

3rd Party/OTA

vs.

Rewards Members

# How Do They Compare?

# of Reviews Posted

9,736

vs.  
10 mos.

# of Reviews Posted

10,719

Ratio of Reviews

47.6%



Ratio of Reviews

52.4%

Surprisingly lesser OTA and 3rd Party guest comments posted.

variance in # of reviews

+973 reviews

Better ratings given by Rewards Members than TripAdvisor satisfaction ratings

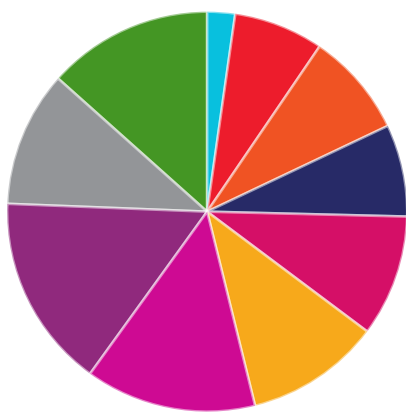
+0.6%

DOES VOLUME

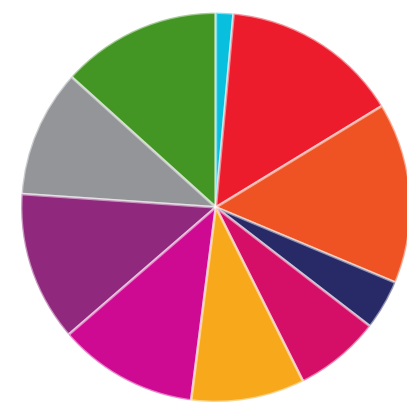
MIRROR EACH OTHER?

## Volume by Month

## Volume by Month



January	219	February	707
March	821	April	725
May	958	June	1,063
July	1,344	August	1,526
September	1,069	October	1,304



January	156	February	1,589
March	1,612	April	444
May	766	June	1,009
July	1,246	August	1,334
September	1,137	October	1,426

Volume by month indicates that there is not pattern in review volume posted by Brand Rewards Members vs. 3rd Parties/OTAs. It is noteworthy to state that the Brand Rewards Member guests gives a higher satisfaction score for their stay than 3rd Party/OTA guests.

### SOURCES

TripAdvisor.com for star ratings  
Marriott.com, Starwood.com, IHG.com for Rewards Members rating  
Study based on 10 month period - January 1 - October 31, 2016

### CREATED BY

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