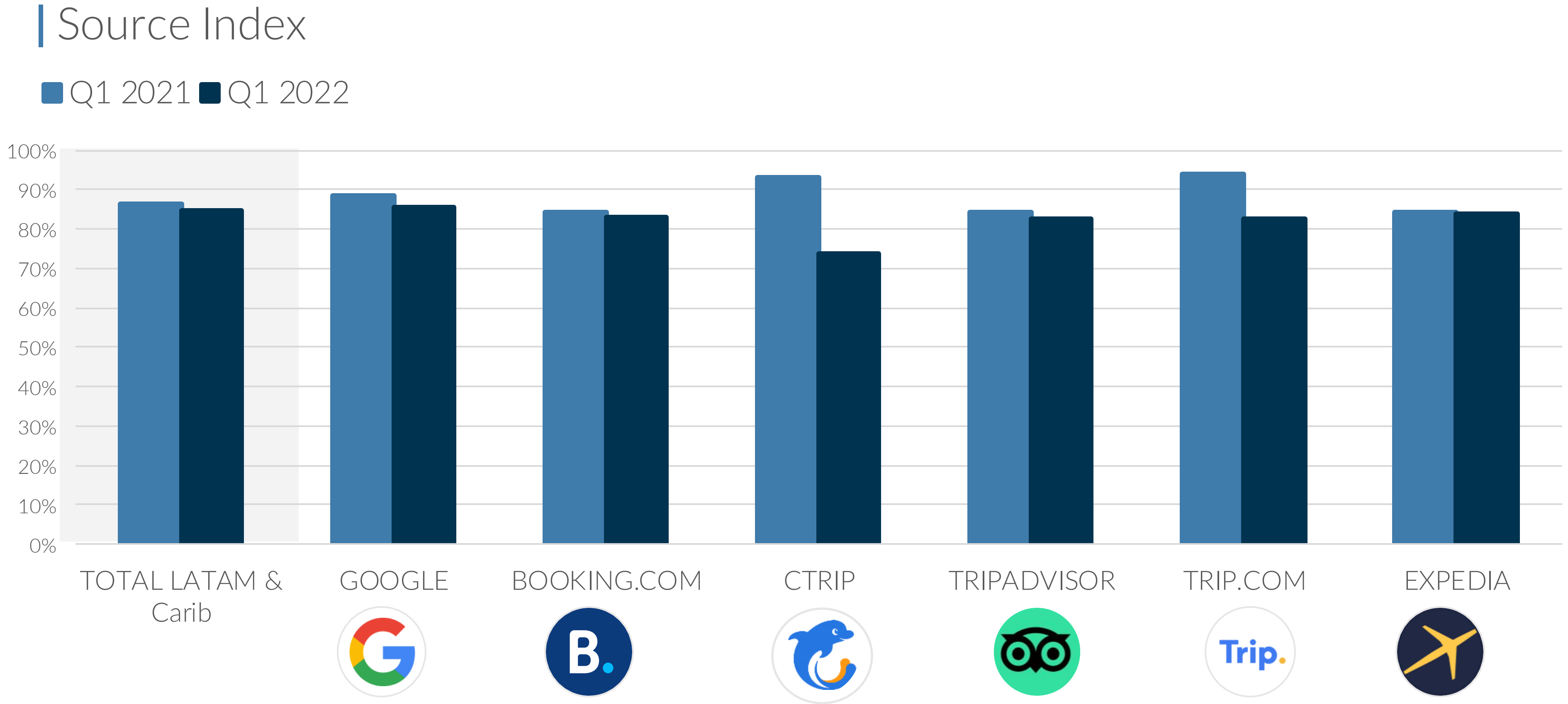
Latin America & Caribbean Review Source Index

Source Indexes were relatively consistent across review sources. Ctrip and Trip.com had high review scores but very low volume.



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Latin America & Caribbean Department indexes

Department Index data is derived from breakdowns of guest ratings of hotel departments or attributes such as Service, Value and Location.

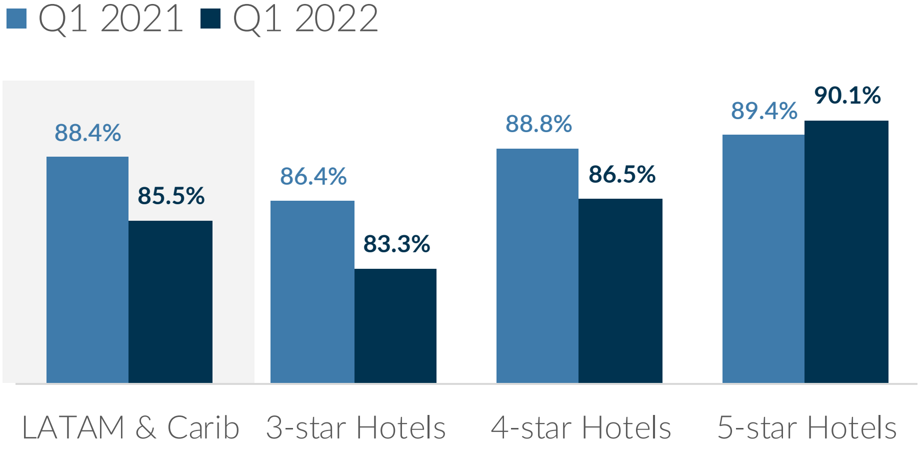
It's important to note that **not all reviews allow department ratings**, and not all travelers rate every department when given the option.

The top five Department Indexes in the Latin America and Caribbean region were quite consistent with global averages, with review scores dropping in all departments from Q1 2021 to Q1 2022.

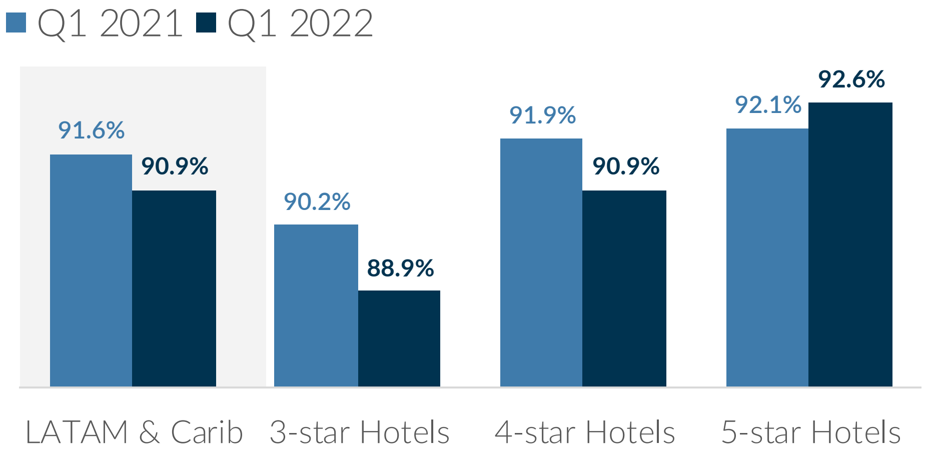
The largest decrease was in the Value Index, which declined by 2.1 points, although it performed better than the global index, which declined by 3.0 points.

Declines were most acute among 3-star hotels. Five-star hotels experienced the lowest declines and even managed to increase the Cleanliness Index by 1.2 points.

Service



Location



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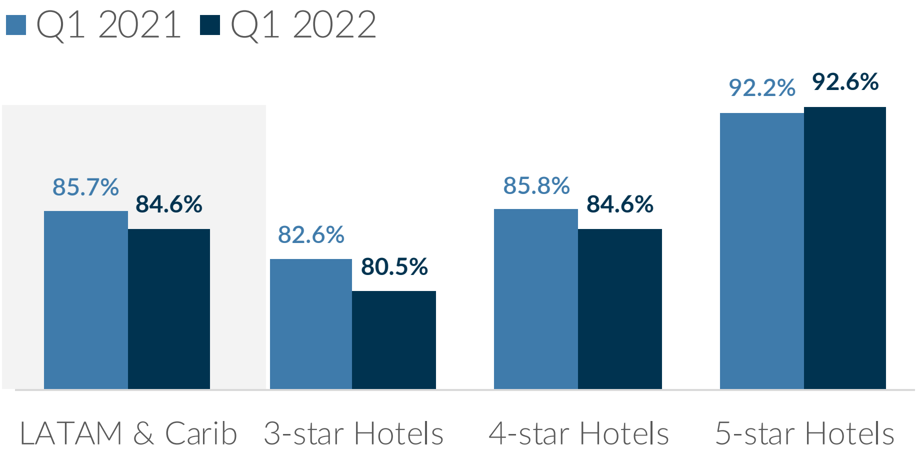
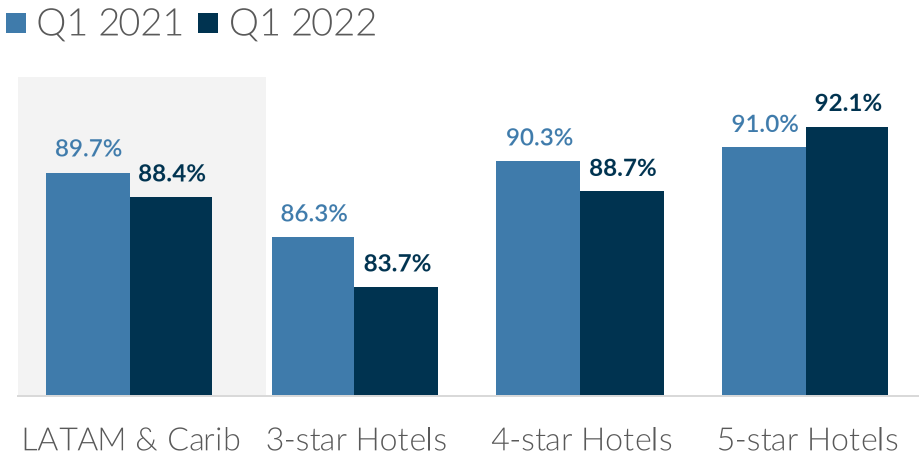
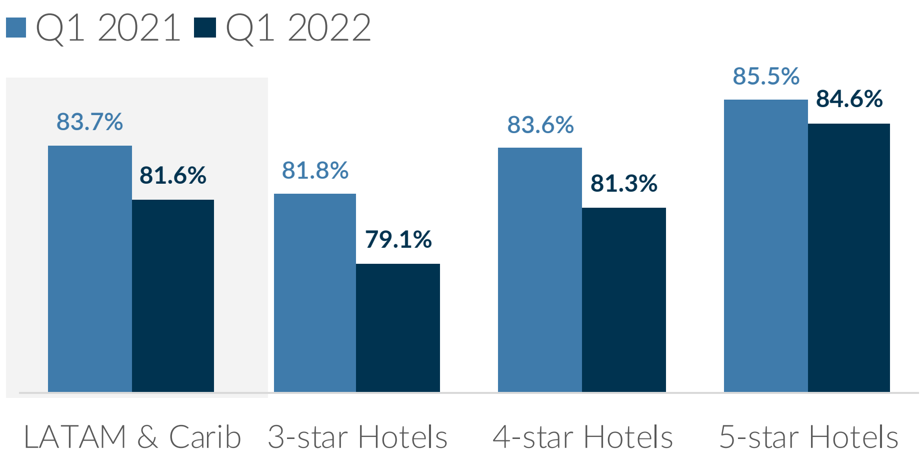


Cleanliness



Value



KEY TAKEAWAY The largest decrease was in the Value Index, which declined by 2.1 points.

Latin America & Caribbean Top Five Categories Affecting GRI™

In Semantic Analysis of review comments in Latin America and the Caribbean, the top five categories positively impacting the GRI™ were Experience (+1.0), Service (+0.5), Staff (+0.5), Entertainment (+0.4) and Food & Drinks (+0.3).

As in other regions, there was some overlap with the top five categories negatively affecting the GRI™: Room (-2.6), Food & Drinks (-2.1), Establishment (-1.8), Cleanliness (-1.6) and Experience (-1.5). The impact on GRI™ of both positive and negative categories was fairly consistent across star segments.

KEY TAKEAWAY "Noise," "Dining Area," "Hotel", "Dirty", "Policy" and "Guest" were the most common concepts mentioned in the negative categories

Positive	
Experience	+1.0
Service	+0.5
Staff	+0.5
Entertainment	+0.4
Food & Drink	+0.3

Negative	
Room	-2.6
Food & Drink	-2.1
Establishment	-1.8
Cleanliness	-1.6
Experience	-1.5

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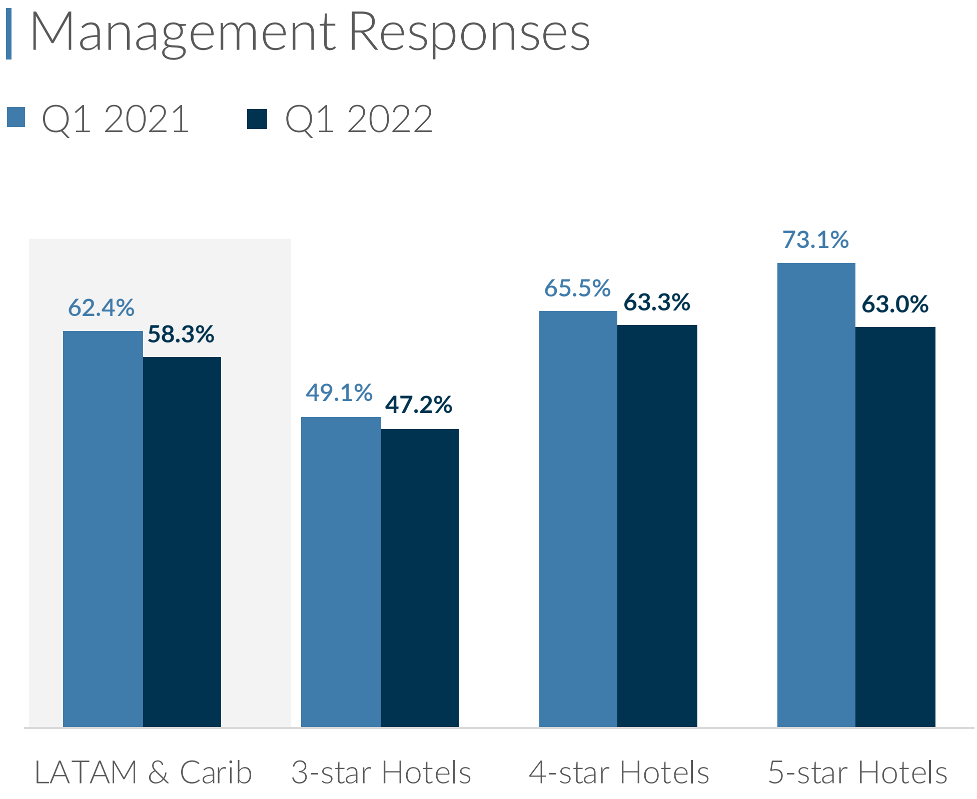
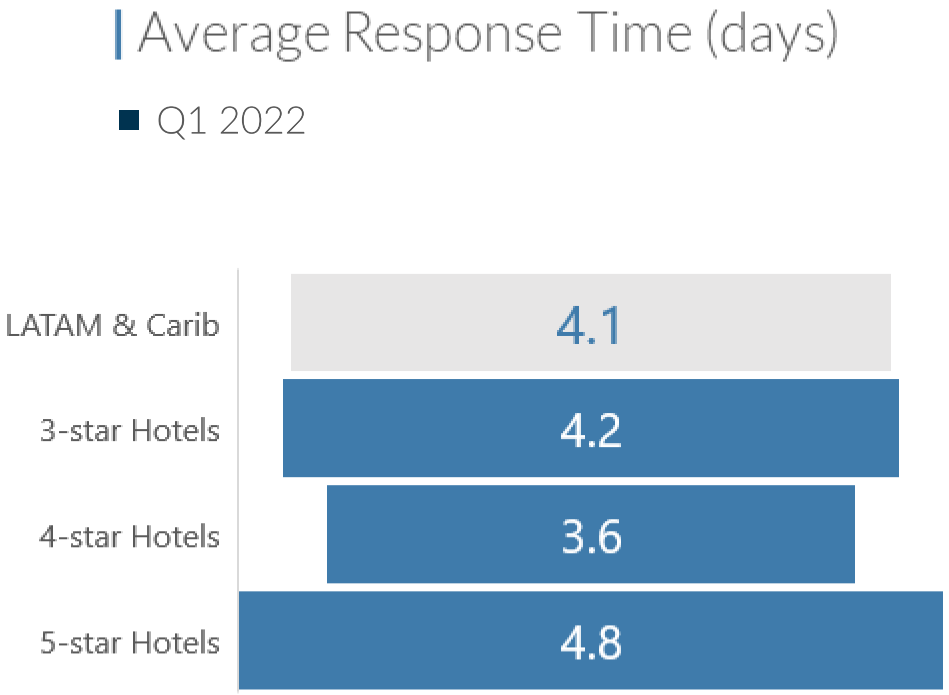
Latin America & Caribbean Management Responses

Management response rates declined by 4.1 points to 58.3% in the Latin America & Caribbean region in Q1 2022, slightly lower than the global average of 60.2%.

All management response rates for the star ratings declined, with the biggest decline in 3-star followed by 5-star and then 4-star hotels. The average response time was 4.1 days, higher than the global average of 3.8 days.





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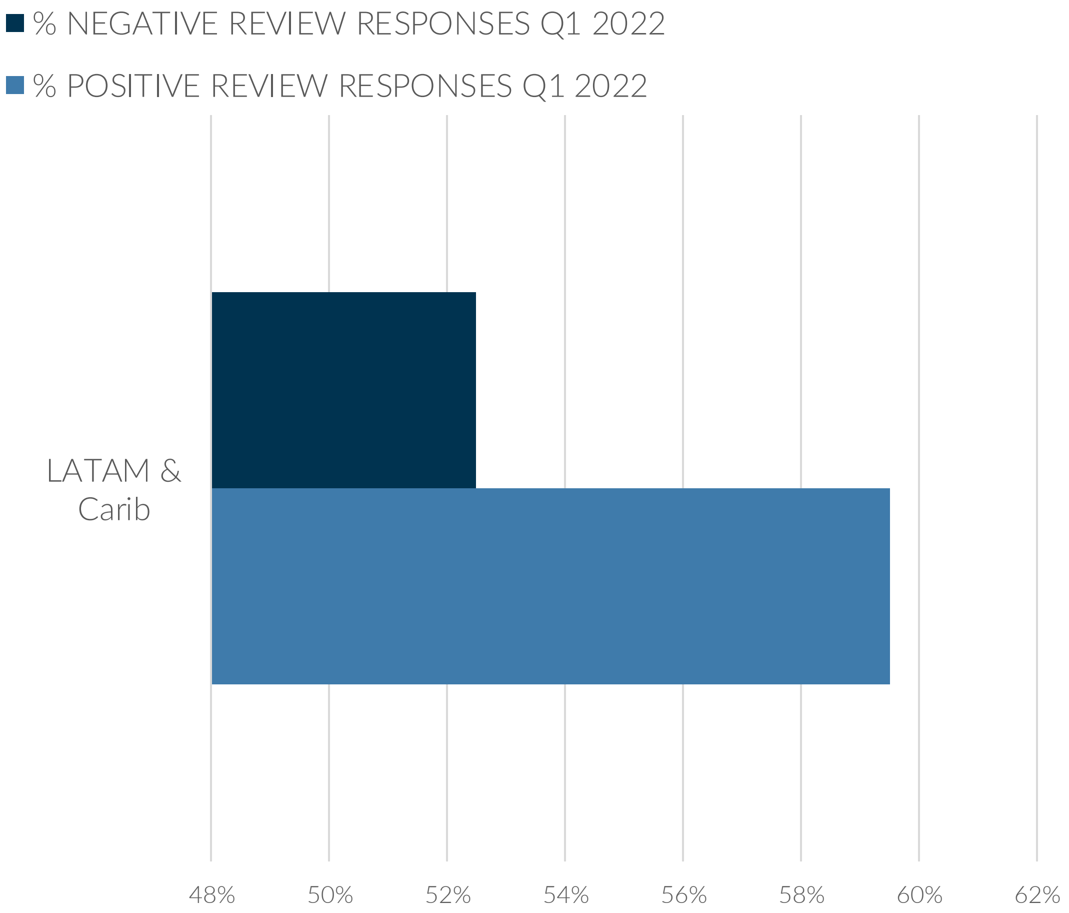
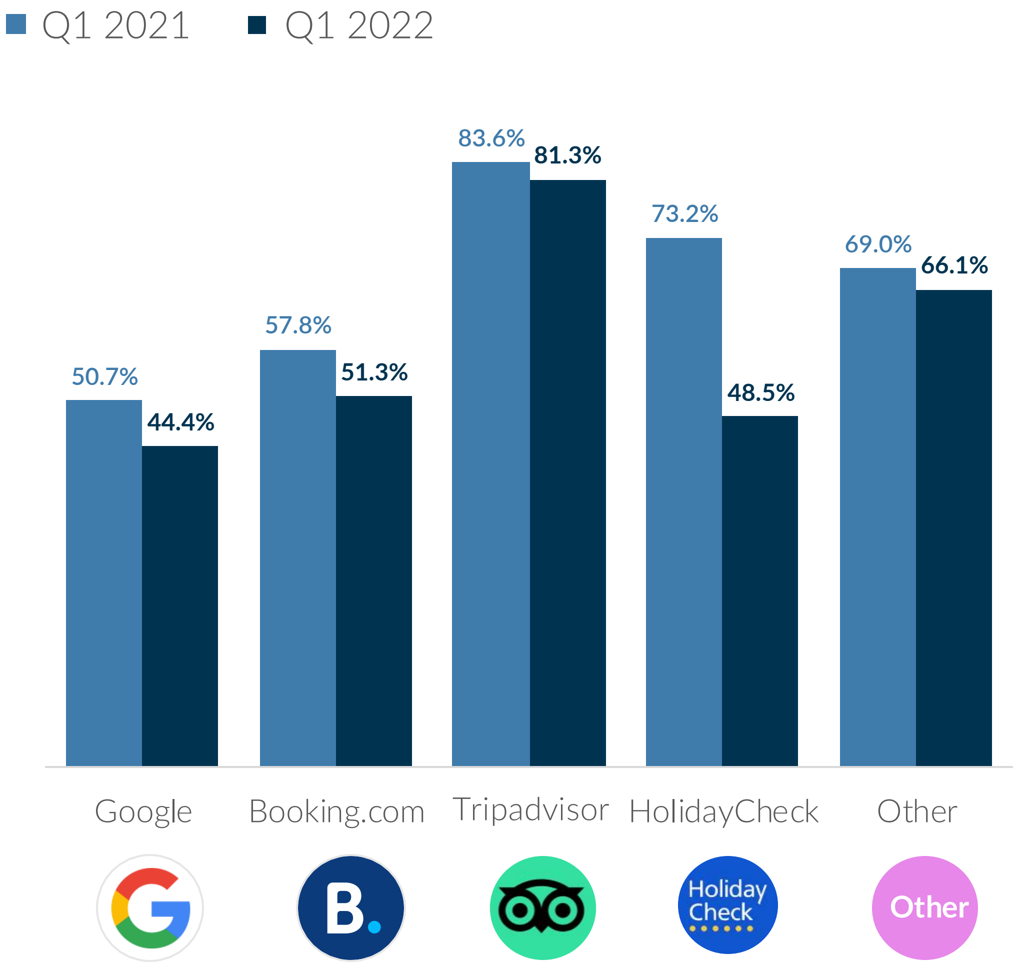
Latin America & Caribbean Management Responses

