

Fake Advertising? Neutrality in descriptions beside overall hotel scores

ABSTRACT

Hotel reviews influence travelers' booking decisions. Research on this topic is focused on the scores or comments given through the reviews. However, no studies have looked into the one-word descriptions associated with the overall scores received by hotels. This study examines this practice by conducting secondary research and identifying the one-word descriptions assigned to the different scores. The results suggest that each website providing average scores and one-word descriptions to summarise the scores uses a different policy to associate one-word descriptions to scores, suggesting lack of consistency. Furthermore, misleading practices have been identified, such as the use of the word "average" to describe establishments with ratings lower than the midpoint of the scale. The findings have important implications both for the industry and academia, as they highlight the need for transparent strategies and policies.

Keywords: hotel, reviews, descriptions, scores, misleading, average.

INTRODUCTION

The emergence of the Internet has had a profound effect in the hospitality industry, giving rise to the emergence of a wide range of travel websites (Buhalis & Law 2008) which offer vast opportunities for distribution (Toh et al. 2011). Academic researchers have extensively focused on online distribution as an alternative to traditional distribution channels and have

identified that these have increased reservations, revenue and profit (Talluri & Van Ryzin 2006; Stangl et al. 2016; Pal & Mishra 2017). Most hotel distribution websites display online reviews posted by users, generating large sets of data which are available for the general public to read (Mellinas & Reino 2019).

A fundamental principle of consumer behavior refers to the fact that consumers have the ability to significantly influence each other through recommendations and comments (Dichter 1966), something that has been called “Word Of Mouth” (WOM). Recommendations between users in the tourism sector is a widely discussed topic from different points of view (Cohen 1972; Butler 1980). When WOM is propagated via Internet, using different websites and Apps is known as “Electronic Word Of Mouth” (eWOM) (Hennig-Thurau et al. 2004). eWOM, often referred to as online reviews, online recommendations, or online opinions, has gained great level of importance during the last decade. The phenomenon of eWOM has been extensively researched (Huete-Alcocer 2017), including studies focusing on the development of methodologies to synthesize the vast levels of information and databases created through eWOM (Litvin et al. 2017).

The case of hotel reviews is one of particular relevance and, during the last years, hotel review databases have gained great importance, generating a large number of publications on this topic (Cantalops & Salvi 2014; Kwok et al. 2017; Bore et al. 2017). Several studies have revealed the impact of hotel reviews when making decisions about booking a hotel (Dellarocas 2003; Gretzel & Yoo 2008; Vermeulen & Seegers 2009; Schuckert et al. 2015). This influence primarily relates to the fact that consumers are inclined to trust online reviews more than marketing messages (Browning et al. 2013; Ricci & Wietsma 2006; Wang et al. 2002). They also are more willing to pay higher prices for services with a good rating (Yacouel & Fleischer 2012). Empirical research has demonstrated that the impact of hotel reviews can be observed

in the number of bookings, prices, revenue per available room or occupancy rate (Anderson 2012; Ögüt & Onur Taş 2012; Viglia et al. 2016; Ye et al. 2009a). Because of the great impact of reviews, government policies have been developed in some countries to tackle misuse that could lead to deceptive advertising. An examples of this is the work undertaken by the Competition and Markets Authority in the UK, which prosecutes companies which write or commission fake online reviews, and those which encourage customers to write positive reviews by offering some type of inducement (CMA, 2016).

Some of the studies on the impact of reviews focus on the ratings given to hotels through online review sites and hotel bookings (Ye et al. 2009b). Other studies focus on the effects that the text has on the perceived value of reviews (Ghose et al. 2012; Liu & Park 2015; Reino & Massaro 2015). These studies altogether suggest that both text and ratings affect customers' decisions. However, more recent studies state that of these two elements, higher priority may be given to ratings, as this is the information that gets the customers' attention first (Aicher et al. 2016). Nevertheless, no previous research has examined the role played by one additional element which also features in many hotel online review sites. This is the one-word description of the rating received by each individual hotel that appears besides the overall rating as shown in Figure 1. As shown in the figure, this element appears with a font size similar to that of the numerical score. Furthermore, it normally appears next to the numerical score, displaying similar visibility.

