

TRUSTYOU 

Travel and Hospitality: a Foundation for Peace

Pulse of the Industry Q1 2022

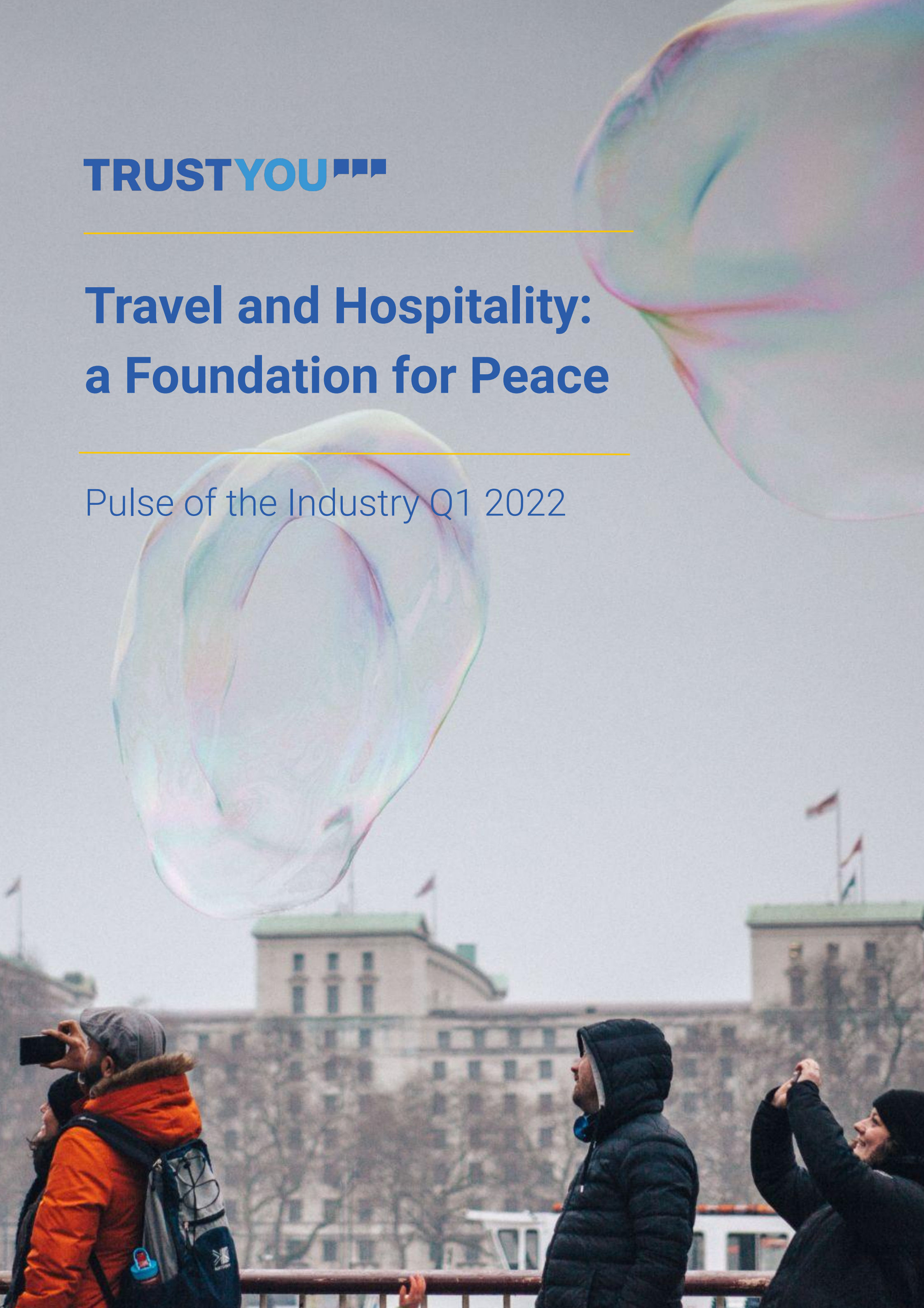


TABLE OF CONTENTS:

03 Introduction

04 Chapter 1: Global Trends and Statistics

09 Chapter 2: Focus on EMEA

13 Chapter 3: Focus on APAC

17 Chapter 4: Focus on US

15 About TrustYou

Introduction to the Pulse of the Industry

Dear Hotelier,

In the last couple of years the hospitality industry has endured challenges that we could have never predicted. Who would have known that leisure travel would come to a standstill for months while the world experienced a pandemic leaving hotels reeling. During this challenging period, people reconsidered the way they want to experience travel. Hotels have been implementing technology solutions at a scale and pace never seen before. Hoteliers are deeply impacted and have had to make something out of all of these changes. They have had to be resilient and adaptive.

So what does 2022 bring to the table? It is the year of great expectations and hope in terms of traveling, both for hoteliers and their guests. A year that introduces a new era of travel, reflecting all the changes we have experienced as a global community in the last two years.

The first quarter confirmed that reality is in line with our expectations, with travel recovering at an accelerated rate globally. Despite the military conflict in Ukraine, which none of us could have imagined happening in the 21st century, travel and tourism have confirmed their role as ambassadors of peace and normalcy.

We saw an abundance of support in terms of welcoming refugees in hotels, offering free meals, and organizing donations collected by the industry for Ukrainian refugees. The outpouring of help shows us that kindness is key in building a world where peace will prevail over war.

Kindness and empathy also proved to be essential when building a top-notch guest experience focused on human relationships. With contactless solutions being used more to communicate with guests, hotels risk losing that personal touch that is crucial in building relationships with their guests. Ultimately, hoteliers continue to strive to offer an unforgettable experience.

Unfortunately, some countries still have travel restrictions in place which means 2022 is not as hopeful for everyone in the industry. With each passing month, we are happy to see that more countries are opening their borders to international visitors, seeing an immediate increase in bookings after entry requirements were relaxed.

The first edition of the Pulse of the Industry Report brings the latest global and regional data to give an overview of the evolution of travel on a quarterly basis. We compiled our own data with third party research to offer a full perspective on travelers' behaviour, travel intent, and the latest hospitality trends. We hope this data will facilitate your decision making process and will support your efforts in building a memorable guest experience.

Enjoy this deep-dive into TrustYou and the industry data.

Your TrustYou Team

Chapter 1:

Global Trends and Statistics



A Promising Year from the Beginning

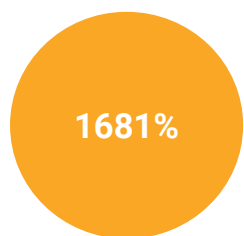
After two slow and uncertain years for the hospitality industry, all eyes are on 2022. Many expect that travel will recover to its pre-pandemic levels by the end of this year or in 2023 at the latest.

And the reality seems to reflect the expectations. Our own data, alongside with the third party research we analyzed for this report, confirms an accentuated recovery for the first quarter of 2022.



increase in global international tourist arrivals in January 2022, compared to January 2021.

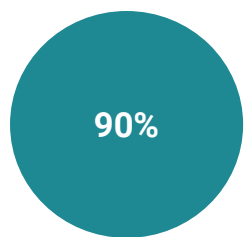
According to [UNWTO](#), the number of visitors registered for January exceeded the yearly growth registered in 2021, compared to 2020.



increase in business travel spend year over year in March 2022.

