BERLIN HOTEL LAB

INDEPENDENT HOTEL MARKET RESEARCH

OTA Photo Count Comparison

September 2026 | Berlin

A cross-platform study of hotel photo counts on Booking.com and Expedia.com.

285	281	57.3%
hotels reviewed	paired hotel comparisons	above the 10% photo-count gap

RESEARCH BASIS

Berlin photo-count observations | Global comparison from Q3 2025

SEPTEMBER 2026 / BERLIN

OTA Photo Count Comparison

Booking.com and Expedia.com

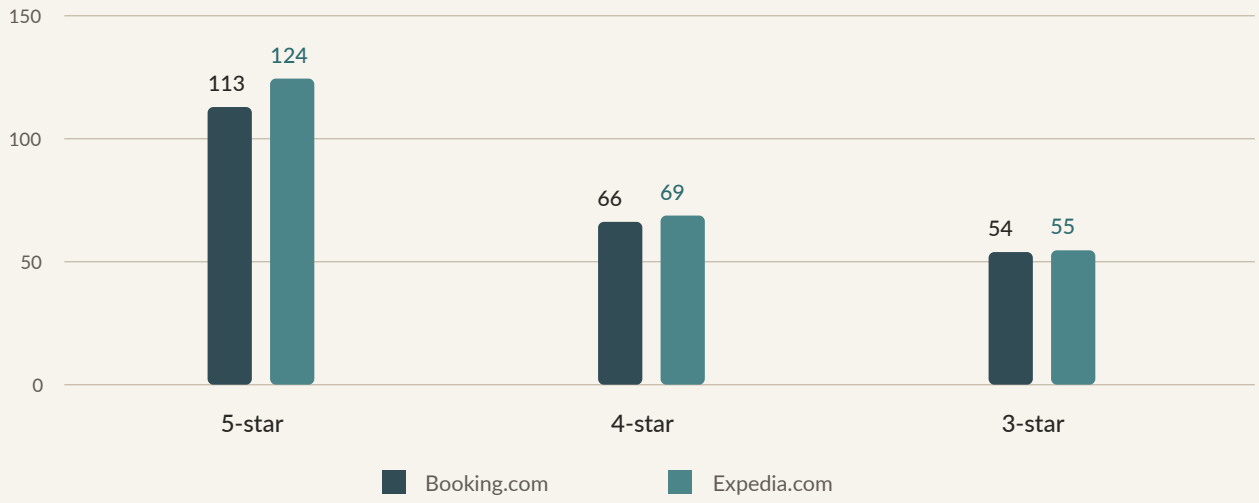
RESEARCH SUMMARY

This study compares the number of hotel photos displayed on Booking.com and Expedia.com. It covers 285 Berlin hotels in the 3-star, 4-star and 5-star categories. Hotel names are not shown.

