

Which factors affect the overall rating scores of a hotel? How to increase rating score?

*An analysis based on **Radisson Blu hotels Finland** data 2010-2016*

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- . A enterprise report for a major brand of chain hotels in Finland.
- . Nowadays, the dominance of the Internet and booking platforms is growing year by year since more and more tourists book their hotels online. Tourists have the ability to express their opinions about services, especially hotels, easily in the form of reviews and ratings on booking platforms. Feedback and review scores in online platforms can significantly impact the tourism business. Understanding customers' need is vital for any business. Hence, it is significant for tourism operations to create a competitive advantage regarding customer experience.
- . This report aims to determine which factors affect the overall rating scores of a well-known hotel chain in Finland named Radisson Blu, thus providing insights that can help them improve their overall performance by increasing ratings.
- . The dataset used in this report contains TripAdvisor's hotel reviews data pertinent to Finnish hotels published by 2016. Only the hotels with more than 10 reviews and only data points with no missing values are included.

OVERVIEW OF RADISSON BLU HOTELS IN FINLAND

- Radisson Blu is an international chain of hotels operated by Radisson Hotels Group. In Finland, Radisson Blue hotels are located in four big cities: Helsinki, Espoo, Turku, and Oulu.
- In this report, the Radisson Blu hotels consist of 6 hotels: Radisson Blu Hotel Espoo, Radisson Blu Hotel Oulu, Radisson Blu Marina Palace Hotel Turku, Radisson Blu Plaza Hotel Helsinki, Radisson Blu Royal Hotel Helsinki, and Radisson Blu Seaside Hotel Helsinki
- When the data was downloaded, the average rating score of Radisson Blu hotels was around 4.19, slightly higher than the average rating score of the hotels in Finland. Radisson Blu hotels have a total number of reviews of 2849, which is around 11.51% of the total number of hotel reviews in Finland. This indicates that the tourists consider the overall performance of Radisson Blu is better than average.

4.19

Average of overall_rating

4.04

Average of overall_rating

2849

Number of reviews of Radisson Blu Hotels

24.75K

Total number of reviews

Radisson Blu Hotels by city

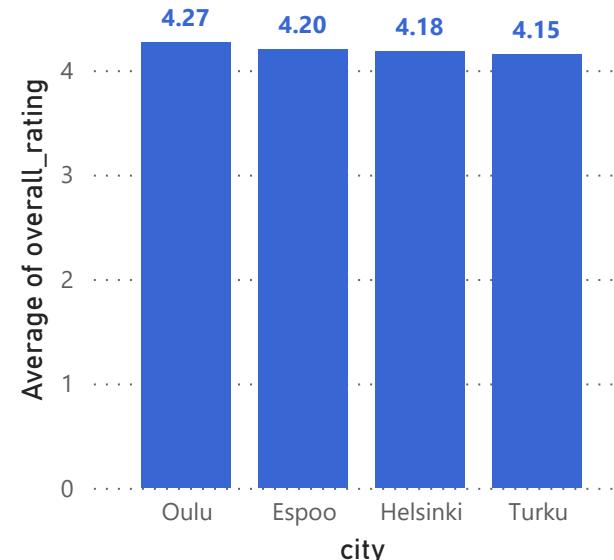


OVERALL RATING SCORES BY CITY

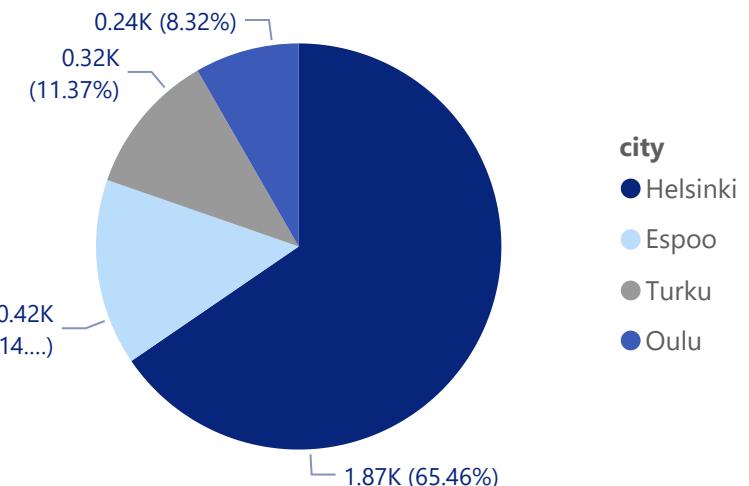
- The bar chart shows that there is no substantial difference among the average rating scores in all the cities.
- While the number of reviews in Helsinki accounts for the largest share of total reviews at 65.46%, meaning Helsinki hotels serve the vast majority of tourists, Helsinki customers seem to be more demanding when they rated an only score of 4.18, the second-lowest score compared to other city scores.
- Although the number of reviews in Oulu is the lowest (237 reviews), tourists in Oulu seem to be more satisfied with the hotel services than tourists in 3 other cities. Thus the average hotel rating score in this city is the highest at 4.27 and this rating score has constantly increased since 2012.
- The same trend in rating scores happened with Espoo that the review rate has dramatically increased from 2015 to 2016, while that of Turku slightly decreased in the same period.

