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WEB2RISM⁺

online quality certification

REPORT ANALYSIS

PARTNERS

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Hotel Name: <HOTEL>
Class: 4 Stars
City: Lugano, Ticino
Country: Helvetic Confederation

Date: April 18th, 2011
Analysis tool: Web2rism
Analysis language: English (international)

Introduction

The analysis in question looks at the average of the services provided by this pleasant 4 Stars hotel in Lugano as shown by monitoring the main Internet sites with UGC content ("user generated contents") and not UGC content dedicated to tourism.

Content Network Analysis

The major search engines have been questioned by Web2rism on the basis of specific keywords in English associated with the accommodation in question. Among the keywords used in the analysis, the name of the hotel associated with industry-related keywords such as holiday, information, events, restaurants, tourism, attractions, accommodation, places, Activities, shopping.

The results primarily reflect the total number of URLs relevant to the analysis: 335 websites have been taken over by Web2rism as containing material relevant to the report, of which 120 with UGC content (35%) and 165 with non-UGC content (49% - see Figure 1).

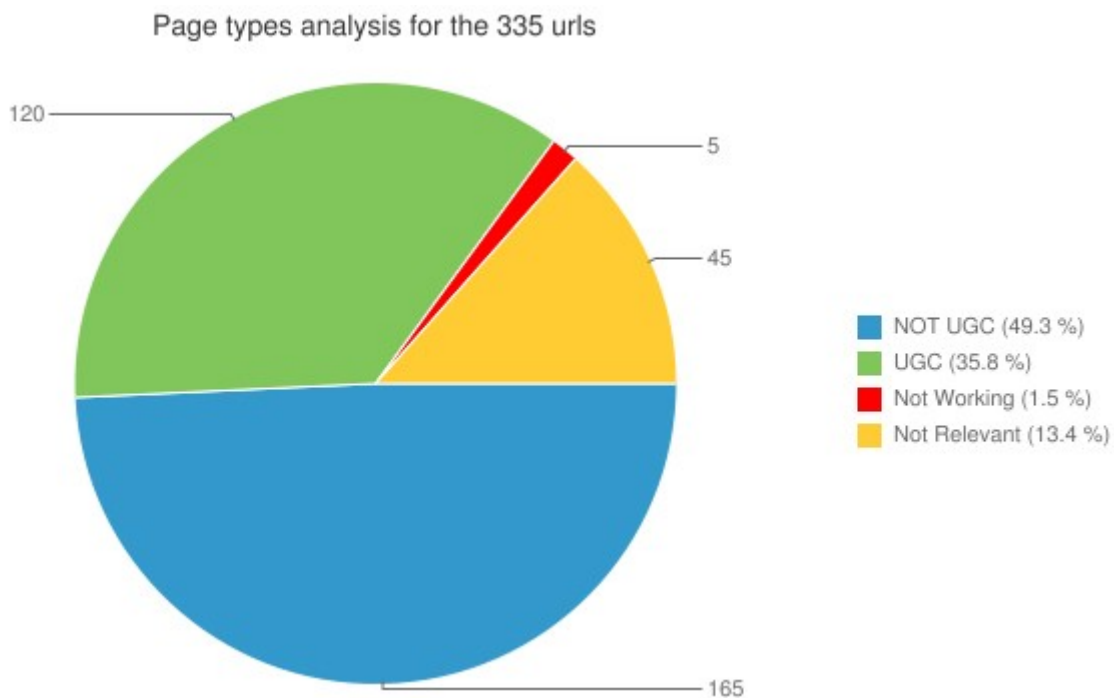


Figure 1 – Content typology of the relevant URLs

By type of content within the 120 UGC URLs considered as much as 54.2% (65 URLs) are relevant to reviews carried out by users, while relatively few pages (about 15 URLs) are associated with other types of media with social content, like social networks, media sharing sites, wikis and blogs.

More than half of total contributions analyzed (57%) belong, as expected, to the category Hotels, Resorts and Casino, with the categories "Media tourists" and "Convention and Visitor's Bureau" which amounted to respectively 13.3% and 7.3% (Figure 2).

