

# Understanding your Best of Queensland Experiences Operator Report

This document provides instructions on how to interpret the information in your Best of Queensland Experiences Operator Report. Your individual report allows you to benchmark your performance against other products in your destination and across Queensland. If you have any questions about the information in this report, please email [experiences@queensland.com](mailto:experiences@queensland.com).

## Best of Queensland Experiences

Example Operator Report

### Product Name

ReviewPro GRI™ benchmark:	80
Your ReviewPro Score:	87.9
60 AVAILABLE	60 ACHIEVED

This section of your report allows you to benchmark your ReviewPro GRI™ (Global Review Index™) score against the average score of other operators in Queensland and your region. Refer to page 3 for further insights on your ReviewPro GRI™ score.

### Consistent Delivery of an Exceptional Experience

### Active & Engaging Social Media Presence

YOUR RESULTS (Must meet two benchmarks in one channel to receive points)

CRITERIA	BENCHMARK	FACEBOOK	OR	INSTAGRAM
Average posts per week	4 posts per week	3.75 ❌		3.25 ❌
Consistency of posts	Variation of less than 65%	22.11% ✅		25.51% ✅
Engagement rate of posts	Average of 20 engagements per post	47.33% ✅		86.17% ✅

**TOWNSVILLE All Operators**

**QUEENSLAND All Operators**

### Online Booking

YOUR RESULTS (Must meet two benchmarks in one channel to receive points)

**TOWNSVILLE All Operators**

**QUEENSLAND All Operators**

### RTO Membership

	5 AVAILABLE	5 ACHIEVED
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### Accreditation

	5 AVAILABLE	0 ACHIEVED
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Your ReviewPro GRI™ score and points achieved.

If this section shows “75 available” points, your product is assessed under the reweighted criteria due to the **Criteria Exemption** for operators who do not require advance bookings.

This section shows your social media results against each benchmark for your available channels. Social media channels are obtained through your Australian Tourism Data Warehouse (ATDW) listing.

Social media comparison graphs for your destination and Queensland.

Your overall points achieved against the program criteria.

Your ReviewPro GRI™ score compared to the average in your destination and Queensland.

Your secure online booking platform results. Your online booking URL is obtained through your ATDW listing.

If this section shows “Not Applicable” and “0 available” points, your product is assessed under the reweighted criteria due to the **Criteria Exemption** for operators who do not require advance bookings.

Online booking comparison graphs for your destination and Queensland

Your RTO Membership and Accreditation results.

**If your report shows “No Account Found” under Social Media, this may be because:**

1. Your business does not operate a Facebook or Instagram account
2. Your Facebook or Instagram URL may be missing or incorrect in ATDW
3. Your Facebook or Instagram may have visibility restrictions applied ([click here](#))
4. Your Instagram may not be a Business Account
5. Your Facebook may not be a Business Page

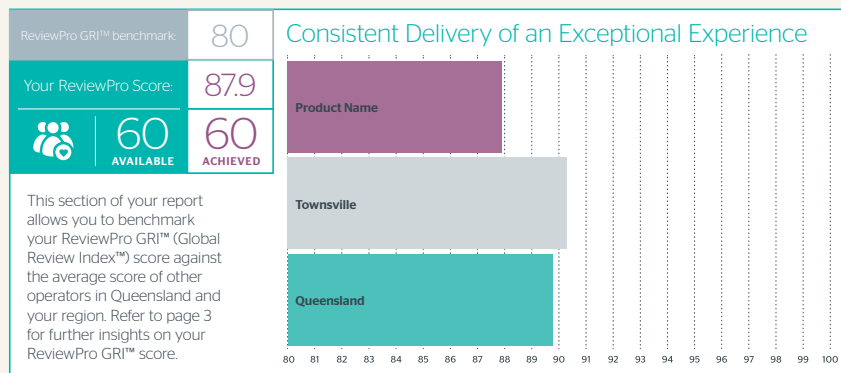
# Understanding your Best of Queensland Experiences Operator Report

The second page of your report provides your results compared to other operators in your product category as identified in ATDW. This section allows you to benchmark your results against similar operators in your product category within your destination and across Queensland.

