

# FEELING LUXE: A TOPIC MODELING × EMOTION DETECTION ANALYSIS OF LUXURY HOTEL EXPERIENCES

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*As the luxury market and associated experiential consumption continues to rise, the hospitality management literature lags somewhat behind practice in examining luxury experiences. This research presents an exploratory analysis of luxury hotel experiences via the approach of topic modeling and emotion detection in online luxury hotel reviews. Results demonstrate that “people” and “product—activity & wellness” aspects of luxury hotel experiences tend to be positively associated with online review ratings. The “product—food & beverage” and “physical evidence and place” aspects may produce mixed effects on rating levels. Finally, the “process” and “price and promotion” aspects tend to be negatively associated with online review ratings. Findings further reveal that such effects function via the mediation paths of various categories of discrete emotions. These results offer enriching insight for hospitality management research and practice regarding luxury hotel experiences.*

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**KEYWORDS:** *discrete emotions; experiential marketing; luxury hotel experience; online reviews*

## HIGHLIGHTS

- We examined luxury hotel experiences via topic modeling and emotion detection.
- Key themes in online reviews regarding consumer luxury hotel experiences are identified.
- The discrete emotions consumers experience during their luxury hotel stays are identified.
- We found that experiences exert diverse effects on rating levels via the mediation of emotions.

**Authors’ Note:** All authors contributed equally to this research.

## INTRODUCTION

The luxury boom has come to be one of the most notable trends in the global hospitality industry over the past decade. Before the COVID-19 outbreak, the luxury hospitality and travel market was estimated to be valued at US\$831 billion globally (CPP-LUXURY, 2019). Despite a disproportionate hit during the pandemic, the luxury segment is leading a demand surge as the industry recovers thanks to widespread vaccination (Bain, 2021; Forbes, 2021). This trend is expected to continue: The luxury market is anticipated to be a premiere driver of the revival of hospitality and tourism economies worldwide (GlobalData, 2022; Skift, 2021).

As the luxury market and associated experiential consumption continue to rise, the hospitality management literature lags behind in investigating these experiences. To date, most relevant studies have focused on the value of luxury experiences (Chen & Peng, 2014; Hyun & Han, 2015; Liu et al., 2019; Mou et al., 2019; Yang & Mattila, 2016). An in-depth examination of how consumers reflect upon their own luxury hospitality experiences and derive emotional value throughout the process remains lacking. Despite the ample volume of user-generated content available in the contemporary hospitality industry, little effort has been devoted to critically analyzing experiential insight to advance the literature and practice of luxury experience management (Padma & Ahn, 2020; Wu & Gao, 2019). Emotions and hedonic value have been acknowledged as critical aspects of luxury experiences (e.g., Hagtvedt & Patrick, 2009; Peng & Chen, 2019; Yang & Mattila, 2016; Zhang et al., 2020); even so, experiential and emotional perspectives have yet to be synthesized in luxury contexts. How various types, aspects, and evaluation processes of luxury hospitality experiences contribute to consumers' overall experiential evaluations through emotional mechanisms deserve empirical attention.

This study aims to bridge these knowledge gaps by examining luxury experiences via topic modeling and emotion detection analysis of online luxury hotel reviews. Our research objectives are threefold: (1) to clarify consumers' perceptions of their luxury hotel experiences and identify key themes in related online reviews via topic modeling analysis (Blei et al., 2003); (2) to reveal how consumers derive emotional value from luxury hotel experiences through cutting-edge emotion detection techniques (Demszky et al., 2020), namely by identifying discrete emotions consumers express in online reviews; and (3) to assess the identified themes' effects on review rating levels via the mediation paths of various categories of discrete emotions, thereby integrating the findings from topic modeling and emotion detection analysis (Sauter, 2017).

This work adds to the hospitality and tourism literature featuring consumer-centric views on luxury hotel experiences (Chen & Peng, 2014; Hyun & Han, 2015; Liu et al., 2019; Mou et al., 2019; Peng & Chen, 2019; Wu & Yang, 2018; Yang & Mattila, 2016). By examining relationships among the identified topics and online review ratings, we expand scholarly understanding of luxury

experiences through a theory-inspired framework categorizing luxury experiential aspects given the valence of their impacts on review rating levels (Geetha et al., 2017; Kotler et al., 2018; Zeithaml et al., 2013). Emotion-based mediation paths also offer evidence of why numerous aspects of luxury experiences influence online review ratings positively and negatively. These findings can inform luxury experience management and provide relevant guidance for luxury hotel operators. Such insight is urgently needed amid reflexive discussions on the future of luxury hospitality management beyond the pandemic (Bain, 2021; Forbes, 2021).

## LITERATURE REVIEW

### Luxury Experiences

Luxury experiences offer a sense of “luxus” or “soft or extravagant living, (over-)indulgence and sumptuousness, luxuriousness, [and] opulence” (Tynan et al., 2010, p. 1157). Compared with luxury goods, luxury experiences are less visible and hence less appealing in their status-signaling qualities (Yang & Mattila, 2016). Yet, in contrast to ordinary experiential consumption, luxury experiences feature impeccable quality, additional sensory pleasure, and intrinsic enjoyment (Liu et al., 2019; Yang & Mattila, 2016). The ongoing proliferation of social media has inspired consumers to share their luxury experiences; doing so presents a viable means of signaling one’s consumption to followers, elevating one’s social standing, and achieving a positive self-concept (Hyun & Han, 2015; Liu et al., 2019; Seo et al., 2021; Wirtz et al., 2020; Yang & Mattila, 2017).

The body of knowledge on luxury experiences has revealed the unique value propositions of such experiences for customers (Walls et al., 2011; Yang & Mattila, 2016, 2017). These experiences have been shown to provide different types of experiential value, including but not limited to functional or utilitarian value, hedonic value, symbolic/expressive value, social or relational value, and financial value (Chen & Peng, 2014; Hanks et al., 2017; Hyun & Han, 2015; Liu et al., 2019; Mou et al., 2019; Peng & Chen, 2019; Wu & Yang, 2018; Yang & Mattila, 2016). In terms of functional value or utilitarian value, luxury experiences are often recognized for outstanding product quality, extra service attentiveness, an extravagant environment, or cutting-edge technologies (Bujisic et al., 2014; Parsa et al., 2012; Ryu et al., 2012; Yang & Mattila, 2016). Regarding hedonic value, luxury experiences are a source of sensory and affective pleasure (Holmqvist et al., 2020; Peng & Chen, 2019; Wu & Gao, 2019; Yang & Mattila, 2016). These experiences enable individuals to indulge themselves or to celebrate special moments with loved ones, which is particularly important in certain cultural settings (Wu & Yang, 2018). Moreover, luxury experiences afford people opportunities to express their uniqueness and to signal their social status via social media-based experience sharing (Liu et al., 2019; Mou et al., 2019; Peng & Chen, 2019). Finally, luxury experiences offer customers good financial value (i.e., value for money) given the premium quality that these experiences provide (Peng & Chen, 2019; Yang & Mattila, 2016).

