

MOT Analysis – The Resort Spa in Himalayas, Manali

31st March 2017 – 31th March 2018

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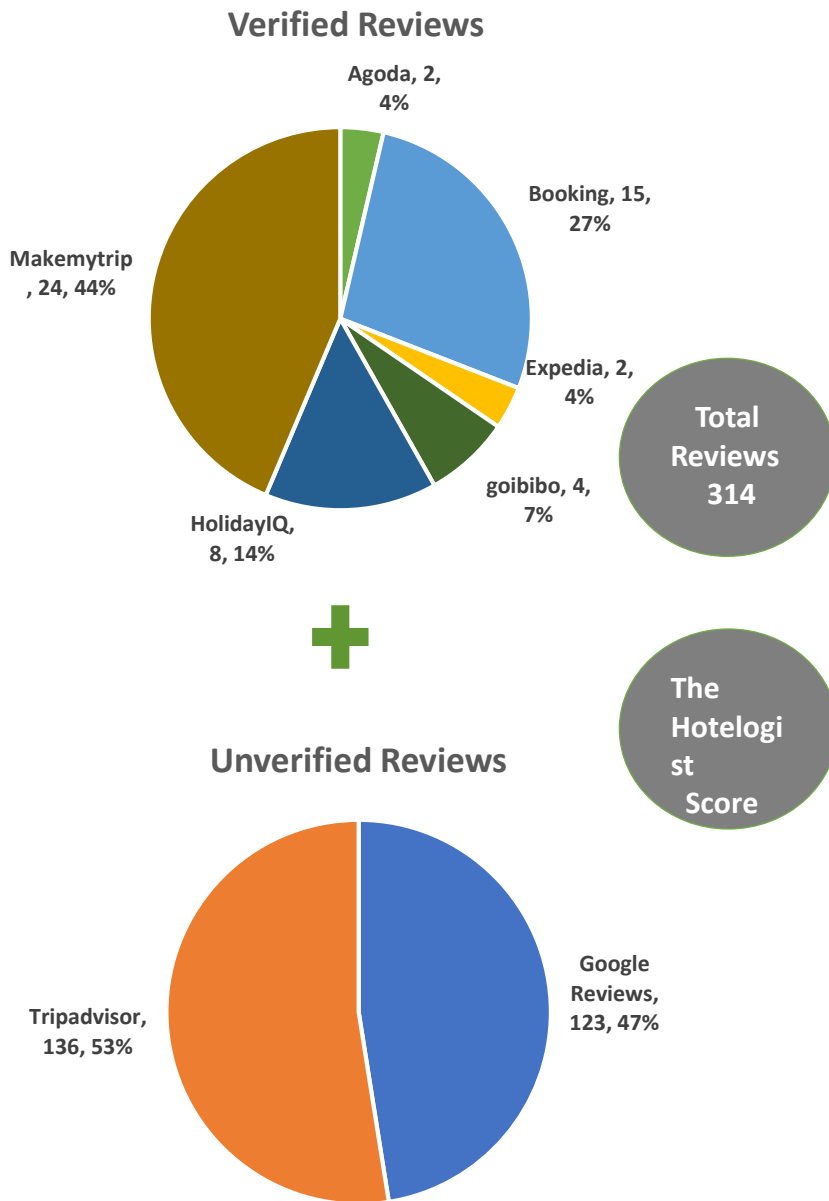
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Overview

The Hotelogist's Moment of Truth (MOT) Analysis is a hard hitting look at what is right and wrong with your hotel/resort. What your guest experiences in your hotel and advocates socially can not only have critical business impact but also open up many revenue opportunities that may have missed a trained eye.

The MOT Analysis aims to highlight often hidden customer sentiments at both a tactical and strategic level. The insights that accomplish each chapter are key for hotel management to focus and implement as they come from our deep understanding of the 8562 hotels and 41,09,760 customer reviews from 8 countries

Source Analysis



What is The Hotelogist Score?

