

Is breakfast an important dimension in hotel selection? An analysis of online reviews

FERNANDA LEITE-PEREIRA * [fernandaleitepereira@gmail.com]

FILIPA BRANDÃO ** [filipa.brandao@ua.pt]

RUI COSTA *** [rui.costa@ua.pt]

Abstract | Online reviews in booking sites influence the choice of a hotel by future guests. Several hotel attributes are mentioned in online comments, but breakfast is rarely addressed. The purpose of this research is to analyse the importance that European hotel customers give to breakfast when choosing a hotel. For this purpose, online comments in TripAdvisor platform (n=1120) from customers searching for 4- and 5-stars hotels in European capitals were assessed. The hotels (n=112) were selected according to their rate in TripAdvisor (2 high-rank and 2 low-rank per capital). More than half of the comments include a reference to breakfast, being 66% positive and 56% addressing a specific dimension. References to breakfast and positive remarks are more frequent among women ($p < 0.001$). Positive comments are more frequent on the high-rank hotels and negative comments on the low-rank hotels ($p < 0.001$). No differences were found considering the aim/type of travel. Hotel managers should consider breakfast as an important factor that their customers' comment and publish about in booking platforms. Importantly, a description in the hotel website and eventually other platforms may positively influence tourists' comments and ultimately the rank of the hotel on booking sites, and therefore impact customers' perception of the quality of the hotel. Other studies should consider determining managers' and visitors' perspectives regarding these findings.

Keywords | Breakfast, online reviews, hotel choice, quality, TripAdvisor

* **PhD student** in Tourism in the University of Aveiro, **MSc**, Faculty of Medicine of University of Porto, **Post-Graduate in Hospitality Management**, Polytechnic Institute of Porto

** **PhD in Tourism** from the University of Aveiro, **Invited Assistant Professor** at the Department of Economics, Management, Industrial Engineering and Tourism of the University of Aveiro and **full member** of GOVCOPP - Research Unit on Governance, Competitiveness and Public Policies

*** **PhD in Tourism** from the University of Aveiro, **Assistant Professor** at the Department of Economics, Management, Industrial Engineering and Tourism of the University of Aveiro and **full member** of GOVCOPP - Research Unit on Governance, Competitiveness and Public Policies

1. Introduction

The technological evolution has brought Web 2.0 causing significant changes for Internet users, creating conditions for the emerging of new services and social networks and bringing a great advance for information technologies. Users began to buy online and to interact with each other, creating networks of consumers to exchange information at all stages of the process of acquiring goods and services. As a consequence, such activities have increased confidence in some services whereas declining for others (Ogut & Tas, 2012; Filieri & McLeay, 2013). For consumers, the process of exchanging experiences brings important advantages while, for suppliers, the great benefit of knowing customers' profile with their exposure in social networks can be easily inverted into poor evaluations of their products or services with severe economic consequences (Khoo, et al., 2017; Kandampully & Suhartanto, 2000; Chan et al., 2015). Silveiro, Eusébio and Teixeira (2020) confirmed the growth of the use of the Internet to do online complaints or bad reviews of tourism services. In tourism, namely in the hotel industry, online booking platforms have been increasingly used. In 2019, TrekkSoft demonstrated that 44% of French, 42% of English and 39% of German tourists make their accommodation reservations through mobile phones and that more than 70% (vs 41% in 2015) of American travellers always use their mobile phones when travelling. Users of these reservation sites can expect an added value as they are exposed to comments from guests who have already used the services, which greatly facilitates the process of booking accommodation. Again, if we consider the hotels' perspective, if negative comments can worsen their results, access to the comments of the guests and know their profile, for example, age, preference, the motivation of the trip, among others, is a differential for self-evaluation of the hotel and investments in certain areas (Zhang & Verma, 2017; Ha & Jang, 2010).

According to Ögüt and Taş (2012), the scores of the ratings attributed to the online reviews are directly related to the increase of online reservations - 1% increase in those scores increases the reserves by 2.68% in Paris and 2.62% in London.