[Insert Figure 1]

This specific element of reviews, the one-word description outlined above, has received no attention from any academic research. It is unclear at this stage what impact it may play on the decision-making process due to the lack of research, but given the importance of both text and

ratings, it is reasonable to believe that this element may also play an influential factor. Interestingly though, the process by which this one-word description is generated is unclear.

The role played by online review sites is supposed to be of neutrality and transparency. These sites can either be travel intermediaries or information exchange platforms. As such, they focus on collecting and spreading information that consumers themselves post about hotels, and this is in the form of comments and ratings. Their aim with regards to showcasing information about online reviews is supposed to be that of providing information in the most transparent possible way, so that travelers' decisions are influenced by the reviews placed by other consumers and not by the way these reviews are presented. However, surprisingly, no information explaining the process by which these one-word descriptions are generated is provided by any of these sites. Accordingly, this raises the question of whether these words truly reflect the ratings placed by consumers.

Therefore, the purpose of this study is to address this gap in research and to investigate the practice of providing one-word summary descriptions of hotels in online review sites. The study aims to contribute to the line of research of deceptive advertising, i.e. the use of inaccurate claims leading consumers to make wrong judgements (Burke et al. 1997). From the legal point of view, there is no global standard to define what can be considered deceptive advertising and definitions of deception vary by country. The Federal Trade Commission (USA) uses the concept of "reasonable consumer", therefore if an average consumer would be misled by some message or content, it could be considered deceptive advertising. Other countries only consider deceptive advertising when there is a clear material loss involved (Sheehan, 2013). Nonetheless, even if some kind of advertising is not labeled as "deceptive" by national authorities, it could be perceived as "deceptive" by some customers and cause a negative influence on consumer satisfaction (Román, 2010).

DECEPTIVE ADVERTISING

The concept of deceptive advertising has not received much attention from the hospitality-focused literature. However, it has been studied since the 70s in the general marketing scholarship. This concept can be looked at from two different perspectives: one is the legal scope and the other one is its academic framework (Richards, 2013).

According to Kramer (1999), what we perceive as acceptable levels of persuasion differs in social environments and the marketplace. And this is due to the financial incentives of deceiving that occur in the latter. According to Friestad & Wright (1994), all the players in the marketplace recognise and accept the existence of persuasive information to a certain extent. This type of information can go from puffery to objectively false claims (Craig et al., 2012). As a result, this generates some key questions that have given place to the main lines of research on this topic. The first one relates to the question of what is deceptive advertising. Within the line of research addressing this issue, a distinction between advertising that is deceptive and that one that is puffery has been made. Deceptive advertising is that one that is fake or misleading (Drumwright, 2007). Puffery refers to that “advertising or other sales presentations that praise the product or service with subjective opinions, superlatives, or exaggerations, vaguely and generally, stating no specific facts” (Preston, 1975:17). Advertising that is considered fake or misleading is illegal. In contrast, puffery does not present legal issues; however, it may present ethical constraints depending on where it lays within the truth-false continuum (Richards, 2013).

An additional branch of research has been directed to identify the effects of defective advertising. Within this line of research, Friestad & Wright (1994) presented the Persuasion Knowledge Model (PKM) to explain the dynamics of persuasion in the marketplace. According to this, buyer’s awareness of persuasion equips them with a mechanism that helps them to

monitor the exchange to detect false and misleading claims. This mechanism allows them to guide their attention, predict and evaluate possible outcomes, choose tactical responses and reflect on past experiences to learn for the future. This refers to consumer's expectations of the marketplace only. It does not apply to the expectations held on the reviews written by other consumers. In the case of reviews, these are trusted to similar levels to the recommendations made by friends and family (Bray et al., 2006; Femback & Thomson, 1995; Wang et al., 2002; and Yoo et al., 2009).

