

Application Of Text Mining On Market Intelligence (Hotel)

Introduction

Hotels are usually located in high density around popular districts of the countries. As there may be several hotels in the popular district, it is important for individual hotel to understand customers' service expectation and improve their service level so that their hotel can stand out above the rest to stay competitive and survived. Hargreaves (2015) explained that market environment for hotel is always challenging and evolved faster because of higher customers' disposable income and customer experience expectation. This will mean that other than the standard customers' hotel selection criteria on Brand image, implementation of customer retention programs and core offering or value of the hotel (Starkov & Price, 2007), it is also important to hear the voices of customers that reviewed their stay in the hotels. These voices are usually written in short sentences on the customers' review section of the hotel booking portal which are mostly unstructured data.

By applying text mining on these customer reviews, we can convert the texts into concepts through Parsing and evaluate the concepts and categories to form possible positive or negative insights. With these concepts, we will be able to estimate customers' common experience in each hotel stays. This insight will also help the hotel to understand the market environment and improve their internal process to match the competition.

In this paper, we will be analysing customers' review from one of the top ten most expensive and most reviewed hotel in London to discover any insight that hotels around the region can apply to improve their service level.

Literature Review

In reviewing the literature related to our research, Berezina et al. (2015) was selected as one of the papers that is like our research objective. Berezina K. et al. (2015) explained the methodology to identify patterns in hotel reviews using text mining and insights from results of satisfied and unsatisfied customers' patterns (concepts). These insights can be used as service and product improvement.

Berezina K. et al. (2015) selected Sarasota hotels' online hotel reviews from TripAdvisor.com as datasets for Texts link analysis because of its popularity in USA, smaller destination comparing with others and variety of tourism development in the city. For accommodation related properties, there are 31% hotels/motels, 7% apartments, 7% houses, 4% mobile homes, 2% campsites. There was a total of 2,510 reviews containing **Table 1** categories recorded in excel file. Reviews included 84.87% leisure travellers and 11.7% business travellers. The reviews are validated internally before analysis by finding the correlations of rating scores and recommendation scores. Berezina K. et al. (2015) will read 20 random reviews against reviewers recommend the hotel to confirm if the intention is aligned.

TABLE 1 Hotel review categories

Field	Explanation
Quote	It contains a title of the guest review and in most cases the overall feeling about the hotel
Hotel name	Name of the observed hotel
User name	Username of the reviewer
Contributions	Contributions contains the number of review posted by a particular user on the TripAdvisor.com
Location	Location refers to the reviewer's residence
Trip type	Trip type includes different categories: business; couples; family; couples, family getaway; friends getaway; solo travel
Comment	Contains the review body in it
Value, rooms, location, cleanliness, service, and sleep quality	These fields contain numerical values that guests gave as rating scores to each of the categories named above. The values range from 1 (<i>terrible</i>) to 5 (<i>excellent</i>).
Date of stay	The date that reviewer stayed in the hotel
Visit type	Visit type contains the following categories: business; hobbies/interest/culture; honeymoon; leisure; personal event; quality time with family; romantic getaway; and other.
Travelers	
Age group	
Member since	Refers to membership on TripAdvisor.com
Recommendation	Recommendation contains categories "Yes" or "No" and represents likelihood of recommending this hotel to others.

Once the reviews are validated, comment section will undergo PASW Modeler to convert both positive and negative texts from tokens to concepts and categories will be formed by linking the extracted concepts to the categories in the NLP inbuilt vocabulary

list. This process is call NLP linguistic extraction. Concepts are categorised either positive or negative types with the support of business domain knowledge. In **Table 2**, Berezina K. et al. (2015) identified that business, room members, sports and furnishing were the top frequently mentioned positive categories. As for the negative categories, business, room, furnishing, member, and finance were mentioned. Berezina K. et al. (2015) noticed 63.1% of the customers that mentioned “staffs” in member category are satisfied with the staff service and would recommend the hotel to others. The result showed the need to focus on service level of the hotel business. For Finance category, customers’ unhappiness was usually related to cost and pricing issues. In the next phase, Berezina K. et al. (2015) continue to apply text-link analysis on the online reviews to identify the relationship between concepts in **Figure 1** and **Figure 2**. The comparison of the text-line analysis is shown in **Table 3**.

Table 2

Word categorization for two groups of reviews

Positive recommendation				Negative recommendation			
1. Place of business	99.7			1. Place of business	99.3		
		Hotel	90.3			Hotel	94.6
		Restaurants	35.8			Restaurants	21.7
		Outlets	17.8			Outlets	7.6
		Club	12.2			Club	6.1
						Office	5.4
						Spa	2.5
2. Room	74.0			2. Room	81.9		
3. Members	63.5			3. Furnishing	65.3		
		Staffing	63.1			Bed	31.4
		Hotel Personnel	17.3			Carpet	10.8
		Waiter	7.7			Towels	9.4
		Housekeeper	6.3			Chairs	6.9
		Friendly staff	2.4			Table	6.1
4. Sports	53.5			4. Member	58.8		
		Sports by type	53.1			Employee	57.4
						Hotel personnel	24.9
						Housekeeper	9.7
						Clerk	2.9
						Nice staff	0.7
5. Furnishing	48.3			5. Finance	44.4		
		Furniture	48.3			Money	11.6
		Lamps	7.0			Charge	6.9
		Implements	6.2			Credit	5.1
		Carpet	3.0			Cost	4.7
6. Beach	43.1			6. Sports	39.7		
7. Food and table	36.4					Sports by type	39.0
		Meals	34.6	7. Architecture	39.0		
		Menu	3.6			Floor	20.2
8. Architecture	36.2					Balcony	5.1
		Floor	16.9	8. Human resources	34.7		
		Balcony	13.4			Benefit	19.9
		Tower	3.8			Careers	20.2
9. Family structure	28.5					Education, Training	2.2
10. Human resources	27.1			9. Landforms	27.4		
				10. Family structure	24.2		

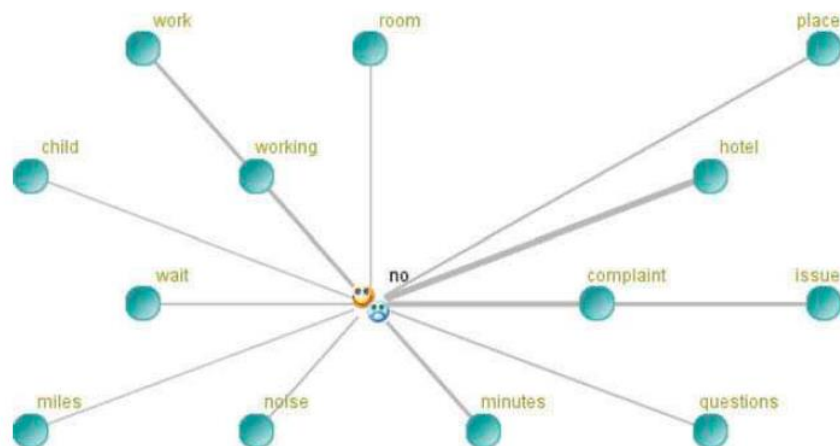


FIGURE 1 Text link analysis for positive reviews.

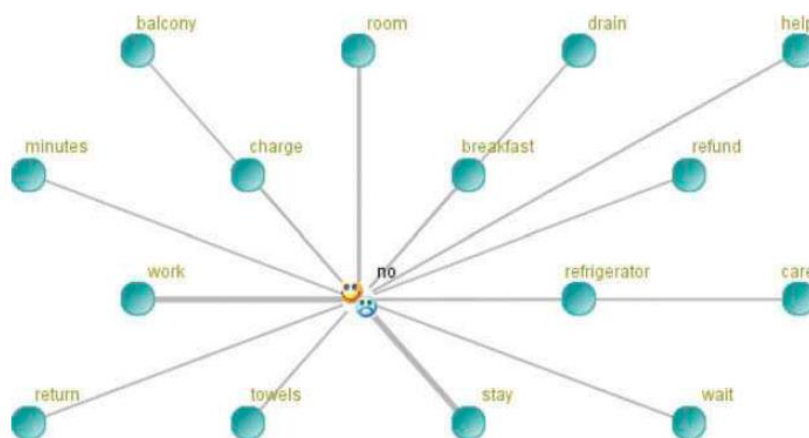


FIGURE 2 Text link analysis for negative reviews.

Table 3

Comparison of text link analysis results

Recommendation			
Yes		No	
No:	Child Wait Miles Noise Minutes Questions Complaint Issue	No:	Room, balcony, towels, fridge Drain Breakfast Refund Help Care Minutes Return Stay

From **Table 3**, it may be difficult to understand the context meaning of linking “no” to concepts especially when it is repeated in Positive and Negative Type. However, the author can infer the following concepts.

- “No-question”, “No-complaint”, and “no-issue”: Customers positive attitude towards hotel.
- “no-room”, “no-balcony”, “no-towels”, “no-fridge”, “no-drain” and “no-breakfast”: Hotel services required improvement
- “No-help”, “no-care”, “no-return” and “no-stay”: Customers disappointed and negative attitude towards hotel.

Based on the conclusion by Berezina et al. (2015), reviews on hotel room amenities and furnishing are frequently mentioned that will affect customers’ satisfaction level. Hotel staff service performance are also another area that will affect the satisfaction result. The paper continues to explain that hotels should conduct online review text analysis on regular basis to monitor customer expectations constantly so that they can understand customers’ voice and include action plans in the service improvement of the hotel. (Crick & Spencer, 2011)

To have a more complete research, text mining analysis can also include other booking platform (e.g., Booking.com) or countries for wider exposure on global trend on customers’ satisfaction on hotel. It can also be used as competitor intelligence and analysis as explained in Köseoglu et al. (2021). With the insights from text mining, other hotels can develop new strategies to stay competitive in the industry.

Another area of interest can be having a new method to measure hotel service quality from online hotel reviews and ratings. Boon et al. (2014) used the frequency of concepts extracted from online reviews to obtain score for “Room”, “Facilities”, “Surroundings”, “Employees” and “Reliability” and the scores can be studied over time to improve quality and focus on marketing communication. 1st type of the studies was to choose the most suitable service quality scale by assigning 48 comments randomly to the dimensions of the scale and compared between the researchers results to decide which scale to continue. The 2nd type of studies was to categorize the same 48 comments along with the dimension scale and explore which words in the reviews were representative of each dimension. The last type of studies was to obtain 10,000 TripAdvisor comments from 90 hotels in Northern Italy and ranked word of all the

comments based on overall frequency and assigned top 1000 words to a dimension. Irrelevant words were ignored or isolated if ambiguous.

In Boon et al. (2014) studies, they found in Study 1 (**Table 4**) that they cannot get a common understanding on the scoring when SERVQUAL dimensions were used but the results were consistent when HOLSERV dimensions were used.

Table 4

Study 1 Results Sample & Dimensions

(a) SERVQUAL dimensions (b) HOLSERV dimensions

Dimension	Description
<i>a</i>	
Tangibles	Physical facilities, equipment, and appearance of personnel
Reliability	Ability to perform the promised service dependably and accurately
Responsiveness	Willingness to help customers and provide prompt service
Assurance	Knowledge and courtesy of employees and their ability to inspire trust and confidence
Empathy	Caring, individualized attention the firm provides its customers
<i>b</i>	
Employees	Prompt service, willingness to help, confident in delivery of service, polite, knowledgeable, skillful, caring, understanding, sincere, neat and professional employees
Tangibles	Modern-looking equipment, fixtures and fittings, appealing facilities and materials, comfort, cleanliness, user-friendly equipment and facilities, variety in food and beverages, operation of services at a convenient time
Reliability	Keeping promises, accurate and timely service, safe and secure stay

#	Comment	Reviewer	SERVQUAL					HOLSERV		
			T	R	R	A	E	E	T	R
1.	We had an extremely satisfying time here, and would certainly stay again. It ticked all the boxes, and delivered everything you expect from a central London hotel of this price range, and then some. Breakfast was a particular highlight, and one which we eagerly anticipate in the future	A	X						X	
		B	X	X					X	X
		C	X	X			X		X	X
2.	We would like to thank [owner and staff] who looked after us so well on our recent trip back to the [hotel] restaurant. Both the food and the service were of the highest standard and we greatly appreciated the special treatment, which is synonymous with [hotel]! We can't wait to return for another stay and sample the delicious food and superb surroundings. Many thanks again!	A	X		X		X	X	X	X
		B	X	X	X	X		X	X	X
		C	X		X	X	X	X	X	X

By applying HOLSERV dimensions on Study 2 (**Table 5**), the researchers scored the comments quite consistently and easily.

Table 5**Study 2 Results & Dimensions**

Dimension	Description
Room	Equipment, fixtures and fittings in the hotel room, services available in the room. Cleanliness and user-friendliness
Facilities	Facilities and services available in the hotel (outside the room). Breakfast, restaurants and bars, pool and fitness/spa facilities
Surroundings	Location of the hotel, proximity to amenities, public transport and attractions
Employees	General appearance and behavior of staff. Promptness, politeness, understanding, neatness
Reliability	The willingness of staff to help guests in specific situations. The way they handle requests and complaints

#	Comment	HOLSERV Plus	
1.	We had an extremely satisfying here, and would certainly stay again. It ticked all the boxes, and delivered everything you expect from a central London hotel of this price range, and then some. Breakfast was a particular highlight, and one which we eagerly anticipate in the future	Room Facilities Surroundings Employees Reliability	Breakfast
2.	We would like to thank [owner and staff] who looked after us so well on our recent trip back. Both the food and the service were of the highest standard and we greatly appreciated the special treatment, which is synonymous with [hotel]! We can't wait to return for another stay and sample the delicious food and superb surroundings. Many thanks again!	Room Facilities Surroundings Employees Reliability	Food Surroundings Service Special treatment

In Study 3, Boon et al. (2014) extracted large word frequency from TripAdvisor comments for hotels in Northern Italy and tried to assign top 1000 words of the list to a specific dimension. Due to many stop words, irrelevant words and ambiguous words, the authors could only consider 197 words for assignment as shown in **Table 6**.

Table 6**Study 3 Results**

Dimension	Words	10 highest-frequency words
Room	46	Room(s), clean, balcony, comfortable, bathroom, shower, bed, towels, spacious, (air) conditioning
Facilities	63	Food, breakfast, pool, view(s), restaurant, dinner, meal, buffet, terrace
Surroundings	54	Lake, Garda, location, walk, town, area, road, centre, local, shops
Employees	21	Staff, friendly, service, helpful, reception, welcome, welcoming, attentive, polite, rude
Reliability	13	Problem(s), manager, trouble, fault, complaint(s), requested, management, owner(s), issue, complained

From the above studies, the results will allow hotel managers to identify the quality improvement points and to guide internal discussion. The author suggested that this method should be used together with the regular service quality surveys because the analysis is fast and easy to implement especially hotel managers who do not have budget or knowledge to perform a survey.

Business Understanding

Hotel industry has been a very competitive industry especially in a metropolitan city like London where several hotels are located nearby in the same city. To survive in this industry, hotel managers need to constantly review their service levels against other hotels in the region. By tapping on the available online sources like customer reviews, they will be able to obtain insights of various hotels and evaluate if the insights can be an improvement point to their hotels. In this project, we will apply Text Analytics to investigate one of the top 10 hotel in London, The Savoy, to discover any insights why the hotel has been very popular in the country.

Data Understanding

In the dataset (Yu, 2022), we discovered that this dataset is a good fit to our Text mining project because it contained customers' review of London-based hotels as shown in **Table 7**. There are a total of 6 fields (Property Name, Review Rating, Review Title, Review Text, Location of the Reviewer, Date of Review) and 25,965 records in the datasets. There are a few languages in Review Text like Spanish, etc which could pose issues during text mining and need to be corrected and excluded in this text mining project as much as possible.