city	Total reviews	Average of overall_rating
Espoo	423	4.20
Helsinki	1865	4.18
Oulu	237	4.27
Turku	324	4.15
Total	2849	4.19

Average of overall rating by city

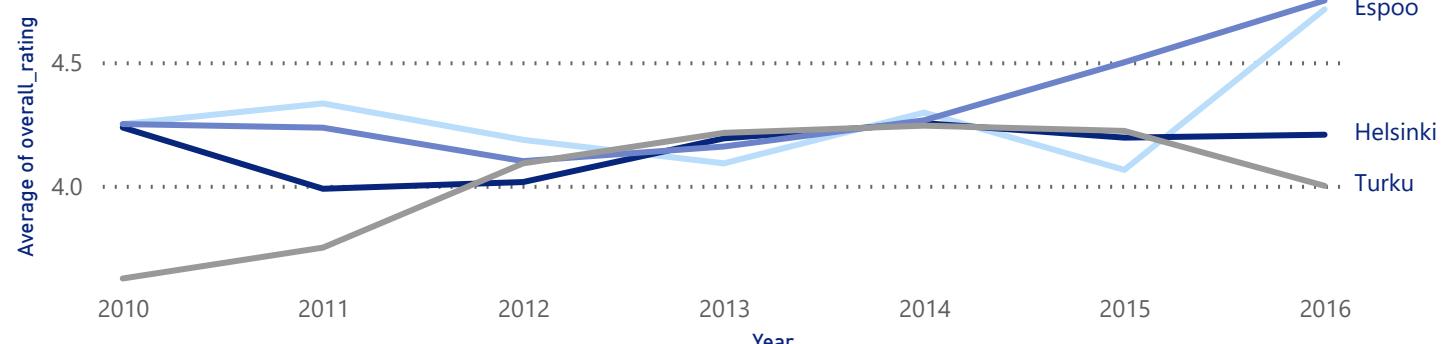


Total review by city



Average of overall_rating by Year and city

city ● Espoo ● Helsinki ● Oulu ● Turku



OVERALL RATING SCORES OF EACH HOTEL

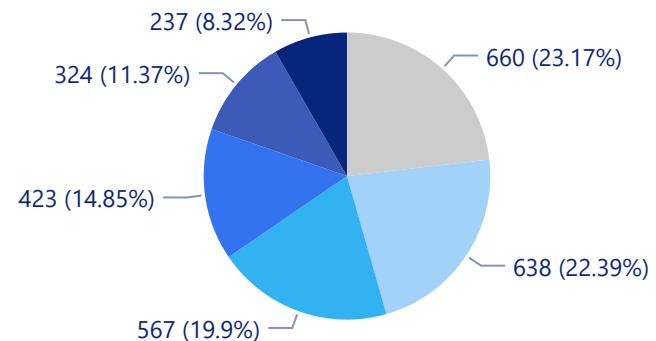
- Three hotels located in Helsinki account for the highest share of the total number of reviews at around 20% to 23% of each hotel, followed by Radisson Blu Hotel Espoo at 14.85% and Radisson Blu Marina Palace Hotel Turku at 11.37%. The hotel located in Oulu generates the lowest share of the total number of reviews at 8.32%.period.
- Radisson Blu Plaza Hotel in Helsinki is the best hotel of this brand based on customer reviews at 4.48 of the average rating score, followed by Radisson Blu Hotel in Oulu at 4.27 score and Radisson Blu Hotel in Espoo at 4.20 score. Radisson Blue Marina Place Hotel in Turku and Radisson Blu Royal Hotel in Helsinki have a score of 4.15 and 4.11, respectively.
- Meanwhile, Radisson Blu Seaside Hotel in Helsinki has a score of 3.95, lower than the average 4.04, while this hotel received the highest number of reviews. Therefore, the Finnish Radisson Blu brand managers need to focus more on this hotel to improve the customer experience.

hotel_name	Total reviews	Average of overall_rating
Radisson Blu Hotel, Espoo	423	4.20
Radisson Blu Hotel, Oulu	237	4.27
Radisson Blu Marina Palace Hotel, Turku	324	4.15
Radisson Blu Plaza Hotel, Helsinki	638	4.48
Radisson Blu Royal Hotel, Helsinki	567	4.11
Radisson Blu Seaside Hotel, Helsinki	660	3.95
Total	2849	4.19

