

# Customer Experience in the Hotel Industry by Country

## CX Metrics in the Hotel Industry

### KEY TAKEAWAYS

+ Danish consumers are the least likely to trust a hotel after recent experiences, while Filipino consumers are the most likely to do so. Dutch consumers are the most satisfied with their hotel experiences.

|                      | Satisfaction | Trust      | Recommend  | Purchase More |
|----------------------|--------------|------------|------------|---------------|
| Australia            | 85%          | 79%        | 80%        | 78%           |
| Brazil               | 85%          | 84%        | 84%        | 77%           |
| Canada               | 80%          | 81%        | 75%        | 78%           |
| China                | 88%          | 85%        | 84%        | 85%           |
| Denmark              | 85%          | <b>70%</b> | 65%        | 66%           |
| France               | 88%          | 82%        | 80%        | <b>86%</b>    |
| Germany              | 86%          | 75%        | 76%        | 59%           |
| Hong Kong (China)    | 80%          | 82%        | 75%        | 82%           |
| India                | 84%          | 85%        | 86%        | 85%           |
| Ireland              | 86%          | 74%        | 83%        | 77%           |
| Italy                | 83%          | 81%        | 78%        | 74%           |
| Japan                | <b>67%</b>   | 72%        | <b>56%</b> | <b>54%</b>    |
| Mexico               | 88%          | 79%        | 83%        | 74%           |
| Netherlands          | <b>89%</b>   | 77%        | 77%        | 71%           |
| New Zealand          | N/A          | N/A        | N/A        | N/A           |
| Philippines          | 85%          | <b>87%</b> | <b>87%</b> | 79%           |
| Singapore            | 82%          | 81%        | 83%        | 84%           |
| South Korea          | 82%          | 73%        | 76%        | 76%           |
| Spain                | 84%          | 80%        | 77%        | 76%           |
| Sweden               | 77%          | 73%        | 71%        | 70%           |
| United Arab Emirates | 86%          | 83%        | 85%        | 83%           |
| United Kingdom       | 84%          | 80%        | 81%        | 78%           |
| United States        | 85%          | 76%        | 77%        | 77%           |

### ABOUT

Base: 23,730 consumers across 23 countries  
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

# Customer Experience in the Hotel Industry, 2022-2025

## Customer Experience in the Hotel Industry

■ Satisfaction

■ Trust

■ Recommend

■ Purchase More

Global: 2025

84%

Satisfaction

79%

Trust

78%

Recommend

76%

Purchase More

CX Metrics over time  
2022-2025

N/A

Data not collected on  
hotels in 2022

### ABOUT

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## DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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