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## **New Luxury and Brand Advocacy in European Hotels: A Text Mining Analysis of Guest Reviews**

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Master in Hospitality and Tourism Management

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Department of Marketing, Operations & General Management

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## Acknowledgements

The master's degree that has intensified my love of hospitality and tourism is coming to an end. After graduating in Economics, I took a master's degree in hospitality and Tourism Management so that, in the future, I could combine my two passions. This dissertation reflects this. Although it combines a little of the marketing area, my taste for hospitality and data analysis predominates. My journey through ISCTE Business School was bittersweet, because although it meant being more than 300km from home, it was a journey where I challenged myself and learned a lot about different areas from excellent professionals.

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## Resumo

A presente dissertação tem como objetivo compreender o conceito emergente de “Novo Luxo” e relacioná-lo com o conceito de brand advocacy em hotéis de prestígio na Europa. Sendo a opinião dos hóspedes a ferramenta mais importante para perceber como se sentem e identificar onde as empresas devem melhorar e investir, nesta dissertação foram extraídas avaliações para verificar se a opinião dos clientes reflete o trabalho que os hotéis têm desenvolvido relativamente ao conceito de “Novo Luxo”. Os principais objetivos desta dissertação são: definir e compreender conceitos-chave, como “Novo Luxo” e “Brand Advocacy”; identificar o que os hotéis estão a fazer para acompanhar a evolução deste conceito e quais os hotéis que o estão a fazer; e, por fim, perceber se o esforço destes hotéis se reflete nas avaliações que recebem dos hóspedes e se este contribui para a criação de brand advocacy. A metodologia utilizada nesta investigação consiste num conjunto de técnicas de text mining aplicadas a 500 avaliações de cada um dos cinco hotéis de prestígio localizados na Europa, recorrendo ao sistema RStudio. Espera-se que os resultados desta investigação forneçam informações relevantes para gestores e profissionais de marketing de hotéis de luxo, facilitando o desenvolvimento de estratégias direcionadas e personalizadas.

**Key words:** Novo Luxo, Brand Advocacy, Hotéis de Luxo, Críticas de Hotéis, Text Mining

**Sistema de Classificação JEL:** L83, C55



## Abstract

This research dissertation aims to understand the growing concept of “New Luxury” and relate it to the concept of brand advocacy in prestigious hotels in Europe. Since the opinion of guests is always the most important tool for understanding how they feel and where companies should improve and invest, in this dissertation reviews were extracted to see if the opinion of customers reflects what hotels are working on in terms of the concept of “New Luxury”. The main objectives of the present dissertation are to define and understand the important concepts, such as the concept of “New Luxury” and “Brand Advocacy”, to find what are hotels doing to keep up with the change of the concept, and which hotels are working on this, and finally is to understand if, the effort of these hotels is reflected in their reviews about the hotels and if this is helping creating brand advocacy. The methodology that will be used in this dissertation will be a set of text mining techniques applied to 500 reviews of five prestigious hotels located in Europe, using the RStudio system. The finding of this research is expected to contribute with valuable insights for luxury hotel managers and marketers, making easier the process of develop a targeted a personalized strategy.

**Key words:** New Luxury, Brand Advocacy, Luxury Hotels, Hotel Reviews, Text Mining

**JEL Classification:** L83, C55





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## Introduction

The research conducted aims to understand the concept of New Luxury and explore this concept along with the Brand Advocacy, meaning that, with this work, the main goal was to comprehend whether, in the hotels that are investing in this New Luxury concept, the reviews reflect this same investment, in other words, if the guests are talking about what the hotels are investing in. Additionally, this research also aims to see if this feature of the hotel is contributing to the guest becoming a brand advocate for the hotel.

Prestige hospitality has undergone a profound transformation in recent years, moving away from traditional associations of exclusivity and material wealth toward a more experiential and personalized approach, often described as *New Luxury*. This concept is related to new and unique experiences. The real challenge for the hotels is trying to keep up with the increasing costumers' expectations, offering something unique, reaching for the “Wow Effect”. In a world of commoditised practices, guests are increasingly looking for personalized experiences that cater to individual preferences and aspirations. According to an article in the New York Times (May 2024), customers are increasingly looking for “hyper-customized experiences” in hotels. Customers look frenetically for new things to do, new things to feel and experience. According to the same article, hotels are fighting to look for new experiences to offer to the customers. Hotels should try to keep up with these developments, which are being felt not only in the hotel and tourism sector but also in other sectors. Their goal is to develop strategies to make the guest experience unforgettable and, at the same time, make them feel unique and special, increasing the chances of them becoming brand advocates, true defenders of the brand.

In light of the above, investigating customers' perceptions of this new concept is highly relevant and provides essential insights for luxury hospitality managers seeking to align their offerings with evolving consumer expectations. If they are able to better understand this new concept and align it with guests' expectations, they will be able to make their business more competitive, achieving better results and, of course, more satisfied customers.

To fulfil the research goal presented firstly, there are some topics that need to be explored and analysed. The present dissertation aims to answer the following five research questions: (1) What is and how can we define the new concept of luxury? (2) What are hotels doing to keep up with this new concept of luxury? (3) Can we understand if they are succeeding in these measures through their online reviews? (4) Are the measures implemented by these

hotels helping Hotel's Brand Advocacy, meaning that, are customers becoming brand advocates? (5) What should hotels focus on?

To answer the questions presented on the previous paragraph, the following research objectives were design and developed. The first one is to define and understand the important concepts, such as the concept of "New Luxury" and "Brand Advocacy". Th second objective seeks to find what are hotels doing to keep up with the change of the concept, and which hotels are working on this. The third and fourth objective is to understand if, the effort of these hotels is reflected in their reviews about the hotels and if this is helping creating brand advocacy.

To get the scoop on all these questions, this dissertation's methodology is based on the use of a combination of text mining and statistical techniques using the RStudio (via Posit). Five hundred reviews of five different European hotels were extracted from Booking.com between 2022 and 2025, with the primary objective of getting meaningful insights from text data regarding customer satisfaction and experience patterns, to understand if reviews reflect what hotel are working on regarding the concept of new luxury. By collecting and analysing reviews of each hotel, we hope to understand whether the hotel is capable of creating brand advocates. The analyses that will be carried out using the RStudio program are as follows: word cloud creation for each hotel, sentiment analysis combined with identification of emotions present in reviews, calculation of the correlation coefficient between the sentiment present and the length of the review, cluster analysis, and Topic Modeling.

The present dissertation is divided according to the following structure: the first section (Introduction) aims to introduce the topic, contextualizing the subject, presenting some relevant concepts, and explaining its relevance; the second section (Literature Review) delves deeper into the main topics addressed in this dissertation, serving as the theoretical basis for the entire research; on third section (Methodology) presents and describes how the desired results will be achieved, and explicitly explains the methodology of the dissertation, including research design and method, data collection and data analysis and treatment; the forth section (Results and Discussion) presents the results obtained from the analyses conducted in RStudio and discusses them in depth for each of the hotels under analysis; finally, the fifth section (Conclusions) aims to present the main conclusions of the study conducted, presenting the theoretical and the managerial contributions of this study and further the limitations and possibilities for future research on the topic. Figure 1 presented below summarizes the structure of this dissertation.





*Figure 1- Dissertation's Structure*

*Source: Author's elaboration*



# 1. Literature Review

## 1.1 *Definition of Luxury and Luxury Hotels*

The value attached to luxury is crucial in any society, but the feeling about luxury differ from person to person, that is why the concept of luxury is so complex and subjective, no definition is possible, as luxury is defined differently by different individuals. The way each person experiences luxury varies, so it is contingent on a “luxury state of mind” (Meyer & Goh, 2015). The definition of luxury is a complex concept, because, besides of the fact that this concept has been changing over the years and adapting to the modern society and technology, it is a concept that depends on consumer opinion and perception. But the concept of luxury gets even more complicated than that, because it also depends on a person’s social status, economic leverage, and consumption patterns. Nevertheless, Hansen & Wanke (2011) defend that the idea of luxury products and services are exceptions to the everyday normalities of life.

The concept of a luxury brand is related to five main characteristics: high quality, authenticity, a prestigious image of the brand itself, premium prices that customers see as worth paying and luxury brands should be able to inspire deep connections with the customers. It should be considered that, these five characteristics that were mentioned before, they all depend on the consumers’ perspective, meaning that, a brand only is considered as a luxury brand if consumers perceive to be high quality or offer authentic value via desired benefits, whether functional or emotional (Ko, Costello & Taylor, 2019).

When talking about the Luxury Hotels the definition it is not very different from the one mentioned before about luxury brands, it also includes the high prices, the authenticity, the seeking for deep connections with customers but, we add two very important concepts to this definition, these are: the importance of personalization and the uniqueness. According to Chris Fradin, Vice President Europe for the Forbes Travel Guide: “Luxury, it seems, can be a small thing such as creating a meaningful experience or showing you care. But large or small, it should create an emotional connection with people, the product, and the brand.”

According to a study conducted by Iloranta (2022), consumers describe luxury tourism in two ways, mainly: as a product and as an experience. Consumers describe luxury tourism as a product in the case of a restaurant or hotel when these have certain material features, physical surroundings, where the aesthetics, atmosphere, and décor of the facilities were the main criteria describing the context. On the other hand, when described as an experience customers mentioned as distinctive, tailored, exclusive, memorable, and holistic, with indulgence,

comfort, and convenience. In some instances, the luxury experience was perceived as a form of prestigious and conspicuous consumption.

### *1.2 New concept of Luxury*

In the recent years the term “new luxury” has risen as goods which evoke and engage consumers’ emotions and feelings (Heyes & Aluri, 2017), the concept has evolved and become multifield and besides the traditional understanding, that was mentioned in the previous section, is a new form of luxury that is unconventional luxury (Iloranta, 2022). The new concept of Luxury is related to experiences, new and unique experiences. The real challenge for the hotels is trying to keep up with the increasing costumers' expectations, offering something unique, reaching for the “Wow Effect”.

In a world of commoditised practices, guests are increasingly looking for personalized experiences that cater to individual preferences and aspirations. According to an article in the New York Times (May 2024), customers are increasingly looking for “hyper-customized experiences” in hotels. Customers look frenetically for new things to do, new things to feel and experience. According to the same article, hotels are fighting to look for new experiences to offer to the customers. Based on a study conducted by Magasi (2023), personalization is differentiator when it comes to build customer loyalty among the luxury hotel customers.

Hotels should not be based simply on technical operating standards; the intention is to add a functional component of transforming service into a unique experience. Observing guests' behaviours and preferences leads to personalization at a higher level. To accomplish the required personalization and authenticity, the employee must discover something unique regarding the guest, engage in communication, and build a relationship (Weinstein, 2017).

In the past few years, the concept of luxury has evolved from the traditional understanding of luxury as a symbol of status and material into a deeper concept more connected with experiences and the emotional part of the customer. Technology and social media really have a deep responsibility in this change: people want to other people to know what they are doing. Nowadays, memorable moments and unique experiences can be seen as more luxurious than owning something expensive. Nowadays, the term “luxury” is no longer related to something tangible, but rather something that provides us with a particular feeling or an experience from the product, it is more about “how this makes me feel”.

As the landscape of global tourism continues to change and evolve, the luxury segment is undergoing a significant transformation driven by technological advancements and the changing of consumers expectations, meaning that, consumers no longer look for high quality mattresses or big fancy halls because that they take as guaranteed when going to a luxury hotel, they look mostly for unique experiences (Samala et al., 2022; Cunha et al., 2024).

According to Swiss Education Group (2025), some of the hospitality trends for 2025 include not only the personalized services and the unique experiences that were mentioned before but also wellness and health-oriented travel and sustainable and eco-practices. As it is a known fact for all, life is getting busier for all nowadays, due so, travellers are increasingly prioritizing wellness and health during their trips. Investing in wellness offerings can increase guest satisfaction and extend their stay and even turn occasional visitors into loyal ones (Swiss Education Group, 2025).

Due to the rising environmental concern and awareness amongst consumers, efforts to make hotel operations sustainable are becoming increasingly important (Verma & Chandra, 2017). The hotel industry is a major contributor to environmental problems because it consumes a substantial number of resources. With this being said, and with consumers becoming more self-conscious, travellers are considering the harmful impact of the hotels in their hotel selection behaviour (Verma & Chandra, 2017). According to the same study of Verma & Chandra (2017), an ideal combination of attributes toward hotel preference may include proximity to natural places, price rationality, green building design, high value for money, brand familiarity and high food and service quality.

### *1.3 Brand advocacy / customer loyalty*

Brand advocacy can be defined as the promotion of an organization, product or brand by one consumer to another, and the maximum level of approval of the relationship between the consumer and the brand (Walz & Celuch, 2010). Moreover, and according to Wilder (2015), Brand Advocacy is a combination of customer-motivated behaviours, including proactively recommending the brand and defending the brand against detractors, intended to maintain the customer's relationships with the brand and promote it to others.

Brand advocacy has been seen as a favourable communication about the brand, it also includes the recommendation of a brand to others as well as the defence of a brand when is attacked (Wilk et al., 2019). Customers that consider themselves brand advocates, they are not

just loyal to the firm or brand, they also feel connected to and represented by the brand and often reward the brand by actively sharing their positive experiences with the firm to others and will do some of the brand's marketing altruistically and with little no cost to the firm (Wilder 2015).

As an outcome of a customer becoming a brand advocate comes Brand Loyalty. Have loyal customers and promoting the relationship between them and the organization is also very important for the brand, because as a customer's relationship with the company lengthens, profits rise and companies grow in the market they are inserted in (Reichheld & Sasser, 1990). According to Tuominen (1999), unique, memorable, and reinforcing experiences build brand loyalty and create a strong and emotional bond with the brand. Firstly, it was proposed that brand loyalty was an outcome or a consequence of brand love and that brand love is better at predicting brand loyalty measures than conventional attitude models, but, more recently, it has been argued that brand love comes as an antecedent of brand loyalty (Albert & Merunka, 2013; Batra et al., 2012; Hegner et al., 2017; Nawaz et al., 2020).