There are several types of comments made by guests and various services and products evaluated in the booking sites. In some cases, comments generate specific scores for certain attributes that create a global score for the hotel. Even though breakfast is rarely the object of scientific studies in the hospitality field as a potential factor influencing the clients' choice for accommodation, namely in the East of Europe (Leite-Pereira et al., 2019), it seems to be cited by sales sites, as the first and second most relevant criteria, respectively (Hotels.com, 2013 & Hospitalitynet.org, 2015, cit in Kucukusta, 2017, p.6).

Therefore, due to this inconsistency between formal research and the dynamics of online descriptions, the purpose of this paper is to evaluate the rate of online comments in TripAdvisor about breakfast by customers visiting 4 and 5-star hotels, to identify the guests and hotels profile, and which dimensions are more frequently referred to in these comments.

2. Literature Review

2.1. The internet, tourism and hotels

The Internet represents a resource for diverse areas and its evolution and applicability brings additional challenges to businesses. With the enhancement of Web 2.0, customers were able to interact virtually through the same platforms and social networks, where they exchange information and experiences about goods, services and purchases, allowing a new interaction between customers and the progressive increase of electronic commerce (Ogut & Tas, 2012; Filieri & McLeay, 2013).

Digital platforms are increasingly relevant in influencing consumer behaviour and in creating relationships with consumers, which demands a growing awareness in tourism communication (Mendes & Teixeira, 2019). On one hand, for consumers, with the opportunity to exchange of information, e-commerce is more reliable as it allows access to online assessments but, businesses need to take more precautions to listen and to serve customers. On the other hand, the provider is able to know the profile of the consumers and thus is provided with the necessary information to meet them and to make profits before the competition.

Tourism is also encompassed by social networks, influencing people, and being influenced by them. The hotel industry according to Ogut and Tas (2012) was a pioneering industry in the use of e-commerce, when launching sales online. However, withdrawal from online shopping is the fact that the consumer does not know beforehand what to purchase (Wong, 2015; Zhang & Verma, 2017).

By booking accommodation, a future guest that in the past could only base his choice by exploring hotels' websites or by following travel agencies or friends, can nowadays look for diverse options in booking sites that include comments from their customers who have already benefited from the services from those hotels and left their opinions, positive or not, triggering e-WOM (electronic word of mouth).

2.2. Impact of online evaluations in the choice of accommodation

After using a service – in this case, guests comment diverse features of their stay, either positively or negatively. With the increase of online reservations, online comments are also increasing the exposition of hotels and hospitality on the web.

Some authors have previously analysed online reviews in the hotel industry, such as Filieri and

McLeay (2013) and Gretzel and Yoo (2008). That type of comments has become the new word-of-mouth (WOM), or more accurately, the e-WOM (electronic word-of-mouth). If the WOM has always influenced the purchase of a hotel, allowing that those aiming at using a service to have access to previous users and their experiences with the obvious advantages, in addition to bringing credibility to the destination, the e-WOM enables the descriptions of those experiences to be shared by everyone through the internet (Hennig-Thurau et al., 2004; Zhou et al., 2014, Abubakar et al., 2017). Thus, even if different media are used, the consequences of WOM and e-WOM are the same for the consumer.

Freitas (2017) demonstrated that 60% of users consulted other customers' comments before making a decision. Mack et al. (2008) concluded that WOM is the most reliable information pre-purchase, and Gretzel and Yoo (2008) found that 90% of participants review online assessments when they are planning their trip. Moreover, online comments can change consumers opinion by 33%.

Online assessments depend on the level of users' satisfaction with the expected consequences for future consumers. A positive comment is only disclosed if the consumer was very satisfied and wants to recommend the product, but a negative comment comes from any kind of dissatisfaction as described by Sparks and Browning (2011) and by Guerreiro and Rita (2019). Moreover, the very positive or very negative characteristics of a product's consumption are easier to be exposed in the consumer's memory for a longer time (Casalo et al., 2015; Chevalier & Mayzlin, 2006). Importantly, the credibility of the site is also very relevant as information to consider. Park et al. (2007) and Wiener and Fader (2016) verified that websites, such as TripAdvisor and Booking.com, are reliable to users' eyes unlike the websites of the hotels. This can be explained through the information made by individuals who have already experienced the ser-

vice and publish it as information, thus reducing the risk of the purchase, awaiting future customers' better perceptions of the services.