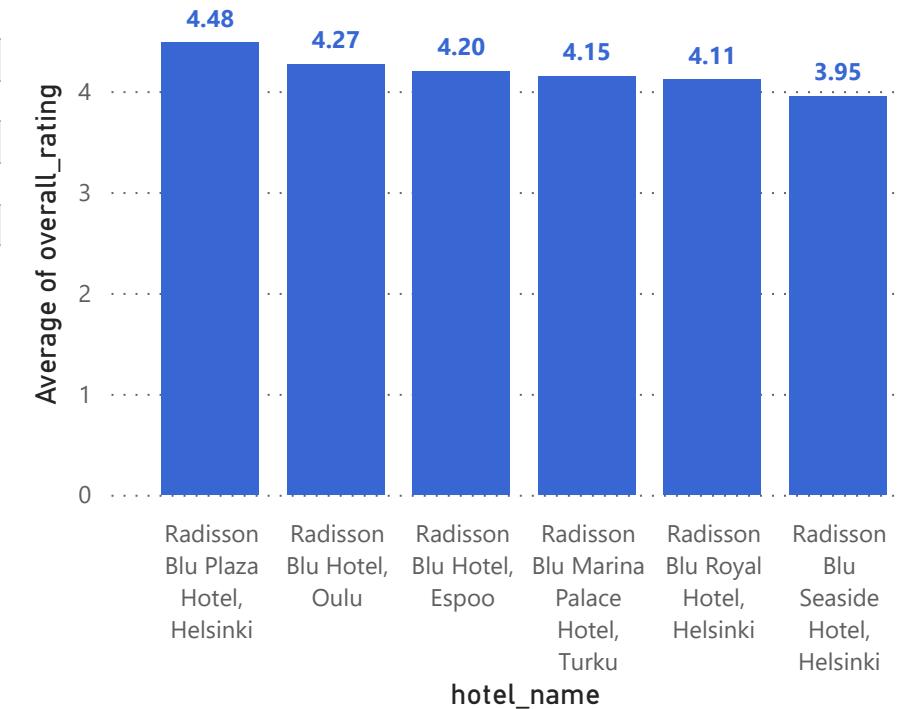
Total reviews each hotel

Hotel Name

- Radisson Blu Seaside Hotel, Helsinki
- Radisson Blu Plaza Hotel, Helsinki
- Radisson Blu Royal Hotel, Helsinki
- Radisson Blu Hotel, Espoo
- Radisson Blu Marina Palace Hotel, Turku
- Radisson Blu Hotel, Oulu



