

VIENNA RATING – FOCUS ON ACCOMMODATION





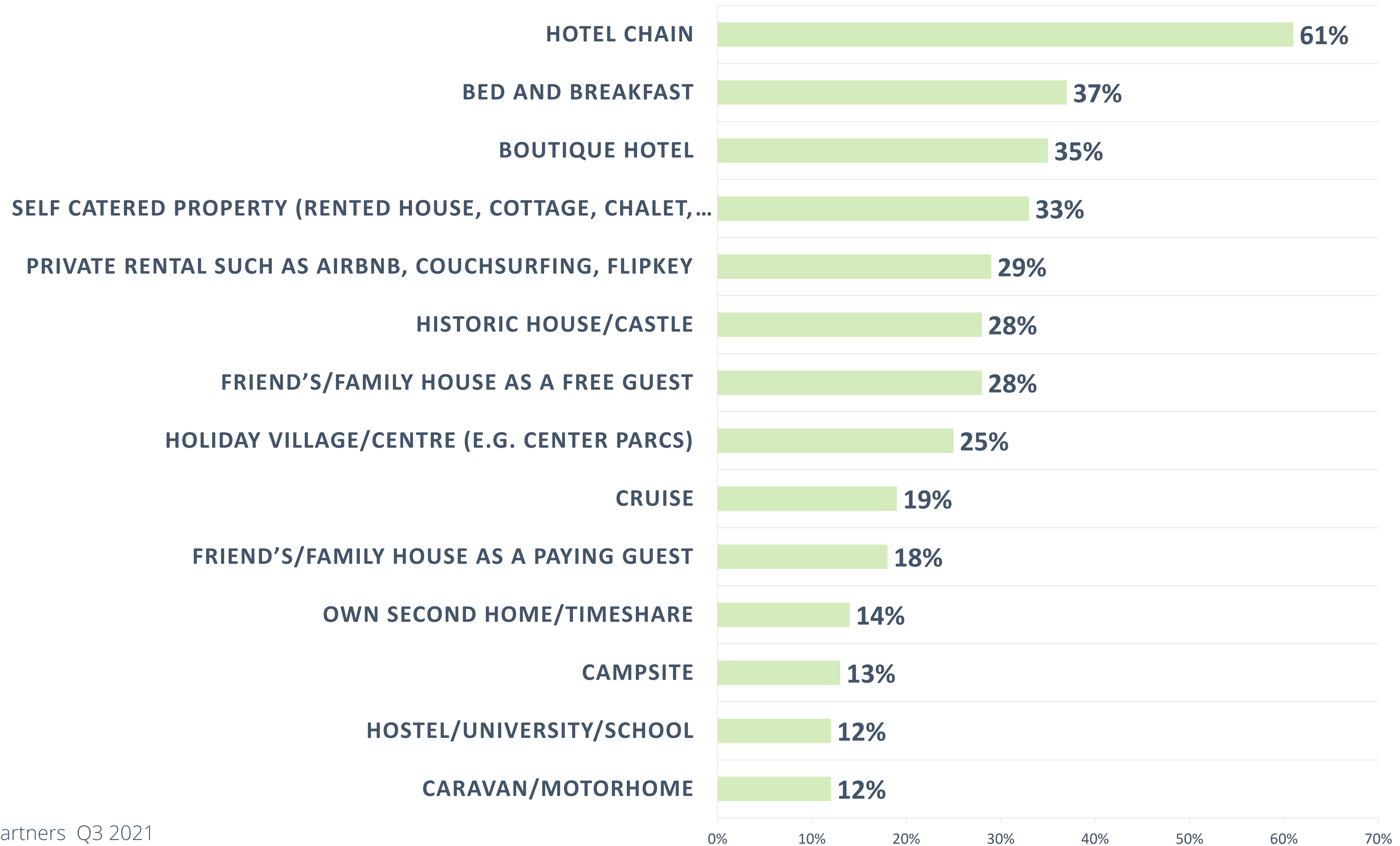
Guests' Comments
From 30+ Review Websites



Recently heard ...

- ✓ **400** Lodging in Vienna
- ✓ **Randomly selected** - All quality levels
- ✓ **720 K+** Ratings and Reviews shared during 2019-2021
- ✓ **Benchmark** vs *AVG ratings in Paris, Prague, Berlin, Barcelona, and Amsterdam for the same period*

For your next international leisure trip, would you be comfortable staying in a ... (Multiple Answers)
 Base: Respondents who plan on taking an international leisure trip in the next 12 months (n = 7,450 – 13 markets)



What drives Sentiment in Covid Era?

FREQUENTLY HEARD IN EUROPEAN ACCOMMODATIONS

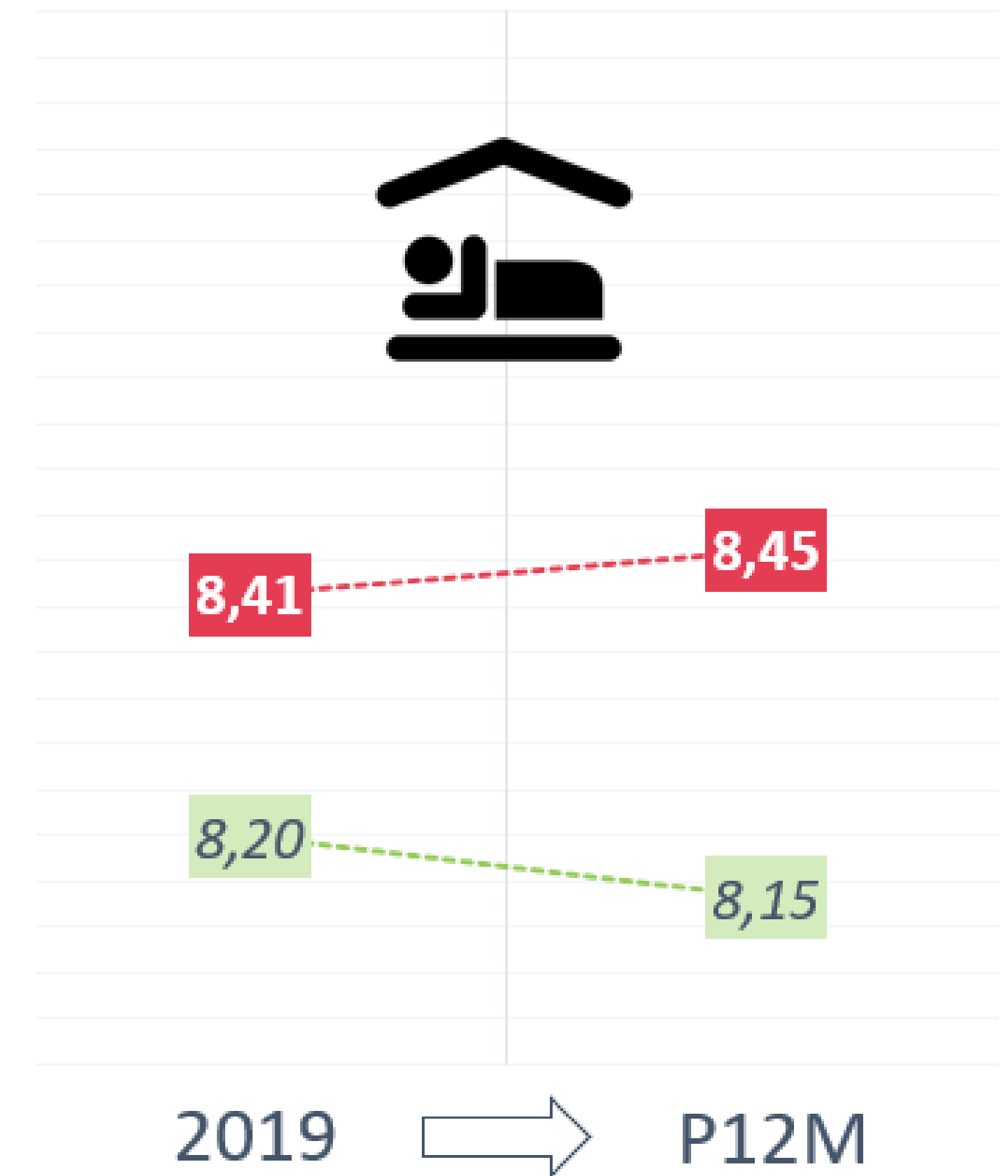
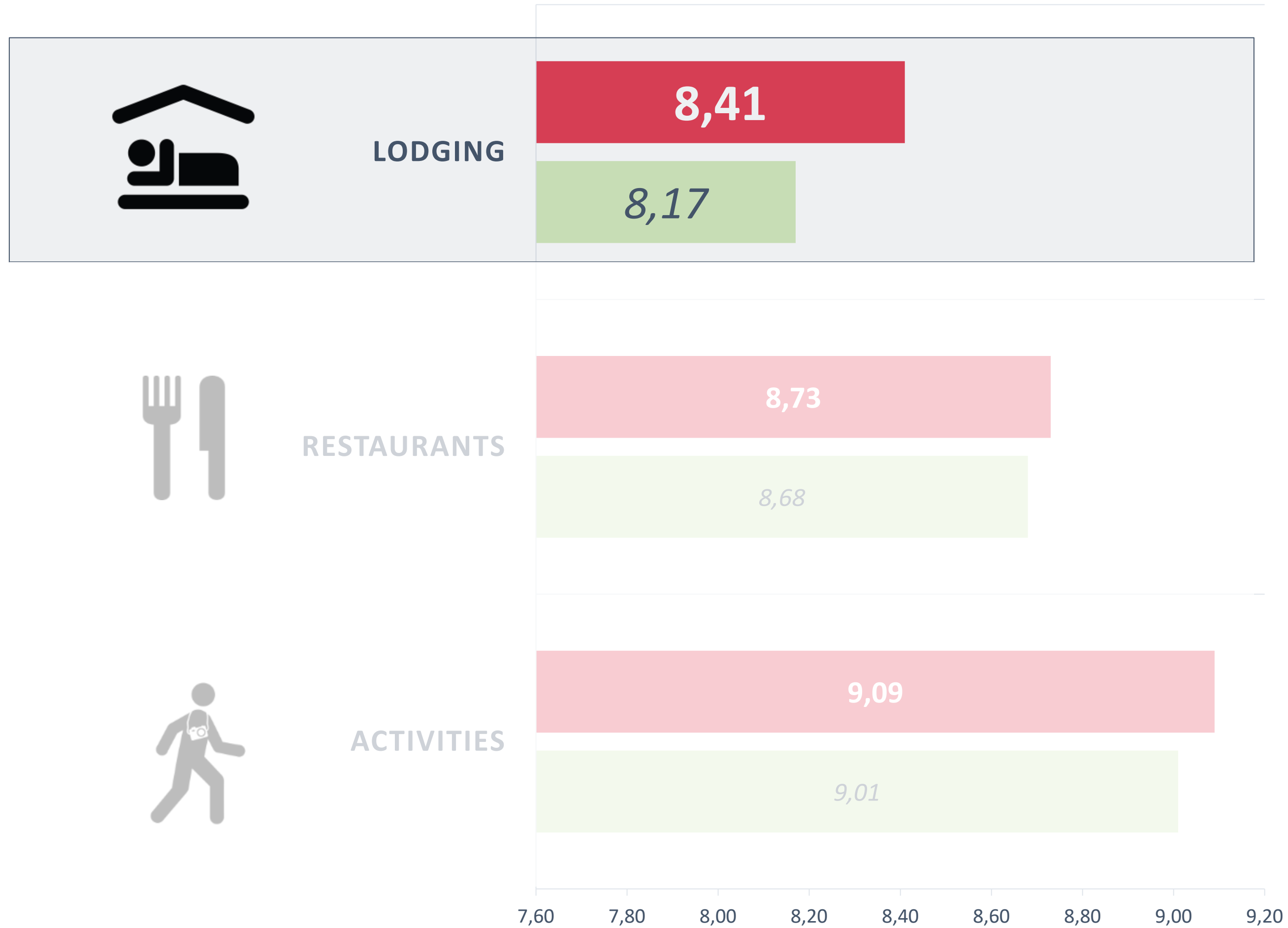


- ✓ Cleanliness (room, bathroom, entrance), good housekeeping
- ✓ Visible COVID safety measures
- ✓ Sufficient social distancing
- ✓ Satisfying hygiene requirements
- ✓ Pleasant odours
- ✓ A/C well functioning
- ✓ COVID admin requirements assistance / dealt by staff
- ✗ Lack of transparency about what amenities are available / downgraded experience
- ✗ Guests not respecting sanitary measures (e.g.: not wearing masks at breakfast)
- ✗ Insufficient housekeeping / cleaning (fingerprints, hairs)
- ✗ Staff not informing guests about COVID measures
- ✗ Crowding at check-in/out
- ✗ Breakfast too restricted because of COVID or conversely not COVID-safe enough
- ✗ Confusion about sanitary measures (e.g.: masks usage, etc.)
- ✗ Unpleasant odours
- ✗ Staff not respecting rules themselves
- ✗ Kids inappropriate behaviours

High and competitive Ratings

2019 TO DATE (10/2021)

■ Vienna ■ Benchmark

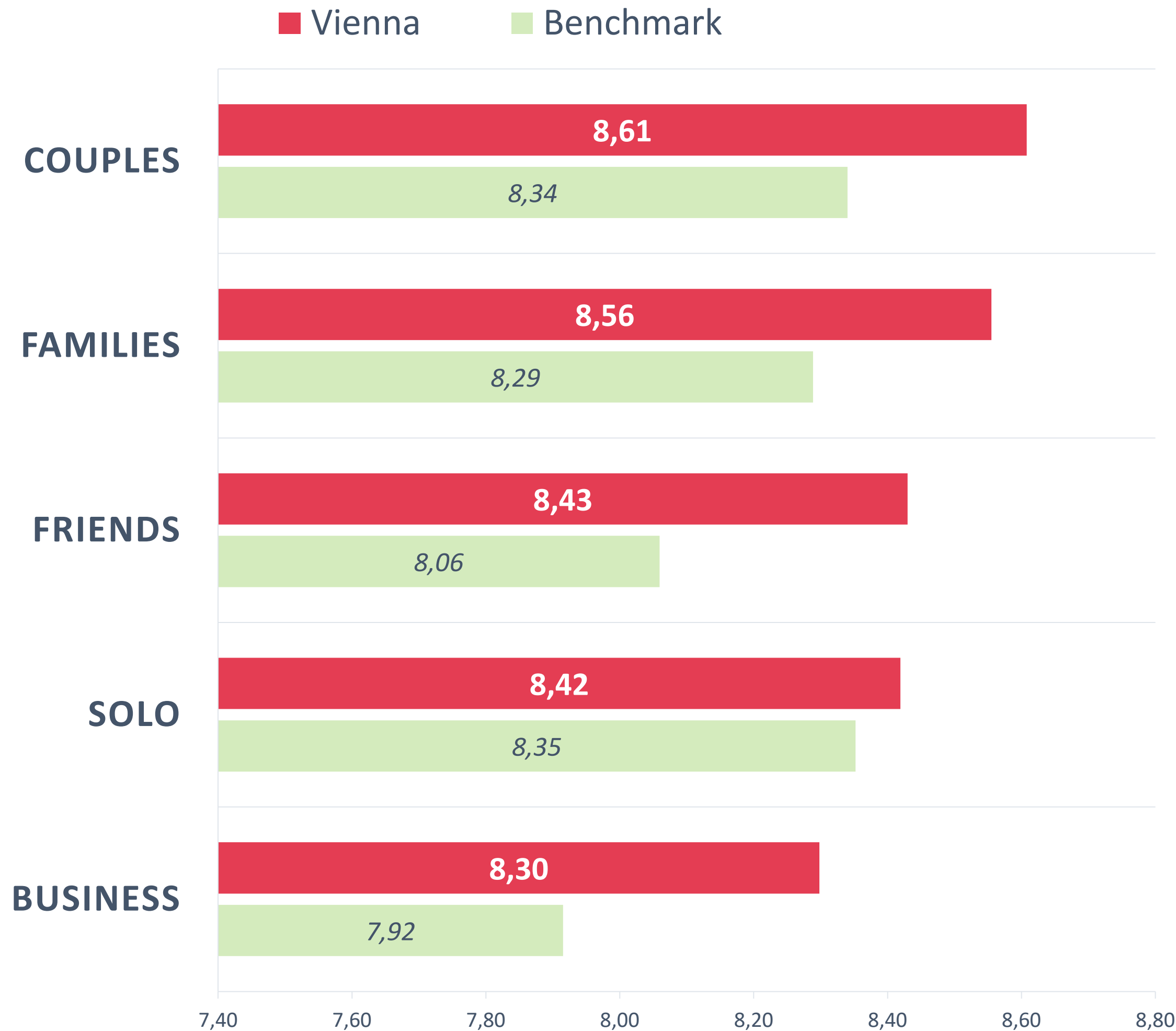


Overall Rating (/10)

