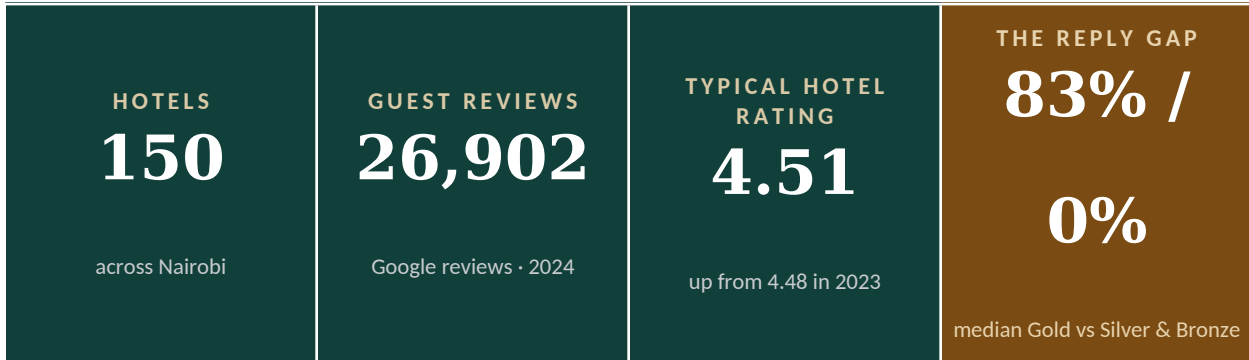


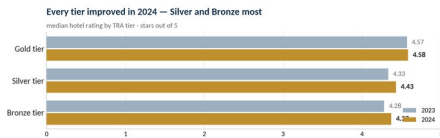
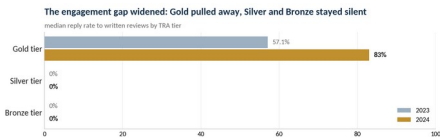
The State of Nairobi Hotel Guest Experience — 2024

What 26,902 Google reviews across 150 Nairobi hotels said in 2024 — and what changed from 2023, grouped by official TRA classification.



FIVE THINGS 2024 TOLD US

- 1 The market improved — modestly.** The typical hotel's rating rose from 4.48 to 4.51 and the positive share of reviews from 90.4% to 91.2% — a better year, by a small, broad margin.
- 2 But the engagement gap widened.** The median Gold hotel went from answering 57% of written reviews to 83%. The median Silver and Bronze hotel answered none in 2023 — and still none in 2024.
- 3 Every tier's rating rose — the lower tiers most.** On the same hotels both years, Gold moved 4.57→4.59, Silver 4.33→4.43, Bronze 4.28→4.37. Ratings converged a little even as engagement diverged.
- 4 Staff became an even bigger differentiator.** Service was named in 27.3% of praising reviews, up from 20.8% — but service complaints rose too (9.1%→10.1%). The same lever, swinging harder both ways.
- 5 Complaints tilted to the front desk and the bill.** Check-in / front-desk mentions rose 9.9%→11.9% of critical reviews and value-for-money 7.6%→10.3% — the two fastest-rising pains of the year.



Where does your hotel stand? Talk to us.

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

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