Furthermore, this is supported by the very own websites hosting the reviews, which state an intention to help clients with reliable information in a seemingly neutral way. Examples of these are the following quotes by two of these providers, namely Agoda and Booking.com (Booking). Booking (nd) states: *"We want to make your decision easier! With over 166,260,000 verified guest reviews, we can help you find the perfect place to stay"*. And Agoda (nd) says *"At Agoda, we believe real reviews from fellow travelers provide some of the best information to help you and others make future bookings."*

Finally, one more line of research in Deceptive Advertising is that one that aims to measure the level of deceptiveness of advertising (i.e. Barbour & Gardner, 2013). This line of research primarily relies on subject experts' or general consumers' subjective opinions to detect and measure deceptiveness. However, regardless the level of deceptiveness, and as Darke & Ritchie (2006) state, deceptive advertising generates distrust and negatively affects the response of consumers to advertising from both the same source and second-party sources. Furthermore, as previously suggested, there is a clear line between deception and puffiness.

AVERAGE RATINGS OF ONLINE REVIEW SITES

While no research has looked into the process by which the summary words are generated, there is extant work which examined the different types of rating scales. A preliminary examination of a number of online review sites seemed to suggest that summary words may be associated with the average ratings that hotels receive from consumers. Average, also known as mean, is one of the three measures of central tendency (mean, mode and median) used in statistics (Bowerman et al., 2007). These authors suggest that the average is found by adding all the values and dividing the resulting number by the number of values. The mode refers to the most common value, and finally, the median refers to the middle member in the dataset (Bowerman et al., 2007).

Due to the potential relationship between the one-word descriptions and the average results of hotels that has been observed in preliminary observations, this section examines information available with regards to the different types of rating scales of online review sites (maximum score of 10 or 100) and their average ratings. This review is done in the expectation that it may shed some light on the practice of adding one word descriptions beside the ratings of hotels.

A research study developed by Zhou et al. (2014) looked into the scores of hotels in Hangzhou (China) provided by the online review site Agoda and suggested that the average score is of 7.7. Moreover, a research study looking at USA hotels, using Priceline ratings, provided an average score of 7.52 (Mellinas, María-Dolores, et al. 2016). In the case of Booking, there is more data about hotel ratings. A study using 185,700 reviews resulted in an average score of 7.75 (Korfiatis & Poulos 2013). A similar study, was undertaken, but this time focused on Spain only. The research included 6,400 hotels and more than one million reviews, and it obtained 7.99, with variations by region ranging from 7.9 to 8.2, and the worst hotel rated a 4.4 (Estárico et al. 2012). Another study (Mellinas, Maria-Dolores, et al. 2016) reported a 7.848 for coastal

hotels in Spain in 2011 and 7.883 in 2014. Two more recent studies, also using Booking again showed very similar results: A sample of London hotels showed average and median values are close to 8.0, 50% of the scores are included within the interval 7.1-9.2 and only 7% under 5 points (Mariani & Borghi 2018). A huge sample of 19,660 hotels worldwide showed an average score of 7.95, ranging from 7.73 in the "Middle East Asia" region to 8.11 in America (Martin-Fuentes et al. 2018).

There are online reputation companies that provide the service of integrating and analyzing hotel reviews, including the integration and weighting of scores from Online Travel Agencies (OTAs), through an algorithm, resulting in a global score (Hensens 2015). This is the case of ReviewPro.com (ReviewPro), which uses the Global Review Index (ReviewPro 2015) with a 0-100 scale, giving average scores of 80.78 in Spain, 79.76 in Germany, 79.67 in UK, 78.36 in Italy and 78.07 in France (ReviewPro 2013). Trivago provided similar results in a review of the average scores of their hotels in Spain, giving values between 76.10 and 82.30 points (0-100 scale) (TRIVAGO 2016). The online reputation consultancy Vivential Value has conducted several studies on this issue. Their work examined a variety of review sites and obtained an average score of 7.92 for Spanish hotels (Nexotur 2014) and of 8.01 for Latin American hotels (Nexotur 2015).

There is not much information about the frequency distribution of hotel scores, but some interesting facts have been published in previous studies. Martin-Fuentes et al. (2018) found that 95.57% of the 19,660 hotels analyzed in Booking were rated above 6.25. A similar study, also using data from Booking and a sample of 1,440 Spanish coastal hotels, found that "More than 93% of the hotels had a score of 7 or more points". Furthermore, only 0.56% of the hotels had a score below 6 points (Mellinas et al. 2015). Another study (Mellinas, María-Dolores, et al. 2016), using 200 USA hotels, discovered that "Booking scores are highly concentrated

above the score of 7.3, as ratings below this figure only accounted for 8% of the sample, while 36.5% are in that range for Priceline". Figure 2 presents the frequency distribution of ratings for Priceline and Booking as per Mellinas, María-Dolores, et al. (2016). This figure shows the very small number of hotels with ratings lower than 6 in both these pages. According to Mellinas, María-Dolores, et al. (2016), only 5% of hotels were below 6 in Priceline and 1% in the case of Booking.