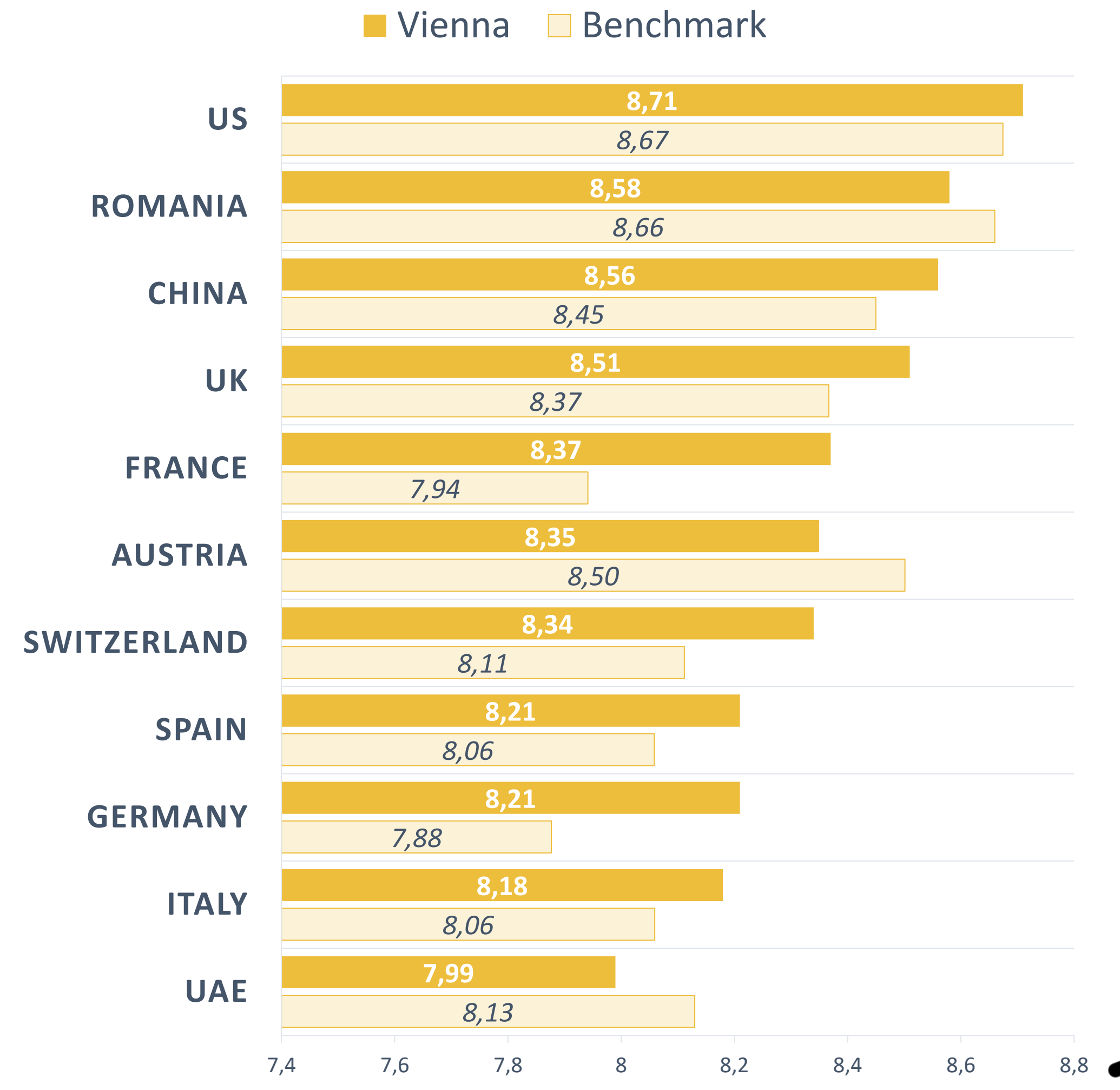
Rating per Market / Segments

2019 TO DATE (10/2021)

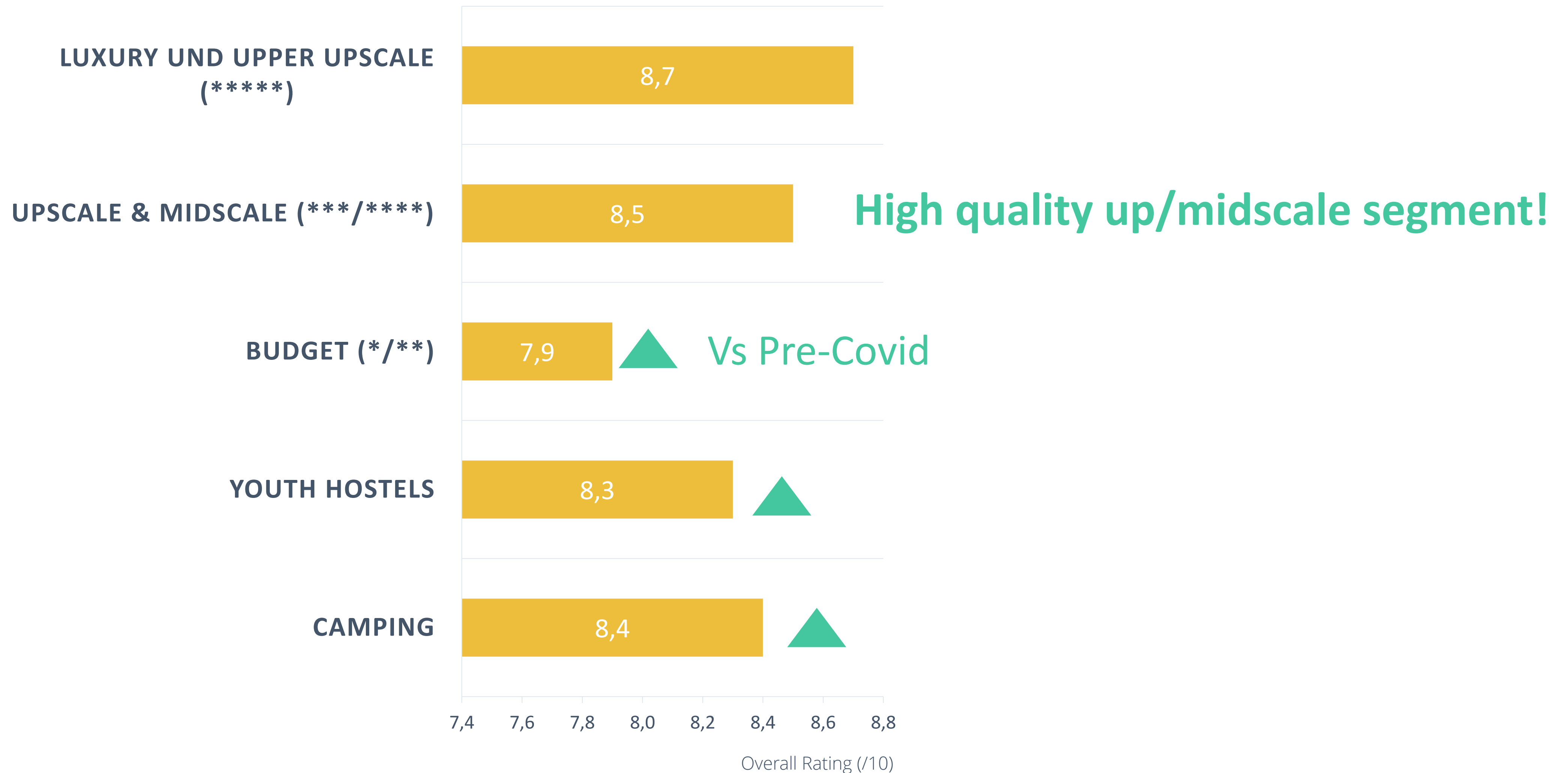
RATING PER TRAVEL COMPOSITION



RATING PER MARKET

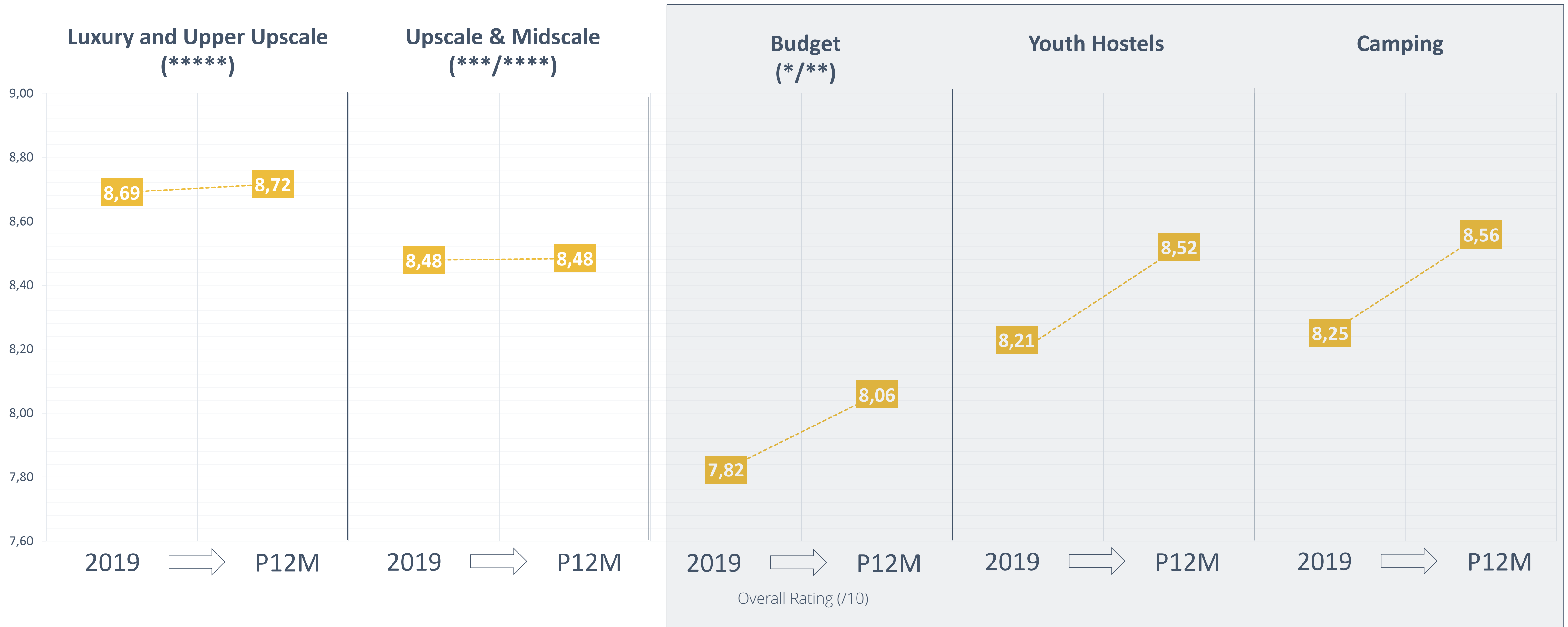


2019 TO DATE (10/2021)



Ratings of affordable lodging on the rise!

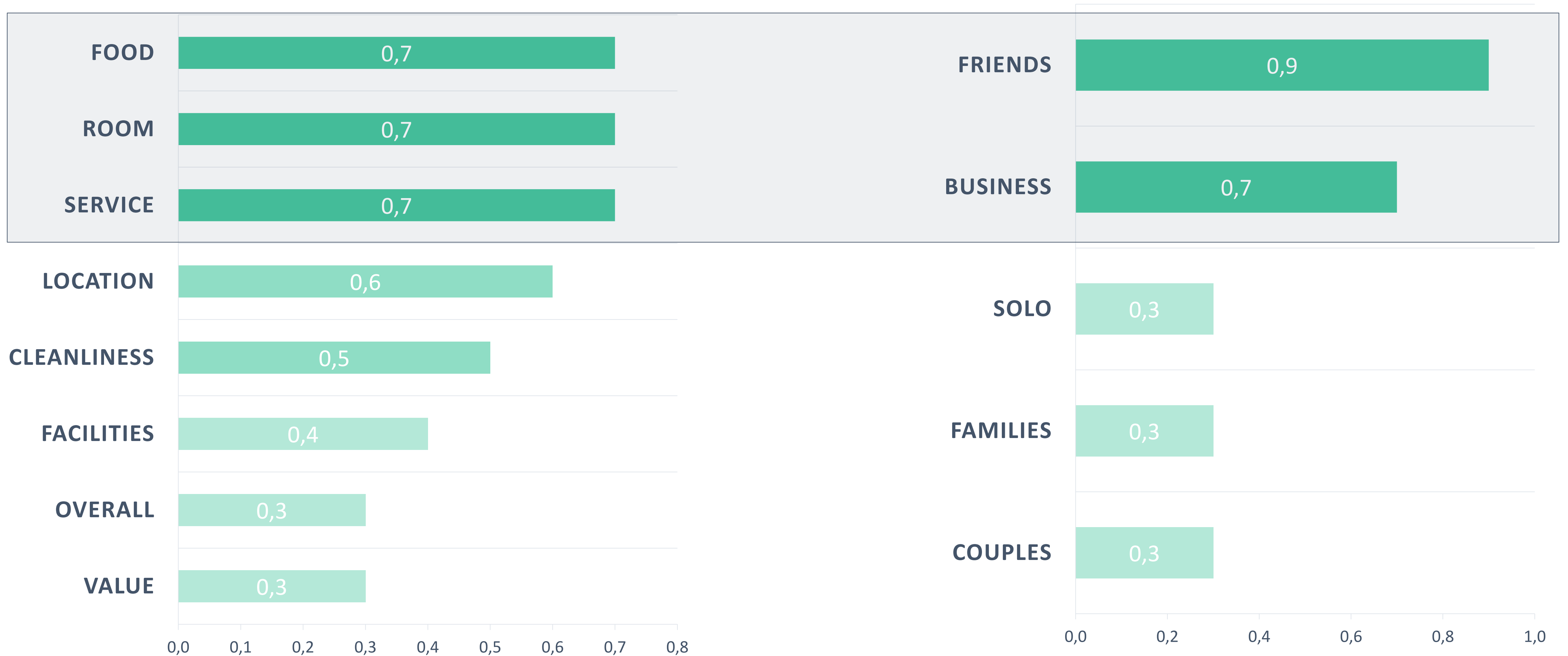
2019 vs Past 12 Months (11/2020 to 10/2021)



Focus on the Up/Midscale Lodging

What drives positive gaps in online reputation?