The growth of online consumer-generated data (e.g., on social media) in recent decades has led scholars to examine experiences using data analytics (e.g., Koivisto & Mattila, 2020; Li et al., 2021; Xu, 2021). Chang et al. (2020) conducted a sentiment analysis of luxury hotel reviews and found that the experiential aspects of staff training, room cleanliness, and location choice should be improved to enhance customers' satisfaction. Kwon et al. (2021) took a topic modeling approach to examine luxury restaurant experiences and revealed a dissatisfier-hybrid-satisfier structure of factors that influence diners' satisfaction. Padma and Ahn (2020) employed content analysis on TripAdvisor reviews of luxury hotels in Malaysia, identifying the quality of rooms and employee–customer interactions as key determinants of guests' satisfaction. The burgeoning area of social media and luxury has also attracted scholarly attention as indicated by Creevey et al. (2021). To date, the luxury experience literature has spanned an array of empirical contexts in hospitality and tourism, such as restaurants (Yang & Mattila, 2016), cruise vacations (Hyun & Han, 2015), and hotels (Wu & Yang, 2018; Yang & Mattila, 2017). Contextual differences exist regarding which experiential aspects constitute luxury and how consumers evaluate such experiences. The next section of our literature review synthesizes the experiential aspects and evaluation processes associated with luxury experiences.

### Experiential Aspects and Evaluation Processes of Experiences

The classic service marketing mix model maintains that multiple comprising aspects of service consumption experiences influence the integral experiential outcome: *product*, *physical evidence*, *people*, *process*, *place*, *price*, and *promotions* (Kotler et al., 2018; Zeithaml et al., 2013). The *product* aspect of hospitality and tourism experiences denotes offerings for market attention and acquisition (e.g., vacation packages, tour activities, and event experiences; Mainolfi & Marino, 2020). Although hospitality and tourism experiences are inherently intangible, tangible *physical evidence* (e.g., room facilities and décor) can play considerable roles in one's experience (Han et al., 2020; Taheri et al., 2020). Experiences are also naturally co-created; the *people* aspect of hospitality and tourism services (e.g., guest–staff interaction and guest–guest interaction) also contributes to perceived experiential warmth and qualities (Lee et al., 2018; Migacz et al., 2018; Tsang & Ap, 2007). The *process* refers to the actual procedures, mechanisms, and flow of activities (e.g., when checking in or out) and is a core component of hospitality and tourism experiences (Migacz et al., 2018). Furthermore, the *place* (e.g., location and channel decisions), *price* (e.g., price level and differentiation), and *promotion* (e.g., sales and advertising) characteristics of hospitality experiences are of primary importance (Kim et al., 2009).

Relatedly, researchers have scrutinized numerous experiential aspects contributing to luxury hotel experiences. Yang and Lau (2015) compared Chinese Gen X and Y tourists' views on luxury hotel experiences and discovered that room- and service-related aspects constituted the main experience of hotel

quality for both generations. Focusing on luxury travel agents, Buckley and Mossaz (2016) discovered that factors tied to the client, destination, attraction, operator, and agent were paramount in high-end wildlife travel experiences. Meanwhile, whereas convenience and food and beverage were more important to Gen X consumers, Gen Y consumers were more concerned about security. Lo and Yeung (2020) emphasized the physical environment and guest–staff encounters as major luxury hotel guest experience dimensions in determining brand prestige. Similarly, Han et al. (2019) demonstrated the importance of physical surroundings in luxury resort hotels such as the room design and decorations. Wu et al. (2017) noted that the staff, physical facilities, locational proximity to shopping centers, and co-creation possibilities each inspired superior luxury hotel experiences. Further, Wu and Gao (2019) revealed that, in the luxury hotel setting, the aspects of service management and offerings, human interaction, and the physical environment could trigger emotional experiences via an interplay with emotional constructors such as customers' expectations, cultural fusion and authenticity, and overall service experiences. Resulting emotions could drive numerous customer co-creation behaviors (Le et al., 2021; Wu & Gao, 2019).

Individuals evaluate luxury experiences via multiple processes. Two types of psychological processes are most common: cognitive and emotional/affective processing. Among studies on the cognitive processing of luxury experiences, the service quality model emphasizes experiential evaluation as a multidimensional cognitive evaluation across service outcomes, interaction, and the physical environment (Fick & Brent Ritchie, 1991; Lam & Zhang, 1999; Zhang et al., 2019). The expectation versus perception contrast model highlights experiential evaluation as a comparison between received and expected services (Andereck et al., 2012; Hsu et al., 2010). The emotional/affective processes driving experiential evaluation suggest that emotions help explain why certain experiences are favored over others (Bigné et al., 2008; Mattila & Enz, 2002; Wang et al., 2021). In addition, cognitive and emotional evaluation processes may be intercorrelated; cognitive evaluations can influence emotions (Manthiou et al., 2017; Wu & Gao, 2019). For instance, surprise and delight involve a cognitive component, such that a person encounters an unexpected element that exceeds expectations or contradicts existing schema (Berman, 2005; Crotts & Magnini, 2011; Ekman & Friesen, 1975; Kim & Mattila, 2013). Value judgments can elicit positive or negative emotions as well (Westbrook & Reilly, 1983). Studies have also indicated that emotional values may constitute the basis of information input as customers form cognitive judgments of their experiences (Yuan & Wu, 2008). Despite the theoretical importance of emotional processes in luxury experiences, this topic has yet to receive adequate research attention. We thus seek to uncover the discrete emotional processes driving evaluations of luxury experiences.

### **Discrete Emotions Behind Luxury Experiences**

Emotions are essential for experiential consumption (Illouz, 2009), including of luxury products and experiences (Batat, 2019). For example, emotions play

vital roles in experiential consumption at festivals (Lee et al., 2011). Consumers also feel more intense emotions when consuming experiential gifts versus material gifts (Chan & Mogilner, 2016). Wu and Liang (2009) identified emotion as a primary component of experiential value at luxury hotel restaurants. Kim et al. (2020) relatedly found that emotions evoked by sight can significantly affect consumers' attitudes and purchase intentions at luxury hotels. Consumers generally seek to maximize their emotional benefits and to evaluate emotions associated with luxury experiences (Batat, 2019). Consumers also consciously or unconsciously evaluate the outcome desirability, agency, fairness, and certainty of events to guide their emotional and behavioral responses (Watson & Spence, 2007).

