

FLUX INSIGHTS

ONLINE

TRAVEL MARKETPLACES - LUXURY HOTELS



VOLUME ONE

LUXURY

FLUX INSIGHTS

HOTELS



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TRAVELLERS

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FLUX INSIGHTS | VOL 1

This report leverages data from Booking.com to uncover information. Regarding the sentiment of business and leisure travellers. That visited 1493 hotels across 6 capital cities in Europe.

W A N D E R L U S T

The overarching purpose of this report is to demonstrate, how data obtained from online marketplaces. Maybe, deployed to derive insights, into consumer sentiment, regarding luxury hotels.

Hence, a series, of interactive dashboards and graphs, were produced, to represent data scraped from Booking.com a well-known online travel marketplace. This data-set contains 515,378 customer reviews and the scoring of 1,492 luxury hotels across Europe.

Specifically, Vienna in Austria, Barcelona in Spain, Milan in Italy, London, in the United Kingdom, Paris, in France and Amsterdam, in the Netherlands.

Over a time horizon of approximately 3 years from 2015 - 2017. 17 primary data points were used in the production of the dashboards and graphs. To interrogate the dashboards, select Machine Learning and Online Travel Marketplaces.

Visitors to London accounted for the highest proportion of trips generating 262,341 or 51% of the total number. Trips to Barcelona equated to 60,149 or 12%, Paris 59,888 or 11.6%, Amsterdam 57,214 or 11.1%, Vienna 38,939 or 8% and Milan delivered 37,207 trips or 7% of the total number of trips.

At a country level and by type of traveller. Hotels in Barcelona, Spain and Vienna in Austria, as a group generated the highest overall hotel ratings. With hotels in Barcelona scoring, 8.58 out of 10 and hotels in Austria scoring, 8.56 out of 10.

WANDERLUST

In Austria, the top 3 performing hotels were Hotel Sacher Wien, Hollmann Beletage Design Boutique, and Hotel Am Stephansplatz. With overall hotel rating scores of 9.59, 9.55, and 9.52 respectively.

In France, the Ritz Paris, Hotel de La Tamise Esprit de France, and Le Narcisse Blanc Spa. All had ratings of 9.73, 9.69 and 9.67.

In Italy, Excelsior Hotel Gallia Luxury Collection Hotel, Hotel Spadari Al Duomo and Palazzo Parigi Hotel Grand Spa Milano. All had ratings ranging from 9.47, 9.44 and 9.41.

In Amsterdam, the top 3 performing hotels were Waldorf Astoria Amsterdam, Luxury Suites Amsterdam and The Toren. With overall hotel rating scores of 9.54, 9.48, and 9.46 respectively.

In Spain, Hotel Casa Camper, H10 Casa Mimosa 4 Sup, and Hotel The Serras. Had ratings of 9.72, 9.66 and 9.62.

In the United Kingdom, 41, 45 Park Lane Dorchester Collection, and The Soho Hotel. All had ratings of 9.71, 9.60 and 9.60.

Trips by business travellers totalled 82,813, with an average hotel rating of 8.31 across a total of 1,480 hotels. Trips by leisure travellers equated to 432,925 with an overall average hotel rating of 8.41 across 1,492.

Couples gave the highest overall rating of 8.31m, families with older children, 8.39, families with young children 8.36, groups, 8.36, travellers with friends 8.35 and solo travellers 8.34. 217,013 reviews were submitted by a mobile device and 161,912 via a desktop.



515,378

UNFORGETTABLE EXPERIENCES

Flux Insights

THE ONLINE MARKET PLACE, REVOLUTION IS UPON US.

Intangible Assets

ADVENTURE'S TO SAVOUR

Only the best will do for the discerning traveller; exceptional service, pleasant atmosphere, great location.

The future of commerce is online. Online platforms are a major driver of growth accounting for £1,2 trillion in online sales. Online travel marketplaces are part of this ecosystem.

Personalisation will be a key differentiator for luxury hotels.

The online travel marketplace is dominated by hotels, airlines, and car hire companies. OTA's will experience the highest level of growth. From 2018 to 2022.

