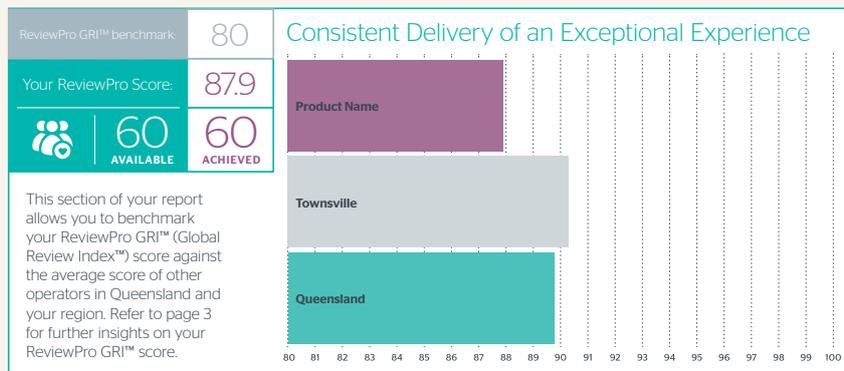# Understanding your Best of Queensland Experiences Operator Report

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 contact your **Destination Partnerships team.**

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

Your overall points achieved against the program criteria.

Product Name

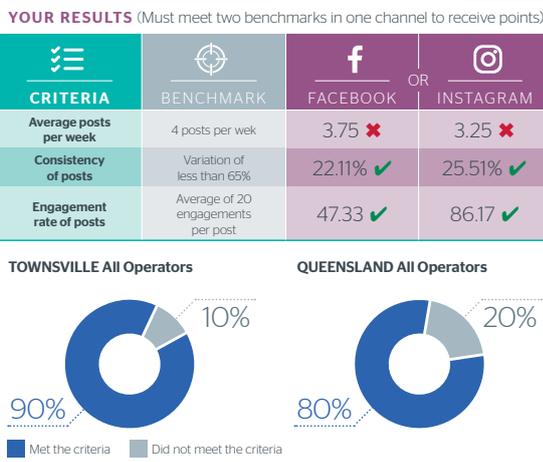|	
ReviewPro GRI™ benchmark.	80
Your ReviewPro Score:	87.9
AVAILABLE	60
ACHIEVED	60

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 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

- Product Name
- Townsville
- Queensland

(80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100)

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

Active & Engaging Social Media Presence

AVAILABLE	15	
ACHIEVED	15	

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

CRITERIA	BENCHMARK	FACEBOOK	OR INSTAGRAM
Average posts per week	4 posts per wek	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 ✔

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.

TOWNSVILLE All Operators
90% / 10%

QUEENSLAND All Operators
80% / 20%

- Met the criteria
- Did not meet the criteria

Social media comparison graphs for your destination and Queensland.

Online Booking

AVAILABLE	15
ACHIEVED	15

TOWNSVILLE All Operators
85% / 15%

QUEENSLAND All Operators
75% / 25%

- Secure Online Booking Platform
- No Secure Online Booking Platform
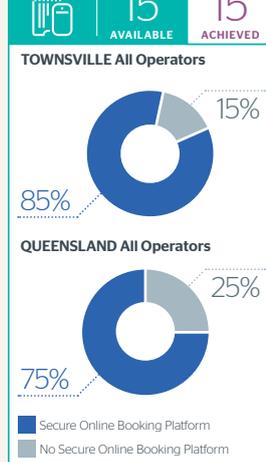
Your secure online booking platform results. Your online booking URL is obtained through your ATDW listing.

*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

RTO Membership

AVAILABLE	5
ACHIEVED	5

Accreditation

AVAILABLE	5
ACHIEVED	0

Your RTO Membership and Accreditation results.
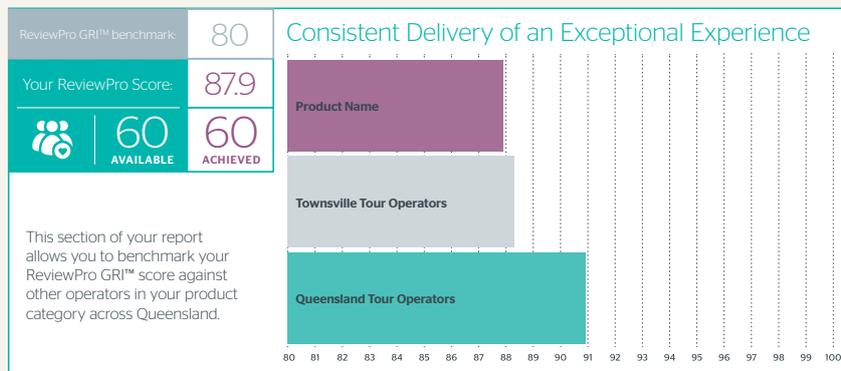
TOURISM & EVENTS Queensland

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

Your results compared to other Tour Operators

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™ score against other operators in your product category across Queensland.

Consistent Delivery of an Exceptional Experience

Product Name

Townsville Tour Operators

Queensland Tour Operators

80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

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

Active & Engaging Social Media Presence

15 AVAILABLE | 15 ACHIEVED

TOWNSVILLE Tour Operators
65% / 35%

Queensland Tour Operators
78% / 22%

This section allows you to benchmark your Social Media score against other operators in your product category.

