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Navigating the New Era of APAC Travel: What Guest Sentiment Reveals for 2026–27

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SINGAPORE

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A Hospitality AI Company - Turning Guest Data into Revenue

FINALIST
BEST REPUTATION MANAGEMENT
HotelTechReport
2026

18+ years of innovation, shaped by real hospitality use cases.

100K customers in 100+ countries globally

AI-first solutions along the entire guest Journey

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5 Major APAC Destinations

Reputation Performance Benchmark

3,012,353

guest reviews analysed across 5 APAC destinations

TIMEFRAME

12 Months

Apr 2025 – Mar 2026

5 CITIES

6,792 Hotels

Bangkok, Hong Kong, Jakarta,
Singapore, Sydney

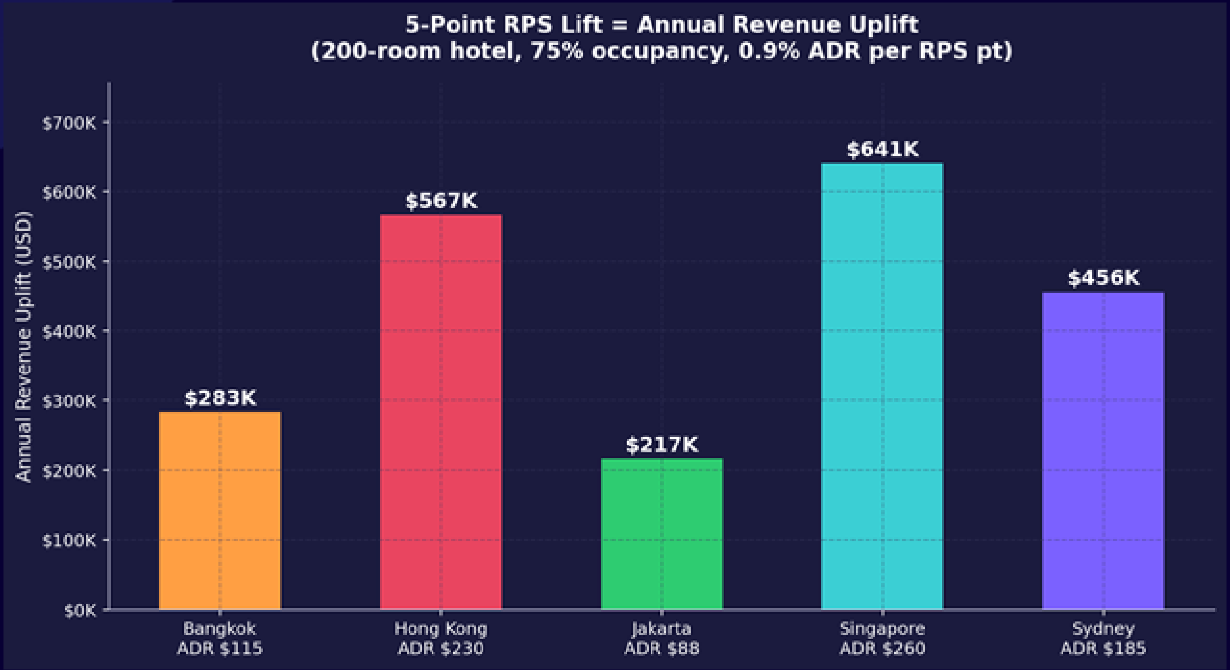
SOURCES

97% of Global OTAs

Booking, Agoda, Google,
Trip, Ctrip, TripAdvisor, Expedia & more

Score-to-Revenue: What 1 RPS Point Is Worth

Industry benchmark: 1-point RPS improvement = 0.9% additional ADR



THE MATH (PER PROPERTY)

200-room hotel

75% occupancy

0.9% ADR uplift / RPS pt

ADR (USD) → 5-PT LIFT

City	ADR	5-pt
Singapore	$260	$641K
Hong Kong	$230	$567K
Sydney	$185	$456K
Bangkok	$115	$283K
Jakarta	$88	$217K

Premium markets earn more per point. Emerging markets earn more per percent.