Consistent with other regions, hotels in Latin America and the Caribbean responded to more positive reviews than negative reviews. In both 2021 and 2022, Tripadvisor received a much higher proportion of review responses than the other sources, however the difference between the two periods was small. The response rate for HolidayCheck declined drastically between Q1 2021 and 2022.

Positive/Negative Review Responses



Management Responses



Middle East & Africa

ReviewPro

Global Hotel Review Benchmark

Q1 2022

Middle East & Africa Global Review Index ™ (GRI)

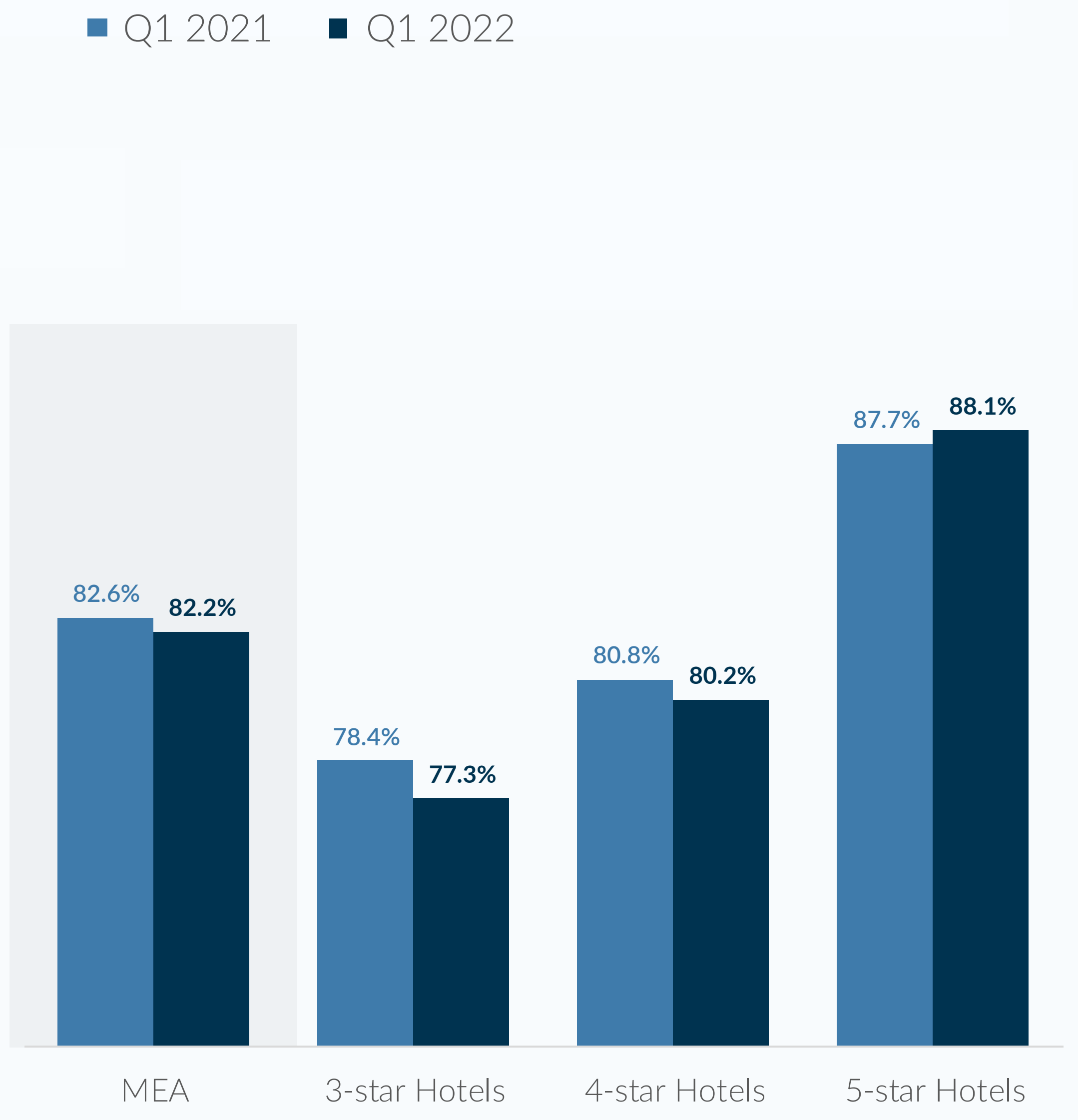
The Global Review Index™ for hotels in the Middle East and Africa region decreased by 0.4 points in Q1 2022 compared to Q1 2021.

The Global Review Index™ for hotels in the Middle East and Africa region decreased by 0.4 points in Q1 2022 compared to Q1 2021.

In Q1 2022, the GRI™ for the region was 82.2%, slightly lower than the global score of 84.6%. 3-star hotels experienced the largest decline, at 1.1 points, followed by 4-star hotels at 0.6 points.

5-star hotels managed to increase their GRI™ by 0.4 points.

MIDDLE EAST & AFRICA
GLOBAL REVIEW INDEX™



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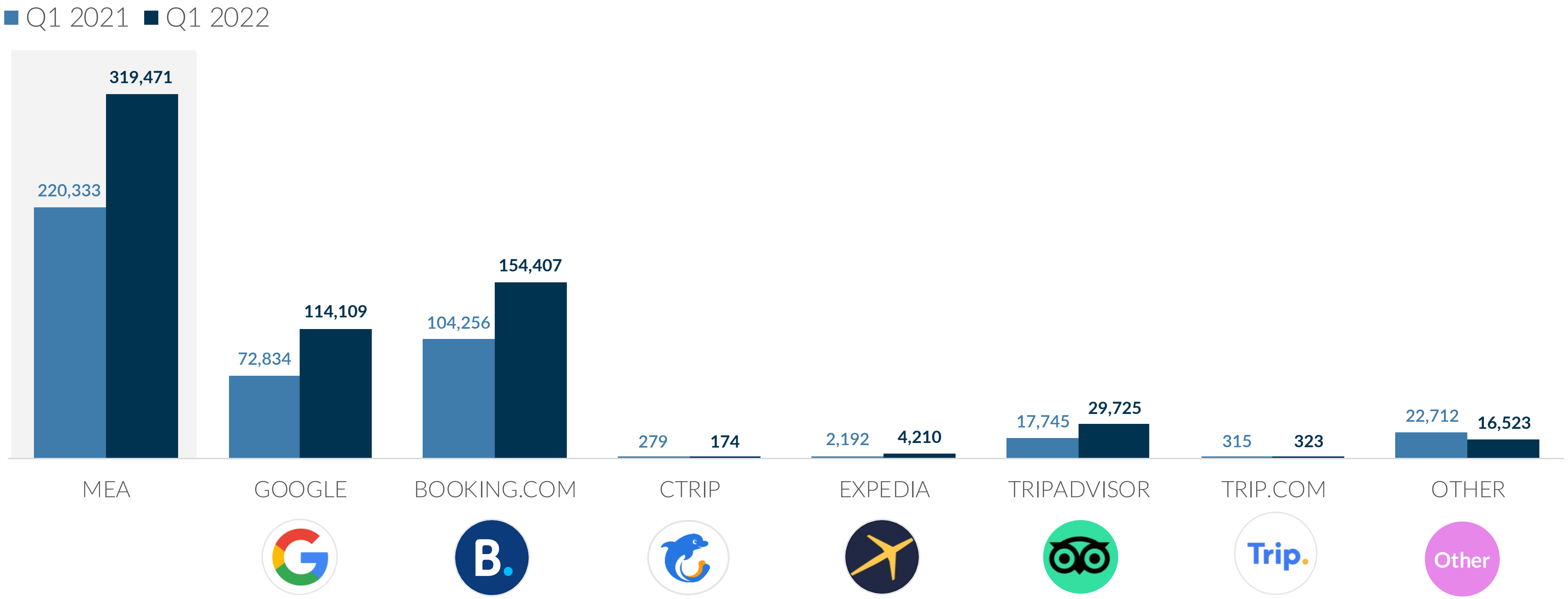
Middle East & Africa Review Volume

At 45.0%, increases in review volume in the Middle East and Africa were nearing the global average of 46.5%.

Volume from Google, Booking.com and Tripadvisor was up significantly at 56.7%, 48.1% and 67.5% respectively.

Middle East & Africa Review Volume



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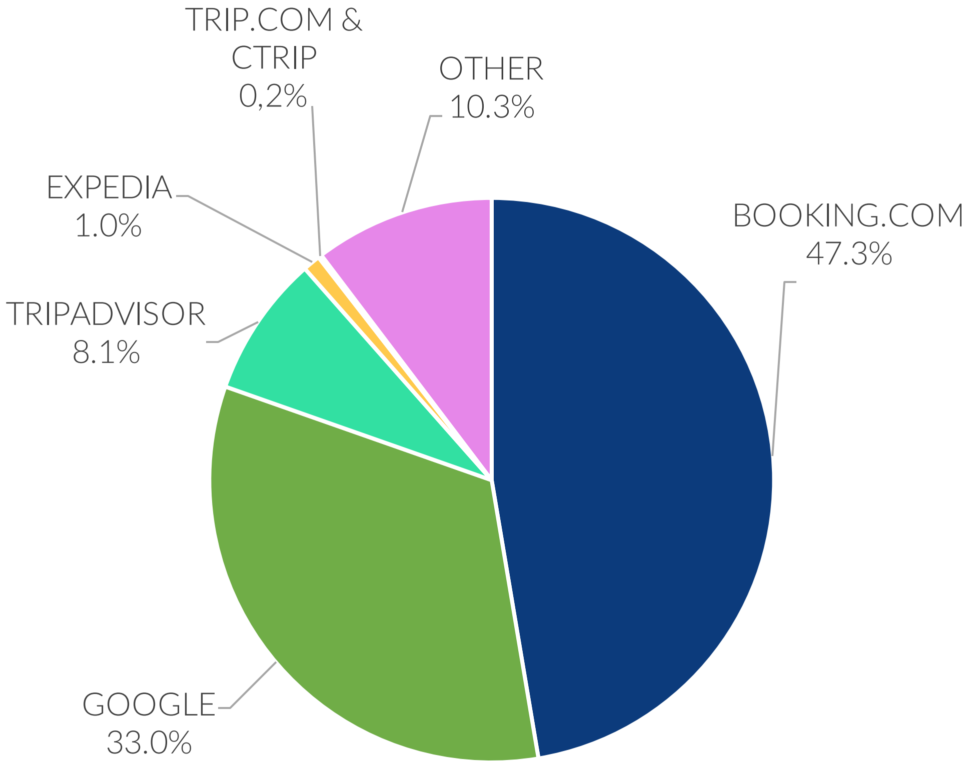
Middle East & Africa Share of Reviews per Source

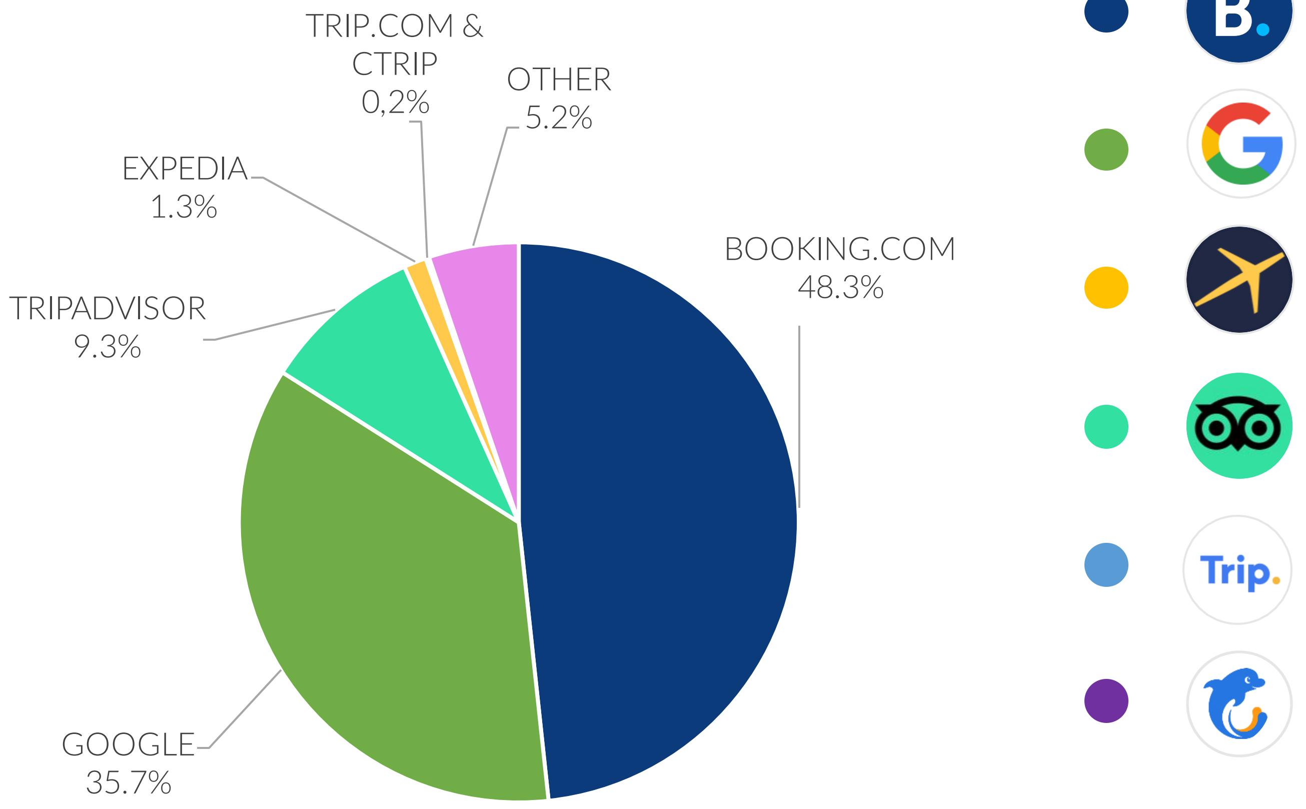
KEY TAKEAWAY Booking.com commanded almost half of all reviews in Q1 2022, at 48.3%

Review market share was relatively stable between Q1 2021 and Q1 2022. Booking.com commanded almost half of all reviews in Q1 2022, at 48.3%, followed by Google at 35.7%. These two sources represented 84% of total reviews. Tripadvisor increased its share slightly in Q1 2022 to 9.3%.

Share of Reviews 2021



Share of Reviews 2022



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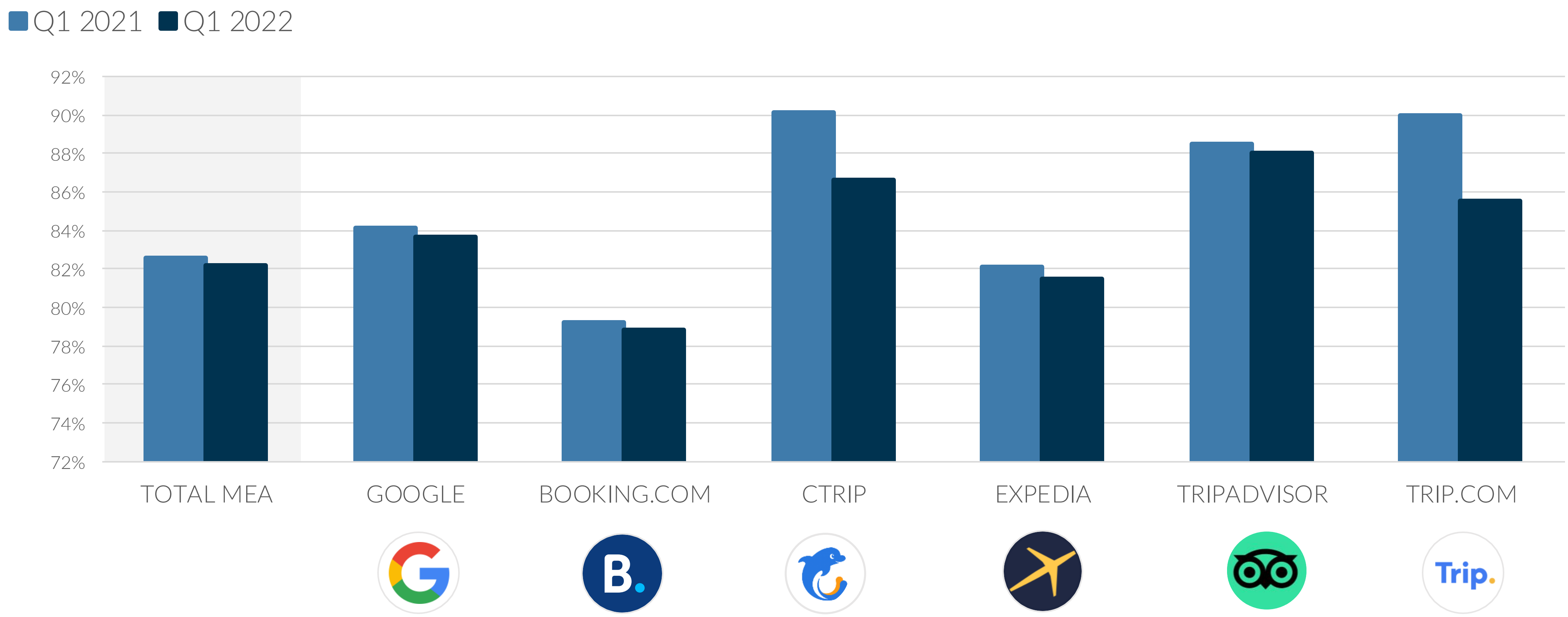
Middle East & Africa Review Source Index

For Q1 2022, Booking.com ratings were considerably lower than the other sources.

