

2024

Fall Guest Sentiment Report

2ND EDITION



Travel
Media
GROUP

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Introduction

The fall season experienced some monumental amounts of online guest feedback across 23 review websites and 25 guest sentiment tags. Travelers from all over the world gave a significant amount of insights into their hotel stays throughout the season totaling 2.7M reviews with sentiment which is a 500k increase from last year! Within these reviews, there is a combined total of 11.3 million guest sentiment tags which represents 1.3M additional tags compared to 2023. A trend shown this year, which repeated last year, is that September saw the highest volume of reviews at 960k guest reviews.

In this report, we present the most impactful and insightful guest sentiment trends from September to November to help hotels and hotel management groups make better-informed operational and digital marketing decisions.

Guest sentiment analysis continues to be one of the most reliable sources for how travelers feel about their hotel experiences during defined periods of the year and helps depict the current state of the hospitality industry.

Business Travel is Back



Using social media to promote and raise awareness of your business center, conference rooms, and high-speed internet is an excellent way to encourage business travel to your property

As the season changes from summer to fall and school is back in session across the country, business travel is also back in full swing. Highlighting hotel business amenities is an important aspect of your hotel properties. Using social media to promote and raise awareness of your business center, conference rooms, and high-speed internet is an excellent way to encourage business travel to your property

Our guest sentiment data shows that the sentiment tag “Internet” received a 2:1 negative to positive ratio which signals that hoteliers need to be aware of the impact that hotel wi-fi can have on travelers and their guest experience. If your property does not have business areas, it is still viable to consider the hotel lobby or other quiet spaces on the property that can accommodate business travelers or remote workers. The “Business Amenities” sentiment tag saw a slight decrease in overall sentiment tag volume in comparison to 2023, but it still received a staggering total of almost 3k sentiment tag mentions! One of the best ways to improve your hotel’s online reputation is by ensuring that topics like the internet are taken care of before guest arrival.

Booking.com is Booming

B. Booking.com brought in some strong guest sentiment numbers this fall season with a total of over **2.5M tags** with 😊 1.26M of those being positive, 😐 682k neutral, and 😞 606k negative.

In addition to the robust review numbers, in 2025 Booking.com will be rolling out a brand-new guest review score update that changes the way guest reviews are weighted on their platform.

In short, this update gives more recent and relevant reviews on Booking.com more weight and priority over those that are a bit dated to give travelers a better idea of what a hotel property is like at that recent time.

Be sure to check out the Suite Spot Podcast | Episode 152 to hear from Booking.com Senior Product Manager Laura Xhaferaj. Tune in to the podcast on YouTube or any major streaming service to get all the details and data-driven insights on how the guest review score update will affect your hotel properties.



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Understanding Booking.com's Guest Review Score Update

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Food Offerings: Key to Success

Unsurprisingly, food and dining options are core components of a traveler's stay. Satisfactory meals and unique dining experiences are key elements of a hotel, and guests do plenty of pre-stay research on what restaurants or grab-n-go items there are before booking their stay.

Fall 2024 saw a surge of guest sentiment tags regarding the food, meal, and breakfast tags.

These three F&B topics combined accounted for 1.8M sentiment tags overall, which demonstrates that a hotel's F&B programming plays a key role in the overall guest experience and can have major impacts on your hotel's overall online reputation.

Guests are looking for specific places like breakfast bars, fine dining restaurants, cafes, and other food locations to seek their teeth in while enjoying their hotel stay. Social media is a fantastic tool for promoting these pieces of your hotel, bolstering your hotel's online reputation, and peaking interest.