Carroll and Ahuvia (2006) stated that Brand Love is the level of enthusiastic, emotional attachment a consumer may have for a particular brand, also, according to the same authors, brand love differs from satisfaction because it is more affective. With this being said, and according to the studied carried out by Robertson et al. (2022), brand love may be even more important than brand loyalty in establishing a positive consumer-brand relationship.

When we refer to brand advocacy it is important to mention customer satisfaction as well. Customer satisfaction can be seen as a driver for the customers to become brand advocates. Customer's satisfactions depend on a product's perceived performance in delivering value relative to the customer's expectations (Bagdan, 2019). It is crucial for the organization's survival for the customer's to be satisfied with their service, because satisfied customers return on regular basis and a return customer costs far less to keep than obtaining a new one, they will recommend your service to others, and as it was mentioned before, they can become brand advocates leading to an increase of the firm's performance (Bagdan, 2019).

According to the study Alex (2024) about luxury hotels in a specific part of the globe (but assuming that this can be applied to almost every country), luxury hotel visitors place a significant emphasis on personalized service, attention to detail and exceptional and unique experiences. When hotels meet or exceed these criteria/ expectations, visitors are more likely

to show loyalty behaviours, such as repeat visit to those hotels, but also recommend them to other customers, by positive word-of-mouth.

Chen's (2017) study focus on trying to understand the relationship between customer loyalty and personalized services and attention to detail, factors that, as mentioned above, are very important to luxury hotel visitors. He found out that, although external factors as brand reputation and physical amenities are important but, it is personalized interactions and high-quality services that drive long term loyalty relationships with the customers. So, hotel chains should focus on employee training programs, focus on emotional intelligence and interpersonal skills, to keep a good relationship with their customers.

#### *1.4 Brand advocacy in hotels*

Digital Media has evolved from being a medium of broadcasting to a medium of interaction with and between customers. A study conducted by Booking.com shows that 75% of the travellers feel that online reviews are important in evaluating service providers before making a reservation. During the past recent years, the tourism industry has become more digitalized with improved connections between suppliers, firms and customers. Consumers' insatiable thirst to share their experiences with the world and the availability of various online platforms is creating a lot of content (Phillips, Barnes, Zigan and Schegg, 2016).

Brand advocacy allows brands to improve their online and digital presence and enhance consumer trust. Hospitality Brands and hotels enjoy many benefits from brand advocacy, allowing them to connect with their audience. According to Zuberance (2025), online reviews are a powerful tool for building trust and credibility in the hotel industry, moreover, the article states that hotels can connect with their audiences more authentically through brand advocacy-centred strategies, which bring many benefits as increasing brand awareness and reputation; boosting customer loyalty and retention; enhancing guest experience and satisfaction and allowing hotels to connect with new audiences at a more affordable cost than other marketing strategies.

#### *1.5 Importance of online reviews for hotels*

All business areas need to keep up with the advance of technology, and hospitality is no exception. Technology leads to a faster spread of information. Many authors advocate that tourism organizations need to improve and work on their products and services based on information received from customers.

Consumers find online text reviews of hotels to be unbiased and trustworthy. Online reviews are useful source of information prior to consumption, the increasing popularity of the internet leads to an almost automatic search on the internet before buying any product or service, meaning that online reviews influence consumer purchasing decisions (Kim & Kim, 2022).

Services are intangible, so it is difficult to determine the actual situation of that service without experiencing it first, this is what happens with hotels. The experience of the service mentioned on online reviews (known as electronic word-of-mouth) thus implies the main attributes and quality levels of the service considered by the customer, and this can significantly affect visitor's decisions and the business performance as well (Kim & Kim, 2022).

According to the study made by Gunasekar & Sudhakar (2018), convenient location is one of the top attributes affecting hotel selection and tourist satisfaction. Also, hotels proximity to major attractions in the touristic destination is a important factor to have into consideration when choosing a hotel.

Online reviews do not have influence only on the customer's decision making process, it also influences the hotel performance, as expected. According to Ye, et al. (2008), there is a significant relationship between online customer reviews and hotel room sales, meaning that positive online reviews can significantly increase the number of bookings in a hotel.



## 2. Methodology

The main objective of the present dissertation is to understand the concept of “New Luxury” and how this is associated with the concept of brand advocacy, meaning that, this investigation, aims to understand what hotels are doing to keep up with the progress of the concept of Luxury and see if this is reflected in customer’s reviews. For this purpose, 500 reviews were extracted from Booking.com about five luxury hotels located in Europe, and were subjected to five complementary text mining analyses, conducted in RStudio system.

This research reaches to answer the following research questions: (1) What is and how can we define the new concept of luxury? (2) What are hotels doing to keep up with this new concept of luxury? (3) Can we understand if they are succeeding in these measures through their online reviews? (4) Are the measures implemented by these hotels helping Hotel’s Brand Advocacy, meaning that, are customers becoming brand advocates? (5) What should hotels focus on?

To answer the questions presented on the previous paragraph, the following research objectives were design and developed. The first one is to define and understand the important concepts, such as the concept of “New Luxury” and “Brand Advocacy”. The second objective seeks to find what are hotels doing to keep up with the change of the concept, and which hotels are working on this. The third and fourth objective is to understand if, the effort of these hotels is reflected in their reviews about the hotels and if this is helping creating brand advocacy.

### *2.1 Research Design and Method*

This research makes use of a data mining techniques to analyse online customers reviews from five different prestige hotels in Europe. Data mining is the process of sorting through large data sets to identify patterns and relationships that can help solve business problems through data analysis. Data mining techniques and tools enable enterprises to predict future trends and make more-informed business decisions, it is also a crucial component of successful analytics initiatives in organizations. The information it generates can be used in the analysis of historical data, as well as real-time analytics that examine streaming data as it's created or collected.

Data mining, also known as text mining, is considered as an interdisciplinary process, whose objective is to bring out knowledge from disorganized texts, making easy the process of dealing with many words and morphologies in a natural language (Hotho et al. 2005). Therefore, this methodology will be used to extract and analyse information retrieved from consumers reviews from five different hotels in Europe, as they have massive amount of

information, moreover, through text-mining it will be possible to find patterns, interpret them and make conclusions.

The main objective of this dissertation is, by collecting secondary data, examine whether the concept of “new luxury” that we are observing nowadays on the hospitality context, is reflected in guests’ feedback about hotel’s facilities and service. This research follows a content analysis framework, using Natural Language Processing (NLP) techniques to extract meaningful insights from customer reviews.

Based on the Literature Review conducted above, five prestigious hotels were selected. To narrow our research and get more accurate results, the five selected hotels are located in Europe. From each one of the hotels, five hundred reviews were extracted from booking.com between 2022 and 2025. After extracting the reviews, they were transformed into a CSV document and imported into RStudio. After the data had been processed and cleaned, five different complementary text mining analyses (explained in detail on section 3.3) were carried out with the aim of reaching valuable conclusions.

## *2.2 Data collection*

As it was mentioned before, the selection of the five hotels was based on the Literature Review conducted on section 2.

According to the concept of “New Luxury” explored in the Literature Review, customers look forward to experience something new and unique when going to luxury hotels, they look for irreverent experiences; they also look for personalized service where employees know their preferences and dislikes, nowadays customers associate luxury to hyper-personalized hotel services; customers are becoming increasingly aware of environmental issues and value hotels that are eco-friendly and sustainable; and finally, wellness and well-being is an important issue for the travellers during this days, so customers look for hotels where quietness and health are valued.

Based on what was stated above, the following five European Luxury Hotels were elected: 41 Hotel in London (England), Fauchon l’Hotel located in Paris (France), The Chedi Andermatt, in Andermatt (Switzerland), The Pulitzer in Barcelona (Spain) and Longevity Health and Wellness located in Algarve (Portugal). Each one of these hotels is focusing its activity on one of the aspects mentioned above, such as customer service personalization, the offer of new and unique experiences, the awareness of the environment and wellness and health.

These hotels are trying to keep up with the new concept of luxury and, at the same time, trying to meet customers' expectations. To understand if they are succeeding on their mission, 500 reviews of each hotel were extracted from Booking.com between 2022 and 2025 and were submitted to a Text Mining Program to get valuable insights from customers reviews and understand if they are having the perception of the new concept of luxury that they expect in the hotel under analysis. Due to the prestige of these hotels, extracting more than 500 reviews was difficult to conceive.

### *2.3 Data analysis and treatment*

After collecting the 500 reviews for each selected hotel (described on the previous section), a combination of text mining and statistical techniques was employed using the RStudio (via Posit). The primary objective of using these techniques was to extract meaningful insights from text data regarding customer satisfaction and experience patterns, to understand if reviews reflect what hotel are working on regarding the concept of new luxury.

As mentioned above, the analysis was conducted using RStudio, a platform well-suited for textual and statistical analysis. The dataset, composed by online hotel reviews extracted from Booking.com, was first cleaned and pre-processed, these included transforming the text to lowercase, removing punctuation, numbers, and stop words (e.g., "the", "and", "of"), as well as tokenization and whitespace trimming. These steps were essential for ensuring data consistency and quality in further analysis.

Four main types of analysis were performed: Word Cloud Generation; Sentiment and Emotion analysis, where the reviews extracted were analysed for sentiment polarity, ranging from negative to positive, to understand if sentiment of the customers who wrote the reviews was positive or negative, also, the reviews were classified into emotional categories, to get a deeper insight of the customer's sentiments, additionally, a correlation analysis was conducted to explore the relationship between the length of the review (measured by character count) and the sentiment polarity, to understand whether more elaborate reviews tend to be more emotionally charged or positive; Cluster analysis by using k-means clustering, reviews were grouped based on word usage patterns to uncover distinct themes or customer profiles. The top terms from each cluster were extracted to facilitate interpretation and cluster labelling; Topic Modelling where Latent Dirichlet Allocation (LDA) was used to uncover latent topics discussed within the reviews. This unsupervised learning technique allowed for identifying recurring themes and topics that were not immediately evident through simpler analyses.

The results obtained by the data analysis and treatment explained above will be presented and detailed in section 4.

### 3. Results and Discussion

### 3.1 Results for 41 Hotel, London

The 41 Hotel (London) was chosen because it is focusing its service on personalization and on the excellence of their customer service. The word cloud shows that the word that was most used in the reviews extracted was “staff”, followed by “hotel”, “service”, “room” and “location”. Since this hotel is focusing their work on providing customers a customized and personalized experience, the most common word in the reviews being “staff” might be a positive sign as their strategy is working. This statement can be supported if we complement it with an analysis of the frequency table 2, since there were extracted 500 reviews for 41 Hotel and only 26 of them are negative, it is possible to conclude that most of the reviews that mention the word “staff” are positive reviews.



Figure 2- Word Cloud 41 Hotel, London

*Source: Author's elaboration*

Analysing the table 1, containing the summary statistics of the Sentiment Analysis regarding 41 Hotel in London, we can conclude that the lowest sentiment score in the reviews is -2, indicating that, at least one of the reviews is clearly negative (which further on table x, we confirm that fact); the value presented for the first quartile suggests that 25% of the reviews have sentiment scores less than or equal to 0.5, meaning that mild negativity or neutrality in the lower quartile; half of the reviews have a score above 1,5 and the other half have a score below that number, being this number a slightly positive one; analysing the mean score, we can conclude that the overall tone of the reviews extracted is positive; with the 3<sup>rd</sup> quartile we can see that only the top 25% of the reviews have a sentiment score above 2,50; finally, the most positive review has a sentiment score of 7,05 which is strongly positive. As a conclusion, and

taking a general look into the statistics presented, the range of the sentiment scores between the minimum and the maximum suggests that there is a wide emotional spectrum, additionally, the values for the median and the mean being above 1, implies that in general the sentiment score trend for the 41 Hotel is positive.

| Sentiment Analysis Summary Statistics |         |        |      |         |      |
|---------------------------------------|---------|--------|------|---------|------|
| Min                                   | 1st Qua | Median | Mean | 3rd Qua | Max  |
| -2,00                                 | 0,50    | 1,50   | 1,73 | 2,50    | 7,05 |

*Table 1-Sentiment Analysis Sum. Statistics, 41 Hotel London*

*Source: Author's Elaboration*

Taking a further look into the Sentiment Analysis carried out for the Paris hotel, from the 500 reviews extracted from Booking.com 88,4% of the reviews speak positively of the hotel's facilities and only 5,2% are negative reviews of the hotel (table 2).

Analysing figure 3, referring to the Emotion Distribution Analysis, the most common emotions that are presented on the reviews of 41 Hotel (London), are positive emotions, such as joy and trust, although, there are some reviews that were associated with negative emotions, such as fear, anger and disgust.

Despite some negative reviews, the overall view of the hotel is very positive, which can contribute to the building and growing brand advocacy.

| Sentiment Analysis Hotel 41 |      |
|-----------------------------|------|
| Var                         | Freq |
| Negative                    | 26   |
| Neutral                     | 32   |
| Positive                    | 442  |

*Table 2- Sentiment Analysis Frequency Table, 41 Hotel London*

*Source: Author's Elaboration*

The histogram presented on figure 2, shows a slightly right-skewed (positively skewed) distribution, meaning that most of the sentiment scores fall between 0 and 3, that indicates that most of the reviews are moderately to strongly positive. The histogram also

shows a clear peak around the 1,5-2,0 mark, suggesting that is the most common sentiment range among the reviews. This distribution suggests that guests generally had positive experiences, but not all reviews are overwhelmingly positive. Moreover, the few strong negative sentiment could indicate consistent service quality and guest satisfaction, which can also contribute to build brand advocacy. However, despite the few negative reviews, they still exist, meaning that there some points where the hotel should work with.

