

Sentiment Analysis In The Travel Industry

81%

of people frequently or always read reviews before booking a hotel¹

52%

of travelers would never book a hotel that had 0 reviews²

4 out of 5

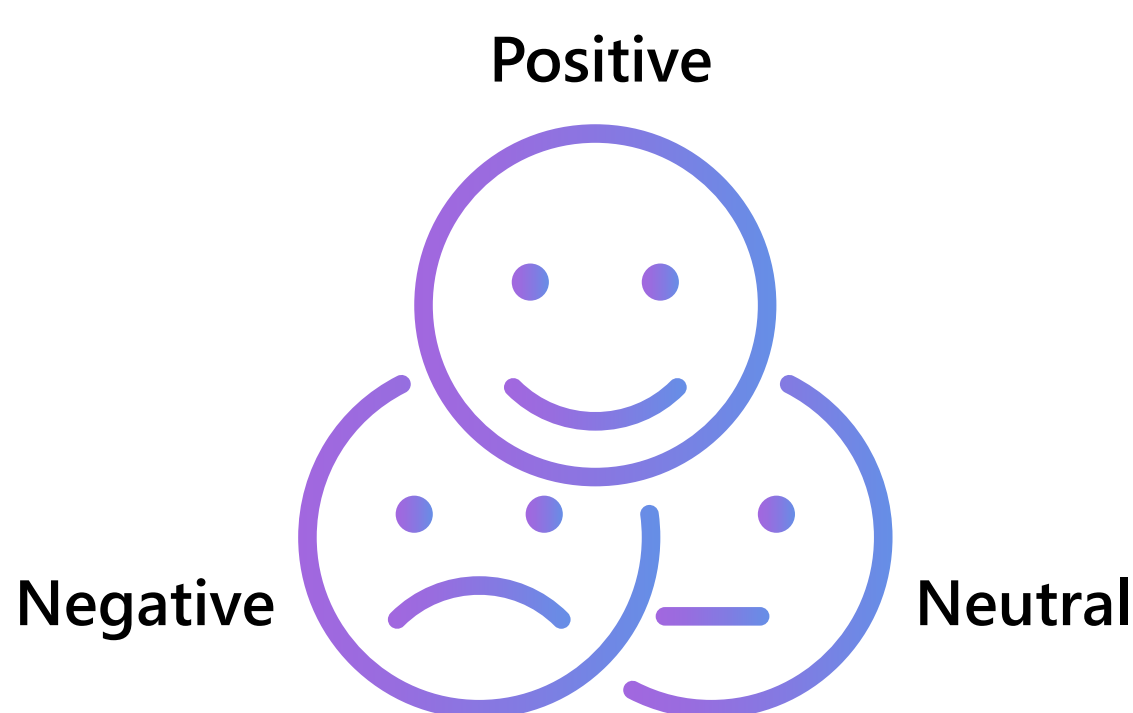
4 out of 5 believe a hotel that responds to reviews cares more about its customers²