Table 7

List of Hotels' Reviews

Value /	Proportion	%	Count
45 Park Lane - Dorchester Collection		0.72	187
A To Z Hotel		0.6	156
Apex London Wall Hotel		8.15	2116
Bulgari Hotel, London		1.68	436
City View Hotel		0.07	17
Corinthia Hotel London		10.46	2716
Hartley Hotel		0.16	41
Hotel Xenia, Autograph Collection		5.45	1414
London Guest House		0.95	247
Mandarin Oriental Hyde Park, London		4.43	1150
Marble Arch Hotel		0.13	33
Mondrian London at Sea Containers		16.15	4193
Newham Hotel		0.88	229
Rhodes Hotel		5.16	1341
Ridgemount Hotel		4.75	1234
The Dorchester		6.39	1659
The Lanesborough		1.2	312
The Rembrandt		10.92	2836
The Savoy		20.43	5304
The Wellesley Knightsbridge, a Luxury Collection Hotel, London		1.32	344

Data Preparation

Before importing the dataset into the modeller, we removed all the non-English input of the "Review Text". After removal of the non-English input from the dataset, we imported the dataset into the SPSS modeller (**Figure 3**) to breakdown the text files into various fields for text mining. "Select" node was used to filter out empty fields in the dataset and select "The Savoy" for this mining project. (**Figure 5**)

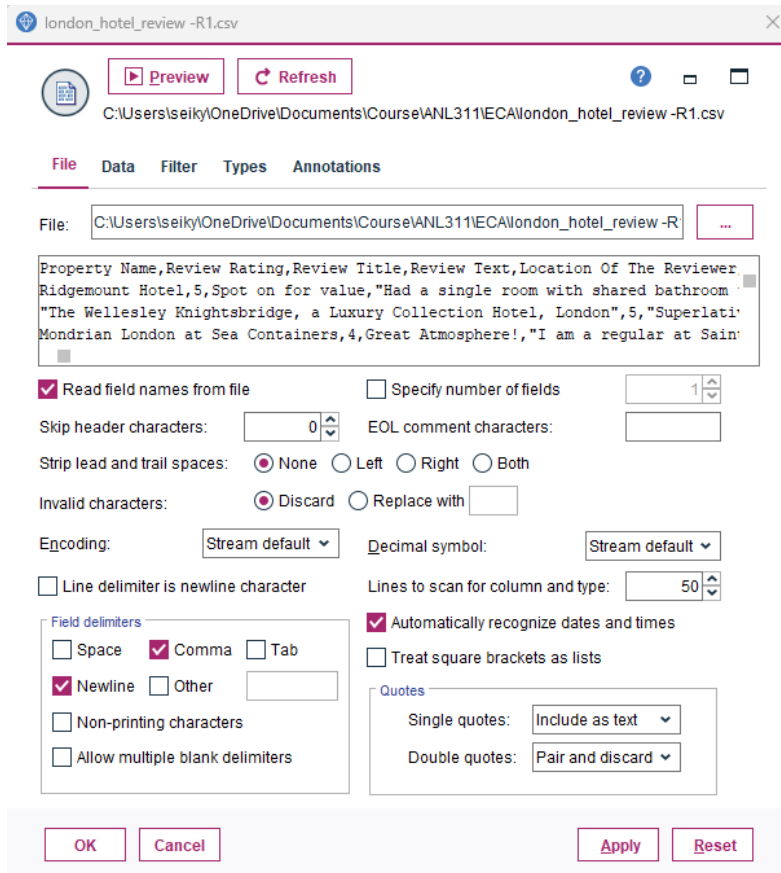
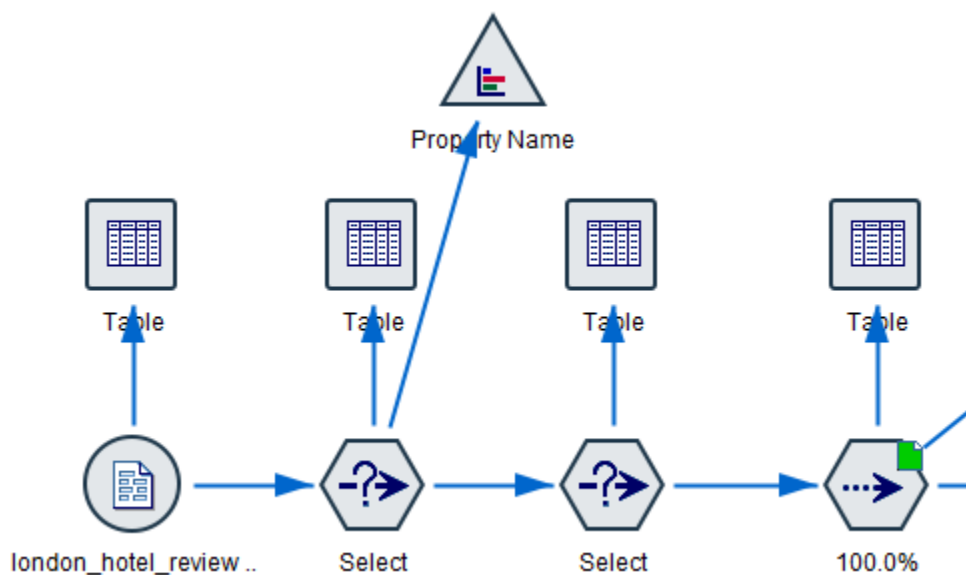
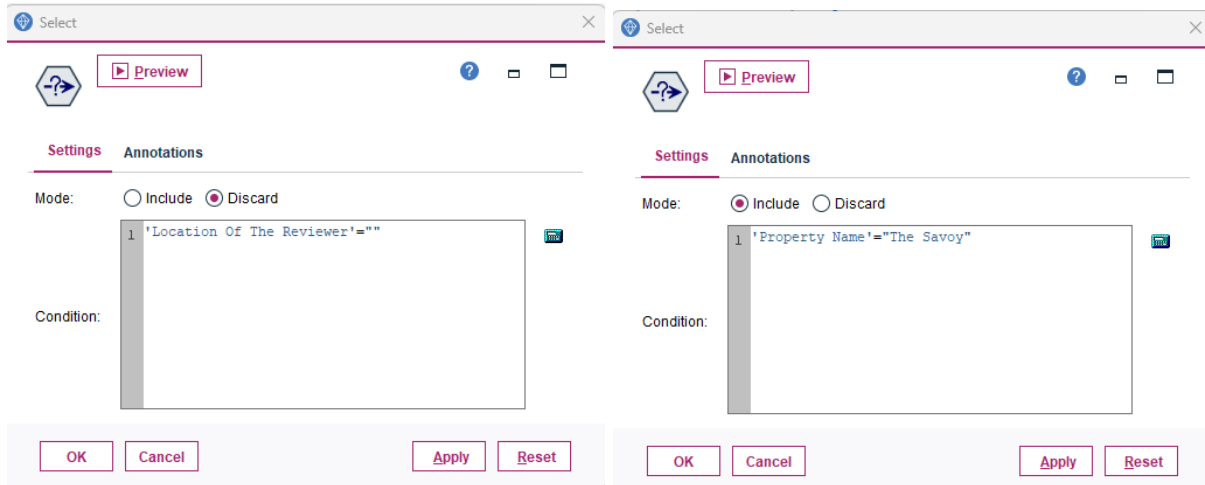
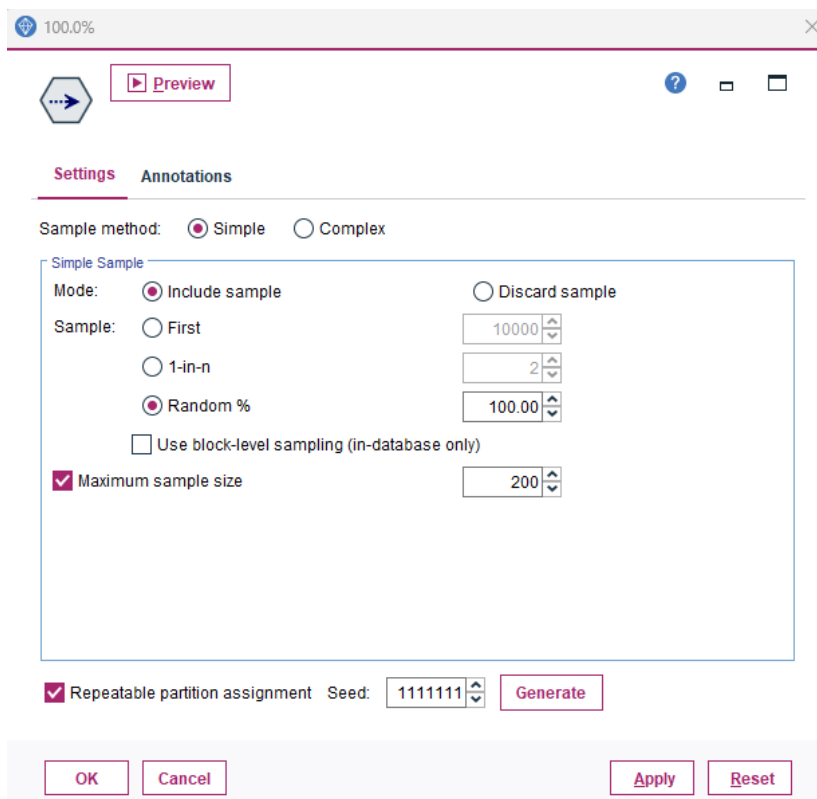
Figure 3**Var File Node Setting to Import Text****Figure 4****Initial Stream**

Figure 5
Select Node Settings



There are a total of 4,514 customer reviews for The Savoy in this dataset. As it will required long manhours to complete text mining of 4,514 customer reviews, we randomly sampled 200 records (Around 4%) for this mining projects using the “Sample” node as shown in **Figure 6**.

Figure 6
Sample Node Setting & Output



	Property Name	Review Rating	Review Title	Review Text	Location Of The Reviewer	Date Of Review
1	The Savoy	5	Beautiful breakfast.	We booked a breakfast at the Thames Foyer of The Savoy, meeting with our daughter who is at Kings College, what a wonderful experience. The s...	United Kingdom	12/20/2011
2	The Savoy	5	Elegance. Luxury.	We stayed at the Savoy for one night as part of a surprise celebration for my wife's birthday. Having arrived at 13:00 we were prepared to have to wa...	United Kingdom	12/20/2013
3	The Savoy	5	As you expect	Great Hotel, service is excellent along with everything else you could expect from a UK 5* After staying at many hotels around the world, I always r...	Aarhus, Denmark	9/6/2013
4	The Savoy	5	There's a reason why this is top class	One of the most impressive hotels I've ever stayed at! So many little things that just makes you feel welcome and wanted as a guest. Greeted at t...	Aarhus, Denmark	2/10/2016
5	The Savoy	5	Super deluxe does means super pri...	It's the 'Savoy' no detail left to chance, no extra left uncharged. I wish I was at an income bracket where I could stay at this class of hotel all the time.	Abbots Langley, United Kingdom	9/19/2011
6	The Savoy	5	Worth the stay	My husband and I went down to London to visit family, so we decided to treat ourselves to a little luxury and stay 3 nights in a deluxe room. We requ...	Aberdeen	4/23/2013
7	The Savoy	4.5	stars	My friend had wanted to try the Savoy for some time so on this trip we booked rooms for Fri 30th Aug ?Sun 1st Sept. We arrived late afternoon on t...	Aberdeen	9/5/2013
8	The Savoy	5	4.5 stars again	I tried the Savoy for the first time in September and returned again for four nights from 28th Nov - 2 Dec, this time opting for a luxury king room, rath...	Aberdeen	12/17/2013
9	The Savoy	1	Poor Show	Visited the Savoy Grill for Pre-Theatre Supper before performance of Gypsy. On the website it looked great value for money with 3 courses for less L...	Aberdeen, Scotland	5/8/2015
10	The Savoy	1	Will Not be Returning	We stayed at the Savoy last year, a surprise birthday gift from my husband and even more of a celebration as I just discovered I was pregnant. The s...	Aberdeen, Scotland	6/30/2005
11	The Savoy	1	Terrible	This hotel failed expectations. I have stayed at the competition 7 times and it has much better service, it's 92+ miles better. I honestly do believe I...	Aberdeen, United Kingdom	12/27/2017
12	The Savoy	5	Iconic Hotel ideal for luxury breaks	Oozing historical elements of its art deco past and iconic visitors from jazz, cocktail and cultural eras, this hotel is ideally situated for visiting many ...	Aberdeen, United Kingdom	2/25/2018
13	The Savoy	4	birthday treat	Birthday treat for my wife's 60th had a really enjoyable weekend ate in Savoy Grill food very good but quite expensive has cocktails in american bar ...	Aberdeen, United Kingdom	3/20/2015
14	The Savoy	5	An experience	As a 40th anniversary celebration we decided to fly to London and stay at the Savoy for 2 nights. Not a river view but a really nice room on floor 5. O...	Aberdeen, United Kingdom	8/17/2016
15	The Savoy	5	Exclusive Birthday treat	The Savoy is one of the most famous and exclusive Hotels in London and certainly lives up to this status. Excellent location and staff very pleasant.	Aberdeen, United Kingdom	8/10/2015
16	The Savoy	5	OUTSTANDING	My Mum and I stayed at the Savoy for 2 nights and we are still speaking about it two weeks later. We actually felt sad leaving. If you can fit in an aft...	Aberdeen, United Kingdom	7/15/2017
17	The Savoy	5	Class act	Stayed a couple nights in an Edwardian suite, comfy & posh, just what you'd expect. Well looked after, the other half was under the weather w...	Aberdeen, United Kingdom	11/15/2016
18	The Savoy	5	Fantastic Stay	When we where here my husband was poorly, and the staff where fantastic, the room was beautiful and everything else about the hotel is outstand...	Aberdeen, United Kingdom	12/4/2016
19	The Savoy	5	Luxurious weekend stay at The Savoy	We stayed 4 nights in a jr suite which was absolutely fabulous. The room was large with a separate lounge room and a beautiful bathroom. Upon ...	Aberdeenshire, United Kingdom	12/19/2013
20	The Savoy	5	Birthday celebrations	From the minute we arrived the staff were so helpful and nothing was too much trouble for them. A birthday cake delivered to the room (which was ...	Aberlilly, United Kingdom	2/26/2015
21	The Savoy	5	A memorable few days	I stayed at the Savoy Hotel in London for a special birthday. The hotel was magnificent with views over the Thames, London Eye and Westminster.	Aberystwyth	4/5/2015
22	The Savoy	5	Just Wonderful. Thank You very much!	Booked an overnight stay and theatre tickets for my Mum & Dad to celebrate their 50th wedding anniversary. After swapping some Email's it w...	Abingdon	4/25/2014
23	The Savoy	5	Wonderful service	The hotel has always been an experience, a destination, a beautiful mark on The Strand in central London. The Beaufort Bar is the jewel in it's ...	Abingdon, United Kingdom	5/23/2016
24	The Savoy	5	Pure Elegance and Comfort	Fairmont's Savoy Hotel is truly exceptional. The hotel's king-size beds and huge pillows are unbelievably comfortable and plush. As soon as you la...	Abu Dhabi	8/21/2015
25	The Savoy	5	Fantastic central London luxury	We stayed at the Savoy just a few days before christmas, as a birthday treat. As even the experience was lovely, from the moment we walked in ev...	Abu Dhabi, United Arab Emirates	1/10/2013
26	The Savoy	5	This Hotel is the best I've EVER expe...	We stayed here for 3 days in a suite that had a fantastic view of the Thames. We also had butler service. The rooms were very well appointed and c...	Acworth, Georgia	6/20/2018
27	The Savoy	5	Class!	We had a lovely 2 night stay. The most welcoming at any hotel. Beautiful hotel. Nice room 336 but not amazing lovely bathroom though. Breakfast...	Adelje, Spain	2/18/2018
28	The Savoy	5	Everything you imagine	Stayed at the Savoy September 2013. Had an Edwardian room in the Riverside wing, art deco is also available (edwardian personal choice). I was...	Adelaide, Australia	9/15/2013
29	The Savoy	5	2nd time and never disappoints	Great location. Excellent experience. Room was immaculate, felt like a suite due to layout. Excellent service from Concierge when required. Great c...	Adelaide, Australia	11/7/2015
30	The Savoy	5	A great location.	What a fantastic hotel, staff are always very helpful and friendly, and what can I say about the hotel itself, it is amazing! Stop for a lovely breakfast, af...	Adelaide, Australia	8/30/2016

Text Modelling

Based on the project objective, we will apply text mining on “Review Text” fields to extract useful concepts and form categories. To shorten the process of fine tuning the text mining extracted concepts, we run and compared 3 resource templates in the Text Mining node as show in **Table 8**. From the result in **Table 8**, we observed that HSE provided the more Types and least “Unknown” concepts. Therefore, we can conclude that HSE is relatively better than others.

Table 8

Comparison of various Resource Template in SPSS Text Mining Node

Resource Template	No. of Concepts Extracted	No. of Types	No. of Concepts (Global) with “Unknown” Type
Hotel Satisfaction (English) Template (“HSE”)	2,597	64	3,002
Market Intelligence Template (“MI”)	2,447	22	4,920
Basic Resource Template (“Basic”)	2,830	19	5,081

Figure 7**HSE Extracted Concepts**

2,523 concepts					Concept
	Concept	In	Global	Docs	Type
1	excellent	fx	466	169 (85%)	<Positive>
2	savoy	fx	215	110 (55%)	<Organization>
3	staff	fx	133	99 (50%)	<Personnel>
4	good	fx	123	73 (37%)	<Positive>
5	no	fx	106	54 (27%)	<NegativeFeeling>
6	service	fx	95	78 (39%)	<Service>
7	breakfast	fx	86	57 (28%)	<Restaurant>
8	tea		74	48 (24%)	<Drinks>
9	location	fx	73	59 (30%)	<Location>
10	like	fx	70	51 (26%)	<Positive>
11	london	fx	59	51 (26%)	<Location>
12	nights		55	46 (23%)	<Frequency>
13	food	fx	50	44 (22%)	<Food>
14	experience	fx	49	36 (18%)	<PositiveFeeling>
15	comfortable	fx	49	43 (22%)	<PositiveFeeling>
16	american bar	fx	43	37 (19%)	<HotelAmenities>
17	rooms	fx	42	31 (16%)	<Room>
18	beautiful	fx	41	35 (18%)	<PositiveFeeling>
19	helpful	fx	41	37 (19%)	<PositiveCompeter>
20	friendly	fx	40	38 (19%)	<PositiveAttitude>
21	bad	fx	38	25 (13%)	<Negative>
22	lovely	fx	38	26 (13%)	<Positive>
23	treatment		36	31 (16%)	<ActionAttempted>
24	special		36	27 (14%)	<Contextual>
25	bed	fx	34	31 (16%)	<RoomAmenities>
26	time		33	25 (13%)	<Time>
27	large	fx	33	29 (14%)	<Positive>
28	drinks		29	25 (13%)	<Drinks>
29	suite	fx	28	16 (8%)	<Room>
30	plate	fx	28	6 (3%)	<Food>

After selection of the resource template, we will review each concept (**Figure 7**) from the most Docs/Global counts to the least Docs/Global counts with the following steps.