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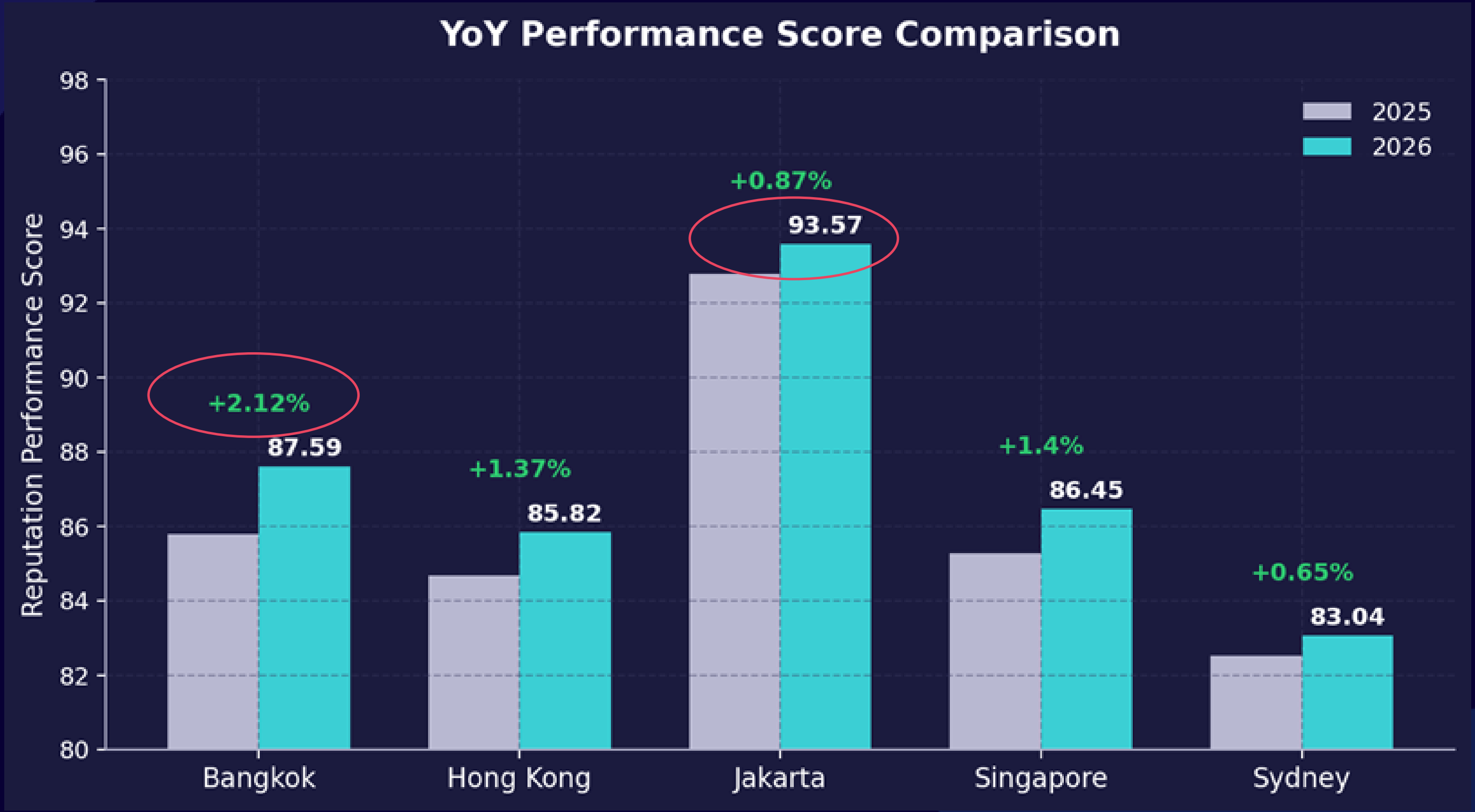
YoY Performance Score Comparison



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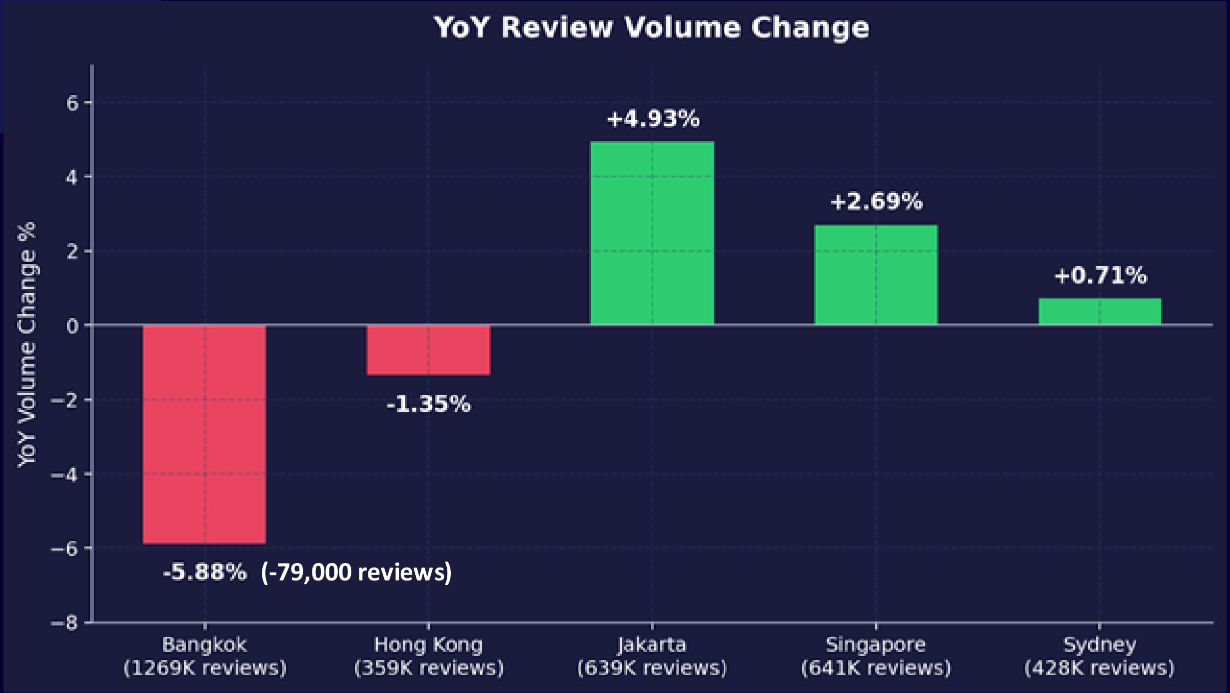
YoY Review Volume Comparison

