Understanding your Best of Queensland Experiences Program Operator Report

This document provides instructions on how to interpret the information in your Best of Queensland Experiences Operator Report. Your individual report allows you to benchmark your performance against other products in your destination and across Queensland. If you have any questions about the information in this report, please visit the Frequently Asked Questions Page or email experiences@queensland.com

Hover over the 'i' icon throughout the report to view tool tip information.

Your ReviewPro GRI™ score compared to the average in your destination and Queensland.

Your ReviewPro GRI™ score and points achieved. If this section shows "75 available" points, your product is assessed under the reweighted criteria due to the Criteria Exemption for operators who do not require advance bookings.
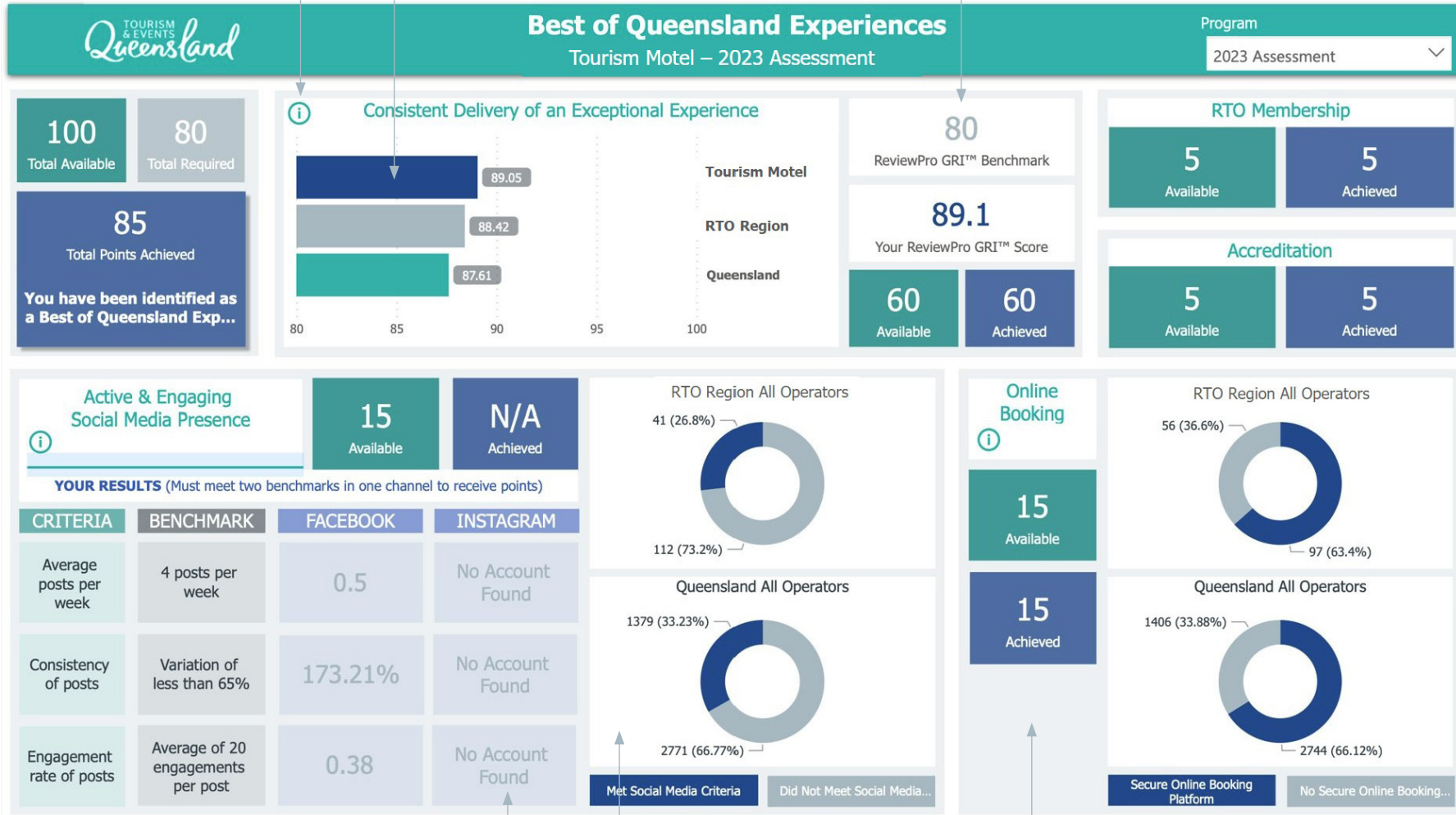
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Best of Queensland Experiences
Tourism Motel – 2023 Assessment

Program
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Can toggle between previous assessment results if applicable.