- 1) Assign a suitable “Type” for the concepts as shown in **Figure 8**. Some of the examples are as followed:

S/N	Concept to be Retyped	Default Type	More Appropriate Type	Library
1	service	Unknown	Service	Hotel Library

S/N	Concept to be Retyped	Default Type	More Appropriate Type	Library
2	experience	Unknown	PositiveFeeling	Opinions Library
3	attractions	Unknown	Attractions	Local Library
4	treatment	Unknown	ActionAttempted	Opinions Library
5	birthday	Unknown	Events	Local Library
6	table	Unknown	HotelAmenities	Hotel Library
7	Savoy grill	Unknown	FoodPlaces	Food Library
8	history	Unknown	Brands	Local Library
9	strand	Unknown	Location	Core Library
10	Beaufort bar	HotelAmenities	Drinks	Food Library
11	Covent garden	Unknown	HotelAmenities	Hotel Library
12	scones	Unknown	Food	Food Library
13	friend	Unknown	Customer	Opinions Library
14	Foyer	Unknown	HotelAmenities	Hotel Library
15	lunch	Unknown	Events	Local Library
16	restaurant	FoodPlaces	Restaurant	Hotel Library
17	dinner	Restaurant	Events	Local Library
18	kaspars	Unknown	Restaurant	Hotel Library
19	Luggage	Unknown	CheckInCheckOut	Hotel Library
20	decor	Unknown	HotelAmenities	Hotel Library
21	husband	Unknown	Customer	Opinions Library
22	guests	Unknown	Customer	Opinions Library
23	history	Unknown	Brands	Local Library
24	door	Unknown	Room	Hotel Library

S/N	Concept to be Retyped	Default Type	More Appropriate Type	Library
25	family	Unknown	Customer	Opinions Library
26	Convent garden	Unknown	HotelAmenities	Hotel Library
27	taxi	Unknown	Transport	Local Library
28	bath	Unknown	RoomAmenities	Hotel Library
29	Walking distance	Unknown	PositiveFeeling	Opinions Library
30	anniversary	Unknown	Events	Local Library

Figure 8
Local Library Type Settings

<ul style="list-style-type: none"> Hotel Satisfaction (English) <ul style="list-style-type: none"> Hotel Library (English) Budget Library (English) Local Library <ul style="list-style-type: none"> Events(18) Transport(8) Attractions(18) Feedback(3) Brands(6) Food Library (English) Opinions Library (English) Core Library (English) NonLinguisticEntities Library (Eng) 	Resources	Term ==	Match	Inflect	Type	Library
		christmas	Entire Term	<input type="checkbox"/>	Events	Local Library
		dinner	Entire Term	<input type="checkbox"/>	Events	Local Library
		anniversary	Entire Term	<input type="checkbox"/>	Events	Local Library
		lion king	Entire Term	<input type="checkbox"/>	Events	Local Library
		wedding anniversary	Entire Term	<input type="checkbox"/>	Events	Local Library
		theatre show	Entire Term	<input type="checkbox"/>	Events	Local Library
		lunch	Entire Term	<input type="checkbox"/>	Events	Local Library
		honeymoon break	Entire Term	<input type="checkbox"/>	Events	Local Library
		honeymoon	Entire Term	<input type="checkbox"/>	Events	Local Library
		family to celebrate new year's eve	Entire Term	<input type="checkbox"/>	Events	Local Library
		event	Entire Term	<input type="checkbox"/>	Events	Local Library
		ballet	Entire Term	<input type="checkbox"/>	Events	Local Library
		holiday	Entire Term	<input type="checkbox"/>	Events	Local Library
		vacation	Entire Term	<input type="checkbox"/>	Events	Local Library
		celebration	Entire Term	<input type="checkbox"/>	Events	Local Library
		pre-theatre supper	Entire Term	<input type="checkbox"/>	Events	Local Library
		romantic breaks	Entire Term	<input type="checkbox"/>	Events	Local Library
		birthday	Entire Term	<input type="checkbox"/>	Events	Local Library

<ul style="list-style-type: none"> Hotel Satisfaction (English) <ul style="list-style-type: none"> Hotel Library (English) Budget Library (English) Local Library <ul style="list-style-type: none"> Events(18) Transport(8) Attractions(18) Feedback(3) Brands(6) Food Library (English) Opinions Library (English) Core Library (English) NonLinguisticEntities Library (Eng) 	Resources	Term ==	Match	Inflect	Type	Library
		car	Entire Term	<input type="checkbox"/>	Transport	Local Library
		taxi	Entire Term	<input type="checkbox"/>	Transport	Local Library
		lamborghini	Entire Term	<input type="checkbox"/>	Transport	Local Library
		heathrow t5	Entire Term	<input type="checkbox"/>	Transport	Local Library
		heathrow express to paddington	Entire Term	<input type="checkbox"/>	Transport	Local Library
		heathrow express	Entire Term	<input type="checkbox"/>	Transport	Local Library
		bank tube stations	Entire Term	<input type="checkbox"/>	Transport	Local Library
		public transport links	Entire Term	<input type="checkbox"/>	Transport	Local Library

Hotel Satisfaction (English)

- Hotel Library (English)
- Budget Library (English)
- Local Library
 - Events(18)
 - Transport(8)
 - Attractions(18)
 - Feedback(3)
 - Brands(6)
- Food Library (English)
- Opinions Library (English)
- Core Library (English)
- NonLinguisticEntities Library (Eng)

Resources

Term ==	Match	Inflect	Type	Library
penhalligons	Entire Term	<input type="checkbox"/>	Attractions	Local Library
theater	Entire Term	<input type="checkbox"/>	Attractions	Local Library
overlooked mayfair	Entire Term	<input type="checkbox"/>	Attractions	Local Library
national gallery	Entire Term	<input type="checkbox"/>	Attractions	Local Library
national history museum	Entire Term	<input type="checkbox"/>	Attractions	Local Library
mayfair	Entire Term	<input type="checkbox"/>	Attractions	Local Library
greek island	Entire Term	<input type="checkbox"/>	Attractions	Local Library
chinatown	Entire Term	<input type="checkbox"/>	Attractions	Local Library
bank location	Entire Term	<input type="checkbox"/>	Attractions	Local Library
museum quarter	Entire Term	<input type="checkbox"/>	Attractions	Local Library
eye	Entire Term	<input type="checkbox"/>	Attractions	Local Library
walk from blackfriars station	Entire Term	<input type="checkbox"/>	Attractions	Local Library
walk from south kensington tube	Entire Term	<input type="checkbox"/>	Attractions	Local Library
walk to harrods	Entire Term	<input type="checkbox"/>	Attractions	Local Library
sightseeing	Entire Term	<input type="checkbox"/>	Attractions	Local Library
museum	Entire Term	<input type="checkbox"/>	Attractions	Local Library
resident guinea pigs	Entire Term	<input type="checkbox"/>	Attractions	Local Library
science museum	Entire Term	<input type="checkbox"/>	Attractions	Local Library

Hotel Satisfaction (English)

- Hotel Library (English)
- Budget Library (English)
- Local Library
 - Events(18)
 - Transport(8)
 - Attractions(18)
 - Feedback(3)
 - Brands(6)
- Food Library (English)
- Opinions Library (English)
- Core Library (English)
- NonLinguisticEntities Library (Eng)

Resources

Term ==	Match	Inflect	Type	Library
reviewers	Entire Term	<input type="checkbox"/>	Feedback	Local Library
customer reviews	Entire Term	<input type="checkbox"/>	Feedback	Local Library
reviews	Entire Term	<input type="checkbox"/>	Feedback	Local Library

Hotel Satisfaction (English)

- Hotel Library (English)
- Budget Library (English)
- Local Library
 - Events(18)
 - Transport(8)
 - Attractions(18)
 - Feedback(3)
 - Brands(6)
- Food Library (English)
- Opinions Library (English)
- Core Library (English)
- NonLinguisticEntities Library (Eng)

Resources

Term ==	Match	Inflect	Type	Library
luxury	Entire Term	<input type="checkbox"/>	Brands	Local Library
history	Entire Term	<input type="checkbox"/>	Brands	Local Library
upper class hotel	Entire Term	<input type="checkbox"/>	Brands	Local Library
iconic hotel	Entire Term	<input type="checkbox"/>	Brands	Local Library
samsung tablets	Entire Term	<input type="checkbox"/>	Brands	Local Library
star	Entire Term	<input type="checkbox"/>	Brands	Local Library

2) Create Synonyms for spelling error words, similar meaning words as shown in **Figure 9** and below.

S/N	Targets	Synonyms	Library
1	menu	menus, menu	Local Library
2	decoration	decoration, art deco, décor, dcor	Local Library
3	tube stations	tube, tube lines, tube stations in walking distance, tube stops	Local Library
4	mother	mother, mum	Local Library
5	honeymoon	honeymoon, honeymoon break	Local Library

6	concierge	concierge, concierge staff, concierge chaps, concierge desk, concierge service	Local Library
7	london eye	london eye, eye	Local Library
8	holiday	Holiday, vacation	Local Library
9	luggage	Bags, luggage	Local Library
10	celebration	celbration	Local Library

Figure 9

Synonyms added to Resource Template

	Target	Synonyms	Library ^A
104	bathrobes	bathrobesj	Local Library
105	menu	menu, menus	Local Library
106	decoration	decoration, art deco, decor, dcor	Local Library
107	tube stations	tube, tube lines, tube stations in walking distance, tube stops	Local Library
108	mother	mother, mum	Local Library
109	knightsbridge	knightsbridge, knightsbridge	Local Library
110	honeymoon	honeymoon, honeymoon break	Local Library
111	heston blumenthal	heston blumenthal, heston blumenthal restaurant dinner	Local Library
112	heathrow express	heathrow express, heathrow express to paddington	Local Library
113	future visits	future, future visits	Local Library
114	direct to heathrow	direct line to heathrow, direct link to heathrow	Local Library
115	cost	cost, cost of the room	Local Library
116	concierge	concierge, concierge staff, concierge chaps, concierge desk, concierge service	Local Library
117	complimentary	complimentary, complimentary	Local Library
118	comfortable	comfortable, comfortable side	Local Library
119	breakfast buffet	breakfast buffe, breakfast buffet	Local Library
120	bellman	bellman, bellman in hat, bellman of the hotel, bellman to the front desk	Local Library
121	part of british airlines flight	apt of a ba flight	Local Library
122	apex hotel	apex london wall, apex london wall hotel	Local Library
123	london eye	london eye, eye	Local Library
124	celebration	celbration	Local Library
125	recommendations	recommended, recommendations	Local Library
126	reviews	reviews of the hotel, reviews	Local Library
127	ridgemount hotel	ridgemount, ridgemount hotel	Local Library
128	safe	safety, safe	Local Library
129	room to air conditioning	rrom to air conditioning	Local Library
130	sea containers restaurant	sea containers, sea containers restaurant	Local Library
131	couple	couple from sausalito, couple	Local Library
132	business travellers	business	Local Library
133	buses	busses, buses	Local Library
134	location	place, area	Local Library
135	holiday	holiday, vacation	Local Library
136	person's bottom	botty	Local Library
137	luggage	bags, luggage	Local Library

3) Create Exclude list for common words

As show in the below, we remove the words related to “hotel”, “hotels”, “stay”, “room”, “I”, “London hotel”, “London hotels” because they are common words customer will write in their reviews.

		Exclude List	Library
0	<input type="checkbox"/>		
1	<input checked="" type="checkbox"/>	hotel	Local Library
2	<input checked="" type="checkbox"/>	london hotel	Local Library
3	<input checked="" type="checkbox"/>	stay	Local Library
4	<input checked="" type="checkbox"/>	room	Local Library
5	<input checked="" type="checkbox"/>	i	Local Library
6	<input checked="" type="checkbox"/>	hotels	Local Library
7	<input checked="" type="checkbox"/>	london hotels	Local Library

Based on the extracted concepts, we use Text Link Analysis function to observe the relationships between each concepts “Types” and generate the suitable Categories for this text mining model as shown in **Figure 10**. There are no documents with no concepts extracted and 2 documents uncategorised.

Figure 10

Text Mining Model Generated Categories

Category	Descriptors	Docs
All Documents	-	200
Uncategorized	-	2
No concepts extracted	-	0
Hotel Amenities	14	186
Hotel	2	95
General Positive Hotel Review	1	95
General Negative Hotel Review	1	67
Location	2	123
Positive Location Feedback	1	123
Negative Location Feedback	1	78
Food n Drinks	10	149
Positive Food & Drinks Feedback	7	146
Negative Food & Drinks Feedback	3	85
Hotel Service	4	171
Positive Hotel Staff Service	2	169
Negative Hotel Staff Service	2	108
General Response	8	151
fx [<Attractions>+<Positive>]		3
Customer	2	61
Positive Customer Feedback	1	61
Negative Customer Feedback	1	42
Price	2	45
Negative Price Feedback	1	44
Positive Price Feedback	1	6
Brand	3	115
Positive Brand Feedback	2	114
Negative Brand Feedback	1	78
Room Amenities	4	135
Positive Room Feedback	2	135
Negative Room Feedback	2	92

Evaluation

From **Figure 11 to 18**, we can derive the potential actions to improve our hotel competitiveness.

Category	Insights from Text Mining	Potential Actions
Hotel Amenities	Areas where customers enjoyed during their stay in the hotel.	To consider on improving the food and drinks options by like having more breakfast menu on the restaurant and having an American bar in the hotel.
Room Amenities	Areas in the hotel room where customers enjoyed during their stay.	To consider improving the decoration and beds of each hotel room and included heated towel racks.
Hotel Service	Service level of hotel staff that are of concern by customers.	To consider conduct regular training on the touchpoints like concierge, front desk, housekeeping, etc to maintain the service level.
General Response	Customer general feedback on the hotels.	To consider create important moment with customers especially couples so they will return to celebrate anniversary. Hotel can also introduce bundle hotel stay deals with nearby attractions (London eye, national gallery).

Figure 11

Positive Hotel Amenities Concept Web

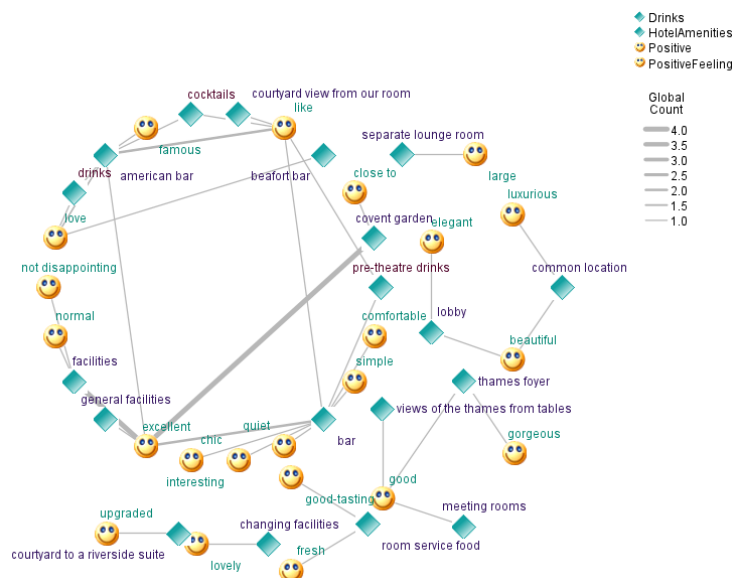


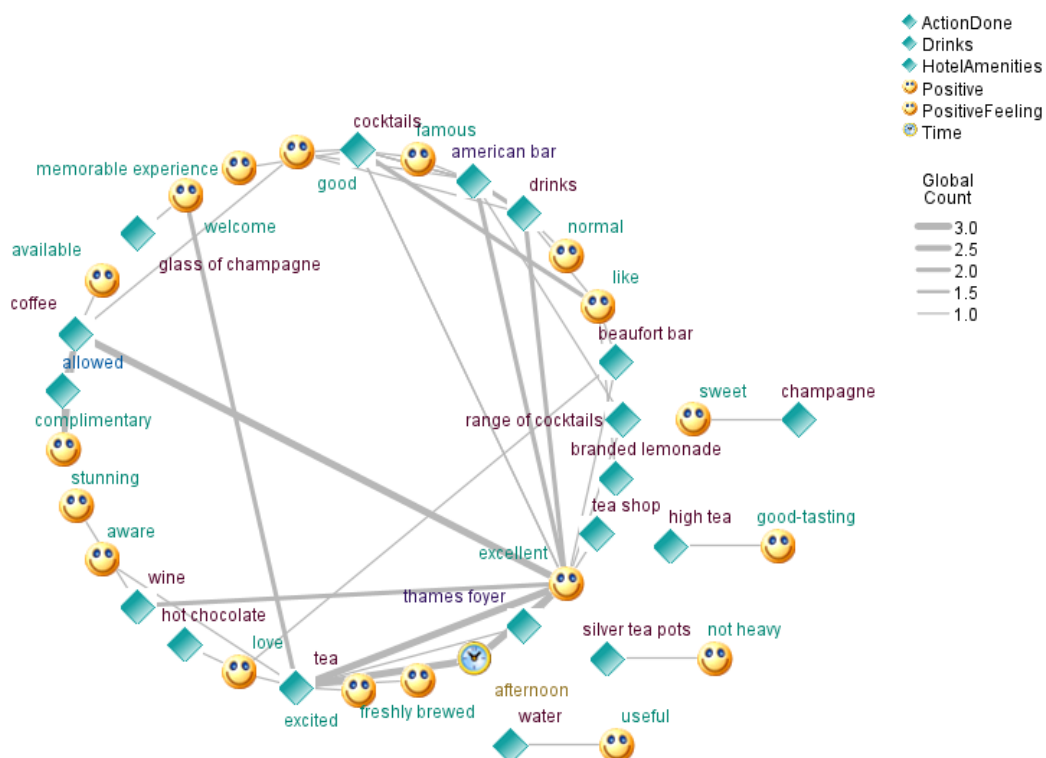
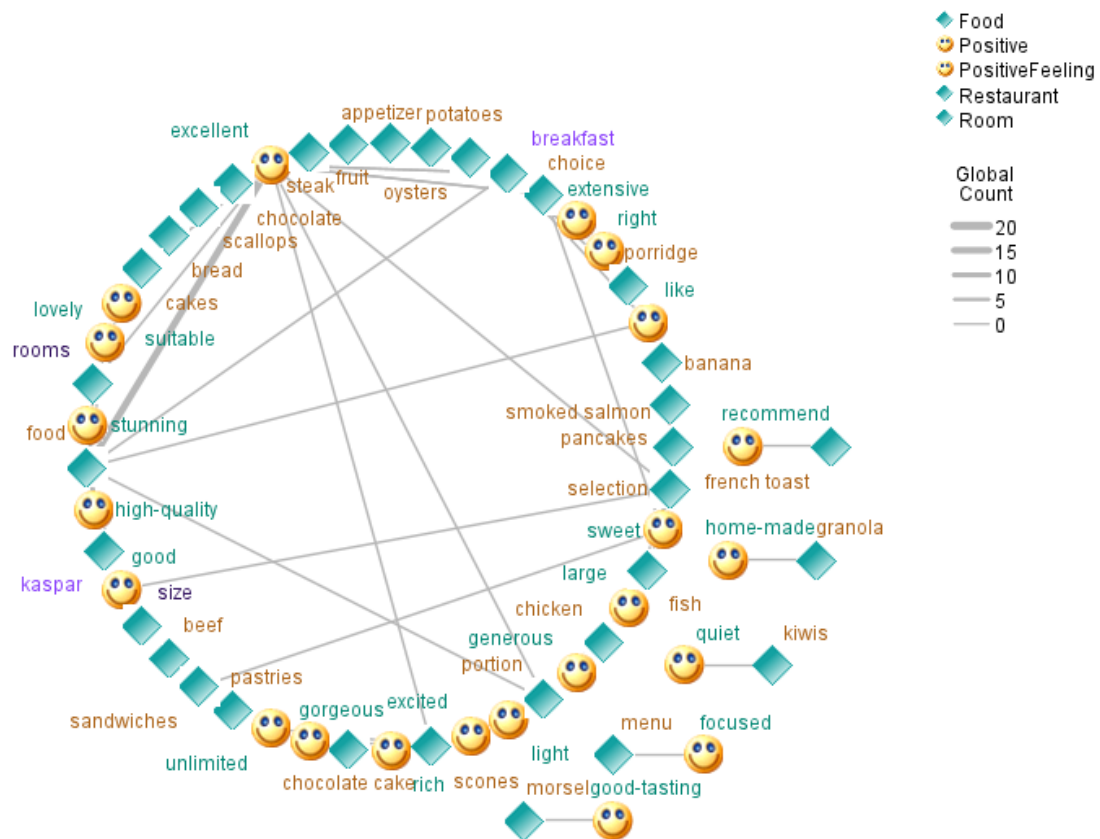
Figure 12**Positive Food & Drink Feedback Concept Web**