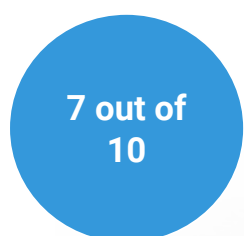
This is the latest data shared by [TripActions](#), showing a record increase on a monthly basis.

Consumers are More Willing than Ever to Become Sustainable Travelers, but not Sure Where to Start from



of travelers search for sustainable options for their trips.

According to [Expedia](#), the most popular options are those that have low environmental impact, those that promote local communities and cultures, and those who are offering support to local businesses.



consumers feel overwhelmed by the process of beginning to travel sustainably.

Taking [the road of sustainable travel](#) is not easy.



travelers are willing to pay more for sustainable travel options.

55% would spend more on food, 53% on activities and experiences and 51% on transportation and lodging, based on [Expedia's](#) data.

An Accelerated Tech Adoption Exposes Hotels to Data Breaches

Technology has become a top priority for hotels. Since the pandemic, contactless solutions that would facilitate communication with guests have become mainstream. These solutions are crucial to ensure health & safety measures and to solve issues on the go, but they have brought two challenges for hoteliers: (1) communication becomes less personal and (2) the possibility of experiencing a data breach is higher than ever.

31%

increase in use of hospitality tech during the pandemic.

[8 of 10 respondents](#) have implemented at least one new technology during the pandemic or plan to implement it by the end of 2022.

50%

is the increase estimated for hotels' adoption of on-property tech innovations by the end of this year.

According to [stayntouch](#), tech spend has increased more than ever since the pandemic. Hotel tech is likely a long-term trend for hoteliers.

3rd

most targeted industry for [cyber attacks](#) is hospitality.

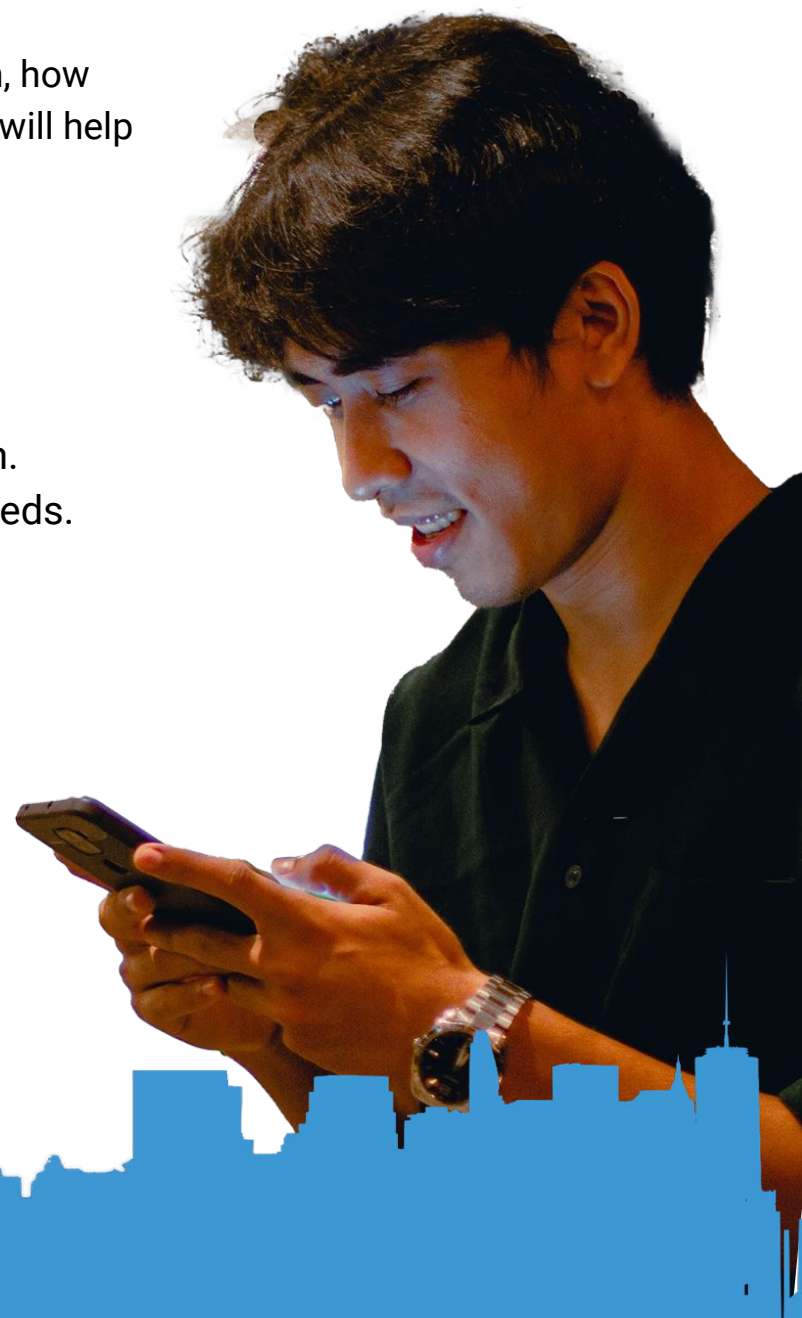
Having access to a large amount of sensitive information, hotels are now one of the preferred targets for hackers. One of the latest cyber attacks cases involved [Harbour Plaza Hotel](#) in Hong Kong, affecting around 1.2 million customers.

💡 Hospitality in 2022 Lacks Emotion: 7 Ways to Spark that Personal Touch 💡

In navigating the balance between physical distance, technology, and emotion, how do we keep making that real human connection? Here are 7 simple ways that will help you build genuine relationships with your guests:

1. Build trust when communicating with your guests.
2. Always be transparent and honest.
3. Make kindness the core value of your guest experience.
4. Smile like you mean it - a smile can be sensed even with a mask on.
5. Make your guests' issue a priority by responding quickly to their needs.
6. Listen to your guests' needs before reacting.
7. Implement solutions that are convenient for your guests - e.g. contactless solutions.

Read our full article [here](#).



A Significant Growth in Global Review Volume

Since 2008, TrustYou has collected and analyzed guest reviews from the largest variety of global sources and has built up one of the industry's most elaborate feedback databases from which hotels can benefit in various ways.

This allows the platform to enable a comprehensive overview of reviews, sources, and its sentiment.

Here's the global overview for the first quarter of 2022:



22.7

million reviews.

This is the volume we analyzed and collected for the report.

92%

of all feedback is positive.

Collecting more reviews leads to a higher probability of increasing your hotel rating.

926 k

survey reviews.

These were collected through TrustYou Survey solution.

151%

increase in review volume.

The review volume more than doubled in the first quarter of 2022, compared to the same period in 2021.

Feedback on the Go with our Live Solutions

To meet the needs of both hoteliers and guests in terms of effective and fast communication and feedback, TrustYou launched the first and only solution on the market to expand the concept of guest feedback by combining contactless messaging services with a real-time survey: [Live Experience](#).



3X

more live feedback versus post-stay feedback.