The global online travel market is forecasted to reach US\$1,091 by 2022. Registering a compound average growth rate of 11.1% according to Allied Market Research. The centre of gravity is shifting towards Asia.

The Asia Pacific region is forecasted to experience the highest growth rate. Drivers of growth include increasing internet penetration, purchasing power, and GDP growth in emerging markets.

600 urban cities are projected to generate more than 60 percent of global growth to 2025. Mid-weight cities in emerging markets will drive 40% of global GDP growth. According to Mckinsey & Company.

£1.2 trillion

6

European cities; Barcelona in Spain, Milan in Italy, Paris in France, Amsterdam in the Netherlands, London in the United Kingdom and Vienna in Austria.

BARCELONA

The top 7 nationalities that used Booking.com to secure reservations at luxury hotels were from the UK 20,961, USA, 6,169, Australia, 2,907, Ireland 2,134 and the Spain, 1778, Canada 1457, and UAE with 1,331 trips.

The top 3 hotels, according to business and leisure travellers were Hotel Casa Campa with an average reviewer score of 9.72, H10 Casa Memosa with an average reviewer score of 9.66, and Hotel The Serras, with an average reviewer score of 9.60,

60,149 trips were made to Barcelona over the period the data was collected. The average overall rating for luxury hotels, within Barcelona Spain, was 8.52 for a total of 211 hotels.

Couples gave luxury hotels, in Barcelona the highest overall rating, at 8.56 out of 10. Solo travellers the lowest rating at 8.45 out of 10. Families with older children, 8.54, Families with younger children, 8.50, Groups 8.48, and Travellers with friends 8.48 out of 10.



MILAN

37,207 trips were made to Milan over the period the data was collected. The average overall rating for luxury hotels, within Milan Italy, was 8.43 for a total of 162 hotels.

Couples gave luxury hotels, in Milan the highest overall rating, at 8.47 out of 10. Travellers the lowest rating at 8.36 out of 10. Families with older children, 8.46, Families with younger children, 8.40, Solo Travellers 8.39, and Groups 8.37, out of 10.

The top 7 nationalities that used Booking.com to secure reservations at luxury hotels were from the UK 6,205, USA 3,082, Australia 2,677, Switzerland 1,760, Italy 1,451, the UAE 1,241, and Saudi Arabia with 1,124 trips.

The top 3 hotels, according to business and leisure travellers were Hotel Spadari Al Duomo with an average reviewer score of 9.47, Excelsior Hotel Gallia Luxury Collection Hotel with an average reviewer score of 9.47, and Palazzo Parigi Hotel Grand Spa Milano, with an average reviewer score of 9.60.



PARIS

59,888 trips were made to Paris over the period the data was collected. The average overall rating for luxury hotels, within Paris France, was 8.41 for a total of 457 hotels.

Couples gave luxury hotels, in Paris the highest overall rating, at 8.47 out of 10. Families with young children the lowest rating at 8.34 out of 10. Travellers with Friends, 8.40, Families with older children, 8.37, Solo Travellers 8.37, and Groups 8.36 out of 10.

The top 7 nationalities that used Booking.com to secure reservations at luxury hotels were from the UK 16,899, USA 7,274, Australia 3,903, Saudi Arabia 1,994, France 1,858, the UAE 1,537, and the Netherlands with 1,485 trips.

The top 3 hotels, according to business and leisure travellers were Ritz Paris, with an average reviewer score of 9.73, Hotel de la Tamise Esprit de France with an average reviewer score of 9.69, and Le Narcisse Blanc Spa, with an average reviewer score of 9.67.



AMSTERDAM

57,214 trips were made to Amsterdam over the period the data was collected. The average overall rating for luxury hotels, within Paris France, was 8.39 for a total of 105 hotels.

Families with older children, gave luxury hotels, in Paris the highest overall rating, at 8.43 out of 10. Travellers with friends the lowest rating at 8.29 out of 10. Couples, 8.42, Families with young children, 8.38, Solo Travellers 8.35, and Groups 8.32 out of 10.