Figure 13
Positive Location Concept Web

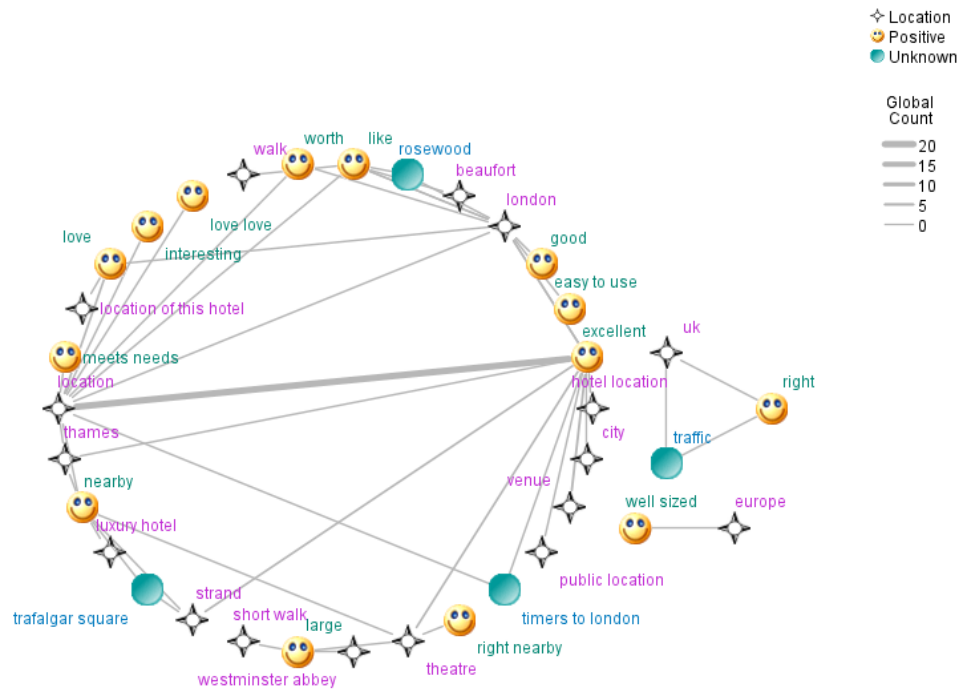
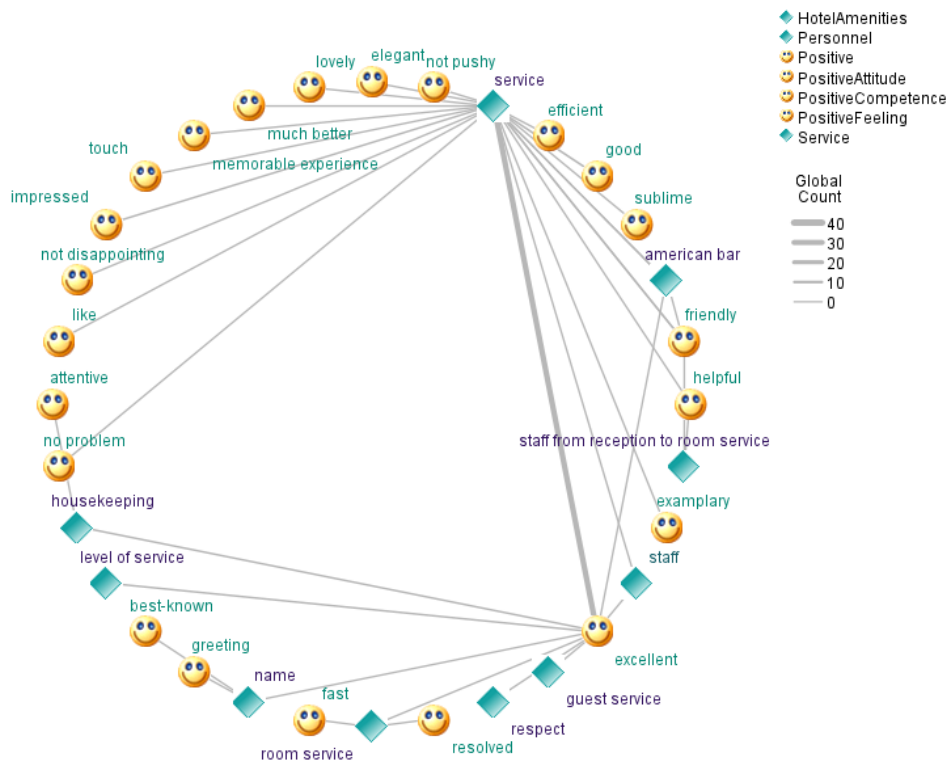
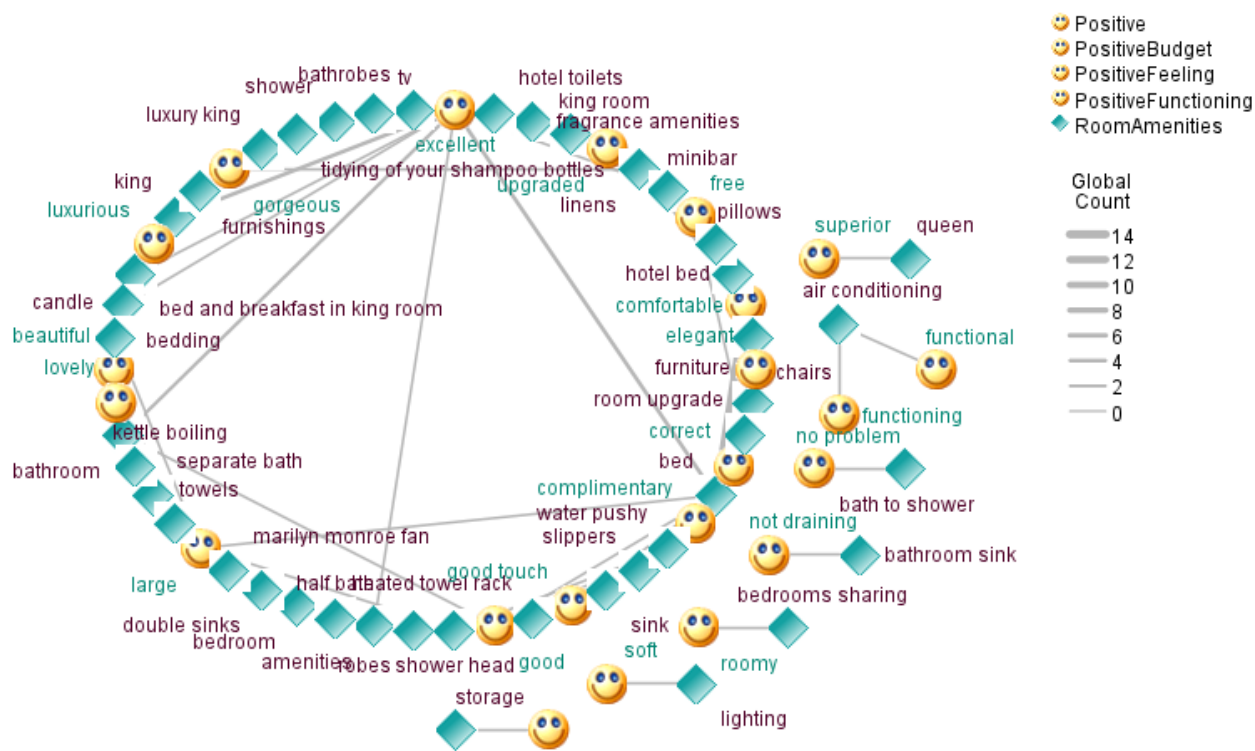


Figure 14
Positive Service & Personnel Concept Web





From the below Top 5 Positive and Negative Sub-Categories, we can observe that there are generally more positive reviews than negative reviews and the focus of Customers were usually on Hotel Staff Service and Hotel Location. **Figure 20 to 29** show the details of the related Reviews to the Sub-Categories.



Rank	Positive Subcategory	Category Rule	Document Count
1	Hotel Staff Service	<Personnel> & [<PositiveAttitude> <Positive> <PositiveCompetence>]	147
2	Location	<Location> & [<Positive> <PositiveFeeling>]	123
3	Brand	<Organization> & [<Positive> <PositiveFeeling>]	112
4	Room Feedback	<Room> & [<Positive> <PositiveFeeling> <PositiveFunctioning>]	110
5	General Hotel Review	<HotelAmenities> & [<Positive> <PositiveFeeling>]	95

Rank	Negative Subcategory		Document Count
1	Hotel Staff Service	<Personnel> & [<Negative> <NegativeFeeling>	97
2	Room Feedback	<Room> & [<Negative> <NegativeFeeling> <NegativeFunctioning>	78
3	Brand	<Room> & [<Negative> <NegativeFeeling> <NegativeFunctioning>	78
4	Location	<Location> & [<Negative> <NegativeFeeling>]	78
5	General Hotel Review	<HotelAmenities> & [<Negative> <NegativeFeeling>]	67

Figure 20

Positive Reviews on Hotel Staff Service



Category	Descriptors	Docs
All Documents	-	200
Uncategorized	-	2
No concepts extracted	-	0
Hotel Amenities	14	186
Food n Drinks	10	149
Location	2	123
Hotel	2	95
Hotel Service	4	171
Positive Hotel Staff Service	2	169
fx <Personnel> & [<PositiveAttitude> <Positive> <PositiveCompetence>]		147
fx <Service> & [<Positive> <PositiveAttitude> <PositiveCompetence>]		99
Negative Hotel Staff Service	2	108
General Response	8	151
fx [<Attractions>+<Positive>]		3
Brand	3	115
Customer	2	61
Price	2	45
Room Amenities	4	135
Positive Room Feedback	2	135
Negative Room Feedback	2	92

	 Review Text (147)	 Categories /
152	<p>...ahead and had taken advantage of the Savoy's 7 nights for 37 offer and had secured a very favourable rate...</p> <p>...Was a really lovely spread, well done, and very high quality food...</p> <p>...Id be much appreciated. Also, as she is a tea-totaler, and enjoys a particular branded lemonade, if id...</p> <p>...There is a very good water there, a tall blonde chap, that on the Sunday night went out of his way...</p> <p>...On the Saturday, my partner didnt make that mistake and enjoyed...</p> <p>...tried the Grill on my last visit and enjoyed it but well leave that to next time to enjoy...</p> <p>...Its a beautiful hotel, excellent service, and somewhere you can enjoy...</p> <p>...- 2 Dec, this time opting for a luxury king room, rather than the deluxe king...</p> <p>...[The greeting by the doorman is always warm, as is the reception staff who escort you to your room...</p> <p>...Id mailed ahead that Id be travelling with my partner who is a big Marilyn Monroe fan...</p> <p>...be possible to put a few bottles in our minibar, thatd be very appreciated...</p> <p>...Unfortunately I had to prompt our greeter for this information and the request re the minibar was unfulfilled...</p> <p>...Not a big point, but Id have been nice if the greeter had been prepared, and if the request...</p> <p>...That was appreciated...</p> <p>...last time I was on the seventh, and whilst equally beautifully decorated, I preferred the red elevator to the blue...</p> <p>...The deluxe king on the 7th had a partial view of the Thames and was an Edwardian style, so this time...</p> <p>...However, I didnt pay for a river view so Im not complaining, the room was lovely...</p> <p>...bigger than the deluxe king, and I think we needed that for two people...</p> <p>...The bed was large and comfortable but was obviously two beds...</p> <p>...The bathroom was large with a separate bath and walk in shower...</p> <p>...so was very happy with the accommodation...</p> <p>...I always find the staff there very friendly...</p> <p>...never have a problem getting a table as yet, or any of the attitude? some reviewers...</p> <p>...stay, and in fact it was knowing my partners love of this celebrity and the hotels association...</p> <p>...and he was as good as his word because on check out I was asked if wed been contacted...</p> <p>...?which I was happy with, to try both areas...</p> <p>...My breakfast then duly appeared, I understand why they did that, but Id have appreciated...</p> <p>...for time with, and wed come to eat in (what we thought) good time...</p> <p>...and again it was very well presented and excellent quality...</p> <p>...Overall it was an excellent...</p> <p>...stay again, and Im being hard on Savoy giving it 4.5 stars, because Id have no hesitation recommending...</p> <p>...and disparaged, the Savoy is an outstanding venue....</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
196	<p>... Also, I emailed them a number of times before we stayed with various matters and the response was always quick, informative, polite and welcoming...</p> <p>...and the food, wine and service were excellent...</p> <p>...and, again, service and drinks were really good. Breakfast the next day in the Thames Foyer was also very good...</p> <p>...bed and breakfast in a deluxe king room for an extremely good rate...</p> <p>...The hotel is beautiful and the staff absolutely excellent. We had an Art Deco room which overlooked the front of the hotel so had a lovely...</p> <p>...The bathrooms are great, as are the lovely La Labo Rose 31 toiletries...</p> <p>...The staff are excellent and pay intelligent attention to detail - e.g. they tried to ensure that our room was close to our friends and worked out that this would be a good idea...</p> <p>...and staff at The Savoy should feel justly proud of their beautiful hotel and the excellent service...</p> <p>...and our friends (who had a lovely Edwardian room) made the same comment about the pillows...</p> <p>...- it was the quickest room service I've ever had in any hotel...</p> <p>...overnight - the valet parking is really good (70 for overnight stay for guests) and luggage is quickly and efficiently...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
66	<p>... The room looked into roofs and the people working here was nice but not all...</p> <p>...We found a good price on the internet and really looked forward to this weekend...</p> <p>...The drinks we get served were just normal drinks and very expensive and the service slow...</p> <p>... On breakfast we had to wait again and was very normal and expensive again...</p> <p>... London was very nice, so much to see and to do but we have to go back to do it again sad not at Savoy but another hotel...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p>
59	<p>...every morning (included in our rate) was great. We loved the tea and hot chocolate...</p> <p>...remembered our names and greeted us each day. Everyone was nice and helpful...</p> <p>...We absolutely loved the hotel and had a wonderful time...</p> <p>...We actually liked these rooms better because they each had a bathroom. They did not really have views, but the rooms were big...</p> <p>...and the bathrooms were amazing. The rainshower was the highlight of the bathroom...</p> <p>... Our rooms were recently remodeled and on the second floor right up the stairs...</p> <p>...Other than that we loved our stay at the Savoy...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>

	Review Text (147)	Categories
5	<p>...is in many respects an almost ideal example of perfect hostelry)... ...I understand that it would be impossible to have authentic items of high value... ...for the new, one of its features are the superb fitness amenities and the beautiful swimming pool. It used to be that in the old Savoy days, such normal facilities... ...personally up to the finish, when your taxi is called? with a superb room and almost perfect service... ...Last weekend, we stayed at this truly fabulous hotel... ...intended to tempt us thoroughly... ...But I do my utter best to remain objective... ...were, as expected, beyond par? despite a far in between hitch... ...constantly (when you return after leaving the room at all hours... ...in this fabulous suite was the fact that, with its dozens of light switches, you could not have a reading light... ...all were of that typically unique British three prongs model, and none in the continental or USA standard... ...Such absence is surprising, certainly after the recent renovation, considering that almost all decent... ...Tradition is a good... ...However, breakfast and afternoon tea were superb 7up to a point... ...before, when breakfast had proceeded without a hitch... ...seemed to occasion a mini panic? although when it came, it was perfectly cooked: to order an egg in a particular preparation at The Savoy always used to be a special treat... ...Still, one wonders: is it so exceptional... ...Scones were perfect, tea without reproach, and pastries ne plus ultra... ...But its nothing of the kind with the heavy silver tea pots they use at The Savoy... ...undoubtedly autonomous from the time the hotel was built eons ago, these utensils are extremely clumsy to handle... ...The mixture of slightly forced attentiveness... ...and relative neglect is due, in my opinion, to the youth of the staff? some of which are visibly undergoing training (good for them: The Savoy... ...one does not need to be greeted by every staff member to feel more than at home, in such a delightful environment... ...to be reached in this business: striking a balance between friendliness and distance, presence... ...and discretion, politeness and familiarity... ...that can only be achieved with years of experience and cannot be learned in even the best of hostelry schools... ...one can have nothing but praise... ...But real if modest works of art would be far more congenial... ...It was nice to... ...and the Girl Room.) All in all, staying at The Savoy has again been a great experience... ...Apart from the incredible view... ...if I return (and won't probably stay in a suite... ...All the more that in the cats on the Strand next door... ...As far as I can compare, The Savoy has always been and remains one of the very best...</p>	<p>.../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback</p>