Also, interesting to note from this region, Tripadvisor reviews have a higher source index in comparison to Booking.com.

Source Index



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Middle East & Africa Department Indexes

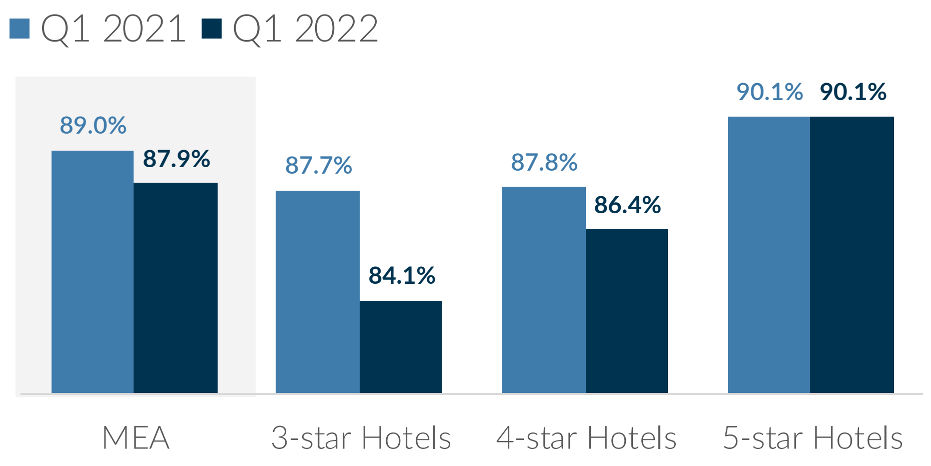
Department Index data is derived from breakdowns of guest ratings of hotel departments or attributes such as Service, Value and Location.

It's important to note that **not all reviews allow department ratings**, and not all travelers rate every department when given the option.

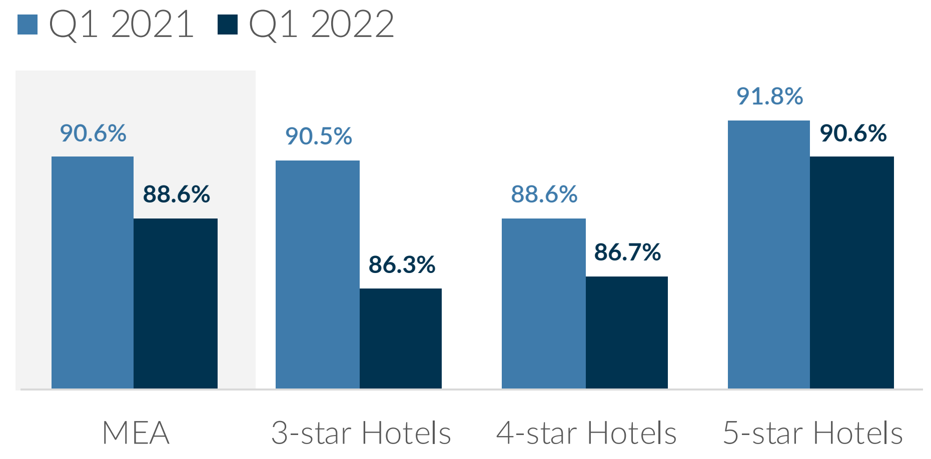
Hotels in the Middle East and Africa region experienced declines in all Department Indexes, consistent with global patterns.

The biggest declines were in the Value and Cleanliness Indexes, which declined by 2.1 points and 2.0 points respectively. Three-star hotels experienced significant declines across all indexes.

Service



Location



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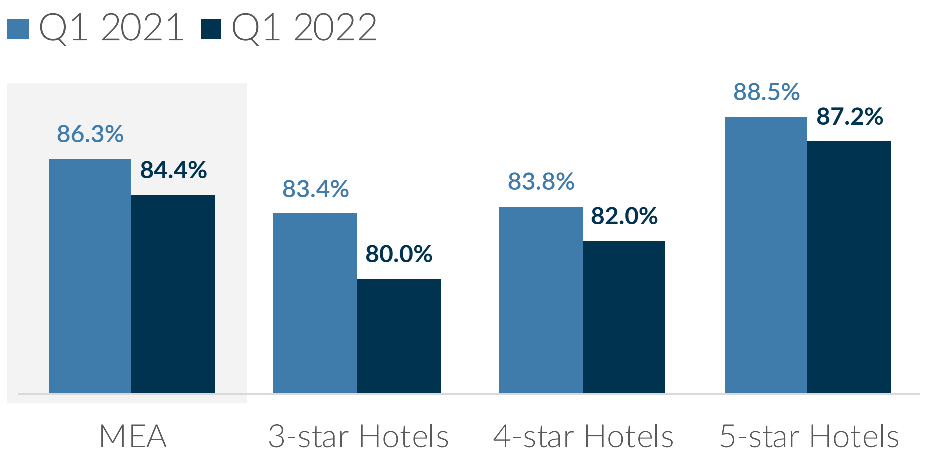
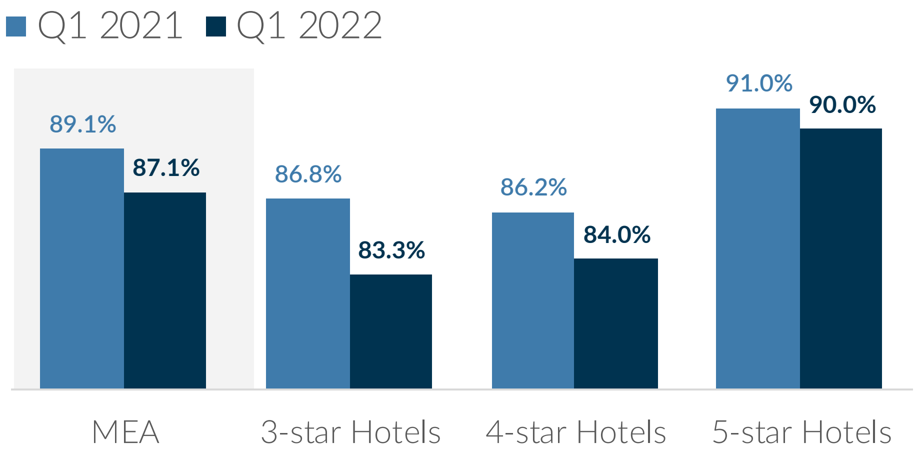
Middle East & Africa Department Indexes

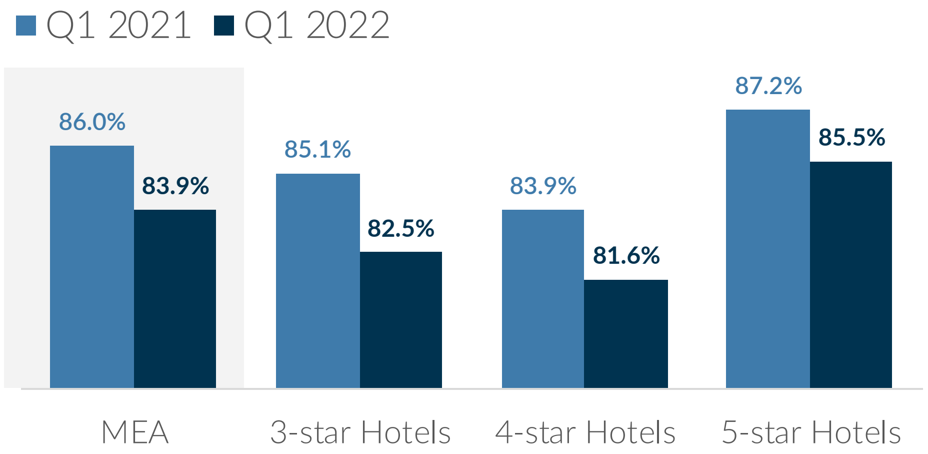
Room



Cleanliness



Value



KEY TAKEAWAYS: The biggest declines were in the Value and Cleanliness Indexes, both of which declined by 2.1 points

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Middle East & Africa Top Five Categories Affecting GRI™

In Semantic Analysis of review comments in the Middle East & Africa region, the top five categories positively impacting the GRI™ were Experience (+0.9), Staff (+0.8), Establishment (+0.7), Service (+0.6) and Cleanliness (+0.6).

As seen in other regions, there was some overlap with the top five categories negatively impacting the GR™I: Room (-1.7), Cleanliness (-1.3), Establishment (-1.2), Food & Drinks (-1.1) and Staff (-0.9). The impact on GRI™ of both positive and negative categories was fairly consistent across star segments.

“Noise,” “Dirty,” “Building,” “Breakfast” and “Communication” were the most common concepts mentioned in the negative categories, providing clues to where some of the disappointments originated. These concepts were relatively consistent across star segments.

KEY TAKEAWAY: “Noise”, “Dirty,” “Building,” “Breakfast” and “Communication” were the most common concepts mentioned in the negative categories.

Positive	
Experience	+0.9
Staff	+0.8
Establishment	+0.7
Service	+0.6
Cleanliness	+0.6

Negative	
Room	-1.7
Cleanliness	-1.3
Establishment	-1.2
Food & Drinks	-1.1
Staff	-0.9

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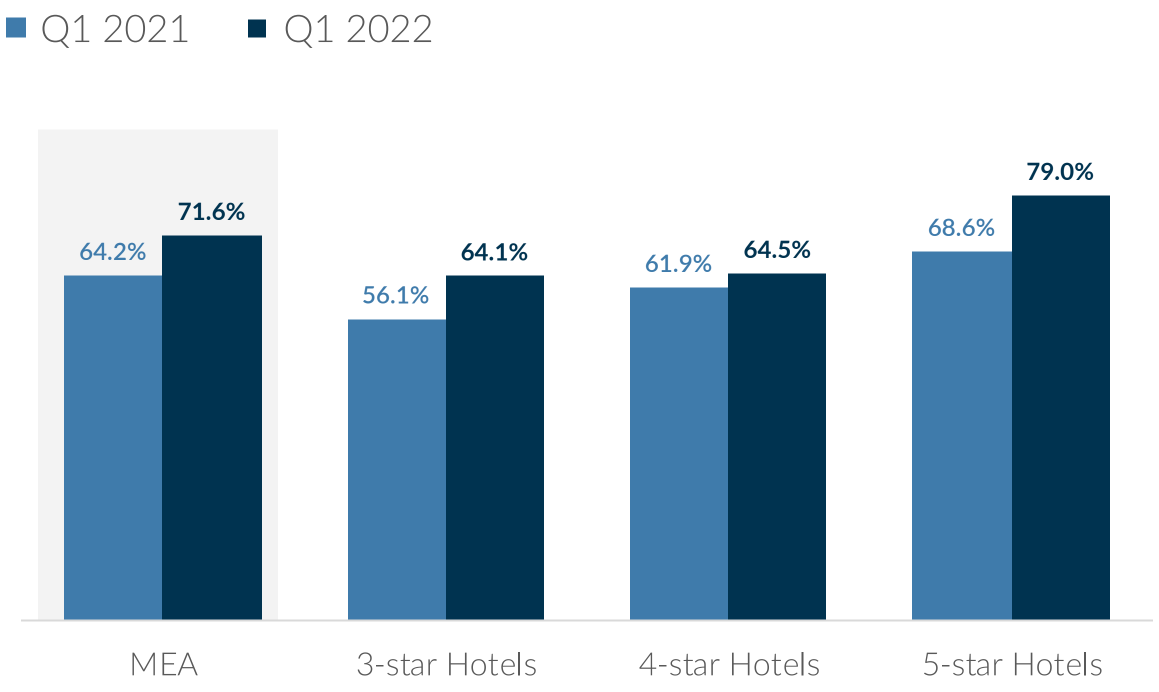
Middle East & Africa Department Indexes

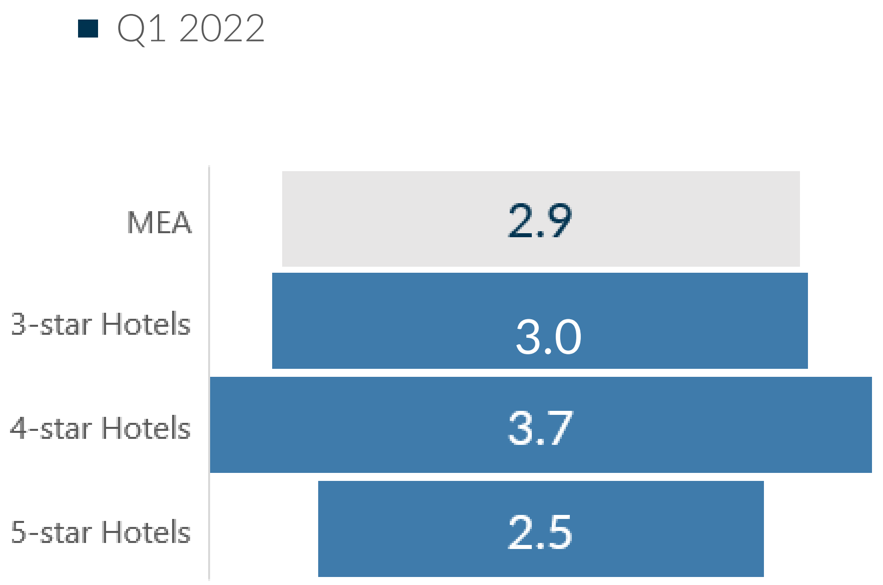
The Middle East & Africa region did a great job of responding to reviews in the first quarter of 2022 despite a major increase in review volume. Management response rates increased by 7.4 points compared to the first quarter of 2021. The total response rate for Q1 2022 was 71.6%, considerably higher than the global average of 60.2%.

Response rates for 3-star and 4-star hotels were significantly lower than 5-star hotels. The average response time was 2.9 days, significantly shorter than the global average of 3.8 days.

Management Responses



Average Response Time (days)



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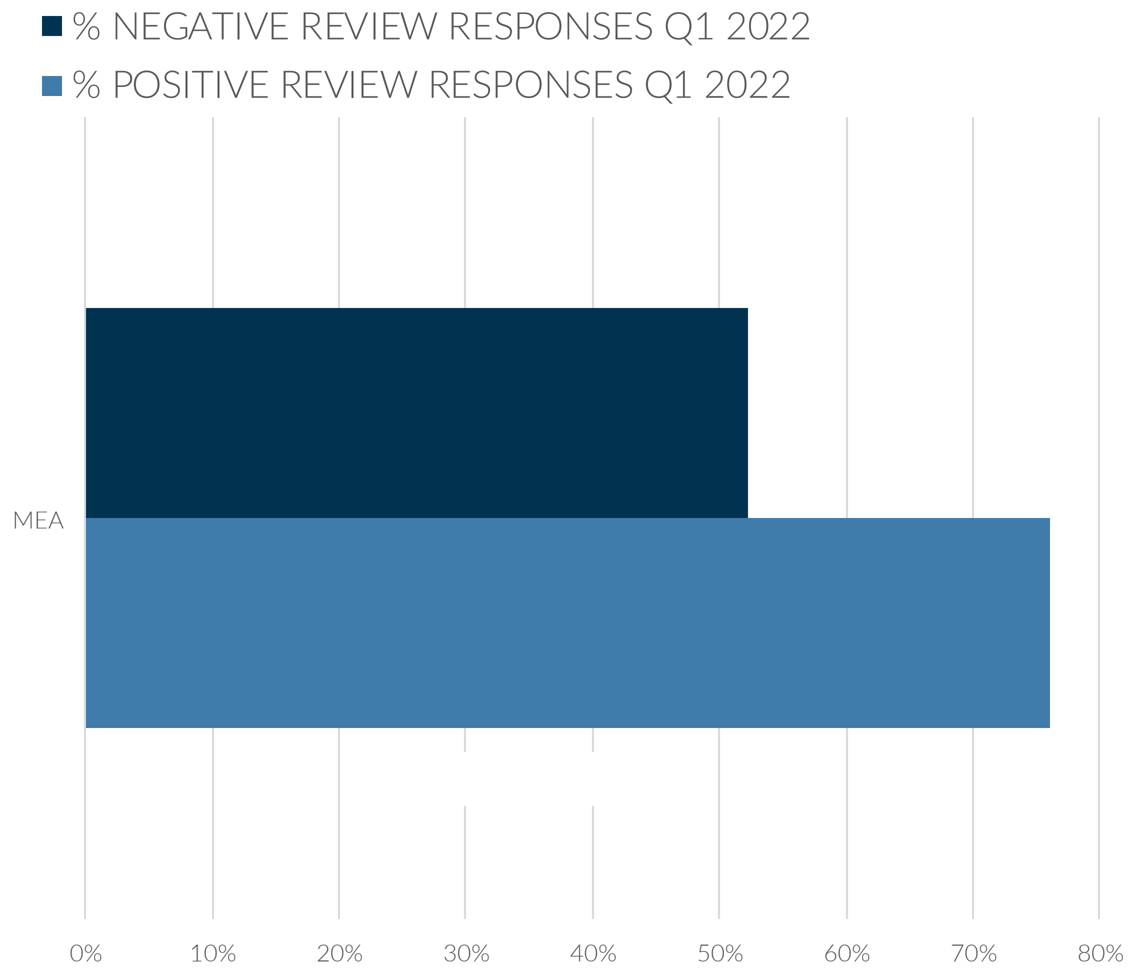
Middle East & Africa Department Indexes

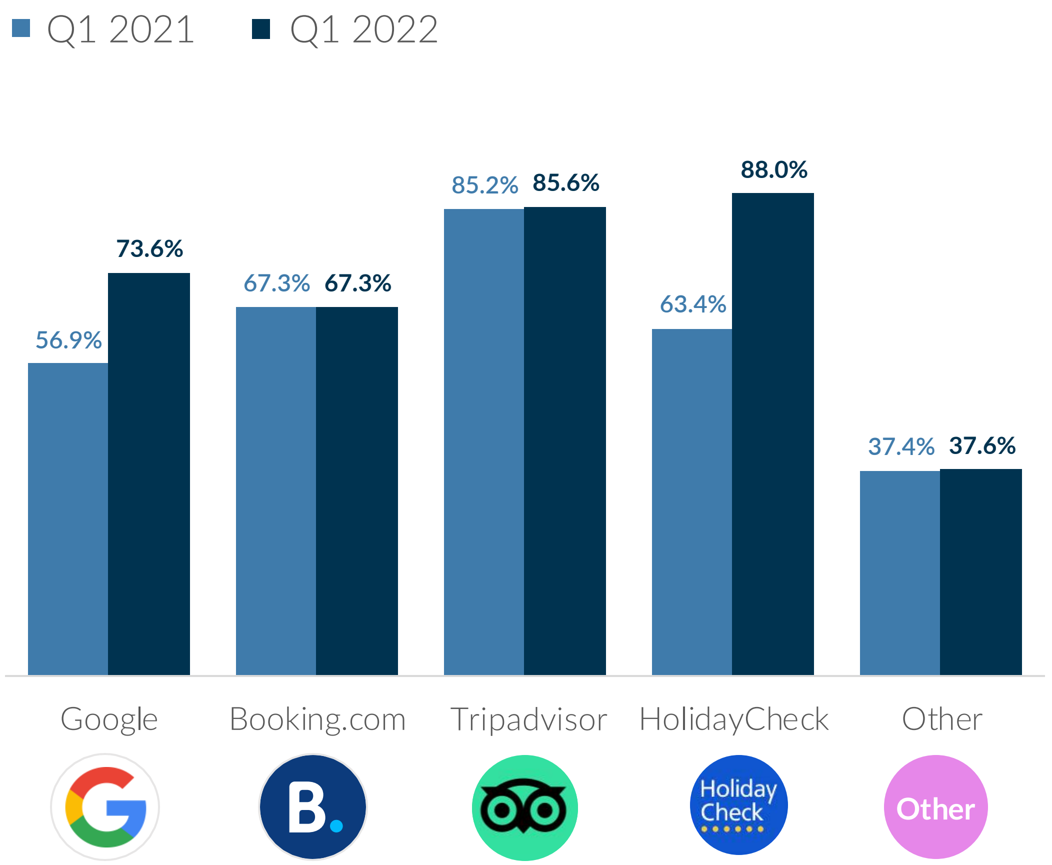
Hotels in this region responded to far more positive reviews than negative reviews. Tripadvisor and HolidayCheck received the highest response rate, whereas Booking.com received the lowest response rate.

