What Influences Ratings of Luxury Hotels?

By Skyler Lehto

Motivation

- Improve reputation of our NYC luxury hotel
- Which amenities most influence guest reviews?

Background

- Five Star Alliance is a hotel booking website
- Similar to TripAdvisor, etc., but only for luxury hotels (4- and 5-star)

+ View Larger Map

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REFINE YOUR SEARCH

Reset Filters | Collapse All | Expand All

STAR RATING —

☐ 5 star hotels (62)   ☐ 4 star hotels (53)

AMENITIES/FACILITIES +

ACTIVITIES +

BRAND NAME +

STYLE +

NEIGHBORHOOD +

PERKS +

SUBMIT

PARAVEL

UNLOCK DEALS

Five Star Alliance is offering special deals and packages.

🔒 Submit your email id to unlock deals.

Your Email   GO

Terms and conditions

The Greenwich Hotel ⓘ

New York, NY, United States (TriBeCa)

The Greenwich Hotel was opened by New York hoteliers Ira Drukier and Richard Born, together with Raphael and...

Rating: ★★★★★

94 **Excellent**   271 *Reviews*

🔒 VIEW NOW

FEATURED

SHOW PERKS

Five Star Alliance Perk:
Reservations booked under the "5 Star Signature Package" rate will also include continental breakfast for two daily and a $100 spa treatment credit per room/per stay.

The James New York - NoMad

New York, NY, United States (NoMad) ⓘ

Expertly restored by renowned architect, David Rockwell, The James New York - NoMad, formerly The Carlton,...

Rating: ★★★★★

83 **Very Good**   2296 *Reviews*

🔒 VIEW NOW

PREFERRED

SHOW PERKS

Five Star Alliance Perk:
Reservations booked under the "5 Star Signature Package" rate will also include daily continental breakfast for each guest in Scarpetta, an automatic room category upgrade at booking based on availability, and a $50 USD food and beverage credit per room/per stay.

The Mark New York

New York, NY, United States (Upper East Side) ⓘ

Since first opening its doors in 1927, The Mark has been New York's premiere landmark hotel. The hotel has...

Rating: ★★★★★

92 **Excellent**   791 *Reviews*

PREFERRED

SHOW PERKS

Data Analysis

- 111 luxury hotels in NYC area
- Data collected:
  - Review score
  - Amenities
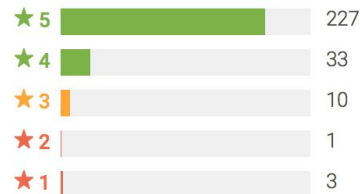 - Activities
- Extracted key features using LASSO regression

Guest Review Highlights

TRUSTSCORE

Excellent
277 reviews

94

by TrustYou™

★ 5   227
★ 4   33
★ 3   10
★ 2   1
★ 1   3

Hotel Amenities

- Banquets & Meetings
- Disabled Access
- Fine Dining On Site
- Fine Dining Nearby
- Fitness Center
- High Speed Internet
- Pets Allowed
- Pool Indoor
- Spa Facility
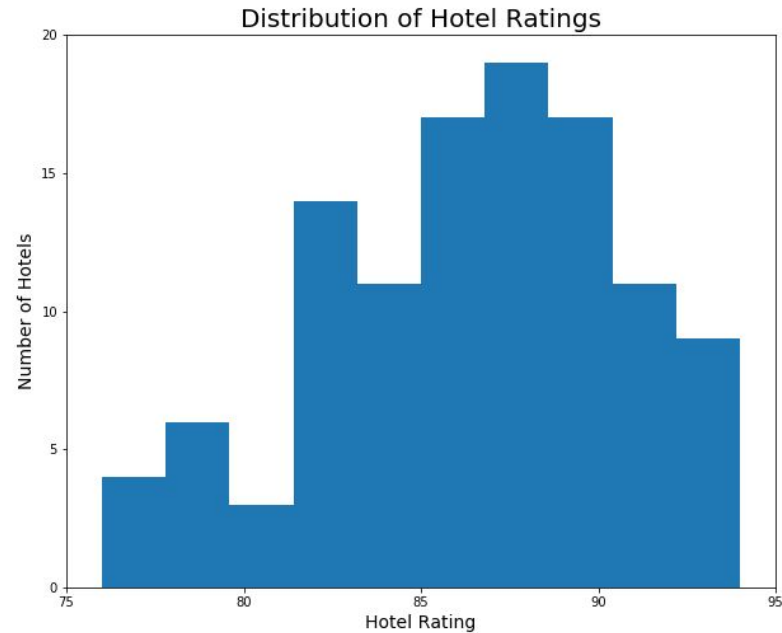
Available Activities

- Shopping
- Theatre & Museums

Key Findings

- Best amenities/activities:
  - Jogging/Running (+1.7)
  - Fitness Center (+0.8)
  - Pets Allowed (+0.6)
  - Disabled Access (+0.5)

- Worst amenities/activities:
  - Outdoor Pool (-1.2)

Distribution of Ratings

- Mostly normal
- Range from 76 to 94
- Median is 87

Distribution of Hotel Ratings

Recommendations

1. Upgrade our fitness center
2. Change our no-pets policy
3. Expand our wheelchair access

Next Steps

- Can expand analysis to the national market for use in our other hotels across the United States