Figure 21
Positive Reviews on Location

Category	Descriptors	Docs
[-] All Documents	-	200
[-] Uncategorized	-	2
[-] No concepts extracted	-	0
[+] [-] Hotel Amenities	14	186
[+] [-] Food n Drinks	10	149
[+] [-] Location	2	123
[+] [-] Positive Location Feedback	1	123
[+] [-] fx <Location> & [<Positive> <PositiveFeeling>]		123
[+] [-] Negative Location Feedback	1	78
[+] [-] Hotel	2	95
[+] [-] Hotel Service	4	171
[+] [-] Positive Hotel Staff Service	2	169
[+] [-] Negative Hotel Staff Service	2	108
[+] [-] General Response	8	151
[+] [-] fx [<Attractions>+<Positive>]		3
[+] [-] Brand	3	115
[+] [-] Customer	2	61
[+] [-] Price	2	45
[+] [-] Room Amenities	4	135
[+] [-] Positive Room Feedback	2	135
[+] [-] Negative Room Feedback	2	92

	 Review Text (123)	 Categories /
1	<p>152</p> <p>...ahead and had taken advantage of the Savoy's ? nights for 3?offer and had secured a very favourable rate...</p> <p>...Was a really lovely spread, well done, and very high quality food...</p> <p>...Its a beautiful hotel, excellent service, and somewhere you can enjoy...</p> <p>...It'd be much appreciated. Also, as she is a tea-totaller, and enjoys a particular branded lemonade, if it'd...</p> <p>...bigger than the deluxe king, and I think we needed that for two people...</p> <p>...The bed was large and comfortable but was obviously two beds...</p> <p>...On the Saturday, my partner didnt make that mistake and enjoyed...</p> <p>...tried the Grill on my last visit and enjoyed it but well leave that to next time to enjoy...</p> <p>...and again it was very well presented and excellent quality...</p> <p>...- 2 Dec, this time opting for a luxury king room, rather than the deluxe king...</p> <p>...Id mailed ahead that Id be travelling with my partner who is a big Marilyn Monroe fan...</p> <p>...be possible to put a few bottles in our minibar, that'd be very appreciated...</p> <p>...I Unfortunately I had to prompt our greeter for this information and the request re the minibar was unfulfilled...</p> <p>...Not a big point, but it'd have been nice if the greeter had been prepared, and if the request...</p> <p>...That was appreciated...</p> <p>...last time I was on the seventh, and whilst equally beautifully decorated, I preferred the red elevator to the blue...</p> <p>...The deluxe king on the 7th had a partial view of the Thames and was an Edwardian style, so this time...</p> <p>...However, I didnt pay for a river view so Im not complaining, the room was lovely...</p> <p>...The bathroom was large with a separate bath and walk in shower...</p> <p>...so was very happy with the accommodation...</p> <p>...never have a problem getting a table as yet, or any of the attitude?some reviewers...</p> <p>...There is a very good waiter there, a tall blonde chap, that on the Sunday night went out of his way...</p> <p>...stay, and in fact it was knowing my partners love of this celebrity and the hotels association...</p> <p>...and he was as good as his word because on check out I was asked if wed been contacted...</p> <p>...However my partner wasnt too disappointed...</p> <p>...we sat at the back in Kaspers, and on the Saturday out in the larger, grander area where tea is served...</p> <p>...?which I was happy with, to try both areas...</p> <p>...both days and my partner the healthy breakfast, which came in two parts...</p> <p>...was to be told that as the healthy breakfast comes in two servings, they were going to serve both hot dishes...</p> <p>...My breakfast then duly appeared, I understand why they did that, but Id have appreciated...</p> <p>...for time with, and wed come to eat in (what we thought) good time...</p> <p>...Overall it was an excellent...</p> <p>...stay again, and Im being hard on Savoy giving it 4.5 stars, because Id have no hesitation recommending...</p> <p>...and disparaged, the Savoy is an outstanding venue....</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
2	<p>66</p> <p>... The room looked into rooms and the people working here was nice but not all...</p> <p>...We found a good price on the internet and really looked forward to this weekend...</p> <p>...The drinks we get served were just normal drinks and very expensive and the service slow...</p> <p>... On breakfast we had to wait again and was very normal and expensive again...</p> <p>... London was very nice, so much to see and to do but we have to go back to do it again sad not at Savoy but another hotel...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p>
3	<p>59</p> <p>...every morning (included in our rate) was great We loved the tea and hot chocolate...</p> <p>...We absolutely loved the hotel and had a wonderful time...</p> <p>... We actually liked these rooms better because they each had a bathroom. They did not really have views, but the rooms were big...</p> <p>...and the bathrooms were amazing! The rainshower was the highlight of the bathroom...</p> <p>... Our rooms were recently remodeled and on the second floor right up the stairs...</p> <p>...Everyone was nice and helpful...</p> <p>...Other than that we loved our stay at the Savoy...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>

68	<p>... like a top-notch restaurant, is one big theatre with a certain amount of illusion and legerdemain...</p> <p>...for the new, one of its benefits are the superb fitness amenities and the beautiful swimming pool. It used to be that in the old Savoy days, such normal facilities...</p> <p>...the whole experience is still to be highly recommended on all levels. First surprise when we arrived...</p> <p>...for reasons unknown, the room we had booked (the augustly called Grand De Luxe King Room? had been upgraded...</p> <p>...to a spectacular suite with a breathtaking view on the Thames...</p> <p>...Afternoon tea was, as expected, of a superior...</p> <p>...is in many respects an almost ideal example of perfect hostelry)... that can only be achieved with years of experience and cannot be learned in even the best of hostelry schools...</p> <p>...I understand that it would be near impossible to have authentic items of high value...</p> <p>...personally up to the finish, when your taxi is called ?with a superb room and almost perfect service...</p> <p>...in between - this is an experience not to be forgotten. One more consideration, though. Apart from the incredible view...</p> <p>...Last weekend, we stayed at this truly fabulous hotel...</p> <p>...But Ill do my utter best to remain objective...</p> <p>...were, as expected, beyond par ?despite a far in between hitch...</p> <p>...in this fabulous suite was the fact that, with its dozens of light switches, you could not have a reading light...</p> <p>...all were of that typically unique British three prongs model, and none in the continental or USA standard...</p> <p>...Such absence is surprising, certainly after the recent renovation, considering that almost all decent...</p> <p>...Tradition is a good...</p> <p>...either in the hotel restaurant or in the famed Grill Room, which I remember as being an experience...</p> <p>...However, breakfast and afternoon tea were superb ?up to a point...</p> <p>...before, when breakfast had proceeded without a hitch...</p> <p>...seemed to occasion a mini panic ?although when it came, it was perfectly cooked: to order an egg in a particular preparation at The Savoy always used to be a special treat...</p> <p>...Still, one wonders: is it so exceptional...</p> <p>...Scones were perfect, tea without reproach, and pastries ne plus ultra...</p> <p>... But its nothing of the kind with the heavy silver tea pots they use at The Savoy...</p> <p>...: undoubtedly authentic from the time the hotel was built eons ago, these utensils are extremely clumsy to handle...</p> <p>...and relative neglect is due, in my opinion, to the youth of the staff ?some of which are visibly undergoing training (good for them: The Savoy...</p> <p>...one can have nothing but praise...</p> <p>...But real if modest works of art would be far more congenial...</p> <p>... What also has changed is the dress code, which now is recommended as elegant casual...</p> <p>...It was nice to...</p> <p>...and the Grill Room.) All in all, staying at The Savoy has again been a great experience...</p> <p>...All the more that in the cafs on the Strand next door...</p> <p>...As far as I can compare, The Savoy has always been and remains one of the very best...</p> <p>...If possible, one should experience...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
74	<p>... Great, grand, historic, well-located hotel. Good service. But this hotel plays in the big leagues...</p> <p>... Next, the public space is grand and serene, the staff is efficient and helpful, and the bars and restaurants are chic...</p> <p>...? Luxurious, of course. Not large, but sufficient in size. Well appointed...</p> <p>...In most respects, I was not disappointed. First, the location is somewhat unique...</p> <p>...theatre and dining options is a plus, if that suits your interests, as it does mine...</p> <p>...The shower is barely more modern...</p> <p>...Adequate, but out of date, and surprising to me in view...</p> <p>... But free wireless would have been a nice gesture, in my view, and what I'd expect from this property...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>

Figure 22

Positive Reviews on Brand

Category	Descriptors	Docs
All Documents	-	200
Uncategorized	-	2
No concepts extracted	-	0
Hotel Amenities	14	186
Food n Drinks	10	149
Location	2	123
Hotel	2	95
Hotel Service	4	171
Positive Hotel Staff Service	2	169
Negative Hotel Staff Service	2	108
General Response	8	151
<Attractions>+<Positive>		3
Brand	3	115
Positive Brand Feedback	2	114
<Organization> & [<Positive> <PositiveFeel		112
<Brands>+<Positive>		4
Negative Brand Feedback	1	78
Customer	2	61
Price	2	45
Room Amenities	4	135
Positive Room Feedback	2	135
Negative Room Feedback	2	92

	Review Text (112)	Categories
1	147	...Well done the Savoy....
	152	...ahead and had taken advantage of the Savoy's ? nights for 3?offer and had secured a very favourable rate... ...Was a really lovely spread, well done, and very high quality food... ...Its a beautiful hotel, excellent service, and somewhere you can enjoy... ...It'd be much appreciated. Also, as she is a tea-totaller, and enjoys a particular branded lemonade, if it'd... ...bigger than the deluxe king, and I think we needed that for two people... ...The bed was large and comfortable but was obviously two beds... ...On the Saturday, my partner didnt make that mistake and enjoyed... ...tried the Grill on my last visit and enjoyed it but well leave that to next time to enjoy... ...and again it was very well presented and excellent quality... ...2 Dec, this time opting for a luxury king room, rather than the deluxe king... ...Id mailed ahead that Id be travelling with my partner who is a big Marilyn Monroe fan... ...be possible to put a few bottles in our minibar, that'd be very appreciated... ...Unfortunately I had to prompt our greeter for this information and the request re the minibar was unfulfilled... ...Not a big point, but it'd have been nice if the greeter had been prepared, and if the request... ...That was appreciated... ...last time I was on the seventh, and whilst equally beautifully decorated, I preferred the red elevator to the blue... ...The deluxe king on the 7th had a partial view of the Thames and was an Edwardian style, so this time... ...However, I didnt pay for a river view so Im not complaining, the room was lovely... ...The bathroom was large with a separate bath and walk in shower... ...so was very happy with the accommodation... ...never have a problem getting a table as yet, or any of the attitude?some reviewers... ...There is a very good waiter there, a tall blonde chap, that on the Sunday night went out of his way... ...stay, and in fact it was knowing my partners love of this celebrity and the hotels association... ...and he was as good as his word because on check out I was asked if wed been contacted... ...However my partner wasnt too disappointed... ...we sat at the back in Kaspers, and on the Saturday out in the larger, grander area where tea is served... ...?which I was happy with, to try both areas... ...both days and my partner the healthy breakfast, which came in two parts... ...was to be told that as the healthy breakfast comes in two servings, they were going to serve both hot dishes... ...My breakfast then duly appeared, I understand why they did that, but Id have appreciated... ...for time with, and wed come to eat in (what we thought) good time... ...Overall it was an excellent... ...stay again, and Im being hard on Savoy giving it 4.5 stars, because Id have no hesitation recommending... ...and disparaged, the Savoy is an outstanding venue....

<p>196</p> <p>3</p>	<p>...The hotel is beautiful and the staff absolutely excellent. We had an Art Deco room which overlooked the front of the hotel so had a lovely... ...and the food, wine and service were excellent... ...and, again, service and drinks were really good. Breakfast the next day in the Thames Foyer was also very good -... ...and staff at The Savoy should feel justly proud of their beautiful hotel and the excellent service... ...bed and breakfast in a deluxe king room for an extremely good rate... ...The bathrooms are great, as are the lovely La Labo Rose 31 toiletries... ...The staff are excellent and pay intelligent attention to detail - e.g they tried to... ...The bed was very comfortable though we found the pillows a little unsupportive... ...and our friends (who had a lovely Edwardian room) made the same comment about the pillows... ...- it was the quickest room service I've ever had in any hotel... ...overnight - the valet parking is really good (?0 for overnight stay for guests) and luggage is quickly and efficiently... ...ensure that our room was close to our friends and worked out that this would be a good idea... ...Also, I emailed them a number of times before we stayed with various matters and the response was always quick, informative, polite and welcoming...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Positive Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback</p>
<p>66</p> <p>4</p>	<p>.... The room looked into roofs and the people working here was nice but not all... ...We found a good price on the internet and really looked forward to this weekend... ...The drinks we get served were just normal drinks and very expensive and the service slow... ... On breakfast we had to wait again and was very normal and expensive again... ... London was very nice, so much to see and to do but we have to go back to do it again sad not at Savoy but another hotel...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service</p>
<p>59</p> <p>5</p>	<p>...every morning (included in our rate) was great! We loved the tea and hot chocolate... ...We absolutely loved the hotel and had a wonderful time... ... We actually liked these rooms better because they each had a bathroom. They did not really have views, but the rooms were big... ...and the bathrooms were amazing! The rainshower was the highlight of the bathroom... ... Our rooms were recently remodeled and on the second floor right up the stairs... ...Everyone was nice and helpful... ...Other than that we loved our stay at the Savoy...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback</p>

Figure 23

Positive Reviews on Room Feedback

Category	Descriptors	Docs
All Documents	-	200
Uncategorized	-	2
No concepts extracted	-	0
Hotel Amenities	14	186
Food n Drinks	10	149
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Negative Hotel Staff Service	2	108
General Response	8	151
fx [<Attractions>+<Positive>]		3
Brand	3	115
Customer	2	61
Price	2	45
Room Amenities	4	135
Positive Room Feedback	2	135
fx <Room> & [<Positive> <PositiveFeeling> <Po		110
fx <RoomAmenities> & [<Positive> <PositiveFeel		85
Negative Room Feedback	2	92

	Review Text (110)	Categories /
152	<p>...ahead and had taken advantage of the Savoy's ? nights for 3?offer and had secured a very favourable rate...</p> <p>...Was a really lovely spread, well done, and very high quality food...</p> <p>...It's a beautiful hotel, excellent service, and somewhere you can enjoy...</p> <p>...It'd be much appreciated. Also, as she is a tea-totaller, and enjoys a particular branded lemonade, if it'd...</p> <p>...bigger than the deluxe king, and I think we needed that for two people...</p> <p>...The bed was large and comfortable but was obviously two beds...</p> <p>...On the Saturday, my partner didn't make that mistake and enjoyed...</p> <p>...tried the Grill on my last visit and enjoyed it but well leave that to next time to enjoy...</p> <p>...and again it was very well presented and excellent quality...</p> <p>...- 2 Dec, this time opting for a luxury king room, rather than the deluxe king...</p> <p>...Id mailed ahead that Id be travelling with my partner who is a big Marilyn Monroe fan...</p> <p>...be possible to put a few bottles in our minibar, that'd be very appreciated...</p> <p>...Unfortunately I had to prompt our greeter for this information and the request re the minibar was unfulfilled...</p> <p>...Not a big point, but it'd have been nice if the greeter had been prepared, and if the request...</p> <p>...That was appreciated...</p> <p>...last time I was on the seventh, and whilst equally beautifully decorated, I preferred the red elevator to the blue...</p> <p>...The deluxe king on the 7th had a partial view of the Thames and was an Edwardian style, so this time...</p> <p>...However, I didn't pay for a river view so I'm not complaining, the room was lovely...</p> <p>...The bathroom was large with a separate bath and walk in shower...</p> <p>...so was very happy with the accommodation...</p> <p>...never have a problem getting a table as yet, or any of the attitude?some reviewers...</p> <p>...There is a very good waiter there, a tall blonde chap, that on the Sunday night went out of his way...</p> <p>...stay, and in fact it was knowing my partner's love of this celebrity and the hotel's association...</p> <p>...and he was as good as his word because on check out I was asked if we'd been contacted...</p> <p>...However my partner wasn't too disappointed...</p> <p>...we sat at the back in Kaspers, and on the Saturday out in the larger, grander area where tea is served...</p> <p>...?which I was happy with, to try both areas...</p> <p>...both days and my partner the healthy breakfast, which came in two parts...</p> <p>...was to be told that as the healthy breakfast comes in two servings, they were going to serve both hot dishes...</p> <p>...My breakfast then duly appeared, I understand why they did that, but Id have appreciated...</p> <p>...for time with, and we'd come to eat in (what we thought) good time...</p> <p>...Overall it was an excellent...</p> <p>...stay again, and I'm being hard on Savoy giving it 4.5 stars, because Id have no hesitation recommending...</p> <p>...and disparaged, the Savoy is an outstanding venue...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>