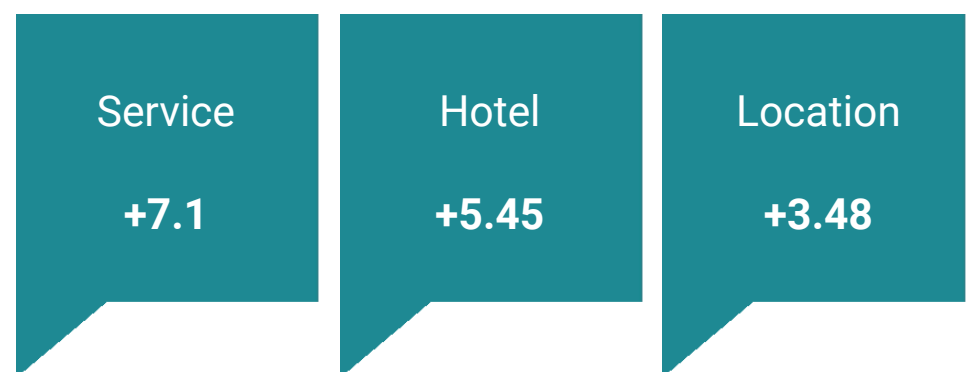
TrustYou Live Experience has supported Accor in connecting effectively with guests during the mid-pandemic product pilot. Read the full case study [here](#).

Service, Hotel, and Location are Driving Positive Reviews

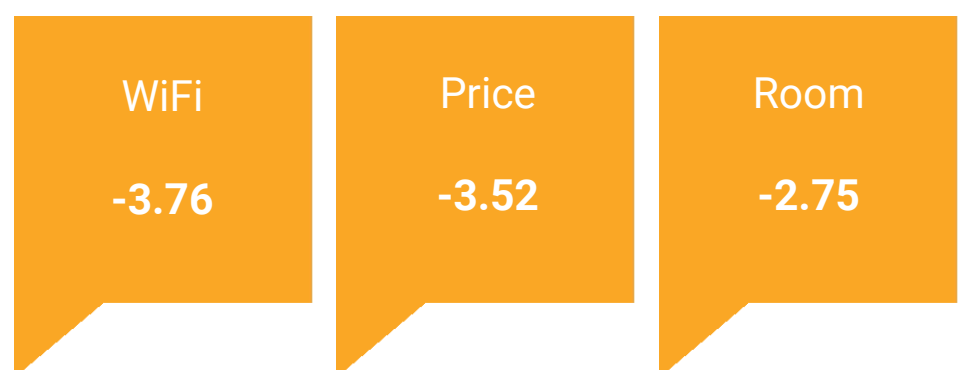
Impact scores help identify how specific categories in a hotel, such as, “good housekeeping” influence a hotel’s performance score within a particular time frame. This key KPI closes the gap between guest sentiments and a hotel’s overall score.

With TrustYou’s best-in-class semantic analysis, Impact Scores are segmented into different main subcategories such as service, WiFi, bathroom, friendliness, etc. and divided into “**negative**” or “**positive**” levels. For each category, the analysis shows how many points on a scale from 1 to 100 a score was impacted by the category outlined. Here are the top 3 impact scores that influenced a hotel’s score at a global level.

Top 3 Positive



Top 3 Negative



The top 3 impact scores feature the same categories we saw in the top 3 for Q1 2021. Globally, service is the category that is most likely to positively influence the performance of a hotel. Guests appreciate when they are treated by the hotel staff at the highest customer service standard. The second category in our top 3 is hotel, which emphasizes that hoteliers need to pay extra-attention to the amenities, interior design, and overall look and feel of their property. Location is also very important for guests - whether it’s about proximity to certain points of interest, or preferring a particular area over another one.

💡 How can I Improve in Categories such as Location? 💡

Some of the categories for which the guests are more likely to leave a positive review may seem difficult to improve. Location is a good example. Here are a couple of things you could consider:

1. If you have any outside space, make sure that it is clean and inviting.
2. Market your location to drive guests that may be particularly interested in what you’re offering: e.g. quiet area, central location, restaurant area, shopping area, etc.. These details are important criteria for your guests.
3. Specify how far are you from central points in your area and give clear instructions in terms of directions.
4. Check your reviews that mention location to have an overview of what your guests appreciate most and see if there is anything that can be improved.

The top 3 negative impact scores also remain unchanged. WiFi is currently the most likely category to negatively influence a hotel’s performance score. Guests care a lot about having a stable connection and a decent speed. Some of them may rely a lot on the hotel’s WiFi, especially when traveling abroad. Price remains an important criteria for guests, both when choosing the accommodation, but also when leaving a review. Room closes the top 3 negative impact scores. Perceived as their own private space during the stay, travelers are looking for their rooms to be completely equipped with everything they need to feel comfortable.



Chapter 2:

Focus on EMEA



Featured in this chapter cover is the city of Leuven, Belgium. Chosen among the top 20 European Destinations to Travel in 2022, Leuven is excellent for a city break.

A New Level of Uncertainty Brings Unprecedented Community Support

Until mid-February, everything indicated a strong recovery for the travel sector in the EMEA region. In January, Europe was [the leader](#) in terms of international tourist arrivals, recording +199% growth, compared to January 2021.

This changed on February 24th, when Russia launched a military attack on the Ukraine. No one expected this conflict or anticipated the scale it would have. The world continues to watch terrified at the destruction happening in Ukraine.

According to [UNHCR](#), more than 4 million Ukrainians have fled their country until end of March and more are arriving at the neighbouring borders, day by day.



But the world didn't just sit and watch. The support of the local communities receiving refugees is unheard of. So many hotels, restaurants and other accommodation units have offered a place to stay, a meal, or a way of centralizing and organizing the donations and help needed for each refugee. After two challenging years, the hospitality industry proves one more time that it is here to stand as an ambassador for peace, comfort and safety.

1.2
million

beds pledged for Ukrainian refugees. This is the official number on [hospitalityhelps.org](#). In reality, the number of those helping from the industry is much higher.

Learn more about how can you help and join the efforts at

[#hospitalityhelps](#)

The Costs of Conflict on the European Hoteliers

The consequences of the current military conflict are world-shaking. From receiving an unprecedented number of refugees, to the sanctions against Russia, EMEA is the region that is hit most directly and indirectly by this war.

For hoteliers, the surge in prices is among the biggest challenges this year. In February 2022, the [utility prices were 35% higher](#) on a nominal basis, compared to 2019, reaching EUR 8 on a PAR basis. [Global food prices](#) are at a record high. [Construction materials prices](#) were predicted to rise even before the conflict, which makes it even more difficult to plan cost-effectively in terms of room upgrades or new constructions. If not managed well, these costs have the potential of creating major disruptions in terms of budget allocation, which can affect the general performance of the hotel.

💡 A Short Guide to Cost-Effectiveness 💡

Some of the measures you can take as a hotelier to avoid the pressure of inflation:

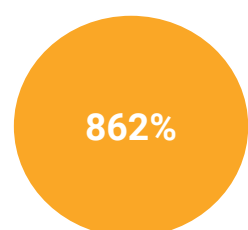
1. Prioritize big or small investments.
2. Reduce energy use by measuring how much you use and adopting an energy efficient policy.
3. Do system maintenance on time.
4. Invest in training and onboarding your staff to reduce attrition.
5. Use technology to automate processes where necessary.
6. Review all your costs and see if there is anything that can be streamlined or cut off.

Read our full article [here](#).

