



Courtesy of Aria Hotel Budapest, Library Hotel Collection

# 2016 Top Luxury Hotel & Brand Report



# Index

<b>Introduction &amp; Methodology</b>	<b>2</b>
The Importance of Guest Intelligence	3
Key Findings	4
Summary of Results	5
<b>Individual Luxury Hotels</b>	<b>6</b>
Top 25 Individual Luxury Hotels	6
Top 25 by Service	7
Top 25 by Value	8
Top 25 by Location	9
Top 25 by Cleanliness	10
Top 25 by Rooms	11
Top 10 Most Improved	12
<b>Small Luxury Brands</b>	<b>13</b>
Top 25 Small Luxury Brands	13
Top 25 by Service	14
Top 25 by Value	15
Top 25 by Location	16
Top 25 by Cleanliness	17
Top 25 by Rooms	18
Top 10 Most Improved	19
<b>Large Luxury Brands</b>	<b>20</b>
Top 25 Large Luxury Brands	20
Top 25 by Service	21
Top 25 by Value	22
Top 25 by Location	23
Top 25 by Cleanliness	24
Top 25 by Rooms	25
Top 10 Most Improved	26
<b>Additional Insights</b>	<b>27</b>
Top 100 Hotels by Geography	27
Top 20 Review Sites	28
Review Volume by Country	29
Top 10 Languages for Reviews	30
Average Review Statistics per Hotel	31
Positive & Negative Comments	32
Importance of Responding Online to Reviews	33
<b>Index of Brands</b>	<b>34</b>
<b>About ReviewPro</b>	<b>36</b>

# Introduction & Methodology

Many hoteliers are already monitoring and measuring online reputation and collecting guest feedback, but this is no longer enough. The real challenge is knowing how to use this insight to enhance the guest experience and exceed expectations. There has been a recent shift from reputation management to overall guest satisfaction improvement where shrewd hoteliers are implementing strategies to make the necessary changes on property to ensure they exceed guest expectations.

89% of global travelers consider online reviews important to booking<sup>1</sup> and one negative review could result in a potential guest choosing to stay at a competitor's hotel instead. Today, review sites are a key guest feedback channel and every single review, whether positive or negative, should be treated like a call to a call center.

Following the success of our Top Luxury Hotel & Brand Reports, for this third edition, we analyzed 2,713,414 online guest reviews published during 2015 to gather insight from a broad range of luxury brands across the globe and demonstrate how the hospitality landscape has evolved over the course of this period. A total of 2,690 properties that pertain to 159 luxury hotel brands worldwide were evaluated. The study did not include luxury serviced apartment brands or soft brands.

As per our previous reports, the brands were divided into two groups, Large Luxury Brands, for groups with 20 or more hotels and Small Luxury Brands, for those with fewer than 20. After splitting the sample, we calculated ReviewPro's proprietary online reputation score, the Global Review Index™ (GRI)<sup>2</sup>, for both hotels and brands based on guest reviews from 175 online travel agencies (OTAs) and review sites in 45 languages. Hotels with less than 100 reviews were not included in the Individual Luxury Hotel ranking. Besides overall guest satisfaction scores (GRI™), this report also evaluated guest satisfaction performance on other key indexes: Service, Value, Location, Cleanliness and Rooms.

The extensive selection of hotels analyzed varies from innovative, quirky brands to classic luxury properties. Some establishments are ultra-luxury resorts developed by accomplished hoteliers while others are the creation of some of the world's largest hotel brands, aiming to craft something unique in leading destinations.

Online review analytics provide hoteliers with valuable insights to set departmental goals and to make changes that improve the guest experience. In turn, as the number of positive reviews increases, a property's online reputation will also improve, allowing hoteliers to increase room rates and RevPAR.

RJ Friedlander, CEO of ReviewPro said, "*Savvy hoteliers are aware of the shift from online reputation management to overall guest satisfaction improvement. Guest Intelligence provides luxury hotels and brands with the insight needed to prioritize operational and service improvements to enhance the guest experience.*"

1. Source: Skift

2. ReviewPro's Global Review Index™ (GRI) is the industry-standard online reputation benchmark. The GRI™ can be calculated for individual hotels and brands for a given period in time by analyzing guests' ratings from 175+ online travel agencies (OTAs) and review sites. The GRI™ is not an average of all review scores but is calculated using a proprietary algorithm developed by the company in conjunction with industry experts. Thousands of hotels worldwide use the GRI™ as a benchmark for reputation management efforts, along with renowned industry leading partners such as Cornell University and Sabre Hospitality Solutions.

## The Importance of Guest Intelligence

Guest Intelligence is the in-depth analysis of online reviews and guest satisfaction survey data, including both in-stay and post-stay surveys, to provide hoteliers with detailed insight into what guests like and dislike about their stay, enabling action to be taken to enhance the guest experience.

From staff recruitment, training, sales and marketing messages to CapEx planning and investments in new hotels, Guest Intelligence is relevant across any hotel's entire organization. By drilling down to a departmental level and sharing the right data with the right people, the improvements made will lead to higher guest satisfaction, guest loyalty and a higher volume of online reviews.

Successful hoteliers across the globe are leveraging Guest Intelligence to drive improvements and Luxury Hotel Brands are no exception. This powerful feedback can be used to:

- Turn insight into action to prioritize operational and service improvements.
- Set departmental goals to motivate teams to take action and improve the guest experience.
- Boost revenue performance as, according to a Cornell University Study, a 1-point increase in a hotel's Global Review Index™ leads to an increase of up to 1.42% in RevPAR.
- Create a guest-centric culture on property to empower your team to enhance a guest's stay.
- Improve rankings on TripAdvisor and other review sites and OTAs.

This year's Top Luxury Hotel & Brand Report highlights which leading luxury groups and hotels are creating guest-centric cultures and using Guest Intelligence to deliver outstanding experiences.



Courtesy of Belmond Palacio Nazarenas, Cusco

## Key Findings

- In terms of overall online guest satisfaction, Belmond Palacio Nazarenas and Spicers Peak Lodge were the best performing Individual Luxury Hotels, both with a GRI™ of 98.1%. Library Hotel Collection (GRI™ 96.1%) was the best performing Small Luxury Brand and Four Seasons (GRI™ 93.2%) the best performing Large Luxury Brand.
- Guest satisfaction with the Top 25 Small Luxury Brands improved year-on-year with their average GRI™ increasing from 92.2% to 93.7%. The GRI™ of the Top 25 Large Luxury Brands was lower in comparison, with almost no change at 90.1%.
- Luxury hotels in China received 703,041 reviews, representing a dramatic increase of +46% year-on-year and taking them into first place ahead of American hotels who experienced a decrease of 13% year-on-year.
- TripAdvisor was the largest online review source for luxury hotels, generating 26% of total reviews followed closely by Booking.com with 25%. Ctrip overtook Facebook to become the third largest review source.
- Luxury hotels guests were happy to share their experiences with each hotel receiving on average 1,008 reviews (versus 836 in the previous year's study). Guest satisfaction also improved with 83% of reviews being positive, an increase from 80% the previous year.
- China had the largest number of Top 100 rated luxury properties (increasing from 14 to 23 within a year), followed by Maldives (11) and United Kingdom (6).



Courtesy of Spicers Peak Lodge, Maryvale

# Summary of Results

## Top Performers

	Individual Luxury Hotels	Small Brands	Large Brands
1	Belmond Palacio Nazarenas	Library Hotel Collection	Four Seasons
2	Spicers Peak Lodge	Oetker Collection	Mandarin Oriental
3	Las Ventanas al Paraiso, A Rosewood Resort	Innotality	Belmond
4	The Oberoi Vanyavilas Ranthambhore	Spicers Retreats	Park Hyatt
5	The Privilege Floor @Lotus Blanc	GHM	St. Regis Hotels & Resorts
6	Aria Hotel Budapest	Constance Hotels and Resorts	Anantara Hotels Resorts & Spas
7	Belmond Le Manoir aux Quat'Saisons	Oberoi Hotels & Resorts	Conrad Hotels & Resorts
8	Cocoa Island by COMO	Montage Hotels & Resorts	The Ritz-Carlton
9	Four Seasons Resort Maldives at Landaa Giraavaru	Capella Hotels and Resorts	Banyan Tree Hotels & Resorts
10	Kempinski Hotel Cathedral Square	The Peninsula Hotels	Shangri-La Hotels & Resorts
11	LUX* Belle Mare	Red Carnation Hotels	Taj Hotels, Resorts and Palaces
12	The Canyon Suites At The Phoenician	COMO Hotels and Resorts	The Luxury Collection
13	The Privilege Floor @Borei Angkor	Bulgari Hotels & Resorts	Grand Hyatt Hotels
14	Mandarin Oriental Hotel Guangzhou	Raffles Hotels & Resorts	Jumeirah
15	Four Seasons Hotel Hong Kong	Voyage Hotels	Kempinski Hotels
16	LUX* South Ari Atoll	Regent Hotels & Resorts	Jaz Hotels
17	Naladhu Resort Maldives	Firmdale Hotels	Waldorf Astoria Hotels & Resorts
18	Six Senses Latitude Laamu	Langham Hotels & Resorts	Hipotels Hotels & Resorts
19	Montage Kapalua Bay	Rosewood Hotels and Resorts	Fairmont Hotels & Resorts
20	Portrait Firenze	Iberostar The Grand Collection	Sofitel Luxury Hotels
21	Six Senses Yao Noi	Armani Hotels	Loews Hotels & Resorts
22	The Ritz-Carlton Tianjin	RockResorts	JW Marriott
23	Hotel 41	Dorchester Collection	InterContinental Hotels Group
24	COMO Maalifushi	Lungarno Collection	W Hotels
25	Constance Le Prince Maurice	LUX* Resorts & Hotels	Warwick Hotels and Resorts