Your overall points achieved against the program criteria.

100 Total Available	80 Total Required

85 Total Points Achieved

You have been identified as a Best of Queensland Exp...

Consistent Delivery of an Exceptional Experience

Tourism Motel	89.05
RTO Region	88.42
Queensland	87.61

80 85 90 95 100

80 ReviewPro GRI™ Benchmark

89.1 Your ReviewPro GRI™ Score

60 Available	60 Achieved

RTO Membership
5 Available	5 Achieved

Accreditation
5 Available	5 Achieved

Your Regional Tourism Organisation (RTO) Membership and Accreditation results. Some RTOs may recognise affiliated Local Tourism Organisation (LTO) membership within their member program. TEQ does not automatically award 5 points for membership of your LTO under this criteria.

This section shows your social media results against each benchmark for your available channels. Social media channels are obtained through your Australian Tourism Data Warehouse (ATDW) listing.

Active & Engaging Social Media Presence

15 Available	N/A Achieved

YOUR RESULTS (Must meet two benchmarks in one channel to receive points)

CRITERIA	BENCHMARK	FACEBOOK	INSTAGRAM
Average posts per week	4 posts per week	0.5	No Account Found
Consistency of posts	Variation of less than 65%	173.21%	No Account Found
Engagement rate of posts	Average of 20 engagements per post	0.38	No Account Found

RTO Region All Operators
41 (26.8%)
112 (73.2%)

Queensland All Operators
1379 (33.23%)
2771 (66.77%)

Met Social Media Criteria | Did Not Meet Social Media...

Social media comparison graphs for your destination and for Queensland.

Online Booking

15 Available	15 Achieved

RTO Region All Operators
56 (36.6%)
97 (63.4%)

Queensland All Operators
1406 (33.88%)
2744 (66.12%)

Secure Online Booking Platform | No Secure Online Booking...

Online booking comparison graphs for your destination and Queensland.

If your report shows "No Account Found" under Social Media, this may be because: 1. Your business does not operate a Facebook or Instagram account 2. Your Facebook or Instagram URL may be missing or incorrect in ATDW 3. Your Facebook or Instagram may have visibility restrictions applied (click here) 4. Your Instagram may not be a Business Account 5. Your Facebook may not be a Business Page 6. Council or RTO channels are not eligible to be tracked.

Your secure online booking platform results. Your online booking URL is obtained through your ATDW listing. The booking platform must be embedded within your website to be eligible. Eg. Airbnb and Booking.com links are not eligible. If this section shows "Not Applicable" and "0 available" points, your product is assessed under the reweighted criteria due to the Criteria Exemption for operators who do not require advance bookings.

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The second page of your report provides your results compared to other operators in your product category as identified in ATDW. This section allows you to benchmark your results against similar operators in your product category within your destination and across Queensland.

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ⓘ **Your results compared to other Accommodation Operators**

80
ReviewPro GRI™ Benchmark

89.1
Your ReviewPro GRI™ Score

60 Available | **60** Achieved

ⓘ **Consistent Delivery of an Exceptional Experience**

Tourism Motel GRI™
89.05
● GRI™ ● Growth Opportunity

RTO Region Accommodation Operators GRI™
85.38
● GRI™ ● Growth Opportunity

Queensland Accommodation Operators GRI™
84.92
● GRI™ ● Growth Opportunity

Your ReviewPro GRI™ score compared to the average of similar products in your destination and across Queensland.

Active & Engaging Social Media Presence
Met Social Media Criteria
Did Not Meet Social Media Criteria

15 Available | **N/A** Achieved

RTO Region Accommodation Operators
11 (18.64%)
48 (81.36%)

RTO Region All Operators
41 (26.8%)
112 (73.2%)

Queensland Accommodation Operators
319 (20.9%)
1207 (79.1%)

Social media comparison graphs for similar products in your destination and Queensland.

Online Booking
Secure Online Booking Platform
No Secure Online Booking Platform

15 Available | **15** Achieved

RTO Region Accommodation Operators
10 (16.95%)
49 (83.05%)

RTO Region All Operators
56 (36.6%)
97 (63.4%)

Queensland Accommodation Operators
284 (18.61%)
1242 (81.39%)

Secure online booking platform comparison graphs for similar product sin your destination and Queensland.

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ReviewPro Definitions

This report provides information from your customers across 140 review platforms like TripAdvisor, Facebook and Google. This information will help you to see how your experience resonates with your guests and will help you to focus on what will most positively impact your guest experience.

