BERLIN HOTEL LAB

INDEPENDENT HOTEL MARKET RESEARCH

Global Multi-OTA Benchmark Report

Q3 2025 | Global study

A comparison of five-star hotel content, guest reviews and promotions on major online travel agencies.

50
selected destinations

4
online travel agencies

RESEARCH BASIS

Q3 2025 observations | November 2025 promotion analysis

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Q3 2025 Global Multi-OTA Benchmark Report

A Fact-Based Analysis of Content, Feedback, and Promotional Strategies of Large 5-Star Hotels Across Major Global OTAs

Date: November 2025
Period of Analysis: Q3 2025 (July - September) & November 2025 Projection
Prepared by: Berlin Hotel Lab

ABSTRACT

This study describes five-star hotel listings in 50 selected destinations. It compares displayed photo counts, observed guest reviews and promotional labels on Booking.com, Expedia.com, Agoda.com and Trip.com.

1. RESEARCH QUESTIONS

How do displayed photo counts vary by platform? How are observed reviews distributed across the platforms? How often did member and mobile discount labels appear in the offers checked?

PART 1: DISPLAYED PHOTO COUNTS

The comparison measures gallery size on the dates observed. Review pages and promotional offers are examined separately.

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Photo coverage & guest reviews

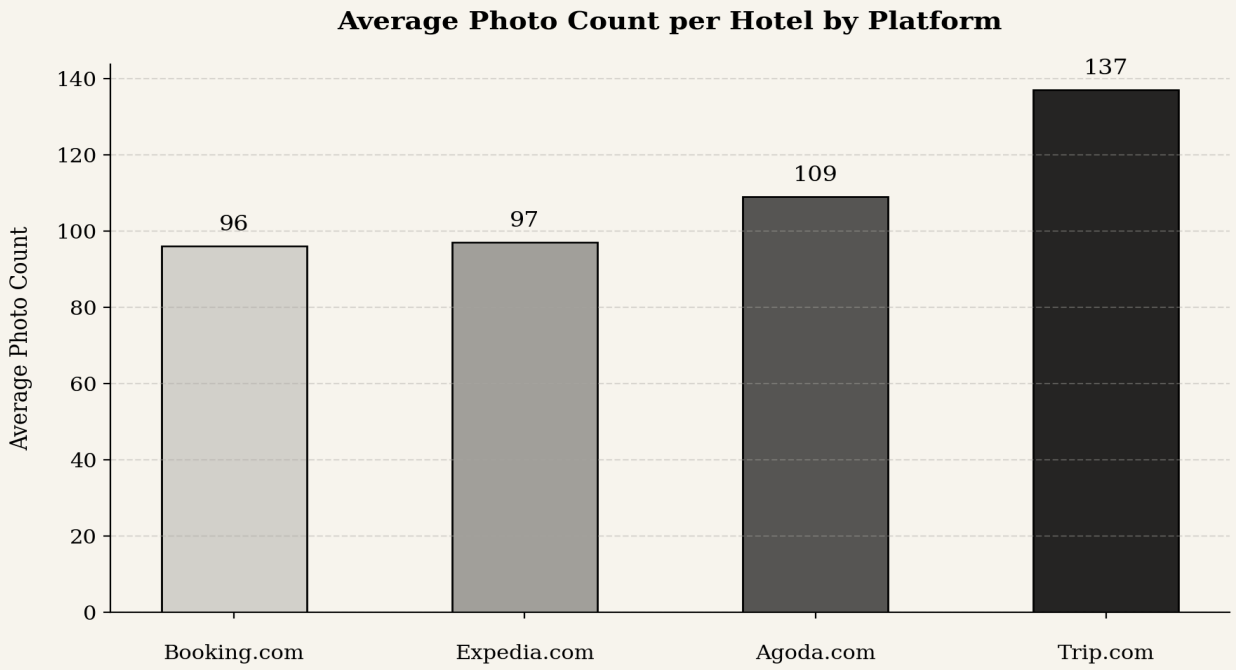


PHOTO COUNTS ACROSS PLATFORMS

Average displayed photo counts were 96 on Booking.com and 97 on Expedia.com. Counts varied across individual hotels. The figures describe gallery size. Image quality and overlap between galleries were outside the scope of this count.

