

2024

Summer
**GUEST
SENTIMENT**
Report

3RD EDITION

**Travel
Media
GROUP**

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INTRODUCTION

The summer of 2024 has been nothing short of spectacular for the hotel industry, with travelers flocking to destinations worldwide and sharing their experiences online. With more than **3.3 million reviews** containing over 14.1 million guest sentiment tags across 25 online review websites, there is no doubt the summer season was a hot one.

By analyzing 25 different tags, we have gathered the key trends and sentiments that shaped the summer. This information will provide hoteliers with the information they need to make informed decisions as they prepare for the rest of the year and next summer.

Analyzing and applying this data to hotel business strategies offers deeper insights into traveler preferences, helping to boost revenue across hotel portfolios or individual properties while enhancing the overall guest experience.



SUNNY DAYS & POSITIVE GUEST SENTIMENT



56%
of sentiment
are positive

This summer, guests were all about enjoying their vacation and sharing their experiences online. With 56% of sentiment being positive, it's clear that travelers enjoyed their getaways. 22% of sentiments were negative, and the remaining 22% of neutral sentiments reflect guests' mixed experiences, offering hoteliers valuable insights into how they can turn an average stay into a great one.

It is evident that hoteliers continue to deliver exceptional service despite the staffing shortage, with only 22% negative sentiments.

Although it is important to capitalize on aspects that received the most positive feedback and find ways to enhance them further, analyzing negative and neutral feedback can reveal underlying issues that may not be immediately obvious.



Booking.com
 captured the
 highest number
 of sentiments this
 summer, just over
3.5 million

Booking.com

THE DOUBLE-EDGED SWORD OF GUEST SENTIMENT

Booking.com continues to be a powerhouse in generating guest feedback, with the platform capturing the highest number of sentiments this summer, just over 3.5 million. The reason? Booking.com's scoring system and its push for both positive and negative sentiments make it easy for guests to share their thoughts.

Each review score is between 1 and 10. Guests can also give separate "subscores" for specific travel experience aspects, such as location, cleanliness, staff, facilities, and more. The subscores and overall scores are submitted independently, so there is no direct link between them.

For hoteliers, understanding the dual nature of this platform is crucial for navigating guest feedback and making strategic adjustments. Many reviews include positive sentiment and one minor negative sentiment, but paying attention to both is extremely important.

B.



THE SUMMER STAFFING STRAIN

As hotels reached full capacity this summer, the pressure on staff became more evident. While the industry has faced ongoing staffing challenges, the intense demands of the peak season have highlighted the need for strategies to better support employees and maintain service standards.

While hoteliers have done their best to maintain high standards, **the summer of 2024 reminded us that staffing challenges can directly impact guest satisfaction.**

Addressing these concerns will be key as the industry prepares for future busy seasons.



To mitigate negative sentiment related to staffing, hoteliers could cross-train staff to handle multiple roles, implement more efficient processes, or even hire temporary staff during the busiest months. Transparency with guests about any potential delays or challenges can also help manage expectations and reduce dissatisfaction.

TURN PRAISE INTO POSTS

One of the standout trends this summer was the surge in positive sentiment around hotel amenities, particularly pools. With over 160k positive sentiments recorded, it's clear that guests enjoy cooling off during their summer stays, especially when the accommodations are superior.


There is no better way to capitalize on this trend than by showcasing these positive sentiments on social media, turning guest praise into powerful marketing content.



Hoteliers can seize this opportunity by actively promoting positive guest feedback on their social media channels.

Visual content can be particularly effective in showcasing the appeal of a hotel's amenities. Encouraging guests to tag the hotel in their posts or share their experiences using a branded hashtag can amplify the property's online presence.

THE SUMMER STRESS TEST



The summer of 2024 served as the ultimate stress test for hotels, with properties operating at full capacity and facing heightened guest expectations. While this intense period can highlight weaknesses, it also presents a golden opportunity to identify what guests truly love about a hotel.

Now that the summer rush has subsided, hoteliers should conduct a thorough review of the feedback received during this period.

Identifying recurring issues and taking corrective action will help prevent these from becoming long-term challenges.

Additionally, the aspects of the guest experience that received the most praise should be highlighted and enhanced. By focusing on these strengths, hotels can ensure they continue to attract and delight guests, even as occupancy levels fluctuate.

CONCLUSION

The summer of 2024 provided valuable insights into guest experiences, highlighting the industry's successes and challenges. By analyzing this data and implementing it into their strategy, hoteliers can better understand traveler needs, drive revenue, and improve the guest experience heading into Q4. Let's recap the main highlights:

- 1** With 56% of sentiment being positive, it's clear that travelers enjoyed their getaways. 22% of sentiments were negative, and the remaining 22% of neutral sentiments reflect guests' mixed experiences, offering hoteliers valuable insights into how they can turn an average stay into a great one.
- 2** Booking.com continues to be a powerhouse in generating guest feedback. This summer, the platform captured just over 3.5 million sentiments.
- 3** While hoteliers have done their best to maintain high standards, the summer of 2024 reminded us that staffing challenges can directly impact guest satisfaction. Addressing these concerns will be key as the industry prepares for future busy seasons.
- 4** There is no better way to capitalize on this trend than by showcasing these positive sentiments on social media, turning guest praise into powerful marketing content. Hoteliers can seize this opportunity by actively promoting positive guest feedback on their social media channels.
- 5** The summer of 2024 served as the ultimate stress test for hotels, with properties operating at full capacity and facing heightened guest expectations. Now that the summer rush has subsided, hoteliers should conduct a thorough review of the feedback received during this period.

If you are interested in Travel Media Group's solutions, please reach out to us today!

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