Gap (+) vs */**/Youth hostels



Focus on the Up/Midscale Lodging

Quality consistency over (peak) season + Atmosphere

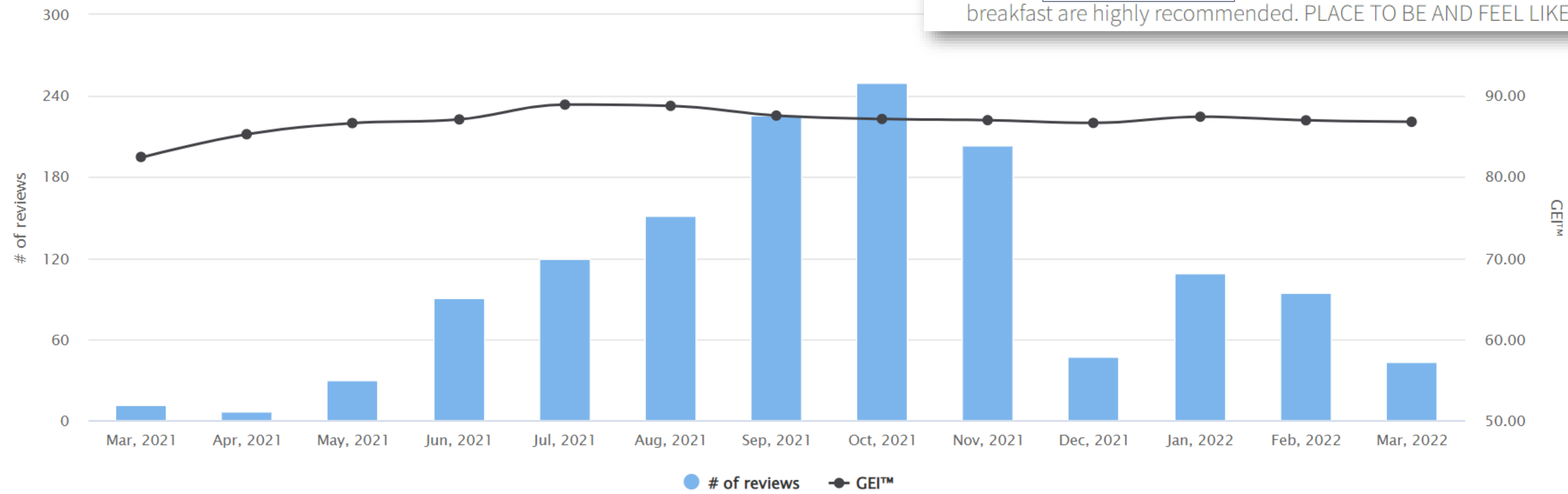
By Nima Abbaspour on February 26, 2022 10

General
They have nice coffee and atmosphere to sit and talk.

By Harald Otti on December 30, 2021 10

General
When we are in Vienna, the Motel Ones, whether Westbahnhof, Prater or Staatsoper, are a must. Not only the great atmosphere, the price-performance ratio, as well as the rich and yet inexpensive breakfast are highly recommended. PLACE TO BE AND FEEL LIKE HOME

GEI™ & Number of Reviews



2019 TO DATE (10/2021)

Topics	Opinion count	Sentiment (/10)	Sentiment Benchmark
Entertainment Facilities	194	9,76	9,73
Personnel	109047	9,56	9,47
Housekeeping	67869	9,43	9,18
Restaurant	49971	9,38	9,31
Decor	3725	9,23	9,36
Surrounding Area	72671	9,21	9,1
Food	27044	9,17	9,18
Hygiene	72145	9,13	8,69
Drink	21515	9,04	8,91
Breakfast	94703	8,91	8,26
Bar	10706	8,9	8,8
Spa	1911	8,68	8,5
Sports Facilities	2215	8,56	8,87
Transport	33595	8,45	8,36
Airconditioning	10639	8,44	8,42
Reception	11434	8,42	8,59
Room	202607	8,34	7,85
Gym	790	8,15	7,99
Light	4812	8,1	7,46
Value for money	53594	7,98	8,04
Bathroom	54284	7,92	7,98
Internet	5972	7,32	7,64
Noise environment	35377	7,27	5,62
Checkin	2809	6,55	6,7
Pandemic Precautions	3820	5,4	6,49
COVID mentions	1730	4,94	5,33
Sanitary Safety	12834	4,88	5,24
Checkout	872	4,56	5,98
Odor	4034	2,9	2,54
Humidity	1427	0,35	0,35

- Great reviews for **material factors** (room quality, accessibility, hygiene...) and more **intangible factors** (personnel, surrounding, silence, decoration, lights...).
- **Breakfast is competitive USP** in Covid era as travellers in Europe complain on poor quality breakfast “because of Covid” and look for **self-indulging**.
- **Sentiment about sanitary safety below the competitive norms** but less from hygiene issues than **co-living issues with other guests** not respecting rules in place.
- The **check-in and check-out** (generating potential “frictions” between guests) raise a bit more negative comments than average competition.
- The overall **value for money** sentiment for lodging is high and **in line with competition**.

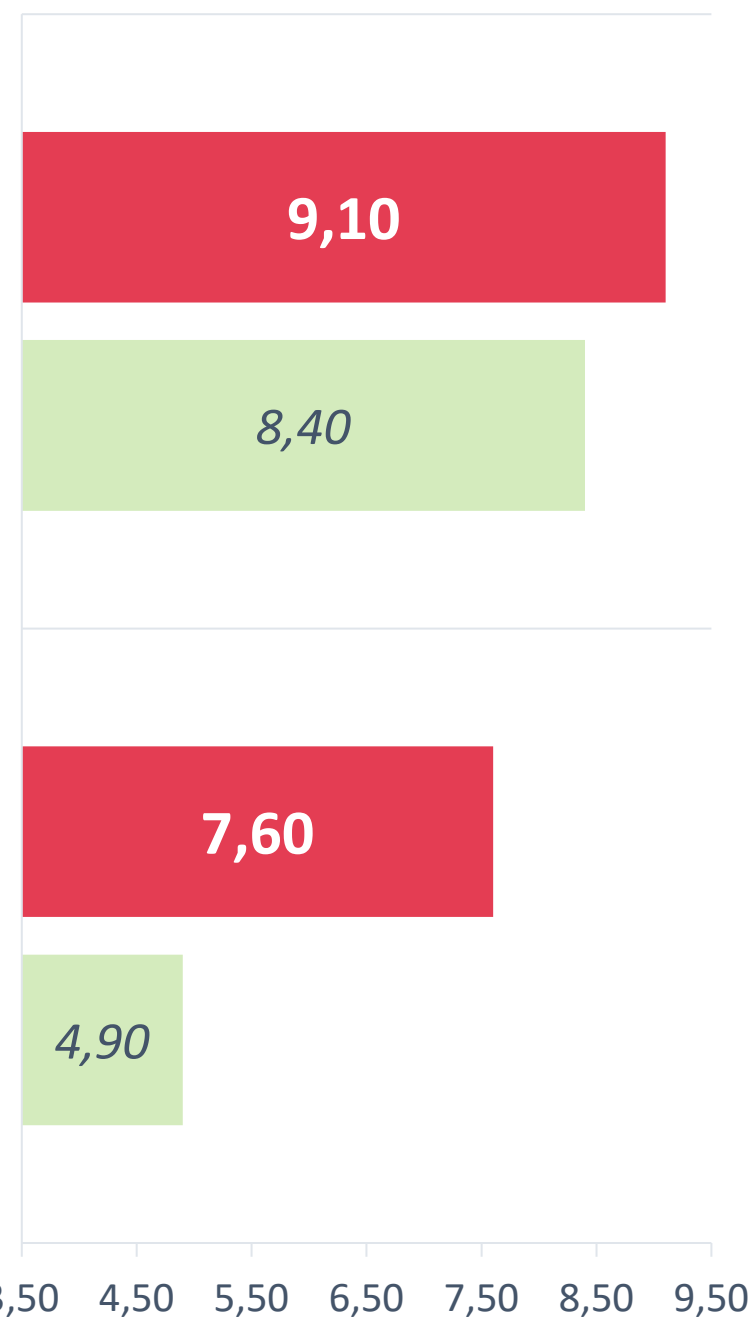
Good Practice

Adina Hotel Vienna Belvedere

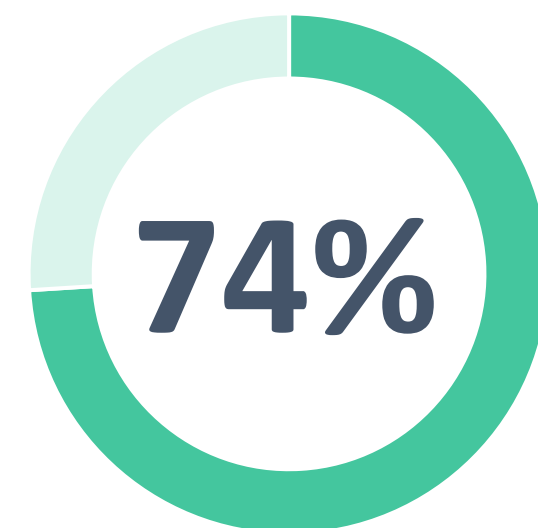
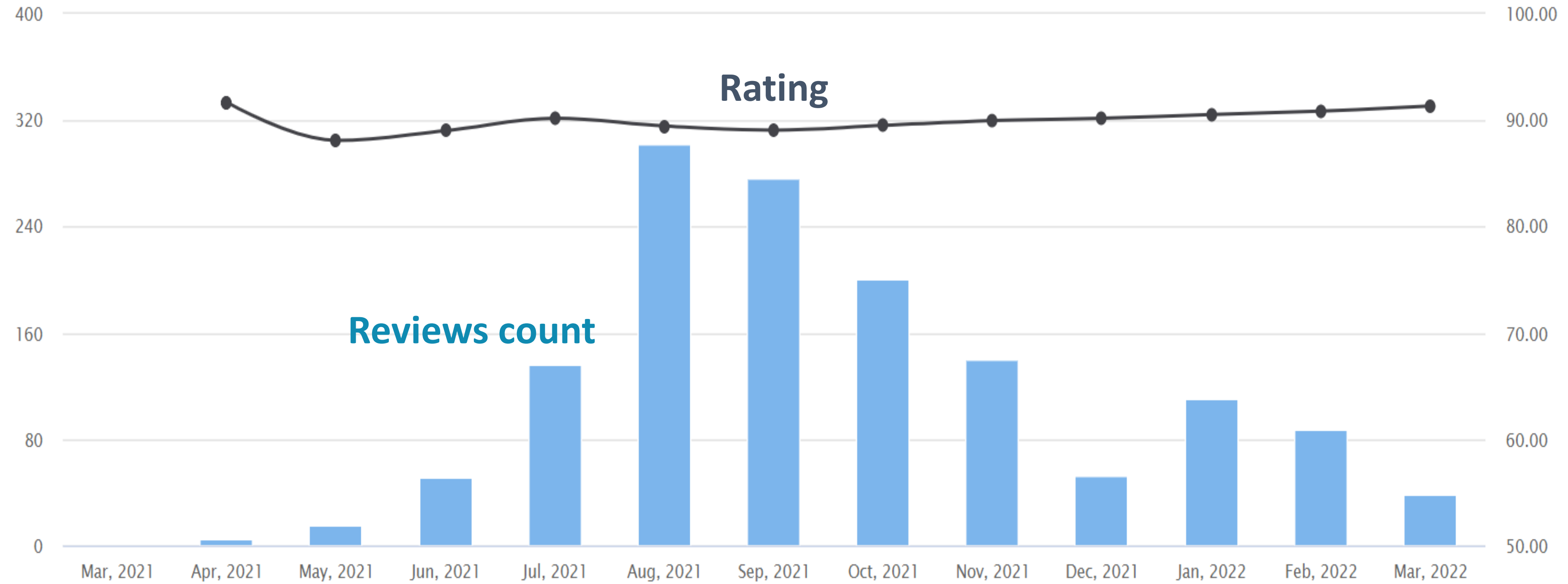


■ Adina ■ Avg Vienna

★
OVERALL RATING



🧴
SANITARY SAFETY



Response Rate to negative guests' comments

Best practise

Paris – Caron de Beaumarchais (9,2) A voyage hotel into the XIII Century

A total themed boutique hotel centered on a famous historical period and poet. All senses are activated to feel like you play in a movie staged two centuries ago



Cozy and romantic

By 852emanuelat on December 28, 2021

10

General

The position is perfect to fully enjoy the Marais quarter, the hotel is very close to brasseries, delicious boulangeries and lovely places to have coffees and croissants outside. There are interesting bookshops, pastry and chocolate shops near it, there are two metro stations only five minutes to the hotel (saint paul station and hotel de ville station) also, you can very easily find electric cars to rent. The hotel is a cozy jewel and everyone passing by can't help but staring at it because the colors and the upholstery bring you immediately in the XVIII century, that's why it's a very Instagrammable hotel. The personnel is very kind and helpful, if you get the room with the balcony you can have breakfast outside while enjoying the view on the street. A very important and noticeable thing is that is a pet friendly hotel obviously if your pet is educated and this brings five stars to this hotel. One more important thing about it is that it's very clean and the shower is perfect, especially after you've been outside the whole day, a perfectly working shower is what every tourist needs and many clean towels every day. The bath set is from Acqua di Parma, there are various pills, the room is very clean, comfy and cozy. Our stay was just perfect, I hope to come there back soon!