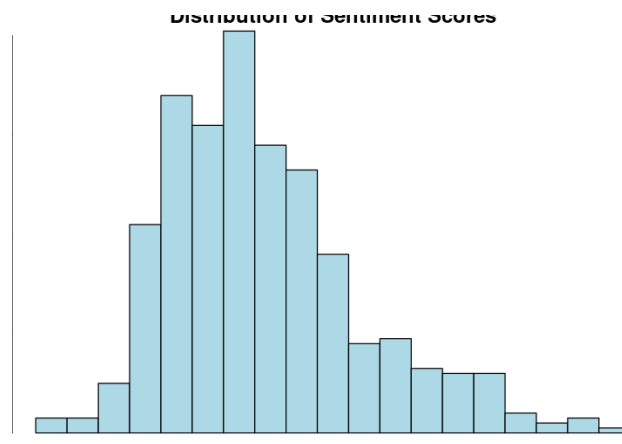


Figure 3- Histogram Distribution Sent. Scores, 41 Hotel London

Source: Author's Elaboration

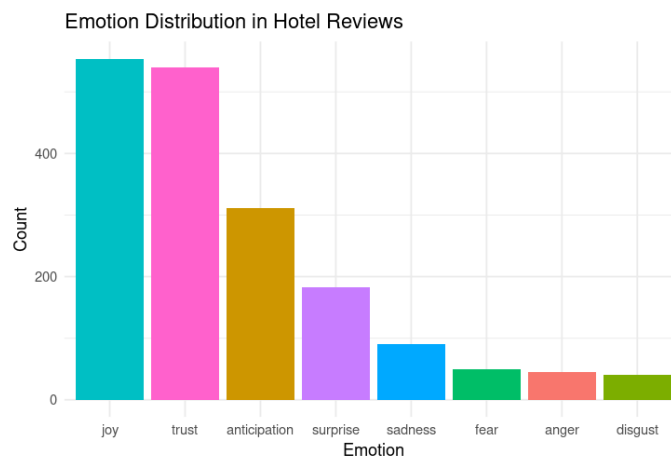
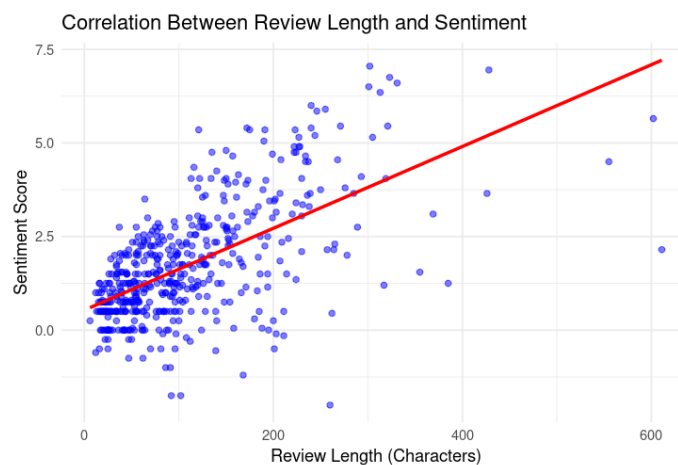


Figure 4- Emotion Distribution 41 Hotel, London

Source: Author's Elaboration

Further into the analysis, to understand if the length of the review is related to the sentiment of it, the following graph was produced, with the goal of understanding if that are the satisfied or unsatisfied customers that write the longest reviews. To measure the correlation between the two variables, the Pearson Correlation Coefficient was calculated. This coefficient is a statistical measure of the degree of linear correlation between two variables (Profillidis & Botzoris, 2019). The Pearson correlation coefficient, in this case, is equal to 0,611, meaning that there is a positive moderate correlation between the length of the review and the sentiment, longer reviews tend to express more satisfaction or strong emotional engagement. When analysing the graph, it is possible to see that most of the reviews have between 0 and 200 words, and those reviews have a score between of 1 and 2.5.



*Figure 5- Correlation Graph Length and Sentiment, 41 Hotel London*

*Source: Author's Elaboration*

The cluster plot presented on figure 5 shows the results regarding clustering analysis previously made. Presented in the same figure there are three clusters, represented by the three different coloured clouds. According to Cadima (2001), analysing a multivariate data set, the possibility of reducing data dimensionality without significant loss of information is crucial so, on the axes is possible to observe principal component 1 and principal component 2, these are dimensions extracted from Principal Component Analysis (PCA) in order to reduce the data into two dimensions for easier visualization.

Cluster 1 is labelled “Experience & Brand” considering the main terms used in the cluster and those with the greatest relevance and it is represented by the green coloured cloud.



The cloud for cluster 1 is positioned on the upper-left quadrant, relatively separate from the other 2 clusters. Guests positioned in this group (cluster) place high value on the luxury experience, branding and the emotional impact of their stay, these are the customers that are most likely to become brand advocates, to promote the hotel as a premium location.

Cluster 2 is represented by the red coloured cloud, and it is labelled “Hotel’s Facilities”. This second cluster produced is located on the right-central area and its moderate overlap with the other two clusters. The reviews grouped on this cluster emphasize the comfort, cleanliness, room facilities and features and breakfast quality. This groups of guests are focused on the practical aspects of the hotel, they differ from the group on cluster one, that focus on the untouchable of the hotel. To improve satisfaction on this group of guests, the hotel should focus on cleanliness, room upgrades or breakfast variety for example.

When it comes to the 3<sup>rd</sup> cluster, this one is represented by the blue coloured cloud, and it is located on the bottom-left area, spreading widely. The reviews grouped on this cluster mostly focus on the staff service, like their friendliness, helpfulness and efficiency during the stay. For the purpose of this dissertation, 41 Hotel, London was chosen because it is focusing its service on personalization and prestige guest service, so, the guests clustered on cluster 3 are the ones who they should focus on, these guests care about hospitality and interaction with the staff. Investments in training and service quality can boost ratings from this cluster.

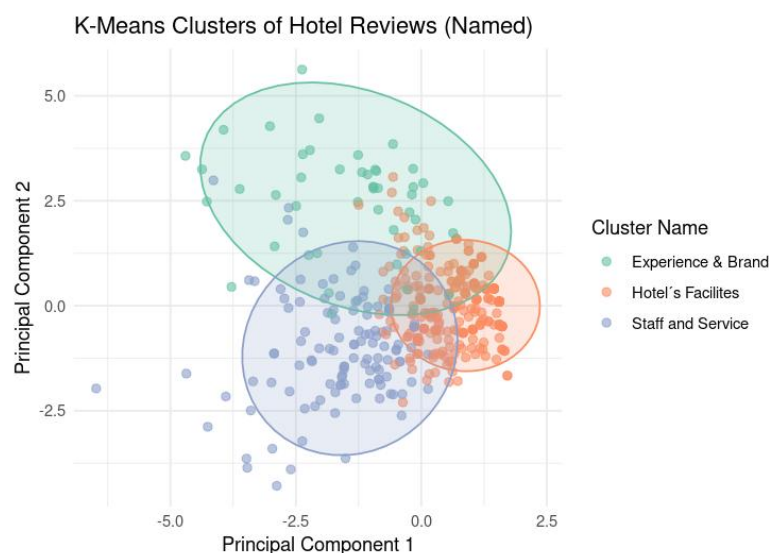


Figure 6- Cluster Plot, 41 Hotel London

Source: Author's Elaboration

To conclude the analysis of the 41 hotels, a Topic Modeling analysis was performed. For this purpose, the graph shown in Figure 7 was produced, containing the top 10 terms for each of the three topics extracted and named.

Topic 1 is represented by the red bars (first from the left), the first five and dominant terms of this topic are the words “service”, “hotel”, “friendly”, “staff” and “location”. It can be clearly observed that, the term “service” stands out within the highest beta value of approximately 0.065, meaning that that is the most characteristic word of Topic 1, documents where Topic 1 is dominant will often mention the word “service”. This Topic likely captures reviews focusing on the overall quality of the hotel facilities, comfort and friendly, welcoming atmosphere.

Moving on to Topic 2, this one is represented by the green bars (on the middle). The dominant term of this Topic is “hotel”, that is followed by the terms “stay”, “room” and “amazing”. By analysing the beta value of the dominant term, it is possible to conclude that there are approximately 6% of chances that a document that mention Topic 2 “Experience and Brand” also mention the word “hotel”. Among the top ten terms of Topic 2 there are some sentiment-laden words, just like “amazing”, “comfortable”, “feel” and “excellent” reveal emotional engagement and guest satisfaction. This topic reflects the subjective guest experience, especially the emotional and atmospheric aspects of the visit. These group of guests emphasize not just the physical conditions of the hotel but how they felt during the stay, this is the group where the hotel should focus its attention on, they prioritize the experience and not the touchable facilities, so the managers should take into consideration their opinion to improve their service.

Finally, Topic 3 is represented by the blue bars and named “Staff and Service”. On this topic the clear dominant word is “Staff”, this word has a beta value of 0.15 which is much higher than the other terms. A beta value of 0.15, translates into a 15% chance of, in documents where Topic 3 is mentioned, having the word “Staff” associated. Moreover, comparing the dominant term of this topic to the dominant terms of the other two topics this one clearly stands out. Additionally, the supportive adjectives like “great”, “helpful” and “exceptional” highlight positive interactions with personnel, this fact can be a sign of the good work that the hotel is doing on focusing its service on customer experience and service personalization.

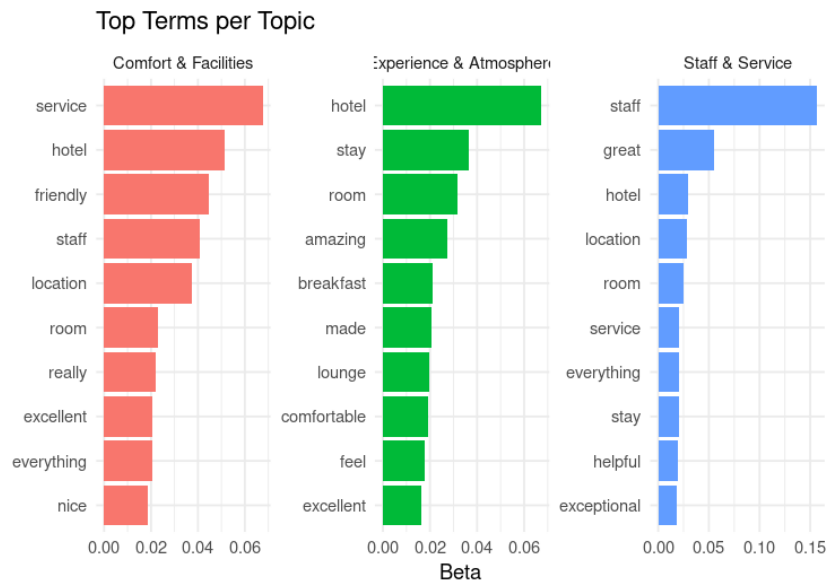


Figure 7- Topic Modeling- Top Term per Topic, 41 Hotel London

Source: Author's Elaboration

### 3.2 Results Fauchon I'Hotel, Paris

Just like the previous hotel, Fauchon I'Hotel was chosen because it is focusing their job on offering a personalized and special experience to their guests, by knowing their preferences, likes and dislikes, and by creating a close relationship with each customer.

Analysing the Word Cloud generated for Fauchon I'Hotel located in Paris, it is possible to conclude that the most common words used on guests' reviews were "staff", "hotel", "room" and "location". This hotel, as it was mentioned above, was chosen because it is focusing its work on service personalization, trying to offer the best service to their customers, so, the word "staff" being one of the most common words used by the customers in the reviews, is a good sign that their objective is being achieved. Obviously, the mention of the word "staff" can be associated with bad reviews, however, consulting table 4, it is possible to conclude that more than 89% of the reviews were positive, which results in a greater likelihood of the word "staff" being associated with a positive review.



Figure 8- Word Cloud Fauchon l'Hotel, Paris

Source: Author's Elaboration

Moving on to the Sentiment Analysis conducted for Fauchon I'Hotel (Paris), we based our analysis on the tables extracted from RStudio, including table 3 and 4, also figure 9 and 10.

Analysing the table containing the statistics regarding the sentiment associated to each review, is it possible to conclude that, being the minimum value -1,75, there are, among the 500 reviews extracted at least one that has negative content about the hotel, this fact can be proven by the table containing the frequency, that shows that are 32 negative content reviews. Adding to the facts state above, the mean value being superior to 0 (1,774), it is possible to reach the conclusion that the overall of the reviews have positive content about the hotel facilities and service. Finally, the maximum score is 10,15, which is a very positive value, meaning that, there are at least one very positive review.

Moving the analysis, figure 10 shows the emotion associated to each review, as the first hotel, most of the emotions associated are positive emotions, being the predominant ones, "trust" and "joy", although, and sustaining the 32 negative reviews existence, there are some negative emotions as well, such as "sadness", "anger", "fear" and "disgust".