Guest reviews are textual data that convey



Sentiment Analysis Defined

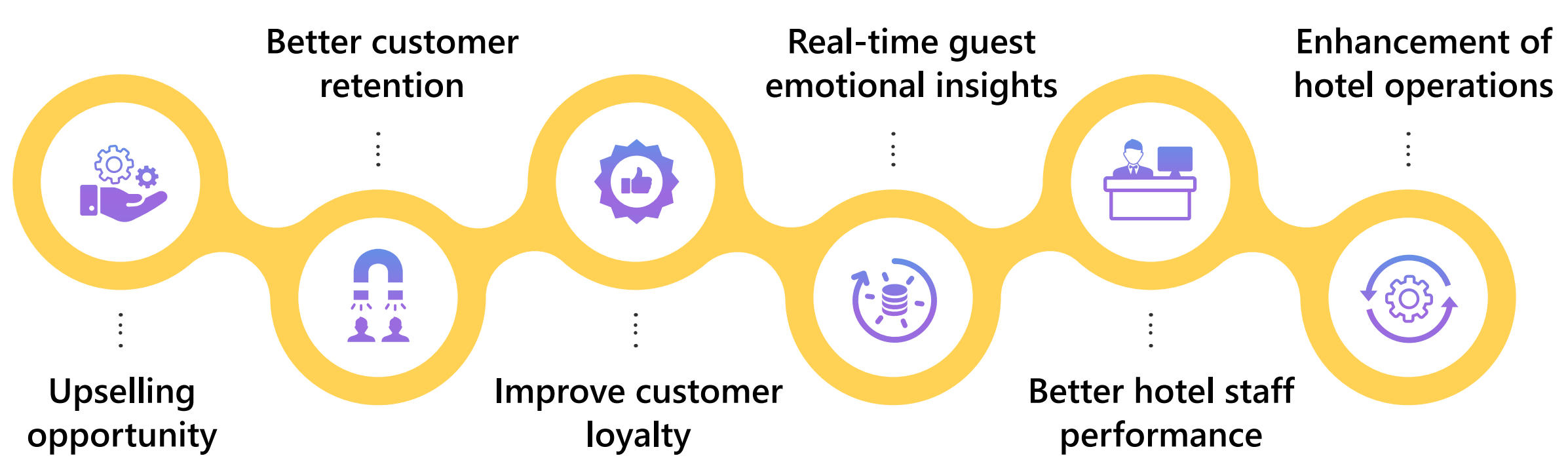
Sentiment analysis or opinion mining is a process to analyze textual data and interpret the sentiments behind it. AI/ML and Natural Language Processing (NLP) help extract and classify guest's feelings, judgments into



This intelligent methodology processes a large volume of qualitative data to help travel businesses and hoteliers understand

- How guests feel about the hotel property
- Hotel amenities that guests enjoyed
- Hotel amenities that need improvement
- Hotel brand perception amongst guests

Sentiment Analysis Benefits

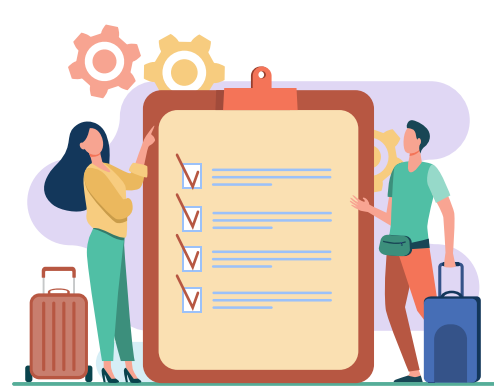


How Is Sentiment Analysis Done

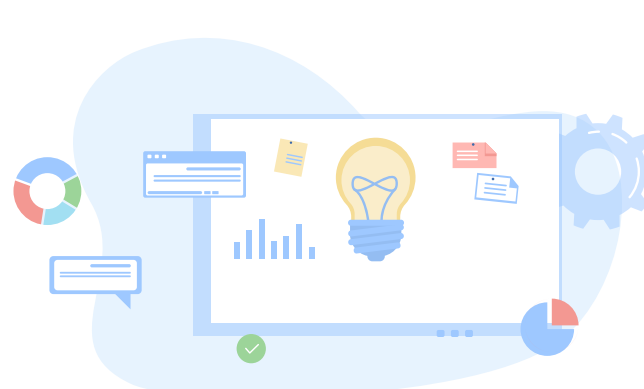
The AI-based sentiment analysis tools perform more than scanning positive, negative and neutral keywords. The process involves



Sentiment Analysis Use Cases



Travel Brand Management



Social Media Listening And Monitoring



Travel Product Analysis



Customer Relationship Management (CRM) Enhancement



Competitor Research

1. Tripadvisor And Ipsos MORI New Research
2. Siteminder