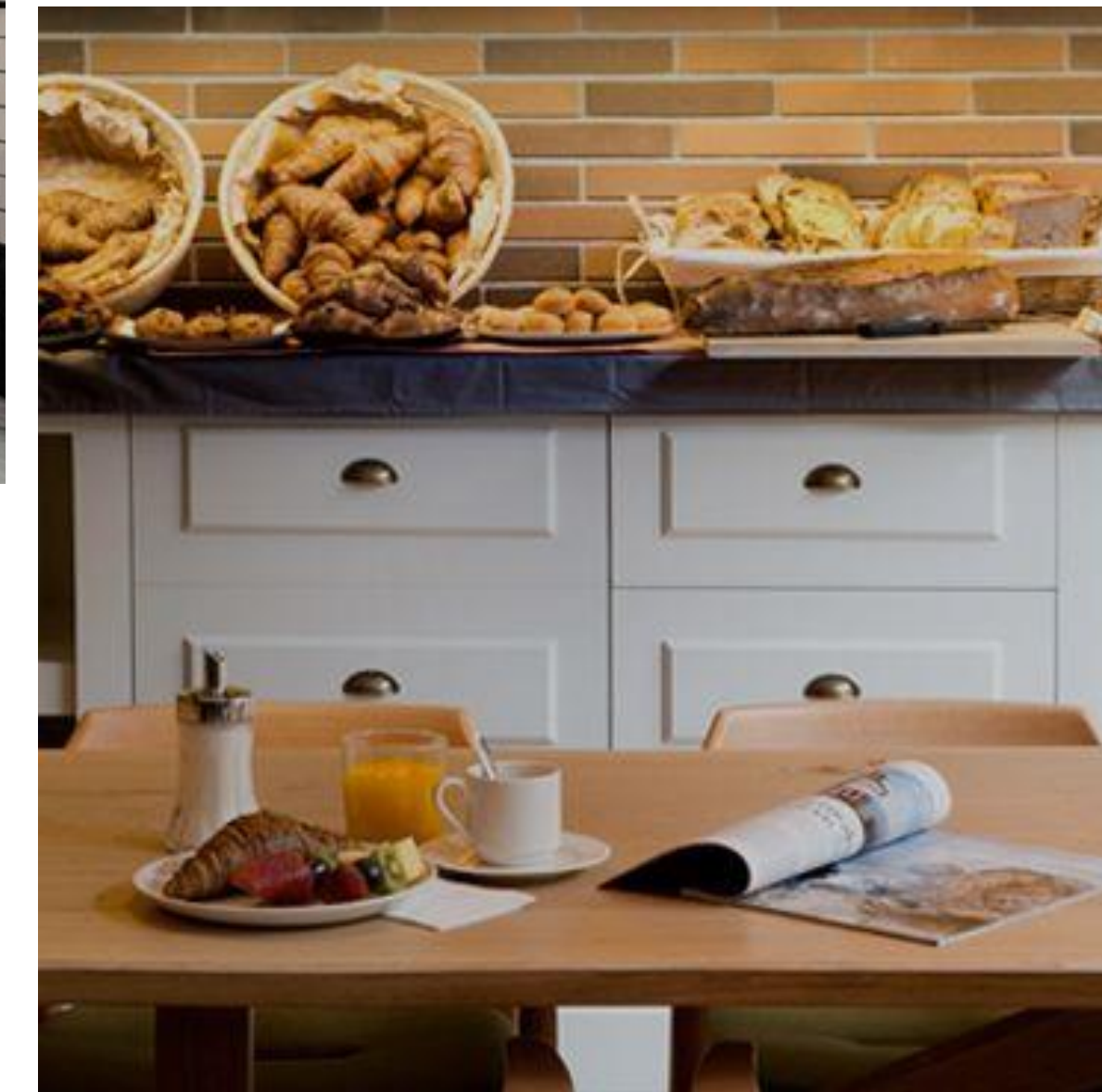


Best practise

Barcelona – Praktik Bakery Hotel (8,8)

A night in a bakery!

This hotel incorporates a high-quality bakery where you can taste delicious bread and pastries prepared in a traditional way. The hotel is located in the city center, close the Metro Diagonal.



Reviewed: 24 February 2022

Perfect location, bakery and staff

10

😊 · I loved it! Perfect location, kind & helpful staff, clean and cozy room, comfortable bed, huge shower, balcony with view of Sagrada Familia and the smell of fresh bread in the morning from the bakery was my favorite. I enjoyed every breakfast, everything was absolutely delicious. I can highly recommended and on my next Barcelona visit I will definitely stay there again!



Ljubljana – Youth Hostel Celica (8,8)

Welcome to your prison!

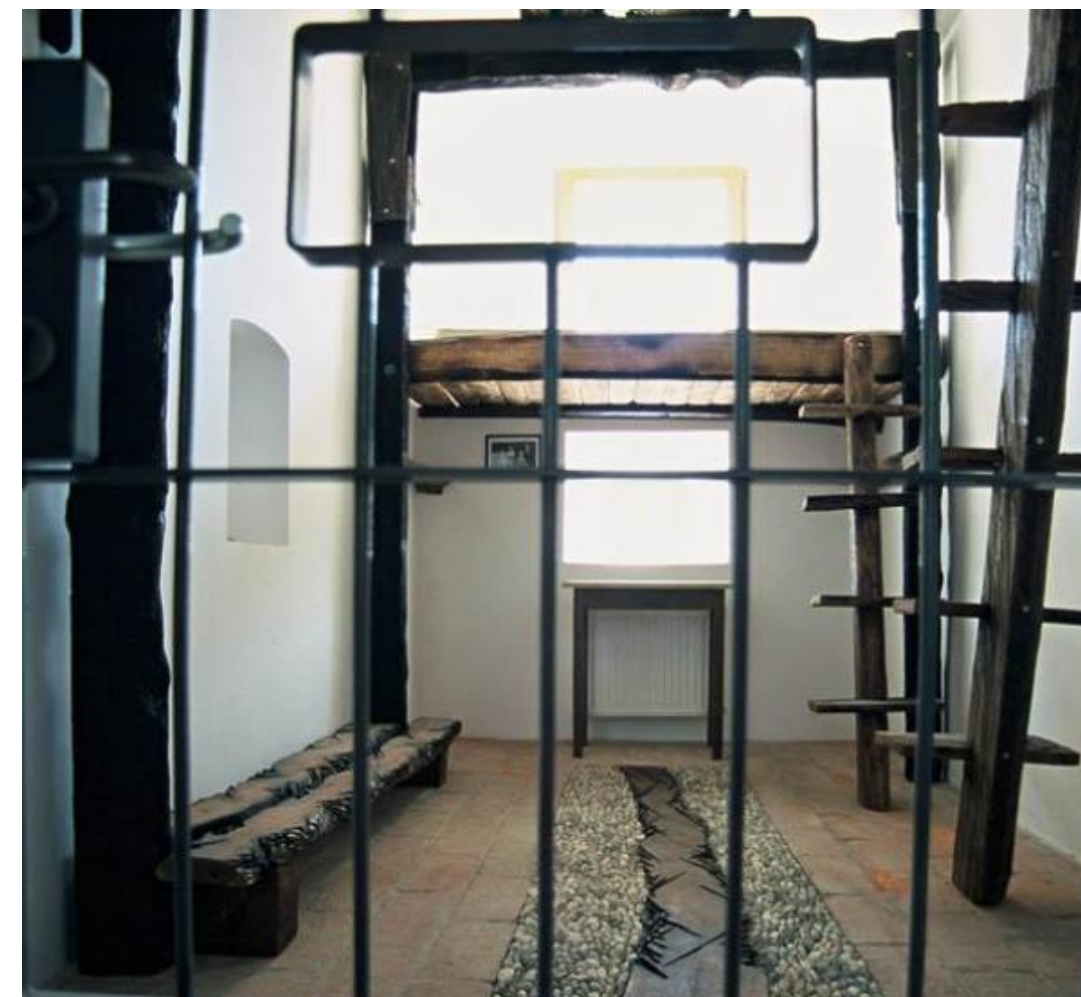
A former prison converted into a youth design hostel, which has kept all the atmosphere and gamify the hospitality experience as if you are a prisoner! Welcome to your cell!

★ **Reviewers' choice** Reviewed: 24 November 2021

Great Hostel Experience

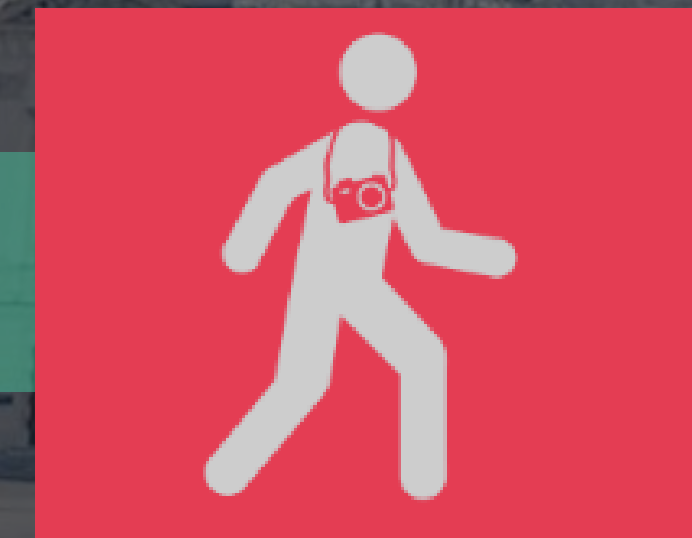
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😊 · Loved the unique prison aspects of the place. it made for a memorably stay. The staff was also incredibly friendly, possibly the most friendly I have encountered staying at hostels. It's a short walk from the hostel to both the train/bus stop, as well as the old town where the dragon bridge and castle are located. Recommend!



- Offer **more space for socializing** and selling a “**sense of place**” more than just a place to stay at
- **Better training/managing the “co-living” aspect between guests** for alleviating risks of tensions/frictions
- Importing more **hedonistic / self-indulging experiences** into the lodging: *food tasting, meet the artist, design...*
- **Going the extra miles** into the hospitality & guest support related to:
 - “Travel papers” in Covid Era (PLFs, Pass, Covid testing centers...)
 - Activities planning (what is closed/opened/restricted/booking...)
 - Mobility options for maximizing the full experience of revenge visitors
- Developing **high-end food experiences** for visitors with high spending power (est. 18% of international travellers)
- **Sustainability engagement** not optional anymore

VIENNA RATING – FOCUS ON ATTRACTIONS





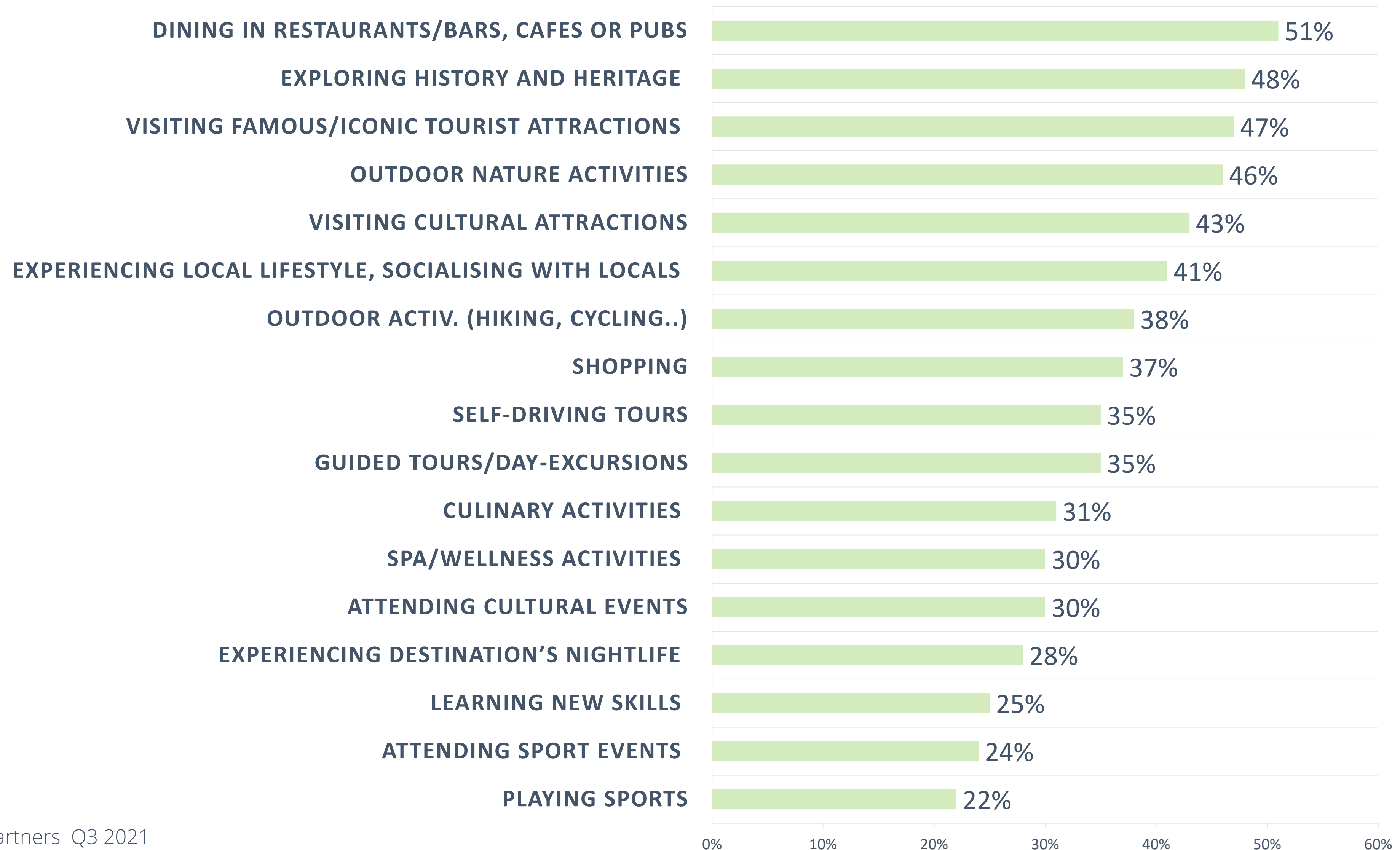
Guests' Comments
From 30+ Review Websites



Recently heard ...

- ✓ **807** Attractions and Activities in Vienna
- ✓ **Randomly selected** - All quality levels
- ✓ **975 K+** Ratings and Reviews shared during 2019-2021
- ✓ **Benchmark** vs *AVG ratings in Paris, Prague, Berlin, Barcelona, and Amsterdam for the same period*

Thinking about your level of confidence related to sanitary safety, how interested would you be in the following activities during your next international trip ?
 Base: Respondents who plan on taking an international leisure trip in the next 12 months (n = 7,450 – 13 markets)



What drives Sentiment in Covid Era?

