Winter
Guest
Sentiment
Report 2024

Travel
Media
G R O U P

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Introduction

The winter season of 2024-25 revealed insightful guest sentiment trends as travelers continued booking stays and sharing their experiences online. Our latest data reports an impressive **1.75 million guest sentiment tags and 7.1 million overall guest reviews across major review platforms.**

Guest sentiment remains one of the most valuable tools for understanding traveler feedback: where they leave it, what they say, and how they feel about their stays. Hoteliers can utilize this data to improve guest experiences, respond effectively to reviews, strengthen their market position, and drive revenue.

By analyzing feedback from **24 top online review sources and categorizing it into 25 sentiment tags,** we've uncovered key insights that will help hoteliers set the right expectations and make data-driven decisions for their properties.

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A Look Back

This winter season, guest sentiment trends remained steady, with **Q4 2024 seeing similar overall online review and sentiment tag volumes compared to last year.** Despite economic challenges continuing to impact consumer spending, travel demand held strong, proving that guests are still prioritizing hotel stays during this pivotal time of year.

While inflation and high hotel rates remain a concern, the holiday season continues to be a period when travelers are more flexible with their budgets. Looking ahead to 2025, industry outlooks suggest a more optimistic landscape, with signs of economic stability and growing traveler confidence. As the hospitality industry adapts, hoteliers can leverage guest sentiment trends to refine their strategies and prepare for a stronger year ahead.

The State of Staffing

Staffing remains a key focus in the hotel industry, and guest sentiment data continues to reflect its importance. Although many are still experiencing a staffing shortage, guests felt a positive sentiment about hotel employees. **This winter, sentiment toward hotel staff remained strong, landing at #2 out of 25 tags, with a total of 794k mentions (72% being positive).**

Hoteliers are doubling down on efforts to attract and retain top talent, as highlighted in the 2025 AHLA State of the Industry Report. The report found that hotels are focusing on three major strategies: raising wages (47.5%), offering more flexible work hours (19.6%), and providing hotel discounts (13.4%). Other initiatives include enhanced benefits, partnerships with local workforce organizations, and active participation in job fairs. Encouragingly, 72.1% of industry professionals believe career advancement opportunities have improved or remained steady since the pandemic.

With a strong commitment to employee satisfaction and career growth, **hoteliers are creating more engaged and motivated teams,** something guests continue to notice and appreciate in their stays.

Keep it Clean

Cleanliness remains one of the most critical factors influencing guest experiences, and this winter's sentiment data confirms its importance. Landing at #4 and tallying 420k positive mentions, it's clear that many travelers appreciate the cleanliness standards upheld by hotels. However, 96k negative mentions indicate that there is still room for improvement.

Landing at #4 and tallying 420k positive mentions

Maintaining high cleanliness standards is essential not only for guest satisfaction but also for driving positive reviews and repeat bookings. Although we are past the pandemic, travelers continue to expect spotless rooms, well-maintained common areas, and strict hygiene protocols.

Hotels that consistently meet or exceed these expectations will not only earn guest loyalty **but also strengthen their reputation in an increasingly competitive market.**

Google Remains at the Top

Google Reviews continues to dominate as the top platform for guest feedback, maintaining its status as a crucial resource for both travelers and hoteliers. This winter season, Google Reviews received an impressive 1.8 million sentiment tags, reinforcing its role as the go-to site for guests to share their experiences.

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With such a high volume of reviews, actively managing feedback on Google is more important than ever. Neglecting reviews can lead to a decline in online reputation and traveler trust, whereas consistent engagement (especially through timely and thoughtful responses) can strengthen guest relationships and influence future bookings.

Guest sentiment data provides hoteliers with direct insights into what's working and where improvements can be made. By monitoring and responding to feedback regularly, hotels can build credibility, enhance the guest experience, and stay competitive in the industry.

Location, Location, Location

Location the 3rd most mentioned sentiment, with #3 *93%* of them being positive or neutral

During the holiday season, a hotel's location becomes one of the most important factors in a traveler's decision-making process. Whether guests are booking a stay near family, popular attractions, or winter getaways, convenience and accessibility play a major role in shaping their experiences. Location the 3rd most mentioned sentiment, with #3 93% of them being positive or neutral, highlighting how much travelers appreciate well-situated properties.

For hoteliers, effectively showcasing a property's location can make a big impact on bookings. Emphasizing proximity to holiday markets, seasonal events, airports, or major attractions can appeal to potential guests searching for the perfect winter stay.

While a hotel cannot change its location, **how it is marketed and positioned can make all the difference in attracting the right travelers.** By highlighting location advantages and addressing any concerns in guest reviews, hoteliers can enhance guest satisfaction and set the right expectations for future stays.

Conclusion

Guest sentiment data serves as a valuable roadmap for shaping both digital and on-site initiatives. Online reviews provide direct insights into guest expectations, allowing hotels to fine-tune their operations, enhance the guest experience, and drive more bookings. By utilizing this data, hoteliers can amplify their strengths and address areas for improvement, ensuring they remain competitive.

Here are the key takeaways from this year's Winter Guest Sentiment Report:

❄ Q4 2024 saw similar overall online review and sentiment tag volumes compared to last 2023, proving that guests are still prioritizing hotel stays during this pivotal time of year.

❄ This winter, sentiment toward hotel staff remained strong, landing at #2 out of 25 tags, with a total of 794k mentions (72% being positive).

❄ Landing at #4 and tallying 420k positive mentions, it's clear that many travelers appreciate the cleanliness standards upheld by hotels. However, 96k negative mentions indicate that there is still room for improvement.

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