[Insert Figure 2]

In conclusion, these findings suggest that there is a wide variety of scoring systems. The distribution of scores is far from resembling a normal distribution curve (Mariani & Borghi 2018) and it is difficult to find hotels with less than 6 points. However, the main aspects relate to the fact that the actual average score is situated close to 8, ranging from 7.5 (i.e. Priceline) to 8.2. (i.e. Booking); and that hotels with less than 6 points are actually far from the average, representing only 1-5% of hotels (Mellinas, María-Dolores, et al., 2016). This data should be taken into account when using words such as “average” or “above average”.

METHODOLOGY

The aim of this paper is to investigate the practice of adding a one-word summary description summarizing the score received by hotels in online review sites, in order to reveal whether it responds to a legitimate practice. This is a fundamental first step, which should open the way to deeper research on this issue and its influence on consumers, as has been done previously with the scores obtained by the hotels and reviews text. To achieve this, the following objectives have been set up:

- To identify one-word descriptions assigned to the different score ranges by hotel online review sites.
- To identify differences across sites on the practice of assigning one-word descriptions.
- To analyze whether one-word descriptions assigned are consistent across sites.
- To discuss whether the one-word descriptions are trustworthy and coherent.

The data collection took place in June 2016. A process of data extraction from a variety of online review sites was undertaken, explained below. No ethics approval was required because it uses secondary data which was collected manually and is accessible to anyone. We focus on the brands of the top 4 online travel agencies worldwide and we expand the research with other companies such as Hotel Reservation Service (HRS), TravelRepublic or HotelsCombined (Research Briefs 2017). Several sites (15 in total) were examined before deciding on which ones to select for the study. For simplicity reasons, a heuristic approach was adopted in the final selection. This was based on the type of rating scales and their use of one-word summarizing descriptions, to allow for comparisons across websites. Some relevant sites such as TripAdvisor, HolidayCheck, Hotwire or Destinia were discarded because they do not include the one-word description besides the overall rating.

Two main groups of websites were identified: those using a 1-5 scale and those using a scale with a maximum score of 10, which could also range from 0 (TravelRepublic, Kayak and Skyscanner), 2 (Agoda), or 2.5 (Booking). No major discrepancies were identified in the practice of adding one-word descriptions by sites using a 1-5 scale (Table 1). All of them (except Ctrip) belong to Expedia Group and use a very similar system, just the range 4.3-4.4 uses different words (fabulous and excellent). Ctrip uses a different system but variations do

not seem relevant. For these reasons, it was decided that those with a scale ranging from 1-5 would not be included in the study in order to facilitate discussion.

[Insert Table 1]

The final selection was composed of 8 websites, 5 being Online Travel Agencies (OTAs) with the online review functionality (i.e. Booking, Priceline, Agoda, Travel Republic and HRS) and the other 3 being metasearch websites (i.e. Kayak, SkyScanner and Hotels Combined) that collect reviews and ratings from other websites. It should be noted that while Trivago was also considered, this was not finally included because it uses a system based on “smileys”, making it difficult to compare with other websites. The process for data extraction was manual and relatively simple to implement. This consisted of a search for hotels, in a random date, located at well-known international destinations in the selected websites. These destinations were London, Bangkok, Manilla and Madrid and the selection of these cities was based on their status as international renowned destinations, with wide variety of accommodation quality levels. The results from the search were captured into an excel file, noting both the overall rating and the word appearing besides the rating. These results were sorted by overall score, allowing to identify the range of scores associated with each word.

FINDINGS

The data was analysed through descriptive statistics, i.e. frequencies. Table 2 presents a summary of the results. This shows the descriptions associated with each score range and those ranges for which no one-word descriptions are provided. It can be observed that there are many one-word summary descriptions shared across websites, but the rating ranges to which these descriptions apply vary significantly across sites. Differences have even been found across

websites belonging to the same group, such as Priceline (i.e. Priceline, Booking, Agoda and Kayak) (Priceline Group 2016).