FREQUENTLY HEARD IN EUROPEAN ATTRACTIONS

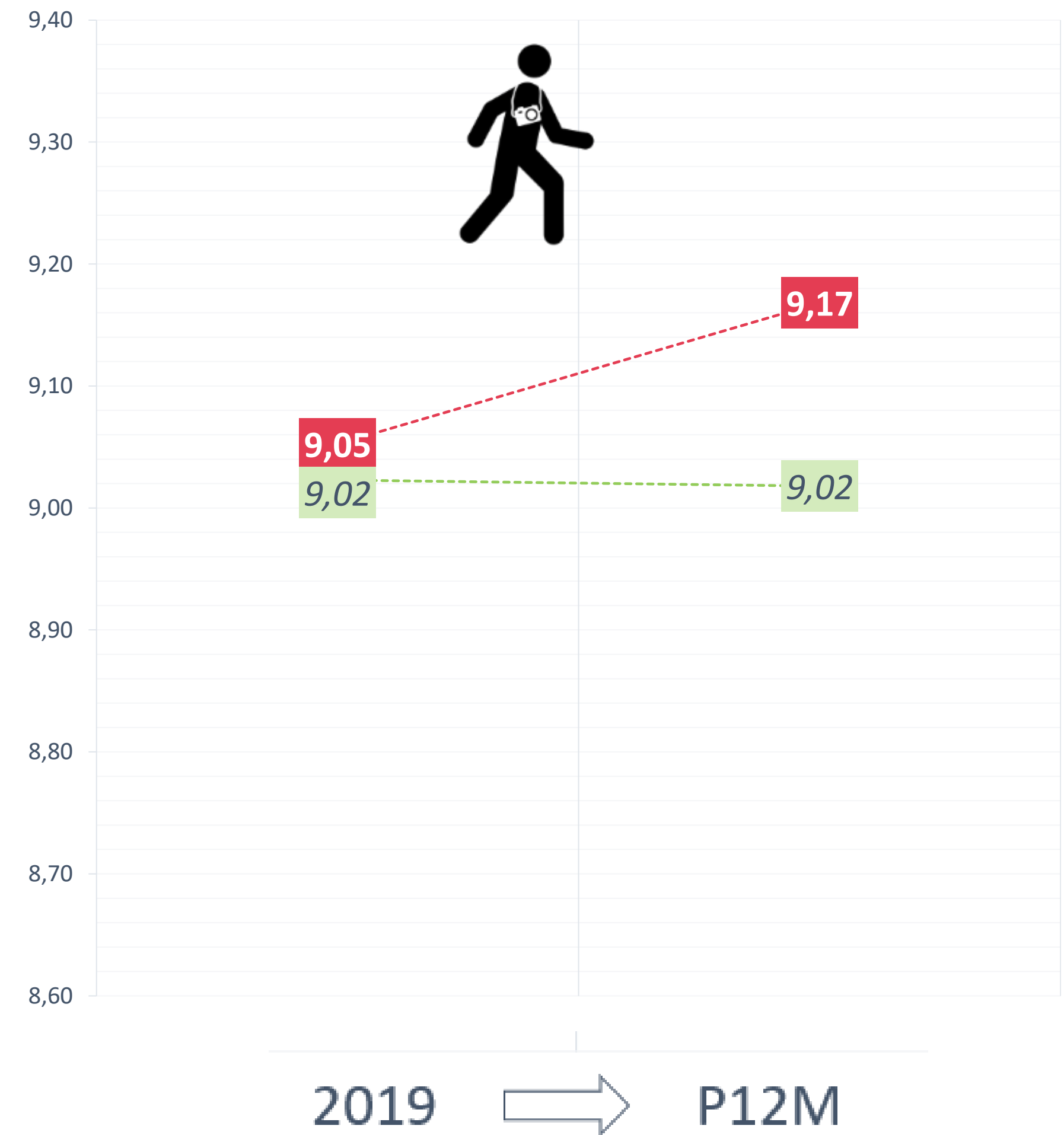
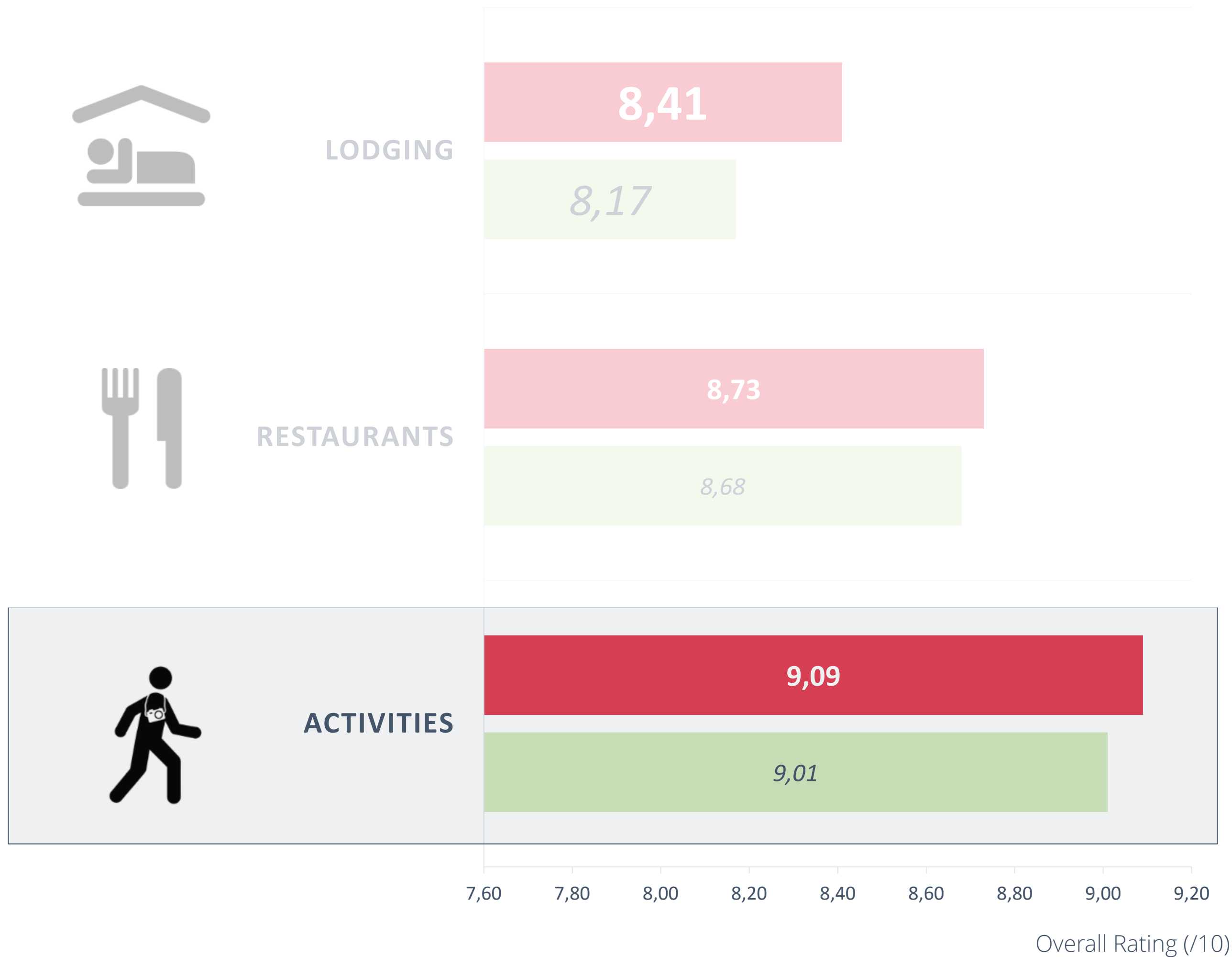


- ✓ Strict and clear sanitary protocols
- ✓ Application of sanitary pass
- ✓ No crowds, reduced queues, maintained social distancing
- ✓ A feeling of privilege / VIP visit with only a few people
- ✓ Cleanliness of spaces
- ✓ Well informed visitors
- ✓ Good overall organisation
- ✓ Good maintenance of the place
- ✗ Crowds, insufficient social distancing (no control over visitor flow), long queues, absence of online pre-booking systems...
- ✗ Staff not warning or informing visitors about COVID safety measures
- ✗ Visitors who do not follow the rules of hygiene and social distancing
- ✗ Limited experience due to COVID restrictions (e.g.: No audio guide, no toilet or catering available)
- ✗ Too strict COVID restrictions for booking (online tickets only, etc.)
- ✗ Hygiene issue in general
- ✗ Lack of qualified personnel

High and competitive Ratings

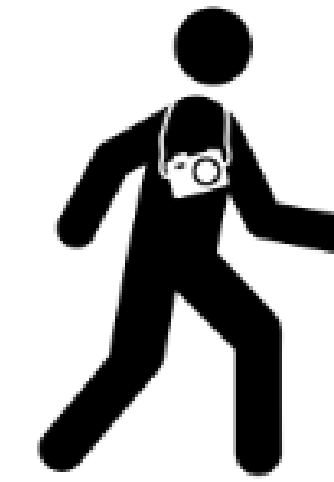
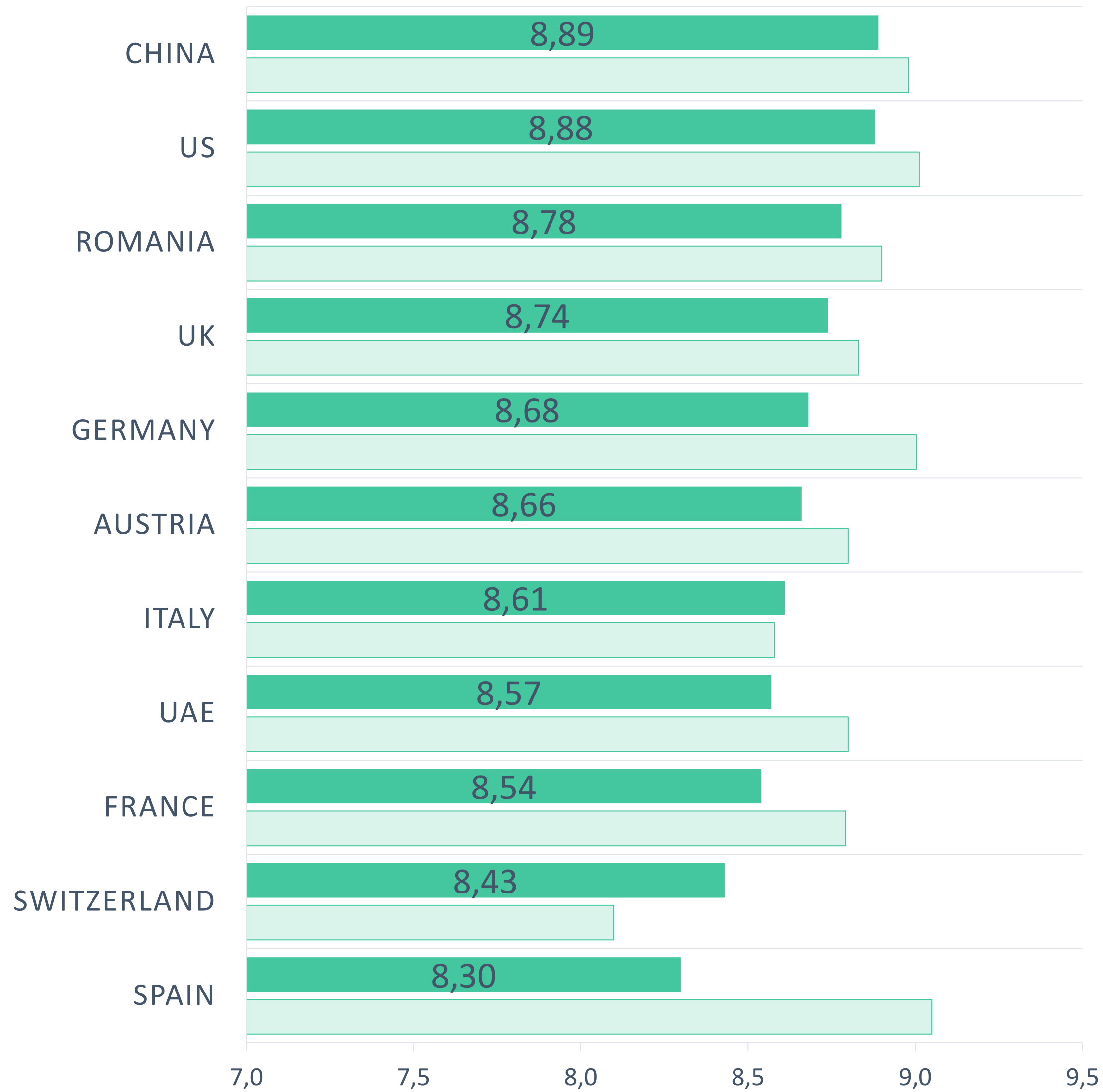
2019 TO DATE (10/2021)

■ Vienna ■ Benchmark



Rating per Market

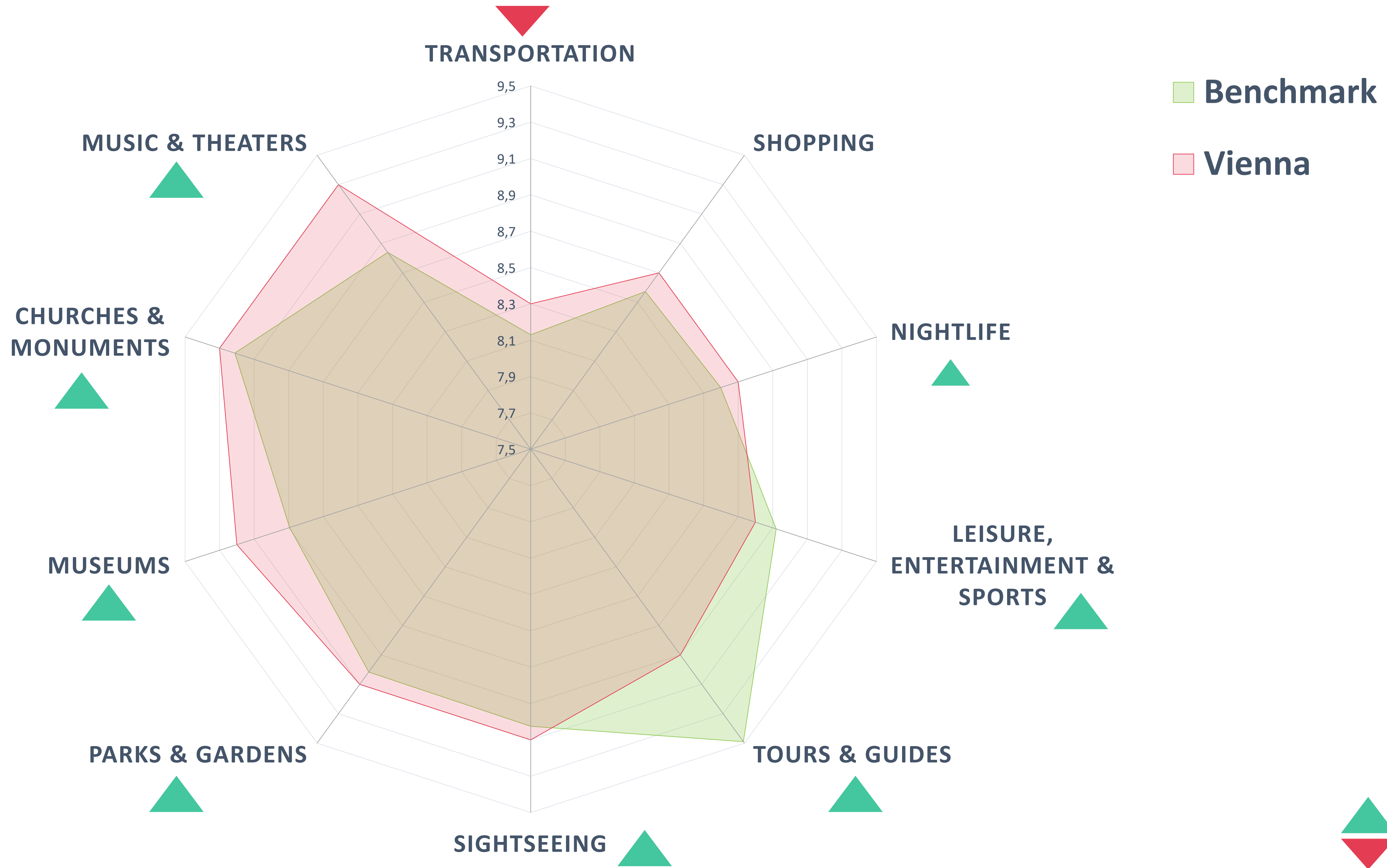
2019 TO DATE (10/2021)



■ Vienna
■ Benchmark

Overall Rating (/10)

