

Travellers' Rating Explained

A Travellers' Rating is a score out of ten that reflects the quality of the accommodation experience according to past guests.

“Before making an online hotel reservation, consumers visit approximately 14 different travel-related sites with about three visits per site combined with almost nine travel-related searches.”

Source: United Nations
World Tourism Organisation



A Travellers' Rating is an aggregate score of past guest ratings and reviews from more than 100 websites in 45 different languages.



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Powered by ReviewPro's proprietary software and sophisticated algorithms that search the web on a daily basis, a Travellers' Rating represents the 'overall' property ranking a guest must give before posting comments about their stay or ranking individual property attributes such as service, room quality, cleanliness, location and value.



A property must have a minimum of 25 reviews (across all sites) to produce an aggregate Travellers' Rating. Weighting applies to the popularity of the source site and the date of the last guest review.

The William Angliss Institute in Melbourne has developed an independent benchmarking framework to show if a property has met or exceeded guest expectations, for example:

