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## “AWESOME BREAKFAST” – WHAT HOTELS LEARN FROM GUEST REVIEWS



Everyone loves him—the “Happy Tourist.” But can his feedback actually make a difference? ©Sophon Nawid | Stock.Adobe.com

Before booking, we always check the reviews first, don't we? And we're not alone in this. Studies have shown for years that the vast majority of travelers (often over 80%) read guest reviews before booking. Many trust these reviews just as much as personal recommendations, provided they seem authentic and nuanced. Therefore, platforms like Google Reviews, Booking.com, and TripAdvisor play an important role in the booking decision, even if usage varies depending on the target audience. But do hoteliers actually read these reviews? Absolutely. And that's where it gets interesting.

### WHAT CAN WE LEARN ABOUT HOTELS FROM GUEST REVIEWS?

We asked 18 Green Pearls® accommodations: What do your guests mention most often?

The answers came from a wide variety of regions—from Tyrol to Peru, from the Baltic Sea to South Tyrol. Guest feedback isn't just provided through platforms, but also directly on-site—in conversation, at checkout, or casually in between. Recurring impressions and frequent mentions of certain aspects, offerings, or details give hoteliers an idea of how they're perceived.

### ARRIVE AND FEEL RIGHT AT HOME

“Atmosphere” might sound like a cliché at first. However, it's definitely a favorite among guests. When the atmosphere is right, it makes you feel at home.

At the [Stanglwirt Organic and Wellness Resort](https://www.greenpearls.com/hotels/green-spa-resort-stanglwirt-tyrol-austria/) (https://www.greenpearls.com/hotels/green-spa-resort-stanglwirt-tyrol-austria/), guests often say they feel “right at home.” This sentiment is so common that it has become the slogan of this luxurious wellness hotel in the Wilder Kaiser region. What makes the difference is not only the atmosphere, but also the visible and tangible presence of the Hauser family, who run the hotel.

The same sentiment is echoed at the [Hotel Klosterbräu](https://www.greenpearls.com/hotels/hotel-klosterbraeu-seefeld-austria/) (https://www.greenpearls.com/hotels/hotel-klosterbraeu-seefeld-austria/): guests report feeling instantly familiar with the hotel as soon as they step inside. The hotel's centuries-old history and the personal attention provided by the Seyrling family, who run the hotel, are consistently highlighted.

At [Schloss Lerchenhof](https://www.greenpearls.com/hotels/hotel-schloss-lerchenhof-carinthia/) (<https://www.greenpearls.com/hotels/hotel-schloss-lerchenhof-carinthia/>), guests say they don't just feel like they're on vacation; they feel like they're part of the family. The close, personal relationship with the Steinwender family and staff is also a major part of the experience here.

At [Hotel Okelmann's](https://www.greenpearls.com/hotels/okelmanns/) (<https://www.greenpearls.com/hotels/okelmanns/>) in Lower Saxony, guests appreciate the combination of a family-like atmosphere and personalized service. The Okelmann family is always ready to welcome you with a warm smile.

- What stands out in all these descriptions is that friendliness is rarely the only factor—it's also about recognition, a personal touch, and authenticity. If these qualities are important to you while on vacation, you'll find even more hotels that make you feel right at home (<https://green-travel-blog.com/small-hotels-with-heart-personally-run-accommodations-that-feel-like-home/>) here.



Johann and Karin are part of the extensive Steinwender family of hosts, and they personally take care of the guests. ©Schloss Lerchenhof

## ROOMS WHERE YOU'LL WANT TO STAY LONGER THAN PLANNED

In addition to the personal touch provided by the host family, the space itself plays a significant role. This is particularly evident (and frequently mentioned in reviews) when considering the architecture and surroundings together.

The Inkaterra hotels in Peru show just how much a hotel's design can influence the guest experience. [Co-founder Denise Guislain's design concepts](https://www.greenpearls.com/newsroom/en/shaped-by-stories-built-with-nature-the-architecture-of-inkaterra-in-peru/) (<https://www.greenpearls.com/newsroom/en/shaped-by-stories-built-with-nature-the-architecture-of-inkaterra-in-peru/>) blend locally inspired architecture, natural materials, and Peru's diverse landscapes into a cohesive whole. In the Amazon region, for instance, the [Inkaterra Reserva Amazonica's](https://www.greenpearls.com/hotels/inkaterra-reserva-amazonica/) (<https://www.greenpearls.com/hotels/inkaterra-reserva-amazonica/>) cabañas with large verandas open directly onto the rainforest. The boundaries between indoor and outdoor spaces are deliberately blurred. At the [Inkaterra Machu Picchu Pueblo Hotel](https://www.greenpearls.com/hotels/inkaterra-machu-picchu-pueblo-hotel-peru/) (<https://www.greenpearls.com/hotels/inkaterra-machu-picchu-pueblo-hotel-peru/>), on the other hand, the whitewashed casitas are nestled along winding paths in the cloud forest.