Much of the relevant research has focused on how luxury environments affect consumers' emotions. Kim et al. (2020) determined that the interior colors of luxury hotel rooms influenced customers' emotional states in terms of pleasure, arousal, and dominance (Mehrabian & Russell, 1974). Chen et al. (2015) investigated the effects of luxury restaurant environments on guests' experiencing joy (feeling joyful, pleased, romantic, welcoming), excitement (feeling excited, thrilled, enthusiastic), and peacefulness (feeling comfortable, relaxed, at rest), as well as negative emotions of anger (feeling angry, irritated), distress (feeling frustrated, disappointed, upset), and disgust (feeling disgusted, displeased, bad). Peng and Chen (2019) identified emotions (i.e., joyful, excited, and peaceful) as antecedents of repurchase intention at luxury hotels. However, scholars have largely ignored the intangible perspectives of luxury experiences and related impacts on consumers' emotions.

The current research focuses on how luxury experiences shape consumers' emotions from tangible and intangible perspectives. Emotions are affective states induced by specific stimuli (Zhang, 2013). Based on the appraisal theory of emotion, emotions are extracted from a person's appraisal of events or the surrounding environment in relation to personal beliefs and goals (Moors et al., 2013; Smith & Lazarus, 1993). Consumers' emotional responses enable them to avoid, minimize, or alleviate appraised harms or to seek, maximize, or maintain appraised benefits (Smith & Lazarus, 1993). The emotional responses elicited during product or service consumption are defined as consumption emotions (Westbrook & Oliver, 1991). Accordingly, in the case of the present study, emotions reflect consumers' affective responses to their stays at luxury hotels or resorts (Peng & Chen, 2019).

Rather than assessing luxury consumers' satisfaction, researchers have been recommended to measure the intensity of experiential recall and emotions (Batat, 2019). Barsky and Nash (2002) developed a Market Metrix Hotel Emotions scale to assess consumers' emotional responses to hotels. They observed that, compared with guests in other hotel segments, luxury hotel guests were more likely to intensely experience 16 positive emotions (e.g., feeling comfortable, secure, relaxed, welcome, content, respected). Luxury hotels that evoked these emotions also witnessed stronger brand loyalty than hotels that did not elicit such reactions. In line with prior research (Han & Jeong, 2013), Wu and Gao (2019) suggested



that the discrete emotions of comfort, stimulation, and sentimentality were most closely associated with the consumption of luxury experiences. In an effort to extend this stream of literature, we aimed to reveal how emotions function as the mechanism underlying why consumers rate certain types and/or aspects of luxury hotel experiences especially favorably or unfavorably.

We followed Sauter's (2017) emotion family approach to explore how multiple categories of discrete emotions serve as mediation mechanisms influencing consumers' online review ratings. According to Sauter (2017), positive discrete emotions can be broadly classified into four types: prosocial emotions, savoring emotions, agency-approach emotions, and epistemological emotions. *Prosocial emotions* include positive discrete emotions such as admiration, love, and gratitude, which can foster social relationships and enhance others' welfare (Sauter, 2017). For instance, love is conceptualized as a positive emotion that inspires commitment to intimate relationships (Campos et al., 2013). In hospitality and tourism contexts, consumers declare their love through positive word-of-mouth, by which they can construct an extended self through self-reflection, presentation, and confession (Belk, 2014; Filieri et al., 2021). The primary role of people in luxury experiences as revealed in prior research (Buckley & Mossaz, 2016; Lo & Yeung, 2020; Wu & Gao, 2019) indicates the potentiality of prosocial emotions functioning as psychological mechanisms to fuel consumers' responses to luxury experiences in hotel settings. *Savoring emotions* include contentment and pleasure-connoting emotions such as approval and joy. Research on luxury experiences has framed hedonic enjoyment and sensory pleasure as defining characteristics of these experiences (Peng & Chen, 2019; Wu & Gao, 2019; Yang & Mattila, 2016). Savoring emotions thus may play a principal part in explaining how various experiential aspects influence consumers' luxury experiences. *Agency-approach emotions* feature elation, high arousal, and strong approach tendencies, such as desire, optimism, surprise, excitement, and pride (Sauter, 2017). Surprise, excitement, and delight are also typical of luxury experiential consumption (Kasambu & Sritharan, 2018; Panchapakesan et al., 2021). Pride, as an agency-approach emotion, has an important role in luxury consumption by either sparking a heightened desire for luxury or resulting from a luxury purchase (McFerran et al., 2014). Therefore, the exhilarating experiential activities offered in luxury hotel settings may trigger such agency-approach emotions, which further contribute to consumers' overall positive responses in luxury experiences. Finally, *epistemological emotions* (e.g., curiosity and realization) often follow from seeking new information or acquiring knowledge. Many luxury experiences are extraordinary; consumers may therefore feel epistemologically extended and experience positive emotions (e.g., curiosity and realization; Wirtz et al., 2020).

Altogether, the extant body of literature has examined the impacts of various experiential aspects on consumers' luxury experiences. While some consensus has been reached regarding the importance of certain experiential aspects (e.g., people, as in Buckley & Mossaz, 2016; Lo & Yeung, 2020; Wu & Gao, 2019;

physical environment, as in Han et al., 2019; Lo & Yeung, 2020) in cultivating desirable luxury experiences, additional explorations are needed to improve our comprehension of consumers' engagement in these experiences. The reviewed literature also highlights the theoretical prominence of discrete emotions, both positive and negative, in understanding consumers' luxury experiences (Batat, 2019; Illouz, 2009; Lee et al., 2011; Wu & Liang, 2009). Relatedly, prior research suggests that consumers express positive and negative emotions associated with their service experiences in their corresponding online reviews (Maguire & Geiger, 2015; Wu & Gao, 2019; Zheng et al., 2021). As such, online reviews provide a unique lens for us to understand the comprising aspects of consumers' luxury experiences and the role of discrete emotions in such experiential engagement. Uncovering the patterns of correspondence among luxury experiential aspects/types, associated discrete emotions, and review rating levels will help inspire future research on luxury experience management and provide relevant guidance for luxury hotel operators. Next, we detail our methodological approach.

## **METHODOLOGY**

To address the research objectives, we conducted a series of analyses on a large-scale dataset of luxury hotel reviews. First, topic modeling analysis (Blei et al., 2003) was carried out to identify key themes related to luxury hotel experiences. Then, emotion detection analysis (Demszky et al., 2020) was performed to reveal how consumers felt about their luxury hotel experiences. Finally, we ran ordered logistic regression analysis and ordered probit regression analysis to assess the effects of identified themes on review rating levels via the mediation paths of various categories of discrete emotions.