The Global Review Index™ (GRI™) is the key leading metric available exclusively to ReviewPro clients. This index is used by operators as a benchmark for reputation management efforts. The GRI™ is calculated by an algorithm that generates a numerical score from 0 to 100 and is based on review data collected from 140 online travel agencies (OTAs) and review sites in more than 45 languages. It can be calculated for a given point in time (day, week, month, year, etc). The algorithm takes into account many different aspects to try and give you the most objective picture of your online reputation. For example, when calculating the GRI™, the algorithm will give a higher weighting to more recent reviews, as opposed to older reviews.

This shows the number of reviews you have received in the selected date range, compared to the same date range of the previous period.

Positive: 80%-100% - Green
Neutral: 60%-79% - Orange
Negative: 59% or lower - Red

The semantic analysis breaks down reviews into mentions of hundreds of key concepts and related concepts. It analyses the sentiment of each mention, classifying it as either positive or negative. Here we summarise the mentions and show you the distribution of your percentage of either a positive visitor sentiment, or whether the review had a negative sentiment.

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Global Review Index™

89.05

0 — 100
80

● Current GRI™ ● Growth Opportunity

89   YoY +88.14

Reviews

21 (6.1%)
315 (91.57%)

● Positive ● Neutral ● Negative

344   YoY +28

Semantic Analysis

154 (16.11%)
802 (83.89%)

● Positive ● Negative

84%   YoY -5.68

Management Response

78 (36.97%)
133 (63.03%)

● Responded ● Unresponded

63%   YoY -36.42

Here you can see a summary of your key indexes for the selected date range and identify the change compared to the previous period.

This shows the percentage of reviews that have been responded to compared to the previous period.

Global Review Index™

● Number of Reviews — Global Review Index™

Month	Number of Reviews	GRI™
January 2022	31	90
February 2022	17	88
March 2022	25	89
April 2022	35	89
May 2022	32	89
June 2022	50	91
July 2022	37	92
August 2022	40	88
September 2022	21	90
October 2022	21	86
November 2022	14	90
December 2022	21	89

This graph shows the evolution of your GRI™ over the selected time period and allows you to compare it to the volume of reviews you have received. The graph also helps you visualise the evolution of the volume of reviews you have received, shown by the teal graph.

Categories Positively Affecting your GRI™

Category	Positive Mentions	GRI Impact™
Cleanliness	113	3.27
Experience	44	2.90
Room	74	2.85
Staff	59	2.11
Ambience	32	1.76

Categories Negatively Affecting your GRI™

Category	Negative Mentions	GRI Impact™
Room	16	-2.35
Cleanliness	9	-1.89
Bathroom	11	-1.72
Food and Drinks	20	-1.67
Bed	10	-1.48

In this section you see the top five categories and concepts that have a positive impact on your GRI™ score and how much this impact is. The table shows the category with the biggest impact first.

In this section you see the top five categories and concepts that have a negative impact on your GRI™ score and how much this impact is. The table shows the category with the biggest impact first.