## Most Improved

	Individual Luxury Hotels	Small Brands	Large Brands
1	Nautilus, a SIXTY Hotel	SIXTY Hotels	Pentahotels
2	Pentahotel Paris CDG	Dorsett Grand	Grand Soluxe
3	Dreams Sands Cancun Resort & Spa	Thompson Hotels	Loews Hotels & Resorts
4	InterContinental New Orleans	Kamuela Villas	Warwick Hotels and Resorts
5	The Confidante	ME by Meliá	Taj Hotels, Resorts and Palaces
6	Trump National Doral Miami	Aldemar Resorts	Grand Hyatt Hotels
7	Angsana Xi'an Lintong	Sunborn Group	The Ritz-Carlton
8	W Chicago Lakeshore	Bulgari Hotels & Resorts	Derby Hotels Collection
9	Allegro Cozumel Resort	Occidental Hotels & Resorts	Banyan Tree Hotels & Resorts
10	Banyan Tree Yangshuo	Angsana Hotels & Resorts	Shangri-La Hotels & Resorts

# Individual Luxury Hotels

## Top 25 Individual Luxury Hotels

In addition to calculating the Global Review Index™ for the 159 brands included in this report, ReviewPro also obtained the GRI™ scores for their 2,690 combined individual properties. There were significant changes year-on-year. Once again, however, the standard was extremely high, with Individual Luxury Hotels requiring a GRI™ of 97% or above to secure a place in the Top 25.

In this year's study, the podium for the best ranked Individual Luxury Hotel in terms of overall guest satisfaction was shared by Belmond Palacio Nazarenas, a boutique hotel and former palace in Cusco, and Spicers Peak Lodge, stunningly situated on a mountaintop in Queensland's Scenic Rim. Both hotels achieved a remarkable overall GRI™ of 98.1%, indicating that they clearly excel in exceeding guest expectations.

### Top 25

	Individual Luxury Hotel	GRI™
1	Belmond Palacio Nazarenas	98.1%
	Spicers Peak Lodge	98.1%
3	Las Ventanas al Paraíso, A Rosewood Resort	97.7%
	The Oberoi Vanyavilas Ranthambhore	97.7%
	The Privilege Floor @Lotus Blanc	97.7%
6	Aria Hotel Budapest	97.5%
	Belmond Le Manoir aux Quat'Saisons	97.5%
	COMO Cocoa Island	97.5%
	Four Seasons Resort Maldives at Landaa Giraavaru	97.5%
	Kempinski Hotel Cathedral Square	97.5%
	LUX* Belle Mare	97.5%
	The Canyon Suites At The Phoenician	97.5%
	The Privilege Floor @Borei Angkor	97.5%
14	Mandarin Oriental Hotel Guangzhou	97.4%
15	Four Seasons Hotel Hong Kong	97.3%
	LUX* South Ari Atoll	97.3%
	Naladhu Resort Maldives	97.3%
	Six Senses Latitude Laamu	97.3%
19	Montage Kapalua Bay	97.2%
	Portrait Firenze	97.2%
	Six Senses Yao Noi	97.2%
	The Ritz-Carlton Tianjin	97.2%
23	Hotel 41	97.1%
	COMO Maalifushi	97.1%
25	Constance Le Prince Maurice	97.0%

## Top Individual Luxury Hotels for Service

Besides overall guest satisfaction, we also evaluated guest satisfaction performance for Service, Value, Location, Cleanliness and Rooms. Although a number of hotels appeared in the Top 25 for multiple attributes, in general the results were quite varied across the categories.

In the Service category, two hotels occupy the top position with an almost perfect 99.3% score: The Egerton House Hotel, a luxury five star property from Red Carnation Hotels, and Portrait Roma, a new concept of bespoke tourism from the Lungarno Collection. Third and fourth places went to two exclusive Innotality hotels: The Privilege Floor @Borei Angkor and The Privilege Floor @Lotus Blanc, both located in Siam Reap in Cambodia. Interestingly, Innotality was the best performing Small Luxury Brand in terms of Value.

### Top 25 by Service

	Individual Luxury Hotel	Service Index
1	The Egerton House Hotel	99.3%
	Portrait Roma	99.3%
3	The Privilege Floor @Borei Angkor	99.2%
4	The Privilege Floor @Lotus Blanc	99.1%
5	Belmond Le Manoir aux Quat'Saisons	99.0%
6	Aria Hotel Budapest	98.9%
	The Nam Hai Hoi An	98.9%
	Four Seasons Resort Maldives at Landaa Giraavaru	98.9%
	Taj Exotica Resort & Spa	98.9%
10	The Oberoi Vanyavilas Ranthambhore	98.8%
11	The Montague On The Gardens	98.7%
12	The Ritz-Carlton Golf Resort, Naples	98.6%
	The Legian Bali	98.6%
14	Casablanca Hotel	98.5%
15	Atrium Prestige	98.4%
16	Four Seasons Hotel London At Park Lane	98.3%
	Spicers Vineyards Estate	98.3%
	Rosewood Mayakoba	98.3%
19	Four Seasons Hotel Istanbul At The Bosphorus	98.2%
	The Milestone Hotel	98.2%
	Hotel 41	98.2%
	Taj Lake Palace Udaipur	98.2%
	Spicers Peak Lodge	98.2%
24	The Chesterfield Mayfair	98.1%
25	Raffles Dubai	98.0%

## Top Individual Luxury Hotels for Value

Not surprisingly, for Luxury Hotels the levels of guest satisfaction with perceived Value tended to be lower than for the other areas analyzed. Whereas for Service, Location, Rooms and Cleanliness, hotels had to score above 98% to secure a position in the Top 25, for Value a score of 92.3% was sufficient.

Jaz Aquaviva Resort, offering a modern take on the classic desert oasis at Egypt's Madinat Makadi, was seen as the luxury hotel providing the best value for money, achieving a 95.4% score in this category. The exotic Lotus Blanc Resort took second place, followed closely by Tamassa Resort, a vibrant all-inclusive beach hotel in Mauritius, set in tropical gardens on white sandy beaches.

### Top 25 by Value

	Individual Luxury Hotel	Value Index
1	Jaz Aquaviva Resort	95.4%
	Lotus Blanc Resort	94.9%
3	Tamassa Resort	94.8%
4	Shangri-La's China World Hotel	94.3%
5	Atrium Prestige	94.3%
6	Iberotel Palace	94.3%
	Hotel 41	94.3%
	The St. Regis Punta Mita Resort	94.2%
	The Privilege Floor @Borei Angkor	94.2%
10	Jaz Dar El Madina	93.5%
11	New World Beijing Hotel	93.4%
12	LUX* Belle Mare	93.2%
	Borei Angkor Resort & Spa	93.1%
14	Voyage Belek Golf & Spa	93.0%
15	Casablanca Hotel	93.0%
16	Spicers Vineyards Estate	92.9%
	Taj Lake Palace Udaipur	92.8%
	LUX* Grand Gaube	92.7%
19	Raffles Istanbul	92.7%
	Hotel Unic Prague	92.6%
	Premier Hotel OR Tambo	92.6%
	Secrets Silversands Riviera Cancun	92.5%
	The Legian Bali	92.5%
24	Conrad Macao, Cotai Central	92.4%
25	Mandarin Oriental Pudong, Shanghai	92.3%

## Top Individual Luxury Hotels for Location

In line with findings from the previous year's report, the guest satisfaction scores for Location were extremely high with every property in the Top 25 achieving 98.5% or above. The Address Downtown Dubai, a 63-story skyscraper and the brand's flagship property, performed best, scoring an admirable 99.3%. On 31st December 2015, a fire broke out in the building but work is underway to reopen the hotel and restore the project to its former glory. Two hotels located in Italy took joint second position with a score of 99.1%: Park Hyatt Milano, synonymous with timeless Italian glamor and style and The Gritti Palace, where history and culture are met with renewed Venetian style.