[Insert Table 2]

Differences Across Sites

[Insert Table 3]

Table 3 lists the most common one-word descriptions which are used by these sites (i.e. “good”, “very good” and “excellent”) and the score ranges to which these descriptions are applied through the different websites. Most websites require a minimum score of 7 points for the description "good", except Agoda and Kayak, in which case the minimum score for a hotel to be described as “good” is 6.1. Something similar happens with the word "very good", which requires scores above 8 points in all the sites except in Agoda and Travel Republic, where it requires points above 7 and 7.5 respectively. Variations for "Excellent" are much higher, with Agoda being the website that requires a lower score to assign this positive description. Agoda assigns this score to ratings ranging from 8.1, while HRS and SkyScanner reserve this word for hotels with 9 points or more only.

No Descriptions of Low Scores

In Table 2 it can also be observed that some of these websites do not provide a describing word to hotels with low scores. This is the case of Priceline (under 6.1), HRS (under 7.0) and HotelsCombined (under 7.0). Booking does not show any description for values below 7. However, this is the case of the desktop version only, since 2013, and they still provide it in the mobile version (Mellinas et al. 2015). This omission of descriptors by review websites might be deemed to be intentional, as it is reasonable to believe that they may consider it preferable not to display any description of the hotels instead of adding expressions like "Poor" or

"Unsatisfactory". The practice of using words like "okay", "acceptable", "above average" or "pleasant" to describe these kind of hotels, as 4 of the analyzed websites are currently doing (i.e. Priceline, Booking, Agoda and Scanner), could mislead customers as to their relative quality according to the reviews received.

The Term Average

Some of the websites that present descriptions beside the score of hotels, make use of the terms "Below average", "Average" and "Above average". Surprisingly though, these descriptions are provided for hotels with quite low rates (see Table 2). As previously explained the hotels average score are usually situated in the range of 7.5-8.2. Therefore, the term "average" seems to be interpreted as "the midpoint of the rating scale" used for each website (usually 5 points). In fact, less than 5% of the hotels are usually below 6 points and it is very unusual to find hotels below 5 points. In the case of Agoda, not even this interpretation of the word "average" would be valid because this website uses a 2.0-10 scale, so the midpoint would actually be 6.0. Nevertheless, they call "Above average" those hotels falling in the 5.1-6.0 range, which is actually below the midpoint of the scale and, of course, below the actual average score of their hotels, which is above 7.

There are 4 websites that use denominations in ways which might be considered as evidently misleading. This is for example the case of **TravelRepublic**. This website uses negative terms for hotels with scores below 4, while it then uses the terms related to "average" to refer to the range 5-6. In addition, it describes hotels as "Good" when they have scores slightly below average and as "Very Good" hotels with ratings very close to the average. Another example is **Kayak**. This website uses the word "Good" to hotels with scores of 6.1, which are hotels of comparatively low quality. They also use the word "Okay" to the section 4.1-6.0, which by comparison is even more misleading because it captures many hotels which would be deemed

of poor quality, especially those belonging to the first part of that range. **SkyScanner** is another website that shows practice which might be deemed to be misleading by the application of one-word descriptions. They use the terms "average" and "below average" to refer to hotels otherwise rated very badly.

The case of **Agoda** also requires special attention. This website considers the worst rated hotels as "Acceptable" (those rated 2.0-5.0). These are the worst hotels that normally represent figures of around 1% of the hotels. It is very difficult to even find hotels with these scores in small and medium size destinations. This means that, theoretically, a hotel considered of the poorest quality would be classified as "Acceptable". Agoda also uses the term "Above average" for hotels in the 5.0-6.0 range, which are both below the average scores of their hotels, which, as explained by Zhou, Ye, Pearce, & Wu (2014) is 7.7, and it's also below the midpoint of its scale (6.0). It also uses the word "Very Good" for the section 7.0-8.0 of hotels with scores close to the average, when most of the websites use "Good" for that segment. The term "Good" is reserved for the section 6.1-7, in which low-medium quality hotels are included, but could be perceived as medium quality hotels by using that word.

