

Live Ningaloo, WA
ECO Certified
Photo credit: Tourism Australia

Ecotourism Australia's ReviewPro 2025-2026 Customer Satisfaction KPI Benchmarking Report

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Simmo's Offroad Tours, NSW
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Foreword from the CEO

Elissa Keenan

Ecotourism Australia certified operators outperform Oceania benchmark for guest satisfaction

I am delighted to present Ecotourism Australia's ***ReviewPro 2025-2026 Customer Satisfaction KPI Benchmarking Report.***

Guest feedback is one of the most honest measures of how visitors experience a tourism business, and it strongly influences where travellers choose to go. This year's report analyses 361,912 guest reviews, an increase of more than 48,000 on last year. A larger pool of feedback means more reliable insights, and it gives our certified operators a clearer, more representative picture of how guests experience their businesses.

The results are strong, and while I am pleased, I am not surprised that our certified operators scored so highly. Their commitment to quality and responsible practice shows in every guest experience. Our certified operators achieved an average Global Review Index™ score of 88.8%, well above the Oceania average of 84.2%. The proportion of operators with a score has grown from 80% to 85%. Tour operators led the way at 95.3%, followed by attractions at 92.8% and accommodation at 85.4%. Employees were another standout, with 85% of guest mentions being positive. This is a reminder that the people behind each experience are at the heart of what makes it memorable.

The report also highlights an opportunity. Sustainability appears in only a small share of guest reviews, even though our operators invest significant time and effort to meet rigorous certification standards. I encourage our operators to use the practical tips in this report to make that work visible to guests, from pre-arrival information through to post-visit communications.

Congratulations to all our certified operators on these results, and thank you for your ongoing commitment to delivering exceptional, responsible tourism experiences.

Elissa Keenan
Chief Executive Officer

Executive Summary

Ecotourism Australia certified operators continue to deliver exceptional visitor experiences, outperforming the broader Oceania tourism market for guest satisfaction.

The 2025-2026 ReviewPRO Customer Satisfaction KPI Benchmarking Report analysed 361,912 guest reviews, more than 48,000 more than the previous year. Certified operators achieved an average Global Review Index™ (GRI) of 88.8%, compared with the Oceania benchmark of 84.2%. The proportion of certified operators with sufficient reviews to receive a GRI score also increased from 80% to 85%.

Performance was particularly strong among tour operators, with an average GRI of 95.3%, followed by attractions at 92.8% and accommodation at 85.4%. People are also central to the quality of the visitor experience, with 85% of guest mentions about staff being positive.

Opportunities to strengthen the guest experience

The results highlight clear opportunities for operators to build on this strong performance. More than 30% of online reviews currently receive no management response, with an average response time of 6.1 days. Responding more consistently and promptly to both positive and negative reviews can demonstrate that guest feedback is valued and help strengthen online reputation.

Operators should also monitor feedback relating to Value, Ambience and Decor, Facilities, Bathroom and Cleanliness, which were identified as the areas having the greatest negative influence on GRI.

Turning sustainability action into recognition

One of the strongest opportunities is to better connect sustainability practices with the visitor experience. Despite the significant work certified operators undertake, sustainability appears in just 1% of guest reviews, down 36% from the previous year, while 48% of certified operators received no sustainability mentions at all. Where sustainability is mentioned, 67% of mentions are positive.

This presents an opportunity to make sustainability more visible throughout the visitor journey. The report recommends incorporating sustainability into pre-arrival information, websites, guest inductions and tour briefings, staff conversations, on-site signage and post-visit feedback. Operators can also tell their certification story and highlight tangible initiatives such as conservation, renewable energy, waste and water management, local sourcing, and community and cultural contributions.

Key actions for certified operators

- Respond to more reviews, sooner, including positive feedback.
- Monitor and address recurring feedback impacting satisfaction.
- Make sustainability visible at key points throughout the visitor experience.
- Tell your certification story, including what certification means and the outcomes your business is achieving.
- Encourage guests to notice and share your sustainability initiatives, turning action into greater recognition and advocacy.

The message is clear: certified operators are delivering excellent visitor experiences. The next opportunity is to build on that strength by responding to feedback more effectively and making the sustainability practices already embedded in their businesses more visible, meaningful and memorable to guests.



Sapphire Coast Guiding Co, NSW
ECO Certified
Photo Credit: Tourism Australia

What is Shiji ReviewPro?