Bangkok paradox: biggest score gain in the region, but biggest review volume drop



WHAT THIS MEANS

Volume ≠ Score

Jakarta + Singapore

gaining share of voice

Bangkok

score climbing while review velocity collapses — OTA visibility risk

Hong Kong

losing both reviews and score-momentum

Sydney

essentially flat — not gaining, not losing

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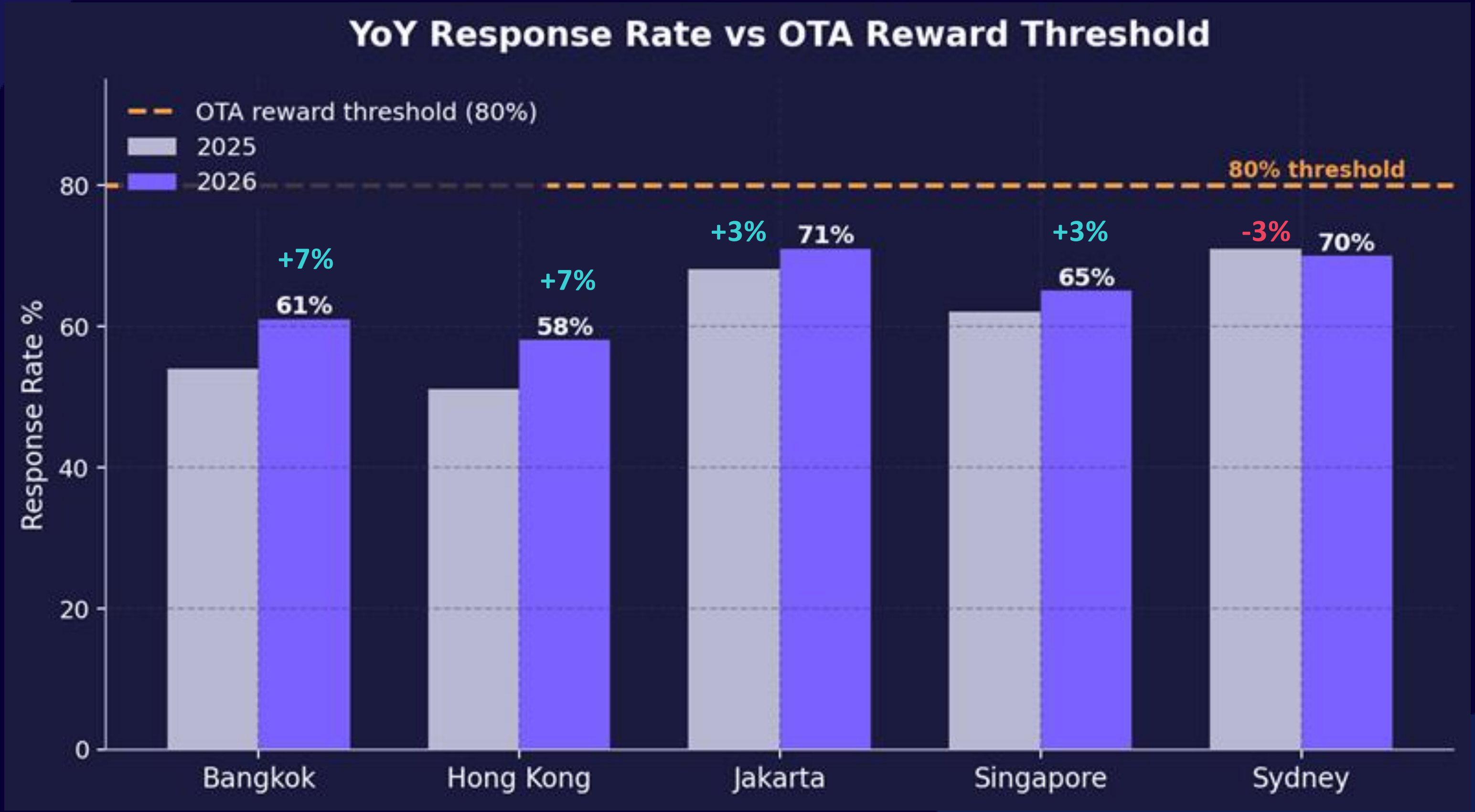
YoY Response Rate Comparison