DISCUSSION AND CONCLUSIONS

This article examines the practice of online review website providers (both OTAs and metasearch websites) in terms of assigning one word rating descriptions to hotels. A total of 8 websites were examined, by looking into the classification of the hotels they list for the following international destinations: London, Bangkok, Manilla and Madrid. An analysis of the different websites scales and ratings was undertaken and the one word rating descriptions identified. Comparisons across sites were drawn and a discussion on the coherence of the words assigned to the different ratings has been provided.

The results show that there is lack of standardization on the process of generating these descriptions across websites which may be considered deceptive and could mislead consumers. Furthermore, words like average are used to describe hotels whose ratings are not located in the middle of the scale and this practice may also be deceptive to consumers. So overall, these results suggest that these descriptive words could be perceived as unreliable. While the findings do not bring light into the effects that these descriptive words have on decision-making by consumers, they do provide evidence of the process, suggesting that the descriptive words may be considered unreliable. The use of words associated with scores by 4 of the websites analysed is clearly different from that used for the other 4 websites. It could be considered that there is a strategic use of this tool that could favor the perception of the hotels quality. Scores close to 5 may be considered to cause consumer distrust, but if that number is accompanied by a positive descriptive word, that effect may be moderate. In this way, web platforms that use this strategy may be able to achieve a greater market share among hotels that have difficulties to sell online, due to their low scores. In this case, these websites may be considered to break the expected neutrality about managing and presenting reviews that is stated in their quotes presented in the literature review section. This situation may be perceived in two different ways:

- a) Some websites are making a smart use of the words associated with overall scores, to try to increase hotel sales, especially in the case of the worst rated ones.
- b) Some websites act in a way that many people might consider to be deceptive, attributing words to some scores that arguably mislead the customer in a manner that makes them look better than the ratings have indicated.

Therefore, the study suggests that the information provided by these companies is inaccurate and, as a result, it may mislead customers in their decision-making. Following Burke et al.'s (1997), explanation of deceptive advertising, it appears that this type of practice investigated in

this research, fits into this definition. If consumers were aware of these practices, some of them would have a very negative perception of the websites that seem to deceptively improve the image of the hotels (Román, 2010). Going back to the distinction between puffery and deception, which was introduced in the literature review section, these findings do not suggest a practice that would fall into the scope of puffery. This is because the terms used to describe hotels does not seem to resemble any level of ambiguity (e.g. average, good, etc.). In the legal field, some national regulations may come to consider these practices as deceptive advertising, which would suggest an urge for additional policy making, such as that by the CMA (2016) prosecuting fake reviews in the UK, to be developed.

Based on these results, further studies should apply measures of deceptiveness (e.g. Barbour & Gardner, 2013) to empirically test the level of influence of these descriptive words on the perception of the hotel quality. It would be necessary to do experiments to conclude if, by remaining all factors constant (Scores, text, hotel name, pictures, etc ...) consumers would prefer hotels with more positive descriptions. Additionally, it would also be interesting to find out the relevance of the word associated with overall scores in relation to the overall score, hotel stars, reviews text or other factors to consider. It would be also interesting to understand the reasons behind this practice and whether they are deliberate by interviewing website managers.

Finally, as suggested by Darke & Ritchie (2006) and discussed in the literature review, the use of misleading practices in advertising has a negative effect on the trust of consumers. Furthermore, as it has also been established in the literature review section (Bray et al., 2006; Femback & Thomson, 1995; Wang et al, 2002; and Yoo et al, 2009), the world of reviews is built upon the trust of consumer generated data. Therefore, it is in the interest of the websites providing online reviews that this trust is maintained and good practice is ensured and cherished.