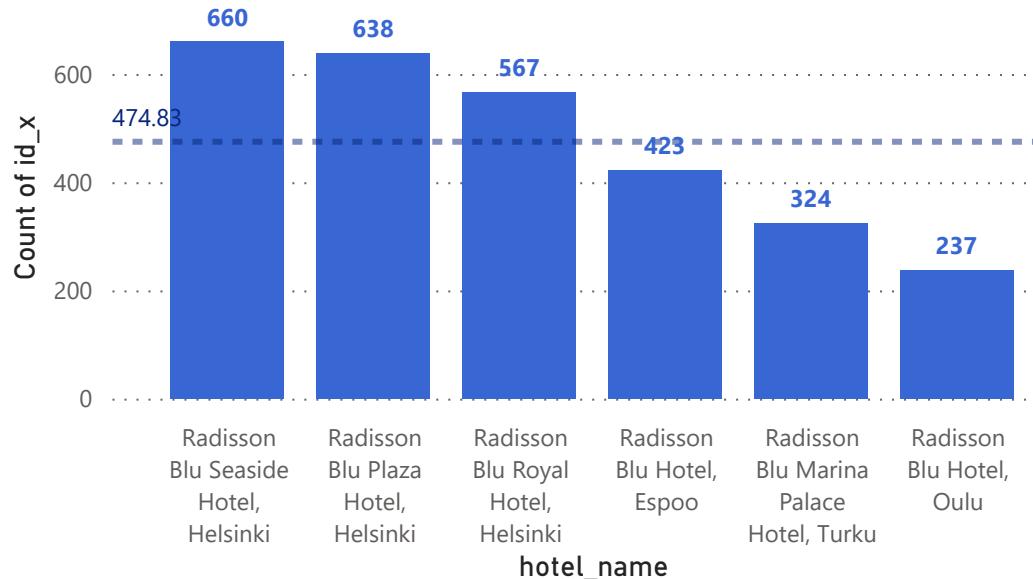
Average of overall rating



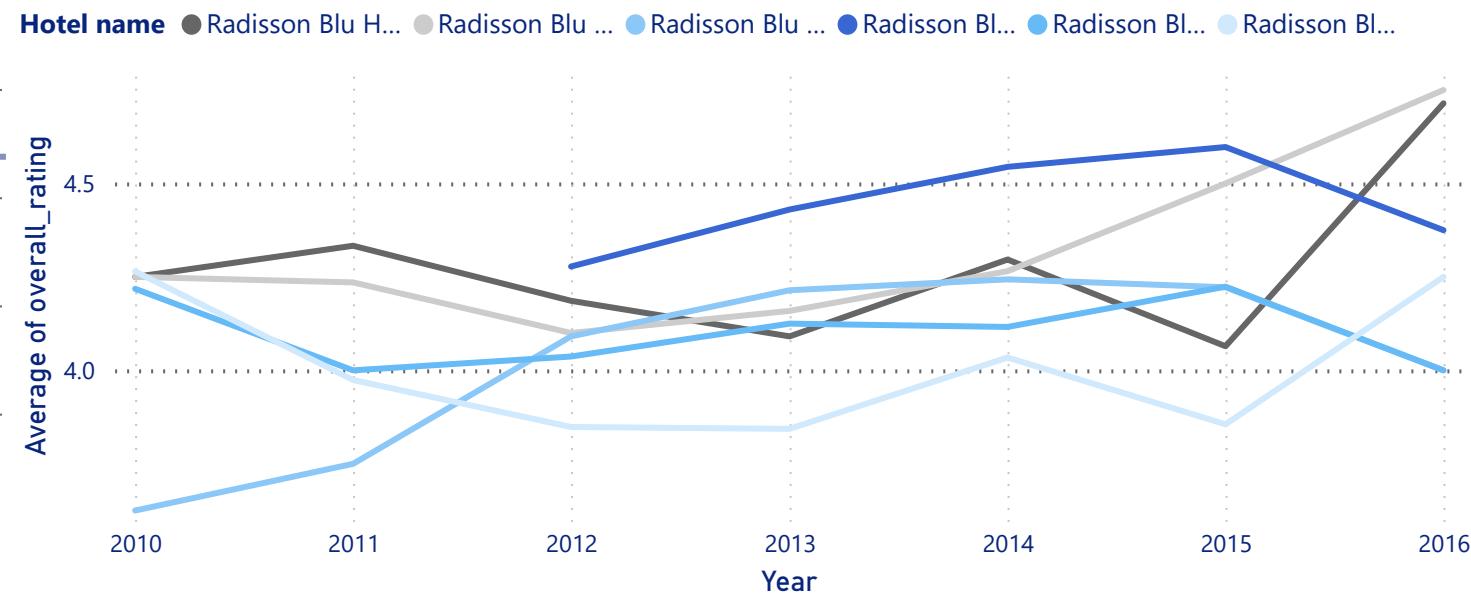
OVERALL RATING SCORES OF EACH HOTEL BY YEAR

- The line chart shows the trend in rating scores of each hotel from 2010 to 2016.
- Overall, what stands out from the graph is that there were considerable upward trends in the overall rating of Radisson Blu Hotel Oulu and Radisson Blu Hotel Espoo, while the rating scores of four other hotels saw a fluctuation.
- Looking at the details, most of the overall scores, except the Radisson Blu Marina Palace Hotel Turku score, started at the same point (around 4.25), the figure of Radisson Blu Hotel Oulu slightly decreased in 2012, then constantly increased over years while then there was a fluctuation of others over the next five years. The Radisson Blu Hotel Espoo got the lowest score in 2015, then dramatically leveled off until 2016. The Radisson Blu Seaside Helsinki got the lowest score over the 3 years between 2012 and 2015, then significantly enhanced its performance in 2016. Meanwhile, the numbers of Radisson Blu Plaza Hotel Helsinki, Radisson Blu Royal Hotel Helsinki, and Radisson Blu Marina Palace Hotel Turku increased slightly in the same period, then suddenly fell in 2016.
- This could indicate that the services of three hotels (Radisson Blu Plaza Hotel Helsinki, Radisson Blu Royal Hotel Helsinki, and Radisson Blu Marina Palace Hotel Turku) need to be taken care of more while those of other hotels have been improved quite well. It is vital to figure out why those fluctuations in rating scores happened.

