

Best of Queensland Experiences

Interim Product Results Report February 2018

TOTAL POINTS AVAILABLE	100
TOTAL POINTS REQUIRED	80
TOTAL POINTS ACHIEVED	95
You are on track to be identified as a Best of Queensland Experience	
Your results are shown in purple	

Product Name

ReviewPro GRI™ benchmark: **80**

Your ReviewPro GRI™ score: **87.9**

60

AVAILABLE

60

ACHIEVED

This section of your report allows you to benchmark your ReviewPro GRI™ (Global Review Index™) score against the average score of other operators in Queensland and your region. Refer to page 2 for further insights on your ReviewPro GRI™ score.

Consistent Delivery of an Exceptional Experience

Product Name	Score
Queensland	87.9
Whitsundays	~90
Tropical North Queensland	~91
Townsville	~90
Sunshine Coast	~90
Southern Queensland Country	~92
Outback	~93
Mackay	~90
Gladstone	~90
Gold Coast	~90
Fraser Coast	~90
Capricorn	~90
Bundaberg	~90
Brisbane	~90

Active & Engaging Social Media Presence

15

AVAILABLE

15

ACHIEVED

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

CRITERIA	BENCHMARK	FACEBOOK	OR	INSTAGRAM
Average posts per week	4 posts per week	3.75		3.25
Consistency of posts	Variation of less than 65%	22.11%		25.51%
Engagement rate of posts	Average of 20 engagements per post	47.33		86.17

Product Destination Product Social Media Results

90% Met the criteria, 10% Did not meet the criteria

QUEENSLAND Product Social Media Results

80% Met the criteria, 20% Did not meet the criteria

Online Booking

15

AVAILABLE

15

ACHIEVED

Product Destination Product Results

85% Met the criteria, 15% Did not meet the criteria

QUEENSLAND Product Results

75% Met the criteria, 25% Did not meet the criteria

- Secure Online Booking Platform
- No Secure Online Booking Platform

RTO Membership

5

AVAILABLE

5

ACHIEVED

Accreditation

5

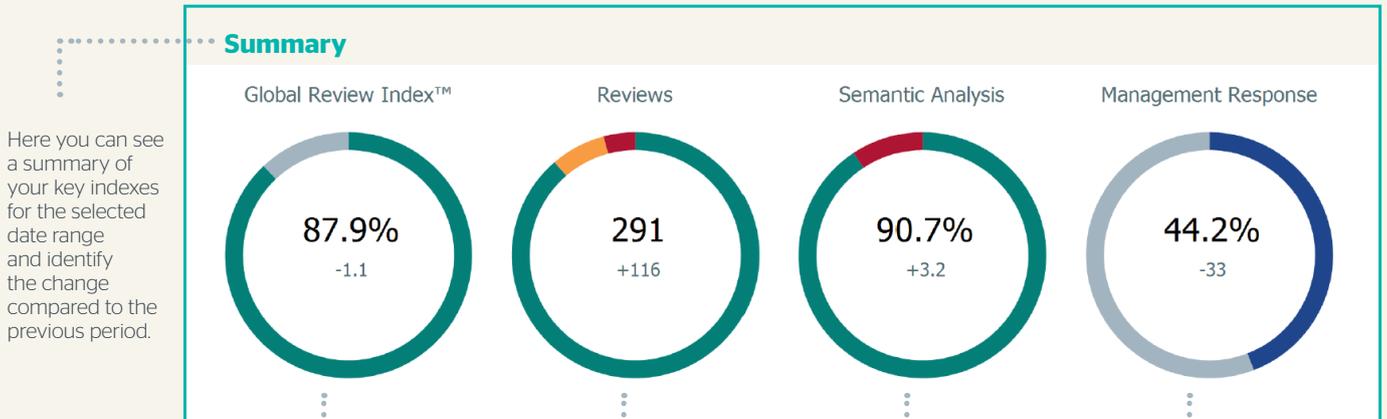
AVAILABLE

0

ACHIEVED

ReviewPro Definitions

ReviewPro provides information from your customers across 175 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.



