

London hotels have the worst reputation in Europe

Out of 1000 evaluated cities and towns in Europe, London hotels have been given the lowest collective score by travellers.

London, September 7, 2011. The hotel price comparison website www.trivago.co.uk has put together a ranking of European and British cities according to the online reputation of their hotels, and concludes that out of over 1000 European cities, London has the worst reputation among travellers.

The results of the study show that hotels in London and Birmingham have a much lower reputation than hotels based in other European countries and cities. Out of 100 points, London and Birmingham hotels have a collective score of 72.2 and 74.15 respectively. Of course, factors such as room price and hotel quality tend to affect review scores heavily, and this may partly explain why an expensive city such as London might receive lower scores than others. Nevertheless, such price and quality considerations are true for all cities, and in contrast to London and Birmingham, many other cities have significantly better ratings: Berlin has an average score of 78.88, Madrid has a score of 78.35 and Rome is at 77.14. In fact, out of 1000 cities evaluated, the only cities to fare worse than London are the Maltese city of Sliema (71.00) and the small Spanish towns of Lloret del Mar (69.57) and El Arenal (66.78).

Brussels, Geneva and Amsterdam also have bad reputations

London and Birmingham are joined at the bottom of the ranking by major city destinations such as Copenhagen (74.29), Amsterdam (74.42), Paris (74.58) and Geneva (74.88). The hospitality industries of these cities - destinations popular among tourists and business travellers alike - have clearly not impressed the travellers who have stay there.

It might be surmised that city size or popularity leads to lower hotel ratings, but further evidence shows that this is not the case; the cities with the best hotel reputations in Europe easily reach scores above 80 out of 100. The German city of Dresden is at the very top, with an average hotel rating of 82.32. It is followed by Krakow, with a score of 81.09 and by the Belgian town of Bruges, whose average hotel rating is 81.03. Other important tourist destinations such as Venice (80.72), Barcelona (79.32), Budapest (80.24), Florence (79.75), and Berlin (78.88) equally demonstrate that cities can achieve excellent hotel reputations despite receiving significant numbers of tourists or business travellers each month.

Belfast, Canterbury and Cardiff the best rated cities in the UK

On a national scale, the hotel industry in the UK ranks fairly well. The top rated cities in the UK consist of Belfast, Cardiff and Canterbury, whose scores range between 79 and 81 out of a hundred. Scottish destinations have also earned good reputations, with big cities like Edinburgh and Aberdeen achieving scores of 78.63 and 77.88 respectively. Glasgow's reputation is less stellar, but still respectable with an average hotel rating of 75.95. In England, popular city destinations such as Liverpool (78.78), Manchester (77.37) and Oxford (76.51) all have achieved good hotel scores. Birmingham, however, joins London with one of the worst hotel ratings in both the UK and Europe – 74.15. It is joined by Coventry (72.80), Brighton (73.64) and Portsmouth (74.08) as the lowest scored cities in the UK.

The study is based on European cities and towns with more than 50 hotels. Taken into consideration were over 28 million reviews, found on trivago and its partner booking sites.

Freedom to publish with reference to www.trivago.co.uk

About trivago

Travellers find the ideal hotel for the best rate on www.trivago.co.uk. The online service compares the hotel rates of over 100 booking sites for 500,000 hotels worldwide. In addition, trivago has integrated over 28 million hotel reviews and shows the overall rating for each hotel. trivago does not just compare the prices of online hotel booking sites, but also the rates. Users can see whether breakfast is included, if any cancellation fees apply, and whether payment by credit card is available. trivago is the first "Freestyle" metasearch engine: travellers are able to search by holiday region, city or hotel name. With its headquarters in Dusseldorf, Germany, trivago was founded in 2005 and currently operates 26 international country platforms.

Graphics of the European and British city rankings : see next page

trivago Hotel Online Reputation Ranking
The 50 most popular European destinations on trivago :

City	Online Reputation	City	Online Reputation
Dresden	82.32	Stockholm	77.92
Krakow	81.09	Nuremberg	77.81
Bruges	81.03	Hannover	77.45
Venice	80.72	Manchester	77.37
Bologna	80.69	Athens	77.35
Budapest	80.24	Cannes	77.18
Florence	79.75	Rome	77.14
Bucharest	79.6	Hamburg	77.09
Valencia	79.6	Cologne	76.77
Prague	79.51	Munich	76.53
Barcelona	79.32	Düsseldorf	76.5
Sofia	79.14	Oslo	76.22
Salzburg	79.12	Milan	76
Lisbon	79.02	Glasgow	75.95
Berlin	78.88	Lyon	75.35
Grenada	78.8	Nice	75.11
Edinburgh	78.63	Stuttgart	74.98
Palermo	78.56	Brussels	74.94
Istanbul	78.52	Frankfurt	74.88
Turin	78.5	Geneva	74.69
Seville	78.49	Paris	74.58
Madrid	78.35	Amsterdam	74.42
Vienna	78.33	Copenhagen	74.29
Dublin	78.12	Birmingham	74.15
Naples	78.09	London	72.2

trivago Hotel Online Reputation Ranking
The most popular British destinations containing more than 50 hotels on trivago:

City	Online Reputation
Belfast	81.44
Canterbury	79.21
Cardiff	79.15
Liverpool	78.78
Durham	78.70
Edinburgh	78.63
Bath	78.59
Sheffield	78.43
Leeds	78.21
York	78.15
Lincoln	77.93
Aberdeen	77.88
Plymouth	77.75
Blackpool	77.37
Manchester	77.37
Exeter	77.30
Norwich	77.12
Swansea	77.03
Oxford	76.51
Southampton	76.18
Glasgow	75.95
Cambridge	75.14
Leicester	75.04
Birmingham	74.15
Portsmouth	74.08
Brighton	73.64
Coventry	72.80
London	72.20