Rooms at Inkaterra Reserva Amazónica © Inkaterra Reserva Amazónica

A completely different yet equally striking example is the [My Arbor](https://www.greenpearls.com/hotels/my-arbor/) (<https://www.greenpearls.com/hotels/my-arbor/>) in South Tyrol, a treehouse hotel built on stilts high in the treetops. Guests often speak of the peace and quiet they experience here, as well as their connection to nature. Many also mention special moments, such as enjoying a hot tub on the balcony with a view stretching all the way to the Dolomites.

- Architecture is particularly appreciated when it is part of the experience.

## A BREAKFAST PEOPLE STILL TALK ABOUT BACK HOME



Breakfast featuring organic products is served until 1:00 p.m. ©SANDnature

Some things stick in your mind longer than others. A unique breakfast is often one of those things, as many reviews show.

At [LA VIMEA](https://www.greenpearls.com/hotels/la-vimea/) (<https://www.greenpearls.com/hotels/la-vimea/>) in South Tyrol, the all-plant-based breakfast buffet is a particular highlight. Guests appreciate the variety and the opportunity to experience 100% vegan cuisine.

At the [Relais del Maro](https://www.greenpearls.com/hotels/relais-del-mar/) (<https://www.greenpearls.com/hotels/relais-del-mar/>) in Liguria, breakfast is said to be exceptionally well-thought out, likely due to the abundance of homemade regional products and the warmth of the staff.

At [SANDnature](https://www.greenpearls.com/hotels/sand-nature-lifestyle-hotel-baltic-sea/) (<https://www.greenpearls.com/hotels/sand-nature-lifestyle-hotel-baltic-sea/>), a late-riser breakfast is served until 1 p.m. and features a live cooking station for organic egg dishes, as well as oat milk for coffee at the touch of a button. Many guests have noticed this feature positively.

## YOUNG GUESTS, HIGH EXPECTATIONS



Sample organic honey from a hotel with its own apiary. ©APIPURA hotel rinner

Although people who travel with their families often pay attention to different things, clear patterns still emerge.

Guests at the [APIPURA hotel rinner](https://www.greenpearls.com/hotels/hotel-rinner/) (https://www.greenpearls.com/hotels/hotel-rinner/) on the Ritten appreciate the combination of a relaxed atmosphere and family-friendly amenities, including a fenced-in playground, spacious outdoor areas, a bee nature trail, and a playroom for rainy days.

The [Hotel Wehrerhof](https://www.greenpearls.com/hotels/hotel-wehrerhof-south-tyrol/) (https://www.greenpearls.com/hotels/hotel-wehrerhof-south-tyrol/) is also located on the Ritten and stands out because of its location right on Lake Wolfgruben. In addition to its peaceful setting, the hotel offers opportunities for water activities, such as swimming, rowing, and pedal boating. A particular perk for families is that the playground is visible from the terrace.

## THE LITTLE THINGS THAT MAKE ALL THE DIFFERENCE

Although major topics tend to dominate news coverage and websites, it is often the details that stick in people's minds and stand out the most in reviews.

At the [Hotel Bella Vista in Zermatt](https://www.greenpearls.com/hotels/hotel-bella-vista-zermatt/) (https://www.greenpearls.com/hotels/hotel-bella-vista-zermatt/), for example, guests' stays begin with homemade cookies and a handwritten welcome note. Instead of electronic cards, the room keys are hand-carved wooden hearts made in a social workshop. Guests appreciate these "thoughtful touches" and often mention them in positive reviews.

The [SANDnature](https://www.greenpearls.com/hotels/sand-nature-lifestyle-hotel-baltic-sea/) (https://www.greenpearls.com/hotels/sand-nature-lifestyle-hotel-baltic-sea/) on the Baltic Sea often receives compliments for its "check-in/check-out" service. The team pays close attention to guests, especially upon arrival and departure, engages in conversation, and is happy to accommodate individual requests.

- It's exactly these kinds of details that make a good stay even better, and feedback on them encourages hoteliers to pay attention to such small touches.

## LOCATION, LOCATION, LOCATION



The Dolomites in South Tyrol, a UNESCO World Natural Heritage Site ©Paradiso Pure.Living Vegan Hotel

The surroundings also play a key role. Of course, they are often the actual destination.

The [Paradiso Pure.Living Vegan Hotel](https://www.greenpearls.com/hotels/paradiso-pure-living-dolomites/) (<https://www.greenpearls.com/hotels/paradiso-pure-living-dolomites/>) is located at an altitude of over 2,000 meters in the Dolomites, right next to the Seiser Alm ski slopes. Its unique location is consistently praised by guests. Guests enjoy sweeping views of the UNESCO World Heritage Site and the surrounding natural landscape.