Figure 9 is the histogram generated for the distribution of the sentiment scores for Fauchon I'Hotel. Guests' sentiments are concentrated between 0 and 4 scores, and the distribution presented on the figure is positively skewed with a clear peak between 1 and 2. Moreover, the histogram regarding the sentiment scores of Fauchon I'Hotel, shows that most reviews express moderately positive sentiment, also, there is no long left tail, meaning that the

truly negative reviews are rare. In conclusion, we can say that, generally, the hotel is meeting expectations, but it is not consistently exceeding them.

| Sentiment Analysis Summary Statistics |         |        |       |         |       |
|---------------------------------------|---------|--------|-------|---------|-------|
| Min                                   | 1st Qua | Median | Mean  | 3rd Qua | Max   |
| -1,75                                 | 0,75    | 1,525  | 1,774 | 2,5     | 10,15 |

Table 3- Sentiment Analysis Sum. Statistics, Fauchon l'Hotel Paris

Source: Author's Elaboration

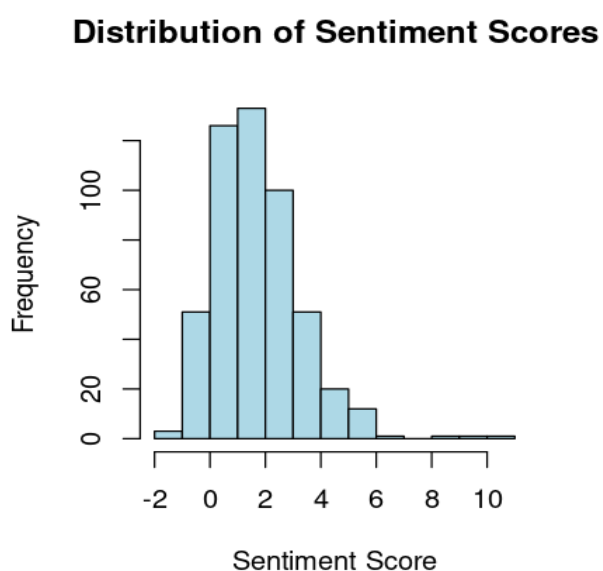


Figure 9- Histogram Distribution Sent. Scores, Fauchon l' Hotel Paris

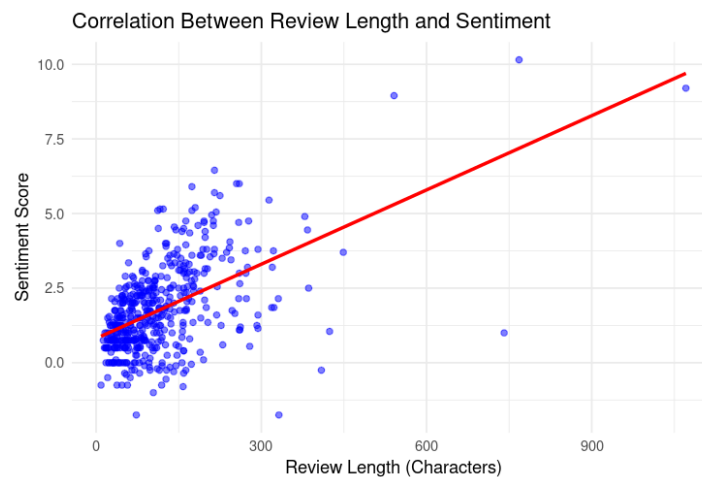
Source: Author's Elaboration

| Sentiment Analysis Fauchon l'Hotel Paris |      |
|------------------------------------------|------|
| Var                                      | Freq |
| Negative                                 | 32   |
| Neutral                                  | 22   |
| Positive                                 | 446  |

Table 4- Sentiment Analysis Frequency Table, Fauchon l' Hotel Paris

Source: Author's Elaboration

Moving on to the analysis regarding the correlation between the sentiment of the review and its length, these two variables present a Pearson correlation coefficient of 0,546, which means that there is a moderate positive correlation between length and sentiment, suggesting that longer reviews are associated with more positive sentiment. The positive correlation between length and sentiment may also suggest that positive emotional engagement leads to more expressive feedback. Hotels could benefit from encouraging satisfied guests to leave detailed reviews, as this not only help with marketing but also boosts the average sentiment score visible to future customers, since the opinion of other customers about a service is a very important tool for decision making for future clients.



*Figure 10- Correlation Graph Length and Sentiment, Fauchon l'Hotel Paris*

*Source: Author's Elaboration*

Moving into Cluster analysis for Fauchon I'Hotel, firstly it is important to decode the analysis of the two PCs (Principal Components). Principal Component 1, on the x-axis, shows the difference between the functional aspects and the more emotional aspects present in the reviews analysed. In addition, reviews located further to the left may be associated with criticism and dissatisfaction, while reviews with PC further to the right may be associated with more positive emotions. As it is possible to observe, and adding to the information previously seen, clusters are predominantly located further to the right, which means that most of the reviews are positive. Regarding Principal Component 2, on the y-axis, this one seems to differentiate service-oriented content from facilities or atmosphere, which can be translated

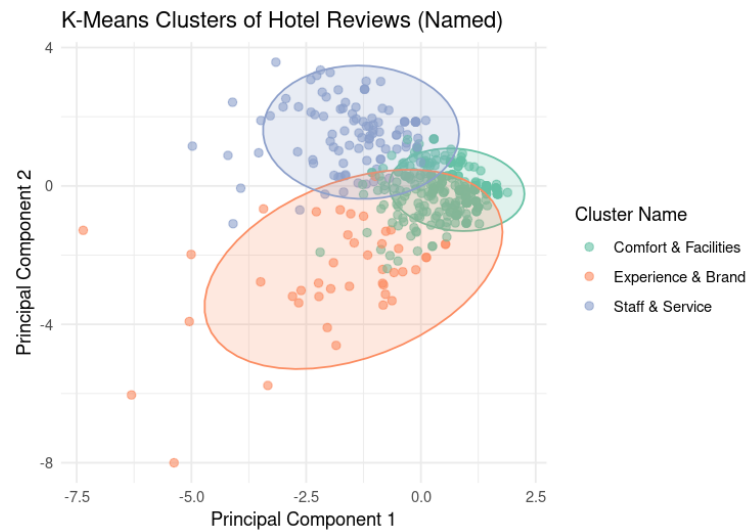
into, reviews in the upper half mention staff, hospitality and helpfulness, while that, reviews in the lower half might mention brand atmosphere or general experience, rather than specific interactions.

In Figure 12, we can see the cluster plot produced for Fauchon l'Hotel. Cluster 1 is represented by the green coloured cloud, and it was labelled "Comfort & Facilities", it is positioned toward the centre-right, slightly above zero on PC2. The names of this and the other clusters were assigned based on the most frequently mentioned terms in each topic, which can be found in Table 5 below. The reviews clustered on Cluster 1 emphasize the practical side of the hotel experience, like room quality, location, breakfast, cleanliness and comfort, this cluster it is located slightly positive on PC1 and near-zero PC2, suggesting a balanced focus between staff and amenities. It seems that guests grouped in this cluster value what the hotel provides physically, they value the tangible aspects of the hotel, possibly with neutral or moderately positive view on service.

Cluster 2 is the largest one on the plot, it is represented by the red coloured cloud labelled "Experience & Brand", this cluster overlaps with the other two, this one is clustered at the bottom left, with lower values on both PC1 and PC2. The reviews clustered into "Experience & Brand" focus on the overall feel, ambiance and brand impression. As it was mentioned above this cluster have a low PC1 and PC2, which can be translated into more neutral or even critical reviews presented in here but also focusing on non-service elements like branding, atmosphere, design or uniqueness of the hotel. As a conclusion, it is possible to say that this group of reviews values the emotional/brand impact of the hotel and does not pay as much attention to the service and logistics themselves. In the case of this hotel, they should not dismiss this group of guests and should strive to improve the aspects that have been negatively highlighted. However, since its main objective is to focus on personalizing the service, it is the guests who value this aspect that you should focus on.

Finally, regarding Cluster 3 this one was labelled "Staff & Service" based on the top terms mentioned on the cluster. This cluster is represented by the blue coloured cloud and occupies the top left on the plot, having a high PC2 but a relatively low PC1, meaning that this group emphasizes the service provided by the staff, values the friendliness and helpfulness of the hotel team members, but on the other hand, they are more critical and realistic than the other groups analysed so far. Considering the hotel's primary objective, this will be an excellent group

to consider and focus their attention on, as it is likely that potential brand advocates will be drawn from this group.



*Figure 11- Cluster Plot Fauchon l'Hotel Paris*

*Source: Author's Elaboration*

In Figure 14, we observe the output related to the Topic Modeling analysis with LDA conducted for Fauchon. For the same analysis, three topics were created and named: “Comfort & Facilities”, “Experience & Atmosphere” and “Staff & Service”; the names for each topic; the name of each topic was determined according to the top terms of each one.

Topic 1, “Comfort & Facilities”, represented by the red bars, it blends physical aspects, like location, clean, hotel, with positive adjectives, like excellent, wonderful, best and great, this could mean that reviews on this topic highlight overall satisfaction with tangible aspects like hotel infrastructures, location and cleanliness, that are often described with very positive sentiment. It may also be interesting to note that even in this topic, words such as “staff” and “friendly” are mentioned, meaning that service is also mentioned on Topic 1, although it is not the main focus of this group. Looking now at the beta values of the first two terms in Topic 1, these are clearly the ones that stand out the most: “location” has a beta value of approximately 0.06, which means that there is a 6% chance that the word “location” will appear in a document if that document is about Topic 1; on the other hand “staff” has a beta value of 0.05, meaning that the probability of this term appearing in a document whose topic is “Comfort and Facilities” is approximately 5%.



Regarding Topic 2, this one was labelled “Experience & Atmosphere”, and it is represented by the graph in the middle. This group clearly prioritize tangible amenities, but it does not completely disregard the importance of service quality, hence the most relevant terms in this topic are “room” and “service” with beta values of approximately 0.062 and 0.045, respectively. In conclusion, it is possible to assume that this topic represents the emotional and practical atmosphere of the stay, these guests explained how the hotel's infrastructures influenced their opinion of it, but they did not dismiss the importance of quality service.

Finally, analysing Topic 3 “Staff & Service”, this topic strongly emphasises on human interaction, valuing customer service, and this is proven by the presence of the term “staff”, “friendly” and “service”. The term “staff” stands out from the others, appearing in first place with a probability of being mentioned in documents where Topic 3 is discussed of approximately 10%, a value considerably higher than the most relevant terms of the other two topics analysed. Concluding, this topic focuses on human engagement, highlighting staff’s helpfulness, friendliness and professionalism, and captures how service quality contributes to guest satisfaction. By analysing this group in more detail, the hotel can learn what to work on, what to improve, and what aspects to focus on in order to achieve excellent customer service, thereby creating engaged and loyal customers who can later become brand advocates.

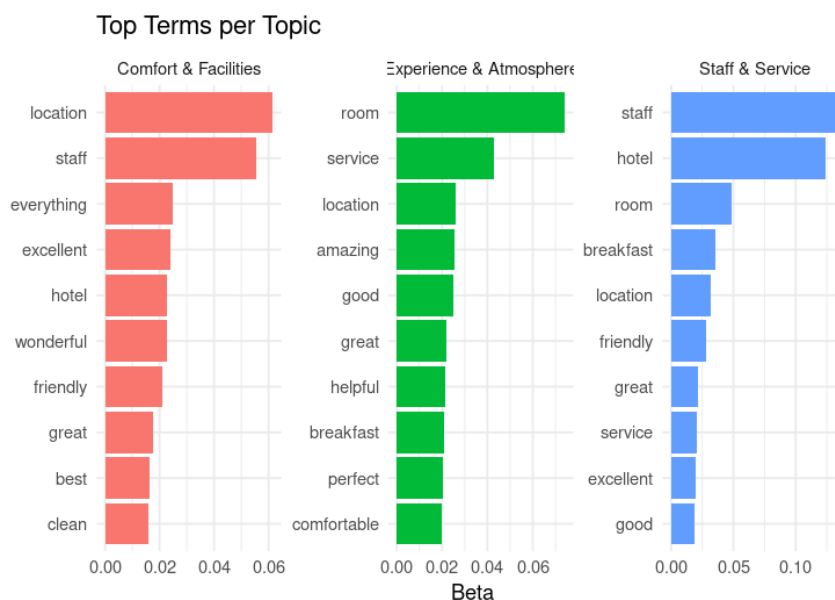


Figure 12- Topic Modeling- Top Term per Topic, Fauchon l'Hotel Paris

Source: Author's Elaboration



10.15, so there is at least one very positive review, which is a good sign as the hotel is possibly creating brand advocacy among customers.

| Sentiment Analysis Summary Statistics |         |        |      |         |       |
|---------------------------------------|---------|--------|------|---------|-------|
| Min                                   | 1st Qua | Median | Mean | 3rd Qua | Max   |
| -2,65                                 | 0,40    | 1,00   | 1,38 | 2,10    | 10,15 |

Table 5- Sentiment Analysis Sum. Statistics, Chedi Andermatt, Andermatt

Source: Author's Elaboration

| Sentiment Analysis |      |
|--------------------|------|
| Var                | Freq |
| Negative           | 64   |
| Neutral            | 31   |
| Positive           | 405  |

Table 6- Sentiment Analysis Frequency Table, Chedi Andermatt, Andermatt

Source: Author's Elaboration

Getting to know the emotions associated with the review is an important complement to add to Sentiment Analysis. Considering figure 17 and confirming what was analysed before on the frequency table, most of the reviews are associated with positive emotions, being the most common ones, trust, joy, anticipation and surprise. Also at least 80% of the reviews have both trust and joy. "Trust" being the most common emotion associated to the reviews of Chedi Andermatt Hotel (Andermatt), could be a good sign as the hotel is creating loyal and committed customers, which can lead to brand advocacy.

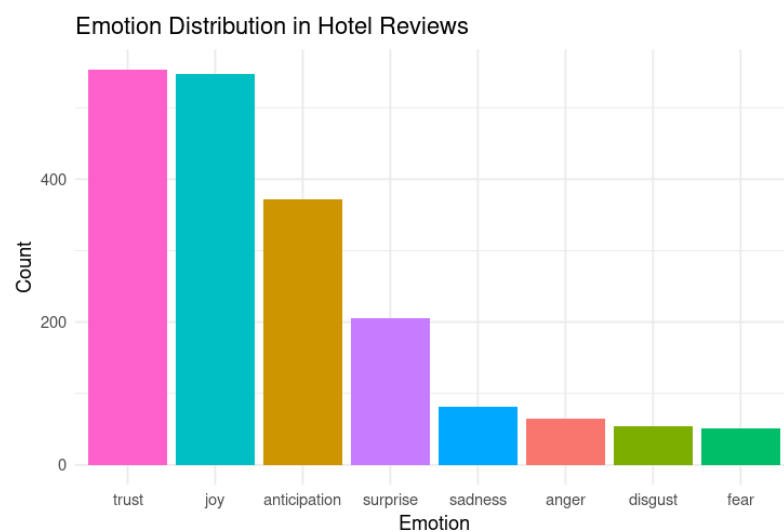
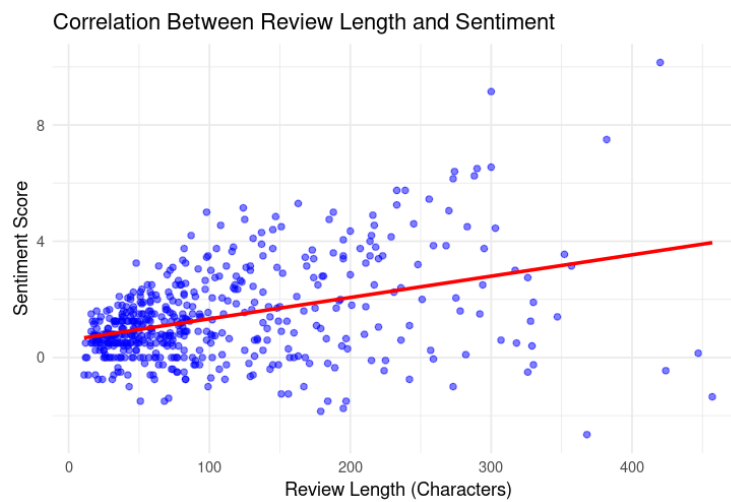


Figure 14- Emotion Distribution Chedi Andermatt, Andermatt

*Source: Author's Elaboration*

The analysis of the correlation between length and sentiment is also very important to determine either if the customer is engaged with the hotel or not. The Pearson correlation coefficient of Chedi Andermatt Hotel (Andermatt) is 0.385, from the three hotels analysed so far this is the one with the lower correlation coefficient. This value means that longer reviews are somewhat more likely to express positive sentiment, but the relationship is not strong or highly predictive, as the other two hotels. This suggests that review length alone is not a strong predictor of sentiment, though it may carry some useful information.



