

HOW ARE GERMAN HOTELS RATED BY THE HOLIDAYMAKERS?



A comprehensive survey of guest satisfaction in German hotels has revealed several surprising results.

Together with the evaluation specialist Trustyou, the association Reisevertrieb e.V. (internet travel sales) organized and published a survey of guest satisfaction regarding German hotels. The participants included business travelers as well as families, couples and single travelers.

One of the findings was that hotels performed very well overall in terms of service. Rated as the best city for quality hotel services, Cologne was ranked on the first position by the survey respondents.

The city of Essen was also very well ranked and achieved the third position, but not for the families. Munich, on the other hand, scored particularly well with couples, Stuttgart with families, and Leipzig with solo and business travelers.

The survey also took a closer look at the satisfaction with German hotels within the individual federal states. Bavaria came in first in the evaluation of families and couples. In contrast, Saxony won the race with business travelers and Mecklenburg-western Pomerania scored particularly well with solo holidaymakers. With places 2 and 3, Saarland and Baden-Württemberg were very well received by families. The state of Thuringia occupied similar ranks among couples and business travelers.

On average, the degree of satisfaction with the German hotels was 92 out of 100 points. Positive scores were also achieved in terms of breakfast, cleanliness, gastronomy, and value for money. The scores for comfort, interior design, and general flair were not as great. The weakest marks were awarded by the guests to their hotel regarding wi-fi connection - a sign that there still seems to be a lot of catching up to do here. On the other hand, it is pleasing that the values in all categories have visibly improved over the years 2016 to 2019. In the case of wi-fi connection, for example, satisfaction three years ago was just under 61 points - today it is at least 70 out of 100 points.

Date: 2019-09-23

Article link: <https://www.tourism-review.com/german-hotels-rated-by-the-guests-news11187>