Total reviews each hotel



Average of overall rating of each hotel by Year



OTHER RATING SCORES OF EACH HOTEL

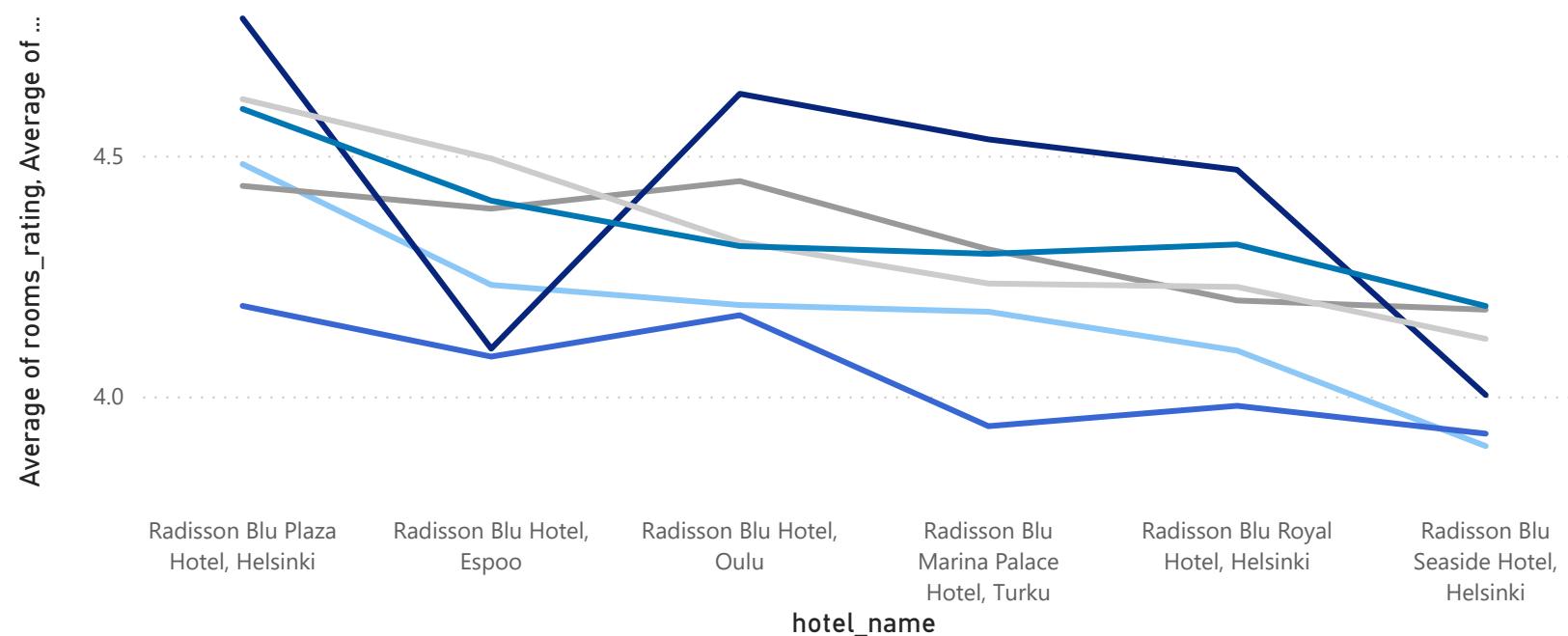
Average other rating scores

hotel_name	cleanliness_rating	location_rating	rooms_rating	service_rating	sleep_quality_rating	value_rating
Radisson Blu Hotel, Espoo	4.49	4.10	4.23	4.39	4.41	4.08
Radisson Blu Hotel, Oulu	4.32	4.63	4.19	4.45	4.31	4.17
Radisson Blu Marina Palace Hotel, Turku	4.23	4.53	4.18	4.31	4.30	3.94
Radisson Blu Plaza Hotel, Helsinki	4.62	4.79	4.48	4.44	4.60	4.19
Radisson Blu Royal Hotel, Helsinki	4.23	4.47	4.10	4.20	4.32	3.98
Radisson Blu Seaside Hotel, Helsinki	4.12	4.00	3.90	4.18	4.19	3.92
Total	4.34	4.40	4.17	4.31	4.36	4.04

- The line chart and table show other rating scores based on different criteria: value, sleep quality, room, cleanliness, location, and service. In general, the value rating scores of all six hotels are lowest, followed by the room rating, compared to other criteria scores. Radisson Blu Hotel Espoo and Radisson Blu Seaside Hotel Helsinki got a significantly low score of location rating while other hotels received the highest score for this criteria. Other ratings fluctuated depending on different hotels. Most of the highest rating scores belong to Radisson Blu Plaza Hotel Helsinki, while the lowest belongs to Radisson Blu Seaside Hotel Helsinki.

Average of other rating scores

● Average of rooms_rating ● Average of service_r... ● Average of location... ● Average of clea... ● Average of slee... ● Average of val...