Shiji ReviewPro is one of the world's leading online reputation management solutions that aggregates more than 100 million online reviews from over 175 booking platforms (such as TripAdvisor, Booking.com, Google) in more than 45 languages.

Shiji ReviewPro enables tourism businesses to identify areas of improvement based upon quantitative and qualitative customer feedback. Ecotourism Australia has partnered with Shiji ReviewPro to gain valuable customer feedback and insights about certified sustainable and ecotourism experiences in Australia.

To receive a Shiji ReviewPro Global Review Index™, tourism products require a minimum of 25 positive reviews over the 12-month assessment period (e.g. 1 July-30 June).

Our guests ultimately decide what makes a high quality tourism experience and technology has made reviewing experiences easier and more visible than ever. A positive or negative review can heavily impact potential customers' purchasing decisions.

Understanding customer feedback on sustainable tourism experiences offers valuable insights into the strengths to celebrate and the areas to improve, both within your business and across the industry.

The data used in this report is sourced from publicly available reviews and aggregated through Shiji ReviewPro's online reputation software and algorithm.

What is the Global Review Index™?

ReviewPro's proprietary score, the Global Review Index™ (GRI) represents the online reputation of an operator based on data taken from all major online travel agencies and review sites. It is an index that allows operators to track their historical performance and benchmark their performance against competitors.

How is it calculated?

The Global Review Index is calculated by an algorithm that generates a numerical score from 0 to 100 and is based on the Overall Score of a review collected from 175+ online travel agencies (OTAs) and review sites in more than 45 languages. The GRI can be calculated for any period of time (day, week, month, year, etc).

The algorithm considers several aspects to provide operators with the most accurate picture of their online reputation, for example, giving a higher weightage to the most recent reviews and a lower weightage to the older ones. For example, reviews received six months ago will never have the same impact as a review from today on potential guests decision making process.

The GRI is calculated on a daily basis– **it is NOT an average of all review scores.** As such it is a true representation of online reputation.

