

# The Power of Online Reviews for Hotels



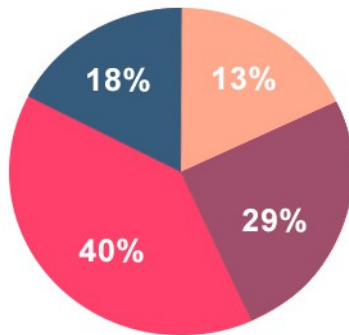
## ONLINE REVIEWS ARE GAINING POPULARITY



## REVIEWS AFFECT TRAVELERS' DECISION-MAKING

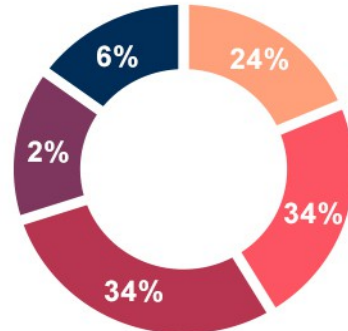


## FACTORS THAT LEAD TO A HOTEL BOOKING



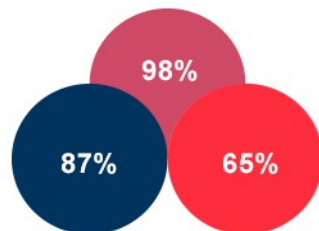
- Specific comments in the reviews
- Percent rating or star rating
- Ranking relative to other hotels
- Guest submitted photos

## REVIEW SITES CONSIDERED TRUSTWORTHY



- TripAdvisor
- Expedia
- Hotels.com
- Booking.com
- Others

## TRIPADVISOR IS TOPPING THE CHARTS

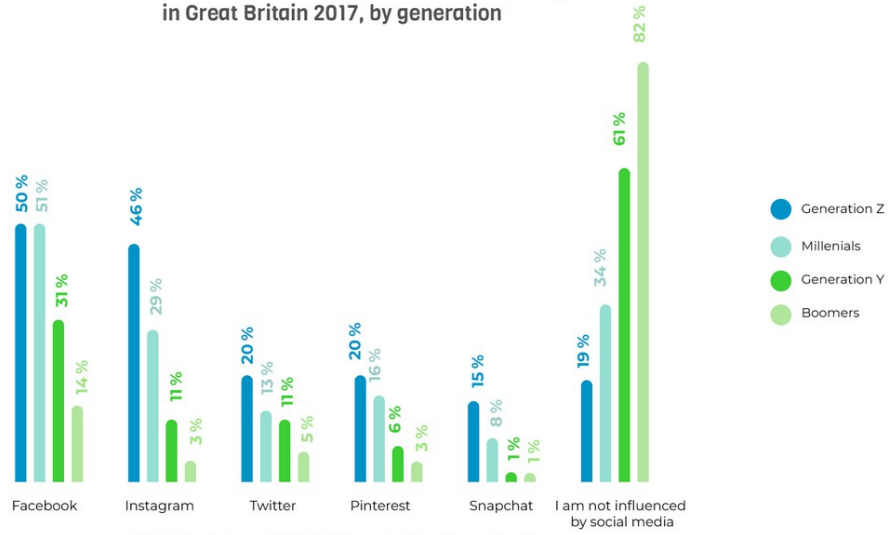


- TripAdvisor users feel more confident in their decision when they read the reviews
- Travelers say they find TripAdvisor reviews 'accurate of the actual experience'
- Travelers are more likely to choose a hotel that has won a TripAdvisor award

## HOTELS RESPONDING TO ONLINE REVIEWS



### Social Media influence on travel bookings in Great Britain 2017, by generation



© We Like Travel - Sources: British Multi-Generational Travel Trends - Expedia



**One in 10 Brits decides where to go on their next holiday by photos they see on social media thanks to travel bloggers and influencers that pique our interests.**

Instagram enables its users to gain an intimate, visual insight into the lives of people they have never met, including a glimpse into the experiences of travellers. Many perceive travel influencers as having one of the most desired jobs in the world, gaining followers and earning a living by capturing glamorous snapshots of idyllic locations around the world.

The platform has influenced the rest of us too, as 44% of Brits say they dedicate time to adding photos to their social media channels while on holiday.

Florida4Less' research found out that New York is the most Instagrammed destination in the United States. Visitor numbers to New York have increased by 3.8% during the last 12 months, with 65.2 million people visiting in 2018, and 1.24 million of those coming from the UK. And those figures are supported by an increase in social media content, with over 120 million photos published to Instagram by tourists.

There are over six million photos of the Magical Kingdom at Walt Disney World on Instagram and the destination is now recognised as the world's most visited theme park, with 20.8 million visitors in 2018, while overall tourism numbers in Florida are up 6.2% on the previous year

Kristin Mariano, [www.traveldaily.com](http://www.traveldaily.com), Feb 5, 2020