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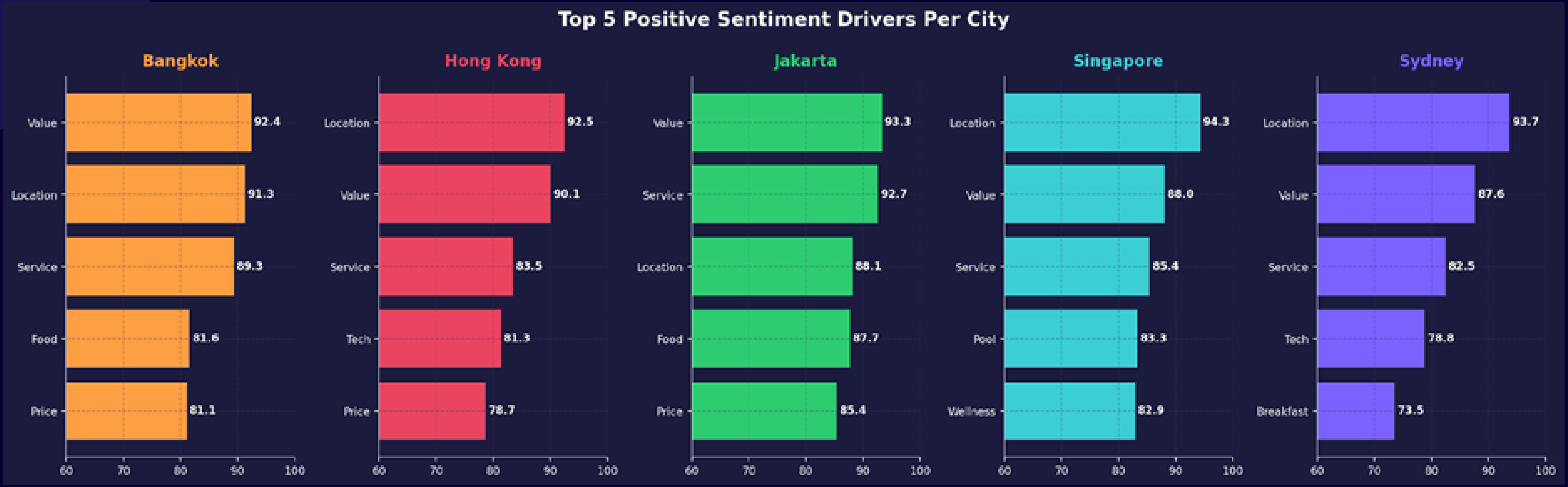
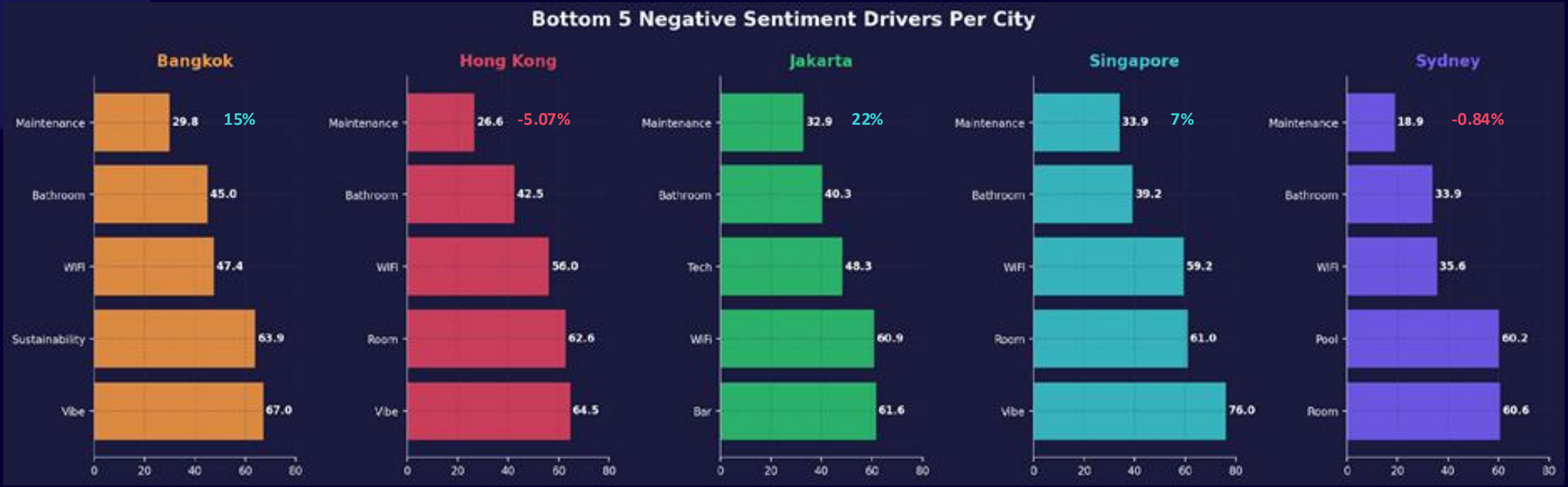
Top 5 Positive Sentiment Drivers Per City



REGIONAL PATTERN

Location, Value, and Service are universally strong across APAC — they are baseline expectations, not differentiators. Jakarta's Value at 93.28 is the regional ceiling.