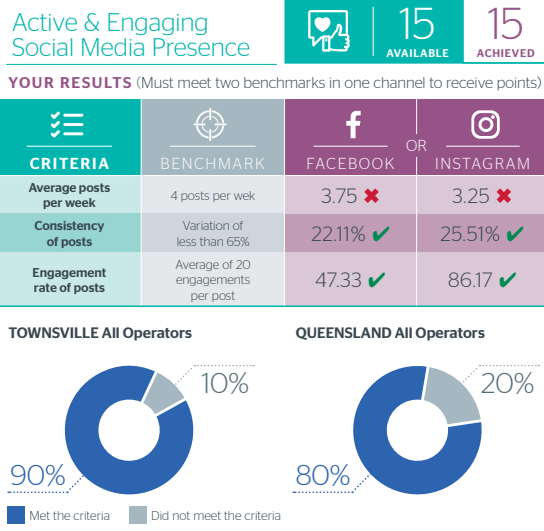
## Best of Queensland Experiences Example Operator Report

TOTAL POINTS AVAILABLE	100
TOTAL POINTS REQUIRED	80
TOTAL POINTS ACHIEVED	95
You have been identified as a Best of Queensland Experience	
YOUR RESULTS ARE SHOWN IN PURPLE	

### Product Name

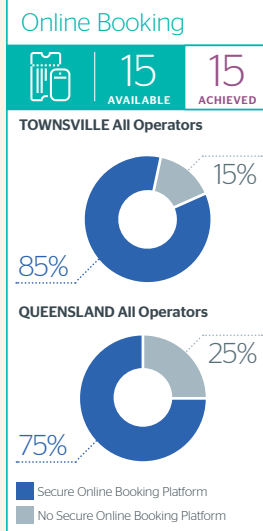


Your ReviewPro GRI™ score compared to the average of similar products in your destination and Queensland.



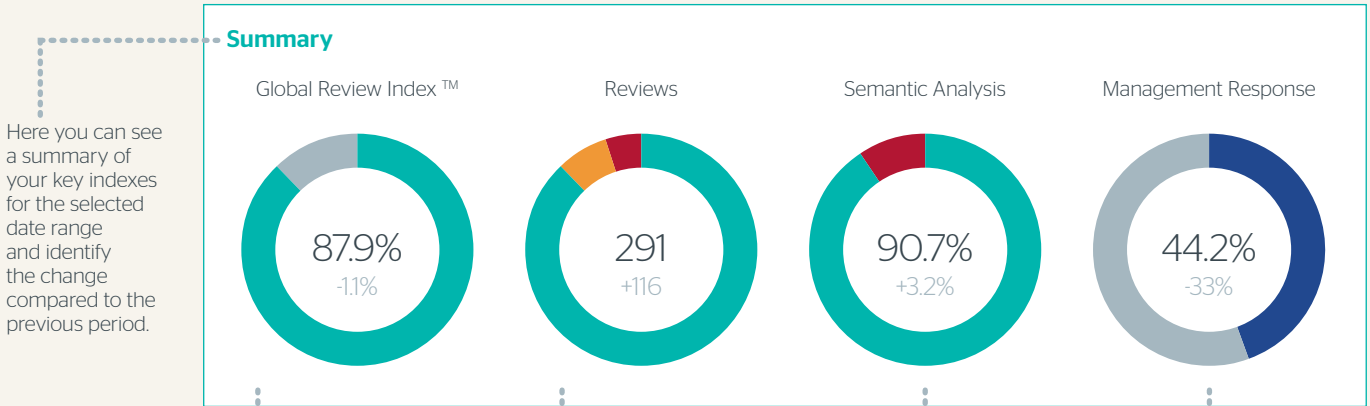
Social media comparison graphs for similar products in your destination and Queensland.