2.3. Breakfast as an attribute for choosing accommodation

One of the advantages of accessing online comments is the amount of information that it brings. Because it is a virtual environment, online channels display many comments that facilitate decision making. As a consequence, by comparing comments that may present different perspectives, customers have the chance to choose those that may increase their satisfaction. According to Zhang and Verma (2017), hoteliers should, therefore, focus on the operational areas that are frequent in online comments (and influential), namely regarding the quality of service and room, such as appropriately friendly service throughout the property, as well as the quality of beds ensuring a good night's sleep for the guest. For Ady and Quadri-Felitti (2015), attributes that exert more influence on clients when it comes to booking a hotel are the room itself, breakfast, service, Wi-Fi, catering, cleaning and comfort. Also, these authors reported that when a hotel is among the guests' favourites, the managers of that unit focus the strategy on the noted interest of consumers so that they continue to choose their hotels.

Indeed, over the years, the tourism industry has witnessed a variety of economic, political, and emotional changes as well as a change in the profile of travellers. The new trends create new expectations for the tourist, demanding for diversification in tourism offerings, structures and services, and adaptation to new markets. Among them is a search for memorable experiences, quality services, health and wellness tourism including the concern with wellbeing and consequently, with the diet (Otto & Ritchie, 2000).

Breakfast becomes even more important when

discussing tourism and travelling. In fact, guests can have at least breakfast with the certainty that they can compensate for the potential lack of or unknown quality of meals during the rest of the day. Even though this can be generalized, this is far more important when families travel with children. Thus, the inclusion of breakfast in hotels daily rates should be considered an important and competitive management decision.

2.4. Hypotheses

Bearing in mind the findings of the reviewed studies, the following hypothesis are advanced:

- H1: Breakfast is cited in online reviews
- H2: Guests' gender influences the relevance given to breakfast
- H3: Travel motivations influence the relevance given to breakfast
- H4: The location of hotels determines the references to breakfast by hosts
- H5: The categories of hotels (stars and rankings) determine the references to breakfast by hosts
- H6: Hotels' websites that include breakfast have more citations in booking platforms

3. Methods

3.1. The choice of the online platform

TripAdvisor is currently the biggest travel site allowing access to more than 7.7 million hotels/companies and also presenting information about flights, diverse tourism information and tips about food services. Thus, this site offers a complete information package that makes life easier for

tourists whenever choosing a destination (Amaral et al., 2017).

TripAdvisor contains more than 661 million on-line reviews covering a wider selection of worldwide travel ads, including shops, new businesses, experiences and restaurants, as well as a larger travel community consisting of an average of 456 million monthly visitors (TripAdvisor, 2019a). The way of using the site also attracts users. TripAdvisor has a gratification - "virtual medals" for the most active users, that is, those who post more opinions. Users become more popular on the site and more reliable to other users looking for accommodations. And, when a user marks a specific comment as relevant for his/her choice, it increases the former user rank. This form of awards motivates users and places TripAdvisor (da Silva Freitas, 2017) as the first option for travellers.

TripAdvisor visitors use a Likert scale 1 = "Terrible", 2 = "Bad", 3 = "Medium", 4 = "Very Good" and 5 = "Excellent" (TripAdvisor, 2019b) to rank hotels that have been visited before (Khoo et al., 2017). Despite the difference in sectors, TripAdvisor's main objective is to respond to user comments, but it also allows hospitality managers to answer them without the chance to exclude or modify them. Thus, TripAdvisor is also the online booking site most highly ranked in the hospitality industry (Connor, 2010). Bearing this in mind, TripAdvisor's comments were selected in the context of this study.