Bottom 5 Negative Sentiment Drivers Per City

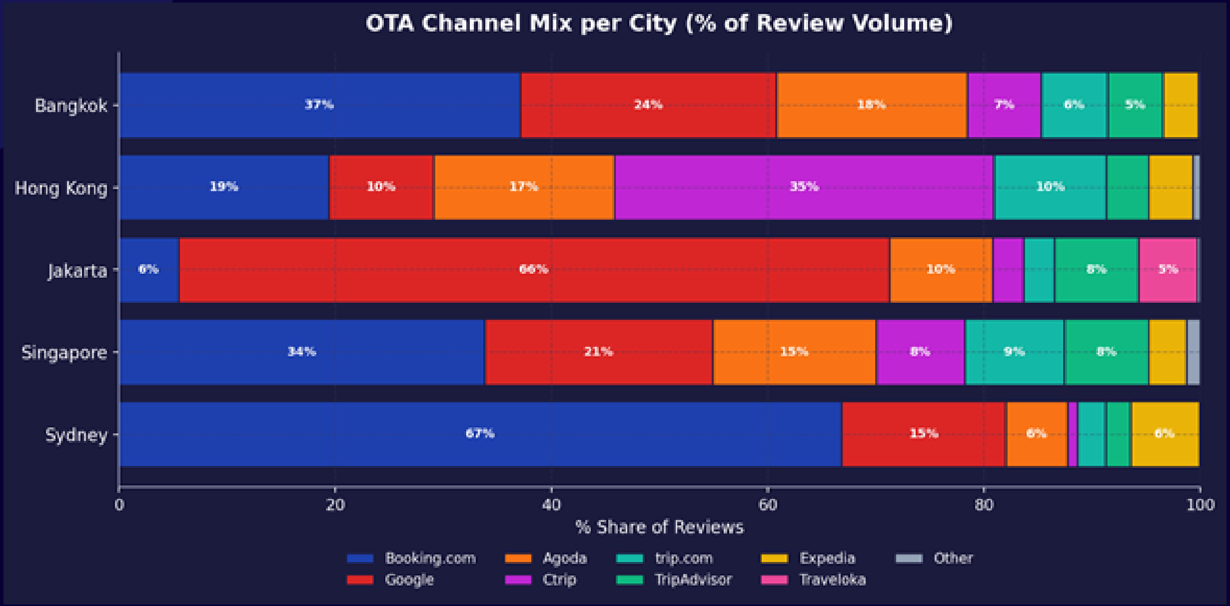


REGIONAL OPERATIONAL DEBT

Maintenance, Bathroom, and WiFi drag every market.

Sydney sits at the bottom on all three. Bangkok and Jakarta are improving fastest — operational work has started.

OTA Channel Mix per City



CHANNEL ARCHETYPES

Bangkok

Booking + Google + Agoda balanced

Hong Kong

Ctrip leads (35%) — China gateway

Jakarta

Google-dominant (66%)

Singapore

Most diversified mix in APAC

Sydney

Booking-mainly (67%)

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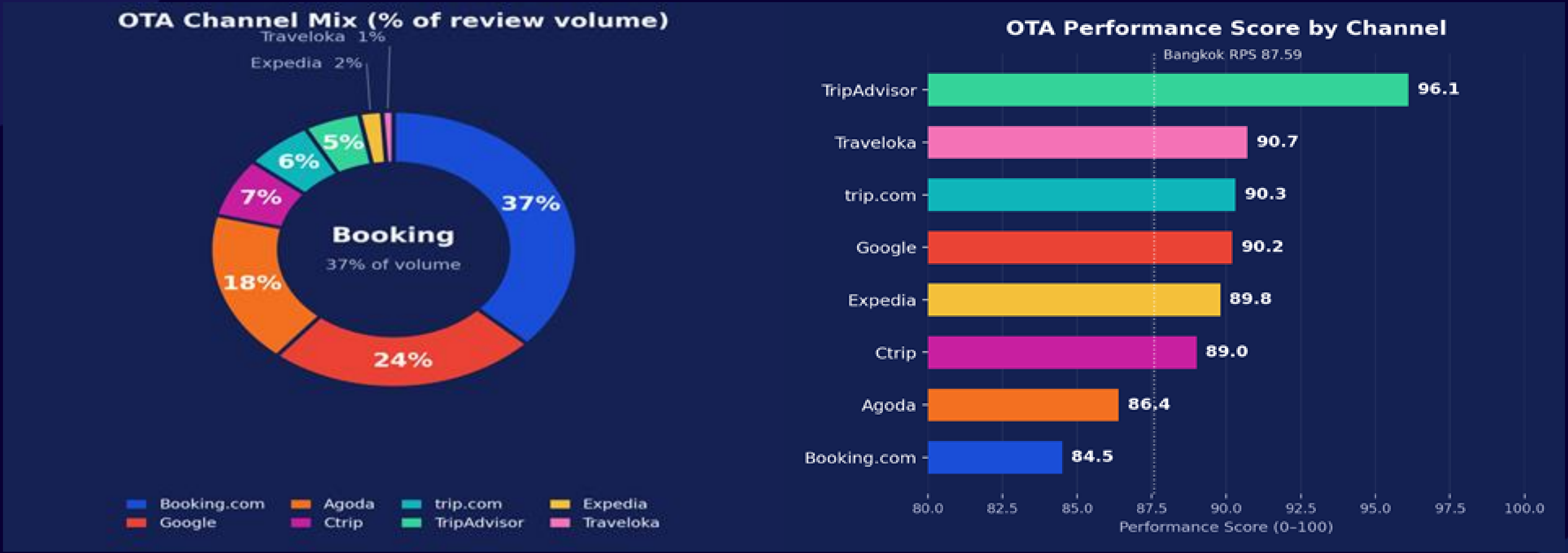
Bangkok — Volume vs. Score