PART 2: OBSERVED GUEST REVIEWS

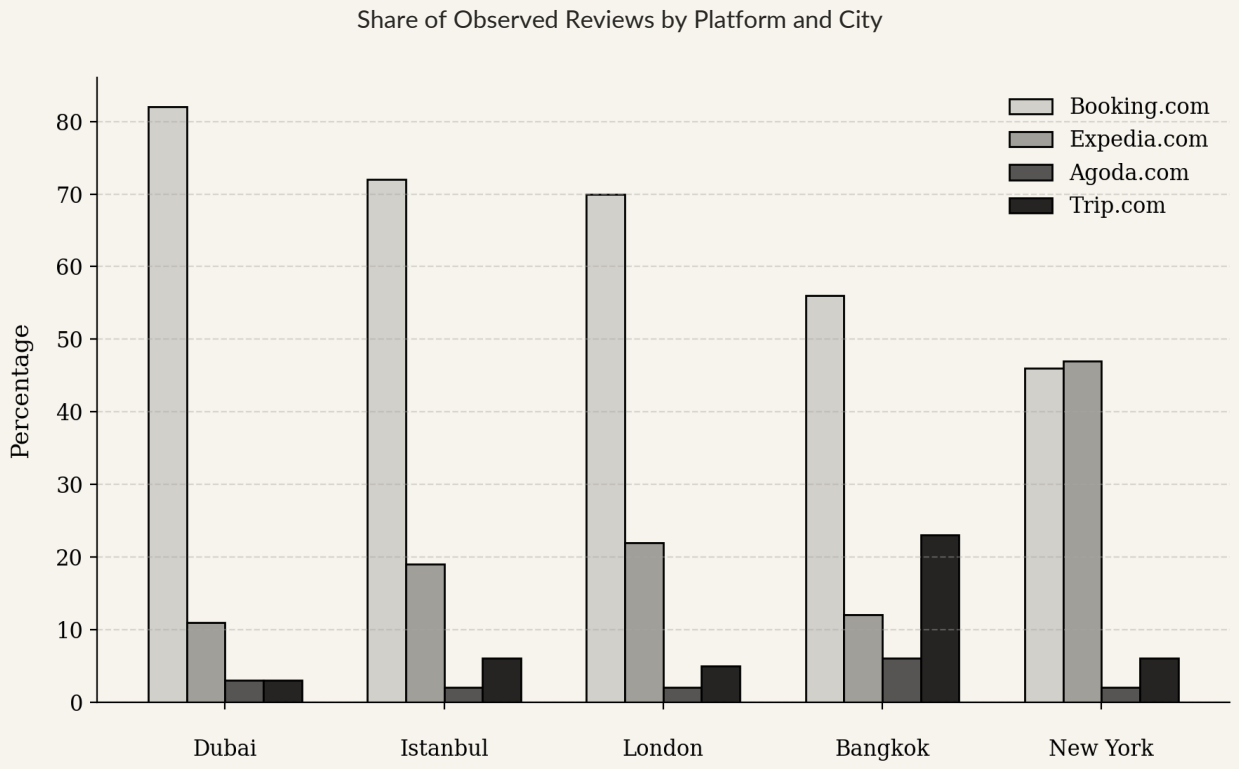
The next page shows each platform's share of the reviews counted in the sample.

Table 2.1: Review to Total Capacity by City

City	Percentage (%)
New York	0.5%
Istanbul	0.9%
Bangkok	1.1%
Dubai	1.2%
London	1.3%

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Reviews & promotional strategy