### **Data**

To address the research objectives, we referred to TripAdvisor's list of the world's best luxury hotels for the year 2020 to determine a sample for data collection. Widely known as the world's most popular travel meta-search site, TripAdvisor releases annual lists of the best hospitality and tourism service companies. These lists are known for their authority and marketing impact: businesses aim to be highlighted as top hospitality and tourism service companies. The 2020 list featured 25 luxury hotels/resorts in diverse destinations. We gathered 30,817 unique English-language consumer reviews for these luxury hotels/resorts.

### **Topic Modeling**

We performed Latent Dirichlet Allocation (LDA) topic modeling (Blei et al., 2003) to mine textual data and reveal customers' perspectives of the chosen hotels/resorts based on personal reviews. LDA is a popular unsupervised



classification approach that detects recurring word patterns as manifestations of hidden topics from a collection of content. The method has been widely adopted in hospitality and tourism studies with strong performance (Guo et al., 2017; Kirilenko et al., 2021; Li et al., 2020; Putri & Kusumaningrum, 2017). We conducted LDA modeling using the Gensim Python wrapper (Řehůřek & Sojka, 2010) from the MALLET toolkit (McCallum, 2002) with optimized topic density/word density parameters. We followed standard natural language pre-processing procedures for data cleaning and preparation, which consisted of several steps. The first step involved tokenization; that is, a cohesive set of reviews was split into single words or “tokens.” Second, stop words (i.e., frequent short-function or generic words without any valuable meaning) were removed. Third, during lemmatization and part-of-speech tagging, words or “tokens” were transformed to their canonical forms; only nouns, verbs, and adjectives were retained using the spaCy toolkit. Lemmatization and part-of-speech tagging were based on an intermediate scale trained English library “en\_core\_web\_md”, a prebuilt statistical neural network model of spaCy. Fourth, we executed customized keyword removal: Generically themed words such as “hotel” and “resort” were excluded to make the subtopics of these keywords more readily apparent. Words in business names, mostly toponyms, were also removed from the token vectors to eliminate any clustering tendencies in the data source.

We referred to Coherence scores to compare the performance of LDA topic models and to determine the number of topics  $K$  in the LDA results. Coherence measures the degree of semantic similarity among high-scoring words related to a topic (Stevens et al., 2012). By iterating the LDA process multiple times, the coherence distribution indicated a spike when  $K$  ranged between 13 and 17 or upon reaching the “elbow” (i.e., when evaluating the optimized  $K$  as the number of topics in the “elbow method” proposed by Kirilenko et al., 2021). We manually reviewed the LDA model results and finalized  $K$  as 15 for optimal interpretability.

## Emotion Detection

Many machine learning tools have been created to automatically identify emotions in text, such as feature-based models with word–emotion association lexicons (Mohammad & Turney, 2013) and bag-of-words representations (Da Silva et al., 2014). Recently developed pre-trained neural models and transformer architectures have allowed researchers to manage larger datasets and to detect more discrete emotions with better performance than traditional models (Acheampong et al., 2021). Following the release of Google’s BERT (Devlin et al., 2018), multiple novel fine-tuning transformer models based on this algorithm emerged, including EmotionX-KU (Yang et al., 2019), EmoContext (Huang et al., 2019), and GoEmotions (Demszky et al., 2020).

We performed emotion detection using the GoEmotion toolkit (Demszky et al., 2020); the model was trained on a relatively large dataset (58,009 written

messages from Reddit) and has demonstrated robust and outstanding performance in subsequent evaluations (achieving 0.46–0.47 macro-F1 and 0.51–0.58 micro-F1 scores; Alvarez-Gonzalez et al., 2021). GoEmotion can predict 28 emotions (27 discrete emotions plus neutral) from contextualized text embedding. Emotion labeling was trained by a minimum of three raters with 2+ rater agreements required. The frequencies and types of each emotion in the original model are provided in Appendix A<sup>1</sup> (available through the online repository).

Emotion categories consisted of admiration, amusement, anger, annoyance, approval, caring, confusion, curiosity, desire, disappointment, disapproval, disgust, embarrassment, excitement, fear, gratitude, grief, joy, love, nervousness, optimism, pride, realization, relief, remorse, sadness, and surprise. When applying GoEmotion to each review, one or more emotion identifications were assigned respective probabilities (ranging from 0 to 1). Following Sauter's (2017) framework, detected positive emotions were further classified as prosocial, savoring, agency-approach, or epistemological emotions; negative emotions were categorized into one group. We summed the probabilities of detected emotions within the prosocial, savoring, agency-approach, epistemological, and negative categories to form sum variables for analysis (i.e., prosum, savsum, agesum, episum, negsum). We also summed the number of detected emotions in each emotion category to form count variables (i.e., procoun, savcount, agecount, epicount, negcount).

## Analysis

Next, with the results from topic modeling and emotion detection analysis, we ran a series of analyses to explore relationships among extracted topics, emotion categories, and review rating levels. First, ordered logistic regression analysis and ordered probit regression analysis were conducted: topic weights were entered as predictor variables with review rating level as the outcome variable, controlling for businesses' differences. Subsequently, mediation analyses based on both regression analyses were conducted to examine how different categories of discrete emotions mediated the significant effects of extracted topics on review rating levels, controlling for businesses' differences. This approach enabled us to first assess the overall effects of extracted topics on review ratings and to focus on significant topics to examine how they affected review ratings through the indirect effects of emotions. We ran the initial analysis with the sum variables of emotions (i.e., prosum, savsum, agesum, episum, negsum) as mediators. To check results' robustness, we then reran the analysis using the count variables of emotions (i.e., procoun, savcount, agecount, epicount, negcount) as mediators.

## FINDINGS

### Identified Topics

The topic modeling process rendered a final model containing 15 topics across three thematic categories: experience types, experiential aspects, and

experience evaluation processes. Regarding the thematic category of experience types, the analyzed online reviews mainly focused on “family experience” (Topic #2) or “celebratory experience” (Topic #5).

The reviews also addressed a diverse set of experiential aspects. To better organize our findings, we drew on the service marketing mix framework (Kotler et al., 2018; Zeithaml et al., 2013) to categorize experiential aspects. These characteristics included “physical evidence and place” (e.g., room facilities [Topic #3], view and location [Topic #10]); “product,” especially “food & beverage product” (e.g., restaurant dining [Topic #11], bar and beverage [Topic #15]) and “activity and wellness product” (e.g., water sports [Topic #4] such as facility tours [Topic #6] or pool and massage [Topic #12]); “people” (e.g., service team [Topic #9]); “process” (e.g., arrival and check-in [Topic #8]); and “price and promotion” (e.g., review and price issues [Topic #14]).