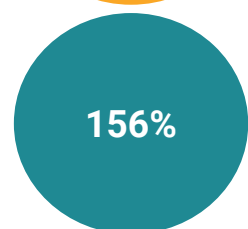
Despite Initial Discouraging Signs, Travel is Recovering for Most of EMEA

The first predictions of recovery after the conflict started were gloomy, especially for Europe. For outside-EMEA travelers, the entire region was at first considered unsafe. [Almost half of the Americans](#) who were thinking of a vacation to Europe stated that they'll postpone their plans until the situation becomes less uncertain. [The main fear](#) among those surveyed was the possibility of the conflict spreading to other European countries. Plus, Ukrainians and Russians were also contributors to the European travel - accounting for [4% of the international arrivals](#) for the region.

Fortunately, the early fears are proven to be wrong. Latest data shows an appetite for traveling to Europe almost the same as before the pandemic.



is the [increase in air travel](#) between Europe and the US in March 2022, compared to March 2021. London and Paris are the preferred destinations for American travelers.



more [commercial flights](#) in March 2022, compared to the same period last year. The number is still 27% less than the pre-pandemic levels.



[Europeans plan to travel before autumn 2022](#) with more than half thinking of visiting another European country. The Mediterranean is among the most preferred location.




destinations are estimated to register [the same interest](#) as in 2021, despite the current conflict.


The Rise of Bookings


Some of the EMEA countries are reporting a huge increase in bookings. This was accelerated by lifting or relaxing some of the travel restrictions.

 [65% increase](#) in the searches for the Easter period for the UK were reported by Expedia.

 [More than 50% increase](#) in tourist arrivals were reported by the Croatian Bureau of Statistics for February 2022, compared to the same period last year.

 Italy is expected to achieve a [35% growth in tourism](#) this year.

 [59% increase](#) in international bookings for Norway after relaxing the travel requirements.

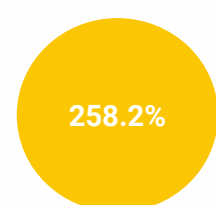
 A [50% increase](#) in European passenger arrivals is expected by the SunExpress airline this year for Turkish destinations, compared to 2021.

TrustYou Data Confirms the EMEA Recovery

Since 2008, TrustYou has collected and analyzed guest reviews from the largest variety of global sources and has built up one of the industry's largest and most elaborate feedback databases from which hotels can benefit in various ways.

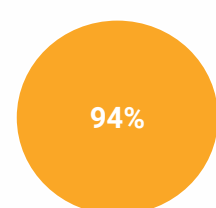
This allows the platform to enable a comprehensive overview of reviews, sources, and its sentiment.

Here's the overview for the first quarter for EMEA: :



increase in review volume.

We witnessed a record growth of the review volume in the first quarter of 2022, compared to the same period in 2021.



of all feedback is positive.

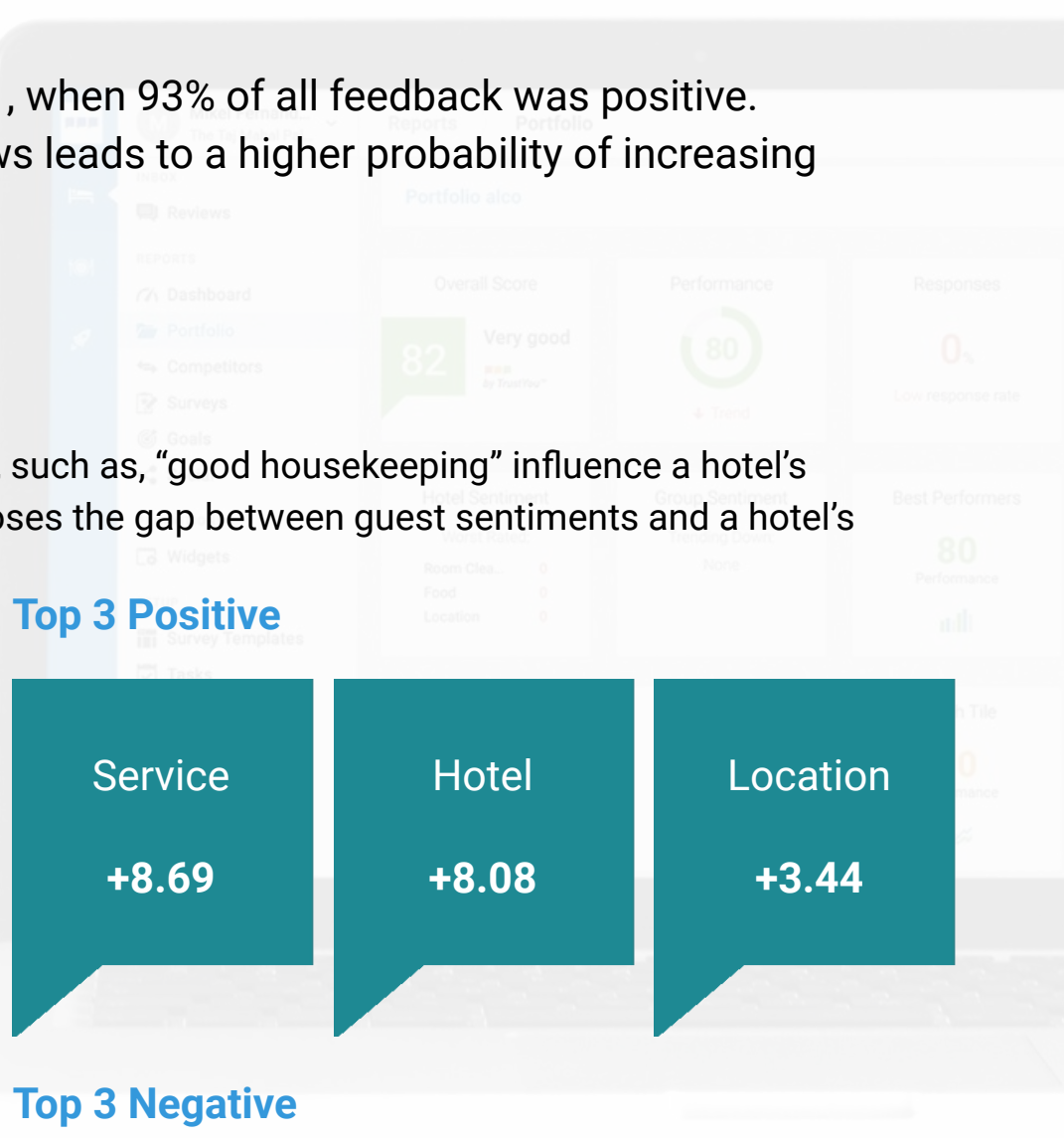
A slight increase compared to Q1 2021, when 93% of all feedback was positive. This proves that collecting more reviews leads to a higher probability of increasing your hotel rating.