In terms of Location, hotels from the world's leading Large Luxury Brands dominated the rankings. Four Seasons, a legendary brand dedicated to perfecting the travel experience for more than 50 years, featured 6 hotels in the Top 25 hotels for Location. Park Hyatt also performed well in this category, with 4 hotels ranked in the Top 25.

### Top 25 by Location

	Individual Luxury Hotel	Location Index
1	The Address Downtown Dubai	99.3%
2	Park Hyatt Milano	99.1%
	The Gritti Palace	99.1%
4	The Westbury Hotel	99.0%
	Park Hyatt Vienna	99.0%
	Park Hyatt Chicago	99.0%
	Four Seasons Resort Bora Bora	99.0%
8	Mandarin Oriental, Paris	98.9%
	The Oyster Box	98.9%
	Four Seasons Hotel Prague	98.9%
11	The Peninsula Tokyo	98.8%
	Kempinski Hotel Moika 22	98.8%
	Hotel Grande Bretagne	98.8%
	Four Seasons Hotel George V, Paris	98.8%
	Willard InterContinental Washington DC	98.8%
	Ararat Park Hyatt Moscow	98.8%
	Park Hyatt Sydney	98.8%
	Taj Lake Palace Udaipur	98.8%
	Four Seasons Hotel Gresham Palace Budapest	98.8%
20	Sofitel London St James	98.7%
	Four Seasons Istanbul at Sultanahmet	98.7%
	Belmond Hotel Monasterio	98.7%
	The Address Dubai Mall	98.7%
24	Constance Moofushi Maldives	98.5%
	Four Seasons Resort The Biltmore Santa Barbara	98.5%

## Top Individual Luxury Hotels for Cleanliness

Once again, the level of guest satisfaction with Cleanliness was extremely high, with every property in the Top 25 achieving 98.6% or above. Two hotels came out on top with a Cleanliness Index of 99.6%: Belmond Le Manoir aux Quat'Saisons, created by celebrated chef Raymond Blanc OBE and renowned for offering one of Britain's finest gastronomic experiences, and The Langham, Chicago, providing legendary service and timeless British style in an iconic Chicago landmark.

Third place for Cleanliness was shared by Rosewood Mayakoba, a luxurious Riviera Maya resort surrounded by pristine white beaches and Six Senses Latitude Laamu, an exclusive Maldives resort offering a combination of on-land and over-water villas.

### Top 25 by Cleanliness

	Individual Luxury Hotel	Cleanliness Index
1	Belmond Le Manoir aux Quat'Saisons	99.6%
	The Langham Chicago	99.6%
3	Rosewood Mayakoba	99.4%
	Six Senses Latitude Laamu	99.4%
5	Taj Exotica Resort & Spa	99.2%
	Rosewood Hotel Georgia	99.2%
7	Raffles Istanbul	99.1%
	The Legian Bali	99.1%
9	Casablanca Hotel	99.0%
	Ararat Park Hyatt Moscow	99.0%
	Tambo del Inka, a Luxury Collection Resort & Spa	99.0%
	Four Seasons Hotel Istanbul At The Bosphorus	99.0%
	Kempinski Hotel Cathedral Square	99.0%
	Raffles Dubai	99.0%
15	Ham Yard Hotel	98.9%
	Hotel Maria Cristina	98.9%
	Constance Halaveli Maldives	98.9%
	The Privilege Floor @Lotus Blanc	98.9%
19	Fairmont Grand Del Mar	98.8%
	The Nam Hai Hoi An	98.8%
	Four Seasons Hotel Prague	98.8%
	Constance Le Prince Maurice	98.8%
23	COMO Point Yamu	98.7%
24	The Peninsula Shanghai	98.6%
	Mandarin Oriental, Las Vegas	98.6%

## Top Individual Luxury Hotels for Rooms

There was a certain amount of overlap across the top performing hotels in terms of Cleanliness and Rooms, with 8 hotels appearing in both Top 25 rankings. This suggests that the level of guest satisfaction with their bedroom is in some way influenced by how clean it is. Rosewood Mayakoba, with exclusive suites including plunge pools and boat decks, and Naladhu Resort Maldives, with luxurious villas each with a private pool overlooking the Indian Ocean, took joint first place with a score of 98.9%. Guests were also extremely impressed with the rooms at Voyage Turkbuku, awarding the hotel, which overlooks the Aegean sea, 98.6% for Rooms.

### Top 25 by Rooms

	Individual Luxury Hotel	Room Index
1	Rosewood Mayakoba	98.9%
	Naladhu Resort Maldives	98.9%
3	Voyage Turkbuku	98.6%
4	Tambo del Inka, a Luxury Collection Resort & Spa	98.5%
5	Constance Moofushi Maldives	98.4%
6	Six Senses Yao Noi	98.3%
	InterContinental Nha Trang	98.3%
	Constance Le Prince Maurice	98.3%
9	Steigenberger Grandhotel & Spa Heringsdorf	98.2%
	Corinthia Hotel London	98.2%
	The Chedi Andermatt	98.2%
	The St. Regis Bali Resort	98.2%
	Four Seasons Istanbul at Sultanahmet	98.2%
	Four Seasons Resort Orlando at Walt Disney World Resort	98.2%
	Belmond Le Manoir aux Quat'Saisons	98.2%
16	Taj Exotica Resort & Spa	98.1%
	The Langham Chicago	98.1%
	Park Hyatt Vienna	98.1%
	Fairmont Pacific Rim	98.1%
20	Raffles Dubai	98.0%
	Four Seasons Resort Bora Bora	98.0%
22	Ararat Park Hyatt Moscow	97.9%
	The St. Regis Punta Mita Resort	97.9%
	Raffles Istanbul	97.9%
	Jumeirah Dar Al Masyaf	97.9%

## Most Improved Individual Luxury Hotels

Given the complexity of raising the bar and earning rave reviews across an entire group of hotels, it's not surprising Individual Luxury Hotels managed to achieve more significant increases in their online reputation scores year-on-year than the Small and Large Luxury Brands. It's also interesting to note that 6 of the Top 10 most improved Individual Luxury hotels were located in the US.

Nautilus, a SIXTY Hotel, a refined oceanfront hotel in Miami's art deco district, led the ranking with a record +45% percentile point increase in its GRIT™. A perfect base for business meetings and conferences, the Pentahotel Paris CDG was the hotel showing the second biggest improvement in GRIT™ year-on-year. The third highest improver in terms of overall guest satisfaction was Dreams Sands Cancun Resort & Spa, an all-inclusive luxury resort in the heart of Cancun's Hotel Zone.

### Top 10 Most Improved

	Individual Luxury Hotel	GRIT™	Change in GRIT™
1	Nautilus, a SIXTY Hotel	94.0%	+44.6%
2	Pentahotel Paris CDG	83.4%	+17.0%
3	Dreams Sands Cancun Resort & Spa	85.5%	+14.4%
4	InterContinental New Orleans	88.8%	+12.9%
5	The Confidante	90.4%	+12.7%
6	Trump National Doral Miami	86.2%	+12.7%
7	Angsana Xi'an Lintong	93.4%	+10.6%
8	W Chicago Lakeshore	82.8%	+10.3%
9	Allegro Cozumel Resort	75.3%	+10.1%
10	Banyan Tree Yangshuo	91.7%	+9.7%



Courtesy of Nautilus, a SIXTY Hotel, Miami

# Small Luxury Brands

## Top 25 Small Luxury Brands

ReviewPro's analysis of Small Luxury Brands included 122 brands who manage fewer than 20 properties. Already extremely high, the standard for Small Luxury Brands increased even further over the last period, with all of the brands in the Top 25 achieving GRI™ scores of above 92%.

Once again, Library Hotel Collection led guest satisfaction for Small Luxury Brands, increasing its GRI™ from 95.3% to 96.1% year-on-year. This exemplary brand, comprising of six unique luxury hotels each with their own distinctive personality and charm, has become synonymous with providing an outstanding experience for every traveler.

Thanks to a significant increase in GRI™ from 93.8% to 95.9%, the Oetker Collection, whose hotels embody the finest of traditional European hospitality, moved into second position. The exclusive Cambodian brand, Innotality, followed closely behind with a GRI™ of 95.1%.