3.2. Selection of comments

Using the TripAdvisor platform, between May 18th and June 2nd, 2019, 1120 online reviews were screened. Both 4 and 5-star hotels (two of each) located in the 28 capitals of the European Union were selected (Poater & Garriga, 2009; Baldassin et al., 2017) (see Appendix). TripAdvisor ranking was used to select 2 high/top-ranked hotels and 2 low ranked hotels from each capital (in both cases,

one of 4 stars and one of 5 stars). According to da Silva Freitas (2017), who reports that users of booking sites prioritize the most recent instead of the total list of comments or the older, from each hotel the 10 most recent comments were considered - 5 from those visitors travelling for business or referring to be single and 5 from those with families or couples.

3.3. Study variables

Each comment was analysed separately if:

- a) breakfast was referred
- b) a positive or negative comment was made, and
- c) a specific dimension was mentioned (diversity, quality, ...) (see Table 1).

Guests variables were, as stated before:

- a) their aim for travelling (business/single vs family/couple)
- b) and whenever possible, the gender. To note that neither age, origin or any other details can be determined by addressing TripAdvisor's comments and gender is only possible to define when stated.

Hotels' variables were:

- a) 4 vs 5* stars
- b) top vs low-rank (as described above)
- c) location and
- d) if the websites had reference to breakfast (description and/or images).

European capitals were studied according to Poater and Garriga (2009) and Baldassin et al. (2017) and further grouped in Southern Europe

for Athens, Lisbon, Madrid, Nicosia, Rome or Valletta; Eastern Europe for Budapest, Prague, Sofia, Warsaw, Zagreb, Bratislava, Bucharest, Lubjiliana; Norther Europe for Copenhagen, Helsinki,

Riga, Tallin, Stockholm e Vilnius; and Occidental Europe for Amsterdam, Berlin, Brussels, Dublin, Luxembourg, Paris and Vienna.

Table 1 | Examples of comments* and their classification as positive vs negative and described dimensions

Classification (Direction/dimension)	Examples
Positive/Diversity	Could not have asked for better. Very clean boutique inn; breakfast was amazing with a hearty buffet, omelettes and sandwiches for breakfast. I liked that there was a full-service restaurant (not affiliated with the hotel) just steps away if you don't want to venture far.
Positive /Facilities	The room is large, nicely decorated, a large comfortable bed, the bedding is good, the towel can be better, small. The breakfast is in large and comfortable rooms, the buffet is very varied, has cook making omelettes, fried eggs etc on the spot, and a special highlight is the tendency of waitresses, always attentive, polite, helpful, do not leave used dish to accumulate on the table, everything comes in time, congratulacions The internet is good, the basic does not have much speed.
Positive/Quality	Sparkling water, no gas, coke, beer, wine, chocolates, tea, coffee, cookies. The breakfast was exquisite, varied and of great quality. It was served until 10h30m. The location was also very good.
Positive/Reception	The hotel is reasonably close to the tourist area and restaurants. It has a garage and is easily accessible. Excellent breakfast and very attentive staff. I was on a Silver Wedding trip and they presented us with good wine and chocolates.
Positive/No dimension	I came with my wife to do the Amsterdam Marathon. I was undecided between him and the Conservatorium, but I sure made the best choice. The location is unique between the muvca and Park / Main Museums. Other hotels look good in muvca. The service is great and the restaurant is very good including the breakfast.
Negative /Price	The staff are simply 'working a job' and are not interested in customers. Included in our room rate was 'weak American breakfast' for 19 euros, consisting of old cereals, fruits and occasionally boiled eggs. On our second day here they simply said: "We have no eggs today". This is the smallest, worst hotel we have ever stayed in for years. Everything is small, minuscule.
Negative/no dimension	Two lunches, a bad breakfast and dinner. In two days there was no soup or salad. The steak was tasty but had 10 grams of meat. We don't eat, nor small portions, in short - find a nice cosy restaurant to eat.