Ratings – Competitive Assessment



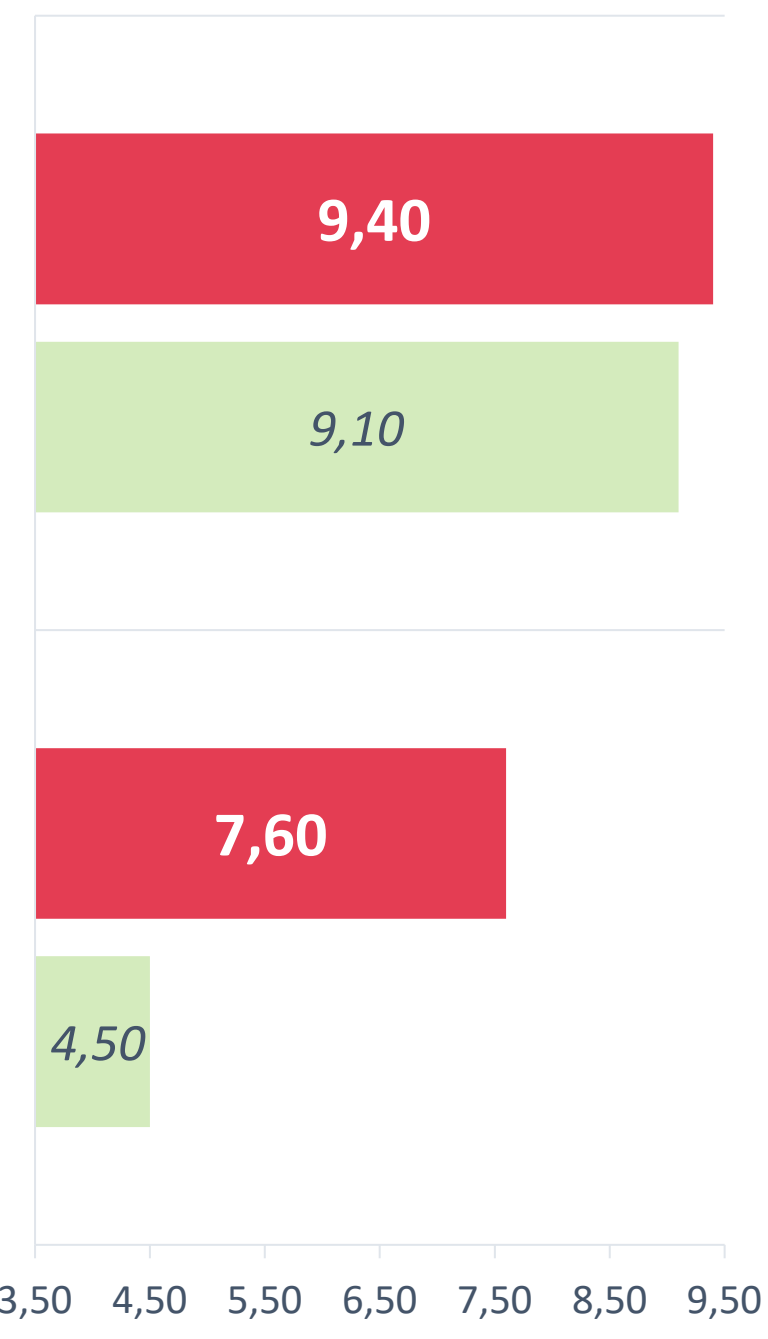
- **Great “sense of place” and atmosphere**
- Positive comments on classic cultural attractions + **Food & Beverage** inside attractions
- **Great comments on socializing opportunities** and atmosphere (great USP in Covid Era!)
- ...but social distancing and **pandemic precautions sometimes difficult to manage**
- **Fun** more driven by the **nightlife atmosphere** rather than daytime entertainment activities
- Attractions' **value for money** mentioned more positively than negatively but is **not a competitive advantage for Vienna**

Good Practice

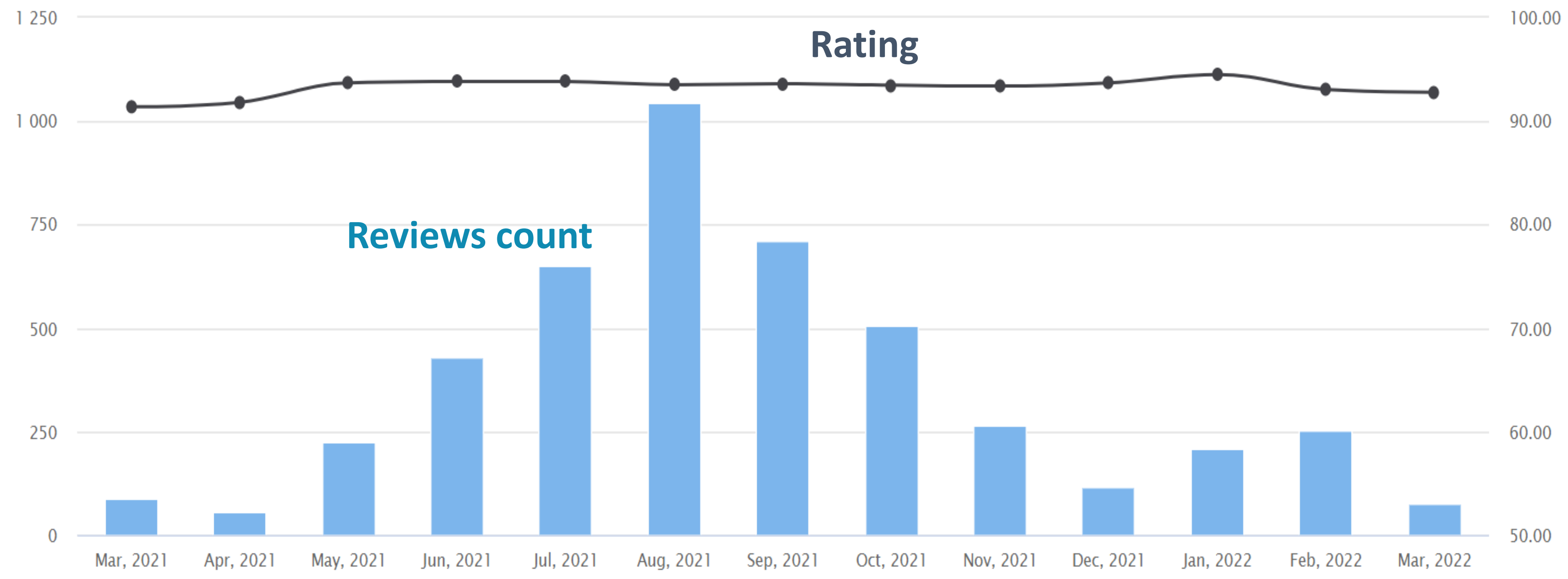
Tier Garten – Vienna Zoo

■ Tier G. ■ Avg Vienna

★
OVERALL RATING



🧼
SANITARY SAFETY



Tier Garten – Vienna Zoo



By GetYourGuide traveler on March 10, 2022

10

General

Sehr schöner Zoo

Man kann es anschliesend an die Schlossbwsichtigung anhängen u hat so ein tolles

Tagesprogramm



Must visit

By Ksiale on March 7, 2022

10

General

Βρίσκεται στο πίσω μέρος του παλατιού.

Είσοδος 22ε

Χρειάζεται να περπάτησετε σίγουρα 2-3 ώρες για να δείτε όλα τα ζώακια.

Έχει παρά πολλά είδη ζώων σε συνθήκες κοντά στις πραγματικές συνθήκες ζωής τους



By Rigonda Pasile on March 7, 2022

10

General

Ļoti skaisti un ļoti daudz patīkamu emociju.



By Олександр Марченко on March 4, 2022

10

General

Прекрасный парк для прогулки всей семьёй. Дети могут увидеть большое количество животных, насекомых, птиц, рептилий.

Дети восторге от увиденного.

Рекомендую!



By Ana Gavilan Alvarez on January 9, 2022

10

General

Amplio, bien cuidado y con amplia variedad de animales. Perfecto!!



By Romana Hieß on October 4, 2021

10

General

Ein toller Tag im Tierpark Schönbrunn. Der Park bietet soviele tolle Gehege und spannende Einblicke in die Tierwelt. Sowohl für die "Kleinen" als auch für die "Großen" gibt es wirklich jede Menge zu entdecken. Obwohl viele Leute vor Ort sind, verteilt es sich sehr gut und es gibt nirgends Gedränge oder Stehzeiten aufgrund der Covid Maßnahmen. Toller Ausflug mit viel Erlebnis, Spaß und eine große Artenvielfalt. Jederzeit gerne wieder!



Amsterdam – *The Milkmaid Project (9,3)*

17th Century portrait photo studio

Have your picture taken as Vermeer’s The Milkmaid or Girl with a Pearl Earring, as Rembrandt or as William of Orange (by Adriaen Thomasz Key) in our spectacular 3D photo set. You can play the starring role in any one of these remarkable paintings. Step straight into the 17th century, wearing one of a dozen costumes that have been replicated in meticulous detail, surrounded by real 17th century props, and be transformed into a portrait of a Dutch masterpiece.



Excellent pictures and great experience!

By Jos on January 3, 2022

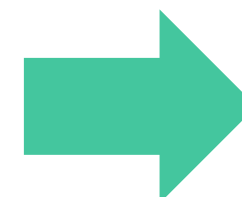
✓ Replied

10

General

Great experience, Sander works in great detail, a fun experience. And a great reminder of the golden age of Holland. Having yourself in one of the most famous paintings is a really nice experience!

A must for The Dutch and tourists!



Management Response

Thanks Jos for the compliments. The shoot was a pleasure.

- **Attractions turned into socializing opportunities** with friends or families or business colleagues
- Developing more **entertaining and fun/unique/less conventional** experiences, especially **during the day**
- Developing **hybrid experiences**: *Indoor & Outdoor, Foodies moments inside cultural attractions, Pop-up events*
- Developing further **hedonistic experiences** that can meet today's appetite for escaping the pandemic context
- Developing new itineraries based on **themes and niche/passion tourism** (*Film location tours, Photo safaris...*)
- Developing **high-end luxury offers** for visitors with high spending power (est. 18% of international travellers)
- New Generation **“Walking Lightshows”** using architectural assets for staging a full sensorial experience
- Guiding to local experiences that gently mix with **local communities** (*escape games, ice-skating, libraries...*)

VIENNA RATING – FOCUS ON RESTAURANTS





Guests' Comments
From 30+ Review Websites

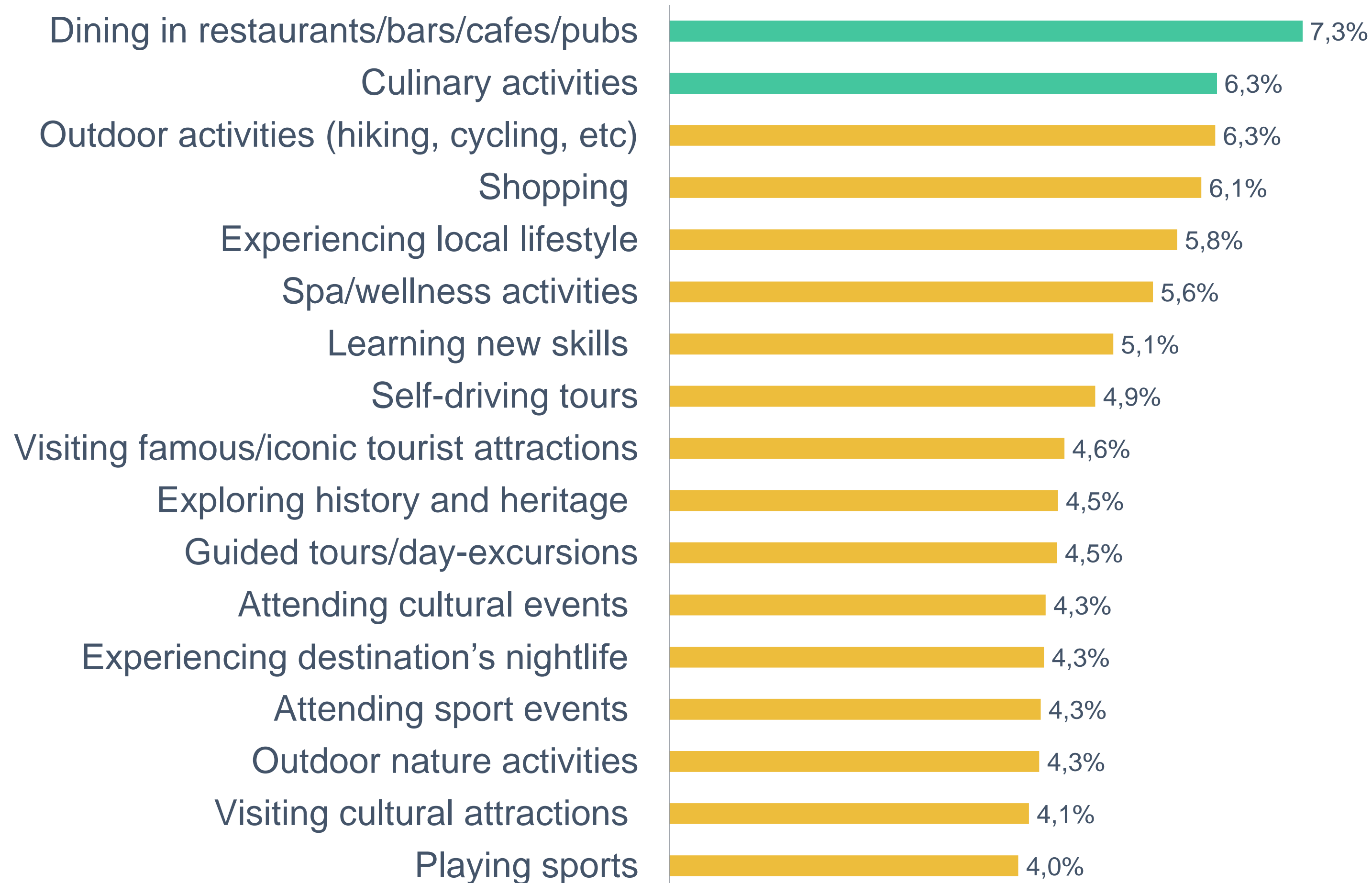


Recently heard ...