OPPORTUNITY Booking carries 37% of Bangkok's review volume but scores the lowest at 84.5.
Lift Booking by 2 points and the city RPS moves — for individual properties, prioritise the Booking guest experience first.

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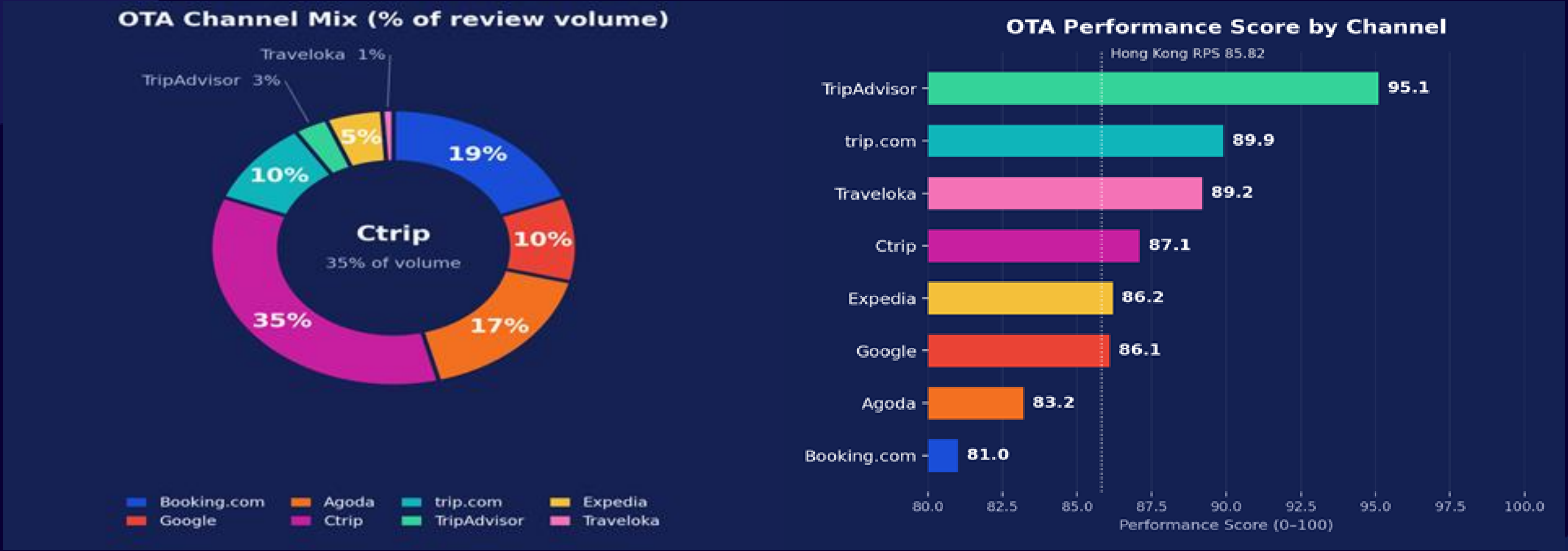
Hong Kong — Volume vs. Score



OPPORTUNITY Ctrip carries 35% of HK's volume on a mid-pack 87.1, while Booking sits at the floor (81.0) on 19%. Together, Chinese channels (Ctrip + trip.com) own 45% of volume. **For individual properties, the lever is Mandarin-language guest comms and Chinese-channel response programs — that's where score and volume both move.**