285	281	57.3%
hotels reviewed	two-channel comparisons	above 10% photo-count gap

AVERAGE NUMBER OF PHOTOS

All available channel records



HOW TO READ THE 10% THRESHOLD

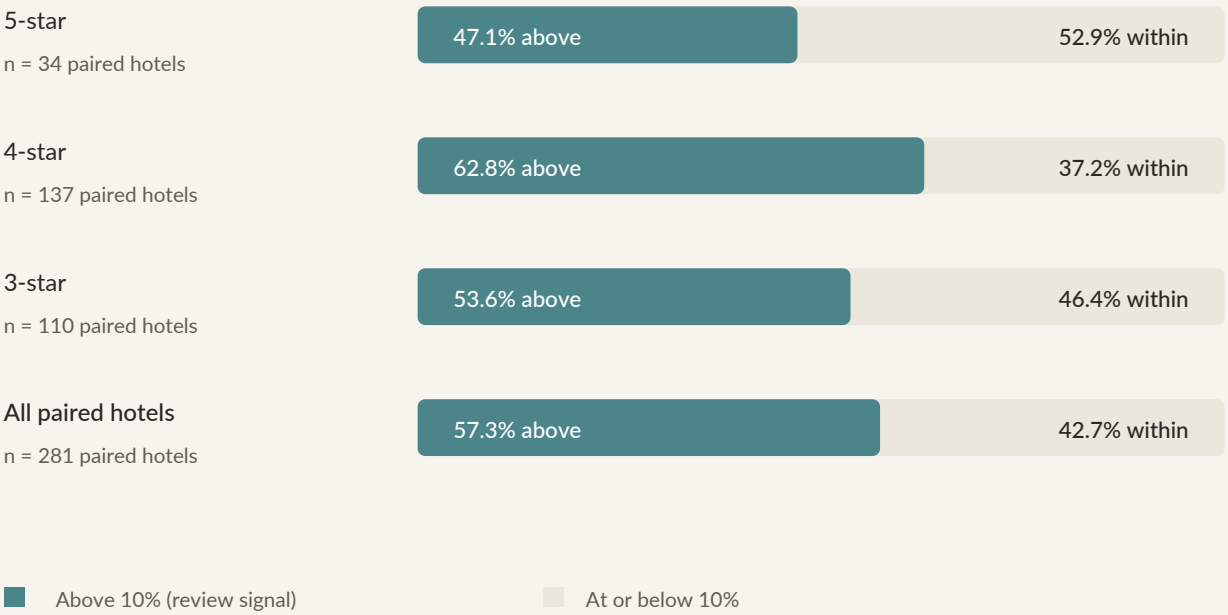
Berlin Hotel Lab uses a photo-count difference above 10% as a signal for further review. It may be useful to check whether both channel galleries are up to date. A difference in counts alone does not prove that photos are missing or incorrect.

Key finding: Photo counts are higher on average in the 5-star group. In the hotels with two available counts, 57.3% exceed the Berlin Hotel Lab review threshold.

02 / OTA CONTENT

Photo Count Gaps by Hotel Category

The chart shows the share of hotels with a photo-count gap above 10% and the share at or below the threshold.



CATEGORY SUMMARY

Category	Hotels	Booking	Expedia	>10% gap	Reviewed
5-star	34	113	124	47.1%	34
4-star	137	66	69	62.8%	137
3-star	114	54	55	53.6%	110

Data and method

Source and period. Booking.com and Expedia.com photo counts recorded in September 2026 in the supplied Berlin hotel spreadsheet. The sample contains 34 five-star, 137 four-star and 114 three-star properties.

Definition. Gap = absolute difference between the two counts divided by the larger count. Hotels with a gap greater than 10% are marked for review.

Missing values. Four three-star hotels have a count missing on one OTA. They remain in the 285-hotel sample, but are excluded from the paired-gap calculation. Channel averages use available records: Booking.com n=284; Expedia.com n=282.

Interpretation. Counts do not measure photo quality, relevance or whether both platforms display the same images. Percentages may differ slightly from 100% due to rounding.

