

Reputation Analysis — Travel / Rental / Hospitality

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Scope & Sources

This report compiles reputation and customer-service statistics specifically from **industry reports** (PwC, Deloitte, McKinsey), **academic research papers**, **government consumer-protection data**, and **reputation management company case studies/benchmarks**. Where channel-specific response-time benchmarks (e.g., WhatsApp vs. live chat vs. email) were not published by the requested source types, we clearly flag the gap and instead summarize academically supported effects of responsiveness on satisfaction and performance.

1) Review Platform Statistics

Average Ratings (Hospitality / Hotels)

Shiji ReviewPro's 2023 Guest Experience Benchmark (dataset: **9,500 hotels**; 48.6M reviews across 2019–2023; 60 sites; 68 languages) reports a **Global Review Index (GRI™)** of 85.4% in 2023 (up 0.9pp vs 2022; still 0.9pp below 2019). Source Indexes (2023): **Google 86.0%**, **Booking.com 82.4%**, **Tripadvisor 83.8%**. In 2023, **75.1%** of sentiment ‘mentions’ were positive (24.9% negative).

Note on “travel” and “rental” categories: consolidated, cross-platform average ratings for broader travel (airlines, OTAs) and rentals (car rentals, P2P) are not published by PwC/Deloitte/McKinsey, academic journals, or government datasets with comparable methodology. As a result, rigorous industry-wide averages for those segments are not available under the requested source constraints. Hospitality (hotels) is the category with robust, longitudinal, benchmarked ratings.

Metric (Hotels, 2023)	Value	Sample / Method
Global Review Index™ (GRI)	85.4%	9,500 hotels; 2019–2023 data; 60 sites/OTAs; 68 languages
Source Index — Google	86.0%	Same dataset
Source Index — Booking.com	82.4%	Same dataset
Source Index — Tripadvisor	83.8%	Same dataset
Positive vs Negative mentions	75.1% vs 24.9%	35.8M mentions in 2023 subset

Source: Shiji ReviewPro — Guest Experience Benchmark (2019–2023).

Review Volume Trends (Hotels, 2019–2023)

Global review counts in the ReviewPro hotel dataset show COVID-19’s trough in 2020 and a steady rebound thereafter. 2024 full-year figures were not available in the requested source types at the time of writing.

Year	All Sources — Reviews (millions)	Notes
2019	12.665	Pre-pandemic baseline
2020	5.838	Pandemic trough
2021	7.790	Rebound begins
2022	10.183	Continued recovery
2023	12.131	Still 4.2% below 2019

Source: Shiji ReviewPro — Guest Experience Benchmark.

Response-Time Benchmarks (Hotel Review Replies)

Across the ReviewPro dataset, **hoteliers responded to 62.5% of reviews in 2023**. Average time-to-respond was **~4.3 days for positive** reviews and **~5.6 days for negative** reviews (global, hotels).

Channel-specific 'industry standards' (WhatsApp / live chat / email): Within the requested source types (PwC, Deloitte, McKinsey; academic; government; vendor case studies), there are no publicly available, representative numerical standards split by channel for travel/rental. Consulting publications discuss the importance of speed and digital care but do not publish cross-channel numeric SLAs by industry. Academic studies do, however, quantify the effects of responsiveness on satisfaction and performance (see Section 3).

Sources: Shiji ReviewPro Benchmark; McKinsey — Where is customer care in 2024?.

Impact of Ratings & Reviews on Business Metrics

Cornell Center for Hospitality Research (CHR) finds that improving reputation and review scores maps to **ADR, occupancy, and RevPAR** gains (using Global Review Index™ and STR performance metrics):

- **+1 point in review score** → **+11.2% room price**; **-9.5% price sensitivity** (comScore analysis; n=1,720 purchase sessions).
- **+1% in GRI™** → **+0.89% ADR**, **+0.54% occupancy**, **+1.42% RevPAR** (multi-source hotel panel).

Source: Cornell Hospitality Report – The Impact of Social Media on Lodging Performance.

2) Crisis Management Data

Recovery Timeframes & Success Rates

A peer-reviewed, large-scale study of Texas hotels on TripAdvisor and Expedia shows that adopting management responses can improve ratings and increase review volume: **+0.12 stars** on average and **+12% review volume** after hotels begin responding; notably, **27%** of responding hotels increased their **rounded** rating by **≥ 0.5 stars** within six months. Dataset includes **5,356** TripAdvisor hotels (314,776 reviews) and **3,845** Expedia hotels (519,962 reviews); matched estimation sample: **2,697** hotels; **552,051** reviews.

Source: Proserpio & Zervas (2017), Marketing Science.

Program Costs & ROI

Public, methodologically transparent cost figures for reputation-management programs are **not** disclosed in the requested source types. However, **ROI** can be estimated by combining observed effects of reputation improvements on revenue metrics (e.g., Cornell CHR's **GRI \rightarrow ADR/RevPAR** elasticities) with your actual RevPAR/ADR and program costs. Example method: if your baseline RevPAR is €100 and your initiatives raise GRI by 1pp (holding mix constant), Cornell CHR's estimate implies **+1.42% RevPAR** (\approx €1.42/room-night). Multiply by occupied room-nights to estimate incremental revenue, then subtract program costs to compute ROI.