*Figure 15- Correlation Graph Length and Sentiment, Chedi Andermatt, Andermatt*

*Source: Author's Elaboration*

For cluster analysis, we have the support of figures 19 and 20. Analysing specifically the cluster plot (figure 19), there are three clusters presented, all identified by different colours and labelled with different names according to the relevant terms in each cluster. Besides that, is possible to observe the principal components along the axis: according to the analysis of the loadings of PC1 and PC2, it can be concluded that, PC1 explains most of the variance in the data, meaning that it represents the general structure of the reviews since it is dominated by neutral and descriptive terms; on the other hand, PC2 represents a clear division of sentiment, going from highly positive to more critical. In conclusion, PC1 demonstrates the degree of structure and neutral/descriptive vocabulary and PC2 shows the intensity of the sentiment associated to the review.

Now analysing cluster by cluster, Cluster 1 “Experience & Brand” is coloured green. This cluster is located half on the negative side of PC1 and the other half on the positive side (which may mean a diversity of review styles) and mostly on the negative side of PC2. As mentioned above, this cluster compiles different types of reviews, some more detailed than others, with varying degrees of description and neutrality. However, with a mostly negative PC2, it is expected that there will be some negative reviews associated with the environment and experience at the hotel. Since the main objective of this hotel is to provide guests with unique and differentiated experiences in order to exceed their expectations (which is why this hotel was selected to analysis), having negative reviews associated with this aspect may be a sign that there are some areas for improvement and strategies to be reviewed.

Moving on to Cluster 2, this one is named “Hotel’s Facilities”, and it is represented by the orange-coloured cloud, it is located along the PC2 axis, however, with most of it on the positive side of the axis, and on the negative side of the PC1 axis. Its location shows that the reviews in this cluster are generally less elaborate and use less neutral vocabulary, on the other hand, as PC2 is positive, many of the reviews are positive and emotional, mostly focused on hotel facilities, like rooms, spa and location.

Finally, Cluster 3 is named “Staff & Service” and is represented by the blue cloud located mainly in the positive zone of PC1 also occupying part of the neutral zone, however, regarding PC2, it remains practically in the neutral zone, equivalent to 0. This cluster represents more elaborate reviews with more descriptive vocabulary, however, it is unlikely to find an extremely positive review in this group, as most are slightly positive or neutral.

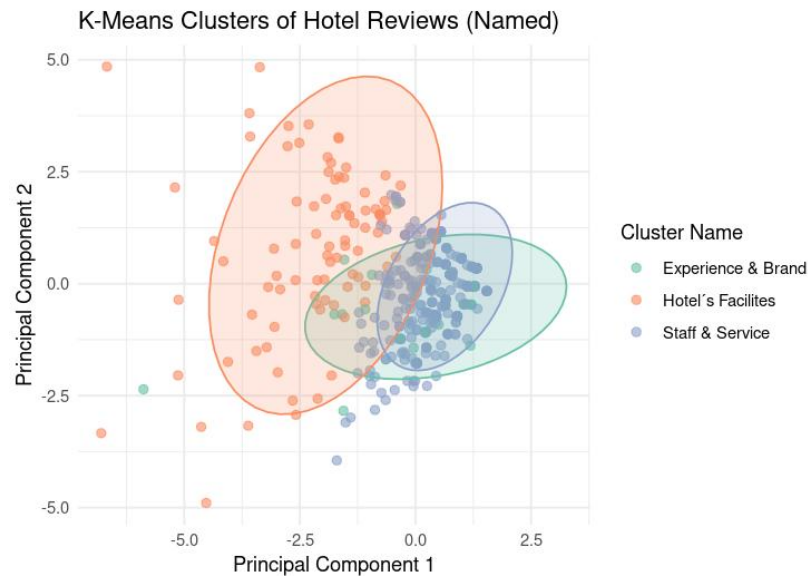


Figure 16- Cluster Plot, Chedi Andermatt, Andermatt

Source: Author's Elaboration

Proceeding to Topic Modeling Analysis, in Figure 21 is possible to observe the top terms for each one of the three topics extracted from the reviews. Topic 1 labelled “Brand & Experience”; the second one “Hotel’s Facilities” and finally Topic 3 “Staff & Restaurant”.

Topic 1 “Brand & Experience”, represented by the graph with the red bars, it’s focused on the general experience lived by guests ate the hotel, and, since positive words such as “great,” “excellent,” and “perfect” are associated with this topic, it can be concluded that, in general, customers write very positive reviews about it.

Following the analysis for the topic “Hotel's Facilities,” this one focuses on the facilities and equipment available at the hotel, namely “spa,” “pool,” and “breakfast.” As in the previous topic, this one has associated positive vocabulary such as ‘great’ and “nice”. If we analyse the word with the highest beta in this topic, we conclude that the infrastructure most mentioned by guests was the spa. With a beta value above 0.06, the probability of this term appearing when discussing Topic 2 is approximately 6%. Since the main objective of this hotel's service is to offer unique experiences to its guests, having positive reviews associated with facilities such as the spa is a good sign that they are doing a good job.

Finally, Topic 3 “Staff & Restaurant” highlights the importance of customer service and the hotel's culinary offerings. The highlighted words prove what was said before, especially the words “staff,” “service,” “breakfast,” and “restaurant.” The term “staff,” as in previous

analyses, clearly stands out from the others with a much higher beta value of approximately 0.10, which, once again, proves the importance of having staff who are available, friendly, and well trained.

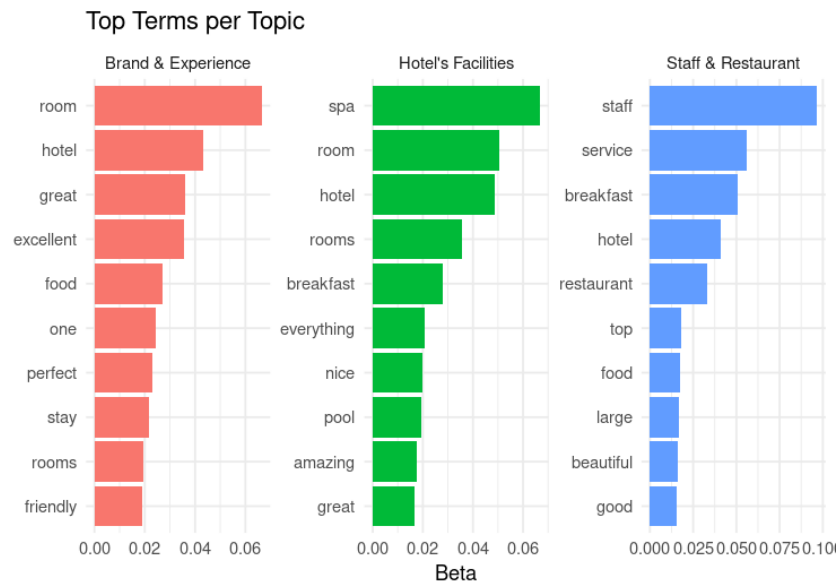


Figure 17- Topic Modeling- Top Term per Topic, Chedi Andermatt, Andermatt

Source: Author's Elaboration

### 3.4 Results Longevity Health & Wellness Hotel, Algarve:

Longevity Health & Wellness Hotel in Algarve was chosen because its focus is the wellbeing of their customers, they offer plenty of different types of services and experiences, such as relaxing massages and treatments, Yoga and Pilates classes, a buffet with healthy food and drinks.

The word cloud produced for this hotel shows that most common word mentioned on the reviews are “spa”, “breakfast”, “hotel”, “room” and “staff”. Since the focus of the hotel is to offer relaxing experiences and promote the well-being of its customers, “spa” being one of the two most common words mentioned in the reviews could mean that that the hotel is doing a good job of offering relaxing experiences and is focusing on the health and well-being of guests. Although, in order to complement this statement, it is necessary to understand the frequency of reviews, how many of the total reviews are negative and how many are positive, to see if the probability of the word “spa” being associated with good reviews is high or low. By analysing

frequency table 11, we can see that 83.6% of the reviews are positive, which implies that the word “spa” is more likely to be associated with positive reviews.



Figure 18- Word Cloud, Longevity Hotel, Algarve

*Source: Author's Elaboration*

The histogram for the distribution of the sentiment scores of the Longevity hotel is positively skewed, with most of the scores concentrated between 0 and 3. Taking into account that scores range between -2.60 and 7.80 (according to table 10), most reviews are slightly positive, clustered between 0 and 3; very negative reviews with a score below 0 are relatively rare and there is some positive outliers, scores there are up 8, but they are infrequent. Overall, guests' reviews tend to be positive, but not extremely so. There's a broad spread, indicating diversity in sentiment, guests express a range of satisfaction levels, but extremely negative reviews are rare.



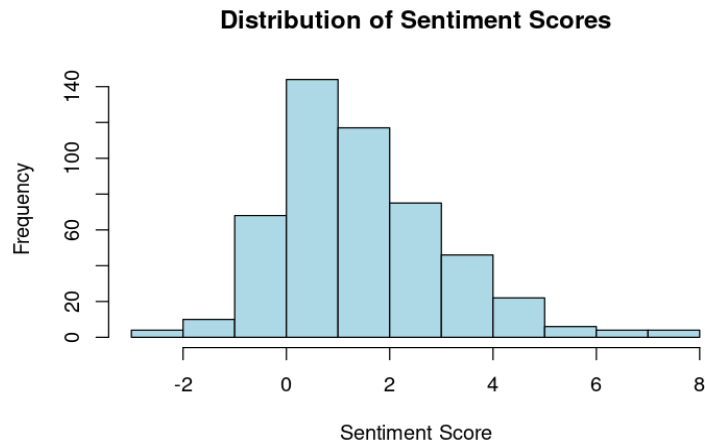


Figure 19- Histogram Distribution Sent. Scores, Longevity Hotel, Algarve

Source: Author's Elaboration

To complement the analysis of this histogram presented above, the summary statistics help us understand better the distribution of the sentiment scores within the hotel reviews. Analysing the minimum and the maximum score is important to understand the ranges, meaning that it is possible to get how positive is the better review and how negative is the worst review. The minimum value for Longevity Hotel is -2.60, meaning that, just like the other 3 hotel analysed until here, there is at least one negative review among the reviews, which is confirmed because according to the frequency table (table 11) there are 54 negative reviews. The maximum score is 7.80, meaning that there one significantly positive review regarding the hotel facilities and service, although, comparing to the other hotels, this value is not so positive as for example the maximum of Chedi Andermatt Hotel or Fauchon I'Hotel.

The 1<sup>st</sup> quartile value is 0.5, which means that 75% of the reviews have a score of at least 0.5, which is positive; adding this to the fact that the mean value is 1.53, reaching the conclusion that most of the reviews are positive.

By comparing the 3<sup>rd</sup> quartile value and the maximum value it is possible to conclude that there are not a lot of very positive reviews, because being the 3<sup>rd</sup> quarter value 2.40 this means that only 25% of the reviews have a score above that value.

| Sentiment Analysis Summary Statistics |         |        |      |         |      |
|---------------------------------------|---------|--------|------|---------|------|
| Min                                   | 1st Qua | Median | Mean | 3rd Qua | Max  |
| -2,60                                 | 0,50    | 1,25   | 1,53 | 2,40    | 7,80 |

Table 7- Sentiment Analysis Sum. Statistics, Longevity Hotel, Algarve

Source: Author's Elaboration

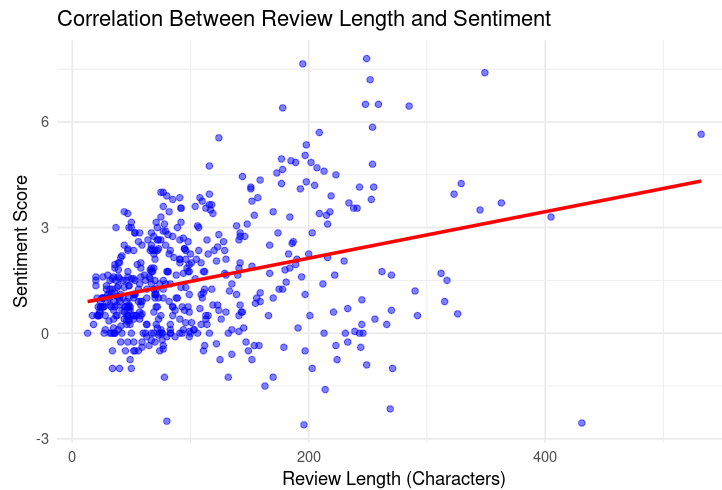
| Sentiment Analysis |      |
|--------------------|------|
| Var                | Freq |
| Negative           | 54   |
| Neutral            | 28   |
| Positive           | 418  |

Table 8- Sentiment Analysis Frequency Table, Longevity Hotel, Algarve

Source: Author's Elaboration

The Pearson correlation coefficient between length and sentiment regarding Longevity Hotel is 0.313, throughout the analysis we've done of the other hotels so far, this is the lowest correlation coefficient analysed. Although the relationship between the length of the review and the feeling expressed by the guest is positive, it is not as significant as that of Fauchon l'Hotel, for example (0.546). Observing figure 25 there is little dispersion in the sentiment scores of the reviews collected, being more concentrated between 0-2.