Impact Scores

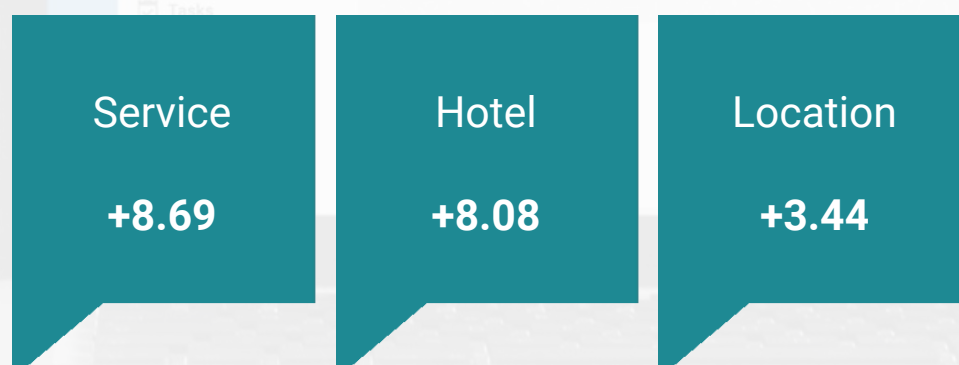
Impact scores help identify how specific categories in a hotel, such as, "good housekeeping" influence a hotel's performance score in a particular time frame. This key KPI closes the gap between guest sentiments and a hotel's overall score.

The top positive impact scores are dominated by the same categories as in Q1 2021. Service remains the most impactful category for a hotel's performance. Travelers care a lot about how they are treated by the staff, from booking to checkout. Hotel is now perceived more than ever as a source of comfort, security and relaxation. The third category in top three positives shows that guests are more inclined to leave a positive review if the location was convenient for them.

There are slight changes in the top 3 negative, compared to the first months of 2021. WiFi was and is the top priority for guests - emphasizing their need to stay connected and access all their digital data. Price comes next - highlighting that guests are still considering cost-effectiveness as their priority. A newcomer in the top negative is room - travelers may be inclined to leave a negative review if the space where they stay is not well equipped or poorly maintained.



Top 3 Positive



Top 3 Negative



Chapter 3:

Focus on APAC

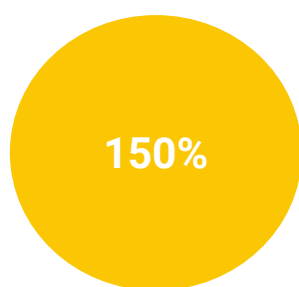


Featured in this chapter cover is the Changi Airport Jewel Terminal from Singapore. Singapore offers one of the most immersive nature experiences - with green corridors seemingly integrated in one of the most futuristic islands in the world.

A Fluctuating Recovery

The last two years have been hit APAC travel hard. With heavy travel restrictions as a result of pandemic waves, last year the region saw [even less international tourists](#) than in 2020.


The first quarter of 2022 comes, on one side, with encouraging data from the countries who have eased the restrictions or completely lifted them off; on the other side, the signs of recovery are not as optimistic for the countries who are still dealing with the consequences of the pandemic.





Year over year increase in [air traffic](#) for the first 2 months of 2022.


Although this looks like an impressive growth, the numbers are still very low when comparing to 2019.


An Increase in Travel for Countries Easing the Restrictions


 India is leading the recovery race in APAC, reaching [80% of its pre-pandemic travel level](#). The success behind this growth is attributed to India starting early preparations for this year's reopening.

 Fiji is next in the recovery race after India, with travel at [61%](#), compared to 2019 numbers.

 One week after lifting the quarantine for international travellers in March 2022, Vietnam saw already [a 25% increase](#) in reservations.

 The number of arrivals in [Sri Lanka](#) in March 2022 grew by 2324%, compared to the same period in 2021. This promising start may not continue due to [protests](#) resulting from one of the worst economic crisis Sri Lanka has seen since its independence.

 The Indonesian islands are experiencing a [25% increase](#) in international bookings, the number coming closer to the pre-pandemic level, especially after all restrictions were lifted in March 2022.

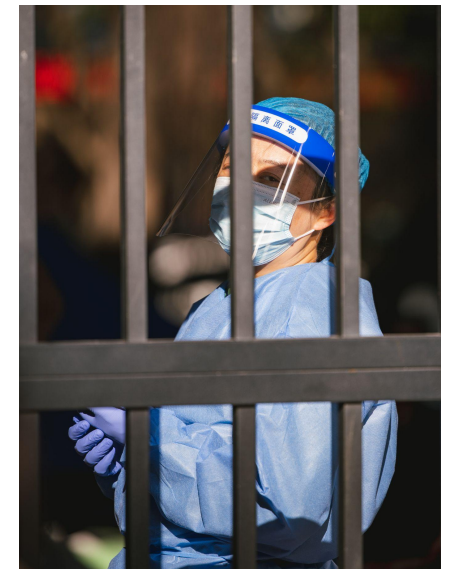
 At the beginning of March 2022, [Australia](#) opened its borders to vaccinated travelers. In 4 weeks, the outbound flight bookings reached 49% from the pre-pandemic level. It is estimated that international flights will double in the next quarter, mainly from other APAC countries.

A Restart for Singapore and Thailand in Q2

Both countries have been announcing a relaxation of travel restriction. Starting April 1st, travel in Singapore will be conditioned by [requirements](#) for vaccinated and non-vaccinated persons. Thailand launched its [“Test and Go”](#) program, aimed at vaccinated travelers. We will cover these programs in our Q2 Pulse of the Industry Report.

China's Recovery Slowed Down by Massive Regional Lockdowns

The zero-Covid policy implemented by China hasn't made the travel recovery easy. With new infections rising as a result of the Omicron variant, major cities were put under a strict lockdown ([Shanghai](#), [Shenzhen](#), [Changchun](#), [Langfang](#), etc.). [The restrictions](#) include limitations to both inbound and outbound travel, quarantine for 2 weeks for those entering the country, regular community testing., etc..



A Timeline of Travel Restrictions in China

[China Briefing](#) identified 4 major phases that defined travel restrictions in China since the COVID-19 pandemic. Tourists visas have been completely suspended in this period. A short list of restrictions can be found in the timeline below.



💡 Keeping Travel Alive in Times of Slow Recovery: A Short Guide for the APAC Hoteliers 💡

Although a significant number of the APAC countries have relaxed the entry requirements, there is still a shadow of doubt that makes travelers think twice before heading to visit APAC destinations. Here is what you can do as a hotelier:

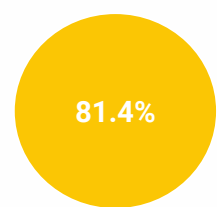
1. Inform your guests from the booking process about travel restrictions and other COVID-19 specific regulations.
2. Make sure your staff is informed about any restrictions in place and can support your guests with relevant information.
3. Keep a flexible cancellation policy or allow rescheduling. It matters a lot to guests to know that they will be able to cancel or postpone their trips in case emergency situations occur.
4. Maintain a high standard of cleanliness and health and safety. This is the new standard of luxury since COVID-19.
5. Advocate local programs to boost internal tourism in industry associations and communities. E.g. see AirBnB partnership with Thai authorities to promote sustainable, nature-related attractions.

TrustYou Data Confirms the APAC Recovery

Since 2008, TrustYou has collected and analyzed guest reviews from the largest variety of global sources and has built up one of the industry's largest and most elaborate feedback databases from which hotels can benefit in various ways.

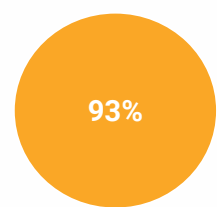
This allows the platform to enable a comprehensive overview of reviews, sources, and its sentiment.