* original citations were in Portuguese

3.4. Statistical analysis

Statistical Package for Social Sciences (SPSS) was used for database construction. The sample size was estimated for the primary aim (to determine the frequency of reports to breakfast in on-line comments) according to different scores (stars, TripAdvisor) and travel's aim. Absolute and relative frequencies (percentages) were used, and Chi-square tests were computed to determine differences between variables with 0.05 as the level of significance.

4. Results

4.1. Participants

Among the 112 hotels, and according to the defined methodology, 50% of hotels are 5 stars, 50% are high rank for TripAdvisor and 50% of comments came from families/couples. Whenever possible to determine, 374 are men and 420 women, among the 1120 guests providing the comments. Of the 112 hotels, 24 are located in Southern, 24 in Northern, 32 in Occidental and 32 in Eastern Europe.

4.2. The presence of breakfast in online reviews

Fifty-six per cent (n=632) of the 1120 reviews refer to breakfast in their comments which allows validating H1 (Breakfast is cited in online reviews).

Remarks to breakfast are more frequent among women (69% vs 52% in men, $p < 0.001$), validating

H2 (Guests' gender influences the relevance given to breakfast). No differences are found considering the aim/type of travel with 59% vs 54% of family/couples vs business/single travellers referring to breakfast in TripAdvisor comments ($p = 0.134$) which does not allow to confirm H3 (Travel motivations influence the relevance given to breakfast).

Table 2 | Global frequency, type (positive/negative) and reference to a dimension according to guest and hotel's characteristics

	n	Breakfast is referred in TripAdvisor n (%)	P	Positively n (%)	Negatively n (%)	p	It includes a dimension n (%)	P
Total	1120	632 (56)		418 (66)	217 (34)		352 (56)	
Guest								
Male gender#	374	196 (52)	<0.001	129 (66)	68 (34)	0.558	95 (49)	<0.001
Female gender	420	290 (69)		183 (63)	108 (37)		192 (66)	
Family/couples	560	329 (59)	0.134	227 (68)	105 (32)	0.157	180 (55)	0.539
Business/single	560	303 (54)		191 (63)	112 (37)		172 (57)	
Hotel								
5 stars	560	282 (50)	<0.001	177 (63)	105 (37)	0.146	159 (57)	0.615
4 stars	560	350 (63)		241 (68)	241 (32)		193 (55)	
High rank	560	333 (60)	0.040	322 (97)	10 (3)	<0.001	148 (44)	<0.001
Low rank	560	299 (53)		96 (32)	207 (68)		204 (69)	
Southern Europe	240	132 (55)	<0.001	89 (67)	44 (33)	0.909	58 (44)	0.746
Eastern Europe	320	192 (60)		125 (65)	67 (35)		89 (46)	
Northern Europe	240	163 (68)		110 (68)	53 (32)		72 (45)	
Occidental Europe	320	145 (45)		94 (64)	53 (36)		59 (40)	

comments did not allow to identify gender in all cases

Hotels in Northern Europe (68%) are most frequently published in conjunction with Western Europe (45%). Significant statistical differences are found when analysing the frequency of publication and the location of hotels ($p < 0.001$), which validates H4 (The location of hotels determine the references to breakfast by hosts).

Sixty-three per cent of the comments on 4-stars hotels include breakfast (vs 50% in 5-stars). Also, a difference is noticeable between hotels of high vs low-rank, 60% vs 53% ($p < 0.001$). These observations confirm H5 (The categories of hotels (stars and rankings) determine the references to breakfast by hosts) (Table 2).

4.3. Directionality of comments and dimensions analysed

Sixty-six per cent of comments were positive and with 56% addressing a specific dimension of breakfast. Again, women made positive remarks more frequently (66% vs 49%, $p < 0.001$, respectively). Positive comments are more frequent on the high-rank hotels (97 vs 32%) and negative comments on the low-rank hotels (68 vs 3%, $p < 0.001$).