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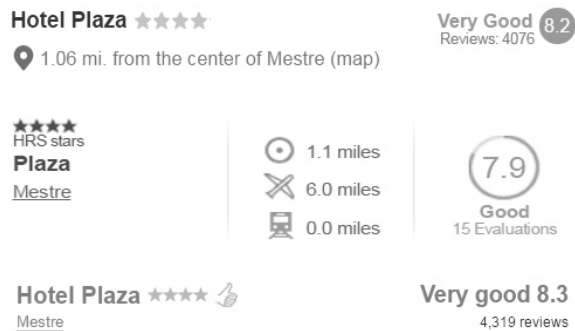
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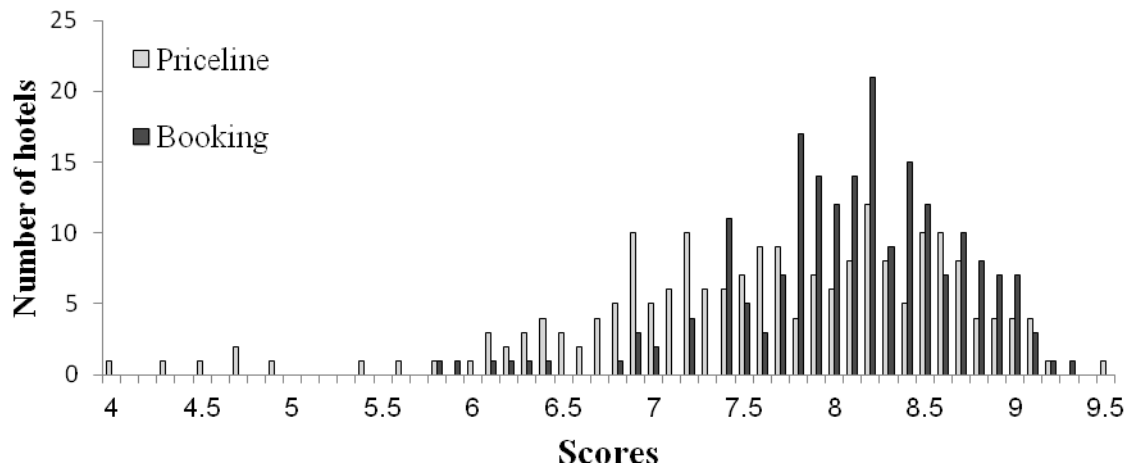
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Figure 1. Descriptions beside scores in SkyScanner, HRS and Booking.



Source: Self elaboration using images from websites.

Figure 2. Frequency distribution for Priceline and Booking ratings.



Source: (Mellinas, María-Dolores, et al. 2016)

Table 1. Descriptions associated with scores ranges.

	1	2	3	3,5	4	4,5	5				
Expedia					Good!	Very Good!	Excellent!	Wonderful!	Exceptional		
Travelocity					Good!	Very Good!	Excellent!	Wonderful!	Exceptional		
Orbitz					Good!	Very Good!	Fabulous!	Wonderful!	Exceptional		
Ebookers					Good!	Very Good!	Fabulous!	Wonderful!	Exceptional		
Wotif					Good!	Very Good!	Fabulous!	Wonderful!	Exceptional		
Ctrip									Very Good!	Excellent!	Outstanding
	1	2	3	3,5					4	4,5	5

Source: Self elaboration.

Table 2. Descriptions associated with scores ranges.

	1	2	3	4	5	6	7	7.5	8	8.5	9	9.5	10
TravelRep.	Very Poor	Poor	Unsatisfactory	Below Average	Average	Above Average	Good	Very Good	Great	Excellent	Magnificent	Exceptional	
Kayak	Poor		Mediocre		Okay		Good			Excellent			
SkyScanner	Below average				Average	Satisfactory	Good		Very Good		Excellent	With Honors	
Agoda			Acceptable			Above Average	Good	Very Good		Excellent		Exceptional	
Booking					Poor	Disappointing	Passable	OK	Pleasant	Good		Very Good	Fabulous
Priceline							Pleasant	Good		Very Good	Excellent	Exceptional	
HRS													Good
Hotels Combined													Good
							1	2	3	4	5	6	7

Source: Self elaboration.

Table 3. Range for each description and website.

	Booking	Priceline	Agoda	TravelRep.	HRS	Kayak	Skyscanner	HotelsCom.
Good	7-7.9	7-7.9	6.1-6.9	7.0-7.4	7.0-7.9	6.1-8.0	7.0-7.9	7.0-7.9
Very Good	8-8.5	8-8.4	7.0-8.0	7.5-7.9	8.0-8.9	no	8.0-8.9	8.0-8.5
Excellent	no	8.5-8.9	8.1-9	8.5-8.9	9.0-10.0	8.1-10	9.0-9.5	no

Source: Self elaboration.