Secure online booking platform comparison graphs for similar products in your destination and Queensland.



# ReviewPro Definitions

This report provides information from your customers across 175 review platforms like TripAdvisor, Facebook and Google. This information will help you to see how your experience resonates with your guests and will help you to focus on what will most positively impact your guest experience.



The Global Review Index™ (GRI™) is the key leading metric available exclusively to ReviewPro clients. This index is used by operators as a benchmark for reputation management efforts.

The GRI™ is calculated by an algorithm that generates a numerical score from 0 to 100 and is based on review data collected from 175 online travel agencies (OTAs) and review sites in more than 45 languages. It can be calculated for a given point in time (day, week, month, year, etc).

The algorithm takes into account many different aspects to try and give you the most objective picture of your online reputation. For example, when calculating the GRI™, the algorithm will give a higher weighting to more recent reviews, as opposed to older reviews.

This shows the number of reviews you have received in the selected date range, compared to the same date range of the previous period.

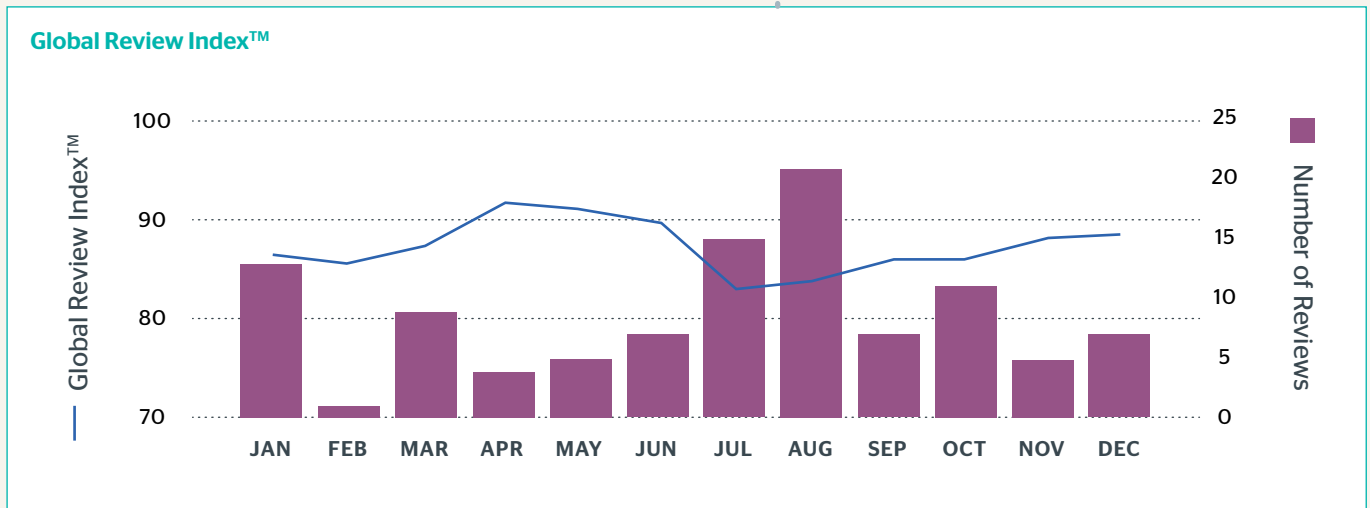
- Positive:**  
80%-100% - Green
- Neutral:**  
60%-79% - Orange
- Negative:**  
59% or lower - Red

The semantic analysis breaks down reviews into mentions of hundreds of key concepts and related concepts. It analyses the sentiment of each mention, classifying it as either positive or negative.

Here we summarise the mentions and show you the distribution of your percentage of either a positive visitor sentiment, or whether the review had a negative sentiment.

This shows the percentage of reviews that have been responded to compared to the previous period.