The The Hotelogist score is a patent pending methodology of building a realistic benchmark of quantifying customer happiness quotient. It comes from assigning appropriate weightages and values to the following parameters

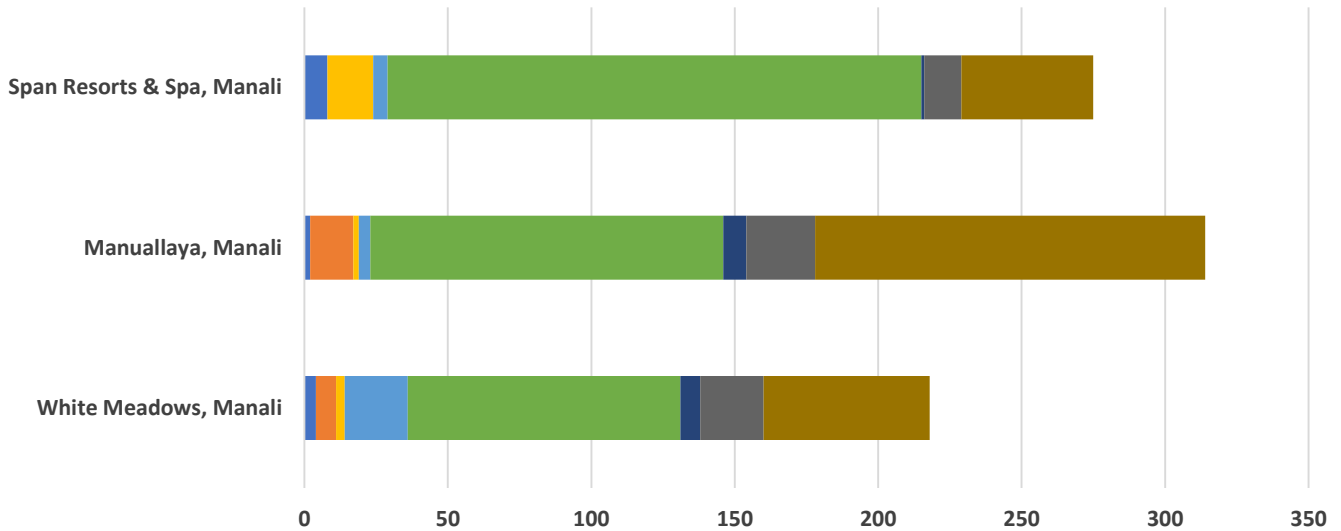
- Departments and KPIs mentioned
- Scores on Sentiment and References in the review
- Age of the review
- Spread of sources
- Spread of languages and geographies
- Scores by the customer

INSIGHTS

- ❑ Similar hotels in your geography have a 38% : 62% ratio between verified to unverified sources. Your ratio is 17% : 82%, which is completely opposite to the trend. This can have a negative impact on your booking
- ❑ Focus on building reviews on verified sources has a 4.1% positive impact on bookings of our existing customers. Ask us for the [Case Study](#)
- ❑ It would be important to grow your presence in Goibibo & Agoda. Bookings from these channels can help improve your ADR

Competitor Review Source Analysis

Competitor Review Source Analysis



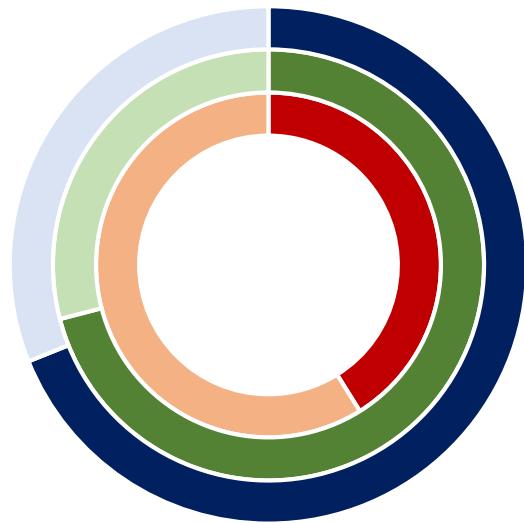
	White Meadows, Manali	Manuallaya, Manali	Span Resorts & Spa, Manali
Agoda	4	2	8
Booking	7	15	0
Ctrip	0	0	0
Expedia	3	2	16
goibibo	22	4	5
Google Reviews	95	123	186
HolidayIQ	7	8	1
Hotels	0	0	0
Makemytrip	22	24	13
Tripadvisor	58	136	46
zomato	0	0	0