196	<p>...The hotel is beautiful and the staff absolutely excellent. We had an Art Deco room which overlooked the front of the hotel so had a lovely...</p> <p>...and the food, wine and service were excellent...</p> <p>...and, again, service and drinks were really good. Breakfast the next day in the Thames Foyer was also very good...</p> <p>...and staff at The Savoy should feel justly proud of their beautiful hotel and the excellent service...</p> <p>...bed and breakfast in a deluxe king room for an extremely good rate...</p> <p>...The bathrooms are great, as are the lovely La Labo Rose 31 toilettes...</p> <p>...The staff are excellent and pay intelligent attention to detail - e.g they tried to...</p> <p>...The bed was very comfortable though we found the pillows a little unsupportive...</p> <p>...and our friends (who had a lovely Edwardian room) made the same comment about the pillows...</p> <p>...it was the quickest room service I've ever had in any hotel...</p> <p>...overnight - the valet parking is really good (?0 for overnight stay for guests) and luggage is quickly and efficiently...</p> <p>...ensure that our room was close to our friends and worked out that this would be a good idea...</p> <p>...Also, I emailed them a number of times before we stayed with various matters and the response was always quick, informative, polite and welcoming...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
59	<p>...every morning (included in our rate) was great! We loved the tea and hot chocolate...</p> <p>...We absolutely loved the hotel and had a wonderful time...</p> <p>...We actually liked these rooms better because they each had a bathroom. They did not really have views, but the rooms were big...</p> <p>...and the bathrooms were amazing! The rainshower was the highlight of the bathroom...</p> <p>...Our rooms were recently remodeled and on the second floor right up the stairs...</p> <p>...Everyone was nice and helpful...</p> <p>...Other than that we loved our stay at the Savoy...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
68	<p>...like a top-notch restaurant, is one big theatre with a certain amount of illusion and legerdemain...</p> <p>...for the new, one of its benefits are the superb fitness amenities and the beautiful swimming pool. It used to be that in the old Savoy days, such normal facilities...</p> <p>...the whole experience is still to be highly recommended on all levels. First surprise when we arrived...</p> <p>...for reasons unknown, the room we had booked (the augustly called Grand De Luxe King Room? had been upgraded...</p> <p>...to a spectacular suite with a breathtaking view on the Thames...</p> <p>... Afternoon tea was, as expected, of a superior...</p> <p>...is in many respects an almost ideal example of perfect hostelry...</p> <p>...that can only be achieved with years of experience and cannot be learned in even the best of hostelry schools...</p> <p>...I understand that it would be near impossible to have authentic items of high value...</p> <p>...personally up to the finish, when your taxi is called ?with a superb room and almost perfect service...</p> <p>...in between - this is an experience not to be forgotten. One more consideration, though. Apart from the incredible view...</p> <p>...Last weekend, we stayed at this truly fabulous hotel...</p> <p>...But I'll do my utmost best to remain objective...</p> <p>...were, as expected, beyond par ?despite a far in between hitch...</p> <p>...now and then: for instance, a bathroom sink that didnt drain properly, even if the suite appeared to be looked after...</p> <p>...in this fabulous suite was the fact that, with its dozens of light switches, you could not have a reading light...</p> <p>...all were of that typically unique British three prongs model, and none in the continental or USA standard...</p> <p>...Such absence is surprising, certainly after the recent renovation, considering that almost all decent...</p> <p>...Tradition is a good...</p> <p>...either in the hotel restaurant or in the famed Grill Room, which I remember as being an experience...</p> <p>...However, breakfast and afternoon tea were superb ?up to a point...</p> <p>...before, when breakfast had proceeded without a hitch...</p> <p>...seemed to occasion a mini panic ?although when it came, it was perfectly cooked to order an egg in a particular preparation at The Savoy always used to be a special treat...</p> <p>...Still, one wonders: is it so exceptional...</p> <p>...Scones were perfect, tea without reproach, and pastries ne plus ultra...</p> <p>...But its nothing of the kind with the heavy silver tea pots they use at The Savoy...</p> <p>...undoubtedly authentic from the time the hotel was built eons ago, these utensils are extremely clumsy to handle...</p> <p>...and relative neglect is due, in my opinion, to the youth of the staff ?some of which are visibly undergoing training (good for them: The Savoy...</p> <p>...one can have nothing but praise...</p> <p>...But real if modest works of art would be far more congenial...</p> <p>... What also has changed is the dress code, which now is recommended as elegant casual...</p> <p>...it was nice to...</p> <p>...and the Grill Room.) All in all, staying at The Savoy has again been a great experience...</p> <p>...All the more that in the cafs on the Strand next door...</p> <p>...As far as I can compare, The Savoy has always been and remains one of the very best...</p> <p>...If possible, one should experience...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>

74	<p>... Great, grand, historic, well-located hotel. Good service. But this hotel plays in the big leagues...</p> <p>... Next, the public space is grand and serene, the staff is efficient and helpful, and the bars and restaurants are chic...</p> <p>...? Luxurious, of course. Not large, but sufficient in size. Well appointed...</p> <p>...In most respects, I was not disappointed. First, the location is somewhat unique...</p> <p>...theatre and dining options is a plus, if that suits your interests, as it does mine...</p> <p>...The shower is barely more modern...</p> <p>...Adequate, but out of date, and surprising to me in view...</p> <p>...But free wireless would have been a nice gesture, in my view, and what I'd expect from this property...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
5		

Figure 24

Positive Reviews on General Hotel Review

Category	Descriptors	Docs
All Documents	-	200
Uncategorized	-	2
No concepts extracted	-	0
Hotel Amenities	14	186
Food n Drinks	10	149
Location	2	123
Hotel	2	95
General Positive Hotel Review	1	95
fx <HotelAmenities> & [<Positive>] <PositiveF		95
General Negative Hotel Review	1	67
Hotel Service	4	171
Positive Hotel Staff Service	2	169
Negative Hotel Staff Service	2	108
General Response	8	151
fx [<Attractions>+<Positive>]		3
Brand	3	115
Customer	2	61
Price	2	45
Room Amenities	4	135
Positive Room Feedback	2	135
Negative Room Feedback	2	92

Review Text (95)	Categories
<p>152</p> <p>...ahead and had taken advantage of the Savoy's 7 nights for 3?offer and had secured a very favourable rate...</p> <p>...Was a really lovely spread, well done, and very high quality food...</p> <p>...Is a beautiful hotel, excellent service, and somewhere you can enjoy...</p> <p>...I'd be much appreciated. Also, as she is a tea-totaller, and enjoys a particular branded lemonade, if I'd...</p> <p>...bigger than the deluxe king, and I think we needed that for two people...</p> <p>...The bed was large and comfortable but was obviously two beds...</p> <p>...On the Saturday, my partner didn't make that mistake and enjoyed...</p> <p>...tried the Grill on my last visit and enjoyed it but I'll leave that to next time to enjoy...</p> <p>...and again it was very well presented and excellent quality...</p> <p>...2 Dec, this time opting for a luxury king room, rather than the deluxe king...</p> <p>...I'd mailed ahead that I'd be travelling with my partner who is a big Marilyn Monroe fan...</p> <p>...be possible to put a few bottles in our minibar, that'd be very appreciated...</p> <p>...Unfortunately I had to prompt our greeter for this information and the request re the minibar was unfulfilled.</p> <p>...Not a big point, but I'd have been nice if the greeter had been prepared, and if the request...</p> <p>...That was appreciated...</p> <p>...last time I was on the seventh, and whilst equally beautifully decorated, I preferred the red elevator to the blue...</p> <p>...The deluxe king on the 7th had a partial view of the Thames and was an Edwardian style, so this time...</p> <p>...However, I didn't pay for a river view so I'm not complaining, the room was lovely...</p> <p>...The bathroom was large with a separate bath and walk in shower...</p> <p>...so was very happy with the accommodation...</p> <p>...never have a problem getting a table as yet, or any of the attitude?some reviewers...</p> <p>...There is a very good waiter there, a tall blonde chap, that on the Sunday night went out of his way...</p> <p>...stay, and in fact it was knowing my partners love of this celebrity and the hotels association...</p> <p>...and he was as good as his word because on check out I was asked if we'd been contacted...</p> <p>...However my partner wasn't too disappointed...</p> <p>...we sat at the back in Kaspers, and on the Saturday out in the larger, grander area where tea is served...</p> <p>...?which I was happy with, to try both areas...</p> <p>...both days and my partner the healthy breakfast, which came in two parts...</p> <p>...was to be told that as the healthy breakfast comes in two servings, they were going to serve both hot dishes...</p> <p>...My breakfast then duly appeared, I understand why they did that, but I'd have appreciated...</p> <p>...for time with, and we'd come to eat in (what we thought) good time...</p> <p>...Overall it was an excellent...</p> <p>...stay again, and I'm being hard on Savoy giving it 4.5 stars, because I'd have no hesitation recommending...</p> <p>...and disparaged, the Savoy is an outstanding venue....</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
1	

2	<p>196</p> <p>...The hotel is beautiful and the staff absolutely excellent. We had an Art Deco room which overlooked the front of the hotel so had a lovely... ...and the food, wine and service were excellent... ...and, again, service and drinks were really good. Breakfast the next day in the Thames Foyer was also very good... ...and staff at The Savoy should feel justly proud of their beautiful hotel and the excellent service... ...bed and breakfast in a deluxe king room for an extremely good rate... ...The bathrooms are great, as are the lovely La Labo Rose 31 toiletries... ...The staff are excellent and pay intelligent attention to detail - e.g they tried to... ...The bed was very comfortable though we found the pillows a little unsupportive... ...and our friends (who had a lovely Edwardian room) made the same comment about the pillows... ...it was the quickest room service I've ever had in any hotel... ...overnight - the valet parking is really good (£70 for overnight stay for guests) and luggage is quickly and efficiently... ...ensure that our room was close to our friends and worked out that this would be a good idea... ...Also, I emailed them a number of times before we stayed with various matters and the response was always quick, informative, polite and welcoming...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Positive Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback</p>
3	<p>66</p> <p>...The room looked into roofs and the people working here was nice but not all... ...We found a good price on the internet and really looked forward to this weekend... ...The drinks we get served were just normal drinks and very expensive and the service slow... ...On breakfast we had to wait again and was very normal and expensive again... ...London was very nice, so much to see and to do but we have to go back to do it again sad not at Savoy but another hotel...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service</p>
4	<p>59</p> <p>...every morning (included in our rate) was great We loved the tea and hot chocolate... ...We absolutely loved the hotel and had a wonderful time... ...We actually liked these rooms better because they each had a bathroom. They did not really have views, but the rooms were big... ...and the bathrooms were amazing The rainshower was the highlight of the bathroom... ...Our rooms were recently remodeled and on the second floor right up the stairs... ...Everyone was nice and helpful... ...Other than that we loved our stay at the Savoy...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback</p>
5	<p>68</p> <p>...like a top-notch restaurant, is one big theatre with a certain amount of humor and legerdemain... ...for the new, one of its benefits are the superb fitness amenities and the beautiful swimming pool. It used to be that in the old Savoy days, such normal facilities... ...the whole experience is still to be highly recommended on all levels. First surprise when we arrived... ...for reasons unknown, the room we had booked (the Augustus called Grand De Luxe King Room? had been upgraded... ...to a spectacular suite with a breathtaking view on the Thames... ...Afternoon tea was, as expected, of a superior... ...is in many respects an almost ideal example of perfect hospitality... ...that can only be achieved with years of experience and cannot be learned in even the best of hostelry schools... ...I understand that it would be near impossible to have authentic items of high value... ...personally up to the finish, when your taxi is called ?with a superb room and almost perfect service... ...in between - this is an experience not to be forgotten. One more consideration, though. Apart from the incredible view... ...Last weekend, we stayed at this truly fabulous hotel... ...But I'll do my litter best to remain objective... ...were, as expected, beyond par ?despite a far in between hitch... ...in this fabulous suite was the fact that, with its dozens of light switches, you could not have a reading light... ...all were of that typically unique British three prongs model, and none in the continental or USA standard... ...Such absence is surprising, certainly after the recent renovation, considering that almost all secent... ...Tradition is a good... ...either in the hotel restaurant or in the famed Grill Room, which I remember as being an experience... ...However, breakfast and afternoon tea were superb ?up to a point... ...before, when breakfast had proceeded without a hitch... ...seemed to occasion a mini panic ?although when it came, it was perfectly cooked: to order an egg in a particular preparation at The Savoy always used to be a special treat... ...Still, one wonders: is it so exceptional... ...Scones were perfect, tea without reproach, and pastries ne plus ultra... ...But its nothing of the kind with the heavy silver tea pots they use at The Savoy... ...undoubtedly authentic from the time the hotel was built eons ago, these utensils are extremely clumsy to handle... ...and relative neglect is due, in my opinion, to the youth of the staff ?some of which are visibly undergoing training (good for them: The Savoy... ...one can have nothing but praise... ...But real if modest works of art would be far more congenial... ...What also has changed is the dress code, which now is recommended as elegant casual... ...It was nice to... ...and the Grill Room.) All in all, staying at The Savoy has again been a great experience... ...All the more that in the cafs on the Strand next door... ...As far as I can compare, The Savoy has always been and remains one of the very best... ...If possible, one should experience...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback</p>

Figure 25

Negative Reviews on Hotel Staff Service

Category	Descriptors	Docs ▾
All Documents	-	200
Uncategorized	-	2
No concepts extracted	-	0
Hotel Amenities	14	186
Food n Drinks	10	149
Location	2	123
Hotel	2	95
General Positive Hotel Review	1	95
General Negative Hotel Review	1	67
Hotel Service	4	171
Positive Hotel Staff Service	2	169
Negative Hotel Staff Service	2	108
fx <Personnel> & [<Negative> <NegativeFeeling>		97
fx <Service> & [<Negative> <NegativeFeeling>]		68
General Response	8	151
fx [<Attractions>+<Positive>]		3
Brand	3	115
Customer	2	61
Price	2	45
Room Amenities	4	135
Positive Room Feedback	2	135
Negative Room Feedback	2	92

	Review Text (97)	Categories /
1	<p>152</p> <p>...re the minibar unable to be accommodated, then I'd been informed. Not big things at all, but as is this is the Savoy...</p> <p>...There was no view at all, and frankly I preferred to keep the curtains shut... Unfortunately I had to prompt our greeter for this information and the request re the minibar was unfulfilled...</p> <p>...Not a big point, but I'd have been nice if the greeter had been prepared, and if the request...</p> <p>...it was disappointing...</p> <p>...and it was waiting for me in our room when we arrived, along with a confirmation email...</p> <p>...I was provided with an Edwardian room as requested, but not the view...</p> <p>...The receptionist called the historian (Susan) there and then but she wasn't available...</p> <p>...Again disappointing because it's the Savoy...</p> <p>...Breakfast we had on the Friday and Saturday, sleeping late on the Sunday and Monday...</p> <p>...First day, I was sitting waiting for my breakfast to appear...</p> <p>...Not that I'd...</p> <p>...usually mind, but we did have appointments on both days that the slow served breakfasts left us rushing...</p> <p>...re finding a particular address and market my partner wanted to visit and also cancelled my reservation...</p> <p>...stay again, and I'm being hard on Savoy giving it 4.5 stars, because I'd have no hesitation recommending...</p> <p>...it and certainly intend returning, but given the glitches I've mentioned, and it being the Savoy...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
2	<p>196</p> <p>...we had to wait for a table but were provided with coffee/tea/juice and croissants while we waited...</p> <p>...The bed was very comfortable though we found the pillows a little unsupportive...</p> <p>...making facilities in the room, and I was given these, though they weren't good at replenishing supplies...</p> <p>...(the only other negative point) so I had to order room service coffee in the morning...</p> <p>...too - even though the hotel was extremely busy...</p> <p>...and staff at The Savoy should feel justly proud of their beautiful hotel and the excellent service...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>

3	<p>66 ...before going for out dinner we as guest of hotel had no table and have to wait for more than half...</p> <p>...I was sad as I had not the dreams of my nona fulfilled...</p> <p>.... London was very nice, so much to see and to do but we have to go back to do it again sad not at Savoy but another hotel...</p> <p>...Perhaps it was too much expected - my nona always talked about the Savoy...</p> <p>...We had not a to happy time...</p> <p>...The drinks we get served were just normal drinks and very expensive and the service slow...</p> <p>.... On breakfast we had to wait again and was very normal and expensive again...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p>
4	<p>59 ...It was not a family room...</p> <p>...They did not really have views, but the rooms were big...</p> <p>...It was so hard...</p> <p>...One Complaint...</p> <p>...Just to let you know, they did tell me that the hotel will be closing in late December...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
5	<p>68 ... everything you left lying around has been put away ?which in my view amounts to slightly over the top service). Another slight annoyance...</p> <p>...one side of the bed, without having the other side on; and among the countless electrical sockets...</p> <p>.... And this unexpected overly busy time seems to have fazed the staff considerably ?contrarily to the morning...</p> <p>...or badly reproduced watercolours, I understand that it would be near impossible to have authentic items of high value...</p> <p>...- although I could not help but notice, as I was waiting to check out, that there are various levels of personal reception...</p> <p>...Not that I mind, I really couldn't care less if such or such personality...</p> <p>...If a few details are no match...</p> <p>...Or it was because I had been a guest before, although this was so long...</p> <p>...in this fabulous suite was the fact that, with its dozens of light switches, you could not have a reading light...</p> <p>.... Such absence is surprising, certainly after the recent renovation, considering that almost all decent...</p> <p>...?they had suffered what the French call a coup de feu before our arrival at a later hour...</p> <p>...We had to wait quite some time for our food and tea...</p> <p>..., and asking for ones egg to be poached...</p> <p>..., and nothing has changed...</p> <p>...that they suddenly get many people at once at breakfast, so that everything goes - relatively - out of whack...</p> <p>...? Surely, a hotel of this class ought to be prepared for all contingencies...</p> <p>...Scones were perfect, tea without reproach, and pastries ne plus ultra...</p> <p>...?but sometimes somewhat over the top again: one doesn't really need the staff to spread ones napkin...</p> <p>..., which contrast strangely with the overall, sometimes overdone attentiveness...</p> <p>...for you was hardly an automatic occurrence...</p> <p>... undoubtedly authentic from the time the hotel was built eons ago, these utensils are extremely clumsy to handle...</p> <p>...and almost impossible to use from a seated position...</p> <p>... (one does not need to be greeted by every staff member to feel more than at home in such a delightful environment...</p> <p>...) as compared to a few minor backslidings, this difference is due to one of the most difficult feats...</p> <p>...What is beyond me, however, is the utter ugliness of the paintings...</p> <p>...?all over the walls ?garishly bad reproductions of classic British works...</p> <p>..., faux Douilton made-in-China statuettes, fake Oriental vases and suchlike baubles...</p> <p>...in a hotel ?at least not in the rooms...</p> <p>... But does this include bad taste, too...</p> <p>...for such a category of hotel were as it were frowned upon as slightly not done...</p> <p>...On the one hand, I applaud the evolution; on the other hand I regret it...</p> <p>...again), I will simply refuse to pay for such facility, which ought to be automatic in this day and age...</p> <p>...incomprehensible...</p> <p>...days, everything was done so one would never be aware of such things...</p> <p>... One should never notice how its done...</p> <p>... All this comes at a price, of course ?albeit not dearer than equivalent places...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>

