

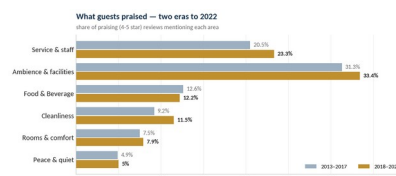
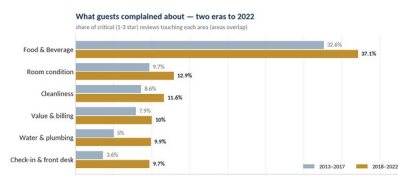
A Decade of Zanzibar Hotel Guest Experience — to 2022

27,000+ Google reviews across two five-year eras (2013–2017 and 2018–2022) — what changed, what held, and what guests wished for.



WHAT A DECADE OF GUESTS TOLD US

- The guest experience improved.** The typical review rose 4.18→4.31 and the positive share from 80% to 83%, even as volume multiplied seven-fold.
- But the negative rate never improved.** Openly negative reviews held at 7.3% in both eras — high for a leisure destination, a long tail the rising average hides.
- Food & Beverage was the constant #1 complaint.** F&B touched a third or more of critical reviews in both eras — dining is the centre of an island stay.
- The beaches are the islands' advantage.** Ambience and setting — beaches, pools, gardens — was the most-praised theme throughout, with warm staff rising behind it.
- Guests wished for tropical basics.** The recurring “I wish...” signals are working air-conditioning, mosquito nets, hot water and reliable Wi-Fi.



Where does your hotel stand? Talk to us.

CVI reads your hotel's full review history — the complaints that persist, the staff guests love, and the small things they keep wishing for. Book a free 20-minute walkthrough of your numbers.

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