KEY TAKEAWAY
Overall management response rates increased by 7.4%

Positive/Negative Review Responses



Management Responses



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Global Hotel Review Benchmark

Q1 2022

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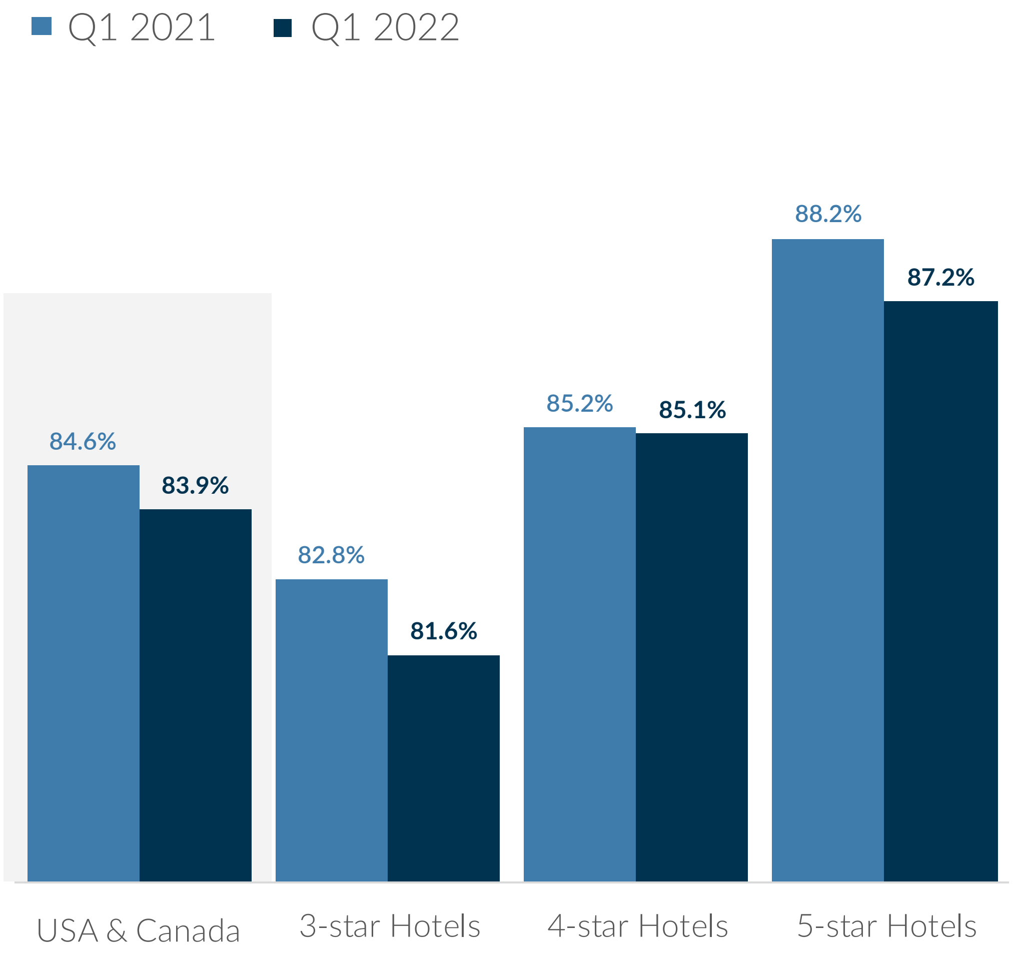
USA & Canada Global Review Index™ (GRI)

The Global Review Index™ for hotels in North America (USA & Canada) decreased by 0.7 points in the first quarter of 2022, as compared to the first quarter of 2021.

The regional decline in the USA & Canada followed the same downward trend as seen in the global GRI™. At 83.9%, the GRI™ for the region (in Q1 2022) was slightly lower than the global GRI™ of 84.6%.

By segment, 3-star hotels experienced the biggest decline in GRI™, at 1.2 points, whereas 4-star hotels managed to contain the decline to 0.1 points.

USA & CANADA
GLOBAL REVIEW INDEX™



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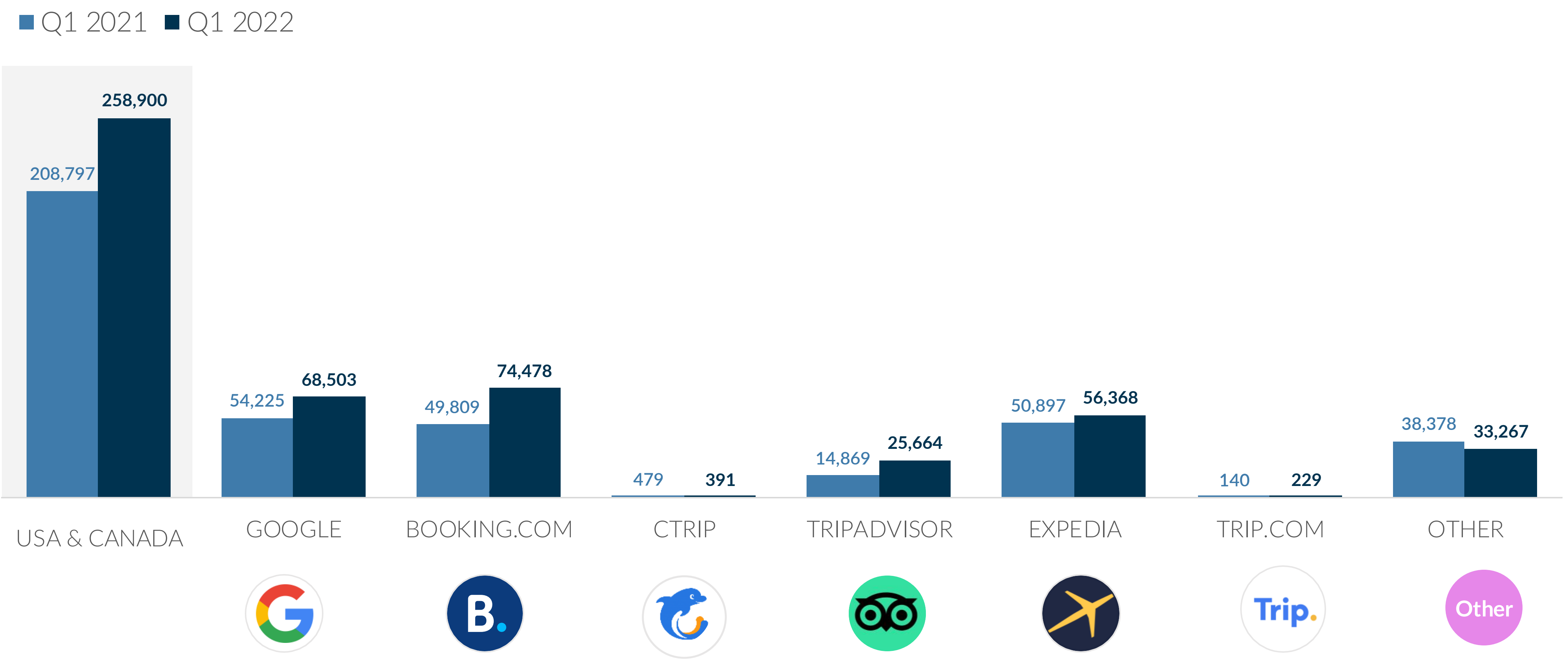
USA & Canada Review Volume

At 23.9%, the increase in review volume in North America in Q1 2022 was significantly lower than the global average of 46.5%.

This could be due to the fact that travel recovered more quickly in the U.S. than in other countries, and review volume had already bounced back.

USA & Canada Review Volume



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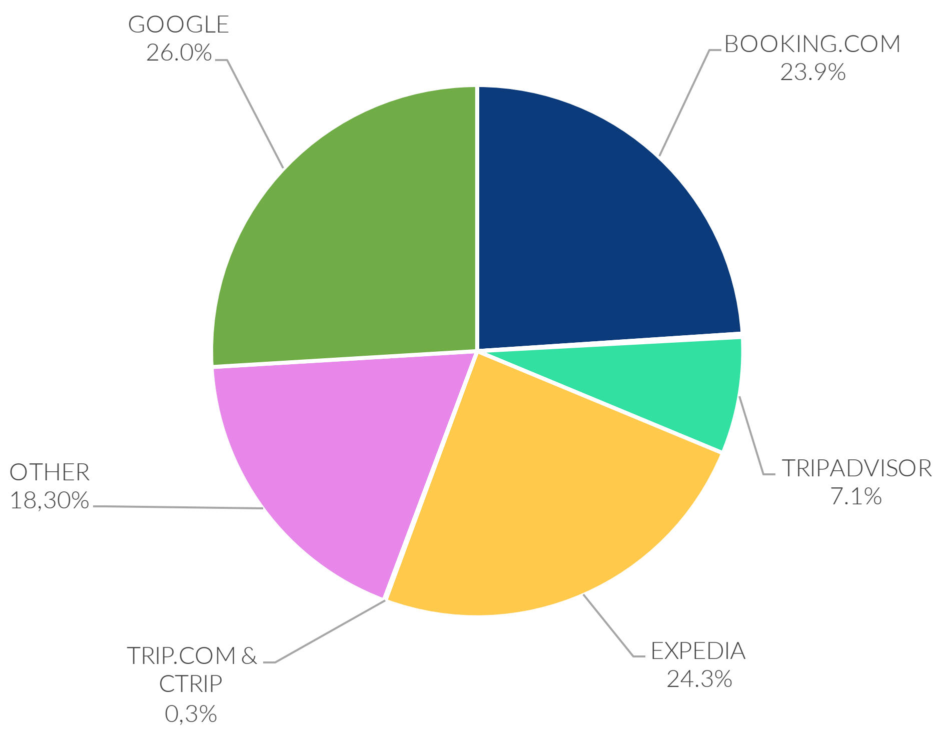
USA & Canada Share of Reviews per Source

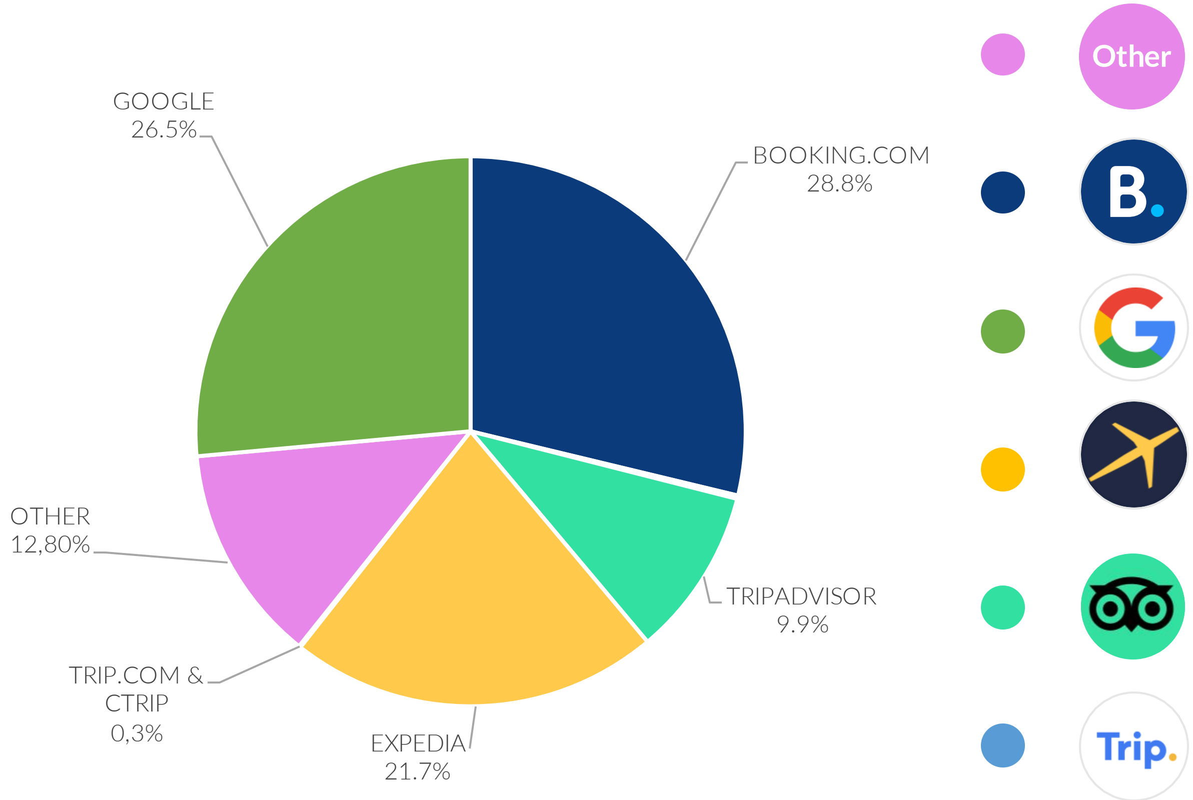
Booking.com increased its market share of reviews by 4.9 points in Q1 2022, accounting for 28.8% of total reviews, just ahead of Google at 26.5%. It is worth pointing out that the US has the lowest share volume of Booking.com reviews compared to other global regions.

Expedia market share, which is generally stronger in North America than in other regions, reached 21.7%.

Share of Reviews 2021



Share of Reviews 2022



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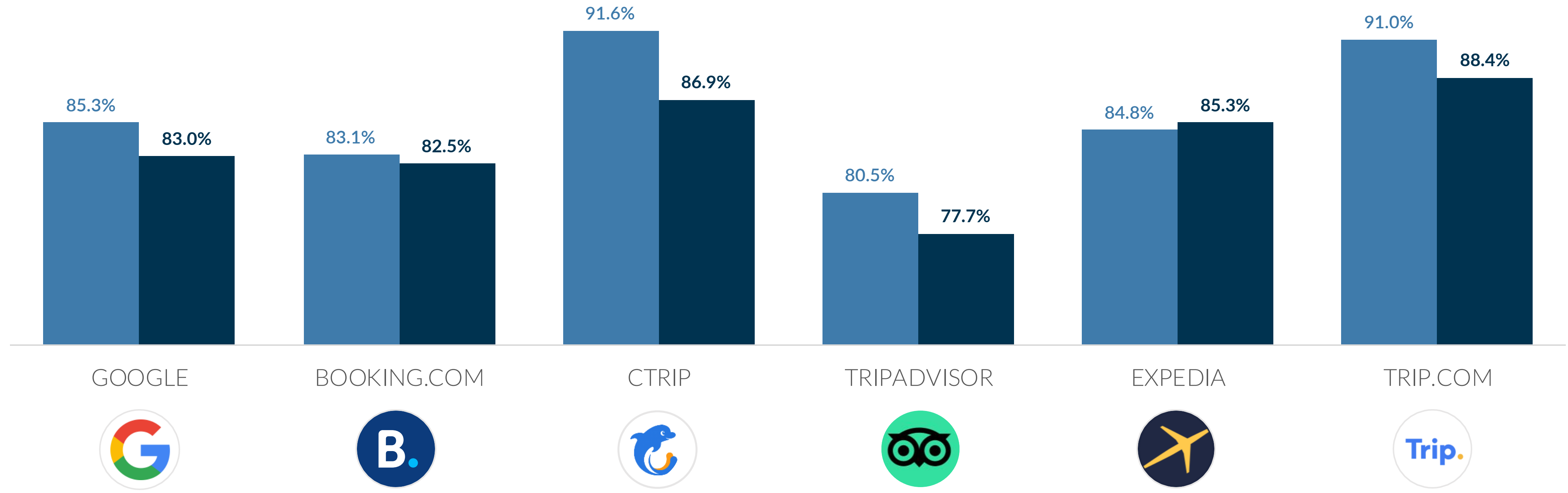
USA & Canada Source Index

Average review scores were significantly lower on Tripadvisor than on other review sources, and Tripadvisor experienced a decline of 2.8 points in Q1 2022 compared to Q1 2021.
Ratings were considerably higher on Ctrip and Trip.com, but review volume was extremely low.

Source Index



USA & Canada Department Indexes

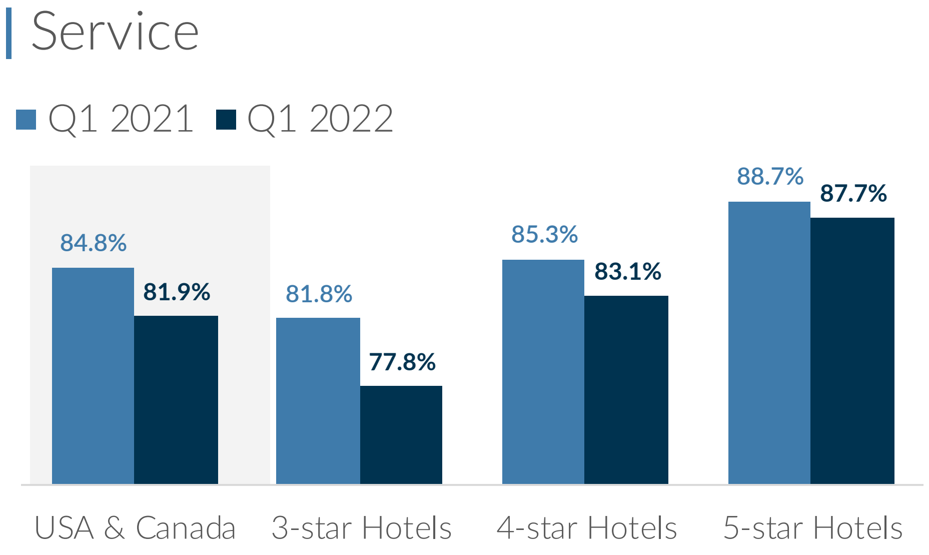
Department Index data is derived from breakdowns of guest ratings of hotel departments or attributes such as Service, Value and Location.

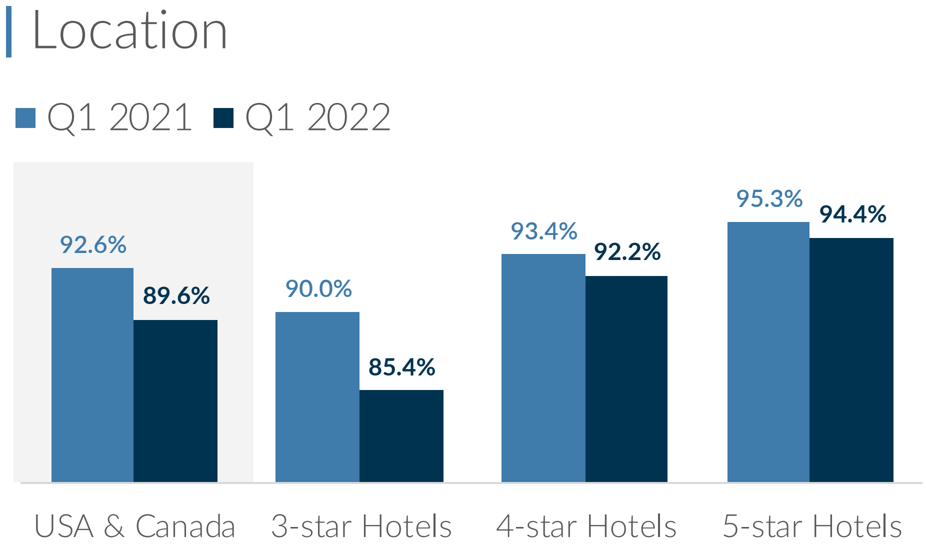
It's important to note that **not all reviews allow department ratings**, and not all travelers rate every department when given the option.

Hotels in North America experienced greater decreases in all top-five Department Indexes compared to the global averages, with substantial decreases in the Value Index (-5.7), Room Index (-4.5) and Cleanliness (-4.2).

Scores were driven down by the 3-star segment, which experienced significant declines in all five indexes.

Five-star hotels fared much better, containing decreases to 1.0 point or less, with the exception of the Value Index, which decreased by 1.9 points. Notably, the Cleanliness Index increased by 0.7 points for 5-star hotels.