### Top 25

	Small Luxury Brand	GRI™
1	Library Hotel Collection	96.1%
2	Oetker Collection	95.9%
3	Innotality	95.1%
4	Spicers Retreats	95.0%
5	GHM	94.7%
6	Constance Hotels and Resorts	94.5%
7	Oberoi Hotels & Resorts	94.4%
8	Montage Hotels & Resorts	94.3%
9	Capella Hotels and Resorts	94.2%
10	The Peninsula Hotels	94.0%
	Red Carnation Hotels	94.0%
12	COMO Hotels and Resorts	93.6%
13	Bulgari Hotels & Resorts	93.5%
14	Raffles Hotels & Resorts	93.3%
	Voyage Hotels	93.3%
16	Regent Hotels & Resorts	93.1%
17	Firmdale Hotels	93.0%
18	Langham Hotels & Resorts	92.9%
	Rosewood Hotels and Resorts	92.9%
20	Iberostar The Grand Collection	92.8%
21	Armani Hotels	92.6%
	RockResorts	92.6%
23	Dorchester Collection	92.4%
	Lungarno Collection	92.4%
	LUX* Resorts & Hotels	92.4%

## Top Small Luxury Brands for Service

Looking at the performance of Small Luxury Brands across key attributes (Service, Value, Location, Cleanliness and Rooms), the trends were similar to those in the previous year. Service continued to be an area where Small Luxury Brands excel, with brands needing to score above 93% to secure a position in the Top 25.

The exquisite Library Hotel Collection came out on top in a number of categories, reinforcing the brand's position as leaders in delivering excellence. The luxury brand ranked first for Service, Cleanliness and Location and second for Value.

The second highest score for Service was for Innotality, who interestingly came out on top for Value. This portfolio of distinctive hotels in Cambodia embody the richness and tradition of Khmer culture. The boutique, family owned Red Carnation Hotels, who featured in the Top 5 for 4 of the categories, achieved third position for the level of guest satisfaction with their Service.

### Top 25 by Service

	Small Luxury Brand	Service Index
1	Library Hotel Collection	97.7%
2	Innotality	97.5%
3	Red Carnation Hotels	96.8%
4	Oberoi Hotels & Resorts	96.4%
5	GHM	96.0%
6	Spicers Retreats	95.9%
7	Dorchester Collection	95.7%
8	Oetker Collection	95.4%
9	Montage Hotels & Resorts	95.3%
10	Zoetry Wellness & Spa Resorts	95.0%
11	Majestic Hotel Group	94.9%
12	Constance Hotels and Resorts	94.7%
13	Armani Hotels	94.6%
	Capella Hotels and Resorts	94.6%
15	Adrian Hotels	94.5%
	COMO Hotels and Resorts	94.5%
	Lungarno Collection	94.5%
	Voyage Hotels	94.5%
19	Firmdale Hotels	94.3%
	Lux Resorts & Hotels	94.3%
	RockResorts	94.3%
22	Princesa Yaiza	94.1%
23	The Peninsula Hotels	94.0%
24	Rosewood Hotels and Resorts	93.8%
	Six Senses Hotels	93.8%

## Top Small Luxury Brands for Value

With the exception of Innotality, who scored an incredible 94.2% for Value, once again it proved difficult for Small Luxury brands to achieve as high levels of guest satisfaction in terms of Value compared to the other categories. A score of 85.3% was sufficient to be included in the Top 25 for Value. Some improvement, however, could be seen with 4 brands now scoring above 90% for Value.

### Top 25 by Value

	Small Luxury Brand	Value Index
1	Innotality	94.2%
2	Library Hotel Collection	91.5%
3	Oberoi Hotels & Resorts	90.4%
4	Spicers Retreats	90.1%
5	Red Carnation Hotels	89.1%
6	Lux Resorts & Hotels	88.8%
7	Voyage Hotels	88.6%
8	Now Hotels	87.5%
	Thompson Hotels	87.5%
10	Constance Hotels and Resorts	87.4%
11	Iberostar The Grand Collection	87.3%
12	Doyle Collection	87.2%
	Luxury Bahia Principe Don Pablo Collection	87.2%
	Palace Resorts	87.2%
15	GHM	87.1%
16	Secrets Hotels	87.0%
17	Art Series Hotel Group	86.7%
	Mokara Hotels	86.7%
19	COMO Hotels and Resorts	86.6%
20	Karisma Hotels & Resorts	86.5%
21	The Leela Palaces Hotels and Resorts	86.2%
22	Corinthia Hotels Group	85.8%
	Langham Hotels & Resorts	85.8%
24	Dorchester Collection	85.6%
25	Raffles Hotels & Resorts	85.3%

## Top Small Luxury Brands for Location

Library Hotel Collection achieved the highest level of guest satisfaction with Location, scoring 97.4%. Following closely in second position, Red Carnation Hotels, consisting of seventeen luxury boutique hotels and spas in spectacular locations, scored 96.4%. Third position was shared by the iconic Dorchester Collection, whose portfolio includes some of the world's foremost luxury hotels in Europe and the USA and The Peninsula Hotels, with an inimitable legend of hospitality and heritage dating back to 1866.

### Top 25 by Location

	Small Luxury Brand	Location Index
1	Library Hotel Collection	97.4%
2	Red Carnation Hotels	96.4%
3	Dorchester Collection	96.0%
	The Peninsula Hotels	96.0%
5	One & Only Hotels	95.7%
6	Constance Hotels and Resorts	95.2%
7	Spicers Retreats	95.0%
8	COMO Hotels and Resorts	94.7%
	Regent Hotels & Resorts	94.7%
	Rosewood Hotels and Resorts	94.7%
11	Mood Hotels - Roma	94.6%
12	Doyle Collection	94.5%
13	Iberostar The Grand Collection	94.1%
14	Lucien Barrière Hotels & Casinos	93.7%
15	Andaz Hotels	93.6%
	Oberoi Hotels & Resorts	93.6%
	Raffles Hotels & Resorts	93.6%
18	Lux Resorts & Hotels	93.5%
19	Mokara Hotels	93.4%
	Thompson Hotels	93.4%
21	Langham Hotels & Resorts	93.2%
22	Affinia Hotels	92.9%
23	GHM	92.4%
	Palace Resorts	92.4%
25	Grand Park Hotels	92.0%

## Top Small Luxury Brands for Cleanliness

As with the previous period, Cleanliness is a category where Small Luxury Brands excelled, with all of the brands in the Top 25 achieving GRI™ scores of above 95%. Once again, the impeccable Library Hotel Collection topped the ranking with a score of 98.1%. Following closely in second position with a GRI™ of 98.0% for Cleanliness was GHM, whose acclaimed portfolio continues to grow, at all times maintaining their signature Asian inspired cutting edge design. Oberoi Hotels & Resorts, internationally renowned for all-round excellence and unparalleled levels of service, ranked third for Cleanliness.

### Top 25 by Cleanliness

	Small Luxury Brand	Cleanliness Index
1	Library Hotel Collection	98.1%
2	GHM	98.0%
3	Oberoi Hotels & Resorts	97.6%
4	The Peninsula Hotels	97.3%
5	Red Carnation Hotels	97.0%
6	Adrian Hotels	96.7%
	Dorchester Collection	96.7%
8	Constance Hotels and Resorts	96.5%
9	Innотality	96.3%
	One & Only Hotels	96.3%
	Raffles Hotels & Resorts	96.3%
	Rosewood Hotels and Resorts	96.3%
13	COMO Hotels and Resorts	96.2%
	Iberostar The Grand Collection	96.2%
15	Crown Resorts	96.0%
16	Langham Hotels & Resorts	95.9%
17	Regent Hotels & Resorts	95.8%
18	Baglioni Hotels	95.6%
	The Leela Palaces Hotels and Resorts	95.6%
	Thompson Hotels	95.6%
21	Doyle Collection	95.4%
	Pestana Collection Hotels	95.4%
	Spicers Retreats	95.4%
24	Andaz Hotels	95.1%
	Trump Hotel Collection	95.1%

## Top Small Luxury Brands for Rooms

Constance Hotels and Resorts, who focus on a completely immersive, relaxing experience on the spectacular islands of Mauritius, achieved the highest level of guest satisfaction with their rooms. Oberoi Hotels & Resorts and GHM, who were also both in the Top 3 for Cleanliness, achieved second and third place respectively.