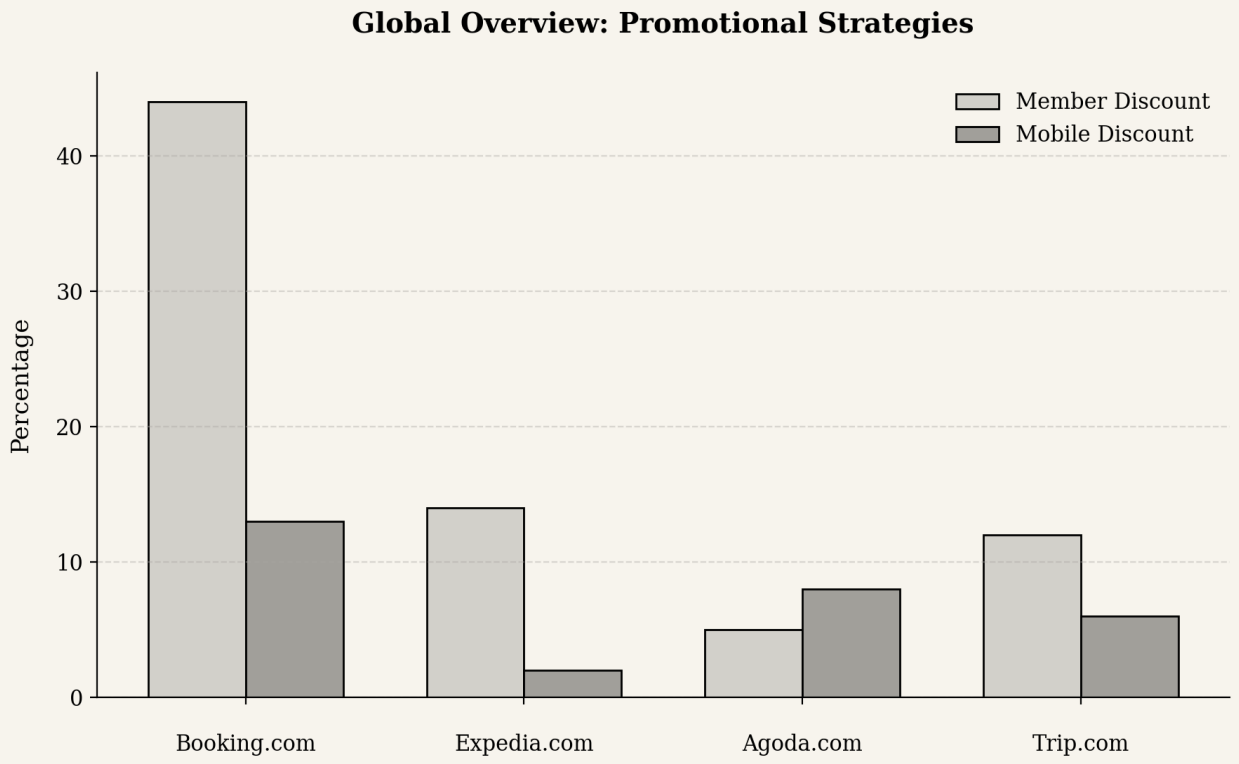


PART 3: PROMOTIONAL STRATEGIES (NEAR-DATE ANALYSIS)

We recorded promotional labels displayed in offers for November 2025, for stays 14 days after observation. The following charts show how often these labels appeared on each platform.

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Global promotional strategies



PART 4: CITY SPECIFIC ANALYSIS

These charts show the share of sampled hotels displaying member or mobile discounts in Dubai, Istanbul, London, Bangkok and New York.

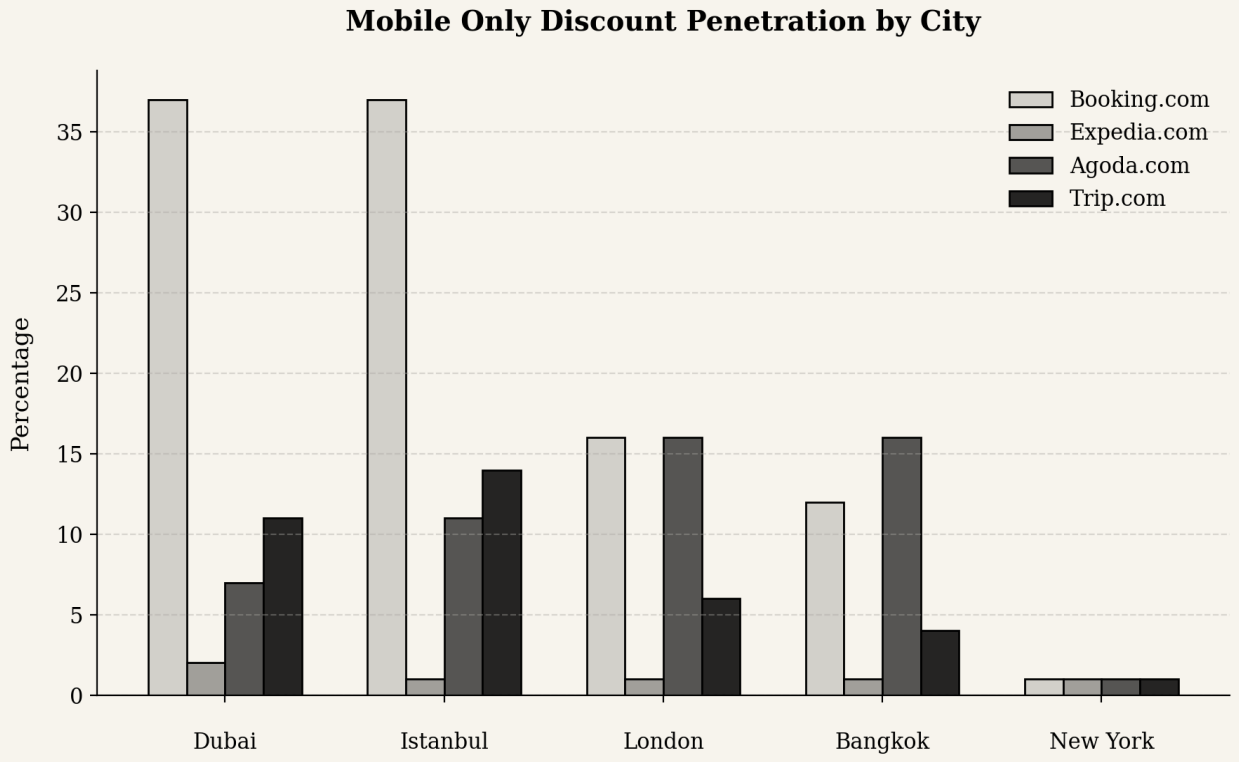
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Membership discounts by city



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Mobile discounts by city



RESEARCH NOTICE
Observations were recorded manually and grouped by destination and hotel segment.
Berlin Hotel Lab publishes independent research for general information. The findings reflect the stated sources, sample, observation dates and method. Prices, availability and listing content may change after observation. Platform names identify the sources used. No affiliation or endorsement is implied.

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