■ Met the criteria
■ Did not meet the criteria

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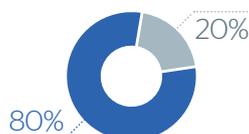
Online Booking

15 AVAILABLE | 15 ACHIEVED

TOWNSVILLE Tour Operators
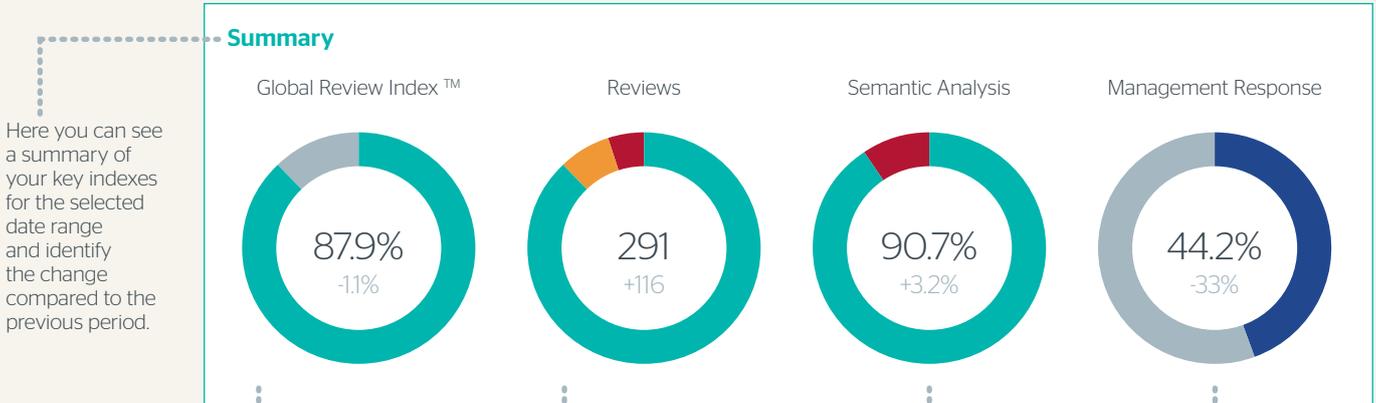85% / 15%

Queensland Tour Operators
80% / 20%

This section allows you to benchmark your Online Booking score against other operators in your product category.

■ Secure Online Booking Platform
■ No Secure Online Booking Platform

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.

Here you can see a summary of your key indexes for the selected date range and identify the change compared to the previous period.

Summary

Global Review Index ™	Reviews	Semantic Analysis	Management Response
87.9% -1.1%	291 +116	90.7% +3.2%	44.2% -33%

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.
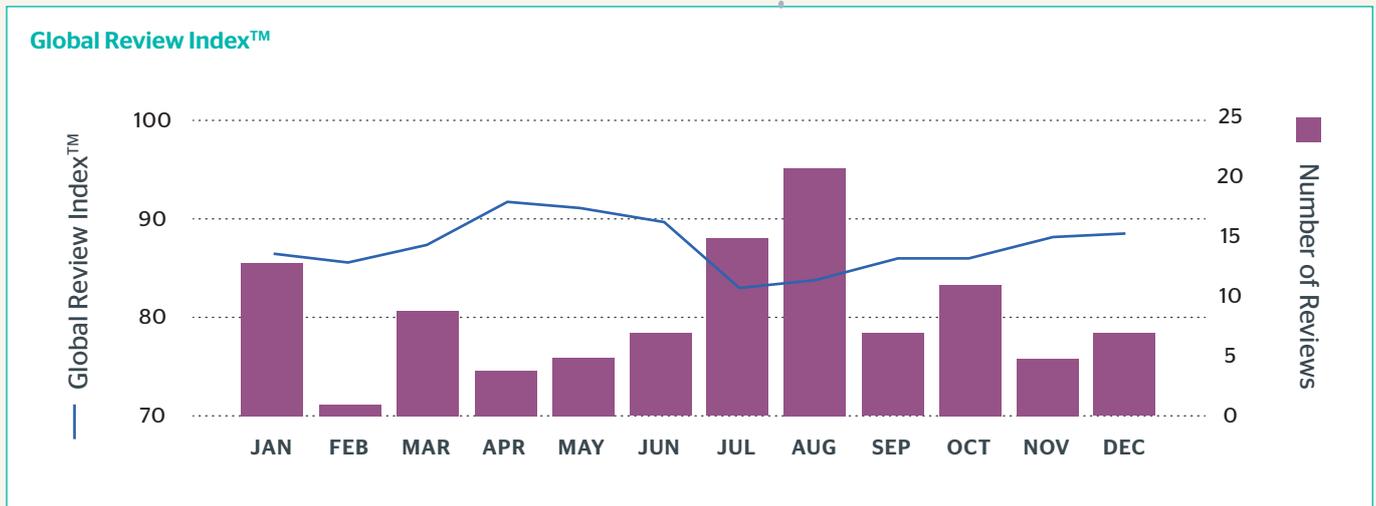
Positive:
80%-100% - Green

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.

Global Review Index™

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

Review Results by Source

SOURCES	INDEX		REVIEWS		MENTIONS				
Facebook	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

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

Management Responses

Respondable Reviews
82
-37

Management Response
57.3%
-19.2%

Average Time
1d 2d 3d 4d
0 1.5 days 5d

DISTRIBUTION	RESPONDED	RESPONSE RATIO		AVG. TIME
All	47 / 82		-19.2	1.5d
Positive	35 / 60		-15.9	1.5d
Neutral	/ 16		-42.0	0d
Negative	5 / 6		+3.3	0d