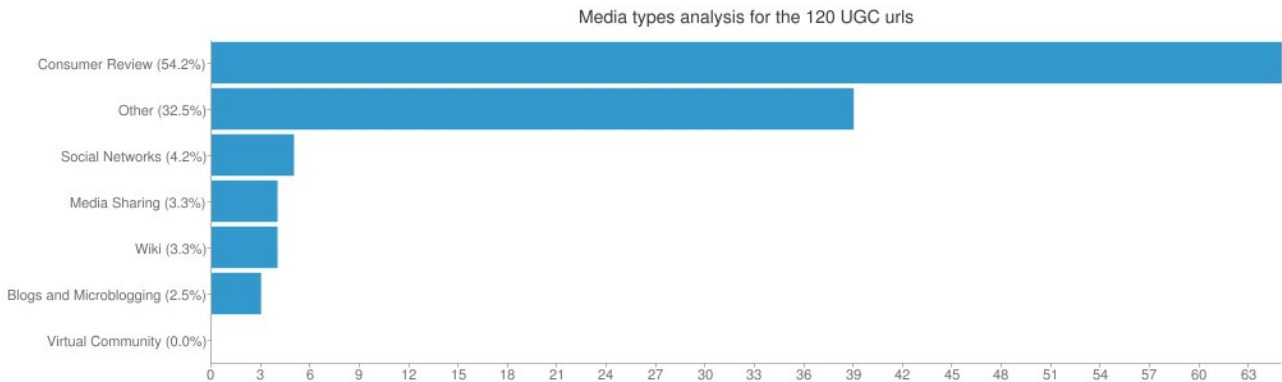


Figura 2 – Tipology of social media analyzed

Hotel average evaluation and market positioning

The online reputation of <HOTEL> was assessed on the destination Lugano and compared on the basis of different parameters involved from time to time in the average rating given by the users about the general services provided by the hotel. For a general analysis of hotels in Lugano, thanks to which it was possible to identify the precise positioning of <HOTEL> compared to competitors, has been later added the perception of customers for more specific evaluation categories such as cleanliness, quality service and location of the property.

lugano Alphabetical order	
<p>Competitor 1 *****</p> <p>Visit the websites: </p>	<p>Avg rvws Num rvws</p> <p>9.01 180</p>
<p>Nome HOTEL ****</p> <p>Visit the websites: </p>	<p>Avg rvws Num rvws</p> <p>9 714</p>

Figure 3 – Average evaluation of the Hotel's online reputation

On the average of the hotels in Lugano, <HOTEL> is positioned at the higher levels of reputation on the main booking engines and UGC sites. A comparison made between the reviews appeared on Internet best-known tourist sites as TripAdvisor, Booking and Venere, it is obvious that the perception of <HOTEL> is particularly positive, earning the hotel an average rating that exceeds 9, result achieved (and passed) only by another hotel in Lugano, the <COMPETITOR 1>, which unlike <HOTEL> is an accommodation of 5 Stars category (see fig. 3).

Looking at the average of votes on more specific criteria such as cleanliness, quality of service and position, <HOTEL> register an average level of customer satisfaction even higher.

The hotel in question, in relation to its competitors (Fig. 4), with regard to the specific criteria of analysis is considered particularly positive, sign that the perception of hotel's quality hotel in its individual functional areas is very good, as is reflected in its online reputation.





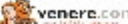










lugano Alphabetical order	
<p>Competitor 1 *****</p> <p>Visit the websites:   </p>	<p> </p> <p>Avg rws Num rws 9.23 169</p>
<p>Nome HOTEL ****</p> <p>Visit the websites:   </p>	<p> </p> <p>Avg rws Num rws 9.48 669</p>
<p>Competitor 2 ***</p> <p>Visit the websites:   </p>	<p> </p> <p>Avg rws Num rws 9.28 287</p>

Figure 4 – Positioning of the hotel towards competitors for “cleaning”

Backlink Analysis

During the analysis on <HOTEL> have been taken into consideration also the backlinks to its website, to have a clear indication of their number as compared to competitors’ one as the anchor text attached.

The total number of backlinks associated with <HOTEL> is 868, considerable though it is primarily the result of the presence on a single website (hotelberna.com in fact leads to the website over 80% of backlink): the main competitor of <HOTEL> can certainly boast a smaller amount of

backlinks to its site (the most relevant result was achieved by <COMPETITOR 2> with 326 backlinks, but certainly of much more different origin.

As for the anchor text, the domain name <HOTEL> is by far the most widely used text, followed by links to relevant images, and very few references to Lugano as tourism or holiday destination.

Conclusion

The analysis clearly shows that the online presence of <HOTEL> is generally considered largely positive.

The strong presence of UGC content related to <HOTEL> makes particularly important the need for close monitoring, when and where possible, on the type and quantity of the information published on the Internet by customers, trying to maintain a high degree of satisfaction through cross-marketing media initiatives.

The lack of content linked to the hotel's website with anchor text referring to the destination Lugano is one of the weaknesses of the strategy for digital marketing of <HOTEL>, as it can be the source of backlinks from more than a single URL reference.

The average quality of the accommodation and its services gives perception of a very good hotel, especially when you go deeper in the analysis and take into consideration criteria such as "cleaning", "position" and "quality of service".

In this context it is clear how a special attention by the staff of <HOTEL> is paid to customer care, personal services and the maintenance of a high general level of quality in the presentation of the accommodation to the public, which creates a series of positive comments and content by users are otherwise difficult to explain.

For more information:

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