



STATE OF HOTELS IN EGYPT



POSTER



RESEARCH QUESTION

"What are the key factors that drive guest satisfaction in hotels across different regions of Egypt?"



POPULATION FOCUS

This study focuses on guests who stayed at hotels in Egypt and shared their experiences through reviews, ratings, or booking details. The population includes a diverse mix of travelers, families, solo guests, business visitors, and tourists across different hotel types and regions.



HYPOTHESIS

Review Count vs. Satisfaction:

H_0 : No difference in average ratings across review count groups

H_1 : Ratings differ significantly between review count groups

Location vs. Satisfaction:

H_0 : No difference between tourist and non-tourist city hotels

H_1 : Tourist city hotels have higher satisfaction scores

Price vs. Satisfaction:

H_0 : No correlation between price per night and satisfaction

H_1 : Significant correlation exists (positive or negative)



INTRODUCTION

This study investigates the key factors influencing guest preferences when choosing hotels across different regions in Egypt, using real reviews and ratings from online booking platforms. The dataset includes hotel names, locations, star ratings, satisfaction scores, number of reviews, room types, price ranges, amenities, and location ratings. By analyzing these elements, the goal is to uncover how aspects such as service quality, pricing, accommodation type, and regional differences impact guest choices, providing valuable insights for improving hotel services and helping travelers make informed decisions.



ANALYSIS

Review Count vs. Satisfaction:

P-value: 0.0005108351
"Reject Null Hypothesis"

Location vs. Satisfaction:

P-value: 0.31613398
"Fail to reject Null Hypothesis"

Price vs. Satisfaction:

P-value: ≈ 0.000000000000
"Reject Null Hypothesis"