

Time Period
YTD (Jan 2022 - Current Date)

Feedback Type
All Feedback

Columns
Time

Benchmark
Same Period Year Ago

Calculation
HB %8-10 | Social Avg

Overall Experience

86.76

- 2.52 Same Period Year Ago

COVID - Health & Safety

86.36

- 7.75 Same Period Year Ago

Likely to Recommend

88.24

- 4.62 Same Period Year Ago

Overall Arrival Experience

92.65

+1.58 Same Period Year Ago

Table

Calculation: HB %8-10 | Social AvgTime Period: YTD (Jan 2022 - Current Date)



	YTD (JAN 2022 - CURRENT DATE)				SAME PERIOD YEAR AGO	
	JAN	FEB	MAR	TOTAL	BENCHMARK	DELTA
Sample Size: = less than 10	23	40	5	68	56	+12
Overall Experience & Core Metrics						
Overall Experience	82.61	90.00	80.00	86.76	89.29	-2.52
COVID - Health & Safety	86.96	84.21	100.00	86.36	94.12	-7.75
Likely to Recommend	86.96	87.50	100.00	88.24	92.86	-4.62
Arrival						
Overall Arrival Experience	91.30	92.50	100.00	92.65	91.07	+1.58
Loyalty						
Loyalty Recognition	-	46.67	50.00	47.06	-	-
Welcome Amenity	-	75.00	-	75.00	-	-
Service						
Overall Service	100.00	87.50	100.00	92.65	91.07	+1.58
Guest Room						
Overall Guest Room Experience	91.30	85.00	80.00	86.76	91.07	-4.31
Cleanliness: Room	95.65	90.00	100.00	92.65	90.57	+2.08
Guest Bathroom						
Overall Guest Bathroom Experience	91.30	77.50	80.00	82.35	87.50	-5.15
Food and Beverage						
Overall Food and Beverage Experience	88.24	83.87	80.00	84.91	83.33	+1.57
Breakfast	88.24	79.31	80.00	82.35	77.14	+5.21
Service Recovery						
Problem Handling	100.00	66.67	0.00	60.00	40.00	+20.00
Problem Handling Index	91.30	90.00	80.00	89.71	92.86	-3.15
REVIEW SITES						
SPT SCALE						
ALL REVIEW SITES						
Sample Size: = less than 10	7	18	2	27	36	-9
Overall Score	3.79	4.39	4.75	4.26	4.19	+0.06
IHG Guest Reviews						
Sample Size: = less than 10	1	0	0	1	15	-14
Overall Score	3.00	-	-	3.00	4.33	-1.33
Cleanliness	2.00	-	-	2.00	4.27	-2.27
Able to Relax	2.00	-	-	2.00	4.50	-2.50
Room Comfort	1.00	-	-	1.00	4.40	-3.40
Sleep Quality	1.00	-	-	1.00	4.40	-3.40
Staff Service	2.00	-	-	2.00	4.60	-2.60
Value	2.00	-	-	2.00	4.27	-2.27
Variety of breakfast choices	1.00	-	-	1.00	4.50	-3.50

Booking.com

Sample Size: 🚫 = less than 10	1	5	1	7	5	+2
Overall Score	5.00	4.50	4.50	4.57	3.80	+0.77

Expedia

Sample Size: 🚫 = less than 10	1	2	0	3	3	0
Overall Score	4.00	5.00	—	4.67	3.33	+1.33

Google

Sample Size: 🚫 = less than 10	2	5	1	8	8	0
Overall Score	4.00	4.20	5.00	4.25	4.50	—0.25

Priceline

Sample Size: 🚫 = less than 10	1	6	0	7	3	+4
Overall Score	1.50	4.25	—	3.86	4.33	—0.48

Travelocity

Sample Size: 🚫 = less than 10	1	0	0	1	0	+1
Overall Score	5.00	—	—	5.00	—	—