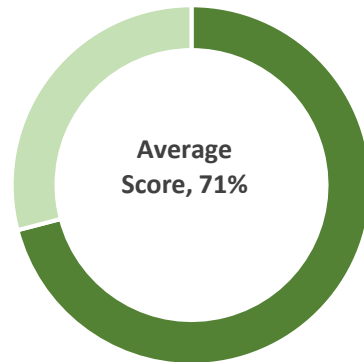
INSIGHTS

- It is important to have a good spread of reviews across all internet venues. Non Verified sources help inspire travellers to your hotels, Indian OTAs help bookings and International OTAs help improve RevPAR
- The Resort Spa in Himalayas, Manali seems to have the best spread of reviews across the different key sources that we tracked for the purpose of this analysis. We can access 66 sources across 30+ languages
- Verified reviews need to be increased as they are a key source of guest inspiration

The Hotelogist Score Check

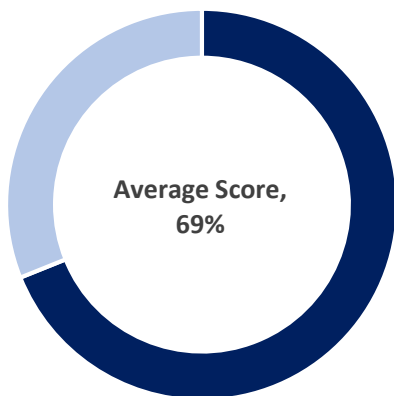


The Resort Spa in Himalayas, Manali



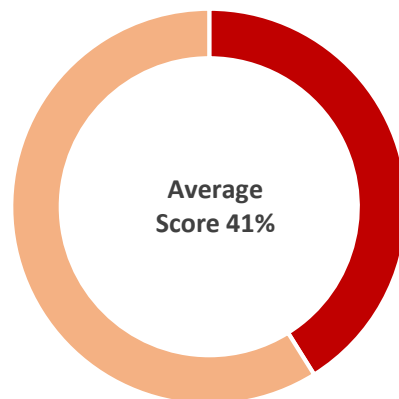
Average Score, 71%

Span Resort & Spa, Manali



Average Score, 69%

White Meadows, Manali



Average Score 41%

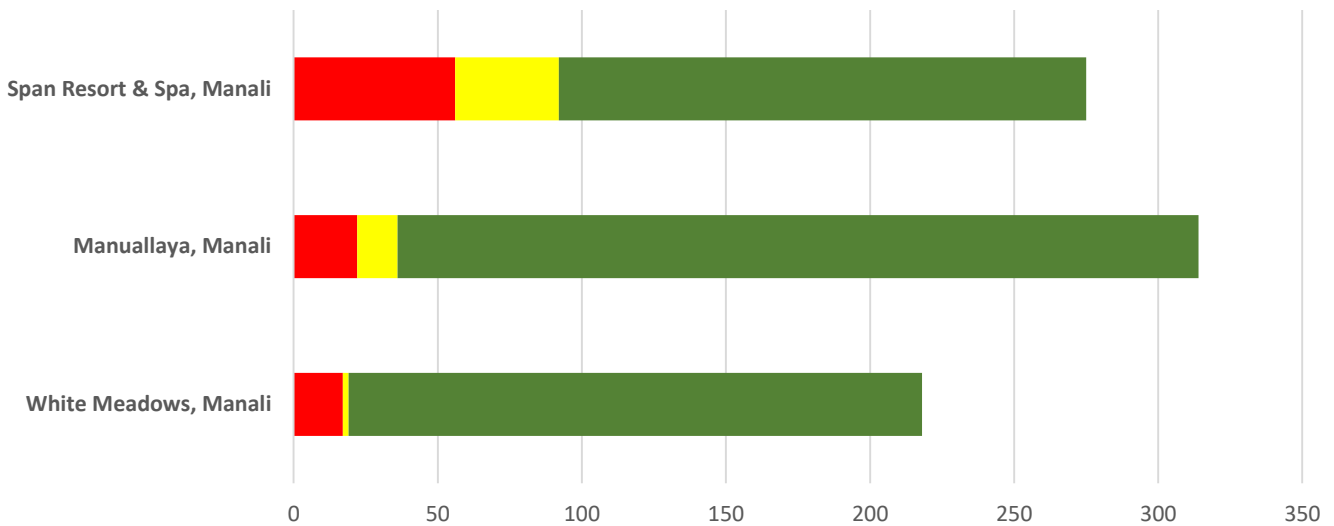


INSIGHTS

- The overall score of The Resort Spa in Himalayas, Manali is higher compared to the other two competitors.
- The The Hotelogist speedometer shows a faster growth with the scores of Client . However the distance seems easy to cover with Span Resort & Spa, Manali.

Decoding Guest Sentiments

Guest Sentiment Split



	White Meadows, Manali	Manuallaya, Manali	Span Resort & Spa, Manali