In conclusion, consumers who are satisfied with the hotel tend to write more in their review but there is no strong relationship between the sentiment expressed and the length of the review written, which could mean that guests are not as engaged and committed as the hotel might want them to be.



*Figure 20- Correlation Graph Length and Sentiment, Longevity Hotel, Algarve*

*Source: Author's Elaboration*

For Cluster Analysis on Longevity Health & Wellness Hotel we have the support of Figure 26, presented below. Prior to proceeding to the analysis itself, the loadings of each Principal Component were determined to make their analysis easier. The loadings of each PC indicate how each word mentioned in the reviews contributed to the formation of that PC. According to the analysis of these factors, it can be concluded that Principal Component 1 (PC1) reflects the overall experience at the hotel. However, as all loadings are negative, we assume that the negative sign represents a positive review, as it is associated with words with a positive tone. Regarding PC2, in the case of this hotel, it is the most interesting to analyse, since it represents the spectrum between the health and wellness-focused experience that the hotel provides and the hotel's structure. This means that, if located on the negative side, the review focuses on the healthy experience offered by the hotel. All this analysis is very important, since the hotel was chosen because it aims to offer guests an experience focused on their psychological and physical well-being, offering various activities and options in this regard.

Focus on Cluster 1 “Experience & Brand”, this one is represented by the green cloud, and it is located on the right top of the graph. Principal Component 1 of Cluster 1 is over zero, meaning that the cluster is located on the positive part of PC1, so it is possible that the reviews in this cluster use more neutral and less positive vocabulary than those in the other clusters, addressing the brand and the overall experience at the hotel. Similar conclusions can be drawn about PC2, as this cluster is in the practically neutral part of the principal component, revealing more neutral or critical reviews.

Cluster 2, was labelled “Facilities & Food”, represented by the red coloured cloud, this cluster occupies a large part of the graph, but most of it is in the negative part of both PC1 and PC2. Unlike Cluster 1, this cluster has much more positive reviews, with clearly optimistic vocabulary, talking about breakfast, the spa, the experiences offered by the hotel, cleanliness, and comfort. The reviews show clear satisfaction with the hotel facilities and food, demonstrating that the hotel is doing a good job in terms of offering relaxing experiences and healthy food options.

Finally, Cluster 3 “Staff & Service” is the blue cloud located at the top left of the graph, with negative PC1 and positive PC2. Its location on the graph, just like Cluster 2, reveals positive reviews, praising the staff's service, friendliness, and helpfulness. The positive assessment of staff service is always a strong point for the hotel, because customer service is always an aspect that guests value and helps in creating brand advocates. It is important that guests feel unique and special.

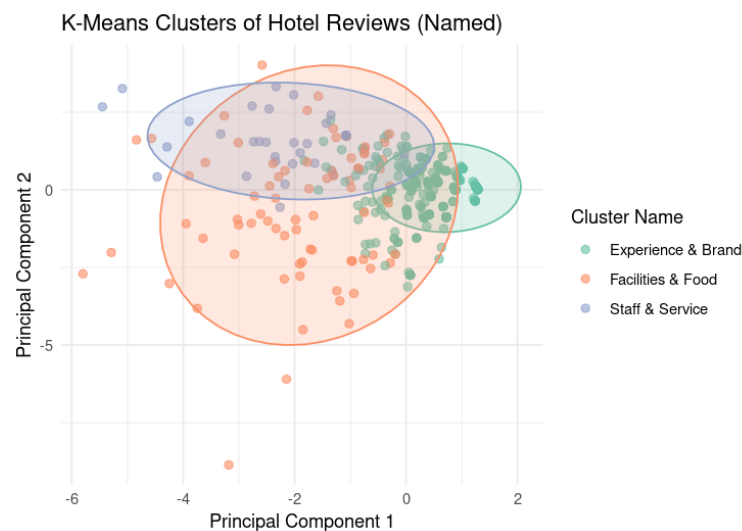


Figure 21- Cluster Plot, Longevity Hotel, Algarve

Source: Author's Elaboration

Topic Modeling analysis is very important to identify and understand what topics guests mentioned most in their reviews being possible to group these reviews in order to understand their priorities and perceptions.

Starting with Topic 1 “Experience” represented on the left side with red bars, this topic grouped the reviews where aspects related to well-being and leisure were mentioned, like “spa”, “pool”, “healthy” and “location”. The presence of terms such as “good” and “nice” in this topic is a positive sign, as this hotel was chosen for analysis due to its offering of healthy experiences focused on well-being. The most common term in this topic is “spa,” with a beta value of approximately 0.08, which represents an 8% probability of the term being mentioned when discussing the topic “Experience”.

Proceeding with the analysis for Topic 2 “Hotel facilities,” this one is represented by the green bars in the middle of the graph and groups together reviews that focus on the hotel's infrastructure and amenities, especially the rooms. The presence of words such as “relaxing,” “great,” “clean,” and “comfortable” emphasizes customer satisfaction with the hotel rooms, as this hotel prioritizes well-being, the comfort of the facilities is very important to those who visit this hotel.

The analysis concludes with Topic 3, “Staff & Service,” represented in the graph on the right by the blue bars. This topic reflects the importance of customer service and the service provided by hotel staff. Once again, positive words are associated with staff such as “friendly,” “good,” and ‘nice’ are present, however, if we compare the beta value of this topic with previous hotels, it is slightly lower, with only a 6% probability of the term “staff” being mentioned when discussing topic 3.

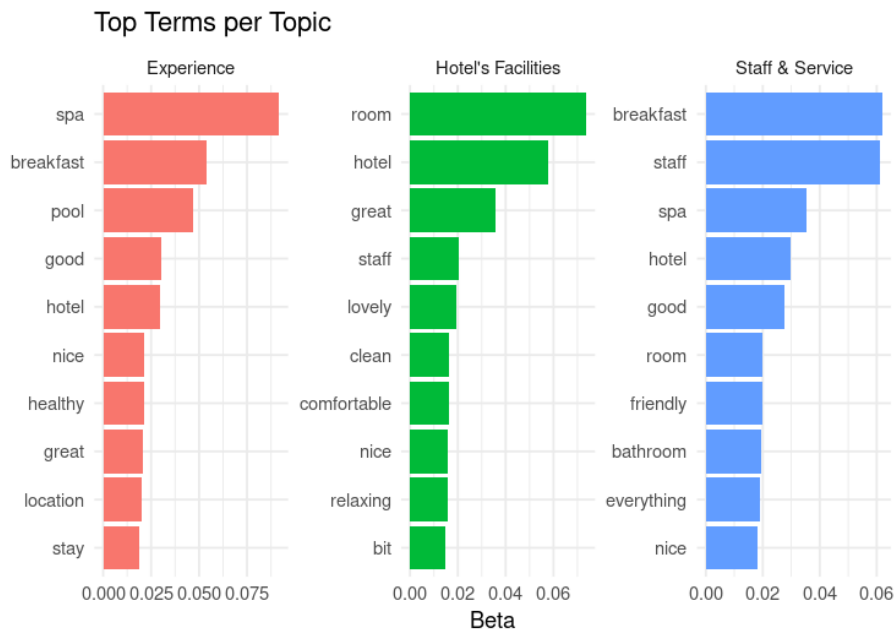


Figure 22- Topic Modeling- Top Term per Topic, Longevity Hotel, Algarve

Source: Author's Elaboration

### 3.5 Results Hotel Pulitzer, Barcelona

The fifth hotel selected, The Pulitzer, Barcelona, was chosen due to the various awards it has received for its environmental initiatives and sustainable practices. Nowadays, guests are increasingly aware of the environmental problems we face and hotels that aim to combat these problems are appreciated by guests.

According to the word cloud generated to Pulitzer Hotel, the most common words mention in the reviews are “location”, “staff” and “hotel”. None of the words most mentioned in the reviews are associated with sustainable issues, as we were looking for, however, as this hotel is in Barcelona, the second most popular city in Europe for tourists in 2024 (Euronews,2024), it is foreseeable that one of the most valued aspects of the hotel will be its centrality and location.



Furthermore, the slightly right-skewed distribution, as it is possible to observe on figure 30, suggests that extremely positive reviews are more frequent than extremely negative ones, which is a strong indicator of brand strength in the luxury segment.

| Sentiment Analysis Summary Statistics |         |        |      |         |      |
|---------------------------------------|---------|--------|------|---------|------|
| Min                                   | 1st Qua | Median | Mean | 3rd Qua | Max  |
| -2,00                                 | 0,50    | 1,18   | 1,39 | 2,26    | 9,90 |

Table 9- Sentiment Analysis Sum. Statistics, Pulitzer Barcelona

Source: Author's Elaboration

| Sentiment Analysis |      |
|--------------------|------|
| Var                | Freq |
| Negative           | 66   |
| Neutral            | 44   |
| Positive           | 390  |

Table 10- Sentiment Analysis Frequency Table, Pulitzer Barcelona

Source: Author's Elaboration

To complement sentiment analysis, it was developed a graph showing the emotion associated to the reviews. It should be taken into consideration that the same review can have associated to itself more than one kind of emotion. Analysing figure 31, the predominant emotions in the reviews are trust and joy, these emotions were found on almost every review. Despite this, some of these reviews have negative emotions associated with them, such as sadness, anger and disgust. Overall, Pulitzer has very positive feedback from guests about its service and facilities, however, managers must be attentive to work on the weaknesses to turn dissatisfied guests into satisfied customers and consequently brand advocates.



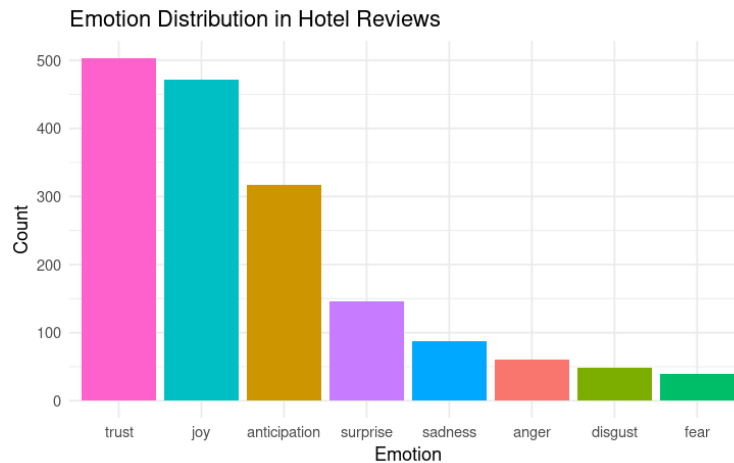


Figure 24- Emotion Distribution, Pulitzer Barcelona

Source: Author's Elaboration

We concluded the sentiment analysis with the correlation between the length of the review and the sentiment score associated with it (Figure 32). Looking at the graph in Figure 32, we can see that although there are some outliers, most reviews are up to 200 characters long and have a score of up to 3. The Pearson Correlation Coefficient is approximately 0.419, which demonstrates a moderate but positive relationship between review length and associated sentiment. This means that longer reviews are usually associated with more positive sentiments, but this is not a strict rule. So far, all hotels analysed have a positive coefficient, which means that, in general, satisfied customers are willing to write in more detail than dissatisfied ones.

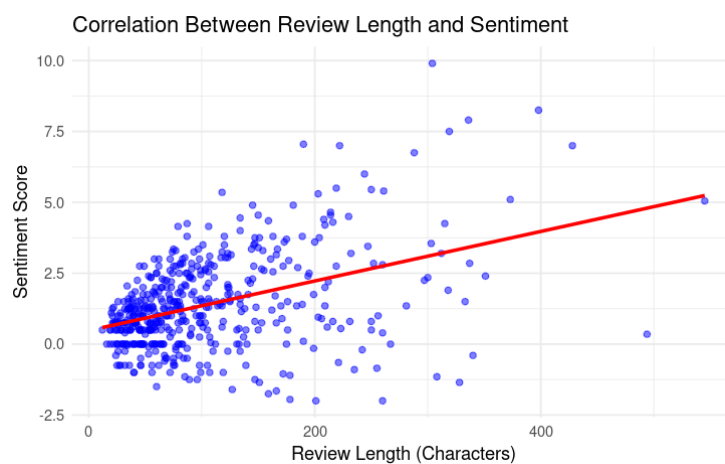


Figure 25- Correlation Graph Length and Sentiment, Pulitzer Barcelona

Source: Author's Elaboration

Before starting the analysis of each cluster, and in order to make it more detailed and accurate, the loadings of each Principal Component were extracted. Based on these, it is possible to indicate that PC1 represents the overall dimension of the experience and is closely associated with positive vocabulary. Similar to what happened in the analysis of the Longevity Hotel, negative loadings are associated with very positive words, so it is assumed that reviews with a negative sign are positive reviews. PC2 represents the detail with which the review is written and the degree of enthusiasm it conveys, which means that a positive PC2 represents a more detailed review with less neutral vocabulary and greater enthusiasm.

Starting with Cluster 1, represented by the green cloud, it was labelled “Hotel's Facilities.” With regard to the PC1 axis, it is located on the positive side, which means that reviews in this cluster may be more neutral, using fewer compliments, or more negative in nature, in relation to the rooms, location, and common areas. Speaking of PC2, the “Hotel Facilities” cluster is divided into positive and negative aspects, which can represent a wide variety of reviews, with more and less detailed reviews about hotel amenities grouped in the same cluster.

Moving on to Cluster 2 “Rooms & Food”, this one is represented by the red cloud on the right top side of the graph. Both PC1 and PC2 for this cluster are positive, meaning that even though the reviews are quite detailed and thorough, they may be more neutral in nature and not as positive as desired, since PC1 is positive, there is not much praise for rooms and food.

Finishing the analysis with Cluster 3 “Staff,” represented by the large blue ball in the centre of the graph. This cluster has the greatest dispersion of reviews, but it is mostly located on the negative side of PC1, which, as mentioned in the loading analysis at the beginning, represents positive vocabulary associated with praise for employees. On PC2, the “Staff” cluster is divided between positive and negative, which means that it incorporates more and less detailed reviews with more or less detail.