Diversity is the main dimension noted in positive high-ranked hotels whereas quality is the factor most often referred to as negative in low-rank hotels. (table 3).

Table 3 | Frequencies of dimensions referred by guests when referring to breakfast according to guest and hotel's characteristics.

	N	Diversity n (%)	p	Facilities n (%)	P	Quality n (%)	p	Reception n (%)	p	Price n (%)	p
Total		230 (64)		62 (13)		84 (17)		63 (13)		38 (8)	
Guest											
Male	95	68 (72)	0.091	19 (20)	0.487	24 (25)	0.962	16 (17)	0.547	2 (2)	0.001
Female	192	118 (62)		32 (17)		49 (26)		38 (20)		29 (15)	
Family/couples	180	111 (62)	0.212	31 (17)	0.844	49 (27)	0.130	34 (19)	0.620	22 (12)	0.378
Business/single	172	117 (68)		31 (18)		35 (20)		29 (17)		16 (9)	
Hotel											
5 stars	159	97 (61)	0.179	33 (21)	0.160	38 (24)	0.989	37 (23)	0.017	19 (12)	0.526
4 stars	193	131 (68)		29 (15)		46 (24)		26 (14)		19 (10)	
High rank	148	122 (82)	<0.001	15 (10)	0.002	19 (13)	<0.001	24 (16)	0.483	5 (3)	<0.001
Low rank	204	106 (52)		47 (23)		65 (32)		39 (19)		33 (16)	
Southern Europe	73	41 (56)	0.075	14 (19)	0.902	26 (36)	0.053	13 (18)	0.859	9 (12)	0.023
Eastern Europe	103	73 (71)		16 (16)		21 (20)		18 (18)		9 (9)	
Northern Europe	89	63 (71)		17 (19)		21 (24)		14 (16)		4 (5)	
Occidental Europe	87	51 (59)		15 (17)		16 (18)		18 (21)		16 (18)	

4.4. Relation to hotel website

In what concerns the hotels' website, descriptive texts (n=18), photos (n=8) or both (n=10) were found in 30% of them (n=36). Four of these also included guest comments to breakfast. Guests staying at the hotels with descripti-

ons/photos in their website (vs guests visiting hotels without them) represent a higher rate (61% vs 54%, p=0.055) and the comments in TripAdvisor are significantly more positive (75% vs 61%, p<0.001) (Figure 1). This confirms H6 (Hotels' websites that include breakfast have more citations in booking platforms).

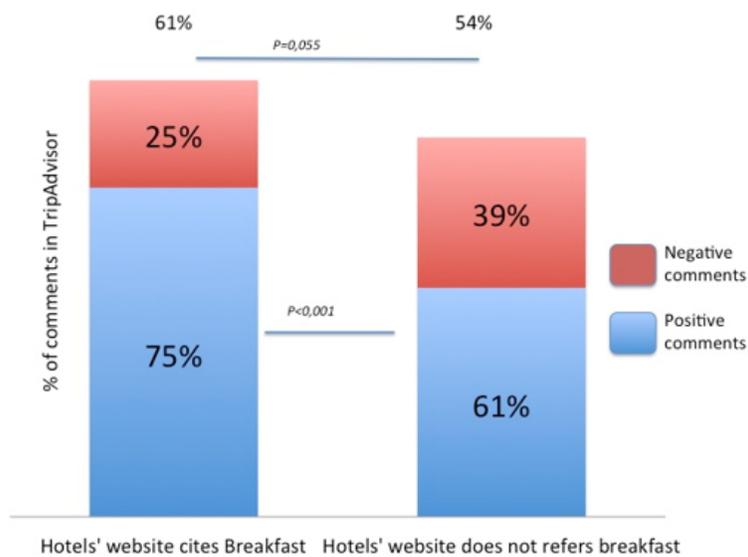


Figure 1 | Frequency of comments to breakfast in TripAdvisor and its direction (positive vs negative) according to the presence of breakfast reference in Hotels' websites. Among the hotels which website presents either picture and/or descriptions, 61% of visitors make comments in TripAdvisor vs 54% of those visiting hotels with no citation to breakfast in their website (p=0,055). When comparing if the comments were positive or negative, a significant difference is noted with more positive comments among those with breakfast citations on their website (p<0.001).