### Top 25 by Rooms

	Small Luxury Brand	Room Index
1	Constance Hotels and Resorts	95.7%
2	Oberoi Hotels & Resorts	95.1%
3	GHM	94.6%
4	Iberostar The Grand Collection	94.6%
5	Innотality	94.4%
6	Raffles Hotels & Resorts	94.3%
	Dorchester Collection	94.2%
8	Library Hotel Collection	94.1%
9	One & Only Hotels	94.1%
	Rosewood Hotels and Resorts	94.1%
	The Peninsula Hotels	93.9%
	Six Senses Hotels	93.9%
13	Spicers Retreats	93.7%
	Trump Hotel Collection	93.7%
15	Adrian Hotels	93.3%
16	Langham Hotels & Resorts	93.2%
17	COMO Hotels and Resorts	93.1%
18	Regent Hotels & Resorts	93.0%
	Thompson Hotels	92.7%
	Voyage Hotels	92.7%
21	Red Carnation Hotels	92.6%
	The Leela Palaces Hotels and Resorts	92.6%
	Mokara Hotels	92.2%
24	Karisma Hotels & Resorts	92.1%
	Secrets Hotels	92.1%

## Most Improved Small Luxury Brands

All of the brands in the Top 10 Most Improved increased their GRI™ by at least 3 percentile points. SIXTY Hotels ranked as the most improved Small Luxury Brand, increasing their GRI™ by 6.4 percentile points from the previous year. Dorsett Grand, a series of tasteful hotels offering a warm welcome in key Asia getaway locations, also showed a marked improvement in guest satisfaction, increasing their GRI™ by 3.9 percentile points year-on-year.

Just three brands in the Top 10 Most Improved achieved a GRI™ score above 90%: Thompson Hotels, with unique one-of-a-kind properties, Kamuela, whose villas are amongst the finest in Bali and the exclusive Bulgari Hotels & Resorts, who aim to convey the timeless glamour and heritage of the Italian jewellery brand.

### Top 10 Most Improved

	Small Luxury Brand	GRI™	Change in GRI™
1	SIXTY Hotels	83.1%	6.4%
2	Dorsett Grand	84.4%	3.9%
3	Thompson Hotels	90.7%	3.7%
4	Kamuela Villas	90.3%	3.7%
5	ME by Meliá	88.0%	3.6%
6	Aldemar Resorts	87.8%	3.6%
7	Sunborn Group	82.5%	3.6%
8	Bulgari Hotels & Resorts	93.5%	3.5%
9	Occidental Hotels & Resorts	81.4%	3.1%
10	Angsana Hotels & Resorts	87.8%	3.0%



Courtesy of SIXTY Beverly Hills, Los Angeles

# Large Luxury Brands

## Top 25 Large Luxury Brands

ReviewPro's analysis of Large Luxury Brands, who manage 20 properties or more, analyzed data for 37 brands and a total of 1,668 hotels. The list of Large Luxury Brands with the highest level of guest satisfaction remained almost unchanged from the previous study, with only one newcomer – Warwick Hotels and Resorts, who operate more than 50 prestigious hotels worldwide.

With 99 hotels in 41 countries and a dedication to perfecting the travel experience, Four Seasons became the best performing Large Luxury Brand, achieving a GRI™ of 93.2%. Mandarin Oriental, renowned for legendary service steeped in the values of the orient, climbed the ranking to reach second place with an overall guest satisfaction score of 93.1% versus 91.5% the previous year. Belmond, with a global collection of iconic hotels, trains and river cruises, followed closely with a GRI™ of 93.0%.

An impressive 11 out of the Top 25 brands originated in the USA. Luxurious and innovative, Jumeirah was the top performing brand with fewest properties. InterContinental Hotels & Resorts, who has been pioneering travel across the globe for over 70 years, was the brand with the most properties.

### Top 25

	Large Luxury Brand	GRI™
1	Four Seasons	93.2%
2	Mandarin Oriental	93.1%
3	Belmond	93.0%
4	Park Hyatt	92.4%
5	St. Regis Hotels & Resorts	92.3%
6	Anantara Hotels Resorts & Spas	91.8%
7	Conrad Hotels & Resorts	91.2%
8	The Ritz-Carlton	91.0%
9	Banyan Tree Hotels & Resorts	90.8%
10	Shangri-La Hotels & Resorts	90.4%
	Taj Hotels, Resorts and Palaces	90.4%
12	The Luxury Collection	90.3%
13	Grand Hyatt Hotels	90.1%
	Jumeirah	90.1%
15	Kempinski Hotels	89.8%
16	Jaz Hotels	89.4%
	Waldorf Astoria Hotels & Resorts	89.4%
18	Hipotels Hotels & Resorts	89.1%
19	Fairmont Hotels & Resorts	88.8%
	Sofitel Luxury Hotels	88.8%
21	Loews Hotels & Resorts	88.7%
22	JW Marriott	88.6%
23	InterContinental Hotels Group	88.2%
24	W Hotels	85.5%
25	Warwick Hotels and Resorts	85.4%

## Top Large Luxury Brands for Service

Consistent with the previous year's study, three luxury brands (Belmond, Four Seasons and Mandarin Oriental) stood out as the Best Performing Large Luxury Brands across the board. In terms of guest satisfaction with Service, Belmond climbed to the top, improving the group's Service Index to an impressive 95.5%.

As would be expected, the Large Luxury Brands scored extremely highly for Service, with 20 brands scoring 90% or above. With fewer hotels, Smaller Luxury Brands were able to achieve even higher levels of Service excellence across their groups, with all Top 25 Small Luxury Brands scoring above 93% for Service.

### Top 25 by Service

	Large Luxury Brand	Service Index
1	Belmond	95.5%
2	Four Seasons	94.5%
3	Mandarin Oriental	94.4%
	Park Hyatt	93.4%
5	Anantara Hotels Resorts & Spas	93.2%
6	The Ritz-Carlton	93.1%
7	Hipotels Hotels & Resorts	92.7%
	St. Regis Hotels & Resorts	92.7%
9	Jumeirah	92.5%
10	Taj Hotels, Resorts and Palaces	92.4%
11	Banyan Tree Hotels & Resorts	92.2%
	Conrad Hotels & Resorts	92.2%
13	Jaz Hotels	91.8%
14	The Luxury Collection	91.2%
15	Shangri-La Hotels & Resorts	90.9%
16	Grand Hyatt Hotels	90.7%
17	Fairmont Hotels & Resorts	90.2%
18	JW Marriott	90.1%
	Kempinski Hotels	90.1%
20	Loews Hotels & Resorts	90.0%
21	Sofitel Luxury Hotels	89.8%
22	InterContinental Hotels Group	89.6%
23	Waldorf Astoria Hotels & Resorts	89.5%
24	Derby Hotels Collection	88.2%
25	Warwick Hotels and Resorts	87.4%

## Top Large Luxury Brands for Value

Consistent with findings for Individual Luxury Hotels and Small Luxury Brands, it was difficult for Large Luxury Brands to achieve high levels of guest satisfaction in terms of perceived value. None of the Large Luxury Brands scored above 90%, which is unsurprising given the premium price point of such luxury establishments. Value was the only area where Belmond, Four Seasons and Mandarin Oriental did not appear in the Top 4.

For the second year running, Jaz Collection, catering for those seeking a deluxe stay in Egypt, ranked No. 1 for Value. In second place was Grand Soluxe, with luxury properties in China and elsewhere, followed closely by Anantara Hotels, Resorts & Spas, a unique collection of hotels located in some of the world's most stunning destinations.

### Top 25 by Value

	Large Luxury Brand	Value Index
1	Jaz Hotels	88.2%
2	Grand Soluxe	86.8%
3	Anantara Hotels Resorts & Spas	86.6%
4	Derby Hotels Collection	86.4%
5	Hipotels Hotels & Resorts	85.9%
6	Belmond	85.5%
	Taj Hotels, Resorts and Palaces	85.5%
8	Conrad Hotels & Resorts	85.4%
9	Mandarin Oriental	85.3%
10	Four Seasons	84.5%
	Park Hyatt	84.5%
12	Shangri-La Hotels & Resorts	84.2%
13	Jumeirah	84.0%
14	Banyan Tree Hotels & Resorts	83.9%
15	St. Regis Hotels & Resorts	83.7%
16	The Luxury Collection	82.9%
17	Grand Hyatt Hotels	82.8%
18	Warwick Hotels and Resorts	82.2%
19	JW Marriott	82.1%
	Loews Hotels & Resorts	82.1%
	The Ritz-Carlton	82.1%
22	Kempinski Hotels	82.0%
	Sofitel Luxury Hotels	82.0%
24	Pentahotels	81.8%
25	Waldorf Astoria Hotels & Resorts	81.6%

## Top Large Luxury Brands for Location

With many of the hotels from Large Luxury Brands located in some of the most spectacular and privileged positions in the world, it comes as no surprise that their guests provide such positive online reviews for Location. 24 out of the Top 25 brands achieved a Location Index above 90%.

Belmond continued to be the top rated Large Luxury Brand for Location, followed by Mandarin Oriental. Third position was shared by Four Seasons, Loews Hotels & Resorts and Park Hyatt.

