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TripAdvisor tops online search for UK boutique hotels

by Janet Harmer, Friday 24th May 2013 09:03

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TripAdvisor is the most visible website for boutique hotels in the UK, according to the Greenlight Report on Lifestyle and Boutique Hotels.

A survey carried out in March 2013 showed that 57,000 searches for domestic boutique hotels were carried out. Online review site TripAdvisor achieved a 86% share of voice, reaching 49,139 of those people who undertook searches.

In second place was Mr & Mrs Smith, attaining a 72% share of voice and seen by 41,247 individuals.

There was then a dramatic fall in the visibility of websites in the next three positions: telegraph.co.uk in 4th place reached (15,493 users), expedia.co.uk in 5th place (13,387) and lastminute.com (12,018).

The top three individual boutique hotel websites to be found were Hotel du Vin in 15th place (3,979), Malmaison in 16th place (3,940) and The Zetter (3,859).

The results of the Greenlight Report were presented to the Boutique Hotel Summit at London's Montcalm hotel, yesterday.

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