

# Best of Queensland Experiences

## Example Operator Report

TOTAL POINTS AVAILABLE	100
TOTAL POINTS REQUIRED	80
TOTAL POINTS ACHIEVED	95
You have been 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 3 for further insights on your ReviewPro GRI™ score.

### Consistent Delivery of an Exceptional Experience

Category	Score
Product Name	87.9
Townsville	80
Queensland	60

### Active & Engaging Social Media Presence

**15** AVAILABLE **15** ACHIEVED

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

CRITERIA	BENCHMARK	OR	
		FACEBOOK	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% ✅

#### TOWNSVILLE All Operators

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

#### QUEENSLAND All Operators

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

### Online Booking

**15** AVAILABLE **15** ACHIEVED

#### TOWNSVILLE All Operators

85% Secure Online Booking Platform, 15% No Secure Online Booking Platform

#### QUEENSLAND All Operators

75% Secure Online Booking Platform, 25% No Secure Online Booking Platform

### RTO Membership

**5** AVAILABLE **5** ACHIEVED

### Accreditation

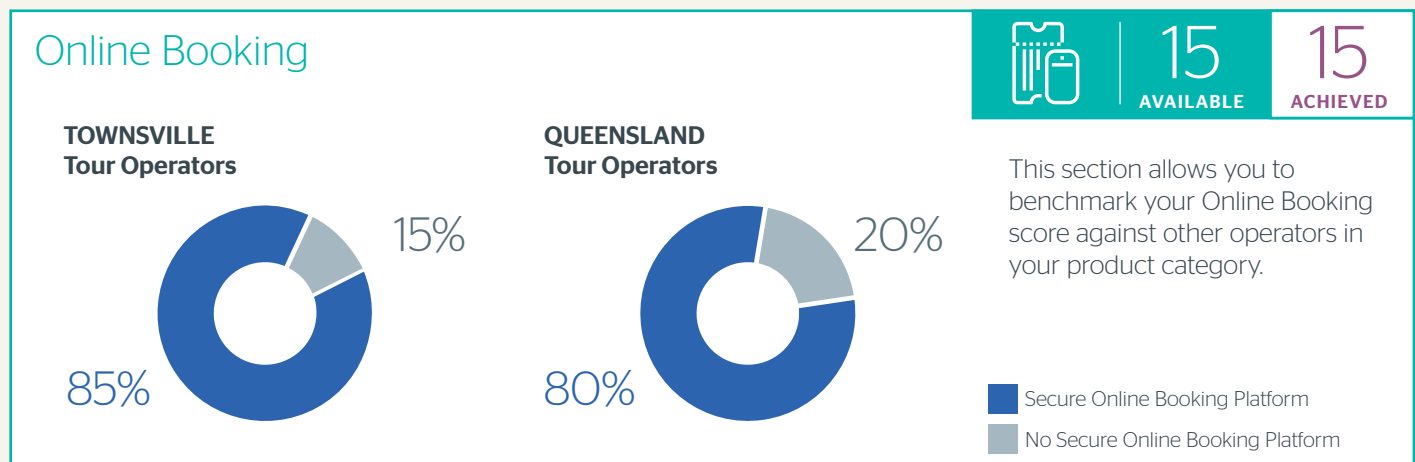
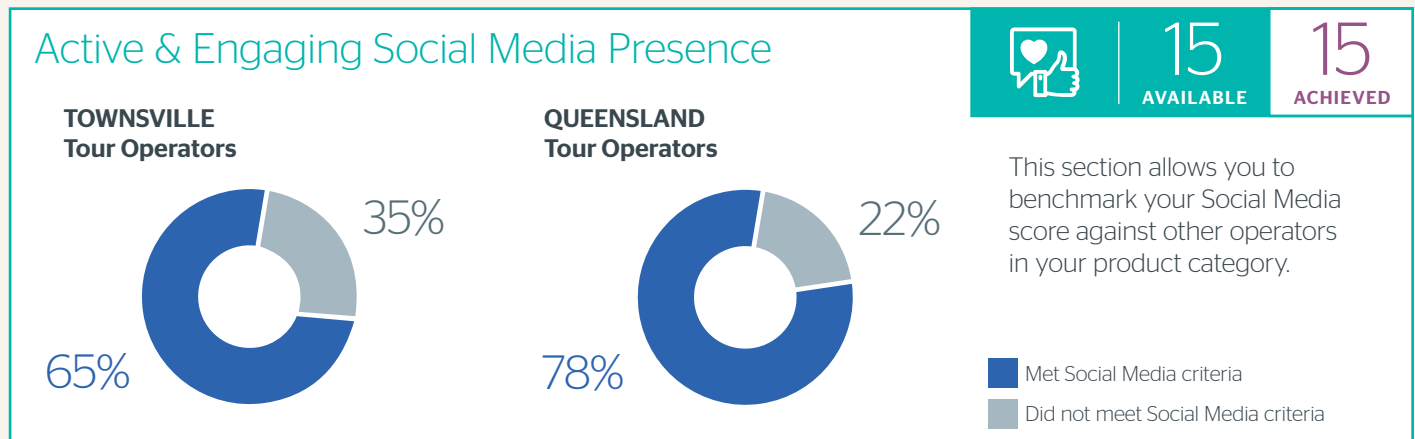
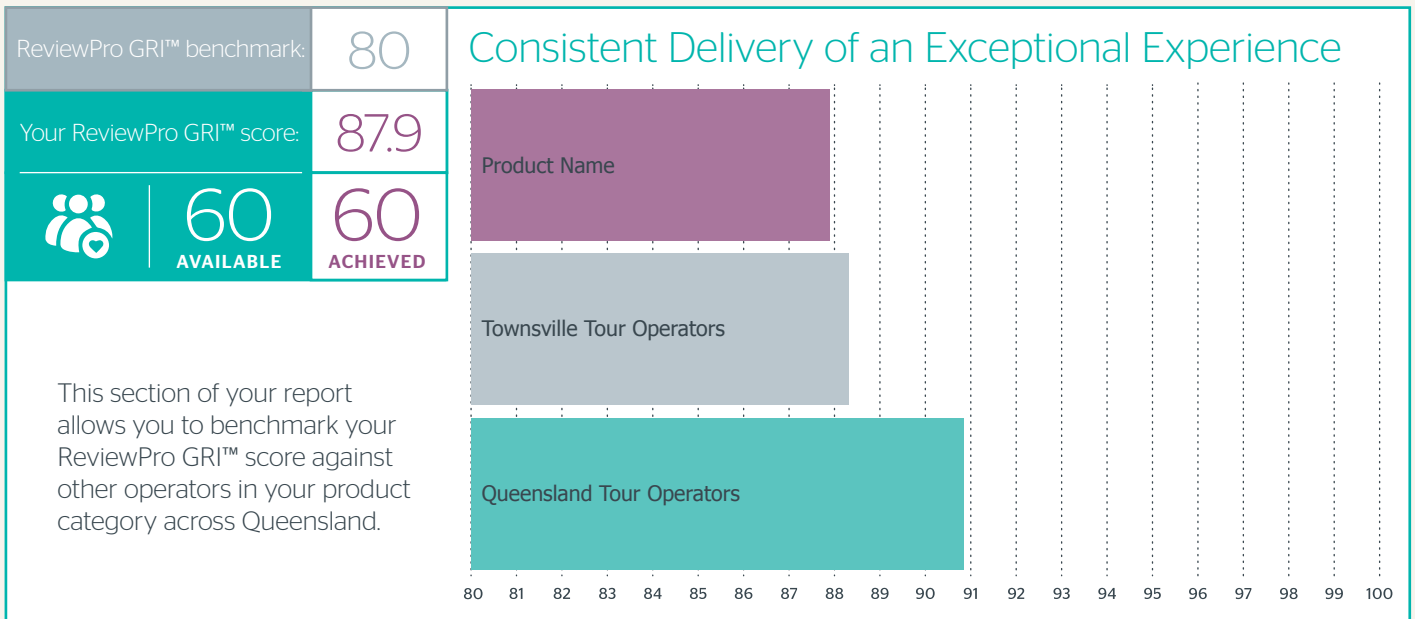
**5** AVAILABLE **0** ACHIEVED