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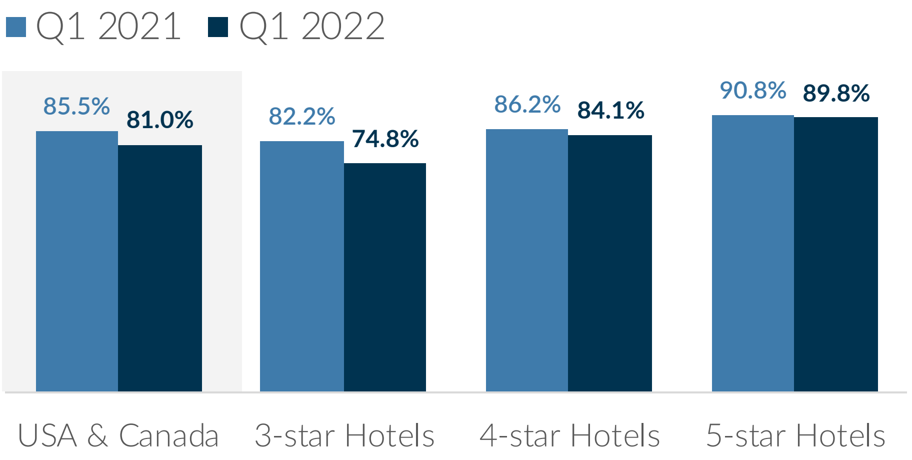
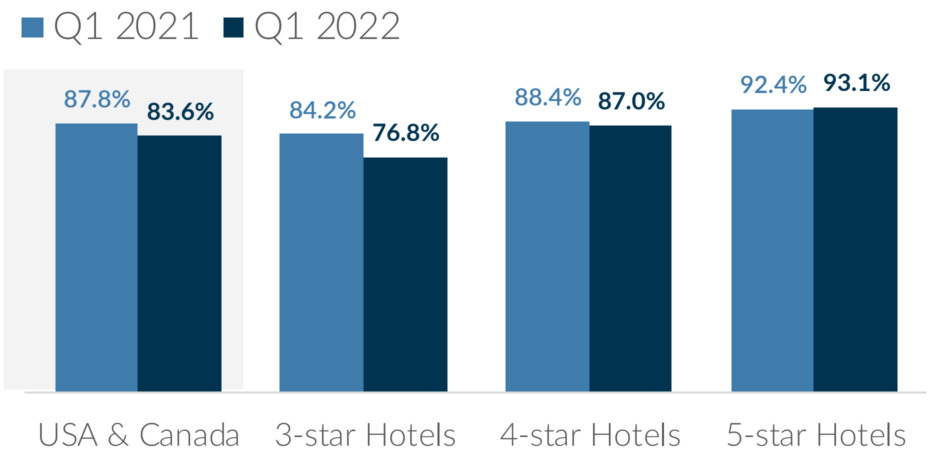
USA & Canada Department Indexes

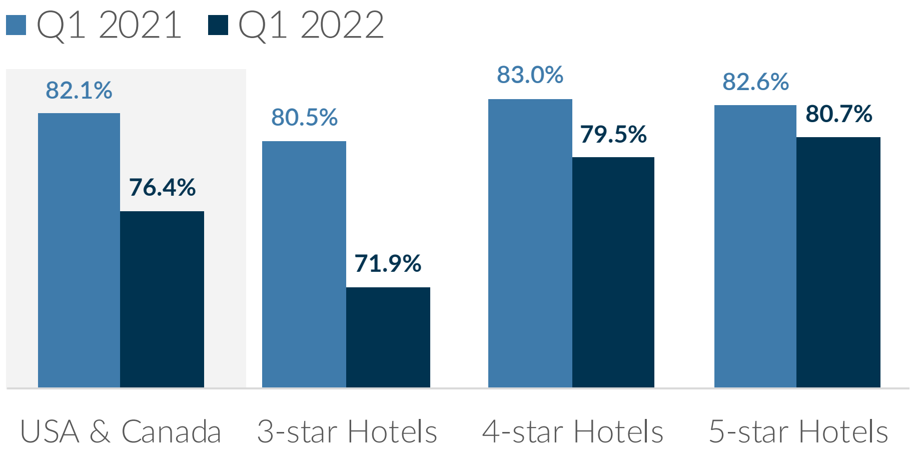
Room



Cleanliness



Value



KEY TAKEAWAY: The biggest declines were in the Value and Cleanliness Indexes, both of which declined by 2.1 points

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USA & Canada Top Five Categories Affecting GRI^{TM}

In Semantic Analysis of review comments in the North America region, the top five categories positively impacting the GRI™ were Experience (+1.1), Staff (+0.8), Cleanliness (+0.5), Food & Drinks (+0.5) and Location (+0.4).

As in the other regions, there was some overlap with the top five categories negatively affecting the GRI™: Room (-4.0), Cleanliness (-2.7), Establishment (-2.1), Experience (-2.0) and Value (-2.0).

The impact on GRI™ of both positive and negative categories was fairly consistent across star segments.

☺ Positive

Experience	+1.1
Staff	+0.8
Cleanliness	+0.5
Food & Drink	+0.5
Location	+0.4

☹ Negative

Room	-4.0
Cleanliness	-2.7
Establishment	-2.1
Experience	-2.0
Value	-2.0

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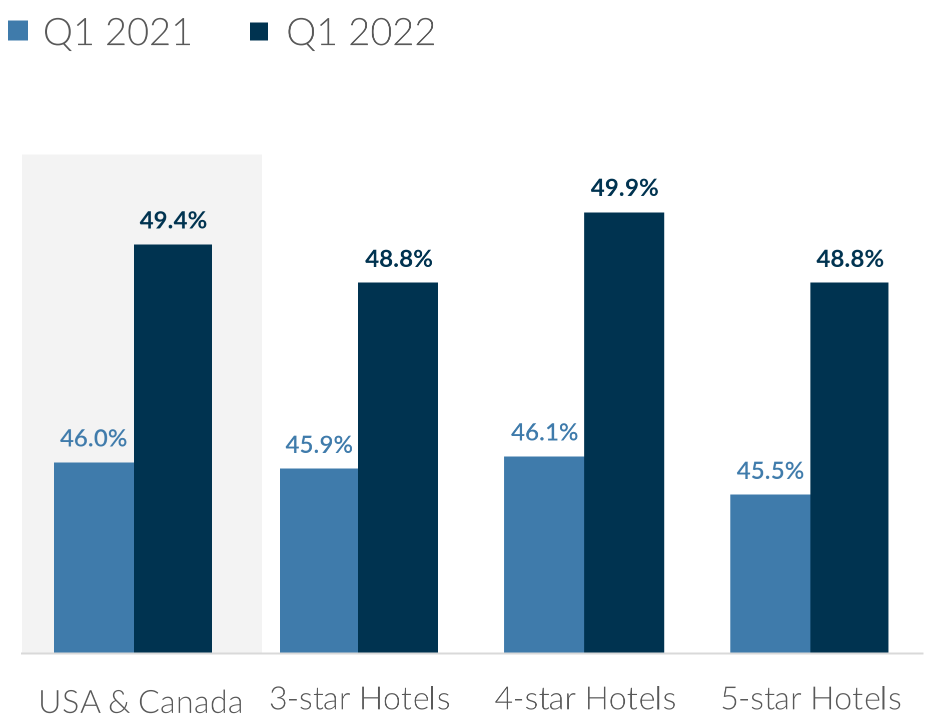
USA & Canada Management Response

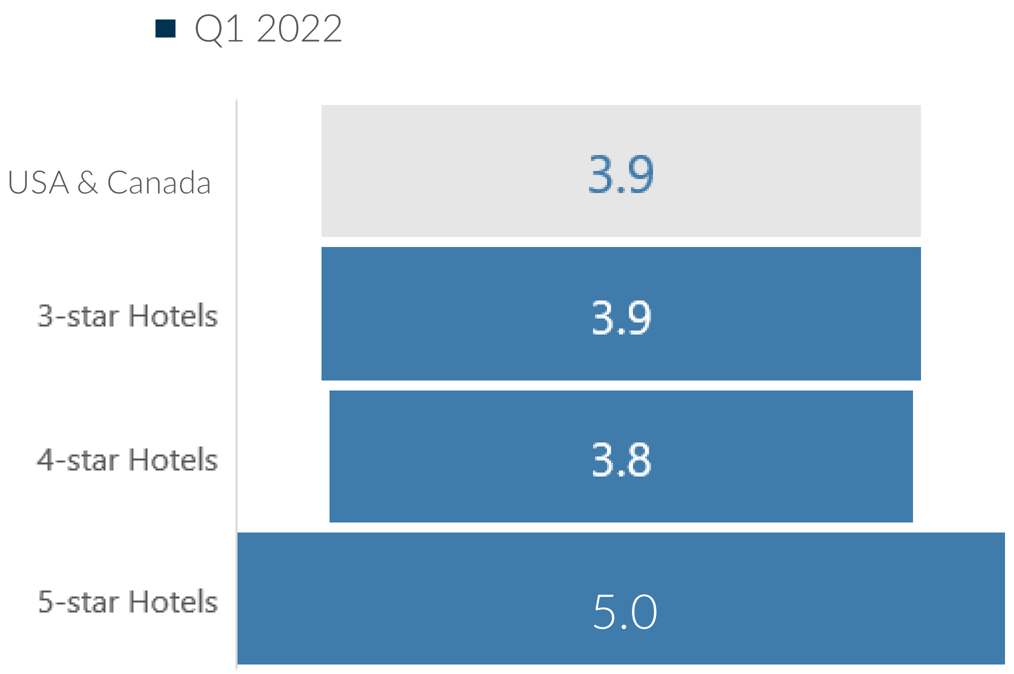
North American hotels increased the average management response rate by 3.4 points to 49.4% from Q1 2021 to Q2 2022, although the response rate was significantly lower than the global average of 60.2%. Response rates were consistent across star segments. The average response time was 3.9 days, similar to the global average of 3.8 days.

KEY TAKEAWAY: Management response rates increased by 7.4%

Management Responses



Average Response Time (days)



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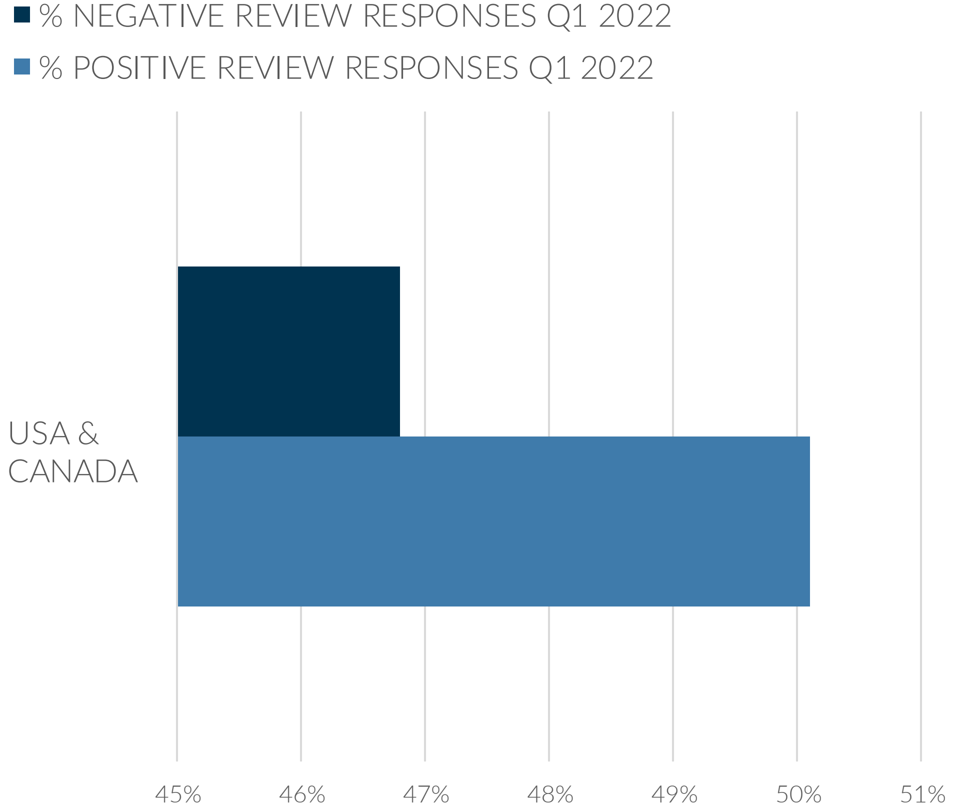
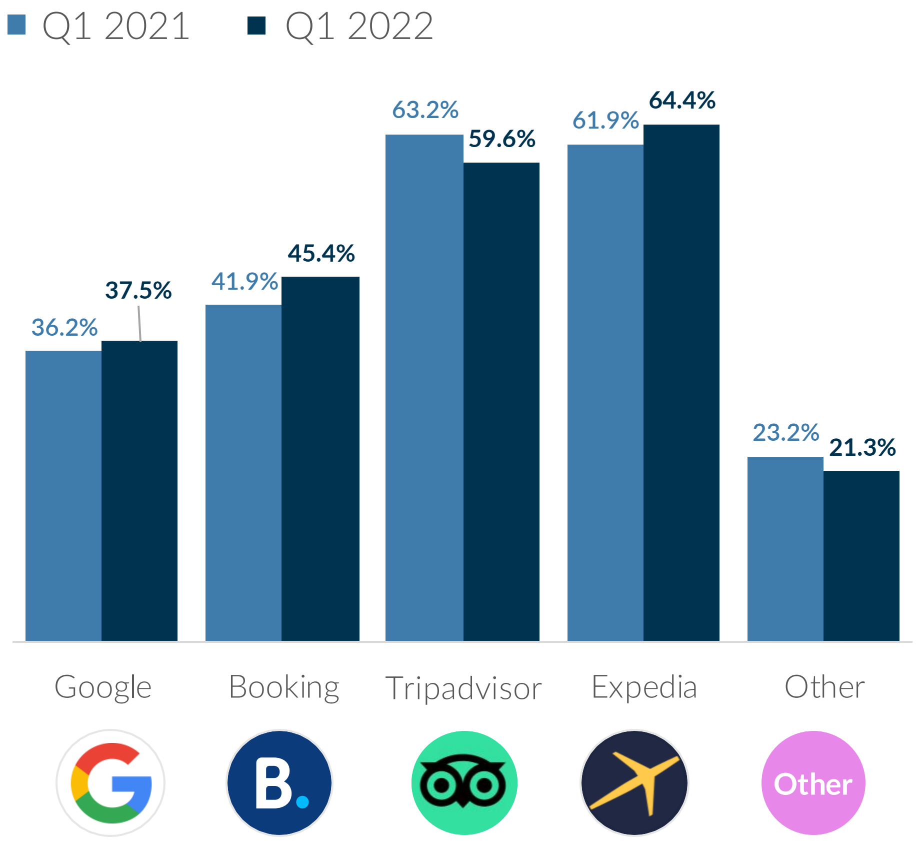
USA & Canada Management Response

In Q1 2022, Expedia received the highest proportion of review responses, at 64.4%, followed by Tripadvisor at 59.6%. Google received the lowest proportion of review responses, at 37.5%.

Positive/Negative Review Responses



Management Responses



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Reputation Strategies for 2022

The travel industry is in a state of flux, with strong leisure and local demand while business, group and international travel are still recovering. Through the remainder of 2022, the hotel industry will face ongoing uncertainty around the pandemic, labor shortages, scaled-back services and supply chain disruptions.

Meanwhile, there is strong upward pressure on room rates, driven by high leisure demand during peak periods, inflation, higher wages and the urgency to recoup losses incurred during the pandemic. Guests expectations will be high at a time when hotels are grappling with fewer staffing and resources.

Under the circumstances, hoteliers will need to prioritize their time, find efficiencies and focus on services that bring the highest returns on guest satisfaction and profitability. An essential part of the process will be smart reputation strategies. .

Here are some key strategies to consider:

UPDATE YOUR REVIEW MANAGEMENT STRATEGY.

Adjust objectives and prioritize resources to meet today's realities. Put into place systems to monitor and analyze review data and trends to stay on top of changes in market activity and traveler behavior. Never lose sight of the basics: monitor, analyze and respond to reviews and using the insights to constantly strive for improvement.

REFRESH YOUR PERFORMANCE BENCHMARKING.

Reevaluate your review competitor set and benchmarks to ensure they reflect market changes. Use the metrics in this report and forthcoming quarterly installments to compare performance against global averages and properties within your region and star segment.

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FOCUS ON KEY REVIEW SOURCES.

With the right tools and processes in place, you should be able to easily manage reviews from all major sources. If you need to prioritize, focus on sources that bring the most visibility, conversions and guest insights. In most regions, Google and Booking.com now comprise the majority of reviews, but don't neglect smaller review sources popular within your target markets.

RESPOND TO MORE REVIEWS, MORE QUICKLY.

Don't allow responses to lapse. Even a brief thank you for a positive review is better than no response at all. Use tools like ReviewPro's review alerts, PMS filers and saved responses to create efficiencies. Prioritize negative reviews and key sources like Tripadvisor and Google. Strive to get your average response time to under three days.

POWER-BOOST YOUR REVIEW VOLUME.

Travelers want to see recent reviews that address current concerns. Now is the time to reinstate review collection initiatives that may have lapsed during the pandemic. This includes post-stay email requests, guest "surprise and delight" initiatives such as upgrades and welcome amenities, and staff recognition programs for positive reviews.

DON'T OVERLOOK TRIPADVISOR.

While Tripadvisor currently comprises only about 10% of total review share, don't underestimate its clout. The site remains a popular and influential resource for travel planning. Not only are Tripadvisor reviews longer and more detailed, they also provide departmental ratings and destination rankings that other review sources do not.

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NEVER STOP LEARNING.

Make time every day to keep up on industry news and trends. Keep your knowledge and skills fresh by committing to employee training programs, attending industry events, conferences and webinars and networking with your peers. Take advantage of free resources like hospitality news sites, industry reports and ReviewPro's Resource Library and Learning & Support Center. And for industry veterans, never forget the importance of mentoring new team members and making them feel valued and inspired. Our industry needs them!

IMPROVE GUEST COMMUNICATIONS.

Take a proactive approach to generating five-star reviews and preventing negative reviews with automated tools and alerts like guest messaging, in-stay surveys and post-stay surveys. Start communicating with guests prior to arrival and keep the engagement flowing throughout the guest journey. Streamline the process for identifying and resolving guest issues before they escalate to negative online reviews.

INVEST IN TECHNOLOGY AND INTEGRATION.

Offset staffing shortages and improve service with technology solutions and automation tools like messaging software, a CRM solution, online check-in, case management software, and a hotel reputation management solution. Set a long-term goal for fully integrating your tech stack and moving away from repetitive and labor-intensive manual tasks.

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Expert Insights How Hotels Strengthen Online Reputation in 2022?

We asked thought leaders in the hotel industry to share their insights and strategies on how hotels can strengthen online reputation in 2022. Here are the highlights.

> We analyse, analyse, and analyse again to keep track of the most relevant aspects of a stay in today's post pandemic world to make sure that we keep on taking the good decisions based on our guests' feedback. We have been able to overcome the issues related to staffing shortages by partnering with a tech/ human company specialized in responding to reviews for the hospitality industry. The tool helps our teams to respond rapidly thanks to its AI technology, and still ensuring that we keep control of every single response published in the hotel's name.

Silvia Battistella
Reputation Manager,
Barcelo Hotel Group

Barceló HOTEL GROUP

> 1. We identify the operational areas of improvement at a very detailed level using analytics.
> 2. We prepare action plans to address them.
> 3. We define actions for the most relevant online platforms.
> 4 . We introduce new tools, particularly in-stay.
> 5. We improved monitoring of results (better and more personalized dashboards, higher frequency).

João Leite
Director of Innovation and
Business Intelligence,
Pestana Hotel Group
(Lisbon, Portugal)

PESTANA COLLECTION HOTELS

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> The approach taken by Kempinski is to firstly ensure our Corporate, Regional and Hotel Quality Teams are taking full advantage of the analytics available in ReviewPro to enable our hotels to fully understand the areas negatively impacting GRI™ and to amplify the areas that are being positively mentioned by our guests. Secondly, using our internal auditing tool we have implemented a process of ongoing self-audits for key guest journey touch points which are checked, reviewed and, where needed, optimised on a weekly basis. Lastly, we are placing additional focus on regular on-job refresher training to address areas highlighted in guest reviews, our own post-stay survey and the internal audits.

Antony Shaw
Vice President Training & Quality, Kempinski Hotels S.A.

Kempinski
HOTELIERS SINCE 1897

> Concise and honest communications with guests that help manage expectations. Use technology to remove repetitive and non-value-add interactions and retrain people for the high value interactions, namely problem-solving for guests.

