

The State of Nairobi Hotel Guest Experience — 2025

What 28,377 Google reviews across 150 Nairobi hotels said in 2025 — and what changed from 2024, grouped by official TRA classification.

HOTELS	GUEST REVIEWS	TYPICAL HOTEL RATING	ANGRY REVIEWS
150	28,377	4.54	4.1%
across Nairobi	Google reviews • 2025	up from 4.51 in 2024	down from 4.4% — first fall

FIVE THINGS 2025 TOLD US

1

The market's best year yet — and fewer angry guests. Typical rating rose 4.51→4.54 and, for the first time in three years, the median rate of angry (1–2★) reviews fell, 4.4%→4.1%.

2

But the tiers pulled apart. Gold's typical rating rose 4.59→4.64; Silver held at 4.43; Bronze slipped 4.37→4.33. After converging in 2024, the gap between the best and the rest widened again.

3

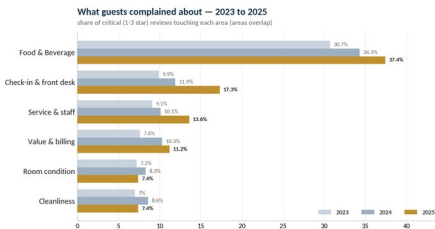
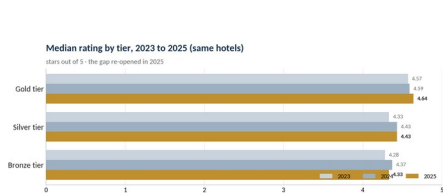
The reply divide is now structural. Gold hotels answer about four in five written reviews; Silver and Bronze still answer almost none — three years running. A line the lower tiers simply have not crossed.

4

The front desk is the fastest-rising complaint. Check-in / front-desk mentions jumped 11.9%→17.3% of critical reviews — the biggest mover of the year — with service close behind (10.1%→13.6%).

5

Staff are the story of praise. A third of all praising reviews now name a staff member (33.8%, up from 27.3%), pulling further clear of every other strength.



Where does your hotel stand? Talk to us.

CVI can produce a confidential, single-property report: your three-year rating and reply-rate trend, 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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