### Top 25 by Location

	Large Luxury Brand	Location Index
1	Belmond	96.0%
2	Mandarin Oriental	95.2%
3	Four Seasons	94.2%
	Loews Hotels & Resorts	94.2%
	Park Hyatt	94.2%
6	St. Regis Hotels & Resorts	93.9%
7	Grand Hyatt Hotels	93.3%
	Waldorf Astoria Hotels & Resorts	93.3%
9	Taj Hotels, Resorts and Palaces	93.1%
10	Fairmont Hotels & Resorts	92.7%
	Jumeirah	92.7%
12	The Luxury Collection	92.2%
	The Ritz-Carlton	92.2%
14	Anantara Hotels Resorts & Spas	92.0%
15	Sofitel Luxury Hotels	91.8%
16	W Hotels	91.7%
17	Shangri-La Hotels & Resorts	91.4%
18	Conrad Hotels & Resorts	91.3%
19	Banyan Tree Hotels & Resorts	91.0%
20	InterContinental Hotels Group	90.9%
21	Derby Hotels Collection	90.7%
	Warwick Hotels and Resorts	90.7%
23	JW Marriott	90.6%
24	Kempinski Hotels	90.5%
25	Hipotels Hotels & Resorts	88.7%

## Top Large Luxury Brands for Cleanliness

When analyzing luxury guests' satisfaction with Cleanliness, the performance of Large Luxury Brands is also extremely high, with all Top 25 brands achieving a Cleanliness Index above 91%. Belmond moved into first position, scoring an impeccable 97.0%. Once again, Four Seasons & Mandarin Oriental completed the Top 3.

### Top 25 by Cleanliness

	Large Luxury Brand	Cleanliness Index
1	Belmond	97.0%
2	Four Seasons	96.7%
3	Mandarin Oriental	96.4%
4	Park Hyatt	96.1%
5	St. Regis Hotels & Resorts	95.6%
6	The Ritz-Carlton	95.3%
	Jumeirah	95.3%
	Anantara Hotels Resorts & Spas	94.3%
	Conrad Hotels & Resorts	94.3%
10	Kempinski Hotels	94.1%
11	The Luxury Collection	93.9%
	Grand Hyatt Hotels	93.6%
13	Banyan Tree Hotels & Resorts	93.5%
14	JW Marriott	93.4%
	Shangri-La Hotels & Resorts	93.4%
	Taj Hotels, Resorts and Palaces	93.4%
17	Fairmont Hotels & Resorts	92.7%
	Loews Hotels & Resorts	92.7%
19	Waldorf Astoria Hotels & Resorts	92.6%
20	Sofitel Luxury Hotels	92.4%
21	InterContinental Hotels Group	92.2%
22	Hipotels Hotels & Resorts	91.7%
23	Derby Hotels Collection	91.2%
	W Hotels	91.2%
25	Jaz Hotels	91.1%

## Top Large Luxury Brands for Rooms

In terms of how impressed guests were with their room, Four Seasons came out on top, achieving a Room Index of 94.2%. Belmond and Park Hyatt also enjoyed an extremely high level of guest satisfaction with their rooms, both scoring 94.1%.

### Top 25 by Rooms

	Large Luxury Brand	Room Index
1	Four Seasons	94.2%
2	Belmond	94.1%
	Park Hyatt	94.1%
4	Mandarin Oriental	93.8%
5	St. Regis Hotels & Resorts	93.6%
6	Banyan Tree Hotels & Resorts	93.5%
7	Anantara Hotels Resorts & Spas	93.1%
8	Jumeirah	92.9%
9	Conrad Hotels & Resorts	92.8%
10	The Ritz-Carlton	92.3%
11	The Luxury Collection	90.9%
	Taj Hotels, Resorts and Palaces	90.9%
13	Grand Hyatt Hotels	90.7%
	Waldorf Astoria Hotels & Resorts	90.7%
15	JW Marriott	90.2%
16	Kempinski Hotels	90.1%
17	Loews Hotels & Resorts	89.9%
	Shangri-La Hotels & Resorts	89.9%
19	Jaz Hotels	89.7%
20	Fairmont Hotels & Resorts	89.4%
21	Sofitel Luxury Hotels	89.1%
22	Hipotels Hotels & Resorts	88.7%
	InterContinental Hotels Group	88.7%
24	Grand Soluxe	88.1%
25	W Hotels	87.3%

## Most Improved Large Luxury Brands.

All of the 10 Large Hotel Brands who achieved the highest year-on-year growth for their GRI™ online reputation score were in the Top 25 for overall guest satisfaction, apart from Pentahotels, Grand Soluxe and Derby Hotel Collection.

Pentahotels, a completely new generation of hotels where guests can enjoy more freedom and a more informal atmosphere, experienced the greatest increase in guest satisfaction of all the Large Luxury Brands, improving its GRI™ by 2.7% since the previous period. Grand Soluxe saw an increase of 2.5% and Loews Hotels & Resorts, who was the most improved Large Luxury Brand in the previous year's study, continued to increase guest satisfaction further boosting its GRI™ to 88.7%.

### Top 10 Most Improved

	Large Luxury Brand	GRI™	Change in GRI™
1	Pentahotels	84.0%	2.7%
2	Grand Soluxe	84.0%	2.5%
3	Loews Hotels & Resorts	88.7%	1.2%
4	Warwick Hotels and Resorts	85.4%	1.1%
5	Taj Hotels, Resorts and Palaces	90.4%	1.0%
6	Grand Hyatt	90.1%	0.9%
7	The Ritz-Carlton	91.0%	0.8%
8	Derby Hotels Collection	84.1%	0.8%
9	Banyan Tree Hotels & Resorts	90.8%	0.8%
10	Shangri-La Hotels & Resorts	90.4%	0.7%



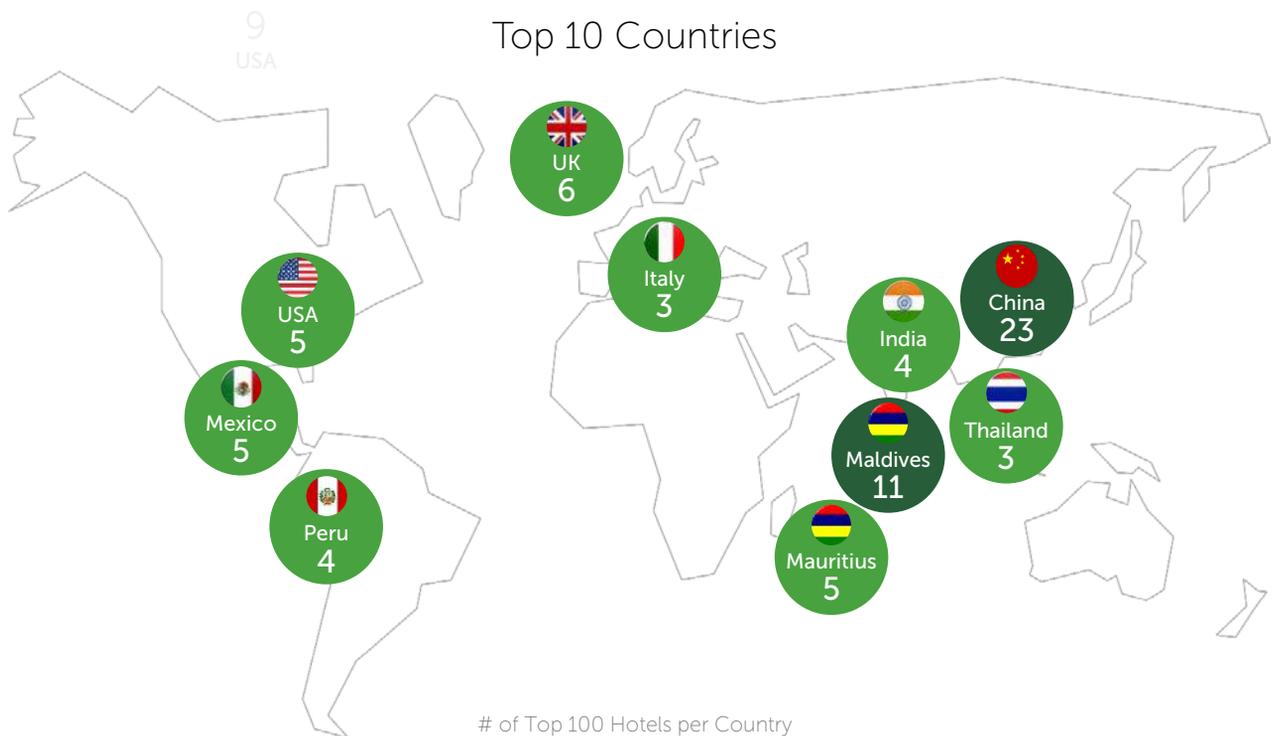
Courtesy of Pentahotel Chemnitz

# Additional Insights

## Top 100 Hotels Distributed by Geography

To identify the geographical areas with the highest number of Top 100 best-rated hotels, we also ranked the 2,690 properties of the 159 brands by country. Although the analysis showed a relatively even distribution of luxury hotels across the globe, the 100 best performing hotels were located in no more than 32 countries and 68% of those were concentrated in just 10 countries (see chart below).