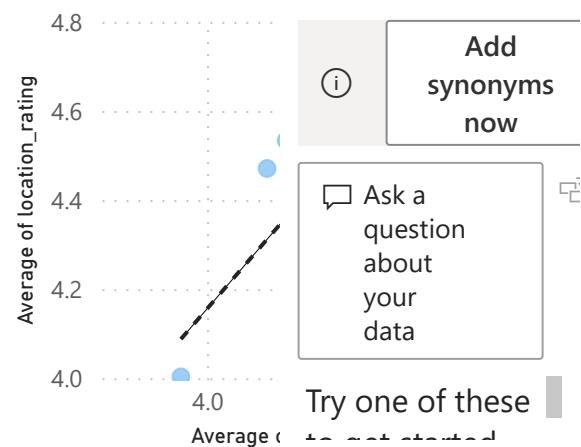
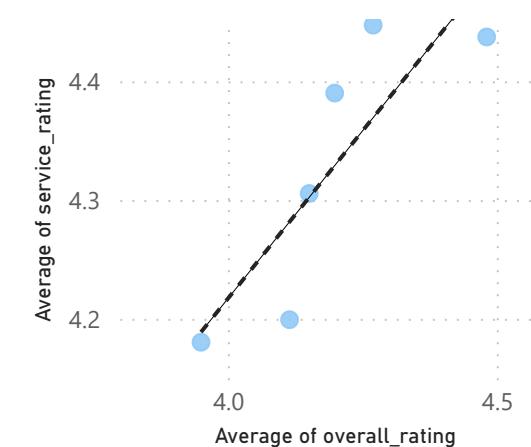
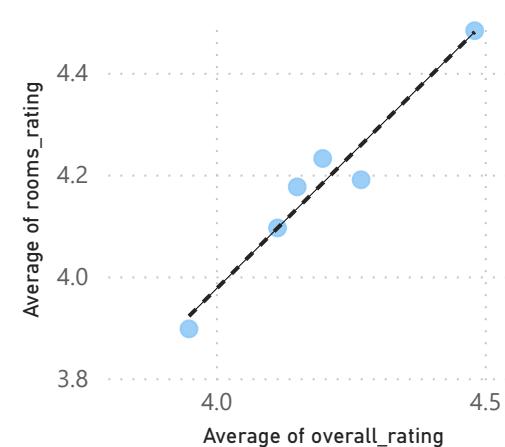
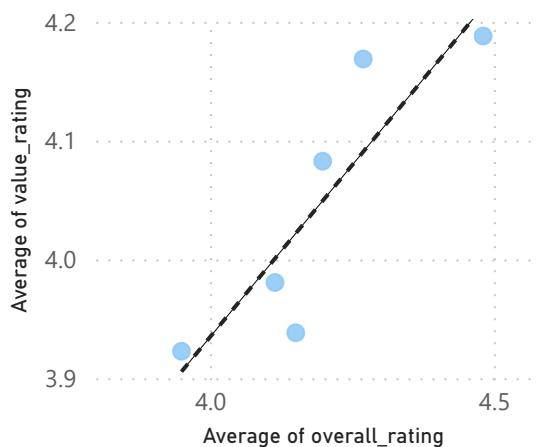
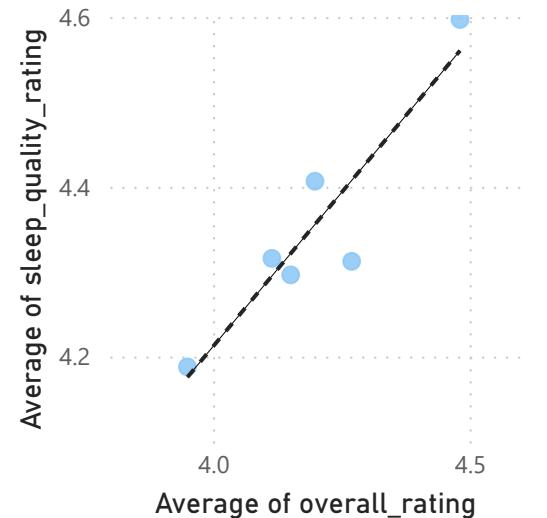
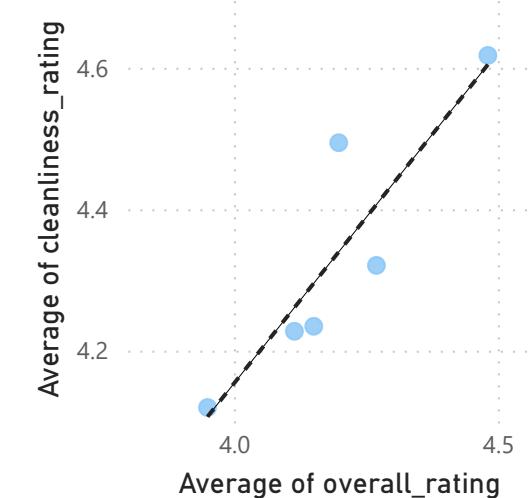
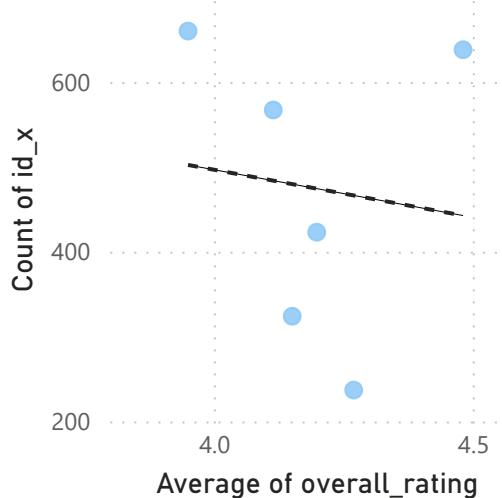
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RELATIONS BETWEEN OVERALL RATING SCORE AND OTHER RATING SCORES

- These scatter plots show strong positive correlations between overall rating scores and other criteria ratings. This means that the larger different criteria rating points are, the higher the overall score the hotels would receive. Therefore, in order to get better feedback from customers, Radisson Blu hotels should improve various types of services.
- However, when the total number of reviews decreases, the average overall rating increases. This makes sense since the more customers come, the more demanding they are