03 / OTA CONTENT

Global 5-Star Hotel Comparison

Q3 2025 / 50 city or market groups

96 Booking.com average photos

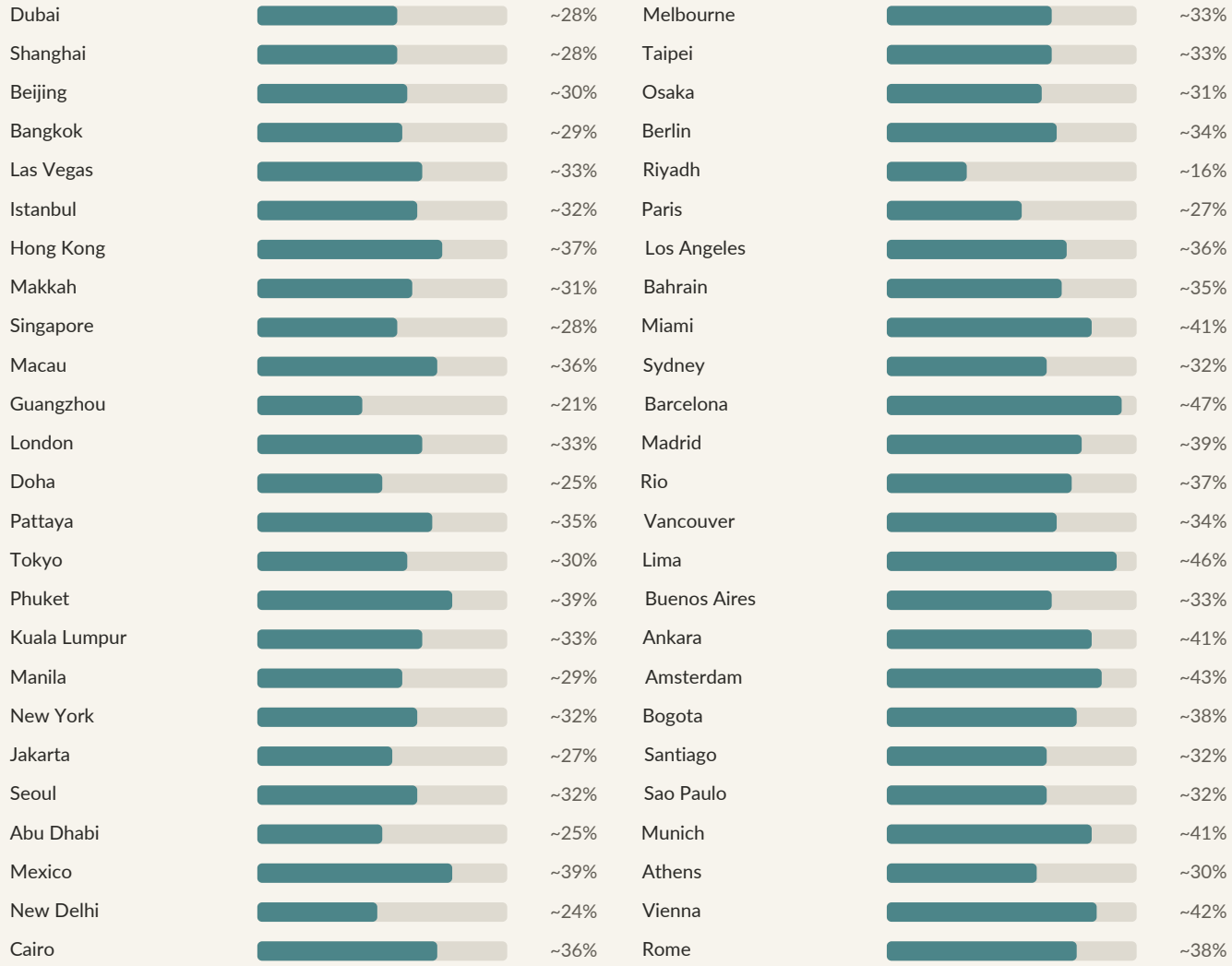
97 Expedia.com average photos

Full Global OTA Q3 2025 report: www.berlinhotellab.com

The earlier Berlin Hotel Lab study found similar average photo counts across the two OTAs for its global 5-star sample. The chart below shows the approximate share of hotels in each city or market group whose photo counts differed by no more than 10%.

HOTELS WITH A PHOTO-COUNT GAP OF 10% OR LESS

Approximate values from original chart



Reading note. The source figure has no city-level numeric labels; percentages above are approximate readings of the provided line chart. Several groups fall below 30%, while many sit around 30%-45%. The 2025 global and 2026 Berlin samples differ in time and scope and should not be read as a direct like-for-like trend.

Research notice. This publication is for general information and research purposes only. Data were recorded from publicly accessible OTA webpages at the stated observation periods. Listings may change after collection. Results reflect the described sample and method and should not be treated as a complete market audit. Berlin Hotel Lab is independent of Booking.com and Expedia.com; no affiliation or endorsement is implied.