Here's the overview for the first quarter for APAC: :



increase in review volume.

Compared to the first quarter of 2021, the review volume has registered a significant growth. The increase in review volume is slightly behind other regions, due to travel restrictions being still in place in many of the Asia-Pacific countries.



of all feedback is positive.

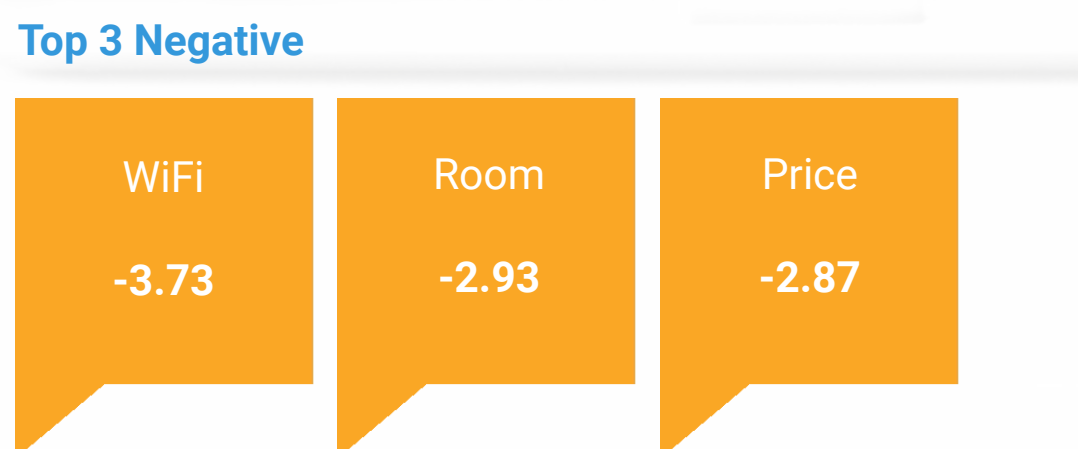
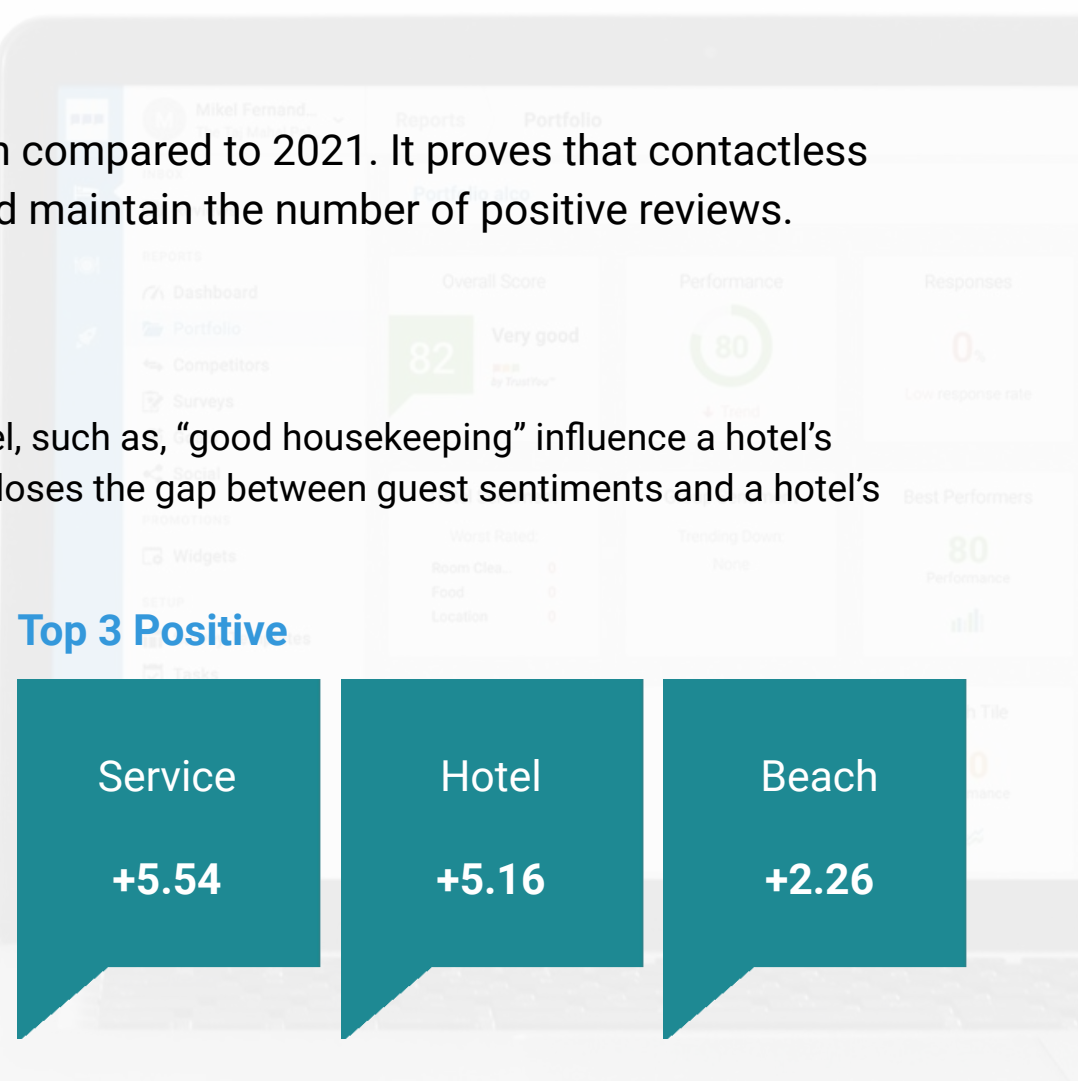
This number remains unchanged when compared to 2021. It proves that contactless solutions help hoteliers to increase and maintain the number of positive reviews.

Impact Scores

Impact scores help identify how specific categories in a hotel, such as, "good housekeeping" influence a hotel's performance score in a particular time frame. This key KPI closes the gap between guest sentiments and a hotel's overall score.

The top positive impact scores are dominated by the same categories as in Q1 2021. While in 2021, Hotel was the most likely category to influence the performance score, now service comes first. This emphasizes the focus hoteliers need to put on creating a great guest experience, through communication and immediate resolution. Guests are also more inclined to leave a positive review if they are satisfied with the overall look & feel of the hotel. Last in top 3 is Beach - a category that confirms a preference for nature attractions in APAC.

Top 3 negative scores are also similar to Q1 2021. WiFi is first in the top, emphasizing the need of investing in a stable connection, with a decent speed. Room is second in our top 2022, highlighting the importance for guests of having a beautiful, comfortable and clean private space. Price went down from the second position in 2021 to the third one in 2022, but remains an important criteria for guests.



Chapter 4:

Focus on US



Featured in this chapter cover is the city of Charleston. Charleston is a combination between a rich culinary scene, beautiful architecture and engaging public events and festivals.

US Strongly Leads the Travel Recovery

Playing one of the essential roles in mediating the Russian-Ukrainian conflict, and supporting Ukraine massively to resist to this abominable war, the evolution of travel in US wasn't so much affected by the political instability from Eastern Europe.