■ Negative Review	17	22	56
■ Neutral Review	2	14	36
■ Positive Review	199	278	183

A typical review consists of between 8-10 sentences of about 12-15 words. The Hotelogist's proprietary platform deciphers each word & sentence and attaches a sentiment to it. The importance of this is immense because many decision makers can get fooled by looking at the positive score given with the review and not notice these hidden negative issues that guests are mentioning. Tracking this well could mean plugging your leaking revenue

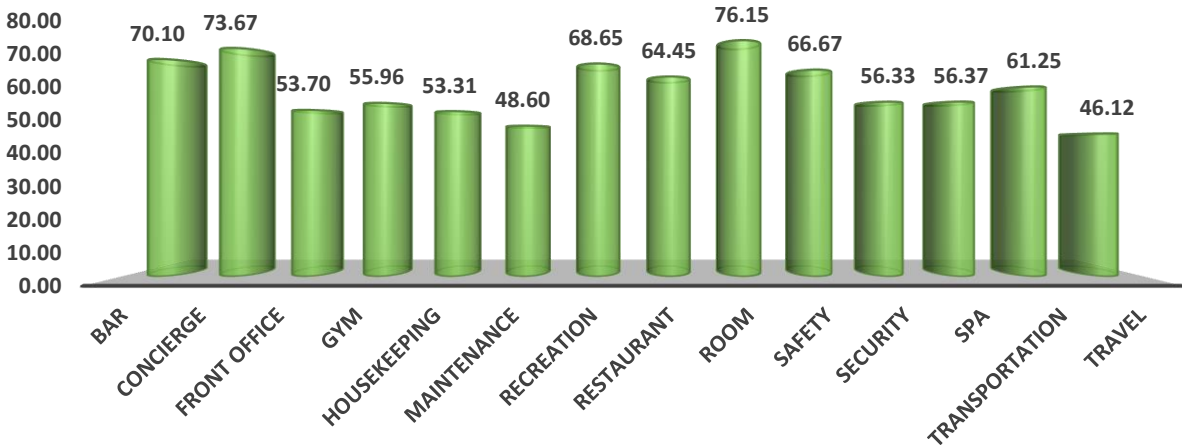


INSIGHTS

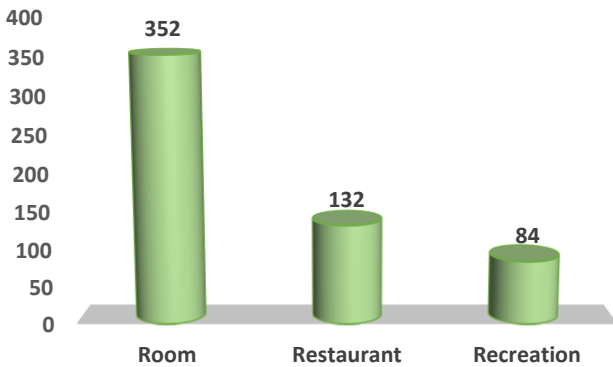
- This is an extremely important metrics to follow as it talks about guest sentiment per review. As per this The Resort Spa in Himalayas, Manali has the best ratio of 88% in positive sentiments
- White Meadows, Manali has the same ratio of 88% positive sentiments and 7% negative sentiments. However they have less number of reviews compared to you. The Resort Spa in Himalayas, Manali has room to improve both the positive and negative sentiments
- 20% of Span Resort & Spa, Manali's customers have negative sentiments to share in their reviews. Understanding their weakness may help you win some of their customers