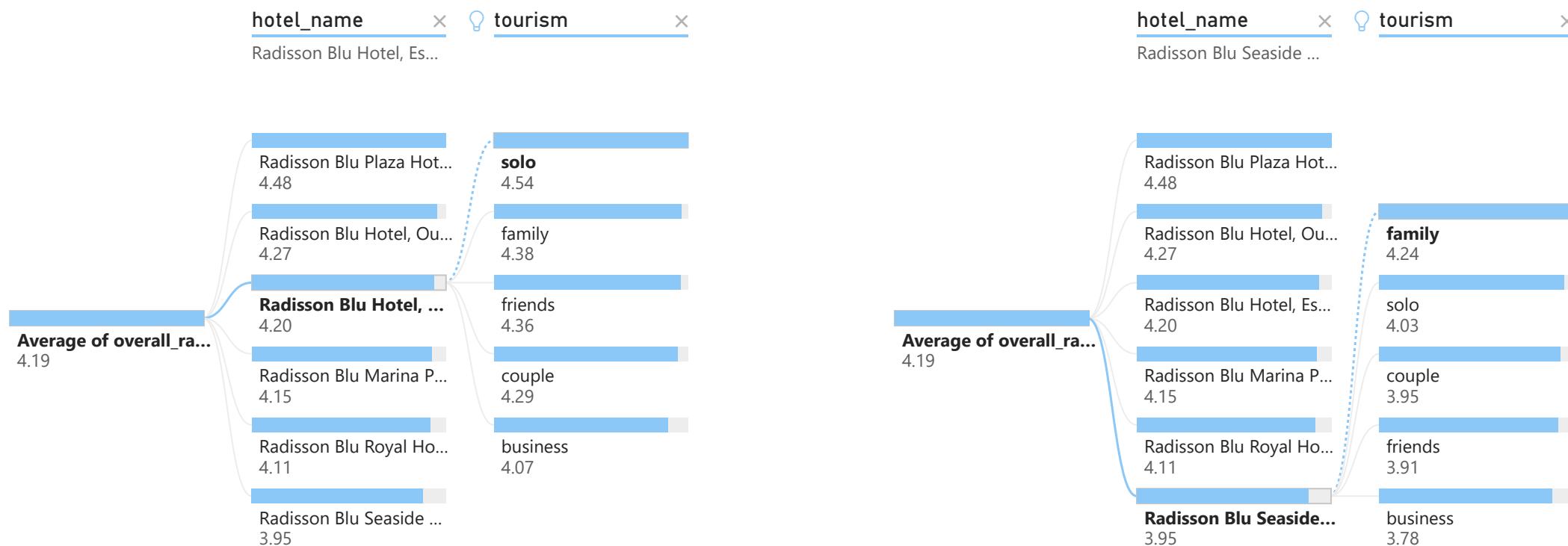
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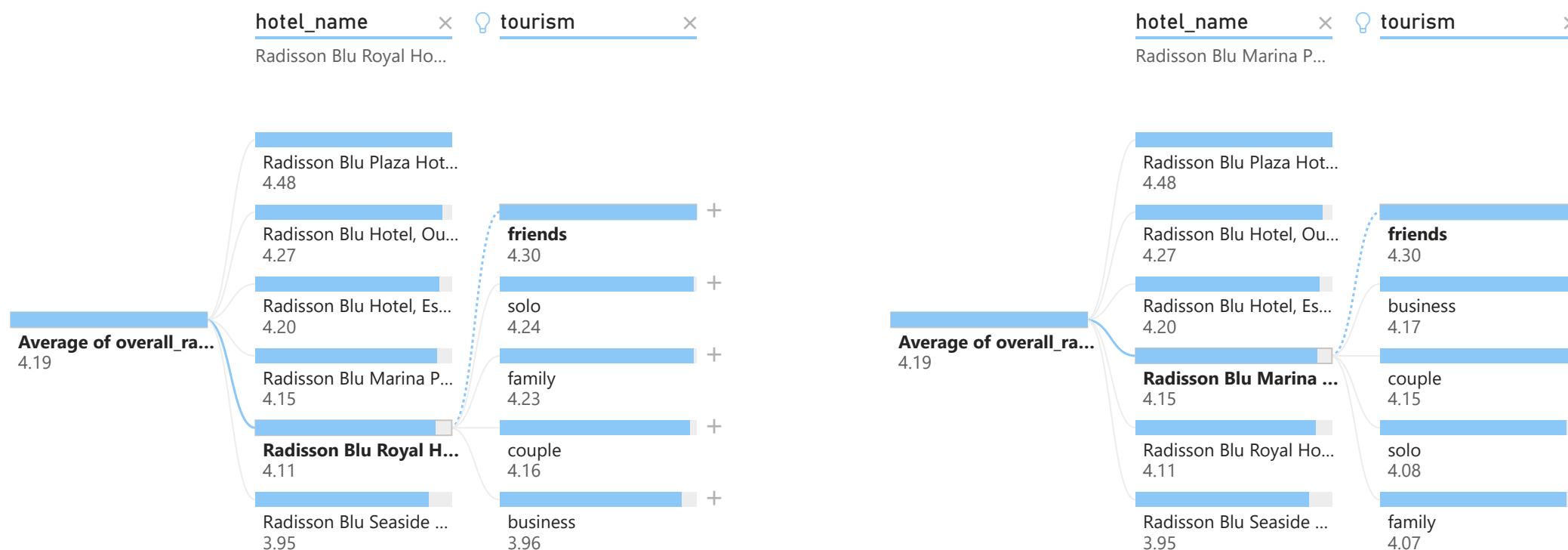
WHO GIVES HIGH OVERALL RATING SCORES?

