

The State of Nairobi Hotel Guest Experience — 2023

What 28,470 Google reviews across 150 Nairobi hotels said in 2023 — grouped by official TRA classification, and the one habit that set the best hotels apart.



FIVE THINGS 2023 TOLD US

1

Most hotels did not answer their guests. The typical Nairobi hotel replied to just 28% of the guests who wrote a review in 2023 — and the median Silver and Bronze hotel replied to none at all.

2

Replying tracks reputation — strongly. The hotels that reply most (top rating quartile) answered a median 78% of reviews and ran a 1.7% angry-review rate; those that reply least answered 0% and ran 9.7%. The habit and the score move together.

3

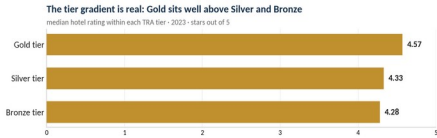
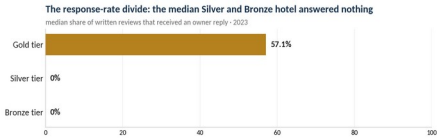
The quality tiers are genuinely different experiences. The median Gold hotel rated 4.57, Silver 4.33, Bronze 4.28 — a clear gradient, and a far sharper one in whether the hotel answered its guests at all.

4

Service wins guests — and loses them. Friendly staff was the most-praised theme (one in five raves named a staff member) and a leading complaint; the same lever swings both ways.

5

The room was rarely the problem. When guests were unhappy in 2023, the recurring pains were service speed, the front desk and value-for-money — far more than the physical room.



Where does your hotel stand? Talk to us.

CVI can produce a confidential, single-property report: your complaint mix, your reply-rate benchmark against your TRA tier, your named-staff assets and your trajectory over time — reading Google, TripAdvisor and Booking.com together. Book a free 20-minute walkthrough of your numbers.

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