Department Analysis

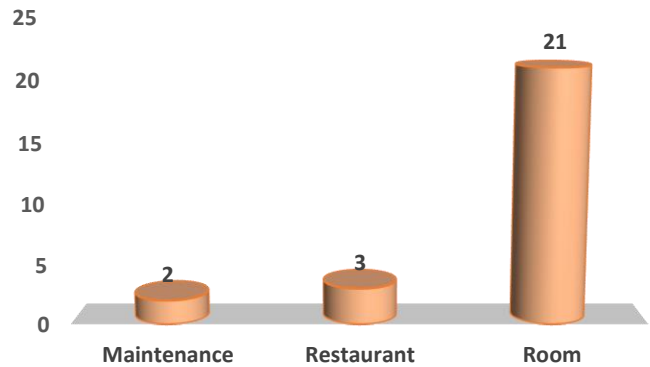
Departmental Score



POSITIVE REFERENCES



NEGATIVE REFERENCES

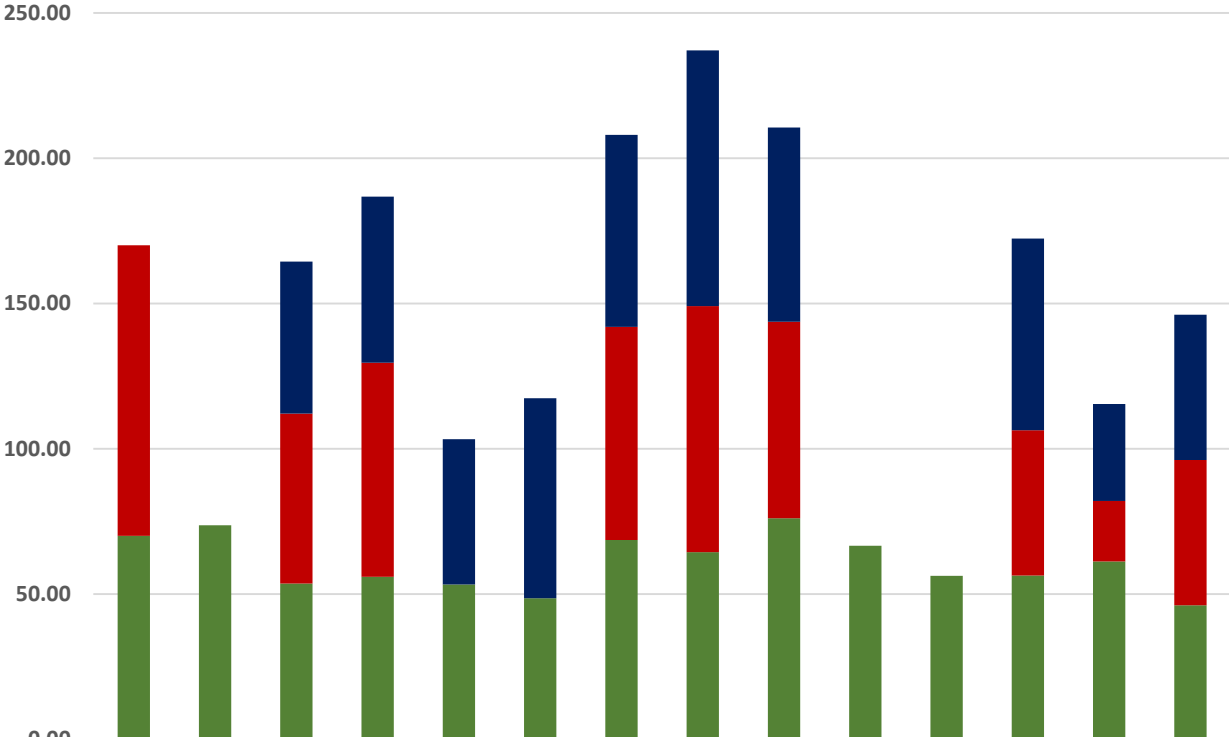


INSIGHTS

- Departmental scores look at the total score per department basis the sentiment shown by the guest. Room seem to get the best set of scores. This is surprising and if understood well can be a great source of ancillary revenue
- Room & Restaurant are getting the best positive references among all reviews received but they have the most negative comment as well which needs improvement. They are key to growing your RevPAR
- Maintenance can have an adverse impact on occupancy which is also listed in the negative comments and needs improvement.

Department wise comparative analysis

Department Wise Comparison



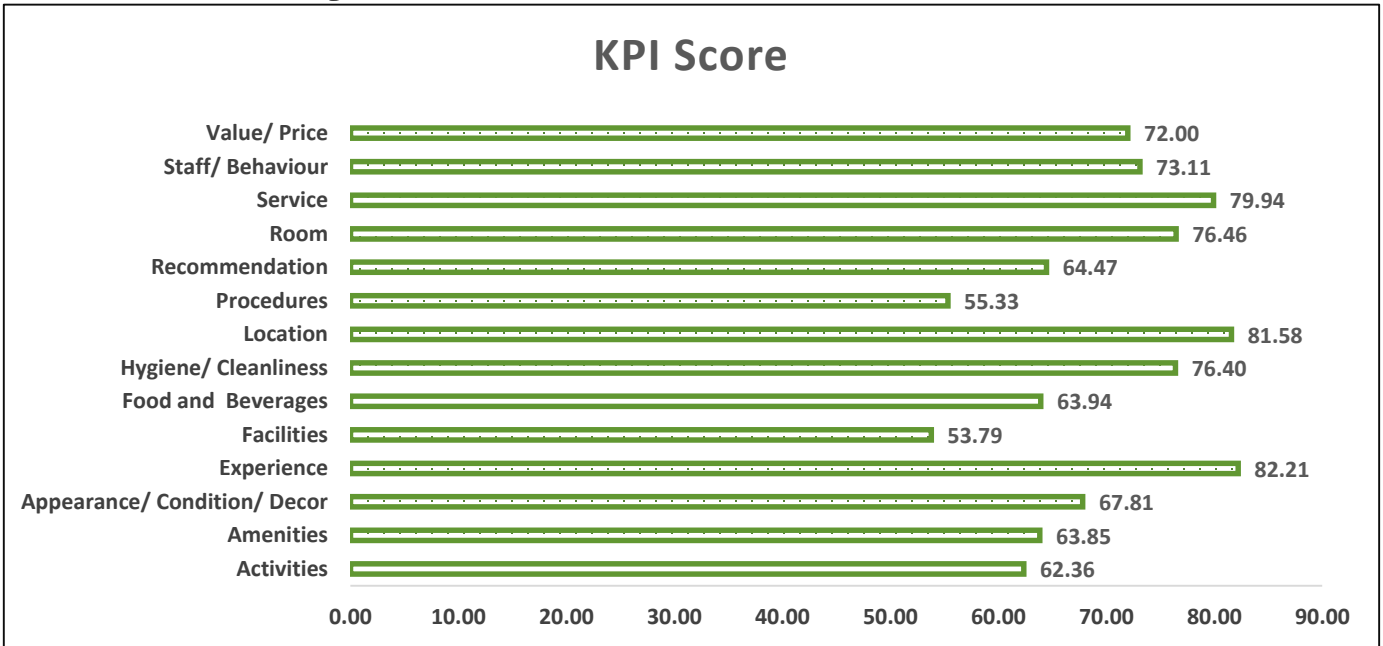
	Bar	Concierge	Front Office	Gym	Housekeeping	Maintenance	Recreation	Restaurant	Room	Safety	Security	Spa	Transportation	Travel
Span Resorts & Spa	0.00	0.00	52.39	57.21	50.00	68.86	66.11	88.01	66.88	0.00	0.00	65.99	33.33	50.00
White Meadows	100.00	0.00	58.42	73.67	0.00	0.00	73.33	84.67	67.62	0.00	0.00	50.00	20.83	50.00
Manuallaya	70.10	73.67	53.70	55.96	53.31	48.60	68.65	64.45	76.15	66.67	56.33	56.37	61.25	46.12