The [Hotel Das Rùbezahl](https://www.greenpearls.com/hotels/hotel-das-ruebezahl-allgaeu/) (<https://www.greenpearls.com/hotels/hotel-das-ruebezahl-allgaeu/>), located in the Allgäu region, offers a special setting with a view of Neuschwanstein Castle. Many guests enjoy hiking to mountain huts or taking in the panoramic view of the castle from the wellness garden.

The [Relais del Maro](https://www.greenpearls.com/hotels/relais-del-marco/) (<https://www.greenpearls.com/hotels/relais-del-marco/>) in Liguria proves that even lesser-known places can be impressive: the small village of Borgomaro is often described by guests as a true hidden gem.

Guests at the [Hotel Korinjak](https://www.greenpearls.com/hotels/hotel-korinjak/) (<https://www.greenpearls.com/hotels/hotel-korinjak/>) on the Croatian island of Iž particularly appreciate its peaceful, uncluttered surroundings. It is the only hotel on the island. Many guests describe a sense of intentional retreat while unwinding beneath the pine trees. With a bit of luck, you might even see a dolphin swimming in the sea.

## WELLNESS: THOUGHTFULLY DESIGNED RETREATS

Wellness is a term that comes up often. However, it encompasses a wide range of things.

The [Lifestyle Resort Zum Kurfürsten](https://www.greenpearls.com/hotels/lifestyle-resort-zum-kurfuersten-moselle/) (<https://www.greenpearls.com/hotels/lifestyle-resort-zum-kurfuersten-moselle/>) focuses on its extensive spa area, which spans several levels and offers a variety of treatments and numerous saunas (including the “Chinese Hell” sauna, which reaches 95°C). Guests consistently highlight the wide range of offerings.

In contrast, the [Naturresort Gerbehof](https://www.greenpearls.com/hotels/naturresort-gerbehof-lake-constance/) (<https://www.greenpearls.com/hotels/naturresort-gerbehof-lake-constance/>) on Lake Constance emphasizes personalized treatments and a peaceful, relaxing atmosphere. The Wagner family, who owns and operates the resort, offers guests a variety of therapeutic treatments, including bioenergetic massages and Vegeto treatments.

## SLEEP – AND TRULY UNWIND



The “Falkenstein Suite” is a sustainable hotel room designed according to the Cradle to Cradle principle @SCHWARZWALD PANORAMA

Another trending topic in reviews is sleep (as we’ve reported, there’s even such a thing as [sleep tourism \(https://green-travel-blog.com/sleeping-comfort-in-green-hotels-and-cottages/\)](https://green-travel-blog.com/sleeping-comfort-in-green-hotels-and-cottages/) these days).

At the [SCHWARZWALD PANORAMA \(https://www.greenpearls.com/hotels/schwarzwald-panorama-bad-herrenalb/\)](https://www.greenpearls.com/hotels/schwarzwald-panorama-bad-herrenalb/) in Bad Herrenalb, guests often highlight the quality of sleep in their reviews. Guests praise the materials used, which are certified as free of harmful substances and recyclable, as well as the room design and quality of sleep. These aspects have also been recognized with external awards, such as the “Green Sleeping Award.”

By the way: Here, you’ll sleep on [SWISSFEEL \(https://www.greenpearls.com/companies/swissfeel-washable-circular-hotel-mattresses-from-switzerland/\)](https://www.greenpearls.com/companies/swissfeel-washable-circular-hotel-mattresses-from-switzerland/) mattresses made with recyclable Swiss mineral foam.

## WHAT SURPRISED US

The more feedback we read about feedback, the clearer it became:

- how often “warmth” is mentioned
- how important seemingly small details are
- and how similar guests’ wishes are, regardless of region or hotel type

## THINGS THAT GUESTS DON’T OFTEN MENTION BUT ARE STILL IMPORTANT

It is interesting to note what is rarely mentioned directly: the hotel’s sustainability efforts.

Although all Green Pearls® accommodations are distinguished by their sustainability measures, which are clearly and transparently listed for each hotel, these measures are rarely mentioned in guest feedback.

Only the [Naturhotel Outside \(https://www.greenpearls.com/hotels/hotel-outside-east-tyrol/\)](https://www.greenpearls.com/hotels/hotel-outside-east-tyrol/) in East Tyrol, located in the heart of the Hohe Tauern National Park, reports that many guests praise the hotel for its commitment to sustainability, evident in everything from the use of natural materials and regional cuisine to an overall lifestyle that embraces nature.

## AND NOW IT’S YOUR TURN

What do you look for when reading reviews? Do you focus more on the big picture or the small details hidden between the lines? What would you like to pay more attention to in your next review? Do you know the three questions that will help you stand out at hotels?

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When hearing “eco” many people still associate organic slippers and jute bags. Even though jute bags are trendy in some places, the outdated image related to the word “eco” remains alive. The expression eco-luxury describes exactly the opposite, though, namely the compatibility of environmentally friendly [...]

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