Figure 26

Negative Reviews on Room Feedback

Category	Descriptors	Docs
All Documents	-	200
Uncategorized	-	2
No concepts extracted	-	0
Hotel Amenities	14	186
Food n Drinks	10	149
Location	2	123
Hotel	2	95
General Positive Hotel Review	1	95
General Negative Hotel Review	1	67
Hotel Service	4	171
Positive Hotel Staff Service	2	169
Negative Hotel Staff Service	2	108
General Response	8	151
fx [<Attractions>+<Positive>]		3
Brand	3	115
Customer	2	61
Price	2	45
Room Amenities	4	135
Positive Room Feedback	2	135
Negative Room Feedback	2	92
fx <Room> & [<Negative> <NegativeFeeling> <N		78
fx <RoomAmenities> & [<Negative> <NegativeFe		63

	Review Text (78)	Categories /
1	<p>152</p> <p>...re the minibar unable to be accommodated, then I'd been informed. Not big things at all, but as this is the Savoy...</p> <p>...There was no view at all, and frankly I preferred to keep the curtains shut...</p> <p>...I Unfortunately I had to prompt our greeter for this information and the request re the minibar was unfulfilled...</p> <p>...Not a big point, but it'd have been nice if the greeter had been prepared, and if the request...</p> <p>...it was disappointing...</p> <p>...and it was waiting for me in our room when we arrived, along with a confirmation email...</p> <p>...I was provided with an Edwardian room as requested, but not the view...</p> <p>...The receptionist called the historian (Susan) there and then but she wasn't available...</p> <p>...Again disappointing because its the Savoy...</p> <p>...I Breakfast we had on the Friday and Saturday, sleeping late on the Sunday and Monday...</p> <p>...First day, I was sitting waiting for my breakfast to appear...</p> <p>...Not that I...</p> <p>...usually mind, but we did have appointments on both days that the slow served breakfasts left us rushing...</p> <p>...re finding a particular address and market my partner wanted to visit and also cancelled my reservation...</p> <p>...stay again, and I'm being hard on Savoy giving it 4.5 stars, because I'd have no hesitation recommending...</p> <p>...it and certainly intend returning, but given the glitches I've mentioned, and it being the Savoy...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
2	<p>196</p> <p>...we had to wait for a table but were provided with coffee/tea/juice and croissants while we waited...</p> <p>...The bed was very comfortable though we found the pillows a little unsupportive...</p> <p>...making facilities in the room, and I was given these, though they weren't good at replenishing supplies...</p> <p>...(the only other negative point) so I had to order room service coffee in the morning...</p> <p>...too - even though the hotel was extremely busy...</p> <p>...and staff at The Savoy should feel justly proud of their beautiful hotel and the excellent service...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>

3	59	<p>...It was not a family room...</p> <p>...They did not really have views, but the rooms were big...</p> <p>...It was so hard...</p> <p>...One complaint...</p> <p>...Just to let you know, they did tell me that the hotel will be closing in late December...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
4	68	<p>..., everything you left lying around has been put away ?which in my view amounts to slightly over the top service). Another slight annoyance...</p> <p>...one side of the bed, without having the other side on; and among the countless electrical sockets...</p> <p>... And this unexpectedly busy time seems to have fazed the staff considerably ?contrarily to the morning...</p> <p>...or badly reproduced watercolours. I understand that it would be near impossible to have authentic items of high value...</p> <p>... although I could not help but notice, as I was waiting to check out, that there are various levels of personal reception...</p> <p>...Not that I mind, I really couldn't care less if such or such personality...</p> <p>...If a few details are no match...</p> <p>...Or it was because I had been a guest before, although this was so long...</p> <p>...in this fabulous suite was the fact that, with its dozens of light switches, you could not have a reading light...</p> <p>... Such absence is surprising, certainly after the recent renovation, considering that almost all decent...</p> <p>... why such a deficiency in such a place...</p> <p>...?they had suffered what the French call a coup de feu before our arrival at a later hour...</p> <p>...We had to wait quite some time for our food and tea...</p> <p>... and asking for ones egg to be poached...</p> <p>... and nothing has changed...</p> <p>...that they suddenly get many people at once at breakfast, so that everything goes - relatively - out of whack...</p> <p>...? Surely, a hotel of this class ought to be prepared for all contingencies...</p> <p>...Scones were perfect, tea without reproach, and pastries ne plus ultra...</p> <p>...?but sometimes somewhat over the top again: one doesn't really need the staff to spread ones napkin...</p> <p>... which contrast strangely with the overall, sometimes overdone attentiveness...</p> <p>...for you was hardly an automatic occurrence...</p> <p>... undoubtedly authentic from the time the hotel was built eons ago, these utensils are extremely clumsy to handle...</p> <p>...and almost impossible to use from a seated position...</p> <p>...(one does not need to be greeted by every staff member to feel more than at home in such a delightful environment...</p> <p>...) as compared to a few minor backslidings, this difference is due to one of the most difficult feats...</p> <p>...What is beyond me, however, is the utter ugliness of the paintings...</p> <p>...?all over the walls ?garishly bad reproductions of classic British works...</p> <p>... faux Douillon made-in-China statuettes, fake Oriental vases and suchlike baubles...</p> <p>...in a hotel ?at least not in the rooms...</p> <p>... But does this include bad taste, too...</p> <p>...for such a category of hotel were as it were frowned upon as slightly not done...</p> <p>...On the one hand, I applaud the evolution; on the other hand I regret it... (again), I will simply refuse to pay for such facility, which ought to be automatic in this day and age...</p> <p>...Incomprehensible...</p> <p>...days, everything was done so one would never be aware of such things...</p> <p>... One should never notice how its done...</p> <p>... All this comes at a price, of course ?albeit not dearer than equivalent places...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
5	74	<p>...Not large, but sufficient in size. Well appointed. However, a few quibbles...</p> <p>...decided not to meet the level of luxury in the bathrooms, found at The Connaught, as an example...</p> <p>...Adequate, but but of date, and surprising to me in view...</p> <p>...At the prices charged by The Savoy for a room, one would expect a bit more generosity...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>

Figure 27
Negative Reviews on Brand

Category	Descriptors	Docs
All Documents	-	200
Uncategorized	-	2
No concepts extracted	-	0
Hotel Amenities	14	186
Food n Drinks	10	149
Location	2	123
Hotel	2	95
General Positive Hotel Review	1	95
General Negative Hotel Review	1	67
Hotel Service	4	171
Positive Hotel Staff Service	2	169
Negative Hotel Staff Service	2	108
General Response	8	151
fx [<Attractions>+<Positive>]		3
Brand	3	115
Positive Brand Feedback	2	114
Negative Brand Feedback	1	78
fx [<Organization> & [<Negative> <NegativeFe		78
Customer	2	61
Price	2	45
Room Amenities	4	135
Positive Room Feedback	2	135
Negative Room Feedback	2	92



	Review Text (78)	Categories /
1	147 ...I had cause to complain on a certain matter but the way in which my problem was dealt with...	.../Negative Brand Feedback .../Positive Brand Feedback
2	152 ...re the minibar unable to be accommodated, then ld been informed. Not big things at all, but as is this is the SavoyThere was no view at all, and frankly I preferred to keep the curtains shutI Unfortunately I had to prompt our greeter for this information and the request re the minibar was unfulfilled Not a big point , but itd have been nice if the greeter had been prepared , and if the request... ...it was disappointingand it was waiting for me in our room when we arrived , along with a confirmation email... ...I was provided with an Edwardian room as requested , but not the viewThe receptionist called the historian (Susan) there and then but she wasnt availableAgain disappointing because its the Savoy Breakfast we had on the Friday and Saturday, sleeping late on the Sunday and Monday... ...First day, I was sitting waiting for my breakfast to appear Not that ldusually mind , but we did have appointments on both days that the slow served breakfasts left us rushingre finding a particular address and market my partner wanted to visit and also cancelled my reservationstay again, and Im being hard on Savoy giving it 4.5 stars, because ld have no hesitation recommending... ...it and certainly intend returning, but given the pitches Ive mentioned, and it being the Savoy/Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Positive Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback
3	196 ...we had to wait for a table but were provided with coffee/tea/juice and croissants while we waitedThe bed was very comfortable though we found the pillows a little unsupportivemaking facilities in the room, and I was given these, though they werent good at replenishing suppliesthe only other negative point so I had to order room service coffee in the morning... ...too - even though the hotel was extremely busyand staff at The Savoy should feel justly proud of their beautiful hotel and the excellent service/Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Positive Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback

4	66	<p>...before going for out dinner we as guest of hotel had no table and have to wait for more than half...</p> <p>...I was sad as I had not the dreams of my nona fulfilled...</p> <p>... London was very nice, so much to see and to do but we have to go back to do it again sad not at Savoy but another hotel...</p> <p>...Perhaps it was too much expected - my nona always talked about the Savoy...</p> <p>...We had not a to happy time...</p> <p>...The drinks we get served were just normal drinks and very expensive and the service slow...</p> <p>... On breakfast we had to wait again and was very normal and expensive again...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p>
	59	<p>...It was not a family room...</p> <p>...They did not really have views, but the rooms were big...</p> <p>...It was so hard...</p> <p>...One complaint...</p> <p>...Just to let you know, they did tell me that the hotel will be closing in late December...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
5			

Figure 28

Negative Reviews on Location

Category	Descriptors	Docs
All Documents	-	200
Uncategorized	-	2
No concepts extracted	-	0
Hotel Amenities	14	186
Food n Drinks	10	149
Location	2	123
Positive Location Feedback	1	123
Negative Location Feedback	1	78
<i>fx</i> <Location> & [<Negative> <NegativeFeeling>]		78
Hotel	2	95
General Positive Hotel Review	1	95
General Negative Hotel Review	1	67
Hotel Service	4	171
Positive Hotel Staff Service	2	169
Negative Hotel Staff Service	2	108
General Response	8	151
<i>fx</i> [<Attractions>+<Positive>]		3
Brand	3	115
Customer	2	61
Price	2	45
Room Amenities	4	135
Positive Room Feedback	2	135
Negative Room Feedback	2	92

	 Review Text (78)	 Categories /
1	<p>152</p> <p>...re the minibar unable to be accommodated, then I'd been informed. Not big things at all, but as is this is the Savoy... ...There was no view at all, and frankly I preferred to keep the curtains shut... ...Unfortunately I had to prompt our greeter for this information and the request re the minibar was unfulfilled... ...Not a big point, but it'd have been nice if the greeter had been prepared, and if the request... ..., it was disappointing... ...and it was waiting for me in our room when we arrived, along with a confirmation email... I was provided with an Edwardian room as requested, but not the view... ...The receptionist called the historian (Susan) there and then but she wasn't available... ...Again disappointing because it's the Savoy... ...Breakfast we had on the Friday and Saturday, sleeping late on the Sunday and Monday... ...First day, I was sitting waiting for my breakfast to appear... ...Not that I'd... ...usually mind, but we did have appointments on both days that the slow served breakfasts left us rushing... ...re finding a particular address and market my partner wanted to visit and also cancelled my reservation... ...stay again, and I'm being hard on Savoy giving it 4.5 stars, because I'd have no hesitation recommending... ...it and certainly intend returning, but given the glitches I've mentioned, and it being the Savoy...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Positive Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback</p>
2	<p>66</p> <p>...before going for our dinner we as guest of hotel had no table and have to wait for more than half... ...I was sad as I had not the dreams of my nona fulfilled... ...London was very nice, so much to see and to do but we have to go back to do it again sad not at Savoy but another hotel... ...Perhaps it was too much expected - my nona always talked about the Savoy... ...We had not a to happy time... ...The drinks we get served were just normal drinks and very expensive and the service slow... ...On breakfast we had to wait again and was very normal and expensive again...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service</p>
3	<p>59</p> <p>...It was not a family room... ...They did not really have views but the rooms were big... ...It was so hard... ...One complaint... ...Just to let you know, they did tell me that the hotel will be closing in late December...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback</p>

68	<p>..., everything you left lying around has been put away ?which in my view amounts to slightly over the top service). Another slight annoyance... ...one side of the bed, without having the other side on; and among the countless electrical sockets... And this unexpected overly busy time seems to have fazed the staff considerably ?contrarily to the morning... ...or badly reproduced watercolours. I understand that it would be near impossible to have authentic items of high value... ...- although I could not help but notice, as I was waiting to check out, that there are various levels of personal reception... ...Not that I mind, I really couldnt care less if such or such personality... ...If a few details are no match... ...Or it was because I had been a guest before, although this was so long... ...in this fabulous suite was the fact that, with its dozens of light switches, you could not have a reading light... ...Such absence is surprising, certainly after the recent renovation, considering that almost all decent... ...?they had suffered what the French call a coup de feu before our arrival at a later hour... ...We had to wait quite some time for our food and tea... ..., and asking for ones egg to be poached... ..., and nothing has changed... ...that they suddenly get many people at once at breakfast, so that everything goes - relatively - out of whack... ...? Surely, a hotel of this class ought to be prepared for all contingencies... ...Scones were perfect, tea without reproach, and pastries ne plus ultra... ...?but sometimes somewhat over the top again: one doesn't really need the staff to spread ones napkin... ..., which contrast strangely with the overall, sometimes overdone attentiveness... ...for you was hardly an automatic occurrence... ...: undoubtedly authentic from the time the hotel was built eons ago, these utensils are extremely clumsy to handle... ...and almost impossible to use from a seated position... ... (one does not need to be greeted by every staff member to feel more than at home in such a delightful environment... ...) as compared to a few minor backslidings, this difference is due to one of the most difficult feats... ...What is beyond me, however, is the utter ugliness of the paintings... ...?all over the walls ?garishly bad reproductions of classic British works... ..., faux Doulton made-in-China statuettes, fake Oriental vases and suchlike baubles... ...in a hotel ?at least not in the rooms... ... But does this include bad taste, too... ...for such a category of hotel were as it were frowned upon as slightly not done... ...On the one hand, I applaud the evolution; on the other hand I regret it... ...again), I will simply refuse to pay for such facility, which ought to be automatic in this day and age... ...Incomprehensible... ...days, everything was done so one would never be aware of such things... ... One should never notice how its done... ... All this comes at a price, of course ?albeit not dearer than equivalent places...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback</p>
74	<p>...Not large, but sufficient in size. Well appointed. However, a few quibbles... ...decided not to meet the level of luxury in the bathrooms found at The Connaught, as an example... ...Adequate, but out of date, and surprising to me in view... ...At the prices charged by The Savoy for a room, one would expect a bit more generosity...</p>	<p>.../Negative Brand Feedback .../Positive Brand Feedback .../Negative Customer Feedback .../Positive Customer Feedback .../Negative Price Feedback .../Negative Food & Drinks Feedback .../Positive Food & Drinks Feedback .../General Negative Hotel Review .../General Positive Hotel Review .../Negative Location Feedback .../Positive Location Feedback .../Negative Hotel Staff Service .../Positive Hotel Staff Service .../Negative Room Feedback .../Positive Room Feedback</p>

Figure 29

Negative Reviews on General Hotel Review

Category	Descriptors	Docs
All Documents	-	200
Uncategorized	-	2
No concepts extracted	-	0
Hotel Amenities	14	186
Food n Drinks	10	149
Location	2	123
Positive Location Feedback	1	123
Negative Location Feedback	1	78
Hotel	2	95
General Positive Hotel Review	1	95
General Negative Hotel Review	1	67
fx <HotelAmenities> & [<Negative> <Negative		67
Hotel Service	4	171
Positive Hotel Staff Service	2	169
Negative Hotel Staff Service	2	108
General Response	8	151
fx [<Attractions>+<Positive>]		3
Brand	3	115
Customer	2	61
Price	2	45
Room Amenities	4	135
Positive Room Feedback	2	135
Negative Room Feedback	2	92

Review Text (67)	Categories /
<p>152</p> <p>...re the minibar unable to be accommodated, then Id been informed. Not big things at all, but as is this is the Savoy...</p> <p>...There was no view at all, and frankly I preferred to keep the curtains shut...</p> <p>...Unfortunately I had to prompt our greeter for this information and the request re the minibar was unfulfilled...</p> <p>...Not a big point, but Id have been nice if the greeter had been prepared, and if the request...</p> <p>...it was disappointing...</p> <p>...and it was waiting for me in our room when we arrived, along with a confirmation email...</p> <p>...I was provided with an Edwardian room as requested, but not the view...</p> <p>...The receptionist called the historian (Susan) there and then but she wasnt available...</p> <p>...Again disappointing because its the Savoy...</p> <p>...Breakfast we had on the Friday and Saturday, sleeping late on the Sunday and Monday...</p> <p>...First day, I was sitting waiting for my breakfast to appear...</p> <p>...Not that Id...</p> <p>...usually mind, but we did have appointments on both days that the slow served breakfasts left us rushing...</p> <p>...re finding a particular address and market my partner wanted to visit and also cancelled my reservation...</p> <p>...stay again, and Im being hard on Savoy giving it 4.5 stars, because Id have no hesitation recommending...</p> <p>...it and certainly intend returning, but given the glitches Ive mentioned, and it being the Savoy...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
<p>196</p> <p>...we had to wait for a table but were provided with coffee/tea/juice and croissants while we waited...</p> <p>...The bed was very comfortable though we found the pillows a little unsupportive...</p> <p>...making facilities in the room, and I was given these, though they werent good at replenishing supplies...</p> <p>...(the only other negative point) so I had to order room service coffee in the morning...</p> <p>...too - even though the hotel was extremely busy...</p> <p>...and staff at The Savoy should feel justly proud of their beautiful hotel and the excellent service...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Positive Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>