At the end of this analysis, it is important to note that none of the clusters analysed mention the sustainable actions in which the hotel is so committed. This may mean that guests are not as engaged with the sustainable issues the hotel is working on as one would expect.

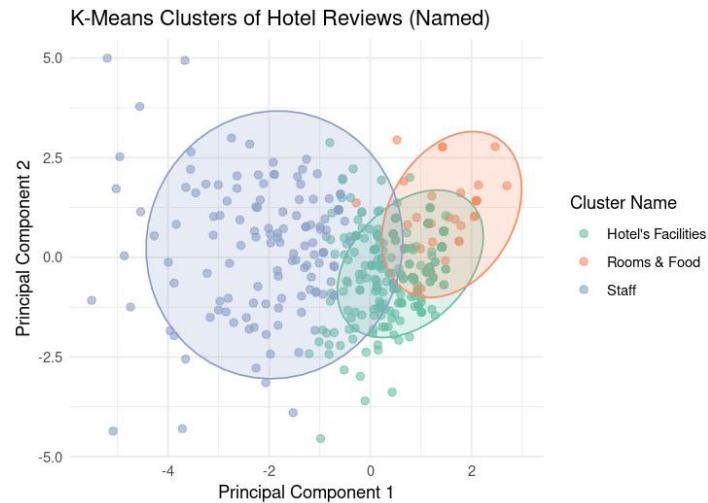


Figure 26- Cluster Plot, Pulitzer Barcelona

Source: Author's Elaboration

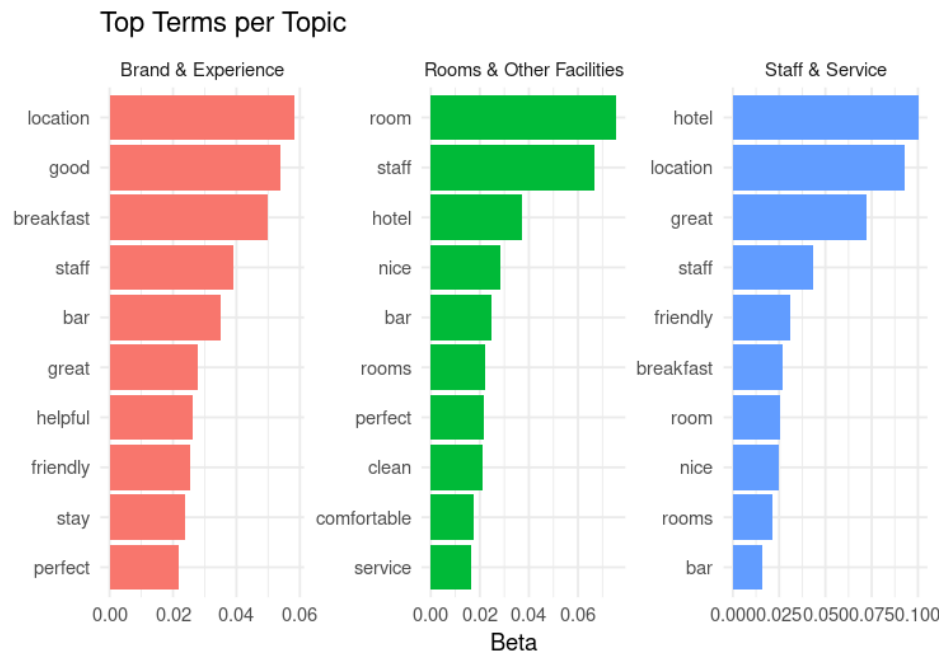
For Topic Modeling analysis, three Topics were produced for Pulitzer Hotel (Barcelona), being them Topic 1 “Brand & Experience”, Topic 2 “Rooms & Other Facilities” and Topic 3 “Staff & Service”, all the three topics were labelled according to the top terms that is possible to observe on figure 35 above.

Starting the analysis of Topic “Brand Experience”, this group includes reviews that mention the overall experience of staying at the hotel, so they mention both the physical aspects and infrastructure of the hotel as well as the service and customer service provided by the staff. The most frequently mentioned terms are “location,” “breakfast,” and “staff,” with probabilities of being mentioned of approximately 6%, 5%, and 4%, respectively.

Moving on to the second Topic “Rooms & Other facilities”, this topic reflects guests' perceptions of the rooms and other hotel amenities. This topic includes some positive words such as “perfect,” “nice,” and “comfortable,” which translate into customer satisfaction with the terms in this topic. Although other terms are present, in this topic guests focus their reviews on rooms. This term is the most relevant in this topic, with a probability of being mentioned of approximately 6%.

Finally, the “Staff & Service” topic shows guests' feelings about customer service but also mentions other aspects. If we compare the beta value associated with the term “staff” with the other hotels analysed so far, this is the lowest recorded (0.03), which may indicate that the

hotel needs to work on staff training. Despite this, the words “friendly,” “nice,” and ‘great’ are associated with the term “staff,” which indicates guest satisfaction.



*Figure 27- Topic Modeling- Top Term per Topic, Pulitzer Barcelona*

*Source: Author's Elaboration*

## Conclusions

The main objective of this dissertation was to deepen our understanding of the concept of “New Luxury” that we see in the context of hospitality and tourism nowadays. In addition, we sought to understand what hotels are doing to keep up with this evolution and whether they are succeeding in this mission, that is, are they creating brand advocates? After analysing the reviews collected, the conclusions are presented on the following sections.

### *Theoretical Contributions*

In order to summarize the analyses carried out throughout Chapter 3, in this section it will be presented and discussed the main conclusions of each analysis conducted comparing the five hotels in question.

In analysing the Word Clouds for each hotel, it was possible to verify that in all of them, the word “staff” is among the most mentioned in the reviews, with the exception of the Longevity Health & Wellness Hotel (Algarve) where, despite being highlighted, it is not among the most mentioned. In order to understand whether the objective that hotels set themselves is being achieved, it would be important for the words most frequently mentioned in reviews to be directly related to that objective. This happens at the 41 Hotel (London) and at Fauchon I’Hotel (Paris), where their main objective is to focus on personalizing customer service and among the most frequently mentioned words is “staff,” which is a good sign that they are working in the right direction. The same thing happens with the Longevity Health & Wellness Hotel (Algarve), but in this case, the hotel's goal is to offer an experience focused on the health and well-being of its guests, and since “spa” is one of the most frequently mentioned words, it may mean that customers are satisfied with the hotel's spa service, which is related to well-being and relaxation.

Moving on to analyse the frequency table created for each hotel, all hotels have a majority of positive reviews, however, the 41 Hotel (London) and Fauchon I’Hotel (Paris) stand out with more than 440 positive reviews. Since both of these hotels aim to offer ultra-personalized customer service, this may be a good indicator that guests value this type of service.

The Pearson correlation coefficient between review length and associated sentiment is an interesting factor to compare between hotels. The correlation coefficient between review length and associated sentiment is an interesting factor to compare between hotels. This can be

an indicator of brand advocacy, as a high coefficient means that satisfied guests spent more time praising the hotel's services and facilities. Similar to the factor analysed previously, here too the first two hotels analysed (41 Hotel (London), Fauchon I'Hotel (Paris)) stand out with correlation coefficients above 0,5. Once again, customers are satisfied with these hotels, suggesting that a focus on personalizing customer service is a strong way to create brand advocates.

With regard to the analysis of clusters and topics, it was possible to see that the groups formed are quite similar for the five hotels, with the main groups being: "Staff & Service"; "Hotel's Facilities" and "Brand & Experience". Despite the similarity between the clusters and topics formed for these hotels, it was important to analyse each one in detail in order to understand their relevance to each hotel. It is worth noting that, within the analysis of Topics, in all hotels the term with the highest beta is the term "Staff," meaning that it is the term most likely to be mentioned when the Topic is referred, with the exception of the Longevity Health & Wellness Hotel (Algarve), where the term with the highest beta is "Spa," which is consistent with the hotel's primary objective.

### *Managerial Implications*

With everything that has been described so far, it will be important to understand what hotels should focus on, what aspects need to be improved in order to maximize their profits, but more importantly, in order to enrich the customer experience, thus creating satisfied customers who are engaged with the brand and subsequently become brand advocates.

Throughout the analyses conducted, it became clear that the hotels that stood out and were most successful in implementing the strategy to address the new concept of luxury were those that focused on offering ultra-personalized service to guests. Despite the importance given to environmental and well-being issues (as outlined in the literature review), guests continue to value the attention they receive. It is important for customers to feel valued and welcomed at the hotel, so the recommendation is that hotels, even if they focus on other aspects, should have a specialized and trained team to get to know the guest and offer the most personalized service possible.

The second main conclusion is that the concept of "new luxury" associated with the hotel industry is a relatively recent concept that is gradually reaching consumers, meaning that it may not yet be reflected in the reviews analysed. which is why we have concluded from these

analyses that these guests still place considerable value on the material aspects of the hotel, such as the luxury of the room and other facilities, the location, and the breakfast. However, it is important that hotels continue to work on aspects of the “new luxury” concept, as this will be an asset for them in the long term.

Are these hotels creating brand advocates? As we saw in the literature review on Chapter 1, we can define brand advocacy as a combination of customer-motivated behaviours, including proactively recommending the brand and defending the brand against detractors, intended to maintain the customer’s relationships with the brand and promote it to others (Wilder, 2015). With this being said, in analysing the reviews, we look for consumers who have developed empathy for the hotel and are willing to recommend it, defending it from detractors. Since it is not possible to determine the creation of brand advocates in concrete terms, the conclusions are speculative based on the data collected in the analyses carried out.

Based on the analysis conducted throughout this dissertation, it can be clearly concluded that the hotels most likely to be creating brand advocates are the 41 Hotel (London) and Fauchon I'Hotel (Paris). These two hotels focus on offering personalized customer service, getting to know their guests' preferences and addressing them by name (for example). “Staff” is one of the most frequently mentioned words in reviews, with positive sentiments associated with most reviews (sometimes even more than one positive sentiment associated). They have the highest number of positive reviews and the highest correlation coefficients between review length and associated sentiment. As for the other hotels analysed, they are also doing a good job, as most of their guests are quite satisfied with the service. However, in the case of The Chedi Andermatt (Andermatt), which aims to offer unique experiences to customers, these are not mentioned in the reviews, and in the case of The Pulitzer (Barcelona), which focuses on environmental issues, the reviews also do not demonstrate this perspective on the part of the guest. That said, the goal they set themselves to follow the concept of “New Luxury” in the hotel context these days may not be considered by guests as much as desired, and therefore, they are not as likely to be creating brand advocates for the hotel. Finally, reviews of the Longevity Health & Wellness Hotel (Algarve) mention amenities such as the spa, the quiet location, and the healthy meal options (as expected), however, it has the lowest number of positive reviews among the five hotels, and the correlation coefficient between length and sentiment of the review is also not the highest, so it is possible to conclude that it still has a lot of room for improvement but could easily become a creator of brand advocates.

### *Limitations*

The main objective of this dissertation was to merge the concepts of “New Luxury” and “Brand Advocacy” in order to understand what prestigious hotels are doing to keep up with this market evolution and whether this is helping them to create brand advocates. However, several limitations must be acknowledged.

Firstly, this study was based on online guest reviews, which, despite being a powerful tool for assessing customer satisfaction, may not fully reflect the customer experience. Reviews typically reflect more extreme opinions, which may skew the conclusions of this dissertation.

Secondly, the sample of reviews analysed consisted of 500 reviews per hotel, since a higher number of reviews would be difficult to obtain given that these are prestigious hotels. Although 500 reviews is already a significant number for analysis, this figure may limit the conclusions drawn. Future studies including a larger and more diverse set of hotels could yield broader insights.

Third, the methodology was based on text mining techniques using RStudio, which, while powerful, has inherent limitations. Automated sentiment and emotion analysis depend on pre-trained lexicons and models, which may not always capture nuances, sarcasm, or cultural variations in language use. This is an automated technique, which means that it automatically analyses feelings and emotions, relying on pre-trained lexicons and models, which may not always capture all aspects inherent to the sentiment expressed by the guest, such as sarcasm, irony, cultural differences in language, and other important nuances.

Finally, this study focused on prestigious hotels located in Europe. However, if the focus were broadened to other segments of tourism or even to other geographical locations, the conclusions drawn could be more accurate.

### *Future Research*

Based on the findings of this dissertation and the limitations presented in the previous section, it can be concluded that there is immense scope for future research within this subject area.

Firstly, expanding the database to a larger number of hotels, collecting more reviews per hotel, and gathering information from different regions, such as different countries or continents, could enable a comparative analysis reflecting cultural differences, allowing for interesting and accurate conclusions.



Second, future studies could integrate qualitative interviews with hotel managers and staff to complement text mining findings, bridging the gap between customer perceptions and managerial strategies. This would provide a more holistic understanding of how hotels operationalize “New Luxury” in practice.

Finally, it would be interesting to explore the relationship and real values between the positive reviews collected, the potential creation of brand advocates, and current business outcomes, such as repeated bookings, more frequent or constant bookings, or growth in the company's production and revenue. This type of study could provide different insights and managerial relevance.



