

ReviewPro announces Top 10 Hotels in London, Barcelona and Madrid According to Online Guest Satisfaction

Egerton House in London, Hotel Montecarlo in Barcelona and Villa Magna in Madrid rank top in Industry Benchmark B2B Ranking

London/Barcelona, May 4 2011 - [ReviewPro](#), the leading B2B provider of online reputation and social media management solutions for the hotel sector, announced today a ranking of the 10 top rated hotels in London, Barcelona and Madrid based on guest satisfaction, as part of an initiative to create hotel rankings for the top 100 tourist destinations in the world. This industry benchmark ranking takes into account guest reviews from over 60 leading review sites and Online Travel Agencies (OTAs).

For the first quarter of 2011, Egerton House took the number one spot in London, followed by The Levin and Haymarket Hotel. In Madrid, Villa Magna ranks first, while Hotel Montecarlo tops the list of Barcelona hotels. These rankings evaluate reviews from 3, 4 and 5 star hotels over the last 12 months. ReviewPro CEO RJ Friedlander explains: "what makes these rankings unique is the number of sources they include. There have been guest satisfaction rankings before, but none of them had the universe of data ReviewPro can provide."

London Hotels

1. Egerton House (Red Carnation), GRI: 97.81%
2. The Levin (Independent), GRI: 97.70%
3. Haymarket Hotel (Firmdale), GRI: 97.04%
4. The Soho Hotel (Firmdale), GRI: 95.18%
5. The Milestone Hotel (Red Carnation), GRI: 95.18%
6. Hotel 41 (Red Carnation), GRI: 94.15%
7. Sofitel London St. James (Sofitel Hotels), GRI: 94.13%
8. The Arch London (AB Hotels), GRI: 93.92%
9. The Chesterfield Mayfair (Red Carnation), GRI: 93.27%
10. Hilton London Tower Bridge (Hilton), GRI: 92.56%

Barcelona Hotels

1. Hotel Montecarlo (Independent), GRI: 93.68%
2. Hotel Palace GL (Independent), GRI: 93.03%
3. Casa Camper (Camper), GRI: 92.93%
4. Hotel 1898 (Núñez i Navarro Hotels), GRI: 91.80%
5. Hotel Roger De Lluria (Independent), GRI: 91.17%
6. AbaC (Evade Hotels), GRI: 90.91%
7. Hotel Jazz (Núñez i Navarro Hotels), GRI: 90.02%
8. Hotel Arts (Ritz-Carlton) GRI: 89.97%
9. Splendom Suites (Independent), GRI: 89.70%
10. Villa Emilia (Independent), GRI: 89.54%

Madrid Hotels

1. Villa Magna (Independent), GRI: 92.5%
2. Best Western Hotel Atlantico (Best Western International), GRI: 91.84%
3. AC Palacio Del Retiro (AC Hotels,) GRI: 91.84%
4. Hotel Adler (Independent), GRI: 90.11%
5. Gran Meliá Fenix (Sol Meliá), GRI: 90.04%
6. Hotel Preciados (Independent), GRI: 89.75%
7. Hotel Unico (Selenza Hotels), GRI: 89.13%
8. Westin Palace (Starwood Hotels & Resorts Worldwide), GRI: 88.74%
9. ME Madrid (Sol Meliá), GRI 88.55%
10. Radisson Blu Hotel (Residor Hotel Group), GRI 88.53%

About the ranking

These rankings are part of ReviewPro's City Ranking Project focused on rolling out city rankings for the top 100 tourist destinations in the world over the coming months. The City Rankings Project is designed to share market insights for professionals in the hospitality and travel industry, but will also undoubtedly be interesting for travelers and consumer-focused media.

The rankings are based on the Global Review Index™ (GRI), a proprietary algorithm that ReviewPro developed in conjunction with leading hotel industry experts. It enables hotels to know their current quality score, track their performance over time and compare their online reputation to their competitors or to other hotels within their chain with a single index. The GRI takes into account user reviews from over 70 million online reviews across 60 travel review sites and Online Travel Agencies. Currently, the Global Review Index™ is being used both as a key internal metric and to establish online reputation objectives for numerous hotels around the world.

About ReviewPro

ReviewPro enables hoteliers to efficiently aggregate, organize and manage their online reputation and presence in leading social media sites. The company provides the analysis, customer intelligence, competitive benchmarking and reporting needed to help hotel professionals more effectively manage their organization. Visit <http://www.reviewpro.com/rankings> for more information.

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