3	<p>66 ...before going for out dinner we as guest of hotel had no table and have to wait for more than half...</p> <p>...I was sad as I had not the dreams of my nona fulfilled...</p> <p>... London was very nice, so much to see and to do but we have to go back to do it again sad not at Savoy but another hotel...</p> <p>...Perhaps it was too much expected - my nona always talked about the Savoy...</p> <p>...We had not a to happy time...</p> <p>...The drinks we get served were just normal drinks and very expensive and the service slow...</p> <p>... On breakfast we had to wait again and was very normal and expensive again...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p>
4	<p>59 ...It was not a family room...</p> <p>...They did not really have views, but the rooms were big...</p> <p>...It was so hard...</p> <p>...One complaint...</p> <p>...Just to let you know, they did tell me that the hotel will be closing in late December...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>
5	<p>68 ... everything you left lying around has been put away ?which in my view amounts to slightly over the top service). Another slight annoyance...</p> <p>...one side of the bed, without having the other side on; and among the countless electrical sockets...</p> <p>... And this unexpected overly busy time seems to have fazed the staff considerably ?contrarily to the morning...</p> <p>...or badly reproduced watercolours. I understand that it would be near impossible to have authentic items of high value...</p> <p>... although I could not help but notice, as I was waiting to check out, that there are various levels of personal reception...</p> <p>...Not that I mind, I really couldnt care, less if such or such personality...</p> <p>...If a few details are no match...</p> <p>...Or it was because I had been a guest before, although this was so long...</p> <p>...in this fabulous suite was the fact that, with its dozens of light switches, you could not have a reading light...</p> <p>... Such absence is surprising, certainly after the recent renovation, considering that almost all decent...</p> <p>...?they had suffered what the French call a coup de feu before our arrival at a later hour...</p> <p>...We had to wait quite some time for our food and tea...</p> <p>... and asking for ones egg to be poached...</p> <p>... and nothing has changed...</p> <p>...that they suddenly get many people at once at breakfast, so that everything goes - relatively - out of whack...</p> <p>...? Surely, a hotel of this class ought to be prepared for all contingencies...</p> <p>...Scones were perfect, tea without reproach, and pastries ne plus ultra...</p> <p>...?but sometimes somewhat over the top again: one doesn't really need the staff to spread ones napkin...</p> <p>... which contrast strangely with the overall, sometimes overdone attentiveness...</p> <p>...for you was hardly an automatic occurrence...</p> <p>... undoubtedly authentic from the time the hotel was built ons ago, these utensils are extremely clumsy to handle...</p> <p>...and almost impossible to use from a seated position...</p> <p>... (one does not need to be greeted by every staff member to feel more than at home in such a delightful environment...</p> <p>...) as compared to a few minor backslidings, this difference is due to one of the most difficult feats...</p> <p>...What is beyond me, however, is the utter ugliness of the paintings...</p> <p>...?all over the walls ?garishly bad reproductions of classic British works...</p> <p>... faux Douilton made-in-China statuettes, fake Oriental vases and suchlike baubles...</p> <p>...in a hotel ?at least not in the rooms...</p> <p>... But does this include bad taste, too...</p> <p>...for such a category of hotel were as it were frowned upon as slightly not done...</p> <p>...On the one hand, I applaud the evolution; on the other hand I regret it...</p> <p>...again), I will simply refuse to pay for such facility, which ought to be automatic in this day and age...</p> <p>...Incomprehensible...</p> <p>...days, everything was done so one would never be aware of such things...</p> <p>... One should never notice how its done...</p> <p>... All this comes at a price, of course ?albeit not dearer than equivalent places...</p>	<p>.../Negative Brand Feedback</p> <p>.../Positive Brand Feedback</p> <p>.../Negative Customer Feedback</p> <p>.../Positive Customer Feedback</p> <p>.../Negative Price Feedback</p> <p>.../Negative Food & Drinks Feedback</p> <p>.../Positive Food & Drinks Feedback</p> <p>.../General Negative Hotel Review</p> <p>.../General Positive Hotel Review</p> <p>.../Negative Location Feedback</p> <p>.../Positive Location Feedback</p> <p>.../Negative Hotel Staff Service</p> <p>.../Positive Hotel Staff Service</p> <p>.../Negative Room Feedback</p> <p>.../Positive Room Feedback</p>

Deployment

From Text Mining results of “The Savoy”, the hotel can plan progressively in 6 months to carry out the following action plans to improve their hotel rating.

- 1) Improve their breakfast menu to have more options including home-made granola, smoked salmon pancakes, scones, fruits, bread, cakes, porridge.
- 2) Promote hotel bar operation and recruit famous bartenders to serve wide range of cocktails.
- 3) Conduct regular reinforcing basic skill training to hotel staff (front desk, concierge, housekeeping, doormen, etc.) who are serving customers regularly. Training will cover ways to interact with customers, housekeeping reinforcing training, topics on creating customer experiences, etc.
- 4) Identify important customers' event (anniversary, birthday) and provide surprises during their stay. For example, birthday cake and small memento in their room after check in.
- 5) Introduce bundle stay and tour deals with nearby attractions like London eye, Big Ben, and national gallery to attract more customers to sign up.

Summary

It is very important for hotel industry to stay relevant and competitive for survival. Hotel managers should continue to explore various analytics options like online customer reviews, hotel transaction records to extract insights and proposed new ideas to improve their current practices. In this project, we explored Text Mining Option on one of the top 10 hotels in London and discovered clearly that hotel service, location and room amenities are the usual factors that customers observed during their hotel stays. As collection of a hotel's insight may not be enough to convince internal management, hotel managers should also perform the same text mining activities in several languages and on other reputable London hotels in the dataset as future studies and comparison. With the extracted concepts & categories from various hotels' customers' review, hotel managers can also extend the research using other data analytics method like clustering to profile each cluster (hotel) characteristics and create action plans to improve their hotel.

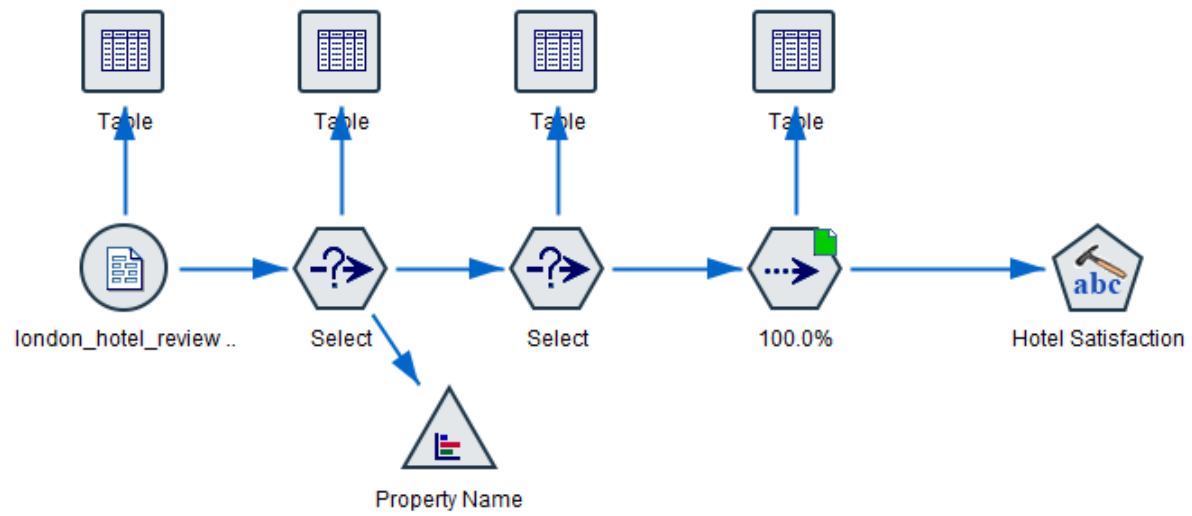
Even though it is easy to obtain customer reviews nowadays through Internet and social media, some of the reviews posted may be fake by rival hotels to misled other hotel managers' judgement after text mining. Therefore, it is also important for hotel managers to train their Text Mining modeller to handle misinformation and risk analysis so that the results are trustworthy and useful for the hotel improvement plan.

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Appendix A




SPSS Text Mining Full Stream



Appendix B

Expanded View of Categories

Category	Descriptors	Docs
[-] All Documents	-	200
[-] Uncategorized	-	2
[-] No concepts extracted	-	0
[+] [📁] Hotel Amenities	12	182
[-] [📁] Food n Drinks	10	149
[-] [📁] Positive Food & Drinks Feedback	7	146
fx [<Food> <FoodPlaces>] & <Positive>		91
fx <Restaurant> & [<Positive> <PositiveFeeling> <PositiveR		90
fx <Events> & [<Positive> <PositiveFeeling> <PositiveR		57
fx [<Drinks>+<Positive>]		26
fx [<Drinks>+<Positive>+<HotelAmenities>]		7
fx [<Food>+<Positive>+<Restaurant>]		3
fx [<HotelAmenities>+<Positive>+<Drinks>]		3
[-] [📁] Negative Food & Drinks Feedback	3	85
fx <Restaurant> & [<Negative> <NegativeFeeling> <Neg		65
fx [<Food> <FoodPlaces>] & [<Negative> <NegativeFee		60
fx [<Drinks>+<Negative>]		3
[-] [📁] Location	2	123
[-] [📁] Positive Location Feedback	1	123
fx <Location> & [<Positive> <PositiveFeeling>]		123
[-] [📁] Negative Location Feedback	1	78
fx <Location> & [<Negative> <NegativeFeeling>]		78
[+] [📁] Hotel Service	4	171
[-] [📁] Positive Hotel Staff Service	2	169
fx <Personnel> & [<PositiveAttitude> <Positive> <PositiveC		147
fx <Service> & [<Positive> <PositiveAttitude> <PositiveCom		99
[-] [📁] Negative Hotel Staff Service	2	108
fx <Personnel> & [<Negative> <NegativeFeeling>]		97
fx <Service> & [<Negative> <NegativeFeeling>]		68
[-] [📁] General Response	10	170
fx [<Attractions>+<Positive>]		3
[-] [📁] Brand	3	115
[-] [📁] Positive Brand Feedback	2	114
fx <Organization> & [<Positive> <PositiveFeeling>]		112
fx [<Brands>+<Positive>]		4
[-] [📁] Negative Brand Feedback	1	78
fx <Organization> & [<Negative> <NegativeFeeling>]		78
[-] [📁] Hotel	2	95
[-] [📁] General Positive Hotel Review	1	95
fx <HotelAmenities> & [<Positive> <PositiveFeeling>]		95
[-] [📁] General Negative Hotel Review	1	67
fx <HotelAmenities> & [<Negative> <NegativeFeeling>]		67
[-] [📁] Customer	2	61
[-] [📁] Positive Customer Feedback	1	61
fx <Customer> & [<Positive> <PositiveFeeling> <Positiv		61
[-] [📁] Negative Customer Feedback	1	42
fx <Customer> & [<Negative> <NegativeFeeling> <Neg		42
[-] [📁] Price	2	45
[-] [📁] Negative Price Feedback	1	44
fx <Budget> & [<NegativeFeeling> <Negative> <Negative		44
[-] [📁] Positive Price Feedback	1	6
fx [<Budget>+<Positive>]		6

 Room Amenities	4	135
 Positive Room Feedback	2	135
<i>fx</i> <Room> & [<Positive> <PositiveFeeling> <PositiveFunction>]		110
<i>fx</i> <RoomAmenities> & [<Positive> <PositiveFeeling> <PositiveFunction>]		85
 Negative Room Feedback	2	92
<i>fx</i> <Room> & [<Negative> <NegativeFeeling> <NegativeFunction>]		78
<i>fx</i> <RoomAmenities> & [<Negative> <NegativeFeeling> <NegativeFunction>]		63

Appendix C

Extracted Concepts

2,523 concepts					Concept
	Concept	In	Global	Docs	Type
1	excellent	fx	466	169 (85%)	<Positive>
2	savoy	fx	215	110 (55%)	<Organization>
3	staff	fx	133	99 (50%)	<Personnel>
4	service	fx	95	78 (39%)	<Service>
5	good	fx	123	73 (37%)	<Positive>
6	location	fx	73	59 (30%)	<Location>
7	breakfast	fx	86	57 (28%)	<Restaurant>
8	no	fx	106	54 (27%)	<NegativeFeeling>
9	london	fx	59	51 (26%)	<Location>
10	like	fx	70	51 (26%)	<Positive>
11	tea		74	48 (24%)	<Drinks>
12	nights		55	46 (23%)	<Frequency>
13	food	fx	50	44 (22%)	<Food>
14	comfortable	fx	49	43 (22%)	<PositiveFeeling>
15	friendly	fx	40	38 (19%)	<PositiveAttitude>
16	helpful	fx	41	37 (19%)	<PositiveCompeter>
17	american bar	fx	43	37 (19%)	<HotelAmenities>
18	experience	fx	49	36 (18%)	<PositiveFeeling>
19	beautiful	fx	41	35 (18%)	<PositiveFeeling>
20	treatment		36	31 (16%)	<ActionAttempted>
21	bed	fx	34	31 (16%)	<RoomAmenities>
22	rooms	fx	42	31 (16%)	<Room>
23	large	fx	33	29 (14%)	<Positive>
24	special		36	27 (14%)	<Contextual>
25	attentive	fx	27	26 (13%)	<PositiveAttitude>
26	lovely	fx	38	26 (13%)	<Positive>
27	time		33	25 (13%)	<Time>
28	decoration	fx	26	25 (13%)	<Room>
29	drinks		29	25 (13%)	<Drinks>
30	bad	fx	38	25 (13%)	<Negative>
31	restaurant	fx	27	25 (13%)	<Restaurant>
32	dinner	fx	27	24 (12%)	<Events>
33	would recommend	fx	24	23 (12%)	<PositiveRecommen
34	bathroom	fx	26	23 (12%)	<RoomAmenities>
35	visit		27	22 (11%)	<ActionAttempted>
36	arrived		25	21 (11%)	<ActionDone>
37	kaspar	fx	22	20 (10%)	<Restaurant>
38	love	fx	23	20 (10%)	<Positive>
39	expensive		22	20 (10%)	<NegativeBudget>
40	concierge	fx	21	20 (10%)	<Personnel>
41	afternoon		27	20 (10%)	<Time>
42	check-in		21	20 (10%)	<CheckInOut>
43	cocktails		24	19 (10%)	<Drinks>
44	we		20	18 (9%)	<Respondent>
45	no problem	fx	19	17 (9%)	<Positive>
46	people	fx	21	17 (9%)	<Personnel>
47	bar	fx	23	17 (9%)	<HotelAmenities>
48	booked		20	17 (9%)	<ActionDone>
49	high		20	17 (9%)	<Contextual>
50	luggage		20	17 (9%)	<CheckInOut>
51	suite	fx	28	16 (8%)	<Room>
52	small		16	16 (8%)	<Contextual>
53	birthday	fx	18	16 (8%)	<Events>
54	good-tasting	fx	16	15 (8%)	<PositiveFeeling>
55	satisfied	fx	17	15 (8%)	<Positive>
56	coffee		23	14 (7%)	<Drinks>
57	excellent	fx	14	14 (7%)	<Positive>
58	choice	fx	15	14 (7%)	<Food>
59	return	fx	17	14 (7%)	<PositiveAttitude>
60	wrong	fx	22	14 (7%)	<Negative>

2,523 concepts					Concept
	Concept	In	Global	Docs	Type
70	view	fx	20	13 (7%)	<Room>
71	once		18	13 (7%)	<Frequency>
72	problem	fx	17	13 (7%)	<Negative>
73	clean	fx	12	12 (6%)	<PositiveFeeling>
74	long	fx	12	12 (6%)	<Negative>
75	price	fx	18	12 (6%)	<Budget>
76	more		17	12 (6%)	<Contextual>
77	upgraded	fx	12	12 (6%)	<Positive>
78	table	fx	15	12 (6%)	<HotelAmenities>
79	side		13	12 (6%)	<Contextual>
80	old		15	12 (6%)	<Contextual>
81	returned		15	11 (6%)	<ActionDone>
82	floor	fx	12	11 (6%)	<Room>
83	welcome	fx	15	11 (6%)	<Positive>
84	efficient	fx	11	11 (6%)	<PositiveCompeter>
85	door	fx	11	11 (6%)	<Room>
86	day		12	11 (6%)	<Time>
87	theatre	fx	12	11 (6%)	<Location>
88	shower	fx	13	11 (6%)	<RoomAmenities>
89	strand	fx	12	11 (6%)	<Location>
90	grill	fx	12	11 (6%)	<FoodPlaces>
91	rate	fx	12	11 (6%)	<Budget>
92	disappointing	fx	14	11 (6%)	<NegativeFeeling>
93	luxurious	fx	11	11 (6%)	<PositiveFeeling>
94	i		14	10 (5%)	<Respondent>
95	gorgeous	fx	12	10 (5%)	<PositiveFeeling>
96	delivered		13	10 (5%)	<ActionDone>
97	cheap		11	10 (5%)	<PositiveBudget>
98	given		10	10 (5%)	<ActionDone>
99	point		10	10 (5%)	<Unknown>
100	room service	fx	11	10 (5%)	<Service>
101	feel		14	10 (5%)	<Unknown>
102	arrival		10	10 (5%)	<ActionAttempted>
103	fast	fx	11	10 (5%)	<Positive>
104	cakes	fx	12	10 (5%)	<Food>
105	thames	fx	10	10 (5%)	<Location>
106	butler	fx	14	10 (5%)	<Personnel>
107	worth	fx	12	10 (5%)	<Positive>
108	expectations		10	10 (5%)	<Contextual>
109	name	fx	15	10 (5%)	<Service>
110	style		13	10 (5%)	<Contextual>
111	guests	fx	12	10 (5%)	<Customer>
112	beaufort bar		11	10 (5%)	<Drinks>
113	thanks	fx	11	10 (5%)	<Positive>
114	thames foyer	fx	11	10 (5%)	<HotelAmenities>
115	wish		9	9 (5%)	<Suggestion>
116	provided		9	9 (5%)	<ActionDone>
117	for afternoon		9	9 (5%)	<RefTime>
118	trip		9	9 (5%)	<ActionAttempted>
119	complimentary	fx	10	9 (5%)	<Positive>
120	menu	fx	11	9 (5%)	<Food>
121	evening		11	9 (5%)	<Time>
122	family	fx	11	9 (5%)	<Customer>
123	called		12	9 (5%)	<ActionDone>
124	recommend	fx	9	9 (5%)	<Positive>
125	covent garden	fx	9	9 (5%)	<HotelAmenities>
126	book		9	9 (5%)	<ActionAttempted>
127	front desk	fx	11	9 (5%)	<Personnel>
128	nearby	fx	9	9 (5%)	<Positive>
129	scones	fx	12	9 (5%)	<Food>
130	life	-	9	9 (5%)	<Contextual>