At the beginning of the conflict, we witnessed [a reluctance](#) from the US travelers to visit European countries, associated with the fear of an extending war. The latest data from March shows that this fear has dissipated, with the number of flights between US and Europe skyrocketing, with [a 862% increase](#).

73%

of [American travelers](#) plan to take a vacation in the next 6 months.

The Rising Costs for US Hoteliers

The rising costs for hoteliers is not a surprise. Besides the reduced travel volume, hoteliers had to face the challenge of keeping up with higher prices during the pandemic.

Estimates show that [the price for construction materials](#) was 20% higher at the end of 2021. In a survey conducted in November 2021, hoteliers estimated that the costs for various supplies, from cleaning to food & beverage, increased [by 70 to 80%](#).

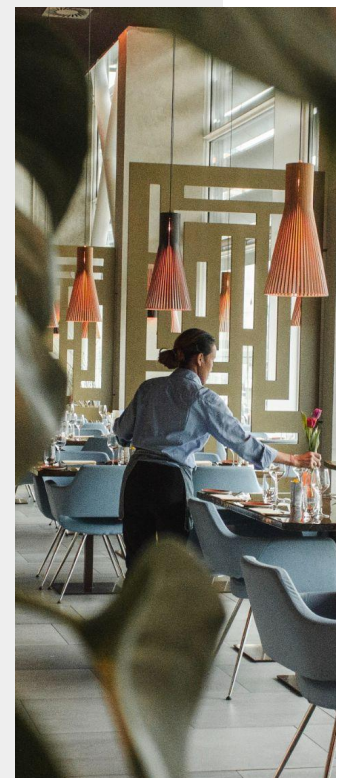
46%

of the [surveyed hoteliers](#) believe that supply chain challenges will continue in 2022, having a major impact on hiring and retaining staff as well.

💡 Quick Ideas to Help You through Staff Shortages 💡

Recruitment, onboarding and employee retention are always a challenge for hoteliers. The US Bureau of Labor Statistics estimates that [the industry turnover reaches 75%](#). Here are some ideas that can help you find and retain the right people:

1. Use non-traditional recruitment platforms, that would give you access to a list of candidates searching for part-time, flexible jobs. e.g. temp staff apps.
2. Adapt & revise your recruitment process to be more appealing to the younger generation and to make sure that it helps you to identify the right people for the job.
3. Make sure that your new employees receive an appropriate onboarding and that their managers are equipped with the necessary skills to motivate and engage his/her employees.
4. Automate tasks where possible so that your staff can focus on creating a great guest experience.
5. Read more of our suggestions on how to cope with less (hu)manpower [here](#).



Some of the Trends are Here to Stay

69%

COVID-19 no longer a barrier to travel

of the active leisure travelers [are already vaccinated in February 2022 - a 4% increase](#), compared to October 2021. The number of travelers who declare that they don't want to get the vaccine remains at 16%.

4 to 5

Younger generations plan to travel more

trips in the next 12 months - this is how much [Gen Zs and Millennials](#) are planning to travel.

\$1 k

Older generations plan to spend more

\$ is the amount of money that [boomers](#) estimate to spend per trip. Next after boomers in terms of spendings are Gen X - with \$670 per trip.

1 out of 4

Going solo

Americans are planning to take a trip [alone](#) on the next 6 months. The most popular US destinations among solo travelers include Los Angeles, Palm Springs, Anaheim, Chicago, Atlanta and Kansas City.

78%

Travelers willing to pay more for sustainability

of American travelers are considering [spending more](#) for a lower carbon footprint vacation. This number was at 71% in 2021.

19%

The use of OTAs decreased in the first months of 2022

of the [American travelers](#) are using OTAs, compared to 24% at the end of 2021.

Cleanliness - the New Standard for Luxury

As a result of the pandemic, [cleanliness became as important](#) when booking a stay as room rate and free breakfast. The hotels who will continue to maintain their standards at the highest level will be more likely to receive positive reviews and an increase in returning guests.



-  Cancun, Mexico
-  London, UK
-  Toronto, Canada
-  Mexico, Mexico
-  Paris, France



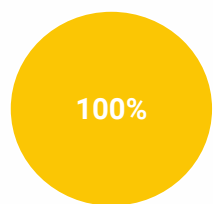
[Top 5 international destinations for US travelers - March 2022](#)

TrustYou Data Confirms the US Recovery

Since 2008, TrustYou has collected and analyzed guest reviews from the largest variety of global sources and has built up one of the industry's largest and most elaborate feedback databases from which hotels can benefit in various ways.

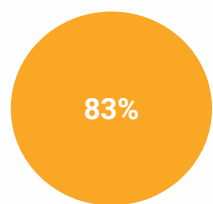
This allows the platform to enable a comprehensive overview of reviews, sources, and its sentiment.

Here's the overview for the first quarter for US:



increase in review volume.

Compared to the first quarter of 2021, the review volume has registered a significant growth.



of all feedback is positive.

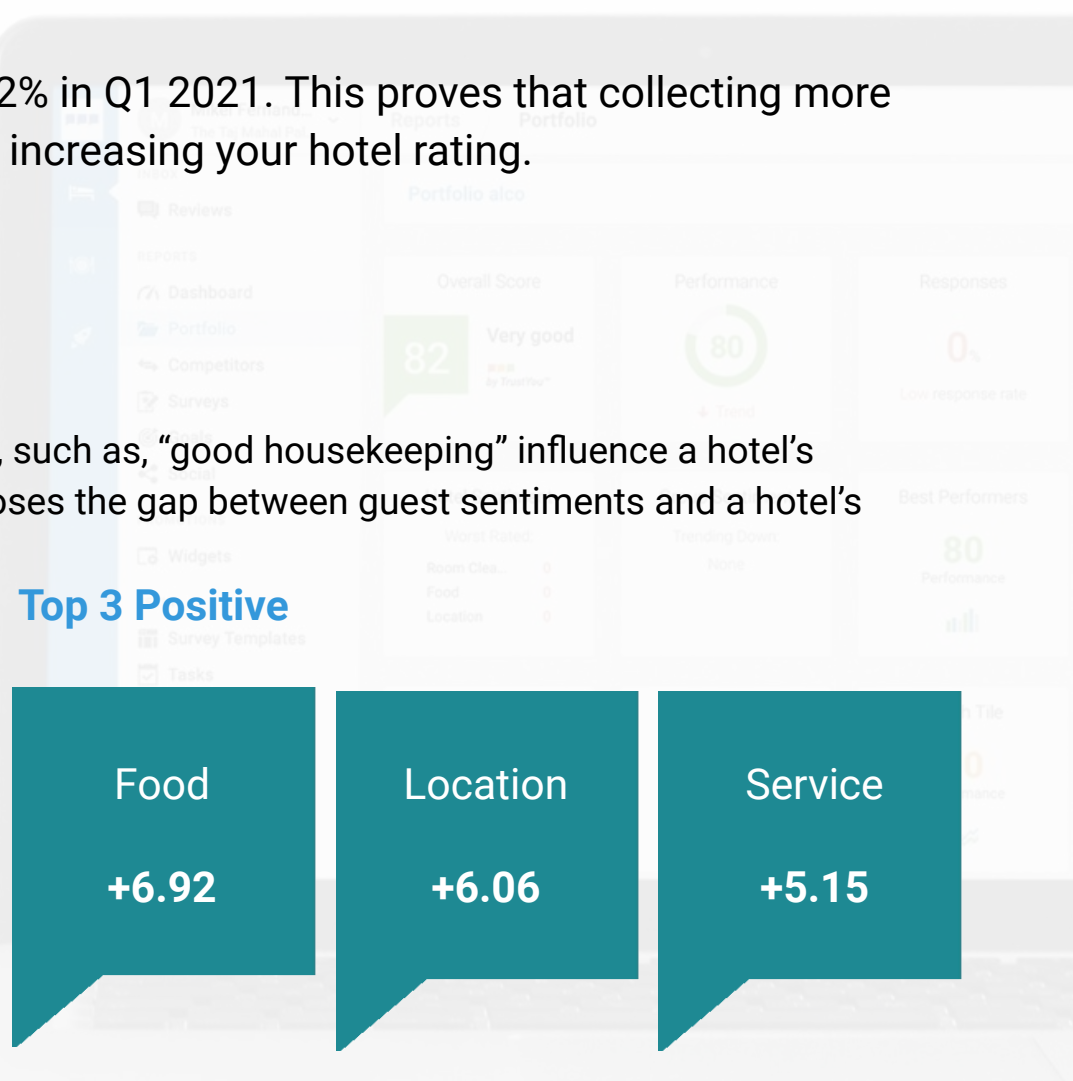
This number slightly increased, from 82% in Q1 2021. This proves that collecting more reviews leads to a higher probability of increasing your hotel rating.