Location and the Change of Scenery



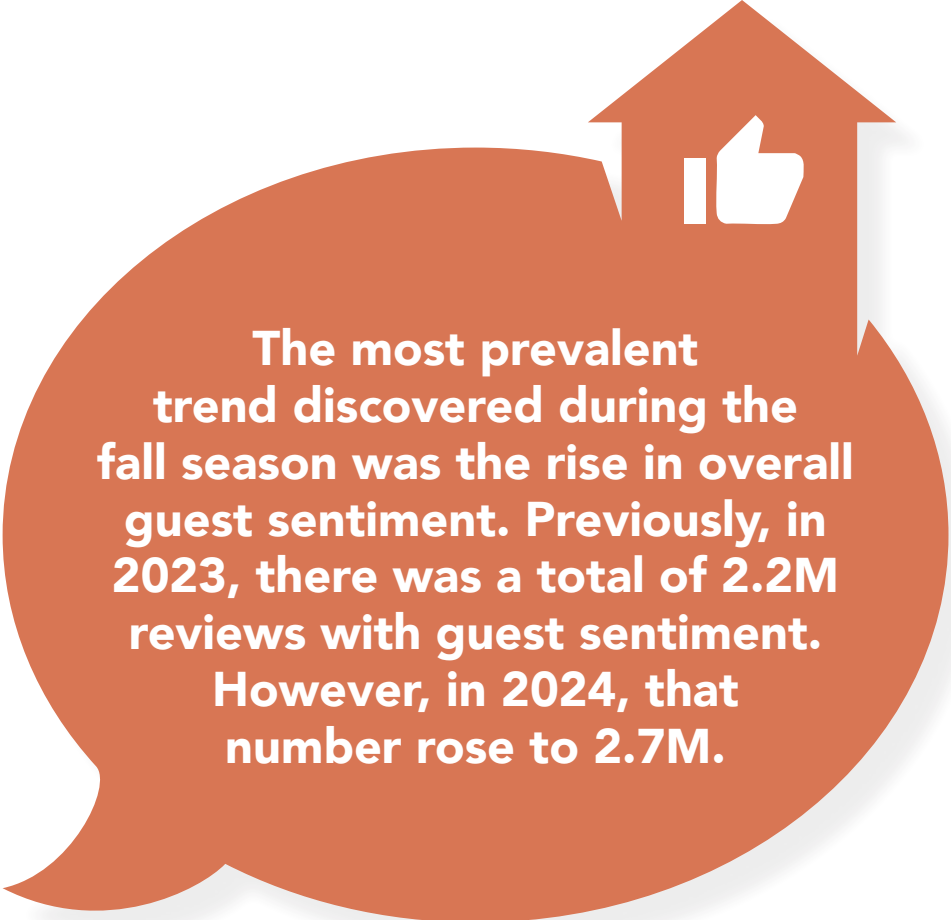
The sentiment tag “location” saw just under 1M overall mentions, remaining a top three tag due to the growing interest among travelers eager to experience the seasonal shift from summer to fall.

As the weather cools and the leaves change, outdoor activities become more appealing, with many people seeking new destinations to enjoy nature’s transformation. Whether it’s a weekend getaway to a scenic national park, a hiking trip in the mountains, or visiting a cozy fall festival, the “location” tag highlights the growing demand for outdoor exploration during this time of year.

Also, the beginning of the football sports season significantly influences fall travel, encouraging guests to attend events and potentially visit other local attractions such as pumpkin patches, haunted houses, and hay rides. The need to travel and see the change in fall foliage is another powerful factor driving a boost in guest sentiment for “location.”



Upward Trend of Sentiment Feedback



The most prevalent trend discovered during the fall season was the rise in overall guest sentiment. Previously, in 2023, there was a total of 2.2M reviews with guest sentiment. However, in 2024, that number rose to 2.7M.



As the travel industry enters the historically slower winter season, guest sentiment feedback becomes increasingly crucial for hoteliers. With fewer guests during slower months, this fall period offers a unique opportunity to address feedback and improve reputation before the quieter season sets in. Over time, travelers are sharing more detailed insights, making it essential for hoteliers to actively monitor and respond to guest reviews.

Addressing concerns and enhancing the guest experience can significantly impact future bookings and online reputation. A proactive approach to guest feedback allows hoteliers to refine their service and ensure that positive impressions carry through the slow season, ultimately shaping future success.

Conclusion

This year's fall season contained some really insightful and impactful pieces of guest sentiment from travelers. Let's take a look at the key takeaways presented in the TMG 2024 Fall Guest Sentiment Report:

- Business travel is back and stronger than ever. Knowing how to highlight business amenities such as high-speed wifi and work spaces to travelers will help improve your hotel's online reputation and attract more bookings from remote workers and others in this segment.
- Booking.com continues to see high traffic on the platform, as evidenced by a high volume of reviews. Additionally, they are rolling out a guest review score update that will help hoteliers and travelers alike get a more accurate and relevant picture of what the hotel experience is like today and how it can improve.
- Sentiment tags "Food/Meal" and "Breakfast" combined for 1.8M guest sentiment tags. F&B continues to be a vital piece of the hotel experience; more and more hotels are finding ways to manage their F&B reputation online. Travelers want to know about a hotel's dining options and experience.
- "Location" received just shy of 1M guest sentiment mentions. Due to factors like cooler weather, football season, and fall activities, travelers want to get outdoors and stay at hotels in prime locations.
- Overall, guest sentiment feedback is on the rise. Compared to fall 2023, there was an increase of 500k guest reviews across all review websites. This signals that the hospitality industry is in a healthy state and that fall is the perfect time to take a second look at improving your online reputation.

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

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