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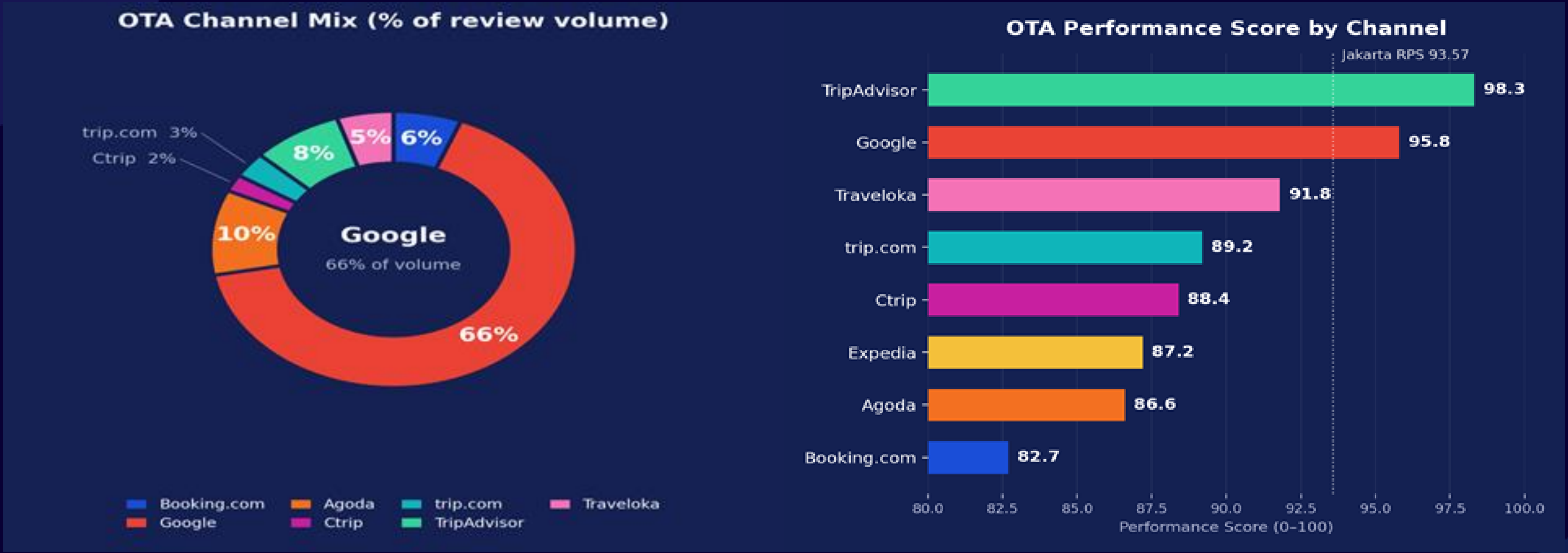
Jakarta — Volume vs. Score



OPPORTUNITY Google delivers 66% of volume AND a 95.8 score — the only channel-city in APAC hitting both.
Risk is concentration, not score — for individual properties, diversify visibility onto TripAdvisor and Adoga without breaking the Google flywheel.

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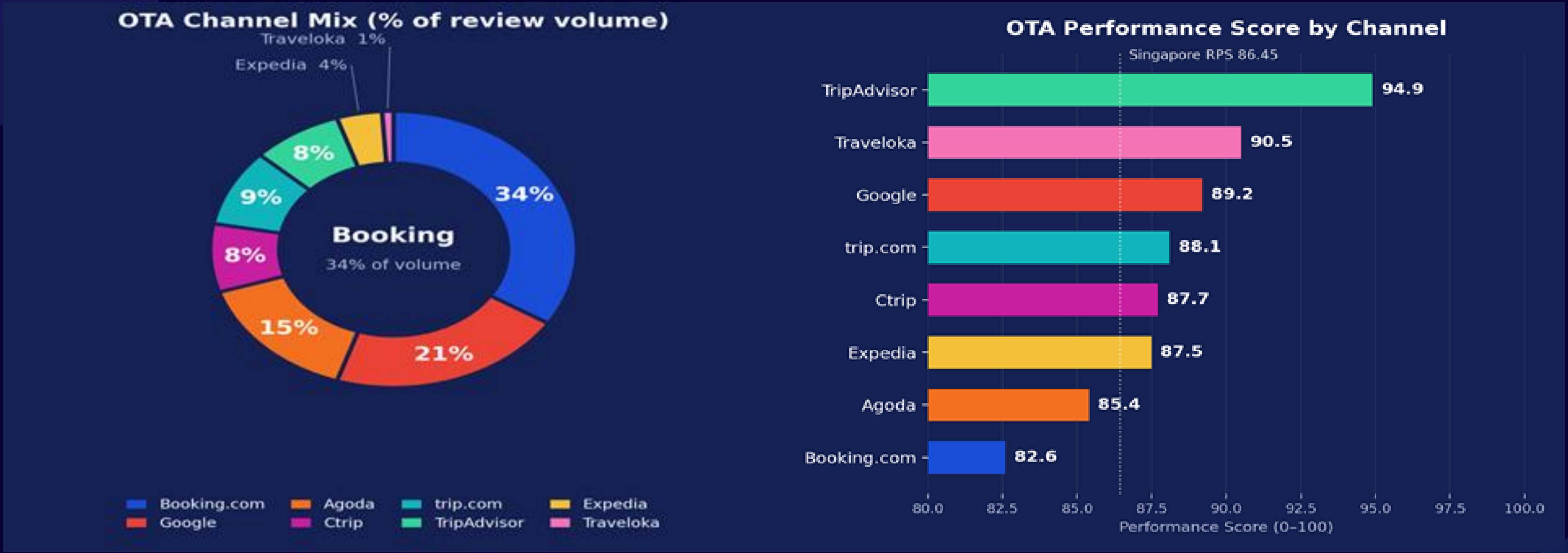
Singapore — Volume vs. Score