# Best of Queensland Experiences

## Example Operator Report

### Your results compared to other Tour Operators



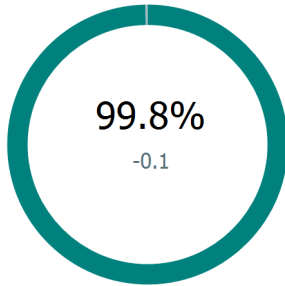
# ReviewPro Summary

## 1 January 2018 to 31 December 2018

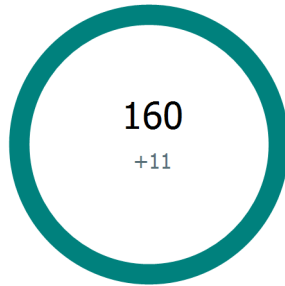
Please refer to the [ReviewPro Definitions](#) which outlines and explains the information in the below ReviewPro Summary.

### Summary

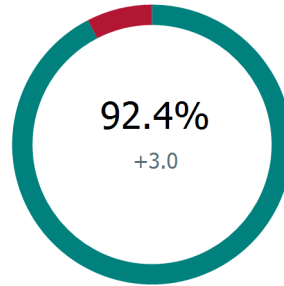
Global Review Index™



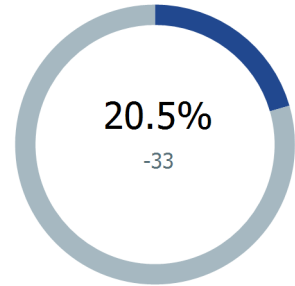
Reviews



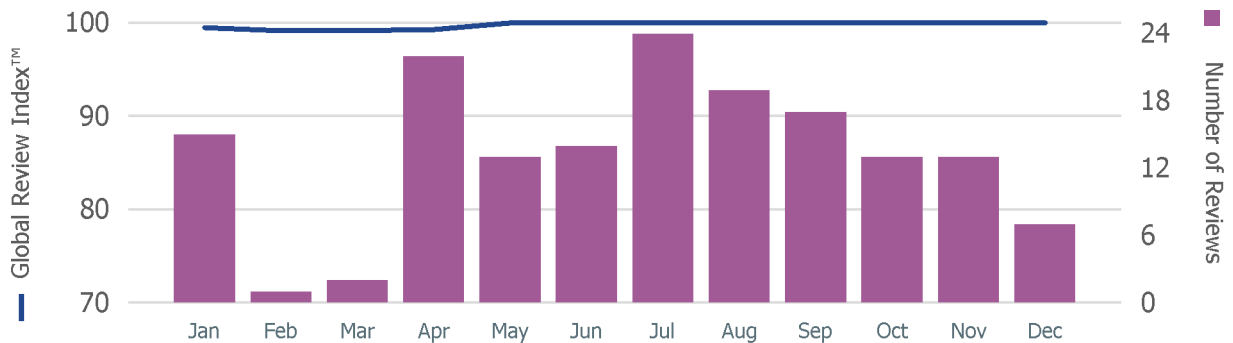
Semantic Analysis



Management Response



### Global Review Index™



### Customer Review Word Cloud

room dirty bathtub food **food** location location view view service staff coffee atmosphere price value communication **communication** floor cleanliness quality towel condition condition business website pool tea

tea remote control design family check out queue **queue** **touristic place**

**snorkeling** **snorkeling** coral reef accommodation

window **beach** **beach** landscape landscape waiter sustainability environment environmentally friendly

**experience** security tip **tip** dish aperitif dessert welcome water **water** table **table** space

toilet cookie owner soda cake **illness** guest **fish** **fish** assistance guide host crew magic show feast

activities **activities** fruit quiet **excursion** **excursion** air conditioning picnic sea **sea** animals vibe

stay adventure holiday equipment **equipment** payment everything telephone call children **children**

renovations nature **stingray**

## Review Results by Source\*

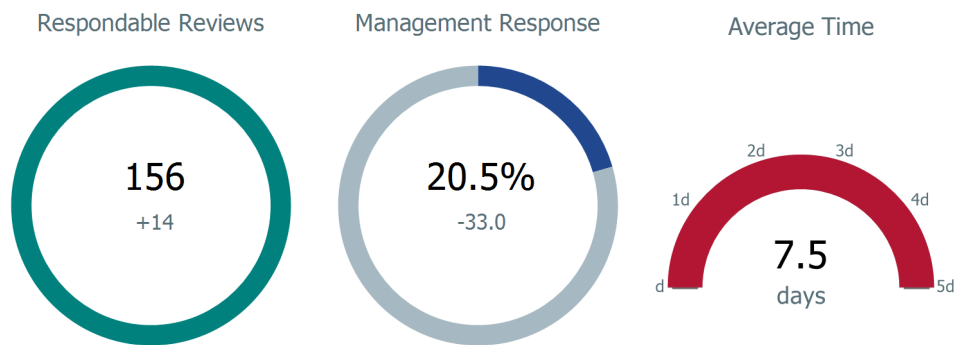
Sources	Index	Reviews	Mentions
Facebook	100.00% -1.1	22 +14	100% 0% -0.7
Google	100.00% -100.0	17 -16	100% 0% -6.4
Trip Advisor	0.00% +0.0	121 -9	100% 0% +3.4

\*In 2018, Facebook made important changes to its review system. As a result of these changes, Facebook reviews received from 1st September onward will not contribute to your ReviewPro Global Review Index™. For further information [click here](#).

## Review Results by Language

Language	Reviews	Mentions
English	156 +14	100% 0% +3.1

## Management Responses



Distribution	Responded	Response Ratio	Avg. Time
All	32 / 156	-33.0	7.5 d
Positive	32 / 156	-33.0	7.5 d
Neutral	0 / 0	+0.0	0 d
Negative	0 / 0	+0.0	0 d

Find more information about [ReviewPro Definitions for this report](#) and [Best of Queensland Experiences Program](#)

Tourism and Events Queensland: [teq.queensland.com](http://teq.queensland.com)  
ReviewPro: [reviewpro.com](http://reviewpro.com)

This report has been compiled by Tourism and Events Queensland. The Best of Queensland Experiences Program incorporates information provided by third parties that may not be independently verified. Although every care has been taken in the administration of this program, Tourism and Events Queensland recognises that there is a possibility that the assessment information may be incorrect. The Best of Queensland Experiences Program measures consumer expectations among operators who engage with Tourism and Events Queensland's consumer audience through the Australian Tourism Data Warehouse.