5. Discussion

The internet facilitated and increased communication, the exchange of information, exposure and discussion of ideas and opinions. It brings value for both consumers and suppliers because relevant information is exposed, they can analyse previous experiences and take advantage of the immense content the web provides. In his research, Trend (2013) found that more than 80% of users search online content about their holidays.

The hospitality industry greatly benefits from this exchange of information online. While on one hand, hotel managers can meet their guests and tailor their services, consumers exchange information about experiences and try to choose them according to their profile.

This work measured the relevance of breakfast in online guest comments on hotel sales platforms. In the case of TripAdvisor, it is found that more than half of European hotel guests' comments refer to breakfast.

To our knowledge, studies analysing the importance of breakfast in hotels for this population had not yet been made (Leite-Pereira et al., 2019). All the hypotheses re confirmed except the relation between comments and travel motivations.

The study also demonstrated that the majority of women make the majority of comments, positive and with more reference to the attributes, which confirms the studies of Grunert and Wills (2007) and Siro et al. (2008) that mention women as being more interested in food issues and nutrition. This study also found a significant difference in the number of comments between northern Europe and the remaining regions, as also identified by Grunert and Wills (2007), which reports that Nordic countries have more interest in food-related information. There is a significant difference between the type of reviews between the best and the worst hotels. The online reviews of the best hotels are mostly positive (almost 3 times) contrary to the worst hotels, which is expected.

However, it has also been found that the reviews of the worst hotels cite the majority of dimensions, i.e. in addition to the dissatisfaction with breakfast, guests describe specifically what went wrong with the experience.

6. Conclusion

As far as we know our study is the first to access breakfast in this population. We concluded that more than half of the guests make online comments about breakfast, which shows the relevance of this meal in a hotel establishment, demonstrating that breakfast is an important dimension when choosing a hotel.

A potential limitation of the study is the fact that only one platform was considered for the analysis. However, the chosen sales platform, as it does not refer to breakfast characteristics of the hotels, may be a plus concerning the influence that these comments could have on the guests. Moreover, it was also verified that few hotel websites describe breakfast, but those who mention it have a higher number of positive comments regarding that meal, which may indicate that when portrayed on the site, the hotel should pay more attention to the quality of the breakfast served, leading to greater satisfaction of their guests. A second limitation is the limited profiling of guests. The extracted comments are only identified with the name and email of the guests; however, nicknames are often used, and it is not always possible to identify the user's gender. Age and other personal data are also not disclosed and therefore not included in this work. Nonetheless, the sample was stratified by choosing guests visiting different types of hotels (based on stars ranking system and TripAdvisor own system) and aim of travel. Except for the TripAdvisor ranking system, differences were not found even though we are using large sample.

This study contributes to making hotel mana-

gers aware that breakfast is a meal highly valued by guests, to which must be given special importance regarding its quality. Namely, attention to the quality of the service and of the products served, as well as other attributes involved should be considered to satisfy customers' expectations. Good online reviews and, consequently, good ratings on hotel sales sites may increase its rating and influence the choices of future guests. Future studies should consider other hotel sales platforms, different populations or categories of hotels and inns. Once confirmed the importance of breakfast in the selection of the hotel, a larger survey based on a questionnaire applied to hotels' guests including socio-demographic variables and aimed at identifying the specific features of breakfast that is most valued appears to be an interesting and complementary topic of research.

