

Sentiment Analysis

How to interpret, share & invest
for the future of your hotel.

Sentiment Analysis

How to interpret, share & invest for the future of your hotel.

Sentiment Analysis is a type of reporting used to gain insight from written text and determine if the tone or emotion associated with the text is positive, negative or neutral. The goal of the reporting is to not just understand the literal words that were typed, but also determine the attitude behind those words.

From a hotel review perspective, sentiment analysis provides a wealth of information about guest experience at your hotel. As a hotel manager or owner, you already know reviews are important. That's because the majority of travelers reference TripAdvisor reviews when deciding where to stay. Travelers read your reviews and they make booking decisions based on them. Past customer experiences influence future guests. So, the insight gleaned from reviews can tell you:

- How guests feel about your hotel
- What features of your hotel are good
- What features of your hotel need improvement
- How specific parts of your hotel impact your reputation

Sentiment analysis reporting can empower hotel managers to make property improvements that drive revenue and increase reputation. A three-step approach of interpreting the data, sharing insights and investing in your property will help you implement a strategy for success at your hotel.

Interpret the Data

Although it's helpful to understand the overall sentiment about your property, that information is likely similar to your review score. It's more valuable to understand guest sentiment about specific features and amenities of your hotel.

If you're at a loss for how to improve your TripAdvisor score and city rank, sentiment analysis reporting can offer a key to understanding why you're receiving the scores and reviews that guests are posting. It's easy to become defensive or make excuses when a single negative review complains about your rooms or service. However, the trends identified by sentiment analysis reporting are difficult to ignore.

To interpret the data you should review the reporting on a regular basis. Designate a time weekly or monthly to review your sentiment analysis dashboard. The most insightful ways to view the data include:

- Look at the most frequently mentioned sentiment tags.
What is the % of positive, negative and neutral sentiment for each of these?
- Look at the top 10 tags with the highest percentage of positive sentiment. Repeat this for negative sentiment.

Based on the data you reviewed, you can identify the hotel features that have the most negative sentiment by percentage and by frequency. These are the most important areas to focus on during the next two steps: sharing the insights and investing in your property.

Share the Insights

Each time you review and interpret your sentiment analysis reports, you should share the insights with your employees. Focus your guest feedback findings on actionable items that can help you make process improvements across all teams.

Maintenance and housekeeping are two functional areas that contribute significantly to guest satisfaction. Share specific guest feedback related to maintenance and housekeeping with your staff as it is posted. Use the trends identified in your weekly or monthly sentiment analysis reports to discuss ways to improve guest experience on issues with high percentages of negative sentiment.

Another essential group to share insights with is your front desk staff. Keeping frontline employees aware of reputation issues that arise can help them make more informed choices when interacting with guests. Educate your staff on their role in creating a satisfactory guest experience. Sharing the details on how each interaction impacts the overall reputation, revenue and success of your property can motivate your employees to be more accountable for their interactions and commit to making every guest interaction a positive one.

Invest in Your Property

Next, it's important to invest in upgrading areas with negative sentiment other than process improvements. By understanding the room features and amenities that receive the most frequent negative sentiment from guests, you can identify where to invest in property improvements.

If your report shows a high percentage of negative sentiment on items like TV, microwave, and breakfast, those are areas to consider investing in. You can dive into the details of the reviews to learn what specific features are an issue about each. Make a bulleted list of complaints guests have made about each of these top features and add tallies for issues that are repeated.

For example, let's say there are 30 comments with negative sentiment about breakfast. You read the 30 reviews and find that 15 people complained that the breakfast room was crowded and 10 complained that there were not hot items like waffles. The other 5 had miscellaneous complaints. Based on this information, you may decide to make some adjustments, such as: extending the breakfast hours, adding additional seating, replacing existing seating with space-saving furnishings, purchasing a waffle maker or providing oatmeal or bacon.

These specific examples may not be relevant for your hotel, but you can follow this process to determine which potential investments will have the most influence on future guest satisfaction. It's all about capitalizing on opportunities to make upgrades that will benefit your guests and your hotel. Sentiment analysis reporting will help you make informed decisions on which improvements will yield the highest return on investment.

By making significant changes at your property, you can counteract the existing negative sentiment by evolving the guest experience. Over time, positive sentiment about these improvements will help increase your overall reputation and drive more bookings.

Selecting a Sentiment Analysis Solution

Through Sentiment Analysis, hoteliers learn exactly how guests feel about their hotel. The report is useful because it tells you about areas of your hotel to improve. Sentiment analysis is used in hotel reputation management to help add context to the star ratings a hotel receives.

Many marketing companies offer some sort of sentiment analysis for hotel reviews. Sentiment analysis can be very simple (such as providing positive & negative sentiment word clouds) or quite comprehensive (such as providing advanced sentiment reports on 30 or more key factors).

Not all sentiment analysis solutions are created equal. When judging the success of your sentiment analysis reports hoteliers should answer the following:

1. Is the data accurate?
2. Is the data reliable?
3. Is the data accessible?

Researchers recognize that when travelers leave reviews, their opinion can be offered in two different ways. A traveler can offer an explicit opinion, in which they directly share their sentiment (“I loved the hotel room”) or an implicit opinion, where the sentiment is implied (“The hotel room was spacious”). Most sentiment analysis products rely on a computer to “scrape” the information from a review, and therefore can miss out on the true sentiment of an implicit statement.

Keeping this in mind, it’s important to ask questions about how the sentiment analysis data is generated. Many hotel marketing tools provide sentiment analysis by writing a computer program that finds keywords in your hotel reviews and then uses the overall review star rating to conclude if the sentiment is positive or negative. The problem with this system is that most traveler reviews are complex – offering both positive and negative feedback within a review and assigning an overall score for their experience. If a guest provides a 5-star review but says that they wished the location was closer to the airport, a computer-generated sentiment analysis report might miscategorize the sentiment about the location as positive rather than negative.

Sentiment Analysis with Travel Media Group

Travel Media Group provides a sentiment analysis report about 31 specific property topics. These 31 items include cleanliness, bathrooms, Wi-Fi, safety and more. The report shows positive, negative and neutral feedback on every feature of the property.

Our sentiment analysis report is hand-scored by our Reputation Analyst, ensuring that your reviews are analyzed by a human who understands the context of implicit statements. This service is included in our Respond & Resolve review response solution and is accessible 24/7 on our customer dashboard.



Learn more about Sentiment Analysis from the consultants at Travel Media Group. Contact us at 877.596.4425 or visit trvl.media/respond.