- ✓ **271** Restaurants and food places in Vienna
- ✓ **Randomly selected** - All quality levels
- ✓ **132 K+** Ratings and Reviews shared during 2019-2021
- ✓ **Benchmark** vs *AVG ratings in Paris, Prague, Berlin, Barcelona, and Amsterdam for the same period*

Thinking about your level of confidence related to sanitary safety, how interested would you be in the following activities during your next international trip ?
 Base: Respondents who plan on taking an international leisure trip in the next 12 months (n = 7,450 – 13 markets)

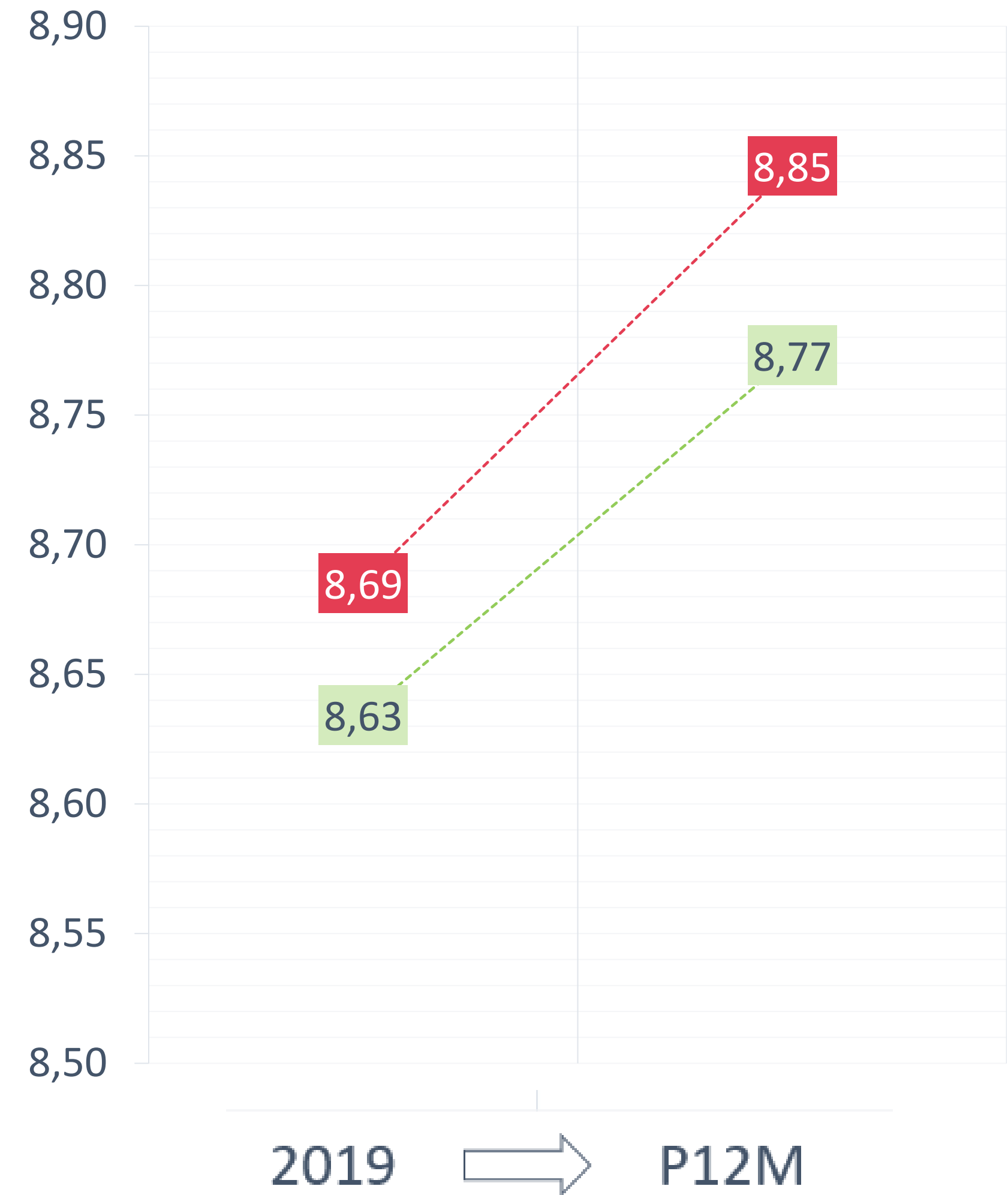
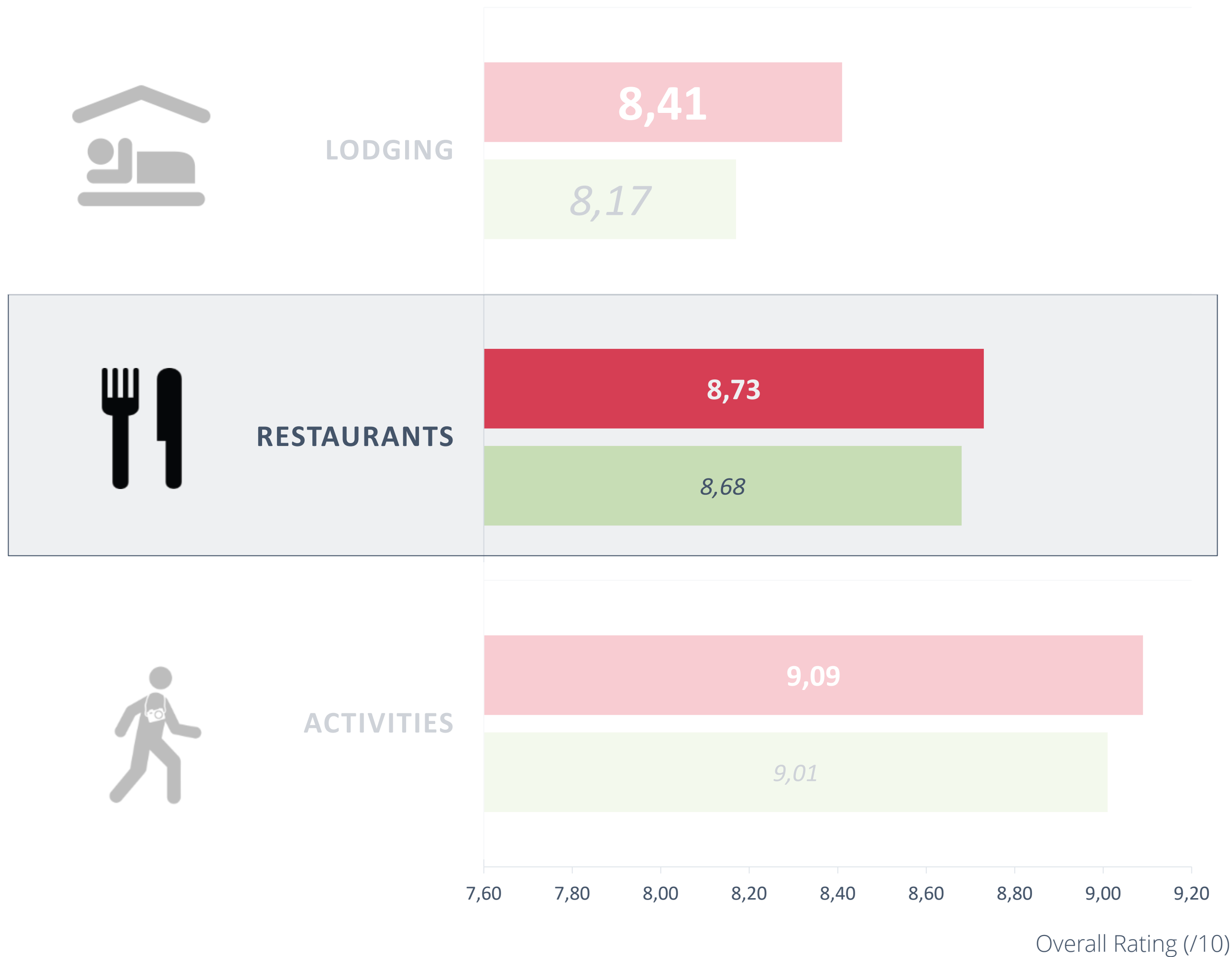
Increase (+) in interest levels in... Q2/Q3 2021



High and competitive Ratings

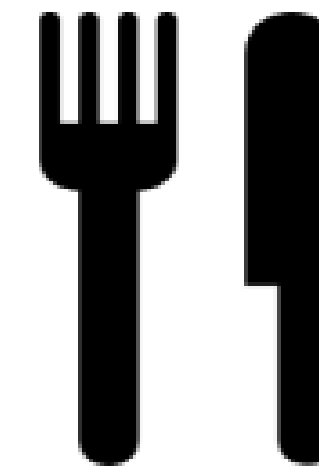
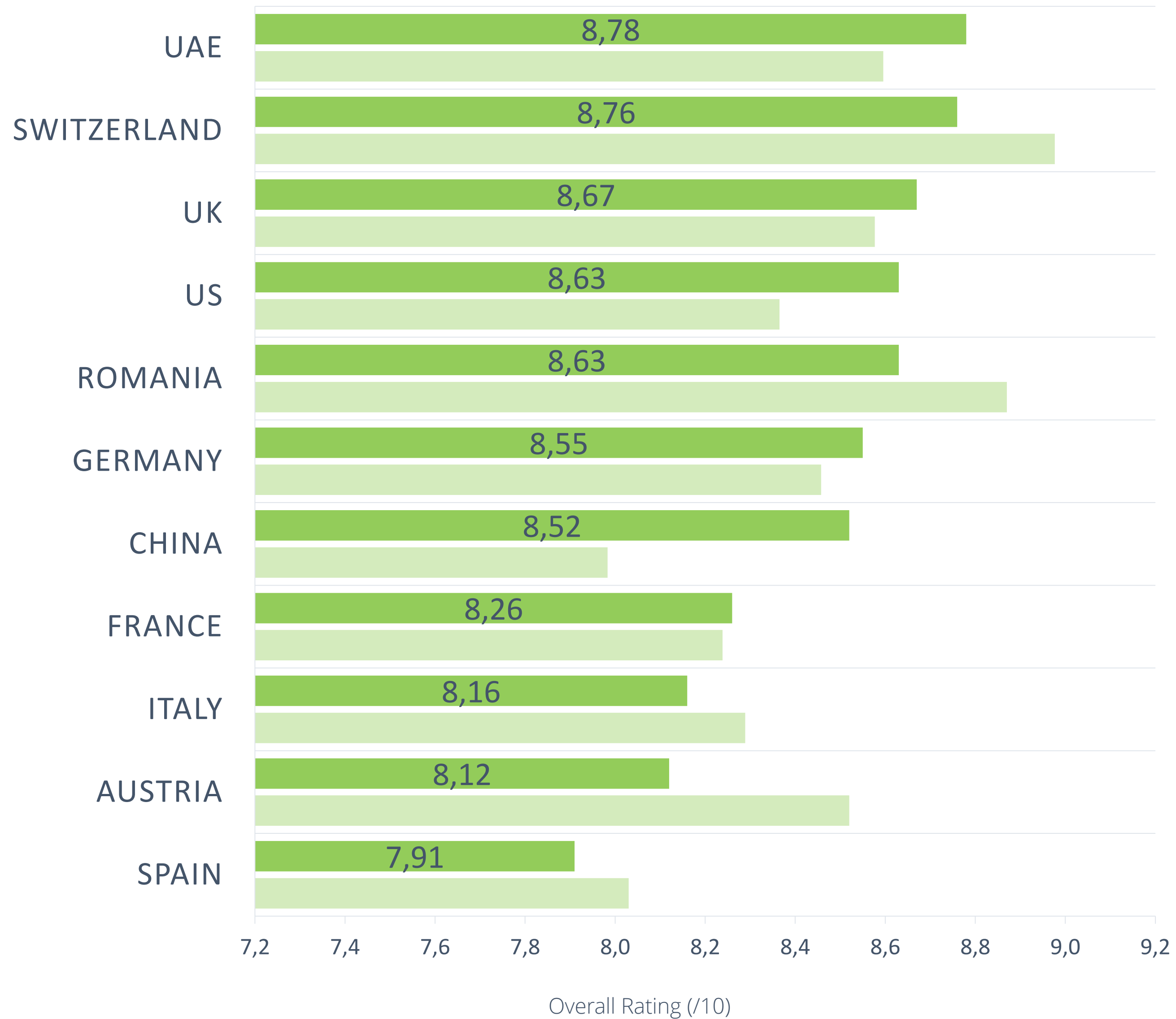
2019 TO DATE (10/2021)

■ Vienna ■ Benchmark



Rating per Market

2019 TO DATE (10/2021)

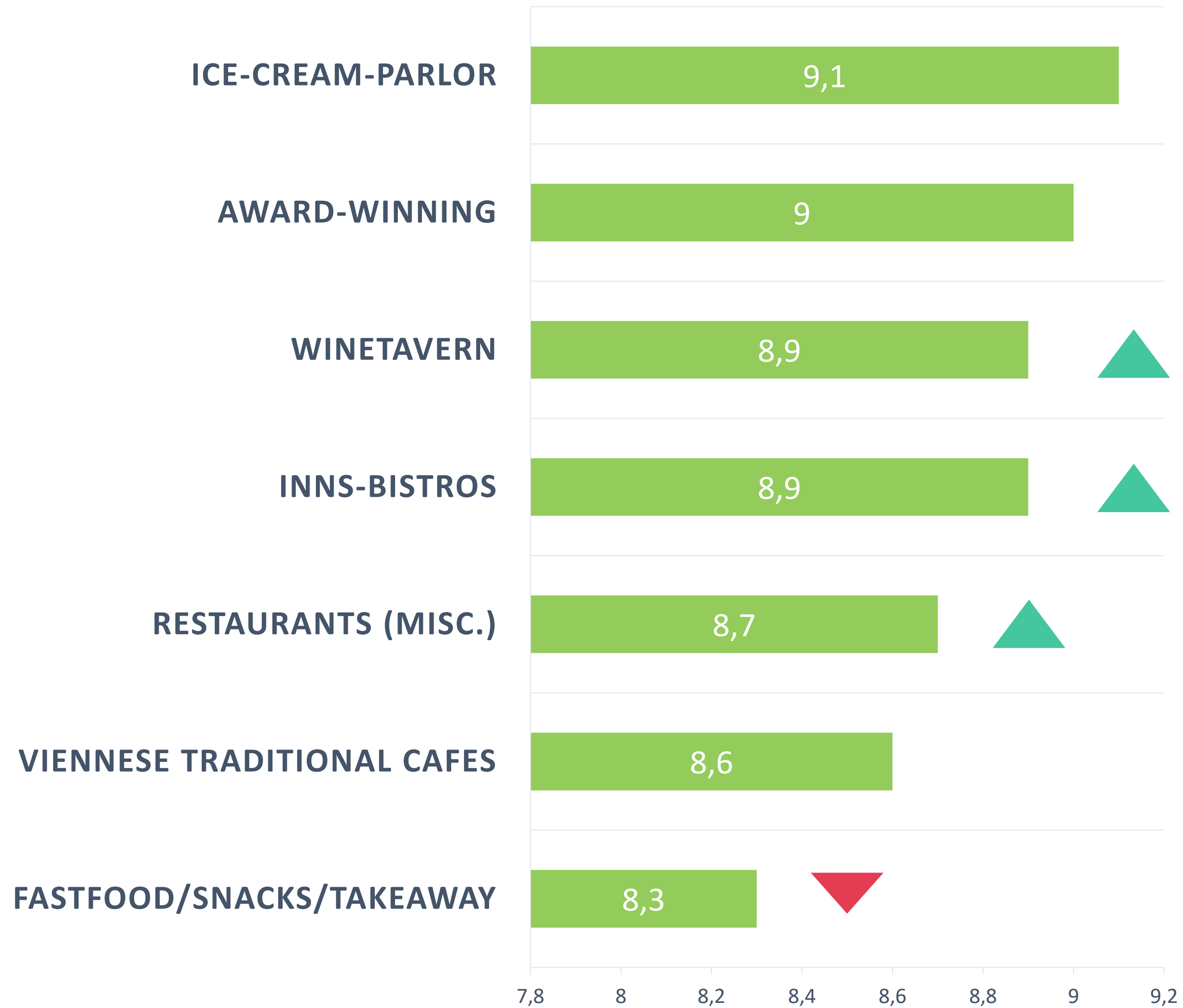


■ Vienna

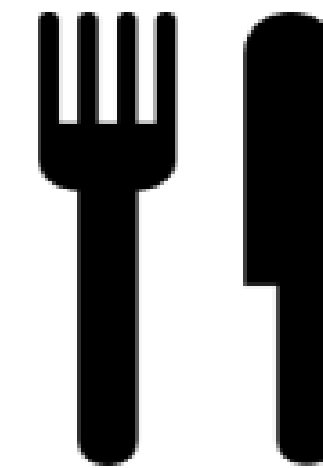
■ Benchmark

Rating per Sub-Categories

2019 TO DATE (10/2021)



  Vs Pre-Covid



Wine Taverns fit well the search for “feel-good” (post)Covid “tasteful retreat”

10



By Christoph Hoehne on August 24, 2021

General

Incredibly good spot for good wines and great food. Great recommendation for anyone looking for a tasteful retreat.



Simply to feel good in the Heurigen garden under the shady canopy of grapevines surrounded by oleanders.