Moreover, reviews reflected distinct experience evaluation processes. Some reviews depicted an “overall stay” (e.g., overall stay [Topic #7]), whereas others framed an experience based on either “service quality” dimensions (e.g., service quality [Topic #1]) or the “experiences vs. expectations” contrast (e.g., experience vs. expectations contrast [Topic #15]). Representative words for the 15 topics are summarized in Table 1; topical correlations are summarized in Appendix B available in online repository<sup>2</sup>.

### Detected Emotions

Twenty-six types of discrete emotions were detected; Table 2 displays descriptive statistics of the probabilities of each. This table also reports the descriptive statistics of count variables (i.e., procount, savcount, agecount, epicount, negcount) and sum variables (i.e., prosum, savsum, agesum, episum, negsum).

The overall findings demonstrate that, compared with negative emotions, positive emotions were more prevalent in the selected online reviews. These results align with empirical reality, such that the collected reviews reflected some of the best luxury hotel experiences in the world. Among different categories of positive emotions, prosocial emotions were mentioned most frequently, followed in order by savoring emotions, agency-approach emotions, and epistemological emotions.

### Relationships Among Extracted Topics and Review Rating Levels

The ordered logistic regression analysis and ordered probit regression analysis presented convergent evidence of the relationships among extracted topics and review rating levels. We classified the topics into three groups based on their effects on review ratings: positive drivers, negative drivers, and non-significant drivers. The analysis results are summarized in Appendix C<sup>3</sup> and Appendix D<sup>4</sup> available through online repository.

**Table 1**  
**Topics and Representative Words**

#	Topic	Representative Words	Thematic Category
1	Service Quality	service, staff, food, facility, restaurant, quality, class, return, star, recommend, week, provide, reception, fault, customer, level, bar, relax, clean, accommodation, standard, wedding, smile, maintain	Experiential Evaluation Process
2	Family Experience	beach, holiday, pool, restaurant, kid, family, year, child, sea, club, book, adult, week, bar, deluxe, time, daughter, area, entertainment, son, food, drink, baby, play, building	Experience Type
3	Room Facilities	room, bathroom, view, bed, breakfast, floor, location, suite, shower, door, lobby, city, design, bedroom, night, decor, walk, music, area, space, amenity, sleep, bath, locate, street, boutique	Experiential Aspect
4	Water Sport	villa, water, island, beach, honeymoon, trip, fish, gem, experience, boat, time, food, ocean, swim, host, sunset, spend, sea, activity, reef, bike, chill, dive, life, jetty, snorkeling	Experiential Aspect
5	Celebratory Experience	stay, staff, feel, moment, room, treat, arrive, leave, birthday, greet, lounge, husband, surprise, upgrade, champagne, touch, return, celebrate, wife, cake, home, anniversary, check, suite, arrival, choose, night	Experience Type
6	Tour Around	place, property, experience, tour, activity, enjoy, food, ground, recommend, trip, part, surround, yoga, guide, nature, design, waterfall, relax, spend, beauty, life, wood, spot, bird, rain	Experiential Aspect
7	Overall Stay	stay, staff, recommend, night, place, location, room, enjoy, service, breakfast, accommodate, spend, perfect, recommendation, relax, amenity, excellent, hesitate, star	Experiential Evaluation Process
8	Arrival and Check-In	book, time, check, airport, arrive, wait, leave, hour, minute, arrival, start, call, pick, request, meet, car, arrange, morning, reservation, trip, transfer, show, flight, travel, driver	Experiential Aspect
9	Service Team	team, experience, guest, manager, feel, smile, care, mention, work, ensure, member, people, meet, remember, staff, chef, house, job, management, hospitality, housekeeping, provide	Experiential Aspect
10	View and Location	view, room, pool, walk, garden, area, breakfast, town, minute, location, balcony, terrace, overlook, relax, swimming, mountain, taxi, centre, drive, road, shuttle, locate, set, explore, rooftop	Experiential Aspect
11	Restaurant Dining	restaurant, food, dinner, meal, eat, buffet, breakfast, menu, option, include, lunch, choice, offer, enjoy, evening, time, quality, dish, variety, chef, serve, choose, night, taste, dining, package, set	Experiential Aspect
12	Pool and Massage	pool, spa, service, concierge, room, massage, enjoy, food, dinner, vacation, time, treatment, experience, plunge, trip, gym, side, husband, property, view, restaurant, ocean, spend	Experiential Aspect
13	Experience versus Expectations	visit, time, service, staff, return, experience, detail, year, world, place, attention, travel, expectation, friend, feel, stay, family, wife, luxury, hope, exceed, trip, level, care, spend	Experiential Evaluation Process
14	Review and Price Issues	review, people, bit, guest, price, expect, feel, star, pay, issue, time, work, problem, read, number, fact, point, couple, end, money, write, run, charge, add	Experiential Aspect
15	Bar and Beverage	bar, drink, wine, room, breakfast, evening, area, bed, serve, order, include, coffee, towel, cocktail, bottle, table, sit, morning, glass, bring, fruit, selection, offer, night, water	Experiential Aspect

**Table 2**  
**Descriptive Statistics of Emotion Constructs**

	Variable	Mean	Std. dev.	Min	Max
Prosocial Emotions	admiration	0.81	0.34	0.00	1.00
	love	0.04	0.17	0.00	1.00
	gratitude	0.15	0.34	0.00	1.00
	caring	0.00	0.02	0.00	0.99
	Total Count (procount)	1.11	0.54	0.00	4.00
	Total Sum (prosum)	1.01	0.46	0.00	3.45
Savoring Emotions	approval	0.63	0.23	0.30	1.00
	joy	0.72	0.22	0.30	1.00
	Total Count (savcount)	0.22	0.43	0.00	2.00
	Total Sum (savsum)	0.15	0.31	0.00	1.85
Agency-Approach Emotions	desire	0.61	0.21	0.30	0.99
	optimism	0.66	0.22	0.30	1.00
	surprise	0.71	0.23	0.30	1.00
	excitement	0.59	0.22	0.30	0.99
	pride	0.54	0.18	0.32	0.93
	Total Count (agecount)	0.07	0.28	0.00	3.00
	Total Sum (agesum)	0.04	0.18	0.00	2.32
Epistemological Emotions	curiosity	0.61	0.21	0.34	0.98
	amusement	0.65	0.22	0.30	1.00
	realization	0.58	0.20	0.30	0.99
	relief	0.37	0.05	0.31	0.44
	Total Count (epicount)	0.01	0.12	0.00	2.00
	Total Sum (episum)	0.01	0.08	0.00	1.72
Negative Emotions	sadness	0.00	0.06	0.00	0.99
	disappointment	0.01	0.09	0.00	0.99
	confusion	0.00	0.03	0.00	1.00
	nervousness	0.00	0.01	0.00	0.87
	remorse	0.00	0.04	0.00	0.95
	fear	0.00	0.02	0.00	0.99
	annoyance	0.00	0.04	0.00	0.99
	embarrassment	0.00	0.03	0.00	0.98
	disapproval	0.00	0.02	0.00	0.97
	anger	0.00	0.01	0.00	0.98
	disgust	0.00	0.01	0.00	0.96
	Total Count (negcount)	0.04	0.20	0.00	4.00
	Total Sum (negsum)	0.02	0.14	0.00	2.04