The top 7 nationalities that used Booking.com to secure reservations at luxury hotels were from the UK 23,016, USA 4,792 Ireland 3,029, Australia 2,045, Netherlands 1,733, Germany 1,281, and the Israel with 1,214 trips.

The top 3 hotels, according to business and leisure travellers were Waldorf Astoria Amsterdam, with an average reviewer score of 9.59, Luxury Suites Amsterdam with an average reviewer score of 9.48, and the Toren, with an average reviewer score of 9.46.



LONDON

262, 341, trips were made to London over the period the data was collected. Through the online travel marketplace. The average overall rating for luxury hotels, within London UK, was 8.34 for a total of 401 hotels.

Couples gave luxury hotels, in London the highest overall rating, at 8.41 out of 10. Solo travellers the lowest rating at 8.22 out of 10.

Families with young children, 8.33, Families with older children, 8.32, Groups 8.30, and Travellers with friends 8.28 out of 10.

The top 5 nationalities that used Booking.com to secure reservations at luxury hotels for their trips to the UK. Totalled 170,658, from the UK , 11,016 from the USA, 8,471, from Australia, 7,020, from Ireland and 3,866, from the UAE.

The top 3 hotels, according to business and leisure travellers were 41 with an average reviewer score of 9.71, 45 Park Lane Dorchester Collection with an average reviewer score of 9.60, and The Soho Hotel, with an average reviewer score of 9.60.

19 million foreign tourist visited London in 2017. A rise of half a million according to official data from the Office of National Statistics. The fall in the value of the pound, was highlighted as a key driver of growth.



