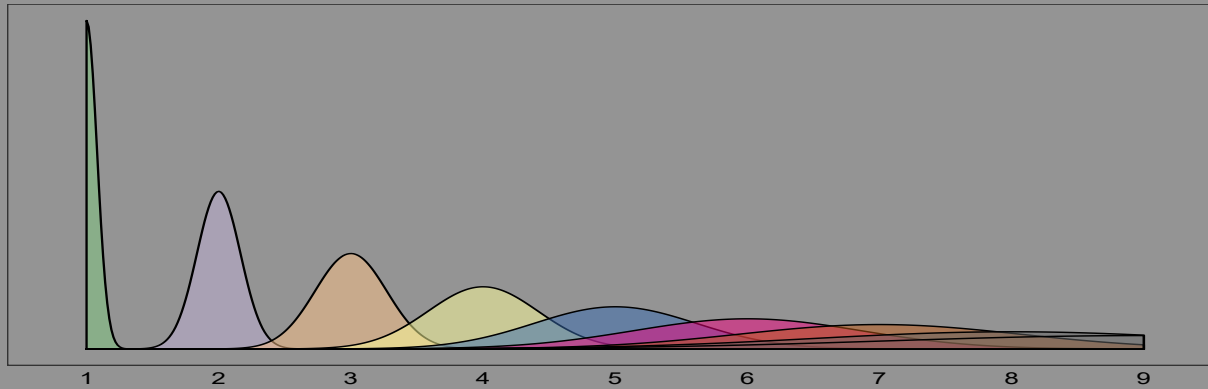


# We analyzed 500,000 European hotel reviews

Here's what **you** can do to increase the business in your hotel

Maybe focus on the people that just stay one night

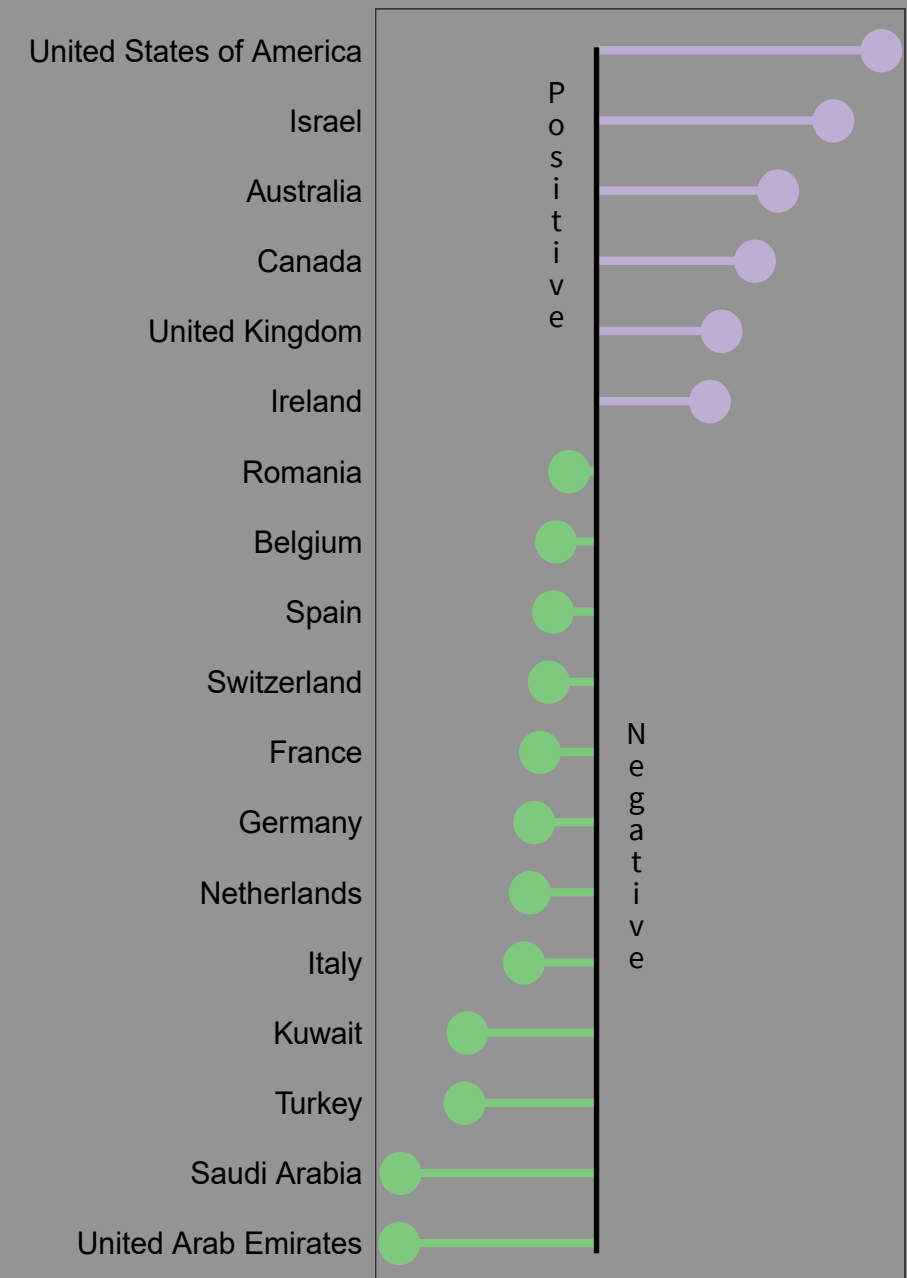
Number of nights stayed



Want better reviews?

Maayybee... discriminate???

Countries with over 4000 reviews, standardized by z-score



What makes customers :) or :(

an analysis of keywords for both happy and mad reviewers