10

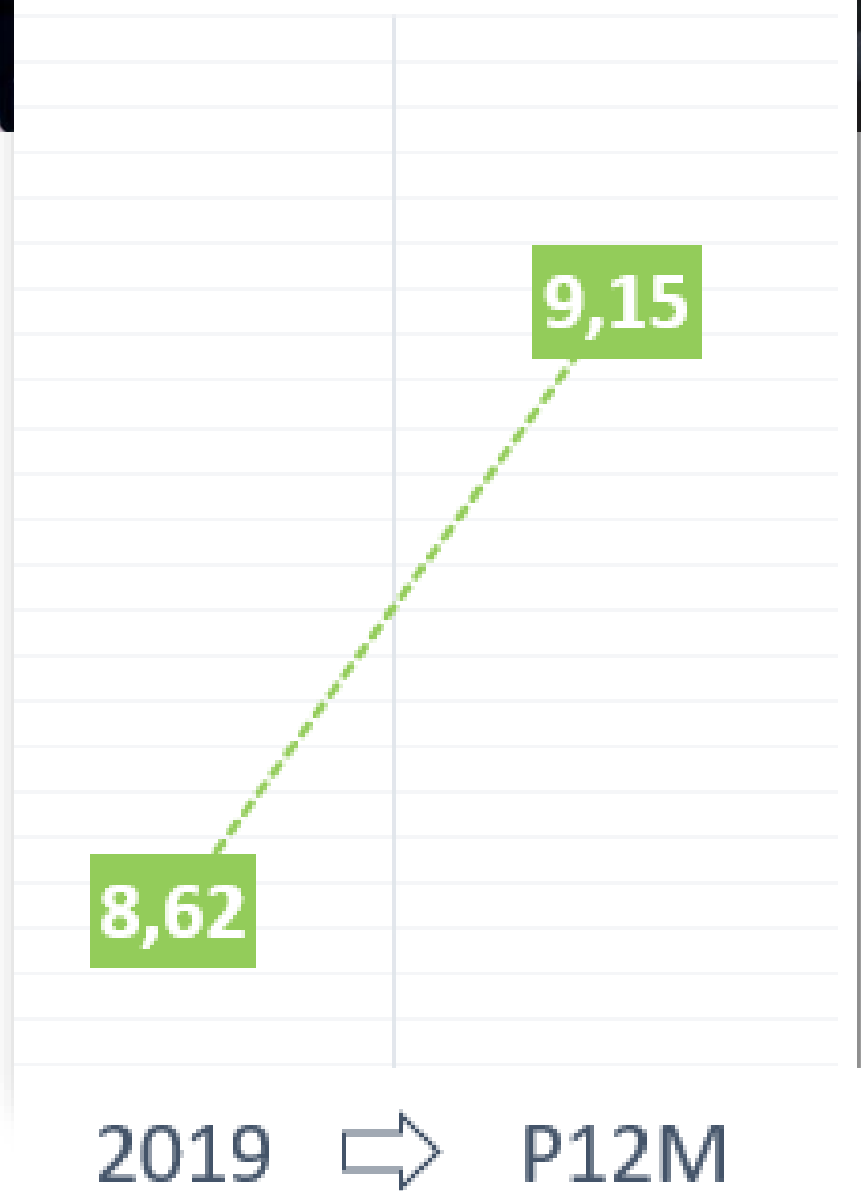
By A S on July 18, 2021

General

Just as a Heuriger should be that is not geared towards tourists, a very attentive and friendly family business. The garden is equipped with simple seating on beer benches, the range of wines on the menu is extensive and tempts with very reasonable prices (an eighth approx. 2 €) for tasting and tasting. There are also homemade specialties from the buffet or breaded Surschnitzel (2 giant schnitzel) with salad. With public bus lines right outside the front door, the Heurige is well connected to Oberlaa, because driving yourself after an extensive visit would not be a good idea. As the icing on the cake, you can buy the wines that you liked best there at the price from the farm and import the taste and the Heurigen flair home with you.

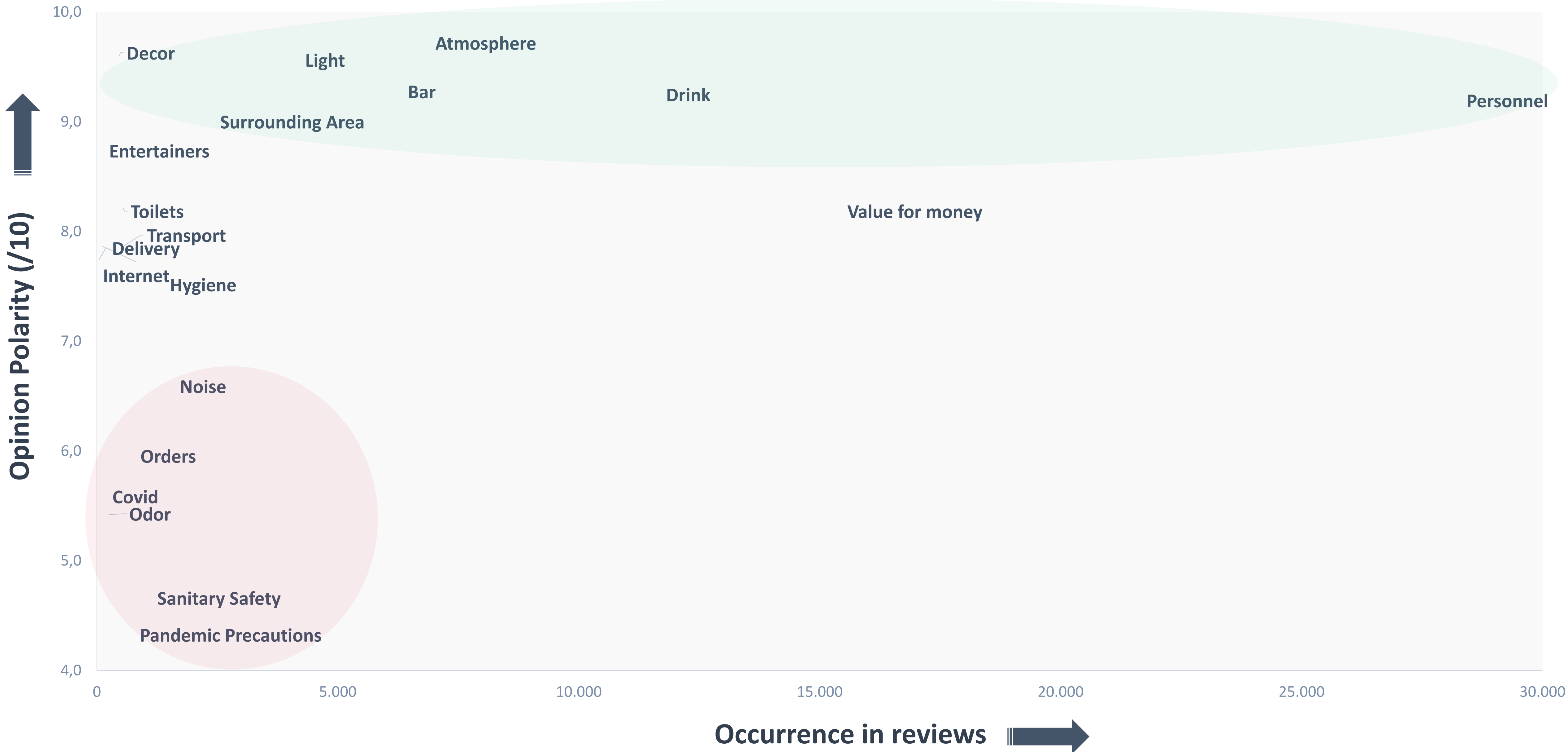


Wine tavern



Restaurant Guests' Sentiment Mapping

2019 TO DATE (10/2021)



2019 TO DATE (10/2021)

Topics	Reviews count	Sentiment (/10)	Benchmark
Food quality	60315	9,47	9,43
Personnel	28507	9,24	9,19
Value for money	15427	8,18	8,50
Drink	11665	9,25	9,07
Atmosphere	6878	9,72	9,49
Bar	6307	9,28	9,00
Light	4176	9,56	9,59
Surrounding Area	2413	9,00	9,06
Sound	1576	6,59	8,29
Hygiene	1371	7,52	7,89
Sanitary Safety	1111	4,66	7,46
Orders	932	6,02	5,72
Pandemic Precautions	746	4,33	5,88
Toilets	540	8,22	8,58
Transport	485	7,85	8,28
Decor	470	9,60	9,60
Odor	251	5,42	5,58
COVID	177	5,59	6,26
Internet	117	7,87	9,15
Entertainers (music...)	109	8,74	9,25
Delivery	45	7,74	7,79

- Vienna offers a place for an **enjoyable reconnection for food lovers.**
- Positive sentiment heard in many aspects, from the inherent **quality of the food and drinks** to the **staff efficiency** and the **overall atmosphere.**
- **However, the competition rivals for :**
 - Value for money (mind the tourist traps...)
 - Entertainment
 - Internet access
 - Pandemic precaution sentiment



Budapest – *The Makery* (9,6)

The DIY dining experience

The Budapest Makery is a DIY Kitchen and Bar. You make a reservation for just yourself, or a group, and when you arrive you're given a menu to choose from. Each person can select their own meal, just like in a regular restaurant, and then you'll be given the prepared ingredients and a tablet with video instructions. Once you've prepared your meal you can sit and enjoy it at your table and the staff will do all the cleanup! The prices are reasonable, the menu is varied and it's a very unique way to have a meal in Budapest.



●●●●● Avis écrit le 28 août 2018

Such a great experience

My sister lives in Budapest and goes there all the time, and while we were there visiting her we ended up going twice. We had so much fun the first time, we decided to go again before we left.

It's such a great bonding experience, and you learn so much about the people you are with.

It's really worth coming here - you get to have fun and eat.





Brussels – *The Tram Experience (8,7)*

Fine dining & Tram City Tour

The Tram Experience offers you a brand-new contemporary adventure through Belgian gastronomy. Originality, heritage and tingling taste buds are on the menu! Belgian cuisine is being reinvented by great chefs from all three of the country's regions. Come and (re)discover Belgian gastronomy in the unique and warm atmosphere of a tram as it travels through Brussels.



A nice taste walk

By B4232Xyolivierb on October 30, 2021

✓ Replied

8.0

General

Very cool concept. The service in the tram is really very good. The dishes served are all very good in the context of a tram service. A beautiful original walk and a great moment with the family.



Prague – *The Medieval Dining* **Themed dining & show experience**

Welcome to a fascinating journey to the past! Once you reach the historical tavern, which is located right in the middle of the Old Town, take a steep stairway which leads deep into the darkness of old gothic cellars and—for this one night—also deep into the past.



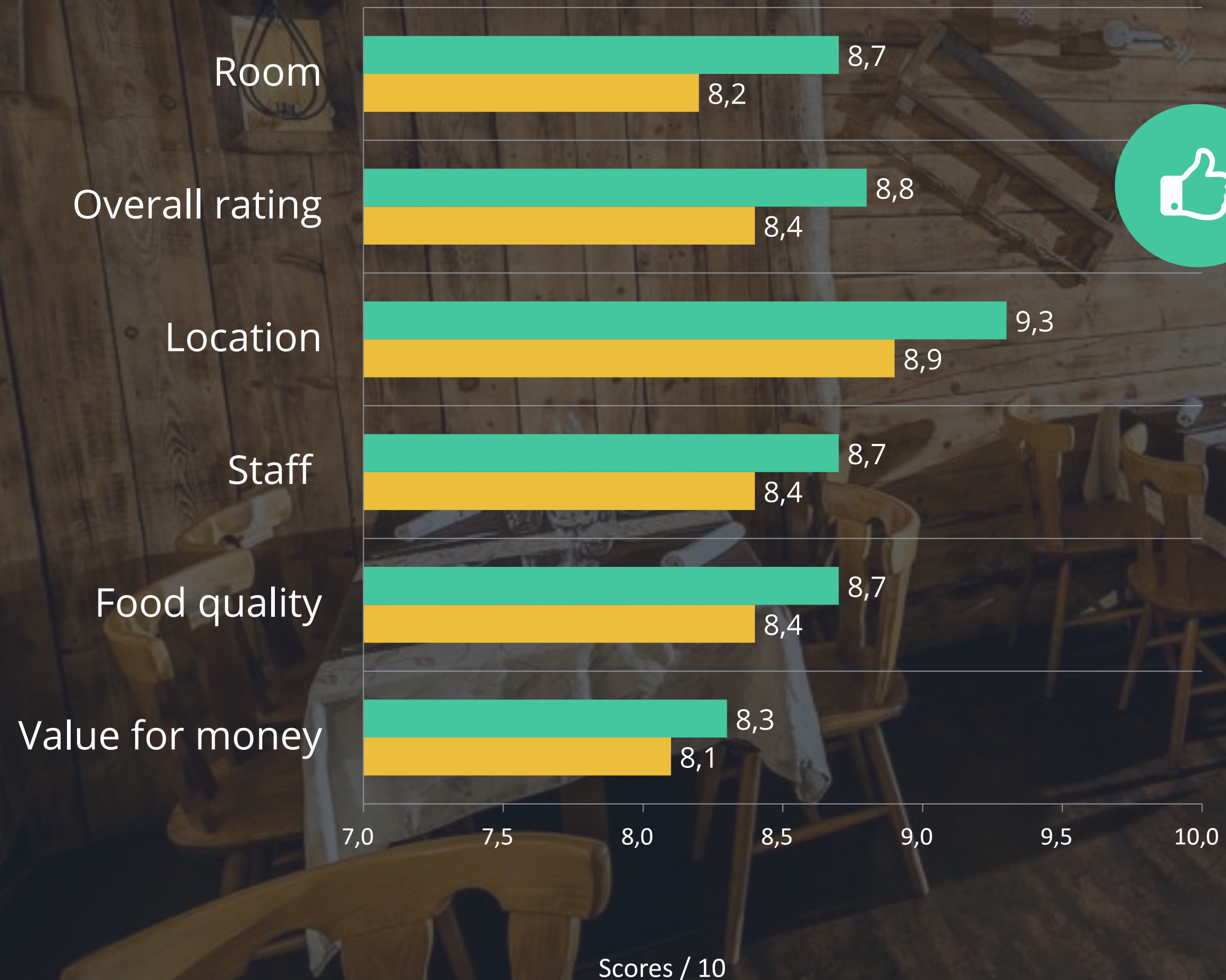
We certainly enjoyed it! It is something a bit different, and we had a good time. The decor is nice and helps to set the mood. The performers are good, and put on an entertaining show. The waiters are attentive, but have a lot of clients to attend to, despite which my tankard remained full!

Restaurants

Guest Ratings

Systematic Online Reputation Management?

■ YES ■ NO



Dimensions classées par ordre décroissant sur l'écart labellisés / non labellisés

Managing the online reputation management greatly impacts!

Example of a gap analysis made in France comparing hotels closely managing their reputation online vs average

- **Innovating further:** *food tours, cooking classes, meet the chef, organic and sustainable experiences, emerging food places, fusion, live contest events...*
- **Socializing opportunities** and “good shared moments” around a food experience
- Developing **hybrid experiences:** *Food+Design, Food+Sport, Food+Culture, Food+Shopping, Food+Yoga...*
- Developing more **entertaining and fun/unique/less conventional** experiences.
- Developing further **hedonistic experiences** that can meet today’s appetite for escaping the pandemic context.
- Developing new itineraries based on **themes and niche/passion tourism** (*Wine tourism, Vegan Tours...*)
- Developing **high-end food experiences** for visitors with high spending power (est. 18% of international travellers)
- Offering food experiences that gently mix with **local communities**