OPPORTUNITY Singapore's mix is the most balanced in the region, yet Booking still owns 34% of volume on the lowest score (82.6). **Diversification gives you optionality — for individual properties, the Booking-experience play carries the most weight, with Google and Agoda as secondary lifts.**

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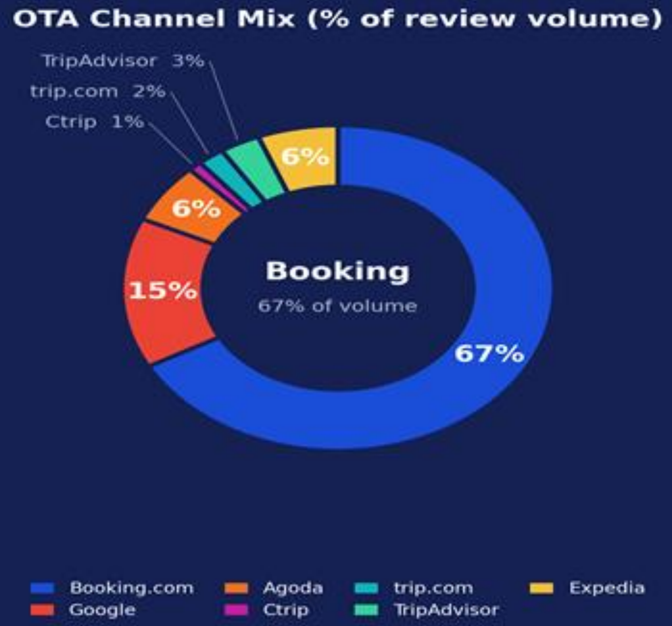
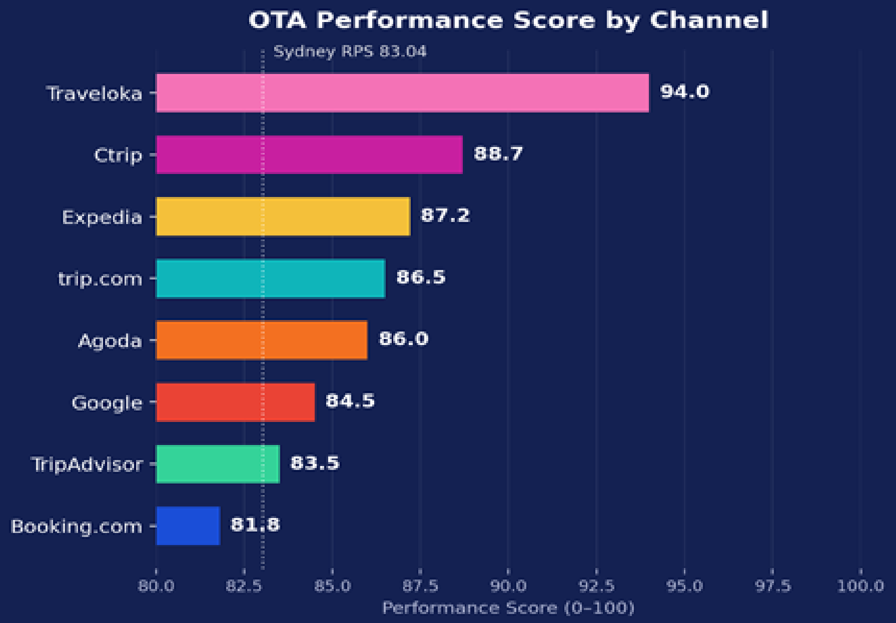
Sydney — Volume vs. Score





OPPORTUNITY Sydney is Booking-only — 67% of volume AND the lowest score (81.8). There is no diversification cushion.

For individual properties, the reputation strategy collapses to one priority: lift the Booking guest experience.

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3 Key Takeaways

01

Know Your Guests

Unifi guest profiles — preferences, lifetime value, travel frequency — so every campaign is personalised.

Drives repeat bookings & upsell revenue.

02

Listen & Respond at Scale

AI summarises every review, drafts every response in any language and surfaces operational gaps in real time.

Closes ops gaps faster, lifts RPS, hits 100% OTA review response-rate — no extra headcount.

03

Never Leave a Conversation Unanswered

Always-on AI chatbot that engages and re-engages guests across every channel — pre-stay, on-property, post-stay.

Hits the 100% guest response-rate — better guest engagement, no labour spike.

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Ready to See Hospitality AI in Action?

1. Get Your Property Performance Snapshot
2. Learn more about TrustYou Hospitality AI Solutions
3. Turn your guest data into revenue growth

Contact Us

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