

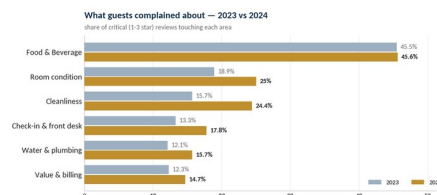
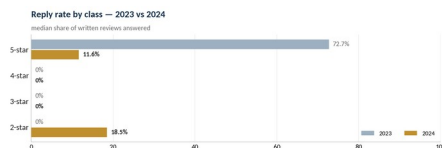
The State of Zanzibar Hotel Guest Experience — 2024

What 4,577 Google reviews said in 2024 — and what changed from 2023, grouped by hotel star class.

HOTELS	GUEST REVIEWS	TYPICAL HOTEL RATING	ANGRY REVIEWS
123	4,577	4.17	11.0%
across Zanzibar	Google reviews • 2024	down from 4.23 in 2023	up from 8.0% in 2023

FIVE THINGS 2024 TOLD US

- The market dipped.** Typical rating slipped 4.23→4.17, positive share 83.8%→81.7%, and angry reviews jumped 8.0%→11.0% — one in nine unhappy.
- Complaints rose across the board.** Cleanliness climbed 16%→24% of critical reviews and room condition 19%→25%; F&B held at the top (~46%).
- Even the leaders pulled back.** The median 5-star hotel's reply rate fell 73%→12% — the gap narrowed because the top went quiet, not the rest spoke up.
- The beaches still carried the praise.** Ambience (38.5%) and warm staff (35.1%) held as the top strengths — the setting steadied a weaker year.
- The bottom tail got worse.** The lowest-rated quarter ran a 27.8% angry-review rate — more than one in four.



Where does your hotel stand? Talk to us.

CVI can show whether your hotel moved with the 2024 dip or against it — your complaint mix, your reply-rate trend, your benchmark against your class. Book a free 20-minute walkthrough of your numbers.

Adrian Leshan, Business Lead • +254 705 495016 • hello@cvi.co.ke • cvi.co.ke