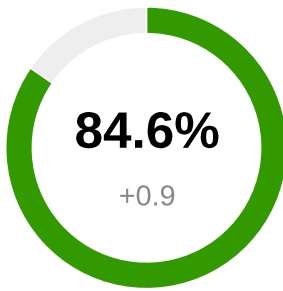
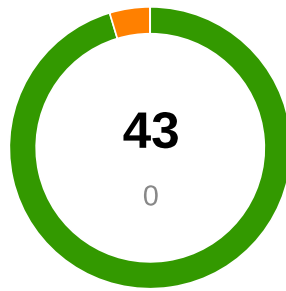


## Summary

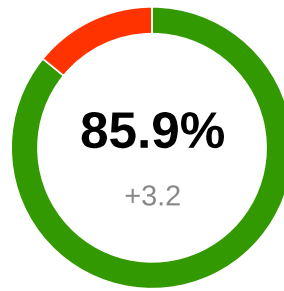
Global Review Index™



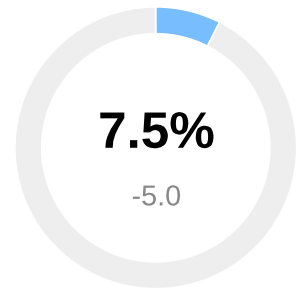
Reviews



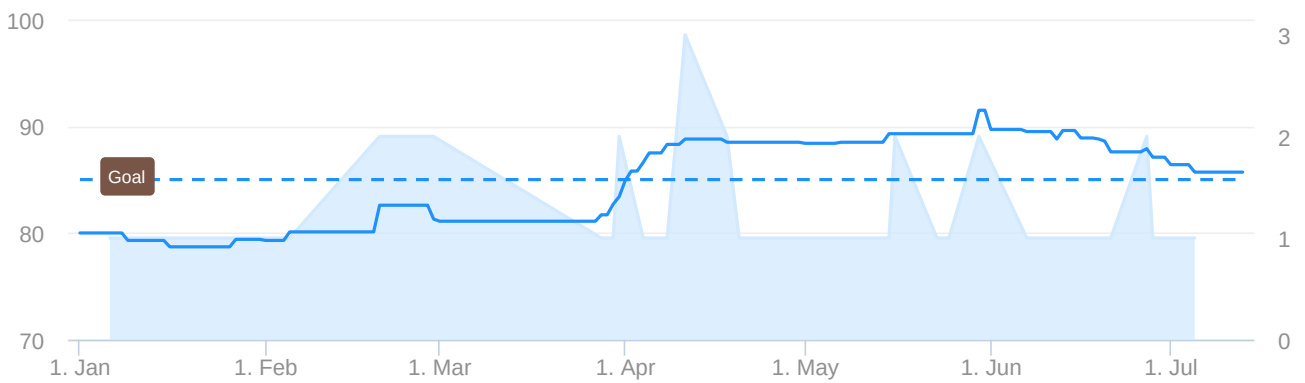
Semantic Analysis



Management Response



## Indexes Evolution



Department	Index	Δ	Reviews	Δ	Mentions	Δ
GRI™	84...	+0.9	43	0	86%	+3.2
Service	78...	-9.7	11	-13	100%	0.0
Room	86...	-2.1	9	-3	87%	+2.7
Cleanliness	84...	-4.1	4	-9	67%	-13.3
Location	68...	+2.1	4	-5	71%	-6.3
Value	78...	+7...	1	-11	100%	0.0

## GRI™ Key Drivers

Hungary Brazil **Google** Russian Holidaycheck Great Britain (UK) German Canada Venere Despegar

Korea (South) Cleanliness **Service** Value Italy Location Room Argentina

TripAdvisor Spain Italian English **Spanish** Korean

Hotels.com Russian Federation Denmark

## Trends

 Trending Up

Index

 Trending Down

Index

<b>Google</b>	85.0%	+3.4	<b>Service</b>	78.1%	-9.7
<b>English</b>	87.0%	+2.9	<b>Spain</b>	75.8%	-5.7
<b>Location</b>	68.4%	+2.1	<b>Cleanliness</b>	84.5%	-4.1
<b>Brazil</b>	90.0%	+2.1	<b>Hotels.com</b>	87.3%	-2.4
			<b>Room</b>	86.2%	-2.1

## Competition

Hotel

GRI™

 Trending Up

 Trending Down

1.	AC A Coruña	84.6%	<b>Google</b>	<b>Service</b>
2.	Barceló Pueblo Park	79.8%		
3.	Aalborg Somandshj...	79.1%		