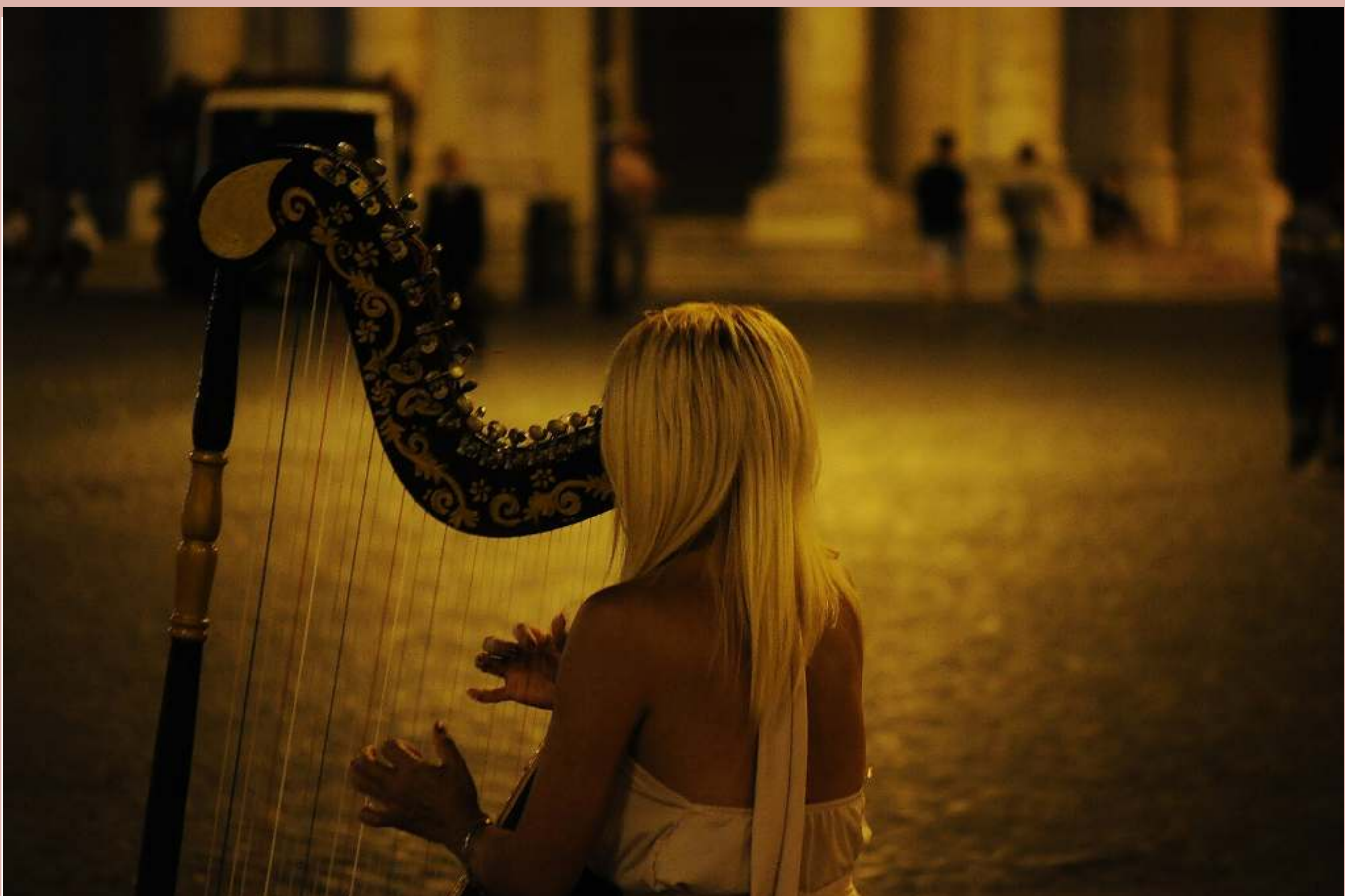
VIENNA

38,939 trips were made to Vienna over the period the data was collected. The average overall rating for luxury hotels, within Vienna Austria, was 8.56 for a total of 158 hotels.

Couples, gave luxury hotels, in Vienna the highest overall rating, at 8.59 out of 10. Travellers with friends the lowest rating at 8.43 out of 10. Families with older children, 8.55, Solo Travellers 8.55, Groups 8.52, and Families with young children 8.51, out of 10.

The top 7 nationalities that used Booking.com to secure reservations at luxury hotels were from the UK 7,507, USA 3,104, Romania 1,807, Australia 1,680, the UAE 1,163, Germany 1,040, and the Israel with 1,029 trips.

The top 3 hotels, according to business and leisure travellers were Hotel Scher Wien, with an average reviewer score of 9.59, Hollmann Beletage Design Boutique with an average reviewer score of 9.55, and Hotel AM Stephansplatz, with an average reviewer score of 9.52.





Flux Insights

Couples

Accounted for **252,293** trips out of a total of 515,379 taken by business and leisure travellers that booked hotel reservations at luxury hotels with the booking.com online travel marketplace.

Hotels across Europe received an overall reviewers rating of **8.45** out of 10. For a total of **1,492** hotels visited by couples over the period.

As expected London secured the highest number of trips, at 131,201 trips. Followed by Barcelona with 29,640, Amsterdam at 29,347, Paris with 27,738, Vienna with 18,180 and Milan with 16,187 trips in total.

Hotels in Vienna achieved the highest overall reviewers rating at 8.59 out of 10. Followed by Barcelona with 8.56, Milan and Paris joint 3rd with 8.47, Amsterdam at 8.42 and London with 8.41 out of 10.



Flux Insights

Solo Travellers

Accounted for **108,541** trips out of a total of 515,379 taken by business and leisure travellers that booked hotel reservations at luxury hotels with the booking.com online travel marketplace.

Hotels across Europe received an overall reviewers rating of **8.36** out of 10. For a total of **1,491** hotels visited by couples over the period.

London secured the highest number of trips, at 59,755 trips. Significantly higher than Paris, with 12,686, Amsterdam at 10,168, Barcelona with 9,518, Vienna with 8,266 and Milan with 8,153 trips in total.

Hotels in Vienna achieved the highest overall reviewers rating at 8.55 out of 10. Followed by Barcelona with 8.45, and Milan with 8.39, Paris 8.37 Amsterdam at 8.36 and London with 8.22 out of 10.



Flux Insights

Families with young children

Accounted for **61,014** trips out of a total of 515,379. Reserved by business and leisure travellers that booked hotel reservations at luxury hotels with the booking.com online travel marketplace.

