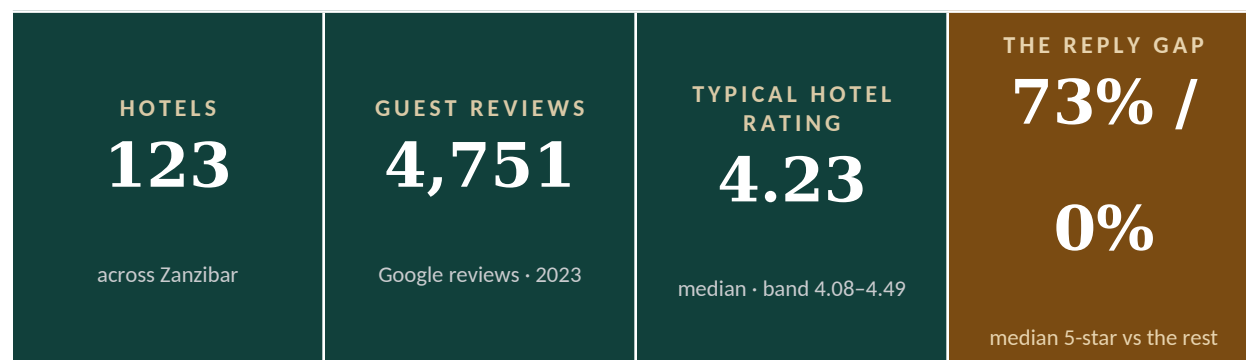


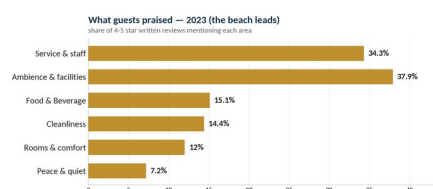
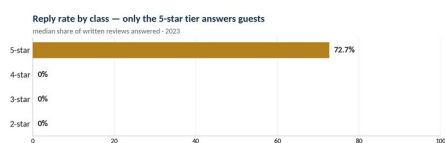
The State of Zanzibar Hotel Guest Experience — 2023

What 4,751 Google reviews across the islands' hotels said in 2023 — grouped by hotel star class, and the one habit that set the best apart.



FIVE THINGS 2023 TOLD US

- 1 Almost no hotel below 5-star answers guests.** The typical hotel replied to 0% of written reviews; only the 5-star class engaged (a median 73%).
- 2 Answering and quality move together.** The best-rated quarter answered 32% of reviews and ran a 3.1% angry rate; the lowest answered 0% and ran 16.6%.
- 3 A modest rating, with a wide spread.** Market 4.33, but the typical hotel 4.23 and the lowest quarter 3.85 — and an 8.0% negative rate, high for a holiday market.
- 4 Food & Beverage is the runaway #1 complaint.** F&B touched 46% of critical reviews — nearly half — far ahead of room condition and cleanliness.
- 5 The beaches are the signature strength.** Ambience and setting (38%) led praise, just ahead of warm staff (34%).



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 class, your named-staff assets and the things guests say are missing — across Google, TripAdvisor and Booking.com. Book a free 20-minute walkthrough.

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