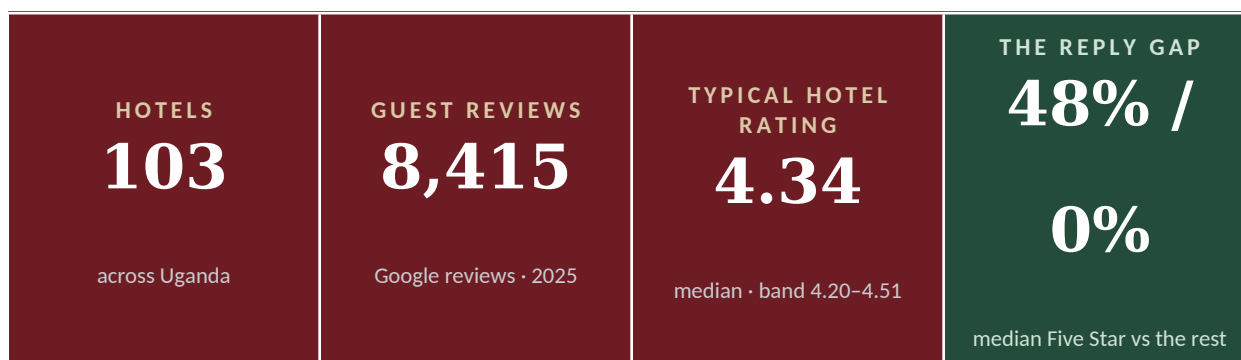


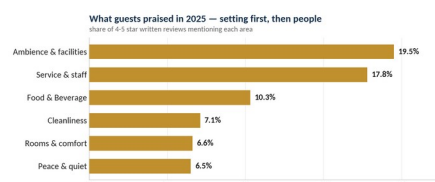
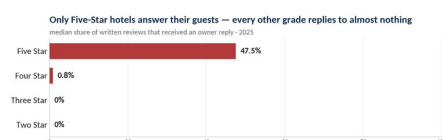
The State of Uganda Hotel Guest Experience — 2025

What 8,415 Google reviews across 103 Ugandan hotels said in 2025 — grouped by official hotel classification, and the one habit almost no hotel has adopted.



FIVE THINGS 2025 TOLD US

- 1 Almost no hotel answers its guests.** The typical Ugandan hotel replied to 0% of written reviews in 2025. Only Five-Star hotels engage (median 48%); even Four-Star reply to barely 1%.
- 2 The classification tracks rating — at the top.** Five-Star hotels rated a median 4.56 and Four-Star 4.51, clearly above Three- and Two-Star (both 4.29). The grade gap is real across the upper and lower market.
- 3 A good headline rating, with a long tail.** The market averaged 4.46, but the typical hotel sits at 4.34 and the lowest-rated quarter at 4.07 with a 12.5% rate of angry reviews.
- 4 Food & Beverage is the number-one complaint.** F&B touched about 32% of critical reviews — the most-mentioned area by a wide margin — followed by check-in / front desk and service.
- 5 Uganda's signature strength is its setting.** Ambience and facilities — gardens, pools, lake and nature settings — was the most-praised theme (19.5%), ahead even of warm staff.



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 official grade, your named-staff assets and the things guests say are missing — reading Google, TripAdvisor and Booking.com together. Book a free 20-minute walkthrough of your numbers.

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