Hotels across Europe received an overall reviewers rating of **8.38** out of 10. For a total of **1,481** hotels visited by couples over the period.

London secured the highest number of trips, at 28,104 trips. Significantly higher than Paris, with 9,023, Barcelona at 8,340, Vienna with 5,439, Milan with 5,200 and Amsterdam with 4,908 trips in total.

Hotels in Vienna achieved the highest overall reviewers rating at 8.51 out of 10. Followed by Barcelona with 8.50, and Milan with 8.40, Amsterdam with 8.38, Paris with a reviewers rating of 8.34 and London with 8.33 out of 10.



Flux Insights

Families with older children

Accounted for **26,350** trips out of a total of 515,379 taken by business and leisure travellers that booked hotel reservations at luxury hotels with the booking.com online travel marketplace.

Hotels across Europe received an overall reviewers rating of **8.39** out of 10. For a total of **1,370** hotels visited by couples over the period.

London secured the highest number of trips, at 12,775 trips. Significantly higher than Paris, with 3,597, Barcelona at 3,597, Milan with 2,259 and Amsterdam with 2,122 Vienna with 2,000 trips in total.

Hotels in Vienna achieved the highest overall reviewers rating at 8.55 out of 10. Followed by Barcelona with 8.54, and Milan with 8.46, Amsterdam with 8.43, Paris with a reviewers rating of 8.37 and London with 8.32 out of 10.



Flux Insights

Groups

Accounted for **65,392** trips out of a total of 515,379 taken by business and leisure travellers that booked hotel reservations at luxury hotels with the booking.com online travel marketplace.

Hotels across Europe received an overall reviewers rating of **8.36** out of 10. For a total of **1,481** hotels visited by couples over the period.

London secured the highest number of trips, at 29,767 trips. Significantly higher than Amsterdam, with 10,277, Barcelona at 8,752, Paris with 6,573 Milan 5,123, and Vienna with 4,850 trips in total.

Hotels in Vienna achieved the highest overall reviewers rating at 8.52 out of 10. Followed by Barcelona with 8.48, and Milan with 8.37, Paris with 8.36, Amsterdam with 8.32, and London with a reviewers rating of 8.30 out of 10.



Flux Insights

Travellers with friends

Accounted for **2,143** trips out of a total of 515,379 taken by business and leisure travellers that booked hotel reservations at luxury hotels with the booking.com online travel marketplace.

Hotels across Europe received an overall reviewers rating of **8.35** out of 10. For a total of **814** hotels visited by couples over the period.

London secured the highest number of trips, at 739 392, Barcelona at 302, Paris with 2713 Milan 235, and Vienna with 204 trips in total.

Hotels in Barcelona achieved the highest overall reviewers rating at 8.48 out of 10. Followed by Vienna with 8.43, and Paris with 8.40, Milan with 8.36, Amsterdam with 8.29, and London with a reviewers rating of 8.28 of 10.



Flux Insights

STYLE? ABSOLUTELY. SUBSTANCE ALWAYS!

Intangible Assets

Across all countries the top performing hotels were the Ritz in Paris, with an overall hotel rating of 9.73, Hotel Casa Camper in Spain with an overall hotel rating of 9.72 and 41 in the UK, with an overall rating of 9.71 out of 10.

Hotels practitioners provide, an elevated expression of unforgettable experiences. In premier locations, at the heart of the most vibrant cities in Europe. Harnessing intangible and tangible assets to carefully analyse the requirements of customers.

The behaviour of the luxury traveller is changing. Hotels are leveraging technology to address their evolving needs. With the launch of virtual front desks. In response to the decline in the use of concierge for routine enquires. Such as booking meals, online check-in and room selection and mobile phone-based keys.

Delivered with style? Absolutely! And Substance? Always!



Flux Insights

TRAVEL

*The only thing you buy
that makes you richer.*

There are
seven days in
the week &

someday isn't one of them

The world is a book and
those who do not travel
read only one page

ST AUGUSTINE

TO
TRAVEL IS
TO LIVE

HAPPY ADVENTURES

What fills the eyes,
fills the heart.

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