

2016 Top Luxury Hotel & Brand Report

Top Performers

Large Luxury Brands

1. Four Seasons
2. Mandarin Oriental
3. Belmond
4. Park Hyatt
5. St. Regis Hotels & Resorts

Small Luxury Brands

1. Library Hotel Collection
2. Oetker Collection
3. Innotality
4. Spicers Retreats
5. GHM

Individual Luxury Hotels

1. Belmond Palacio Nazarenas
2. Spicers Peak Lodge
3. Las Ventanas al Paraíso, A Rosewood Resort
4. The Oberoi Vanyavilas Ranthambhore
5. The Privilege Floor @Lotus Blanc

Overall Online Guest Satisfaction

Top 25 Small Luxury Brands

93.7%

Average GRIT™

Top 25 Large Luxury Brands

90.1%

Average GRIT™



Developed by ReviewPro, the industry-standard Global Review Index™ (GRI) is an online reputation score based on review data aggregated from 175+ online travel agencies (OTAs) and review sites in more than 45 languages.

Most Improved

Large Luxury Brand

Pentahotels
84.0% GRIT™ (+2.7% YoY)

Small Luxury Brand

SIXTY Hotels
83.1% GRIT™ (+6.4% YoY)

Individual Luxury Hotel

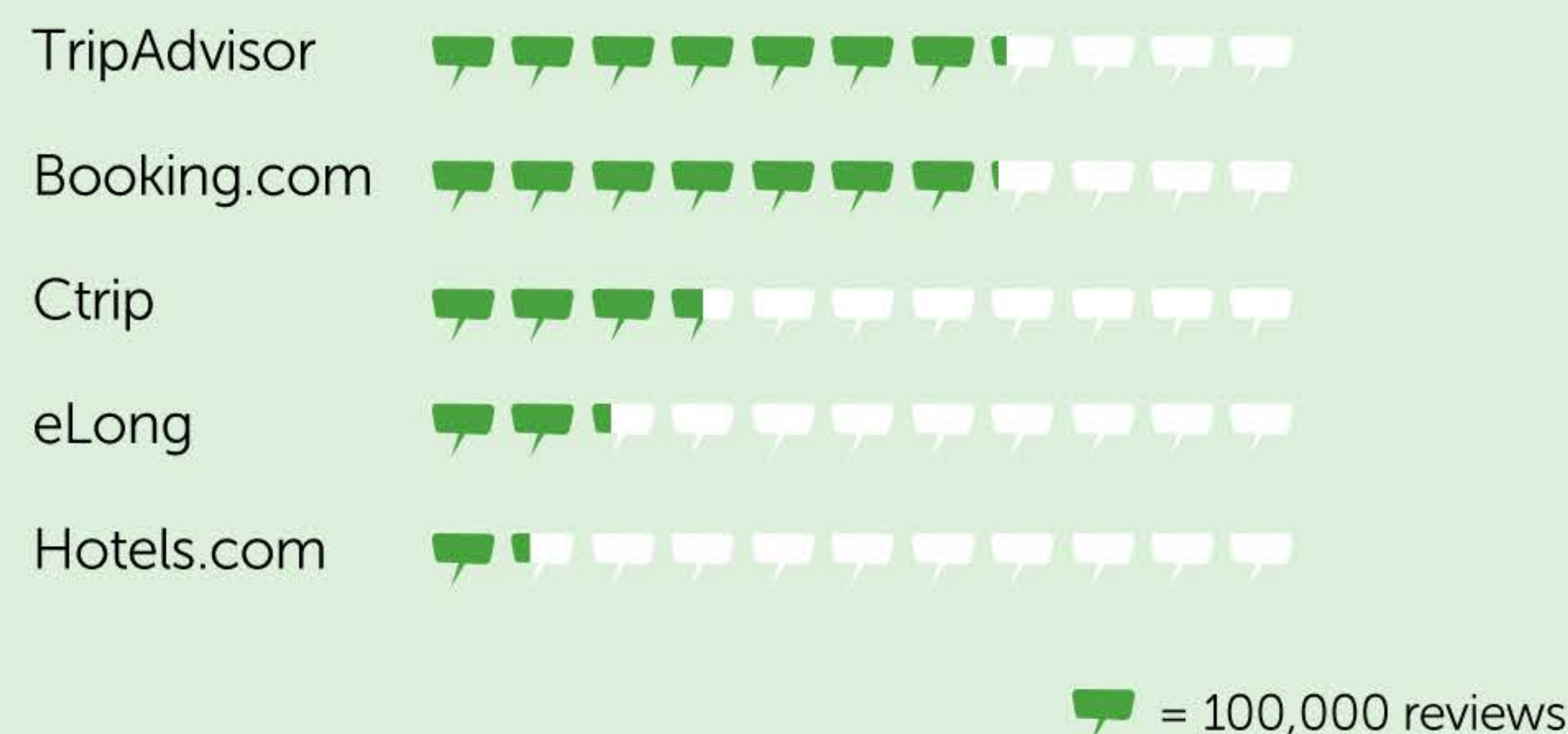
Nautilus, a SIXTY Hotel
94.0% GRIT™ (+44.6% YoY)

Luxury Hotels received **1,008** Reviews on average per hotel per year. **83%** of which were positive.

Top 5 Countries by Review Volume

1. China 703,041
2. USA 350,911
3. UAE 132,155
4. Thailand 108,717
5. UK 99,069

Top 5 Review Sites



Top 5 Most Positive Concepts

1. Staff
2. Location
3. Beach
4. Hotel
5. Ambience

Top Performing Countries

of Top 100 rated luxury hotels

1. China 23 hotels
2. Maldives 11 hotels
3. UK 6 hotels

Link between GRIT™ & Management Response Rate

The Top 10 Hotels

had an average GRIT™ of

97.7%

and a Management Response Rate of

60%

The Bottom 10 Hotels

had an average GRIT™ of

66.1%

and a Management Response Rate of

19%