Among topics reflecting experience types, “celebratory experience” (Topic #5) was identified as a positive driver of review rating levels while “family experience” (Topic #2) had no significant effect on these levels. Within topics reflecting experiential aspects, “people” (e.g., service team [Topic #9]) was positively related to review rating levels. Experiential aspects related to “process”

(e.g., arrival and check-in [Topic #8]) and “price and promotion” (e.g., review and price issues [Topic #14]) negatively affected these levels. Meanwhile, the impacts of “product” and “physical evidence & place” on review rating levels were somewhat mixed: certain aspects generated positive effects (e.g., water sports [Topic #4], facility tours [Topic #6]); some produced negative impacts (e.g., bar and beverage [Topic #15], room facilities [Topic #3]); and others had non-significant effects (e.g., pool and massage [Topic #12], restaurant dining [Topic #11], view and location [Topic #10]). Finally, regarding topics reflecting experience evaluation processes, “service quality”-based evaluations (Topic #1) and “experience vs. expectations” contrast (Topic #15) were likely to be associated with more positive review ratings. Narrative descriptions of one’s “overall stay” (Topic #7) were not significantly related to review rating levels.

### **Mediation Paths Via Discrete Emotions**

The extracted experiential aspects were found to influence online review ratings via diverse emotional processes. The positive drivers of review ratings functioned by either elevating positive emotions, undermining negative emotions, or a combination of both processes. Celebratory experiences (Topic #5) and the experiential aspect of water sports (Topic #4) each heightened review ratings by elevating positive emotions, specifically agency-approach emotions. The topics of service quality (Topic #1) and tour activities (Topic #6) led to higher review ratings by undermining negative emotions. Finally, the topics of service team (Topic #9) and experience versus expectations contrast (Topic #15) followed a combination of positive and negative emotional processes to drive higher review ratings. The topic of service team (Topic #9) boosted review ratings by minimizing negative emotions and evoking prosocial emotions; the topic of experience vs. expectations contrast (Topic #15) increased review ratings by reducing negative emotions and eliciting agency-approach emotions.

Meanwhile, negative drivers lowered review rating levels through a combination of both positive and negative emotional processes, with the process via undermined prosocial emotions being shared across all negative drivers. Besides reduced prosocial emotions, heightened negative emotions spurred the negative effects of bar and beverage (Topic #15), arrival and check-in (Topic #8), and review and price issues (Topic #14) on review ratings. The topic of review and price issues (Topic #14) could also compromise review ratings by attenuating savoring emotions. Findings related to these indirect effects are listed in Table 3.

## **GENERAL DISCUSSION**

### **Discussion of Findings**

In sum, this research implies that not all forms of luxury hotel experiences inspire positive review ratings. We extracted 15 topics reflecting experience types, experiential aspects, and experience evaluation processes from a topic

**Table 3**  
**Indirect Effects Via Ordered Logistic Regression Analysis and Ordered Probit Regression Analysis**

Analysis	Topic	Prosum	Savsum	Agsum	Episum	Negsum	Procount	Savcount	Agecount	Epicount	Negcount
OLRA	Topic1	1.69	-5.89 ***	-2.23 *	1.12	<b>5.83 ***</b>	-0.94	-5.13 ***	-2.03 *	1.23	<b>6.22 ***</b>
	Topic3	<b>-9.35 ***</b>	<b>-6.03 ***</b>	-1.22	0.78	0.93	<b>-10.19 ***</b>	<b>-5.18 ***</b>	-1.70	0.87	1.19
	Topic4	-2.90 **	-1.89	<b>2.24 *</b>	-1.11	-2.99 **	-1.86	-1.64	<b>2.01 *</b>	-1.23	-3.38 **
	Topic5	-4.76 ***	1.78	<b>2.37 *</b>	-0.74	1.05	-1.31	1.44	<b>2.11 *</b>	-0.94	0.82
	Topic6	-5.10 ***	-1.23	0.51	-0.81	<b>4.19 ***</b>	-5.65 ***	-1.44	0.58	-0.92	<b>4.61 ***</b>
	Topic8	<b>-12.98 ***</b>	<b>-4.68 ***</b>	2.26 *	-1.14	<b>-9.33 ***</b>	<b>-10.79 ***</b>	<b>-4.19 ***</b>	2.02 *	-1.26	<b>-9.57 ***</b>
	Topic9	<b>13.25 ***</b>	-5.31 ***	1.55	1.02	<b>3.99 ***</b>	<b>12.79 ***</b>	-4.62 ***	1.52	1.14	<b>3.57 ***</b>
	Topic13	-6.08 ***	-3.97 ***	<b>2.27 *</b>	0.95	<b>2.71 **</b>	-5.16 ***	-3.71 ***	<b>2.06 *</b>	1.05	<b>2.90 **</b>
	Topic14	<b>-14.34 ***</b>	<b>-5.65 ***</b>	2.25 *	-1.14	<b>-12.39 ***</b>	<b>-12.99 ***</b>	<b>-4.95 ***</b>	2.00 *	-1.26	<b>-13.03 ***</b>
	Topic15	<b>-4.04 ***</b>	0.48	2.00 *	-1.13	<b>-3.53 ***</b>	<b>-2.23 ***</b>	0.92	1.91	-1.24	<b>-3.16 **</b>
	Topic1	1.69	-5.85 ***	-2.07 *	1.26	<b>5.86 ***</b>	-0.94	-4.95 ***	-1.76	1.32	<b>6.20 ***</b>
	Topic3	<b>-9.30 ***</b>	<b>-5.99 ***</b>	-1.19	0.82	0.93	<b>-10.14 ***</b>	<b>-5.00 ***</b>	-1.53	0.90	1.19
	Topic4	-2.90 **	-1.89	<b>2.07 *</b>	-1.25	-2.99 **	-1.86	-1.63	<b>1.74</b>	-1.31	-3.38 **
	Topic5	-4.75 ***	1.78	<b>2.18 *</b>	-0.77	1.05	-1.30	1.43	<b>1.81</b>	-0.98	0.82
	Topic6	-5.09 ***	-1.23	0.51	-0.86	<b>4.20 ***</b>	-5.64 ***	-1.43	0.58	-0.95	<b>4.62 ***</b>
OPRA	Topic8	<b>-12.83 ***</b>	<b>-4.66 ***</b>	2.10 *	-1.30	<b>-9.45 ***</b>	<b>-10.72 ***</b>	<b>-4.10 ***</b>	1.75	-1.35	<b>-9.70 ***</b>
	Topic9	<b>13.10 ***</b>	-5.28 ***	1.50	1.12	<b>4.00 ***</b>	<b>12.69 ***</b>	-4.49 ***	1.39	1.21	<b>3.57 ***</b>
	Topic13	-6.06 ***	-3.96 ***	<b>2.10 *</b>	1.04	<b>2.72 **</b>	-5.15 ***	-3.64 ***	<b>1.77</b>	1.10	<b>2.90 **</b>
	Topic14	<b>-14.15 ***</b>	<b>-5.62 ***</b>	2.09 *	-1.30	<b>-12.68 ***</b>	<b>-12.88 ***</b>	<b>-4.79 ***</b>	1.74	-1.36	<b>-13.35 ***</b>
	Topic15	<b>-4.04 ***</b>	0.48	1.88	-1.28	<b>-3.54 ***</b>	<b>-2.23 *</b>	0.92	1.68	-1.33	<b>-3.16 **</b>