Impact Scores

Impact scores help identify how specific categories in a hotel, such as, "good housekeeping" influence a hotel's performance score in a particular time frame. This key KPI closes the gap between guest sentiments and a hotel's overall score.

The top 3 positive categories haven't changed when comparing to Q1 2021. Food, which was second in the top last year, now is the category most likely to influence a hotel's performance score. In US, guests pay extra-attention when it comes to the F&B experience and offering. Location - which was first in the top last year - is now second. Service remains third in top - a carefully crafted guest experience will always positively influence the hotel's performance.

No new categories in the top 3 negatives for this quarter. Room is the category most likely to influence the performance score of a hotel, highlighting how important it is for guests to have a comfortable private space. Next on top is price - proving it is an essential criteria when leaving a review. Third is WiFi - emphasizing that a good internet connection is no longer optional, it is essential for the guests.



Chapter 5:

About TrustYou



All Communication Channels, In One Place

TrustYou is on a mission to make **communication and feedback simpler** and more productive. **All communication channels, together in one place**, is the new way of doing business. Today, customers expect instant responses on their preferred communication channel. As a subset of communication, feedback is the foundation to build better products, services and companies.

TrustYou helps companies win through **the power of listening** and provides a **Guest Experience (GX) Platform** that makes listening to customers easy, powerful, and actionable. The platform unlocks the potential of guest feedback and helps to:



Create unlimited opportunities to listen and respond to guests' needs.



Understand all guests' reviews across the web and make better business decisions.



Publish hotel reviews on the website and on Google and allow positive feedback to influence bookings.

TrustYou empowers companies to **earn trust, make better decisions, and ultimately, win**. Find more information on TrustYou and our GX platform on www.trustyou.com.

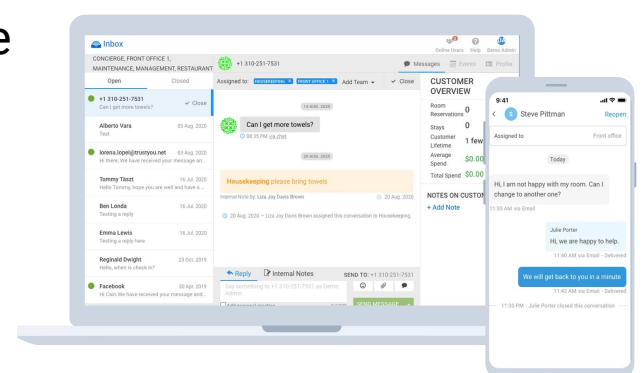
Take a look at TrustYou's Solutions:

1. Prevent Negative Feedback

Emotion is the strongest driver of customer retention. A Live Experience solution provides an opportunity to create a personalized experience that evokes positive emotions, builds loyalty based on trust, increases response rate, and decreases hold times.

The Live Experience solution offers ways to prevent negative post-stay feedback:

- Live Survey
- Live Messaging
- Team Chat

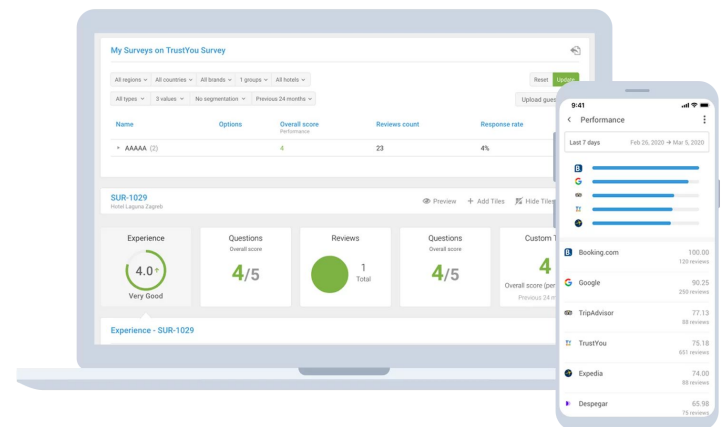


2. Improve Guest Satisfaction

A key factor in keeping your guests engaged and coming back is to anticipate their needs and have your staff deliver accordingly. Our comprehensive feedback technology will enable you to analyze guest reviews in a granular way and pinpoint each property's exact strengths and weaknesses.

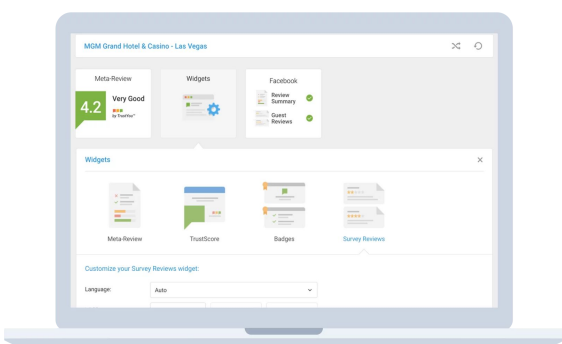
With TrustYou's survey tool, artificial intelligence and best-in-class semantic technology analyzing guest feedback is easy, powerful, and actionable:

- Post-Stay Survey
- Reputation Management
- Advanced Reporting



3. Get more bookings

The final booking decision goes beyond the hotel's advertising efforts. Instead, your potential guests tend to rely on positive reviews and feedback from fellow travelers. Our Advanced Marketing solution enables you to collect and proactively market user-generated content that leads to better online visibility.



How to get more direct bookings?

- Post-Stay Survey
- Review Marketing
- Push to Google

4. Impact traveler decisions using review data

Elevating your booking platform with verified, impactful, and customizable review content is essential. By enabling travelers to consume important information in a quick, effective, visual way, the chances of generating a booking are significantly higher.

Are Your Website Conversions Where They Need To Be?

- Global Database
- Customization
- Review Data