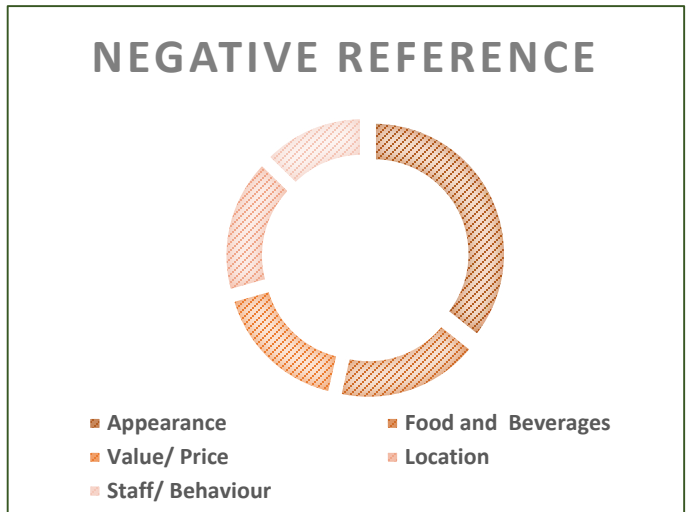
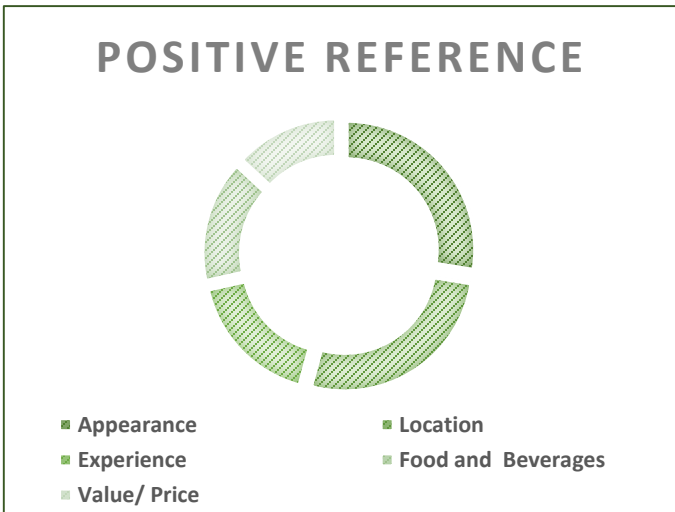
INSIGHTS

- From our study of 8600+ hotels we infer that the three key departments that can help improve RevPAR are Room, Restaurant, Housekeeping.
- You have the best rating among your group in Room, while in key departments like Front Office, Housekeeping & Maintenance there is scope of improvement.

KPI Analysis



KPIs are critical measurement factors to understand sensitive customer issues. KPIs can impact your business across multiple departments and hence if tackled promptly can have a dramatic influence on not only improving your guest sentiments but also enhance your Revenues