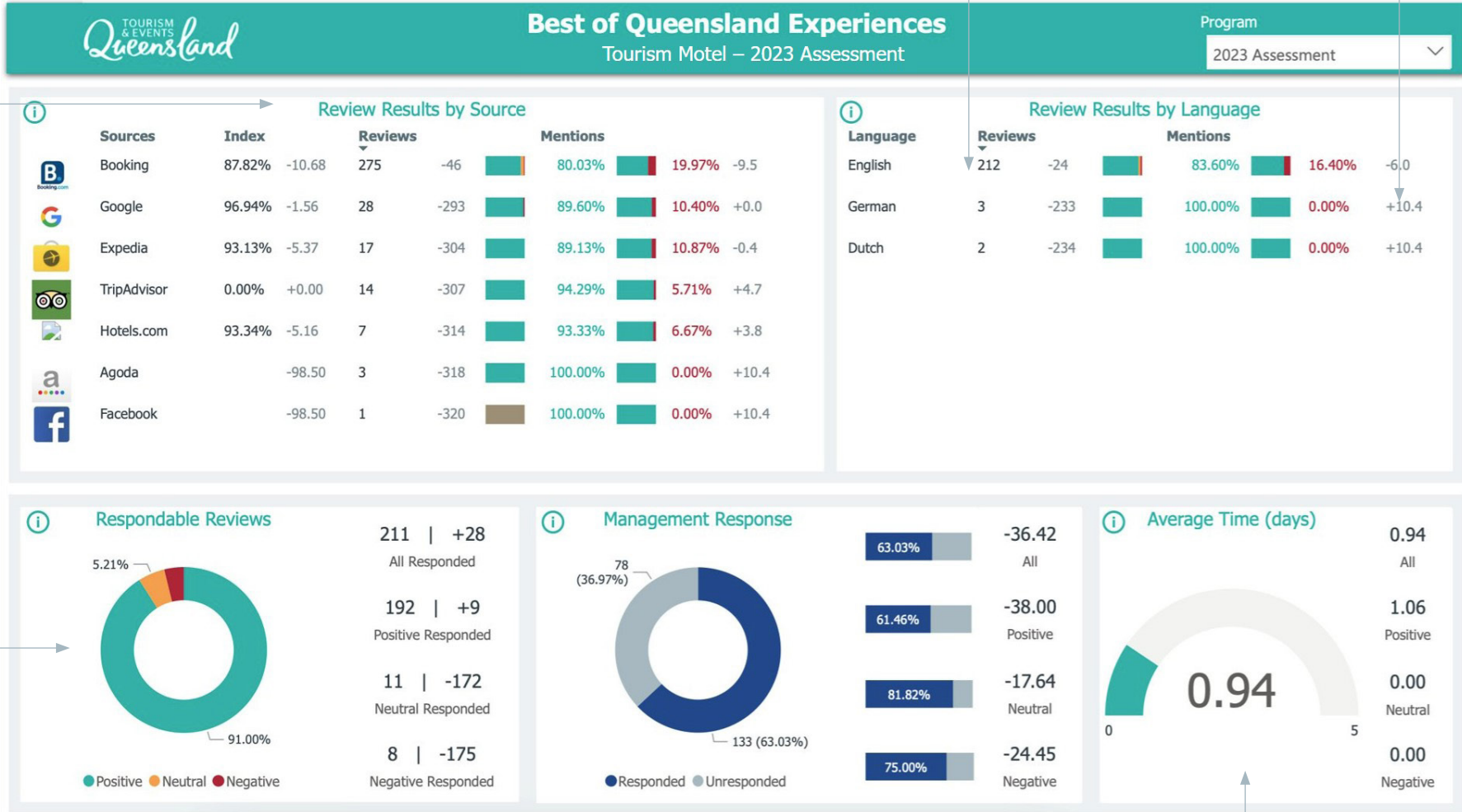TOURISM & EVENTS Queensland

ReviewPro Definitions

This report provides information from your customers across 140 review platforms like TripAdvisor, Facebook and Google. This information will help you to see how your experience resonates with your guests and will help you to focus on what will most positively impact your guest experience.

This section shows your data broken down by sources and compares it to the previous period. You can see your index per source, your total number of reviews per source and the percentage of positive and negative semantic mentions in the reviews received from each source. TripAdvisor and Facebook Index data is not able to be displayed.

This section shows your index based on the language of the review. It also shows how many reviews and the percentage of positive and negative mentions you have received in each language.

This value shows the change to your positive mentions.

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Review Results by Source

Sources	Index		Reviews		Mentions			
Booking	87.82%	-10.68	275	-46	80.03%	19.97%	-9.5	
Google	96.94%	-1.56	28	-293	89.60%	10.40%	+0.0	
Expedia	93.13%	-5.37	17	-304	89.13%	10.87%	-0.4	
TripAdvisor	0.00%	+0.00	14	-307	94.29%	5.71%	+4.7	
Hotels.com	93.34%	-5.16	7	-314	93.33%	6.67%	+3.8	
Agoda		-98.50	3	-318	100.00%	0.00%	+10.4	
Facebook		-98.50	1	-320	100.00%	0.00%	+10.4	

Review Results by Language

Language	Reviews		Mentions			
English	212	-24	83.60%	16.40%	-6.0	
German	3	-233	100.00%	0.00%	+10.4	
Dutch	2	-234	100.00%	0.00%	+10.4	

Respondable Reviews

5.21%
91.00%

- Positive
- Neutral
- Negative

211	+28	All Responded
192	+9	Positive Responded
11	-172	Neutral Responded
8	-175	Negative Responded

Management Response

78 (36.97%)
133 (63.03%)

- Responded
- Unresponded

63.03%	-36.42	All
61.46%	-38.00	Positive
81.82%	-17.64	Neutral
75.00%	-24.45	Negative

Average Time (days)

0.94

0   5

0.94	All
1.06	Positive
0.00	Neutral
0.00	Negative

Here you can see a summary of your three key management responses indexes, the total number of respondable reviews, the percentage of reviews that have been responded to and the average time of your responses. Underneath the summary indexes, we show you the breakdown of the responses for positive, neutral and negative reviews.

To calculate the Average Time, we use the review date and the response date stamp directly from the OTA. This stamp does not include the time, only the date so the quickest response time we can track is less than 1 day. We classify a response time of less than 3 days as positive, shown in green, between 4-5 days as neutral, shown in orange and anything responded to in more than 5 days as a negative response time, shown in red. The Average Time is only calculated based on channels that provide a date/time. Others are not included in the calculation of Average Time.

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