This graph shows the evolution of your GRI™ over the selected time period and allows you to compare it to the volume of reviews you have received. The graph also helps you visualize the evolution of the volume of reviews you have received, shown by the purple graph.



This word cloud gives you a quick and visual snapshot of the most important concepts and sentiments expressed within mentions received by your product. The larger the word, the higher the volume of reviews. The green indicates positive sentiments, while the red indicates negative sentiments.

### Customer Review Word Cloud

room dirty food location location bar drink drink view **service** service **staff**  
 reception reception parking parking furniture facilities facilities value value hotel cleanliness  
 shuttle cafeteria building beach beach experience security illness excursion excursion  
 transportation air conditioning adventure holiday taxi everything

This shows your data broken down by sources and compares it to the previous period. You can see your index per source, your total number of reviews per source and the percentage of positive and negative semantic mentions in the reviews received from each source. TripAdvisor and Facebook Index data is not able to be displayed.

### Review Results by Source

SOURCES	INDEX	REVIEWS	MENTIONS
CTrip	85.94% +0.7	18 +3	83% 17% -12.1
Google	86.80% +0.0	185 +144	84% 16% -3.3
TripAdvisor		0 +0	88% 12% -4.3

This shows your index based on the language of the review. It also shows how many reviews and the percentage of positive and negative mentions you have received in each language.

This value shows the change to your positive mentions.

### Review Results by Source

LANGUAGE	REVIEWS	MENTIONS
English	18 +45	91% 9% +4.3
German	185 +1	100% 0% +0.0
Dutch	0 +0	100% 0% +0.0

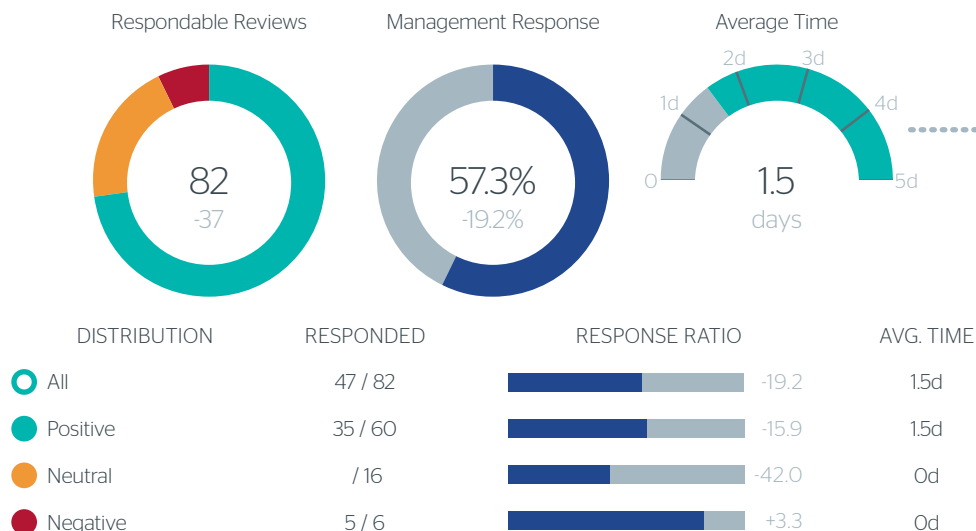
Here you can see a summary of your key management responses indexes, the total number of responsible reviews, the percentage of reviews that have been responded to and the average time of your responses.

To calculate the Average Time, we use the review date and the response date stamp directly from the OTA. This stamp does not include the time, only the date so the quickest response time we can track is less than 1 day.

We classify a response time of less than 3 days as positive, shown in green, between 4-5 days as neutral, shown in orange and anything responded to in more than 5 days as a negative response time, shown in red.

The Average Time is only calculated based on channels that provide a date/time. Others are not included in the calculation of Average Time.

### Management Responses



Underneath the summary indexes, we show you the breakdown of the responses for positive, neutral and negative reviews.