Note: Indirect effects whose valence is consistent with the topics' main effects are highlighted in bold.  
\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .



**Table 4**  
**Summary of Findings**

Thematic Categories		Extracted Topics	Effects on Review Rating	Emotional Processes
Experience Type		Celebratory experience	positive	eliciting agency-approach emotions
Experiential Aspect	People	Family experience	n.s.	N/A
		Service team	positive	eliciting prosocial emotions; undermining negative emotions
	Product - Activity & wellness	Water sport	positive	eliciting agency-approach emotions
		Tour around	positive	undermining negative emotions
	Product - Food & beverage	Pool and massage	n.s.	N/A
		Bar and beverage	negative	eliciting negative emotions; undermining prosocial emotions
	Physical evidence and place	Restaurant dining	n.s.	N/A
		Room facilities	negative	undermining prosocial emotions; undermining savoring emotions
	Process	View and location	n.s.	N/A
		Arrival and check-in	negative	eliciting negative emotions; undermining prosocial emotions
Experiential Evaluation Process	Price and promotion			
		Review and price issues	negative	eliciting negative emotions; undermining prosocial emotions; undermining savoring emotions
		Service Quality	positive	undermining negative emotions
		Experience vs. Expectation Contrast	positive	eliciting agency-approach emotions; undermining negative emotions
		Overall Stay	n.s.	N/A

Note: N/A = not applicable; n.s. = not significant.

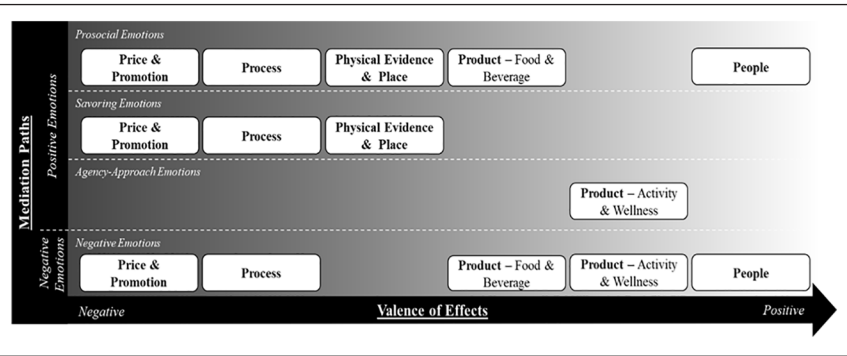
modeling analysis of luxury hotel reviews. Results unveiled the emotion-laden processes driving consumers' perceptions of luxury hotel experiences as summarized in Table 4.

Extending the hospitality and tourism literature on luxury experience management, we identified the categories, aspects, and evaluation processes of luxury hotel experiences with field insight from an analysis of online hotel reviews. Besides identifying topics related to two experiential categories and three evaluation processes, our findings outline experiential aspects of luxury hotel experiences. Researchers have recognized the vital roles of service employees in the

co-creation of service experiences (Buonincontri et al., 2017; Harkison, 2018; Harkison et al., 2018; Padma & Ahn, 2020; Wu & Gao, 2019). Our findings demonstrated that, in luxury hotel settings, people are a critical driver of positive experiences: Reviews mentioning service employees were likely to be associated with more positive ratings. We also found that issues regarding arrival, check-in, and pricing were most likely to trigger lower review ratings. These outcomes underscore the need for additional investigation of service process failures in an effort to assuage negative customer responses (Luo & Mattila, 2020; Smith et al., 1999; Yang & Mattila, 2012). Luxury hotel customers have also expressed growing appreciation for wellness offerings and local travel activities (Chi et al., 2020; Skift, 2021). Indeed, reviews about such experiences (e.g., water sports, facility tours) were more likely to be associated with positive ratings in our sample. Although the extant literature and a layman's perspective may highlight food and beverage experiences or hotels' physical facilities in infusing consumers' luxury experiences with a "wow" factor (Tsaur & Lo, 2020; Wu & Liang, 2009), we observed that reviews that discuss consumer experiences in these aspects were negatively associated with review rating levels.

This research additionally integrated emotional values and experiential aspects to explore luxury experiences and present empirical findings from consumers' online reviews. Emotions are a quintessential part of contemporary hospitality service (Bigné et al., 2008; Mattila & Enz, 2002; Wang et al., 2021; Zheng et al., 2021). Luxury experiences offer diverse forms of experiential value for customers (Chen & Peng, 2014; Hanks et al., 2017; Hyun & Han, 2015; Liu et al., 2019; Mou et al., 2019; Peng & Chen, 2019; B. Wu & Yang, 2018; W. Yang & Mattila, 2016). As depicted in Figure 1, the experiential aspects may influence review rating levels by eliciting various emotions as conveyed in online reviews. These findings shed light on the experiential value of luxury hospitality experiences. These results also showcase the explanatory power of prosocial emotions in shaping positively and negatively rated reviews for luxury hotels, stressing the importance of social value in the co-creation of luxury experiences (Wu & Liang, 2009; Wu & Gao, 2019). Moreover, we found the "product—activity & wellness" aspects of luxury hotel experiences to be more effective in eliciting agency-approach emotions such as surprise and excitement (Kim & Mattila, 2013) and to lead to more positively rated online reviews (Kim et al., 2015). Conversely, the experiential aspects of "process," "price," and "promotions" were closely associated with negative emotions and undermined prosocial and savoring emotions, thus generating negative reviews (Luo & Mattila, 2020). These findings corroborate earlier work advocating for luxury service providers to deliver utilitarian and financial value for consumers (Bujisic et al., 2014; Parsa et al., 2012; Peng & Chen, 2019; Ryu et al., 2012; Yang & Mattila, 2016; Wang et al., 2022). Our collective findings cast fresh light on the luxury experience literature by associating specific aspects of luxury experiences with review rating levels via discrete emotions based on the emotion family approach (Sauter, 2017). These results enhance our understanding of

Figure 1  
Visual Summary of Effects and Mediation Pathways of Experiential Aspects



experiential marketing, which emphasizes the delivery of experiential and emotional value while promoting customer satisfaction (Atwal & Williams, 2017; Bigné et al., 2008; Schmitt, 1999). Scholars should continue exploring this integrated sphere of luxury experiences to further advance relevant theory.