China, with 23 hotels in the Top 100 (versus 14 the previous year), experienced the biggest increase year-on-year and once again took the leading spot. This could be explained in part by the significant increase in the volume of reviews written about luxury hotels in China (see page 29 for details). The Maldives moved up to second place, thanks to a significant increase in the number of luxury hotels with the highest level of guest satisfaction (11 hotels versus 6 the previous year). The UK, with 6 hotels in the top 100, achieved third place for the second year running.



## Top 20 Review Sites

Reinforcing the continued importance for luxury hotels to proactively manage and improve their online reputation, luxury hotels experienced a 4% increase in the total number of online reviews from the previous period to reach 2,713,414 reviews. While more than half of reviews were concentrated on just two key sites (TripAdvisor and Booking.com), the below chart shows that it is critical for luxury brands to manage their reputation on multiple channels in order to maximize revenue. The results also highlight the growing importance of the Chinese travel market.

TripAdvisor continued to be the largest online review source, generating 26% of the total volume of published reviews (versus 28% the previous year). Booking.com maintained its position as the second largest review source for luxury hotels (25%), increasing review volume by 28% year-on-year.

The volume of luxury hotel reviews on Facebook decreased dramatically in 2015. This meant that Ctrip, Asia's leading Online Travel Agency (OTA), became the third largest review source. In fourth position was eLong, a popular Chinese OTA, that generated three times more luxury guests reviews than in the previous period. Another Chinese site showing impressive growth in review volume was Dianping. The country's largest group deals site improved from 18th to 10th place, increasing the number of reviews for luxury hotels from 21k to 47k.



## Review Volume by Country

The study was based on reviews written by guests about their experience at luxury hotels located in 125 countries around the globe. However, hotels from just 10 countries accounted for 65% of the total number of reviews.

Hotel guests wrote more than 700,000 reviews about luxury hotels in China, representing a dramatic increase of +46% year-on-year. This increase took Chinese hotels into first place, generating twice as many reviews as American hotels, who had ranked number one in the previous two studies. In fact, their volume of reviews decreased by 13% year-on-year.

Despite a 1% decrease in review volume, the United Arab Emirates remained in third place for the second year running. Thailand moved up to fourth place in front of the UK. The study also revealed Japan as an emerging important destination in the luxury hotel market. With a +31% growth in review volume, they were in the Top 10 for the first year.

### Top 10 Countries by Review Volume

	Country	Reviews	% of total	% change YOY
1	 China	703,041	25.9%	+46.4%
2	 USA	350,911	12.9%	-12.9%
3	 UAE	132,155	4.9%	-1.3%
4	 Thailand	108,717	4.0%	-0.2%
5	 UK	99,069	3.7%	-0.9%
6	 Spain	93,199	3.4%	+7.8%
7	 Germany	77,073	2.8%	+7.3%
8	 Mexico	73,270	2.7%	+2.4%
9	 Japan	72,175	2.7%	+30.5%
10	 India	59,183	2.2%	-42.8%

## Top 10 Languages for Reviews

In this year's study, the ranking of the Top 10 languages remained the same as the previous year. English continued to be the most common language used to write online reviews for luxury hotels, accounting for 46% of all reviews. In second position, Chinese continued to experience a strong growth, more than doubling in volume year-on-year to reach 30% of the total review volume. No other language in the Top 10 represents more than 5% of reviews.

The analysis shows that luxury hotel brands worldwide will increasingly need to be able to correctly interpret the views and feelings expressed in reviews written in different languages, especially Chinese.

### Top 10 Languages for Reviews

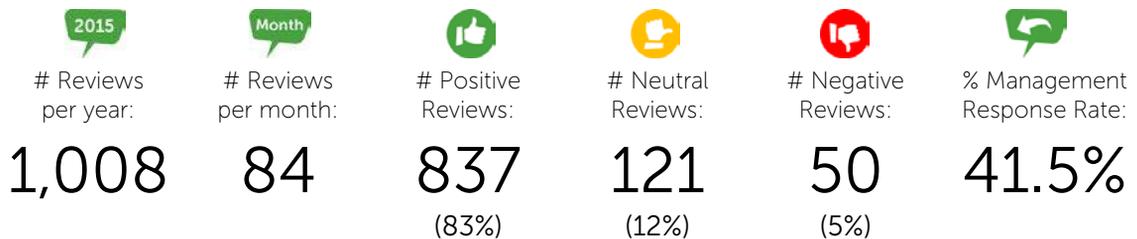
	Language	Reviews
1	English	1,017,806
2	Chinese	654,678
3	German	96,054
4	French	70,959
5	Spanish	66,006
6	Japanese	53,435
7	Arabic	46,525
8	Russian	34,,917
9	Portuguese	33625
10	Italian	31,595

## Average Review Statistics per Luxury Hotel

On average, luxury hotels received 1,008 online reviews each per year. 83% of reviews were positive<sup>1</sup>, indicating that the average luxury hotel guest was delighted with their stay and that guest satisfaction is improving as this figure was 80% in the previous study. However, 17% of reviews for luxury hotels were still either neutral or negative, reinforcing the opportunity that exists for brands to leverage Guest Intelligence to drive operational and service improvements to reach the ultimate level of perfection.

Luxury hotels responded online to 41.5% of reviews, which represents an increase from the previous period (38.7%) but also indicates that there is room for improvement. Later in the report (page 33), we discuss in more detail the importance of responding to reviews.

### Average Review Data per Hotel per Year



1. Reviews were classified as follows: Positive (score between 80% - 100%), Neutral (score between 60% - 79%) and Negative (score of 59% or less).



Courtesy of Four Seasons Resort Maldives at Landaa Giraavaru

## Positive & Negative Comments

Online “star” ratings of hotels only tell part of the story of a guest’s experience. Typically, guests will write several paragraphs of text and it is these written guest comments that contain the specifics on how hotels can improve. Semantic Analysis, also known as text analytics, to process written feedback for sentiment has existed for a while, but its value for obtaining insight for prioritizing improvements has increased as the technology has evolved.

Using ReviewPro’s Semantic Analysis, the study explored the different concepts, or areas, that guests wrote about when describing their stay. By far, the two concepts that generated the highest volume of comments were “Hotel” and “Room”, with 1.85 million and 1.13 million comments respectively. In terms of guest satisfaction, “Hotel” generated the highest volume of positive comments but “Staff” generated a higher percentage of positive comments (93% versus 87%).

Not surprisingly for luxury hotels, “Value” was the concept with the highest percentage of negative comments (46%). However, their “Room” left guests feeling the least satisfied, generating almost 300k negative comments (26% of the total comments related to a guest’s room).

### Top 5 Concepts

	 1. Staff	 2. Location	 3. Beach	 4. Hotel	 5. Ambience
1 # Comments	576.682	497.762	135.123	1.850.110	84.685
2 % Positive	93%	92%	91%	87%	87%
3 % Negative	7%	8%	9%	13%	13%

### Bottom 5 Concepts

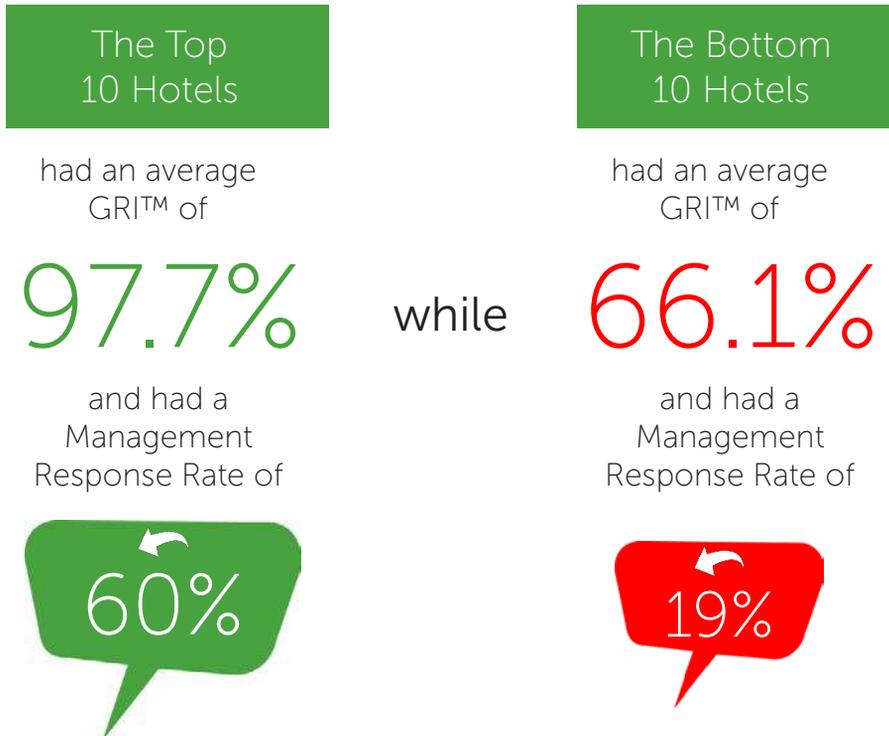
	 1. Value	 2. Internet	 3. Bathroom	 4. Room	 5. Facilities
1 # Comments	229.034	32.334	199.429	1.128.599	573.793
2 % Positive	54%	60%	72%	74%	80%
3 % Negative	46%	40%	28%	26%	20%

## Importance of Responding Online to Reviews

Various studies using ReviewPro data have shown a link between a hotel's GRI™ and its Management Response Rate (i.e. the percentage of online reviews that a hotel publishes a response to). The analysis in this report showed that a similar link exists for luxury hotels.

