





average trustscore for

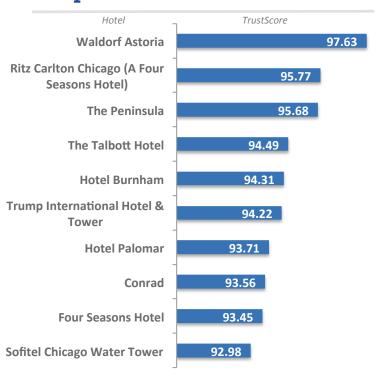
the set of 10 hotels.

# Summary of Chicago's Top Luxury Hotels

Guests rave about these Chicago luxury hotels, giving this list the highest scores in this report. Guests are positive about all aspects of their stay. Prime locations, exceptional service, top notch food, and luxurious rooms all leave guests wanting to return.



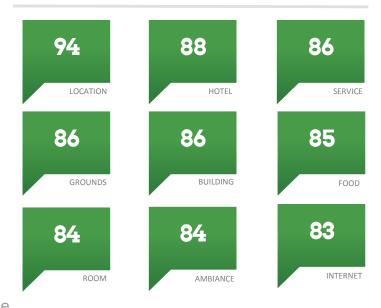
## Top Hotels



#### Comments

Great Shopping
Perfect Location
Excellent Service
Large Room
Restaurants in the Area
Definitely Returning
Best Service Ever
Gorgeous Property
Delightful Staff
Amazing Spa
Reasonable Rates
Room is Immaculate
No need for WiFi upgrade

#### Sentiment











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## Summary of Chicago's Top Mid-Scale/Economy Accommodations

These accommodations deliver on location, food and service. Downtown/Magnificent Mile are guests' favorite spot to stay, with plenty of restaurants and shopping within walking distance. This prime location coupled with excellent hotel service rank these spots among guests' favorites.



## Top Accommodations



#### Comments

Love the Neighborhood
Close to Shopping
Nicely Situated
Beautiful Room
Good for Families
Wonderful Staff
Spotty Internet
Our New Regular Hotel
Clean Rooms
Nice Pool
Quiet Rooms
Polite, Helpful Staff
Definitely Recommend
Good Views

#### Sentiment







## What are the rankings all about?

## A Brief FAQ

**How are these scores calculated?** Overall scores are based on a hotel's TrustScore, the industry's first independent, consumer-trusted score that represents all online opinions of consumers around the world. Visit <u>here</u> for more information on the TrustScore.

Are any accommodations excluded? Hotels and accommodations must have at least 20 reviews from at least 2 sources. We also ensure that a percentage of the reviews were written recently.

How do you determine luxury hotels vs. mid-scale/economy accommodations? Luxury hotels are defined as hotels with 4-5 star ratings, and mid-scale/economy rankers are defined as for hotels and accommodations with less than four stars.

**How many hotels did you analyze?** We currently track 400,000+ hotels worldwide. The report is based on the hotels and accommodations in each respective city in our database.

How do you calculate sentiment scores? Our proprietary semantic analysis algorithms learn from data on the web to detect positive, neutral and negative aspects in sentences. Individual detected opinions are then grouped to different categories (e.g. room, service, location etc.) and counted to form an overall score.

Where do the comments come from? We have selected comments from reviews of hotels/accommodations on each list. The comments that were selected are most representative of overall sentiments echoed in the reviews.

Can the rankings change over time? Of course! The TrustScore measures all consumer opinions around the world. If guests are more positive about their stay, a hotel's score (and likely its rank) will improve. Contact us or visit our blog for more information on how to improve your scores.







For more info: <u>www.trustyou.com</u>