Evidence base: Cornell Hospitality Report (ADR/RevPAR elasticity).

Government Consumer-Protection Signals (Context for Crisis Volume)

The European Consumer Centres (ECC-Net) network assisted **125,000+** consumers in **2023**, directly intervened in **22,500** trader cases, and facilitated **€9M+** in refunds/compensation. While not a review platform, these complaint volumes contextualize post-crisis demand for redress in travel-related markets.

Source: European Commission – ECC-Net (Report 2023).

3) Customer Service Metrics

Industry-Standard Response Times by Channel (WhatsApp / Live Chat / Email)

Within the requested sources, **no** representative, numeric, cross-channel response-time benchmarks specific to travel/rental were published. Leading consulting reports (PwC, McKinsey, Deloitte) emphasize speed and digital care but do not provide channel-specific SLA numbers by industry in public releases.

Effect of Response Time on Satisfaction & Performance

Academic evidence consistently shows that responsiveness matters:

- **Waiting shorter than expected** increases satisfaction more than equal-length waits that are longer than expected (service-encounter experiments & field data).
- In hotels, **timely and detailed** management responses are associated with **improved future financial performance**.

Finding	Citation	Methodology / Sample
Shorter-than-expected waits boost satisfaction	Journal of Retailing (2023)	Multi-study (experiments + field); service encounters
Timely & lengthy responses improve financial performance	International Journal of Hospitality Management (2017)	2,488 management responses matched to 76,600 customer reviews

Sources: Journal of Retailing (2023) — “The clock is ticking—Or is it?”; Xie, So & Wang (2017), IJHM.

Best Practices for the Rental/Hospitality Context (Evidence-Backed)

- **Respond consistently**, not only to negatives; avoid copy-paste replies.
- **Be timely and specific**: address the concrete issue, outline remedy steps; longer, tailored responses perform better than perfunctory ones.
- **Avoid executive-only replies**: evidence suggests staff-level (operational) responses can outperform executive-signed posts for financial outcomes.
- **Mind “observer fairness”**: when some complainers get replies and others do not, non-replied observers can become less satisfied later.
- **Close the loop offline** for complex cases (refunds, safety); acknowledge publicly, resolve privately.

Evidence base: Proserpio & Zervas (2017); Xie, So & Wang (2017).

4) Methodology & Notes

- ****Time frame****: Focus on 2019–2025, with quantitative trend lines available through 2023 for hotel reviews (per ReviewPro).
- ****Inclusion criteria****: (a) Big■3 consulting (PwC, Deloitte, McKinsey) reports, (b) peer■reviewed academic papers, (c) government consumer■protection publications, (d) reputation■management company ****case studies / benchmark reports**** in hospitality.
- ****Exclusions****: Press articles, vendor blogs (unless formal case studies), and company investor decks were excluded to preserve methodological rigor.
- ****Samples & Measures****:
 - ReviewPro benchmark: 9,500 hotels; 48.6M reviews (2019–2023); 60 sites; 68 languages; 2023 review replies: 62.5%; response-time averages: 4.3d (positive), 5.6d (negative).
 - Cornell CHR: comScore panel of 1,720 hotel purchase sessions; plus multi-year hotel performance datasets linked to GRI™ and STR metrics.
 - Proserpio & Zervas (2017): 5,356 TripAdvisor hotels (314,776 reviews); 3,845 Expedia hotels (519,962 reviews); matched sample 2,697 hotels (552,051 reviews).
 - Xie, So & Wang (2017): 22,483 management responses matched to 76,649 TripAdvisor reviews; 26 quarters; hotel financial performance matched.
- ****Limitations****:
 - Cross-channel response-time SLAs (WhatsApp/chat/email) are not publicly available from Big■3 consulting, academia, or government for travel/rental with defensible methodology.
 - Review averages for non-hotel travel verticals (airlines, car rental) are not published in comparable, audited form within the requested sources.

References (Clickable)

- [Cornell CHR \(2013\). The Impact of Social Media on Lodging Performance](#)
- [Proserpio, D. & Zervas, G. \(2017\). Online Reputation Management: Estimating the Impact of Management Responses on Consumer Reviews \(Marketing Science\)](#)
- [Xie, K. L., So, K. K. F., & Wang, W. \(2017\). Joint Effects of Management Responses and Online Reviews on Hotel Financial Performance \(International Journal of Hospitality Management\)](#)
- [Shiji ReviewPro \(2023\). Guest Experience Benchmark – Year in Reviews \(2019–2023\)](#)
- [European Commission — ECC-Net Report 2023 \(overview page\)](#)
- [McKinsey \(2024\). Where is customer care in 2024?](#)
- [Journal of Retailing \(2023\). The clock is ticking—Or is it? Customer satisfaction response to waiting shorter vs. longer than expected during a service encounter](#)
- [TrustYou Case Study \(Petit Palace / Hotelatelier\): Response rate improvement and growth context](#)