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Appendix: List of hotels assessed

	Top rank (best hotels in TripAdvisor)		Bottom rank (worse hotels in TripAdvisor)	
	4*	5*	4*	5*
Location				
Occidental Europe				
Paris	Hotel Da Vinci \& Spa	Maison Souquet	Best Western Plus Elysee Secret	De Vigny Hotel
Vienna	Hotel Kaiserhof Wien	Hotel Sans Souci Wien	Hotel Deutschmeister	Palais Coburg Hotel Residenz
Amsterdam	Ambassade Hotel	Waldorf Amsterdam	Astoria Tulip Inn Amsterdam Riverside	Bilderberg Garden Hotel
Berlin	Mercure Hotel MOA Berlin	Pullman Schweizerhof	Berlin NH Berlin City Ost	Sheraton Berlin Grand Hotel Esplanade
Brussels	Pillows Grand Hotel Place Rouppe	Steigenberger Wiltcher's	Four Points by Sheraton Brussels	Eurostars Montgomery
Dublin	Hotel Riu Plaza The Gresham Dublin	The Merrion Hotel	The Dawson Hotel	Conrad Dublin
Luxemburg	Novotel Luxembourg Centre	Sofitel Luxembourg Le Grand Ducal	Best Western Hotel International	Sofitel Luxembourg Europe
London	Amba Hotel Charing Cross	Hotel 41	Hard Rock Hotel London	The Marble Arch London
Eastern Europe				
Budapest	Hotel Palazzo Zichy	Corinthia Hotel Budapest	Actor Hotel	Queen's Court Hotel \& Residence
Prague	Questenberk Hotel	Alchemist Grand Hotel \& Spa	TOP HOTEL Praha	Radisson Blu Hotel Prague
Sofia	Magic Castle Hotel	InterContinental Sofia	Tsarsko Selo Spa-Hotel	All Seasons Residence Hotel
Warsaw	Polonia Palace Hotel	H15 Boutique Hotel	Hotel Lord	Regent Warsaw Hotel
Zagreb	Hotel Amadria Park Capital Heritage Zagreb	Esplanade Zagreb Hotel	Hotel Phoenix	The Westin Zagreb
Bratislav	Hotel Danubia Gate Bratislava	Marro's Boutique Hotel Bratislava	Hotel Kormoran	Hotel Albrecht
Bucarest	Hotel Christina	Epoque Hotel Relais & Chateaux	Best Western Stil Hotel	Capsa
Ljubljana	Grand Hotel Union	InterContinental Ljubljana	M Hotel	InterContinental Ljubljana
Southern Europe				
Athens	InnAthens	Wyndham Athens Residence	Ilisia Hotel	Radisson Blu Park Hotel Athens
Lisbon	Britania Hotel, a Lisbon Heritage Collection	Corpo Santo Lisbon Historical Hotel	Olisippo Marques de Sa	Fontecruz Lisboa, Autograph Collection
Madrid	Only YOU Boutique Hotel Madrid	Heritage Madrid Hotel	Novotel Madrid City Las Ventas	Hotel Miguel Angel by BlueBay
Nicosia	Hilton Park Nicosia	Hilton Cyprus	City Royal Hotel \& Casino	Golden Tulip Nicosia Hotel and Casino
Rome	Hotel Artemide	The Inn At The Roman Forum	Hotel Oxford	Parco dei Principi Grand Hotel \& SPA
Valeta	Palais Le Brun	Excelsior Grand Hotel	SU29 Boutique Hotel	The Phoenicia Malta
Northern Europe				
Copenhagen	citizenM Copenhagen Radhuspladsen	Hotel d'Angleterre	Scandic Webers	Hotel Herman K
Helsinki	Hotel Lilla Roberts	Hotel St George	Original Sokos Hotel Albert	Hotel Haven
Riga	Wellton Centrum Hotel & Spa	Grand Poet Hotel by Semarah	Hotel Garden Palace	Royal Square Hotel \& Suites
Tallin	Hotel CRU	Swissotel Tallinn	Tallink City Hotel	Savoy Boutique Hotel by TallinnHotels
Vilnius	Artagonist Art Hotel	Grand Hotel Kempinski Vilnius	Crovne Plaza Vilnius	Imperial Hotel \& Restaurant
Stockholm	Downtown Camper by Scandic	At Six	Scandic Anglais	Lydmar Hotel