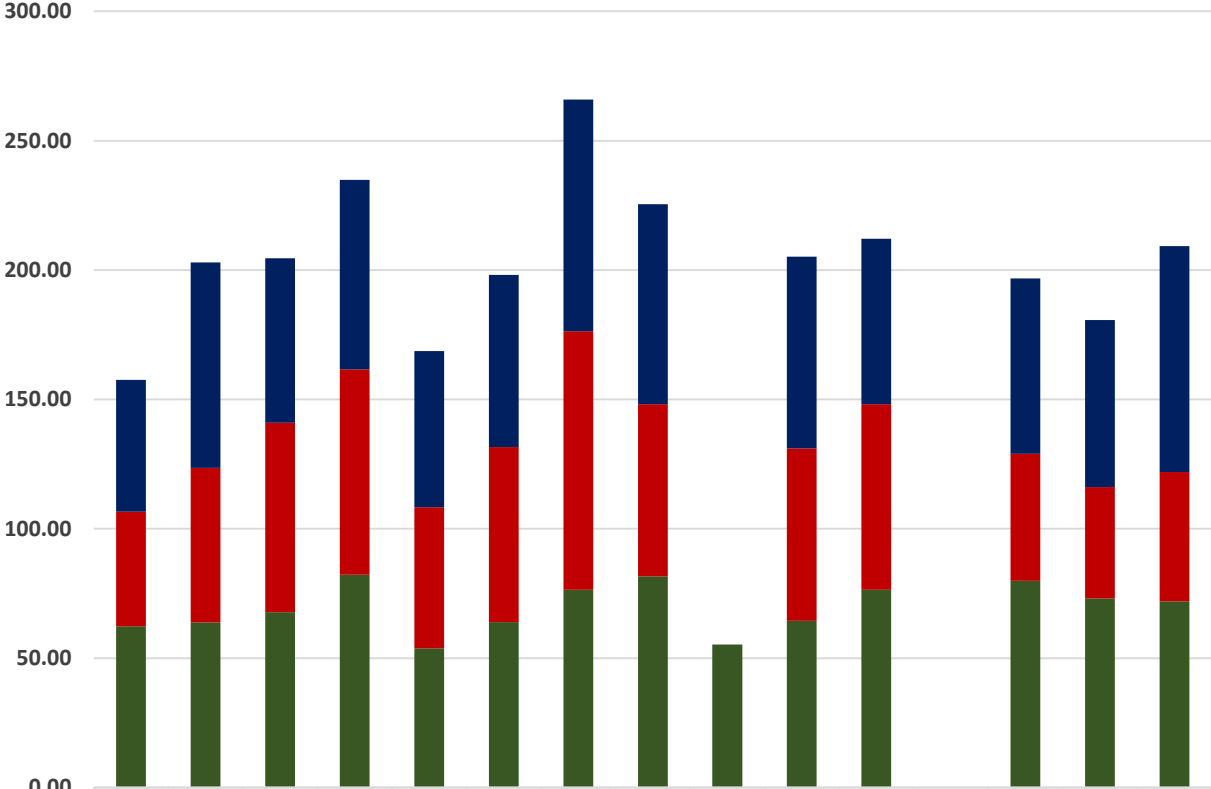


INSIGHTS

- ❑ We encourage our customers to focus on these 5 key KPIs – Appearance & Decor, Value / Price, Food & Beverages & Staff Behaviour.
- ❑ Positive references are most repeated positive sentiments that have been given by customers and negative are those that have most negative references
- ❑ Since , Food & Beverages seems to appear in both the positive and negative parameters, there may be a need to alter the way the it has been presented to its potential customers

KPI wise comparative analysis

KPI Wise Comparison



	Activities	Amenities	Appearance	Experience	Facilities	Food and Beverages	Hygiene	Location	Procedures	Recommendation	Room	Safety	Service	Staff/Behaviour	Value/Price
■ Span Resort & Spa	51.03	79.41	63.58	73.23	60.25	66.58	89.54	77.34	0.00	74.04	63.87	0.00	67.80	64.58	87.32
■ White Meadows	44.21	59.72	73.15	79.41	54.61	67.65	100.00	66.59	0.00	66.67	71.75	0.00	49.02	42.99	50.00
■ Manuallaya	62.36	63.85	67.81	82.21	53.79	63.94	76.40	81.58	55.33	64.47	76.46	0.00	79.94	73.11	72.00



INSIGHTS

- ❑ While your hotel is not a leader in any of the top 16 KPIs, your positive is that you have mentions on most of them.
- ❑ Span Resorts & Spa seems to have rightly focused on some of the most critical KPIs. This may explain their better occupancy and ADRs
- ❑ Improving facilities may give an immediate boost to your ADRs

Key Takeaways

Are you in the first 30 with these sources. That will make you discoverable and hence saleable

Sources	Manuallaya, Manali	White Meadows, Manali	Span Resort & Spa, Manali
Agoda	☑	☑	☑
Booking	☑	☒	☒
goibibo	☒	☒	☒
Makemytrip	☑	☒	☒
Tripadvisor	☑	☒	☒

As per data of 30th Sept 2017

- ☐ You are **better that 32%** of other 3 star hotels with similar restaurant in your city
- ☐ **64% of other 3 star hotels have better ratings** than your hotel for their Room.
- ☐ You are ranked **2673 out of 8500** hotels in our list for reviews generated in the last one year

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