Managerial Implications

Our research presents ample practical implications to optimize luxury hotel experiences. Given people’s effects in motivating positive reviews, we recommend that managers attend more closely to related aspects of luxury experiences; adequate personnel management is critical to helping luxury experience providers engender consumer gratitude via interaction. Doing so can also cultivate enduring service relationships and positive feedback. In addition, engaging experiential activities (e.g., water sports and facility tours) can inspire agency-approach emotions such as delight while prompting consumers to post more positive reviews. Practitioners should thus consider incorporating on-site customer engagement activities to “wow” and promote favorable online feedback. Future studies could compare multiple customer-engaging activities during guests’ stays to discern the most effective means of eliciting positive emotions and online reviews. We identified process, price, and promotions as most strongly associated with negative reviews of luxury experiences. As such, luxury experience providers should pay close attention to these aspects to mitigate potential service failure that may spark negative emotions and online comments. Yang et al. (2016) found that inappropriate online price promotions can trigger negative reactions among status-seeking luxury hotel guests. Hotel marketers and scholars might benefit from investigating the impacts of different price and promotion strategies on guests’ perceptions and hotels’ brand image. Finally, our findings suggest that luxury hotel experiences can be elevated in terms of food and beverage as well as physical evidence and location. Hotels would be well served by upping their restaurant and bar game to create exceptional dining experiences (Skift Table, 2019).

Understanding consumers' emotions is essential for luxury experience management, including at hotels. Luxury hotel managers should thus attempt to detect consumer emotions from feedback, such as online reviews, to improve service offerings. These hotels should not merely focus on the cognitive and conspicuous aspects of luxury experiences but should devote more attention to the emotional impacts of luxury experiences. An experience audit would be useful in this regard—companies could then identify factors that generate negative consumer emotions (e.g., sadness, disappointment, or confusion) and enhance satisfaction by providing personalized care or organizing exciting events. For instance, by using videotape and in-depth interviews, hotel operators can document customers' experiences and behavior to determine how specific service aspects evoke certain emotions (Berry et al., 2002). By doing so, luxury service providers can leverage the company's capital and resources more efficiently and possibly build greater brand satisfaction and stronger brand loyalty.

Our findings offer guidelines for luxury experience providers' social media marketing as well. The "human" aspect is a key asset of luxury hotels, as "people" elements are highly appreciated and employees' service attentiveness and warmth are consistently associated with positive emotions. Consumer reviews are a major service issue linked to luxury hotel guests' experiential perceptions. We therefore encourage luxury hotels to extend their human services from offline to online. For instance, companies could humanize their communication approaches on social media (e.g., through warm communication). Price and promotion messages should be standardized across channels to eliminate inconsistencies and errors. Warm messages intended to engage customers should be favored to contribute to meaningful firm–customer connections (Leung et al., 2017). For instance, luxury hotels can invite customers to share their experiences and then disseminate such content on social media to signal premiere service and brand prestige. In amplifying customers' voices, these campaigns could also elicit rich emotions and resonate with a company's audience to encourage spontaneous (re)visits. The humanization strategy also calls for proactive audience communication—especially when coping with negative feedback. Instead of simply supplying a copied-and-pasted cliché such as "Sorry for the inconvenience, please DM us," a sincere resolution would be more welcomed. Luxury hotel business operators should thus be encouraged to initiate tailored dialogue with customers. While such practices may appear less efficient than conventional approaches, they may be more effective in resolving customer complaints on public platforms and could hence propel luxury hospitality and tourism business. These scenarios present ideal opportunities for luxury hotel businesses to demonstrate true "butler service" via authentic communication with a niche and elite market segment. Even though online reputation management is a timely topic, most of the related literature pertains to the effects of online reviews on customers' perceptions and hotels' brand image. Researchers could extend this line of work by investigating the best practices for customer engagement (including resolving complaints) in a virtual world.


## LIMITATIONS AND FUTURE RESEARCH

We would like to acknowledge several limitations of the current study. First, although we considered a diverse set of destinations and properties, our relatively small sample of luxury hotels could temper results' generalizability. Moreover, research suggests that culture can influence customers' evaluations of luxury hotel experiences (D'Acunto & Volo, 2021). Our work should therefore be expanded to a larger scale in the future. Given the exploratory nature of our work, additional research is needed to extend our novel approach in the luxury experience context. Also, we did not address the heterogeneity of property types, yet the markets of urban luxury hotels and coastal resorts could vary with respect to customers' motivations, budgets, service needs, and time. Customers' expectations and corresponding experiences may differ in kind. Exploration of niche segments in the general luxury market would enhance the external validity of our findings. Lastly, we focused on textual reviews; subsequent studies can incorporate other types of online reviews, such as user-posted images, to extend related conclusions (Giglio et al., 2020).

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## SUPPLEMENTAL MATERIAL

All appendices are also available to download through the online repository [https://github.com/shihanma/data/raw/main/2022-Luxe-Emo-JHTR/Appendices\\_all.docx](https://github.com/shihanma/data/raw/main/2022-Luxe-Emo-JHTR/Appendices_all.docx).

## NOTES

1. [http://data.shihanma.com/2022-Luxe-Emo-JHTR/Appendix\\_A.png](http://data.shihanma.com/2022-Luxe-Emo-JHTR/Appendix_A.png)
2. [http://data.shihanma.com/2022-Luxe-Emo-JHTR/Appendix\\_B.html](http://data.shihanma.com/2022-Luxe-Emo-JHTR/Appendix_B.html)
3. [http://data.shihanma.com/2022-Luxe-Emo-JHTR/Appendix\\_C.html](http://data.shihanma.com/2022-Luxe-Emo-JHTR/Appendix_C.html)
4. [http://data.shihanma.com/2022-Luxe-Emo-JHTR/Appendix\\_D.html](http://data.shihanma.com/2022-Luxe-Emo-JHTR/Appendix_D.html)

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