Within the total sample of 2,690 hotels, the Top 10 Luxury Hotels responded to an average of 60% of reviews online and had an average GRI™ of 97.7%. The 10 Luxury Hotels with the lowest level of guest satisfaction responded on average to only 19% of reviews online and had an average GRI™ of only 66.1%. Based on these findings, it is advisable for luxury hotels to have a clear process in place for responding to online reviews in order to help improve rankings on review sites and OTAs as well as drive guest satisfaction.

### Link between GRI™ & Management Response Rate

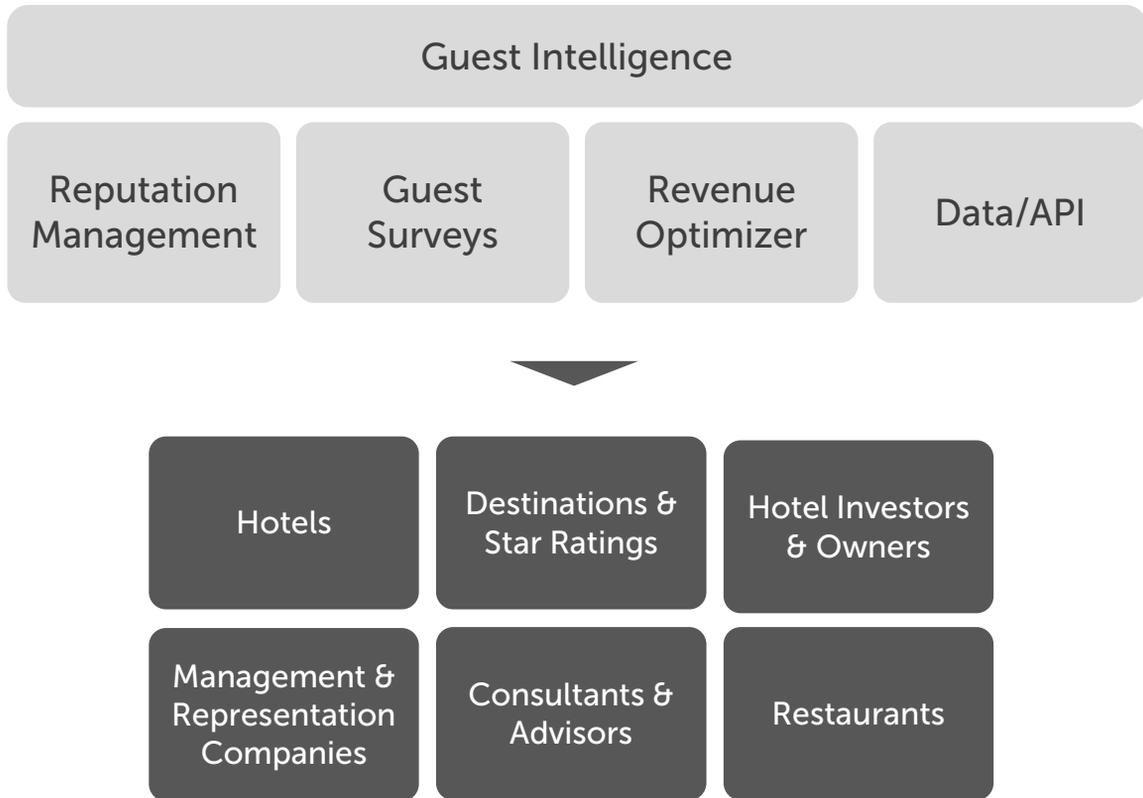


# Index of Brands

Brand	Page Numbers
Adrian Hotels	14,17,18
Affinia Hotels	16
Aldemar Resorts	5,19
Anantara Hotels Resorts & Spas	5,20,21,22,23,24,25
Andaz Hotels	16,17
Angsana Hotels & Resorts	5,19
Armani Hotels	5,13,14
Art Series Hotel Group	15
Baglioni Hotels	17
Banyan Tree Hotels & Resorts	5,20,21,22,23,24,25,26
Belmond	5,20,21,22,23,24,25
Bulgari Hotels & Resorts	5,13,19
Capella Hotels and Resorts	5,13,14
COMO Hotels and Resorts	5,20,21,22,23,24,25
Conrad Hotels & Resorts	5,20,21,22,23,24,25
Constance Hotels and Resorts	5,13,14,15,16,17,18
Corinthia Hotels Group	15
Crown Resorts	17
Derby Hotels Collection	5,21,22,23,24,26
Dorchester Collection	5,13,14,15,16,17,18
Dorsett Grand	5,19
Doyle Collection	15,16,17
Fairmont Hotels & Resorts	5,20,21,23,24,25
Firmdale Hotels	5,13,14
Four Seasons	5,20,21,22,23,24,25
GHM	5,13,14,15,16,17,18
Grand Hyatt Hotels	5,20,21,22,23,24,25,26
Grand Park Hotels	16
Grand Soluxe	5,22,25,26
Hipotels Hotels & Resorts	5,20,21,22,23,24,25
Iberostar The Grand Collection	5,13,15,16,17,18
Innocity	5,13,14,15,17,18
InterContinental Hotels Group	5,20,21,23,24,25
Jaz Hotels	5,20,21,22,24,25
Jumeirah	5,20,21,22,23,24,25
JW Marriott	5,20,21,22,23,24,25
Kamuela Villas	5,19
Karisma Hotels & Resorts	15,18
Kempinski Hotels	5,20,21,22,23,24,25
Langham Hotels & Resorts	5,13,15,16,17,18
Library Hotel Collection	5,13,14,15,16,17,18
Loews Hotels & Resorts	5,20,21,22,23,24,25,26

Brand	Page Numbers
Lucien Barrière Hotels & Casinos	16
Lungarno Collection	5,13,14
LUX* Resorts & Hotels	5,13,14,15,16
Luxury Bahia Principe Don Pablo Collection	14,15
Majestic Hotel Group	14
Mandarin Oriental	5,20,21,22,23,24,25
ME by Meliá	5,19
Mokara Hotels	15,16,18
Montage Hotels & Resorts	5,13,14
Mood Hotels - Roma	15,16
Now Hotels	15
Oberoi Hotels & Resorts	5,13,14,15,16,17,18
Occidental Hotels & Resorts	5,19
Oetker Collection	5,13,14
One & Only Hotels	16,17,18
Palace Resorts	15,16
Park Hyatt	5,20,21,22,23,24,25
Pentahotels	5,22,26
Pestana Collection Hotels	17
Princesa Yaiza	14
Raffles Hotels & Resorts	5,13,15,16,17,18
Red Carnation Hotels	5,13,14,15,16,17,18
Regent Hotels & Resorts	5,13,16,17,18
RockResorts	5,13,14
Rosewood Hotels and Resorts	5,13,14,16,17,18
Secrets Hotels	15,18
Shangri-La Hotels & Resorts	5,20,21,22,23,24,25,26
Six Senses Hotels	14,18
SIXTY Hotels	5,19
Sofitel Luxury Hotels	5,20,21,22,23,24,25
Spicers Retreats	5,13,14,15,16,17,18
St. Regis Hotels & Resorts	5,20,21,22,23,24,25
Sunborn Group	5,19
Taj Hotels, Resorts and Palaces	5,20,21,22,23,24,25,26
The Leela Palaces Hotels and Resorts	15,17,18
The Luxury Collection	5,20,21,22,23,24,25
The Peninsula Hotels	5,13,14,16,17,18
The Ritz-Carlton	5,20,21,22,23,24,25,26
Thompson Hotels	5,15,16,17,18,19
Trump Hotel Collection	17,18
Voyage Hotels	5,13,14,15,18
W Hotels	5,20,23,24,25
Waldorf Astoria Hotels & Resorts	5,20,21,22,23,24,25
Warwick Hotels and Resorts	5,20,21,22,23,26
Zoetry Wellness & Spa Resorts	14

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