Martin Soler
Managing Partner, Soler & Associates

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> Automatizing all that is automatable is the number one priority. Our industry is way too reliant on biological staff. And if it’s true that hospitality is, de facto, the most high-touch industry ever to exist, it is also true that the staff shortage is not going to be solved any time soon (my bet? It will NEVER be solved). Implement chatbots, self-check-in/out, keyless tech, kiosks, automated upselling tools, RMSs, AI-fueled email reservation assistants, etc. Your costs will go down, your guests will be happier, and you won't be so dependent on humans anymore. It's a win/win/win situation, just one API away.

Simone Puorto
Founder, CEO & Futurist
@ Travel Singularity

Travel Singularity.
AV
Consulting the Future

> The key to boosting review scores lies in product and service improvement, an area that has taken a big hit from the pandemic. Now that more countries are reopening, it is time to clearly highlight your product and services and set clear expectations with your guests before they book their stay. Higher level of communication will cut back on the negative reviews. Any new upgrade in service and product should also be clearly shared with the guests to help drive more positive reviews for your asset.

Vikram Singh
Digital Marketing & Revenue Optimization Specialist,
WordsofVikram.com

VIKRAM SINGH

Expert Insights: How Can HotelStrengthen Online Reputation in 2022?

> As hotels add more automation and self-service options, there will be less and less direct contact between employees and guests. That works well when all goes smoothly, but when something goes wrong—and it will—good old-fashioned human hospitality must kick in. Employees and managers must be trained and empowered to show empathy and understanding, resolve issues quickly and decisively and, if they can't fix the problem, show they're trying their best. This makes guests more forgiving, more loyal, and more generous in their reviews.

Daniel Craig
Founder, Reknown

> Data and technology will be the great differentiators for high performance hotels in 2022 and beyond. Now is the time to invest in best-of-breed solutions to monitor and manage guest feedback and communications at every stage of the guest journey. Hotels that leverage guest feedback to make data driven decisions on property will reap the rewards in terms of guest satisfaction and, of course, great reviews and online reputation.

Michael Kessler
CEO, ReviewPro

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Stay Tuned for Our Next Installment

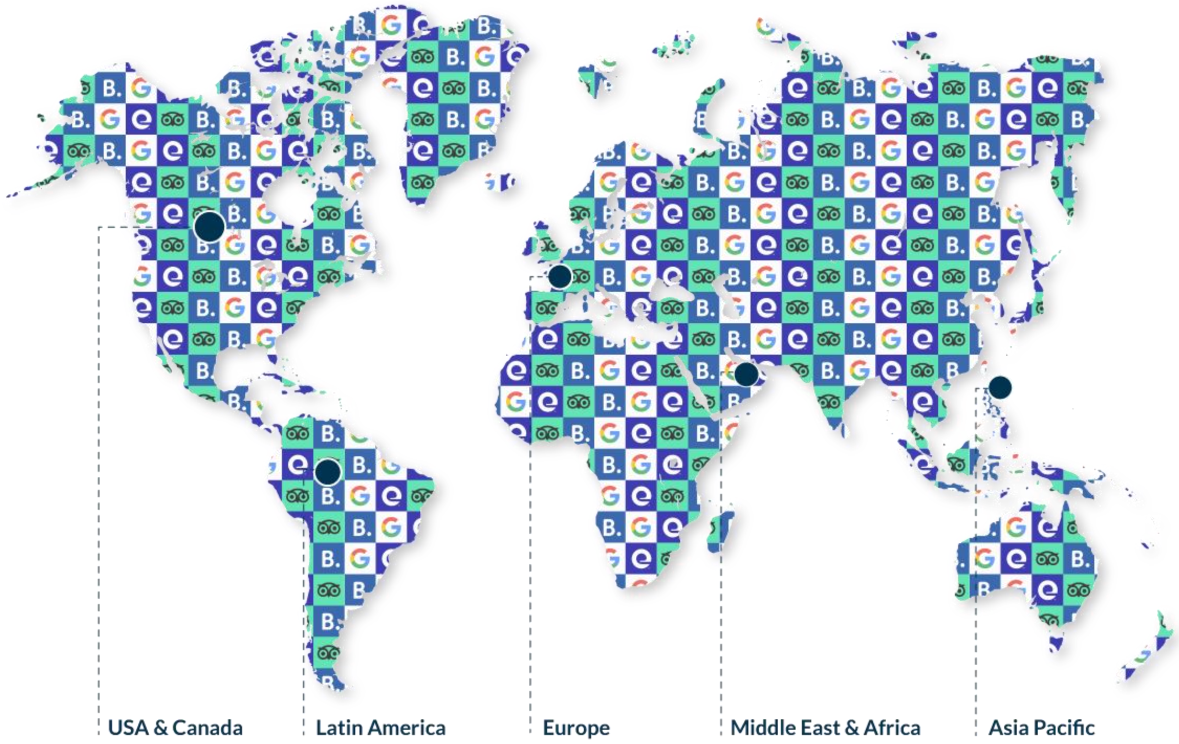
Our final thoughts? After an exhaustive analysis of data from over 1.35 million online reviews and 7,500 hotels, what is most striking to us at Shiji's ReviewPro is how similar the results were across regions and star segments.

This reinforces how universal the hotel experience has become. Everywhere in the world, in large, urban hotels and small, resort properties, hoteliers face similar challenges and opportunities.

This bodes well for the future of our industry. Certainly, more challenges lie ahead, but hoteliers can have the confidence that, even under highly uncertain and volatile conditions, if they focus on the primary task of taking care of their guests they will be rewarded with positive reviews.

We're excited about the next installment of the Global Hotel Review Benchmark report, due out in July 2022. We'll have a full six months of review data to help hoteliers chart the continued recovery of our industry and deliver unforgettable guest experiences.

KEY TAKEAWAY: Despite the enormous challenges presented by the pandemic, hoteliers around the world have somehow managed to keep the vast majority of guests happy.



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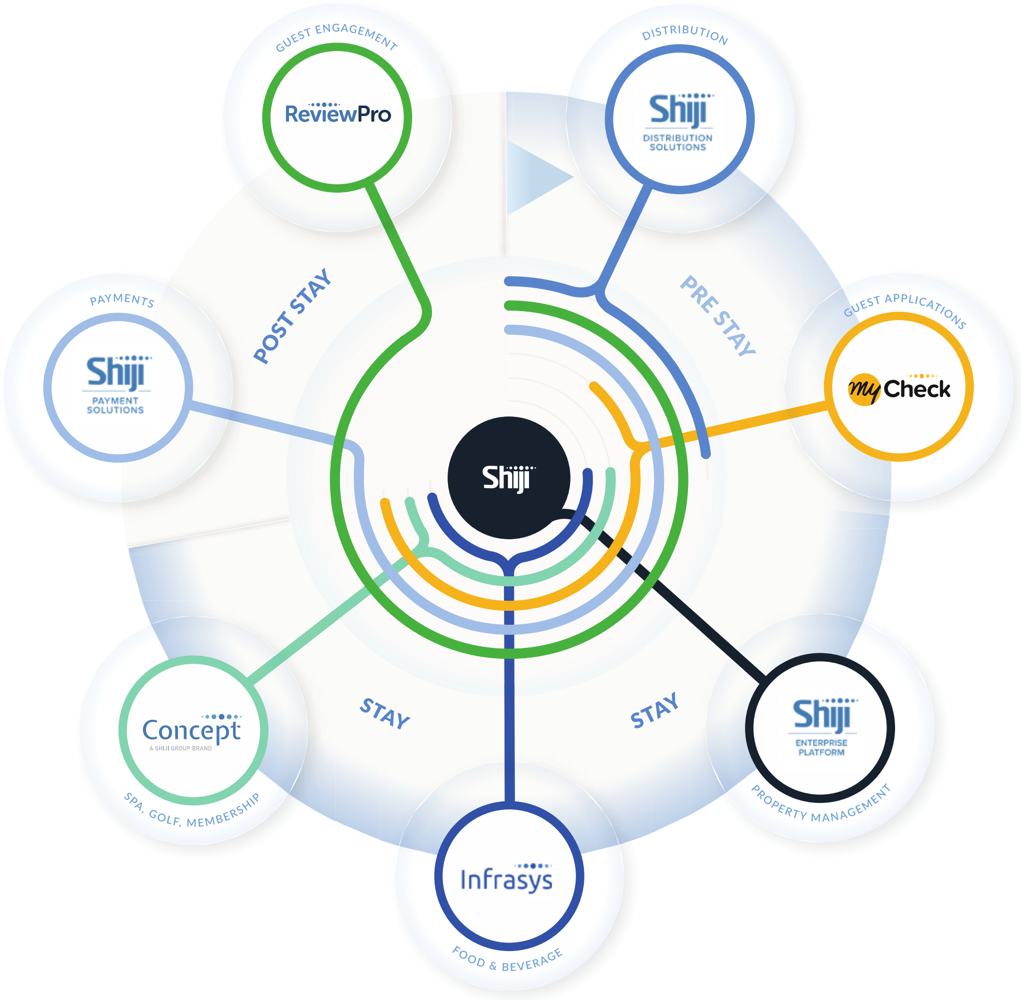
About ReviewPro

ReviewPro, a Shiji Group brand, offers over a decade of experience and investment in innovation to ensure we continue to be the benchmark of the hospitality industry. Our cloud-based Guest Experience Platform includes Hotel Reputation, Guest Surveys, Case Management, and Messaging Automation. Shiji's ReviewPro owns the industry-standard online reputation score, the Global Review Index™(GRI), a propriety algorithm based on review data collected from 140 OTAs and review sites in +45 languages. With over, 60,000 establishments in +150 countries, Shiji's ReviewPro offers the technology, support, and education to empower hoteliers to be better.

For more information please visit: ww.reviewpro.com.

For press contacts: reviewpro.press@shijigroup.com

LinkedIn: https://www.linkedin.com/company/reviewpro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Want to find out more about your online reputation?

TALK TO US

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GLOBAL Global Review Index™ (GRI)

	GRI Q1 2022	GRI Q1 2021	CHANGE
Global	84.6%	85.3%	-0.7
3-star Hotels	81.3%	82.3%	-1.0
4-star Hotels	84.7%	85.3%	-0.6
5-star Hotels	88.4%	88.8%	-0.4

GLOBAL Review Volume & Source Indexes

SOURCE	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q1 2021	YOY CHANGE	YOY % CHANGE	% SHARE OF REVIEWS 2022	% SHARE OF REVIEWS 2021	YOY CHANGE	SOURCE INDEX Q1 2022	SOURCE INDEX Q1 2021	YOY CHANGE
GLOBAL	1,351,098	922,070	+429,028	+46.5%	-			84.6%	85.3%	-0.7
BOOKING.COM	530,584	269,549	+261,035	+96.8%	39.2%	29.2%	+10.0	81.7%	82.1%	-0.5
GOOGLE	400,194	279.864	+120,330	+43.5%	29.8%	30.4%	-0.8	84.9%	86.3%	-1.4
TRIPADVISOR	144,678	80,752	+63,926	+79.1%	10.1%	8.8%	-2.3	83.3%	84.9%	-1.6
EXPEDIA	99,202	73,786	+25,416	+34.4%	7.3%	8.0%	-0.7	84.7%	84.5%	+0.3
HOTELS.COM	40,092	29,427	+10,665	+36.2%	3.0%	3.2%	-0.2	85.3%	85.5%	-0.1
CTRIP	30,459	40,085	-9,626	-24.0%	2.3%	4.3%	-2.0	91.0%	91.8%	-0.8
TRIP.COM	20,869	22,103	-1,234	-5.6%	1.5%	2.4%	-0.9	89.9%	90.9%	-1.0
OTHER	85,020	126,504	-41,484	-32.8%	6.3%	13.7%	-7.4	-	-	-

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GLOBAL Department Indexes

	CLEANLINESS Q1 2022	CLEANLINESS Q1 2021	YOY CHANGE	VALUE Q1 2022	VALUE Q1 2021	YOY CHANGE
Global	81.2%	84.2%	-3.0	81.2%	84.2%	-3.0
3-star Hotels	80.1%	85.3%	-5.2	76.2%	82.0%	-5.8
4-star Hotels	87.1%	88.5%	-1.5	81.2%	83.7%	-2.6
5-star Hotels	91.6%	91.8%	-0.2	84.5%	85.7%	-1.2

	SERVICE Q1 2022	SERVICE Q1 2021	YOY CHANGE	LOCATION Q1 2022	LOCATION Q1 2021	YOY CHANGE	ROOM Q1 2022	ROOM Q1 2021	YOY CHANGE
Global	86.0%	87.7%	-1.7	89.9%	91.1%	-1.2	84.5%	86.7%	-2.2
3-star Hotels	81.2%	84.6%	-3.4	86.6%	89.7%	-3.1	77.9%	82.4%	-4.5
4-star Hotels	85.8%	87.2%	-1.4	90.0%	90.6%	-0.6	84.3%	85.8%	-1.5
5-star Hotels	89.5%	89.9%	-0.3	92.0%	92.4%	-0.4	89.0%	89.9%	-0.9

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Global Semantic Analysis: Review Source & Language

Source	Total Mentions Q1 2022	Positive Mentions Q1 2022	Change YOY (Positive)	% of Total Mentions
Global	4,168,185	72.6%	-0.3	100%
Tripadvisor	1,289,220	79.6%	-2.1	30.9%
Booking.com	1,186,435	61.8%	-0.5	28.4%
Google	844,035	76.8%	-0.6	20.2%
Expedia	296,300	66.3%	+0.8	7.1%
Holiday Check	103,026	83.1%	0.0	2.4%
Ctrip	59,732	86.5%	+1.9	1.4%

Language	Total Mentions Q1 2022	Positive Mentions Q1 2022	Change YOY (Positive)	% of Total Mentions
Global	4,168,185	72.6%		100%
English	2,735,023	71.4%	-0.1	65.6%
Spanish	300,819	71.0%	-2.2	7.1%
German	284,454	78.5%	-0.8	6.8%
Portuguese	209,848	64.9%	-4.5	5.1%
French	168,871	72.2%	-3.8	4.1%
Chinese	162,240	86.6%	+1.8	3.8%

Top 5 Categories Affecting GRI - Positive

EXPERIENCE	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Global	274,751	82.5%	+0.9	EVERYTHING
3-star Hotels	55,635	77.9%	+1.0	EVERYTHING
4-star Hotels	105,884	81.4%	+0.9	EVERYTHING
5-star Hotels	82,265	86.5%	+0.7	EVERYTHING

SERVICES	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Global	166,158	78.8%	+0.5	SERVICE
3-star Hotels	26,368	72.2%	+0.4	SERVICE
4-star Hotels	61,377	76.2%	+0.4	SERVICE
5-star Hotels	61,365	84.3%	+0.5	SERVICE

STAFF	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Global	284,224	85.6%	+0.7	STAFF
3-star Hotels	58,470	77.9%	+1.0	STAFF
4-star Hotels	110,928	84.6%	+0.7	STAFF
5-star Hotels	88,284	88.3%	+0.6	STAFF

CLEANLINESS	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Global	189,534	68.1%	+0.4	HYGIENE
3-star Hotels	52,087	60.5%	+0.5	HYGIENE
4-star Hotels	76,476	68.2%	+0.4	HYGIENE
5-star Hotels	48,423	77.5%	+0.2	HYGIENE

FOOD & DRINKS	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Global	453,829	76.1%	+0.4	FOOD
3-star Hotels	84,188	71.1%	+0.4	BREAKFAST
4-star Hotels	174,916	74.7%	+0.4	FOOD
5-star Hotels	145,18	80.3%	+0.4	FOOD

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Top 5 Categories Affecting GRI - Negative

ROOM	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Global	199,438	41.0%	-2.3	NOISE
3-star Hotels	67,969	49.7%	-3.2	NOISE
4-star Hotels	82,807	41.5%	-2.5	NOISE
5-star Hotels	37,256	31.1%	-1.4	NOISE

CLEANLINESS	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Global	88,770	31.9%	-1.5	DIRTY
3-star Hotels	33,968	39.5%	-2.3	DIRTY
4-star Hotels	35,690	31.8%	-1.6	DIRTY
5-star Hotels	14,073	22.5%	-0.8	DIRTY

EXPERIENCE	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Global	58,447	17.5%	-1.1	GUEST
3-star Hotels	15,766	22.1%	-1.3	GUEST
4-star Hotels	24,162	18.6%	-1.2	GUEST
5-star Hotels	13,021	13.5%	-0.8	GUEST

FOOD & DRINKS	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Global	142,575	23.9%	-1.3	DINING AREA
3-star Hotels	34,244	28.9%	-1.3	DINING AREA
4-star Hotels	59,289	25.3%	-1.4	DINING AREA
5-star Hotels	35,647	19.7%	-1.1	DINING AREA

ESTABLISHMENT	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Global	77,341	21.0%	-1.4	BUILDING
3-star Hotels	20,443	27.3%	-1.6	BUILDING
4-star Hotels	31,490	21.7%	-1.5	BUILDING
5-star Hotels	19,486	16.8%	-1.1	BUILDING

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Management Responses

	RESPONDABLE REVIEWS	% TOTAL REVIEW RESPONSES Q1 2022	% TOTAL REVIEW REPONSES Q1 2021	YOY CHANGE	AVERAGE RESPONSE TIME	% POSITIVE REVIEW RESPONSES Q1 2022	% NEGATIVE REVIEW RESPONSES Q1 2022
Global	867,871	61.2%	60.2%	+1.0	3.8 days	63.7%	50.6%
3-star Hotels	217,120	52.7%	51.7%	+1.0	3.8 days	54.8%	46.4%
4-star Hotels	333,287	60.6%	59.0%	+1.6	3.8 days	62.9%	50.5%
5-star Hotels	261,136	69.1%	66.5%	+2.5	3.5 days	70.8%	57.8%

	RESPONDABLE REVIEWS	% TOTAL REVIEW RESPONSES Q1 2022	% TOTAL REVIEW REPONSES Q1 2021	YOY CHANGE	AVERAGE RESPONSE TIME	% POSITIVE REVIEW RESPONSES Q1 2022	% NEGATIVE REVIEW RESPONSES Q1 2022
Booking.com	271,809	56.2%	56.7%	-0.4	3.2 days	58.6%	49.5%
Google	259,761	57.1%	51.6%	+5.5	3.2 days	59.5%	44.5%
Tripadvisor	144,756	76.7%	80.4%	-3.7	4.4 days	78.4%	65.0%
Expedia	73,948	65.5%	64.7%	+0.8	3.8 days	65.9%	63.4%
Other	117,597	60.1%	63.4%	-3.3	4.6 days	62.7%	41.0%

All Regions

REGION	GRI Q1 2022	GRI Q1 2021	YOY CHANGE	POSiTIVE MENTIONS (%)	REVIEW VOLUME Q1 2022	REVIEW VOLUME Q1 2021	YOY CHANGE	YOY % CHANGE	MGMT RESPONSES Q1 2022	MGMT RESPONSES Q1 2021	YOY CHANGE
Global	84.6%	85.3%	-0.7	72.6%	1,351,098	922,070	+429,028	+46.5%	61.2%	60.2%	+1.0
Asia Pacific	86.8%	87.2%	- 0.4	79.2%	265,235	291,101	-25,859	-8.9%	64.5%	65.6%	-1.1
Europe	85.1%	85.4%	-0.3	73.2%	228,266	37,288	+190,978	+512.1%	58.6%	52.7%	+5.9
Latin America	84.9%	86.5%	-1.6	71.8%	278,216	163,691	+114,525	+69.9%	58.3%	62.4%	-4.1
Middle East & Africa	82.2%	82.6%	-0.4	77.3%	319,471	220,333	+99,138	+45.0%	71.6%	64.2%	+7.4
North America	83.9%	84.6%	-0.7	64.1%	258,900	208,797	+50,103	+23.9%	49.4%	46.0%	+3.4

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Asia Pacific: Global Review Index (GRI)

	AVERAGE GRI Q1 2022	AVERAGE GRI Q1 2021	CHANGE
Asia Pacific	86.8%	87.2%	- 0.4
3-star Hotels	83.9%	84.5%	-0.6
4-star Hotels	86.8%	87.0%	-0.2
5-star Hotels	89.3%	89.9%	-0.6