- The overall rating scores may vary depending on the types of trips travelers specified in their review and whether the review is generated on a mobile device.
- In particular, Solo tourists tend to rate high scores for Radisson Blu Hotel in Espoo, while customers tend to give high ratings when they come to Radisson Blu Seaside Hotel Helsinki with their families.



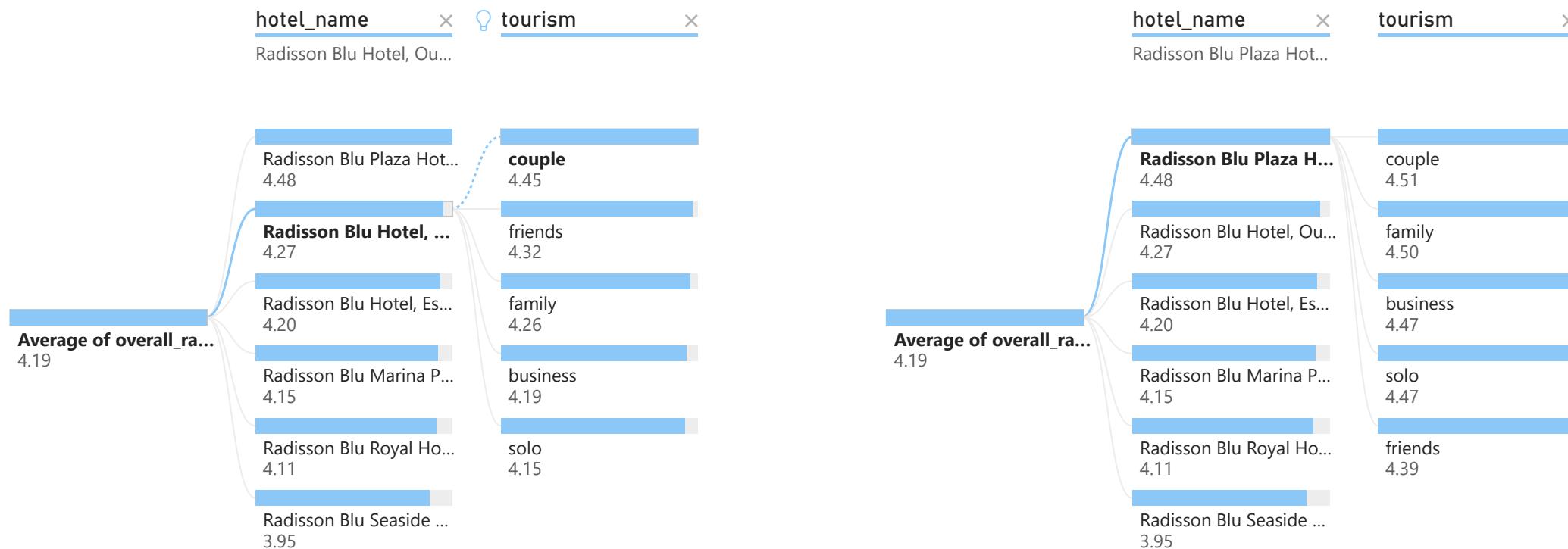
WHO GIVES HIGH OVERALL RATING SCORES?

- Radisson Blu Royal Helsinki and Radisson Blu Marina Palace Turku received high overall rating scores from tourists who rate by a mobile device and come with friends.



WHO GIVES HIGH OVERALL RATING SCORES?

- High scores of Radisson Blu Hotel in Oulu and Radisson Blu Plaza Hotel Helsinki came from a couple of travelers.



CONCLUSION AND LIMITATION

- . Online reviews and their strategic handling are influential factors for successful business operation in the tourism industry. Feedbacks are a guideline and can act as a ladder for growth and success. Whether negative or positive, reviews are always beneficial for companies if appropriately handled, and business firms should show proactiveness in responding and solving consumer issues.
- . The overall rating scores are affected by different criteria rating scores and types of tourists.
- . In order to increase overall rating scores, the managers of Radisson Blu Hotels in Finland should generally improve their services. For each hotel, they should focus on different customer groups and improve different types of services.
- . Due to the lack of information and the small size of the dataset, this report is limited in scope.
- . This report should be improved in future research by increasing the number of data points and using an updated dataset.