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

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 175 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

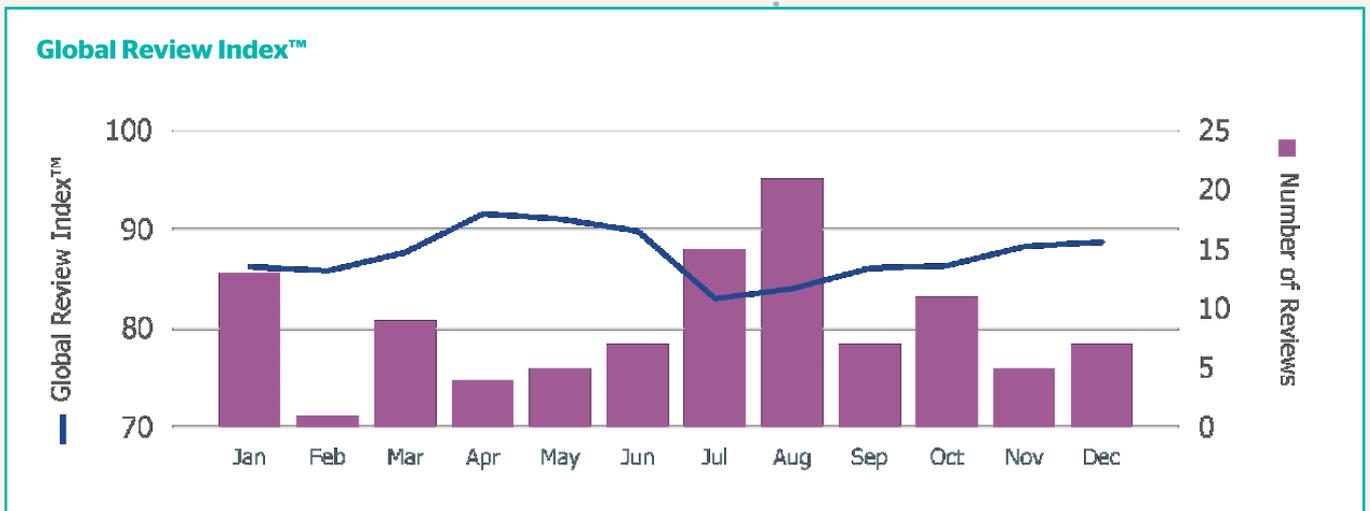
The semantic analysis breaks down reviews into mentions of hundreds of key concepts and related concepts. It analyses the sentiment of each mention, classifying it as either positive or negative.

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.

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

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 visualize the evolution of the volume of reviews you have received, shown by the purple graph.



This word cloud gives you a quick and visual snapshot of the most important concepts and sentiments expressed within mentions received by your product. The larger the word, the higher the volume of reviews. The green indicates positive sentiments, while the red indicates negative sentiments.

Customer Review Word Cloud

room dirty food location location bar drink drink view **service** service **staff**
 reception reception parking parking furniture facilities facilities value value hotel cleanliness shuttle
 cafeteria building beach beach experience security illness excursion excursion transportation air
 conditioning adventure holiday taxi everything

This 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 Index and Reviews data is not able to be displayed.

Review Results by Source

Sources	Index	Reviews	Mentions
Facebook	85.94%	+0.7 18 +3	83% 17% -12.1
Google	86.80%	+0.0 185 +144	84% 16% -3.3
Trip Advisor		0 +0	88% 12% -4.3

This 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.

Review Results by Source

Language	Reviews	Mentions
English	186 +45	91% 9% +4.3
German	4 +1	100% 0% +0.0
Dutch	2 +0	100% 0% +0.0

Here you can see a summary of your key management responses indexes, the total number of responsible reviews, the percentage of reviews that have been responded to and the average time of your responses.

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.

Management Responses



Underneath the summary indexes, we show you the breakdown of the responses for positive, neutral and negative reviews.