Asia Pacific: Review Volume & Source Indexes

SOURCE INDEX Q1 2022	SOURCE INDEX Q1 2021	YOY CHANGE
86.8%	87.2%	-0.4
86.7%	87.2%	-0.5
80.5%	80.6%	-0.1
92.1%	92%	+0.2
85.2%	85.5%	-0.3
90.1%	89.4%	+0.7
91.2%	91.1%	+0.1
-	-	-

% SHARE OF REVIEWS Q1 2022	% SHARE OF REVIEWS Q1 2021	YOY CHANGE
100%	100%	-
34.5%	30.4%	+4.1%
19.0%	13.9%	+5.1%
11.2%	13.5%	-2.3%
1.5%	1.2%	+0.3%
8.6%	7.3%	+1.3%
7.5%	7.4%	+0.1%
17.6%	26.3%	-8.7%

SOURCE	# REVIEWS ALL SOURCES Q1 2022	# REVIEWS ALL SOURCES Q1 2021	YOY CHANGE
TOTAL ASIA PACIFIC	265,235	291,101	-25,859
GOOGLE	91,505	88,517	+2,987
BOOKING.COM	50,489	40,548	+9,949
CTRIP	29,783	39,200	-9,417
EXPEDIA	4,009	3,434	+575
TRIPADVISOR	22,696	21,201	+1,495
TRIP.COM	20,003	21,505	-1,472
OTHER	46,750	76,696	-29,946

Asia Pacific: Department Indexes

ASIA PACIFIC	SERVICE Q1 2022	SERVICE Q1 2021	YOY CHANGE	ROOM Q1 2022	ROOMGRI Q1 2021	YOY CHANGE	LOCATION Q1 2022	LOCATION Q1 2021	YOY CHANGE
ASIA PACIFIC	88.3%	88.3%	0.0	87.3%	88.2%	-0.9	90.7%	89.5%	+1.2
GLOBAL	86.0%	87.7%	-1.7	84.5%	86.7%	-2.2	89.9%	91.1%	-1.2
3-STAR HOTELS	87.2%	88.1%	-1.0	84.4%	85.8%	-1.4	88.3%	88.3%	0.0
4-STAR HOTELS	86.7%	85.9%	+0.8	84.4%	84.5%	-0.1	89.0%	86.9%	+2.2
5-STAR HOTELS	89.5%	89.7%	-0.2	89.4%	90.4%	-1.0	92.0%	91.1%	+1.0

ASIA PACIFIC	VALUE Q1 2022	VALUE Q1 2021	YOY CHANGE	CLEANLINESS Q1 2022	CLEANLINESS Q1 2021	YOY CHANGE
ASIA PACIFIC	84.7%	85.5%	-0.8	88.9%	89.3%	-0.8
GLOBAL	81.2%	84.2%	-3.0	87.0%	89.2%	-2.2
3-STAR HOTELS	84.0%	84.7%	-0.7	84.8%	85.9%	-1.1
4-STAR HOTELS	82.1%	83.4%	-1.3	85.2%	85.6%	-0.4
5-STAR HOTELS	86.3%	86.7%	-0.4	91.9%	91.7%	+0.2

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Asia Pacific: Top 5 Categories Affecting GRI - Positive

STAFF	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
ASIA PACIFIC	35,795	87.5%	+0.4	staff
3-star Hotels	3,691	87.8%	+0.1	staff
4-star Hotels	10,685	88.7%	+0.5	staff
5-star Hotels	21,425	86.9%	+0.4	staff

EXPERIENCE	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
ASIA PACIFIC	39,123	87.1%	+0.6	stay
3-star Hotels	3,557	84.3%	+0.5	stay
4-star Hotels	10,949	86.8%	+0.6	stay
5-star Hotels	24,622	87.6%	+0.6	Stay

SERVICE	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
ASIA PACIFIC	42,665	87.8%	+0.6	Service
3-star Hotels	3,931	89.0%	+0.4	service
4-star Hotels	12,405	89.4%	+0.6	service
5-star Hotels	26,332	86.8%	+0.6	service

ESTABLISHMENT	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
ASIA PACIFIC	43,716	83.0%	+0.3	hotel
3-star Hotels	4,381	82.9%	+0.2	hotel
4-star Hotels	12,120	81.9%	+0.3	hotel
5-star Hotels	27,213	83.5%	+0.3	resort

FOOD & DRINKS	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
ASIA PACIFIC	59,617	80.1%	+0.4	Food
3-star Hotels	5,786	78.6%	+0.3	food
4-star Hotels	16,442	80.7%	+0.4	food
5-star Hotels	37,396	80.1%	+0.4	food

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Asia Pacific: Top 5 Categories Affecting GRI - Negative

ESTABLISHMENT	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
ASIA PACIFIC	8,974	17.0%	-0.7	Building
3-star Hotels	906	17.1%	-0.5	building
4-star Hotels	2,676	18.1%	-0.7	building
5-star Hotels	5,391	16.5%	-0.7	building

SERVICE	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
ASIA PACIFIC	5,936	12.2%	-0.6	Room service
3-star Hotels	485	11%	-0.4	Room service
4-star Hotels	1,464	10.6%	-0.5	Room service
5-star Hotels	3,987	13.2%	-0.7	Room service

ROOM	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
ASIA PACIFIC	20,260	29.7%	-1.2	Noise
3-star Hotels	3,548	37.3%	-1.3	noise
4-star Hotels	6,489	30.7%	-1.2	noise
5-star Hotels	10,224	27.2%	-1.1	noise

FOOD & DRINKS	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
ASIA PACIFIC	14,804	19.9%	-0.7	dish
3-star Hotels	1,579	21.4%	-0.5	Dining area
4-star Hotels	3,929	19.3%	-0.7	dish
5-star Hotels	9,294	19.9%	-0.7	Dining area

CLEANLINESS	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
ASIA PACIFIC	10,003	26.1%	-0.8	dirty
3-star Hotels	1,869	28.0%	-1.0	dirty
4-star Hotels	3,256	26.4%	-0.8	dirty
5-star Hotels	4,877	25.1%	-0.7	dirty

Asia Pacific: Management Responses

	RESPONDABLE REVIEWS	% TOTAL REVIEW RESPONSES Q1 2022	% TOTAL REVIEW REPONSES Q1 2021	YOY CHANGE	AVERAGE RESPONSE TIME	% POSITIVE REVIEW RESPONSES Q1 2022	% NEGATIVE REVIEW RESPONSES Q1 2022
Asia Pacific	189,428	64.5%	65.6%	-1.1	4 DAYS	62.6%	49.5%
3-star Hotels	27,225	63.2%	61.9%	+1.3	3.8 Days	68.0%	37.6%
4-star Hotels	57,015	65%	63%	+2.0	4.1 Days	67.0%	51.3%
5-star Hotels	105,142	65%	67.7%	-2.7	4.2 Days	66.7%	51.6%

	RESPONDABLE REVIEWS	% TOTAL REVIEW RESPONSES Q1 2022	% TOTAL REVIEW REPONSES Q1 2021	CHANGE	AVERAGE RESPONSE TIME	% POSITIVE REVIEW RESPONSES Q1 2022	% NEGATIVE REVIEW RESPONSES Q1 2022
Google	52,256	65.7%	59.3%	+6.4	3.4 days	68.1%	45.7%
Booking.com	24,487	44.8%	47.4%	-2.5	3.4 days	47.5%	37.6%
TripAdvisor	22,687	79.2%	86.1%	-6.9	4.5 days	80.0%	66.8%
Holiday check	20	20%	0%	+20	22.5 days	16.7%	-
Other	89,912	66.1%	68.7%	-2.6	4.8 days	67.0%	58.1%

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Europe: Global Review Index (GRI)

	GRI Q1 2022	GRI Q1 2021	CHANGE
Europe	85.1%	85.4%	-0.3
3-star Hotels	80.9%	81.0%	-0.1
4-star Hotels	85.0%	85.4%	-0.4
5-star Hotels	88.5%	88.9%	-0.4

Europe: Review Volume & Source Indexes

SOURCE	# REVIEWS ALL SOURCES Q1 2022	# REVIEWS ALL SOURCES Q1 2021	YOY CHANGE	YOY % CHANGE	% SHARE OF REVIEWS Q1 2022	% SHARE OF REVIEWS Q1 2021	YOY CHANGE	SOURCE INDEX Q1 2022	SOURCE INDEX Q1 2021	YOY CHANGE
TOTAL Europe	228,266	37,288	+190,978	+512.1%	-		-	85.1%	85.4%	-0.3%
GOOGLE	40,625	10,716	+29,909	+279.1%	17.8%	28.7%	-10.9	86.2%	87.1%	-0.9%
BOOKING.COM	145,760	17,267	+128,493	+744.2%	63.8%	46.3%	17.5	83.1%	83.%	-0.1%
CTRIP	69	17	+52	+305.8%	0.03%	0.05%	-0.02	85.8%	92.6%	-6.8%
TRIPADVISOR	19,327	3,356	+15,971	+475.8%	8.5%	9.0%	-0.4	83.6%	84.9%	-1.3%
TRIP.COM	150	51	+99	+194.1%	0.07%	0.1%	-0.07	90.6%	88.8%	+1.8%
OTHER	22,218	5,846	+16,342	+280.0%	5.7%	12.9%	-7.2	n/a	n/a	n/a
EXPEDIA	9,162	1,063	+8,099	+761.9%	4.0%	2.8%	1.1	86.1%	84.%	+1.5%

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Europe: Department Indexes

Europe	SERVICE Q1 2022	SERVICE Q1 2021	YOY CHANGE	ROOM Q1 2022	ROOM GRI Q1 2021	YOY CHANGE	LOCATION Q1 2022	LOCATION Q1 2021	YOY CHANGE
Europe	87.9%	88.6%	-0.7	85.5%	87.8%	-1.3	90.2%	91.1%	-0.9
GLOBAL	86.0%	87.7%	-1.7	84.5%	86.7%	-2.2	89.9%	91.1%	-1.2
3-STAR HOTELS	84.2%	85.1%	-0.9	80.4%	82.1%	-1.7	87.4%	88.9%	-1.5
4-STAR HOTELS	87.3%	88.0%	-0.7	85.6%	87.1%	-1.5	89.3%	90.0%	-0.7
5-STAR HOTELS	90.0%	90.4%	-0.4	89.8%	90.2%	-0.4	92.2%	92.8%	-0.6

Europe	VALUE Q1 2022	VALUE Q1 2021	YOY CHANGE	CLEANLINESS Q1 2022	CLEANLINESS Q1 2021	YOY CHANGE
Europe	83.1%	84.5%	-1.4	89.1%	90.2%	-1.1
GLOBAL	81.2%	84.2%	-3.0	87.0%	89.2%	-2.2
3-STAR HOTELS	81.0%	83.3%	-2.3	82.9%	85.6%	-2.7
4-STAR HOTELS	82.4%	84.4%	-2.0	88.0%	89.0%	-1.0
5-STAR HOTELS	84.5%	84.9%	-0.4	92.1%	92.3%	-0.2

Europe: Top 5 Categories Affecting GRI - Positive

EXPERIENCE	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Europe	38,157	82.7%	+0.9	EVERYTHING
3-star Hotels	7,724	81.0%	+1.0	EVERYTHING
4-star Hotels	13,031	81.2%	+0.5	EVERYTHING
5-star Hotels	17,486	84.5%	+0.8	EVERYTHING

Cleanliness	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Europe	34,180	73.1%	+0.4	Hygiene
3-star Hotels	10,009	68.9%	+0.7	Hygiene
4-star Hotels	13,475	72.2%	+0.5	Hygiene
5-star Hotels	10,773	78.6%	+0.2	Hygiene

STAFF	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Europe	54,299	89.2%	+0.9	STAFF
3-star Hotels	11,497	89.1%	+1.0	STAFF
4-star Hotels	19,819	88.4%	+0.9	STAFF
5-star Hotels	23,028	89.9%	+0.8	STAFF

FOOD & DRINKS	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Europe	89,387	74.3%	+0.4%	BREAKFAST
3-star Hotels	14,916	70.5%	+0.4%	BREAKFAST
4-star Hotels	29,742	72.5%	+0.4%	BREAKFAST
5-star Hotels	37,814	77.3%	+0.3%	FOOD

ESTABLISHMENT	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
Europe	49,744	80.9%	+0.4%	HOTEL
3-star Hotels	8,665	77.3%	+0.4%	HOTEL
4-star Hotels	17,615	80.2%	+0.5%	HOTEL
5-star Hotels	23,573	82.8%	+0.4%	HOTEL

Europe: Top 5 Categories Affecting GRI - Negative

ROOM	NEGATIVE MENTIONS Q1 2022		GRI IMPACT	TOP CONCEPT
Europe	40,768	39.7%	-2.5%	NOISE
3-star Hotels	13,205	48.0%	-3.0%	NOISE
4-star Hotels	16,619	40.0%	-2.7%	NOISE
5-star Hotels	11,054	32.6%	-1.9%	NOISE

CLEANLINESS	NEGATIVE MENTIONS Q1 2022		GRI IMPACT	TOP CONCEPT
Europe	12,598	26.9%	-1.3%	DIRTY
3-star Hotels	4,517	31.1%	-1.8%	DIRTY
4-star Hotels	5,195	27.9%	-1.5%	DIRTY
5-star Hotels	2,936	21.3%	-0.9%	DIRTY

FOOD & DRINKS	NEGATIVE MENTIONS Q1 2022		GRI IMPACT	TOP CONCEPT
Europe	28,553	25.7%	-1.4%	DINING AREA
3-star Hotels	6,252	29.5%	-1.3%	DINING AREA
4-star Hotels	11,280	27.5%	-1.4%	DINING AREA
5-star Hotels	11,116	22.7%	-1.5%	COFFEE

ESTABLISHMENT	NEGATIVE MENTIONS Q1 2022		GRI IMPACT	TOP CONCEPT
Europe	11,770	19.1%	-1.2%	POLICY
3-star Hotels	2,550	22.7%	-1,0%	BUILDING
4-star Hotels	4,353	19.8%	-1.2%	BUILDING
5-star Hotels	4,989	17.2%	-1.3%	POLICY

Value	NEGATIVE MENTIONS Q1 2022		GRI IMPACT	TOP CONCEPT
Europe	11,618	39.6%	-0.9	Payment
3-star Hotels	2,267	30.4%	-0.8	Payment
4-star Hotels	4,673	42.6%	-1.0	Payment
5-star Hotels	4,693	43.0%	-1.0	Price

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Europe: Management Responses

	RESPONDABLE REVIEWS	% TOTAL REVIEW REPONSES Q1 2022	% TOTAL REVIEW REPONSES Q1 2021	YOY CHANGE	AVERAGE RESPONSE TIME	% POSITIVE REVIEW RESPONSES Q1 2022	% NEGATIVE REVIEW RESPONSES Q1 2022
Europe	131,682	58.6%	52.7%	+5.9%	4 DAYS	59.8%	53.7%
3-star Hotels	33,725	47.3%	35.7%	+11.6%	3.9 DAYS	48.3%	43.4%
4-star Hotels	49,187	61.3%	53.0%	+8.3%	3.9 DAYS	61.3%	61.0%
5-star Hotels	49,876	63.7%	58.9%	+4.8%	4.1 DAYS	65.1%	55.3%

	RESPONDABLE REVIEWS	% TOTAL REVIEW REPONSES Q1 2022	% TOTAL REVIEW REPONSES Q1 2021	YOY CHANGE	AVERAGE RESPONSE TIME	% POSITIVE REVIEW RESPONSES Q1 2022	% NEGATIVE REVIEW RESPONSES Q1 2022
Google	26,527	52.6%	43.2%	9.4%	4.1 DAYS	53.4%	46.8%
Booking.com	74,803	58.4%	54.5%	3.9%	3.4 DAYS	59.7%	55.1%
TripAdvisor	19,386	71.2%	73.5%	-2.3%	4.6 DAYS	72.5%	62.8%
HolidayCheck	1,966	68.9%	68.5%	0.4%	5.2 DAYS	70.3%	58.6%
Other	9,000	51.2%	46.8%	4.4%	4.8 DAYS	51.8%	46.7%

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LATAM & Carib: Global Review Index (GRI)

	GRI Q1 2022	GRI Q1 2021	CHANGE
LATAM & Carib	84.9%	86.5%	-1.6
3-star Hotels	82.6%	84.3%	-1.7
4-star Hotels	85.8%	87.5%	-1.7
5-star Hotels	87.9%	88.9%	-1.0

LATAM & Carib: Review Volume & Source Indexes

SOURCE	# REVIEWS ALL SOURCES Q1 2022	# REVIEWS ALL SOURCES Q1 2021	CHANGE	CHANGE	% SHARE OF REVIEWS Q1 2022	% SHARE OF REVIEWS Q1 2021	CHANGE	SOURCE INDEX Q1 2022	SOURCE INDEX Q1 2021	CHANGE
TOTAL LATAM & Carib	279,318	162,251	117,067	+53.02%	-	-	-	84.9%	86.5%	-1.6
GOOGLE	86,824	51,897	34,927	+50.36%	31.08%	31.99%	-0.90	85.5%	88.3%	-2.8
BOOKING.COM	105,488	57,995	47,493	+58.10%	37.77%	35.74%	+2.02	83.0%	84.3%	-1.3
CTRIP	47	76	-29	-47.15%	0.02%	0.05%	-0.03	73.60%	93.10%	-19.5
TRIPADVISOR	46,748	23,572	23,176	+65.92%	16.74%	14.53%	+2.21	82.50%	84.30%	-1.8
TRIP.COM	134	92	42	+37.17%	0.05%	0.06%	-0.01	82.80%	93.90%	-11.1
OTHER	14,417	12,370	2,047	+15.28%	5.16%	7.62%	-2.46	-	-	-
EXPEDIA	25,660	16,249	9,411	+44.91%	9.19%	10.01%	-0.83	83.9%	84.3%	-0.4

LATAM & Carib: Department Indexes

LATAM & Carib	SERVICE Q1 2022	SERVICE Q1 2021	YOY CHANGE	ROOM Q1 2022	ROOM Q1 2021	CHANGE	LOCATION Q1 2022	LOCATION Q1 2021	YOY CHANGE
LATAM & Carib	85.5%	88.4%	-1.9	84.6%	85.7%	-1.1	90.9%	91.6%	-0.7
GLOBAL	86.0%	87.7%	-1.7	84.5%	86.7%	-2.2	89.9%	91.1%	-1.2
3-STAR HOTELS	83.3%	86.4%	-3.1	80.5%	82.6%	-2.1	88.9%	90.2%	-1.3
4-STAR HOTELS	86.5%	88.80%	-2.3	84.6%	85.8%	-1.2	90.9%	91.9%	-1.0
5-STAR HOTELS	90.1%	89.4%	0.7	92.6%	92.2%	0.4	92.6%	92.1%	0.5

LATAM & Carib	VALUE Q1 2022	VALUE Q1 2021	YOY CHANGE	CLEANLINESS Q1 2022	CLEANLINESS Q1 2021	YOY CHANGE
LATAM & Carib	81.6%	83.7%	-2.1	88.4%	89.7%	-1.3
GLOBAL	81.2%	84.2%	-3.0	87.0%	89.2%	-2.2
3-STAR HOTELS	79.1%	81.8%	-2.7	83.7%	86.3%	-2.6
4-STAR HOTELS	81.3%	83.6%	-2.3	88.7%	90.3%	-1.6
5-STAR HOTELS	84.6%	85.5%	-0.9	92.1%	91.0%	1.1

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LATAM & Carib: Top 5 Categories Affecting GRI - Positive

EXPERIENCE	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
LATAM & Carib	82,092	81.7%	+1.0%	EVERYTHING
3-star Hotels	17,275	77.9%	+1.0%	EVERYTHING
4-star Hotels	40,017	81.5%	+1.0%	EVERYTHING
5-star Hotels	24,800	85.0%	+0.9%	EVERYTHING

SERVICE	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
LATAM & Carib	48,256	77.2%	+0.5%	SERVICE
3-star Hotels	9,436	72.1%	+0.5%	SERVICE
4-star Hotels	24,222	76.4%	+0.5%	SERVICE
5-star Hotels	14,598	82.4%	+0.6%	SERVICE

STAFF	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
LATAM & Carib	74,807	83.7%	+0.5%	STAFF
3-star Hotels	16,513	81.0%	+0.4%	STAFF
4-star Hotels	37,047	83.0%	+0.5%	STAFF
5-star Hotels	21,247	87.4%	+0.5%	STAFF