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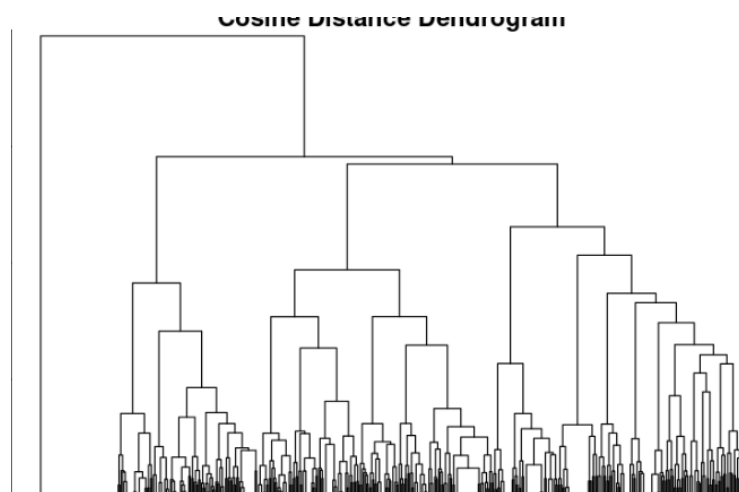
## Annexes

### *Annex A – Results and Discussion (Figures and Tables)*

|    | Experience & Brand | Hotel's Facilities | Staff & Service |
|----|--------------------|--------------------|-----------------|
| 1  | friendly           | room               | feel            |
| 2  | staff              | service            | made            |
| 3  | helpful            | london             | like            |
| 4  | beautiful          | comfortable        | stay            |
| 5  | location           | rooms              | hotel           |
| 6  | exceptional        | everything         | staff           |
| 7  | wonderful          | like               | service         |
| 8  | breakfast          | lovely             | little          |
| 9  | hotel              | great              | amazing         |
| 10 | great              | nice               | attention       |

*Table 11- Top Terms per Cluster, 41 Hotel London*

*Source: Author's Elaboration*



*Figure 28- Cosine Distance Dendrogram, 41 Hotel London*

*Source: Author's Elaboration*

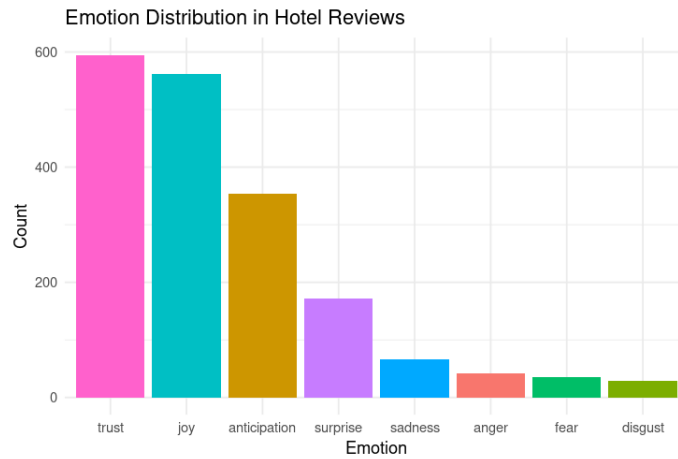


Figure 29- Emotion Distribution Fauchon l'Hotel Paris

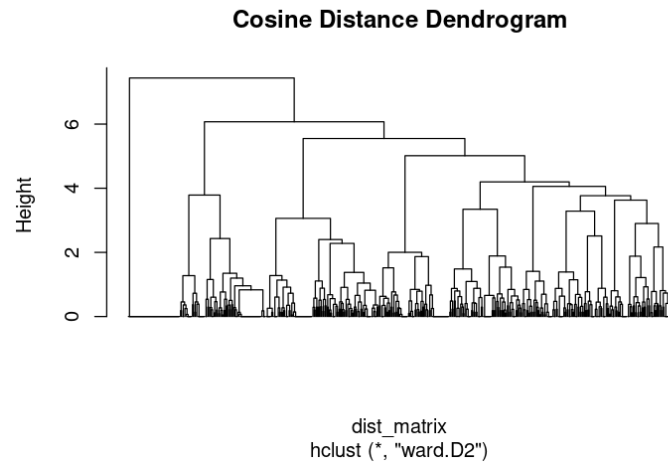
Source: Author's Elaboration

|    | Comfort and Facilities | Experience & Brand | Staff & Service |
|----|------------------------|--------------------|-----------------|
| 1  | service                | paris              | friendly        |
| 2  | good                   | will               | staff           |
| 3  | perfect                | stay               | helpful         |
| 4  | breakfast              | hotel              | amazing         |
| 5  | everything             | fauchon            | comfortable     |
| 6  | great                  | location           | clean           |
| 7  | wonderful              | perfect            | nice            |
| 8  | excellent              | excellent          | wonderful       |
| 9  | room                   | helpful            | location        |
| 10 | hotel                  | room               | room            |

Table 12- Top Terms per Cluster Fauchon l'Hotel Paris

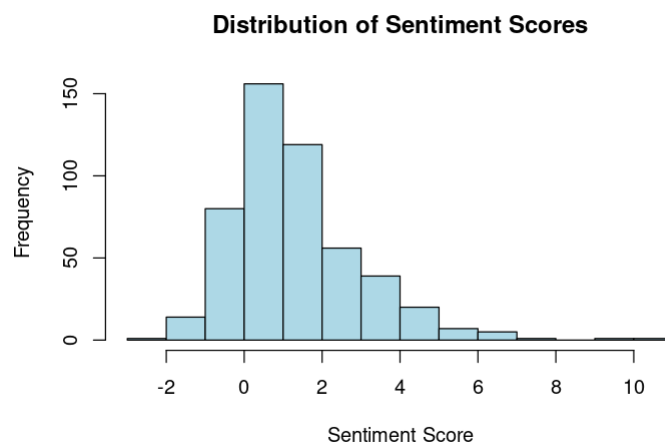
Source: Author's Elaboration





*Figure 30- Cosine Distance Dendrogram, Fauchon l'Hotel*

*Source: Author's Elaboration*



*Figure 31- Histogram Distribution Sent. Scores, Chedi Andermatt, Andermatt*

*Source: Author's Elaboration*

|    | Experience & Brand | Staff & Service | Hotel's Facilities |
|----|--------------------|-----------------|--------------------|
| 1  | excellent          | stay            | perfect            |
| 2  | breakfast          | staff           | everything         |
| 3  | good               | one             | service            |
| 4  | also               | hotel           | spa                |
| 5  | restaurant         | friendly        | rooms              |
| 6  | area               | great           | food               |
| 7  | rooms              | room            | great              |
| 8  | beautiful          | everything      | hotel              |
| 9  | spa                | nice            | nice               |
| 10 | food               | beautiful       | one                |

Table 13- Top 10 Terms per Cluster, Chedi Andermatt, Andermatt

Source: Author's Elaboration

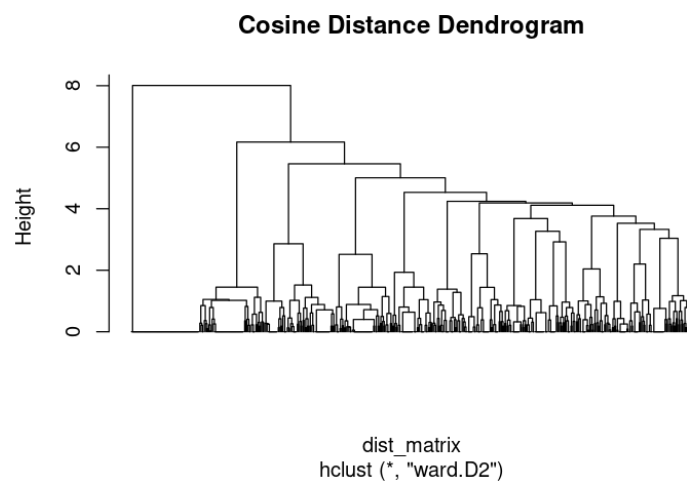


Figure 32- Cosine Distance Dendrogram, Chedi Andermatt, Andermatt

Source: Author's Elaboration

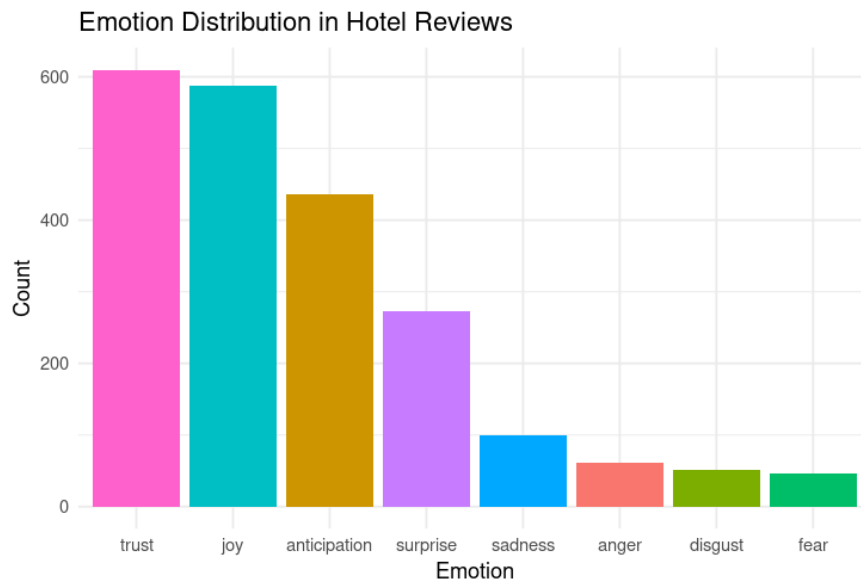


Figure 33- Emotion Distribution Longevity Hotel, Algarve

Source: Author's Elaboration

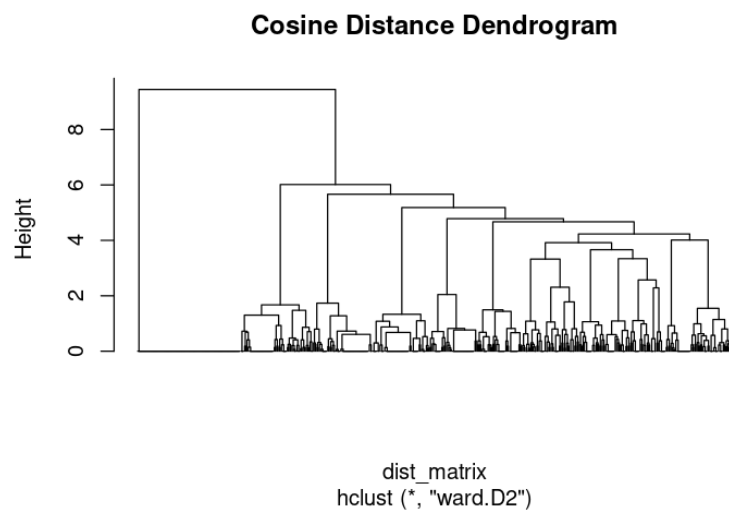


Figure 34- Cosine Distance Dendrogram, Longevity Hotel, Algarve

Source: Author's Elaboration

| Topic Modeling Summary Statistics |         |        |      |         |       |
|-----------------------------------|---------|--------|------|---------|-------|
| Min                               | 1st Qua | Median | Mean | 3rd Qua | Max   |
| 0,00                              | 3,00    | 5,00   | 5,78 | 8,00    | 25,00 |

Table 14- Topic Mod. Sum. Statistics, Longevity Hotel, Algarve

Source: Author's Elaboration

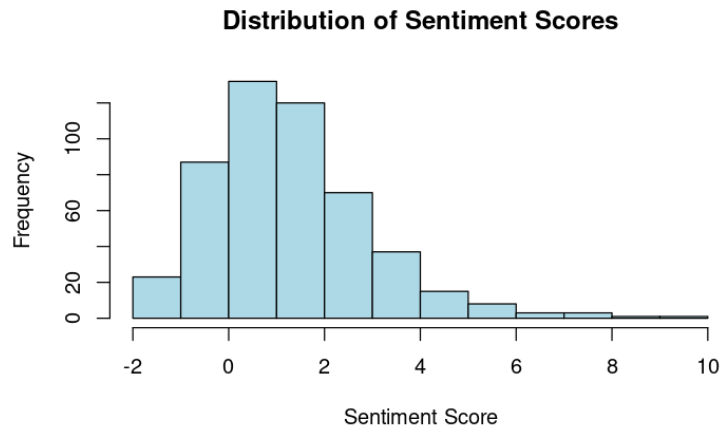


Figure 35- Figure 23- Histogram Distribution Sent. Scores, Pulitzer Barcelona

Source: Author's Elaboration

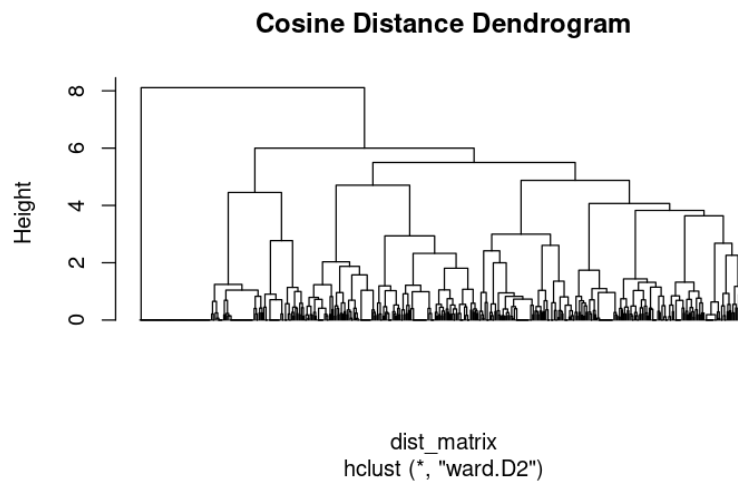


Figure 36- Cosine Distance Dendrogram, Pulitzer Barcelona

Source: Author's Elaboration

|    | Hotel's Facilities | Rooms & Food | Staff     |
|----|--------------------|--------------|-----------|
| 1  | beautiful          | small        | staff     |
| 2  | perfect            | rooms        | friendly  |
| 3  | hotel              | room         | helpful   |
| 4  | stay               | well         | great     |
| 5  | service            | clean        | location  |
| 6  | rooms              | stay         | bar       |
| 7  | well               | breakfast    | nice      |
| 8  | breakfast          | excellent    | good      |
| 9  | comfortable        | comfortable  | excellent |
| 10 | location           | good         | clean     |

Table 15- Top 10 Terms per Cluster, Pulitzer Barcelona

Source: Author's Elaboration

| Topic Modeling Summary Statistics |         |        |      |         |       |
|-----------------------------------|---------|--------|------|---------|-------|
| Min                               | 1st Qua | Median | Mean | 3rd Qua | Max   |
| 0,00                              | 3,00    | 5,00   | 5,87 | 8,00    | 29,00 |

*Table 16- Topic Mod. Sum. Statistics, Pulitzer Barcelona*

*Source: Author's Elaboration*