FOOD & DRINKS	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
LATAM & Carib	147,158	74.6%	+0.3%	FOOD
3-star Hotels	30,288	68.8%	+0.3%	BREAKFAST
4-star Hotels	73,763	74.6%	+0.4%	FOOD
5-star Hotels	43,107	79.4%	+0.4%	BAR

Entertainment	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
LATAM & Carib	41,246	84.1%	+0.4	Animation Team
3-star Hotels	9,131	83.7%	+0.4	Entertainment
4-star Hotels	19,955	83.2%	+0.2	Animation Team
5-star Hotels	12,160	86.0%	+0.4	Animation Team

LATAM & Carib: Top 5 Categories Affecting GRI - Negative

ROOM	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
LATAM & Carib	49,015	45.1%	-2.6%	NOISE
3-star Hotels	18,894	52.9%	-3.2%	NOISE
4-star Hotels	22,597	43.4%	-2.6%	NOISE
5-star Hotels	7,524	36.0%	-1.9%	NOISE

CLEANLINESS	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
LATAM & Carib	21,118	35.1%	-1.6%	DIRTY
3-star Hotels	8,359	43.0%	-2.1%	DIRTY
4-star Hotels	9,546	33.0%	-1.6%	DIRTY
5-star Hotels	3,177	27.1%	-1.1%	DIRTY

ESTABLISHMENT	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
LATAM & Carib	21,446	22.7%	-1.8%	HOTEL
3-star Hotels	6,380	28.7%	-1.8%	BUILDING
4-star Hotels	10,628	22.3%	-1.9%	HOTEL
5-star Hotels	4,438	18.2%	-1.6%	HOTEL

FOOD & DRINKS	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
LATAM & Carib	50,061	25.4%	-2.1%	DINING AREA
3-star Hotels	13,748	31.2%	-2.0%	DINING AREA
4-star Hotels	25,108	25.4%	-2.2%	DINING AREA
5-star Hotels	11,205	20.6%	-2.0%	BUFFET

EXPERIENCE	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
LATAM & Carib	18,275	18.3%	-1.5	Guest
3-star Hotels	4,889	22.1%	-1.5	Guest
4-star Hotels	9.030	18.5%	-1.6	Guest
5-star Hotels	4,356	15.0%	-1.4	Guest

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LATAM & Carib: Management Responses

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LATAM & Carib	190,181	58.3%	62.4%	-4.1%	4.1 DAYS	59.5%	52.5%
3-star Hotels	58,972	47.2%	49.1%	-1.9%	4.2 DAYS	46.8%	47.9%
4-star Hotels	89,419	63.3%	65,5%	-2.2%	3.6 DAYS	64.9%	55.0%
5-star Hotels	41,790	63.0%	73.1%	-10.1%	4.8 DAYS	63.7%	58.0%

	RESPONDABLE REVIEWS	% TOTAL REVIEW RESPONSES Q1 2022	% TOTAL REVIEW REPONSES Q1 2021	YOY CHANGE	AVERAGE RESPONSE TIME	% POSITIVE REVIEW RESPONSES Q1 2022	% NEGATIVE REVIEW RESPONSES Q1 2022
Google	59,527	44.4%	50.7%	-6.3%	3.9 DAYS	43.9%	46.2%
Booking.com	60,143	51.3%	57.8%	-6.5%	3.2 DAYS	54.2%	42.7%
TripAdvisor	47290	81.3%	83.6%	-2.3%	4.4 DAYS	82.5%	73.2%
HolidayCheck	818	48.5%	73.2%	-24.7%	5.5 DAYS	45.7%	49.1%
Other	22,409	66.1%	69.0%	-2.9%	3.9 DAYS	65.6%	67.4%

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MEA: Global Review Index (GRI)

	AVERAGE GRI Q1 2022	AVERAGE GRI Q1 2021	CHANGE
MEA	82.2%	82.6%	-0.4
3-star Hotels	77.3%	78.4%	-1.1
4-star Hotels	80.2%	80.8%	-0.6
5-star Hotels	88.1%	87.7%	+0.4

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MEA: Review Volume & Source Indexes

SOURCE	# REVIEWS ALL SOURCES Q1 2022	# REVIEWS ALL SOURCES Q1 2021	YOY CHANGE	CHANGE %	% SHARE OF REVIEWS 2022	% SHARE OF REVIEWS 2021	YOY CHANGE	SOURCE INDEX Q1 2022	SOURCE INDEX Q1 2021	YOY CHANGE
TOTAL MEA	319,471	220,333	+99,138	+45.0%	-	-	-	82.2%	82.6%	-0.4
GOOGLE	114,109	72,834	+41,275	+56.7%	35.7%	33.0%	+2.7	83.7%	84.1%	-0.4
BOOKING .COM	154,407	104,256	+50,151	+48.1%	48.3%	47.3%	+1.0	78.8%	79.2%	-0.4
CTRIP	174	279	-105	-37.6%	0.1%	0.1%	-	86.6%	90.1%	-3.6%
EXPEDIA	4,210	2,192	+2,018	+92.0%	1.3%	1.0%	+0.3	81.5%	82.1%	-0.5
TRIPADVISOR	29,725	17,745	+11,980	+67.6%	9.3%	8.1%	+1.2	88.0%	88.5%	-0.4
TRIP.COM	323	315	+8	+2.5%	0.1%	0.1%	-	85.5%	90.0%	-4.5
OTHER	16,523	22,712	-6,189	-27.5%	5.2%	10.3%	-5.1			

MEA: Department Indexes

MEA	SERVICE Q1 2022	SERVICE Q1 2021	YOY CHANGE	ROOM Q1 2022	ROOM GRI Q1 2021	YOY CHANGE	LOCATION Q1 2022	LOCATION Q1 2021	YOY CHANGE
MEA	87.9%	89.0%	-1.1	84.4%	86.3%	-1.9	88.6%	90.6%	-2.0
GLOBAL	86.0%	87.7%	-1.7	84.5%	86.7%	-2.2	89.9%	91.1%	-1.2
3-STAR HOTELS	84.1%	87.7%	-3.6	80.0%	83.4%	-3.4	86.3%	90.5%	-4.2
4-STAR HOTELS	86.4%	87.8%	-1.4	82.0%	83.8%	-1.9	86.7%	88.6%	-1.9
5-STAR HOTELS	90.1%	90.1%	-	87.2%	88.5%	-1.3	90.6%	91.8%	-1.3

MEA	VALUE Q1 2022	VALUE Q1 2021	YOY CHANGE	CLEANLINESS Q1 2022	CLEANLINESS Q1 2021	YOY CHANGE
MEA	83.9%	86.0%	-2.1	87.1%	89.1%	-2.1
GLOBAL	81.2%	84.2%	-3.0	87.0%	89.2%	-2.2
3-STAR HOTELS	82.5%	85.1%	-2.7	83.3%	86.8%	-3.5
4-STAR HOTELS	81.6%	83.9%	-2.3	84.0%	86.2%	-2.2
5-STAR HOTELS	85.5%	87.2%	-1.7	90.0%	91.0%	-1.1

MEA: Top 5 Categories Affecting GRI - Positive

EXPERIENCE	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
MEA	59,533	86.2%	+0.9	EVERYTHING
3-star Hotels	7,891	82.7%	+1.1	STAY
4-star Hotels	17,250	83.8%	+0.9	EVERYTHING
5-star Hotels	34,397	88.3%	+0.8	EVERYTHING

SERVICE	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
MEA	35,081	82.9%	+0.6	SERVICE
3-star Hotels	4,512	78.6%	+0.7	SERVICE
4-star Hotels	9,189	78.5%	+0.5	SERVICE
5-star Hotels	21,372	85.8%	+0.6	SERVICE

STAFF	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
MEA	71,595	88.3%	+0.8	STAFF
3-star Hotels	10,586	87.1%	+1.1	STAFF
4-star Hotels	22,690	86.4%	+0.9	STAFF
5-star Hotels	38,408	89.7%	+0.7	STAFF

ESTABLISHMENT	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI I MPACT	TOP CONCEPT
MEA	70,427	82.3%	+0.7	HOTEL
3-star Hotels	9,861	79.1%	+0.9	HOTEL
4-star Hotels	22,009	80.2%	+0.7	HOTEL
5-star Hotels	38,543	84.4%	+0.5	HOTEL

CLEANLINESS	POSITIVE MENTIONS Q1 2022	POSITIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
MEA	48,066	75.0%	+0.6	Hygiene
3-star Hotels	9,465	70.3%	+1.1	Hygiene
4-star Hotels	17,811	71.7%	+0.2	Hygiene
5-star Hotels	20,871	80.3%	+0.3	Hygiene

MEA: Top 5 Categories Affecting GRI - Negative

ROOM	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
MEA	31,414	36.7%	-1.7	NOISE
3-star Hotels	6,636	43.2%	-2.1	NOISE
4-star Hotels	12,415	39.6%	-1.9	NOISE
5-star Hotels	12,436	31.9%	-1.4	NOISE

ESTABLISHMENT	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
MEA	15,156	17.7%	-1.2	BUILDING
3-star Hotels	2,606	20.9%	-1.3	BUILDING
4-star Hotels	5,443	19.8%	-1.3	BUILDING
5-star Hotels	7,143	15.6%	-1.1	BUILDING

FOOD & DRINKS	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
MEA	25,457	20.0%	-1.1	BREAKFAST
3-star Hotels	3,775	25.0%	-0.9	DINING ROOM
4-star Hotels	9,234	24.3%	-1.2	BREAKFAST
5-star Hotels	12,486	16.8%	-1.1	BREAKFAST

STAFF	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
MEA	9,459	11.7%	-0.9	Communication
3-star Hotels	1,558	12.8%	-1.0	Management
4-star Hotels	3,564	13.6%	-1.0	Communication
5-star Hotels	4,385	10.3%	-0.8	Communication

CLEANLINESS	NEGATIVE MENTIONS Q1 2022	NEGATIVE MENTIONS % Q1 2022	GRI IMPACT	TOP CONCEPT
MEA	16,058	25.0%	-1.3	DIRTY
3-star Hotels	4,002	29.7%	-1.8	DIRTY
4-star Hotels	7,022	28.3%	-1.6	DIRTY
5-star Hotels	5,138	19.7%	-0.9	DIRTY

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MEA: Management Responses

	RESPONDABLE REVIEWS	% TOTAL REVIEW REPONSES Q1 2022	% TOTAL REVIEW REPONSES Q1 2021	YOY CHANGE	AVERAGE RESPONSE TIME	% POSITIVE REVIEW RESPONSES Q1 2022	% NEGATIVE REVIEW RESPONSES Q1 2022
MEA	198,651	71.6%	64.2%	+7.4	2.9 days	76.1%	52.2%
3-star Hotels	36,399	64.1%	56.1%	+7.9	3 days	72.0%	41.2%
4-star Hotels	68,012	64.5%	61.9%	+2.6	3.7 days	69.3%	48.1%
5-star Hotels	95,219	79.0%	68.6%	+10.5	2.5 days	81.3%	65.7%

	RESPONDABLE REVIEWS	% TOTAL REVIEW REPONSES Q1 2022	% TOTAL REVIEW REPONSES Q1 2021	YOY CHANGE	AVERAGE RESPONSE TIME	% POSITIVE REVIEW RESPONSES Q1 2022	% NEGATIVE REVIEW RESPONSES Q1 2022
Google	78,014	73.6%	56.9%	+16.6	2.4 days	78.0%	43.7%
Booking.com	74,729	67.3%	67.3%	-	2.4 days	71.5%	56.5%
TripAdvisor	29,695	85.6%	85.2%	+0.3	3.8 days	86.8%	69.4%
HolidayCheck	6,087	88.0%	63.4%	24.5	3.6 days	89.7%	72.0%
Other	10,111	37.6%	37.4%	+0.2	5.3 days	41.3%	25.5%

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North America: Global Review Index™ (GRI)

	GRI Q1 2022	GRI Q1 2021	CHANGE
North America	83.9%	84.6%	-0.7
3-star Hotels	81.6%	82.8%	-1.2
4-star Hotels	85.1%	85.2%	-0.1
5-star Hotels	87.2%	88.2%	-1.0

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North America: Review Volume & Source Indexes

SOURCE	Review Volume Q1 2022	Review Volume Q1 2021	YOY CHANGE	CHANGE %	Review Share Q1 2022	Review Share Q1 2021	YOY CHANGE	SOURCE INDEX Q1 2022	SOURCE INDEX Q1 2021	YOY CHANGE
TOTAL North America	258,900	208,797	+50,103	+23.9%	--	-	-	-	-	
GOOGLE	68,503	54,225	+14,278	+26.3%	26.4%	25.9%	+0.5	83.0%	85.3%	-2.3
BOOKING.COM	74,478	49,809	+24,669	+49.5%	28.7%	23.9%	+4.8	82.5%	83.1%	-0.6
CTRIP	391	479	-88	-18.3%	0.2%	0.2%	-	86.9%	91.6%	-4.7
TRIPADVISOR	25,664	14,869	+10,795	+72.6%	9.9%	7.1%	+2.8	77.7%	80.5%	-2.8
EXPEDIA	56,368	50,897	+5,471	+10.7%	21.7%	24.3%	-2.6	85.3%	84.8%	+0.5
TRIP.COM	229	140	+89	+63.5%	0.1%	0.1%	-	88.4%	91.0%	-2.6
OTHER	33,267	38,378	-5,111	-13.3%	12.8%	18.3%	-5.5	N/A	N/A	N/A

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North America: Department Indexes

North America	SERVICE Q1 2022	SERVICE Q1 2021	YOY CHANGE	ROOM Q1 2022	ROOM Q1 2021	CHANGE	LOCATION Q1 2022	LOCATION Q1 2021	YOY CHANGE
North America	81.9%	84.8%	-2.9	81.0%	85.5%	-4.5	89.6%	92.6%	-3.0
GLOBAL	86.0%	87.7%	-1.7	84.5%	86.7%	-2.2	89.9%	91.1%	-1.2
3-STAR HOTELS	77.8%	81.8%	-4.0	74.8%	82.2%	-7.4	85.4%	90.0%	-4.6
4-STAR HOTELS	83.1%	85.3%	-2.2	84.1%	86.2%	-2.1	92.2%	93.4%	-1.1
5-STAR HOTELS	87.7%	88.7%	-1.0	89.8%	90.8%	-1.0	94.4%	95.3%	-0.9

North America	VALUE Q1 2022	VALUE Q1 2021	YOY CHANGE	CLEANLINESS Q1 2022	CLEANLINESS Q1 2021	YOY CHANGE
North America	76.4%	82.1%	-5.7	83.6%	87.8%	-4.2
GLOBAL	81.2%	84.2%	-3.0	87.0%	89.2%	-2.2
3-STAR HOTELS	71.9%	80.5%	-8.6	76.8%	84.2%	-7.4
4-STAR HOTELS	79.5%	83.0%	-3.5	87.0%	88.4%	-1.4
5-STAR HOTELS	80.7%	82.6%	-1.9	93.1%	92.4%	+0.7

North America: Top 5 Categories Affecting GRI - Positive

EXPERIENCE	POSITIVE MENTIONS Q1 2022	% Positive Q1 2022	GRI IMPACT	TOP CONCEPT
North America	55,852	76.9%	+1.1	Everything
3-star Hotels	20,566	74.5%	+1.1	Everything
4-star Hotels	28,217	78.1%	+1.1	Everything
5-star Hotels	6,585	79.2%	+0.1	Stay

FOOD & DRINKS	POSITIVE MENTIONS Q1 2022	% Positive Q1 2022	GRI IMPACT	TOP CONCEPT
North America	62,738	72.6%	+0.5	Restaurant
3-star Hotels	23,536	71.4%	+0.5	Breakfast
4-star Hotels	30,739	73.0%	+0.5	Restaurant
5-star Hotels	7,899	74.4%	+0.5	Food

CLEANLINESS	POSITIVE MENTIONS Q1 2022	% Positive Q1 2022	GRI IMPACT	TOP CONCEPT
North America	39,863	57.9%	+0.5	Hygiene
3-star Hotels	18,342	53.7%	+0.6	Hygiene
4-star Hotels	19,056	61.5%	+0.4	Hygiene
5-star Hotels	2,328	65.9%	+0.2	Hygiene

STAFF	POSITIVE MENTIONS Q1 2022	% Positive Q1 2022	GRI IMPACT	TOP CONCEPT
North America	47,714	80.0%	+0.8	Staff
3-star Hotels	17,696	78.7%	+0.8	Staff
4-star Hotels	24,263	81.0%	+0.8	Staff
5-star Hotels	5,388	79.5%	+0.7	Staff

LOCATION	POSITIVE MENTIONS Q1 2022	% Positive Q1 2022	GRI IMPACT	TOP CONCEPT
North America	60,105	88.7%	+0.4	Location
3-star Hotels	23,790	87.3%	+0.4	Location
4-star Hotels	31,499	90.0%	+0.5	Location
5-star Hotels	4,599	87.8%	+0.5	Location

North America: Top 5 Categories Affecting GRI - Negative

ROOM	NEGATIVE MENTIONS Q1 2022	% Negative Q1 2022	GRI IMPACT	TOP CONCEPT
North America	57,974	47.9%	-4.0	Noise
3-star Hotels	27,085	52.4%	-4.5	Noise
4-star Hotels	27,160	45.7%	-3.8	Noise
5-star Hotels	3,544	37.9%	-3.0	Noise

VALUE	NEGATIVE MENTIONS Q1 2022	% Negative Q1 2022	GRI IMPACT	TOP CONCEPT
North America	24,733	53.2%	-2.0	Payment
3-star Hotels	9,676	50.8%	-1.8	Payment
4-star Hotels	12,476	55.0%	-2.0	Payment
5-star Hotels	2,525	54.8%	-2.5	Price

CLEANLINESS	NEGATIVE MENTIONS Q1 2022	% Negative Q1 2022	GRI IMPACT	TOP CONCEPT
North America	28,984	42.1%	-2.7	Dirty
3-star Hotels	15,780	46.3%	-3.4	Dirty
4-star Hotels	11,939	38.5%	-2.3	Dirty
5-star Hotels	1,206	34.1%	-1.6	Dirty

ESTABLISHMENT	NEGATIVE MENTIONS Q1 2022	% Negative Q1 2022	GRI IMPACT	TOP CONCEPT
North America	20,008	27.2%	-2.1	Resort
3-star Hotels	8,444	32.6%	-2.1	Resort
4-star Hotels	9,453	24.8%	-2.0	Resort
5-star Hotels	2,041	22.3%	-2.6	Establishment

EXPERIENCE	NEGATIVE MENTIONS Q1 2022	% Negative Q1 2022	GRI IMPACT	TOP CONCEPT
North America	16,800	23.1%	-2.0	Guest
3-star Hotels	7,038	25,5%	-2.0	Guest
4-star Hotels	7,929	22.0%	-1.0	Guest
5-star Hotels	1,727	20.8%	-2.2	Guests

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North America: Management Responses

	RESPONDABLE REVIEWS	% TOTAL REVIEW REPONSES Q1 2022	% TOTAL REVIEW REPONSES Q1 2021	YOY CHANGE	AVERAGE RESPONSE TIME Q1 2022	% POSITIVE REVIEW RESPONSES Q1 2022	% NEGATIVE REVIEW RESPONSES Q1 2022
North America	158,099	49.4%	46.0%	+3.4	3.9 Days	50.1%	46.8%
3-star Hotels	66,181	48.8%	45.9%	+2.9	3.9 Days	48.4%	49.4%
4-star Hotels	78,555	49.9%	46.1%	+3.8	3.8 Days	51.4%	44.1%
5-star Hotels	12,412	48.8%	45.5%	+3.3	5.0 Days	49.3%	46.4%

Top 4 sources North Amercia	RESPONDABLE REVIEWS	% TOTAL REVIEW REPONSES Q1 2022	% TOTAL REVIEW REPONSES Q1 2021	YOY CHANGE	AVERAGE RESPONSE TIME Q1 2022	% POSITIVE REVIEW RESPONSES Q1 2022	% NEGATIVE REVIEW RESPONSES Q1 2022
Google	43,496	37.5%	36.2%	+1.3	3,6 days	36.7%	42.9%
Booking	37,679	45.4%	41.9%	+3.5	2.8 days	45.5%	44.0%
TripAdvisor	25,664	59.6%	63.2%	-3.6	5.3 days	62.7%	57.0%
Expedia	27,519	64.4%	61.9%	_2.5	3.5 days	65.5%	62.1%
Other	8,507	21.3%	23.2%	-1.9	3.0 days	21.5%	19.2%

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