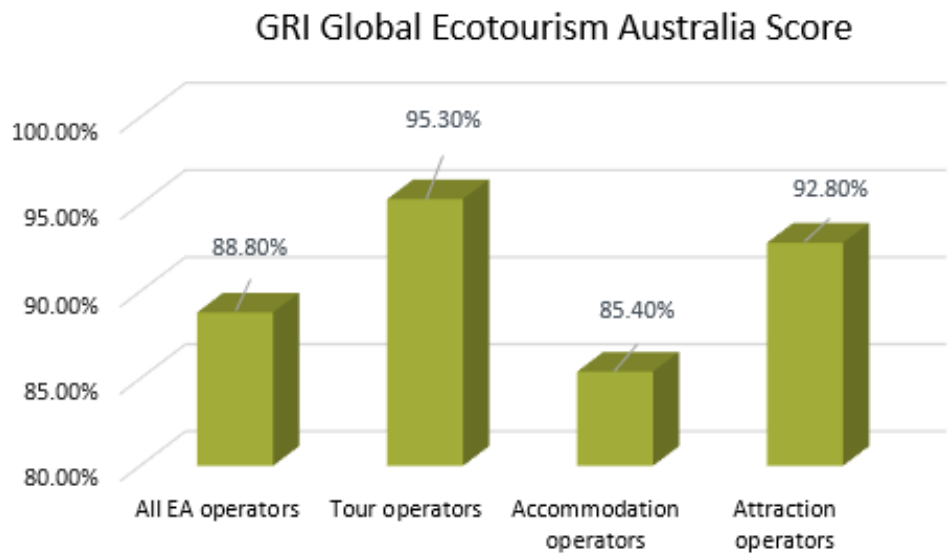


Whitsunday Segway Tours, QLD
ECO Certified
Photo credit: Tourism Australia

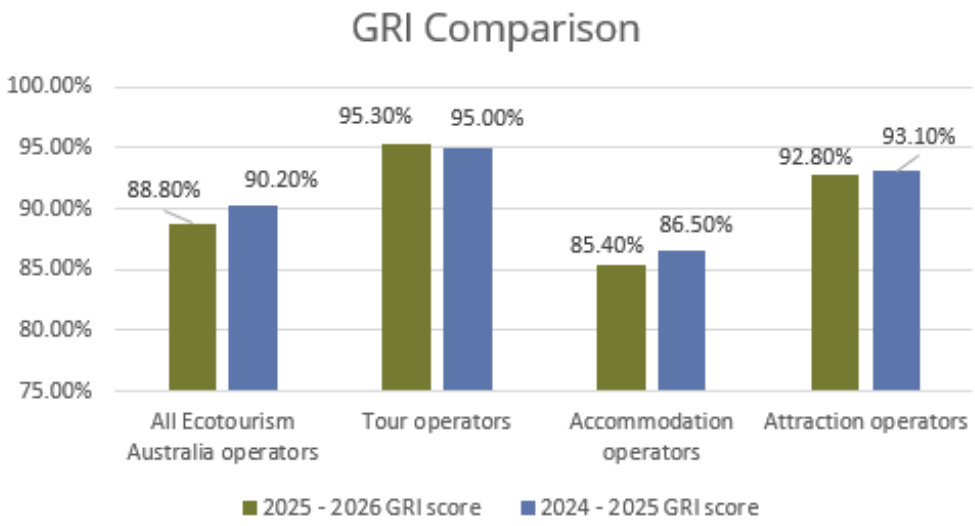
Highlights

Ecotourism Australia's certified operators continued to perform at the highest levels in terms of customer satisfaction during the 2025-2026 financial year, according to their Global Review Index™ (GRI).

It is wonderful to see that tourism operators who hold a globally recognised certification continue to perform at the highest level in terms of customer satisfaction, maintaining a GRI score of 88.8%, which is above the average for the Oceania Region at 84.2%, according to the Review Pro Report Q2 2026 Guest Experience Benchmark Infographics.







The number of certified operators with a GRI score increased from 80% to 85%.

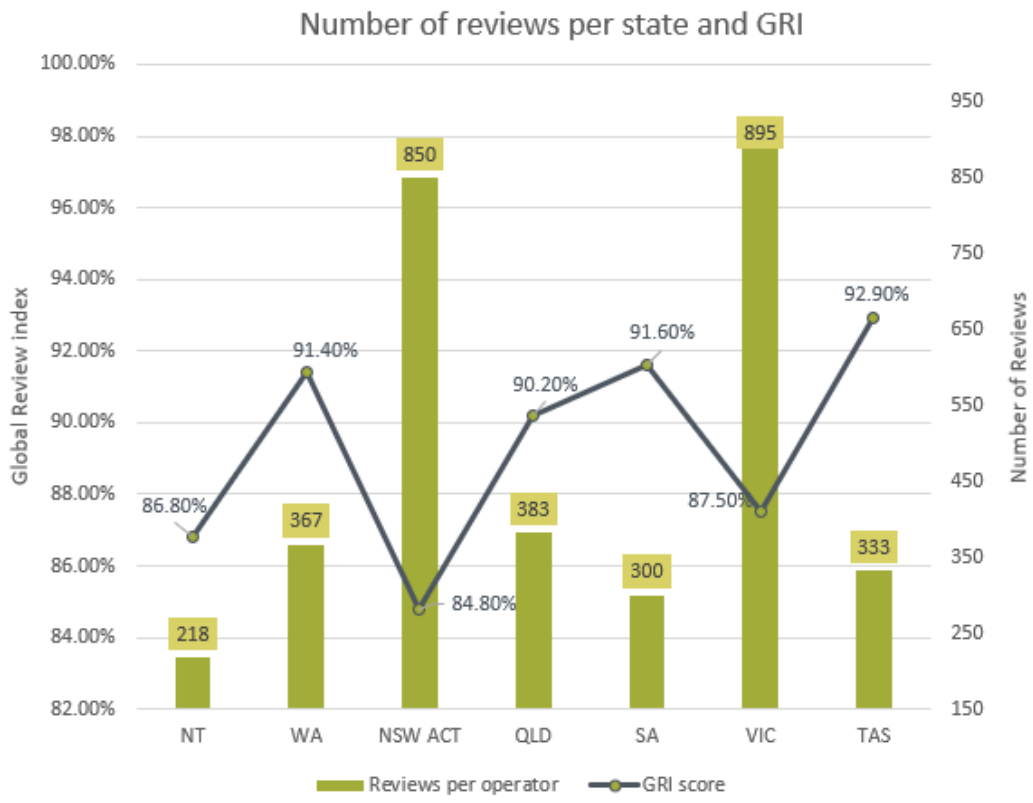




Sail Ningaloo, WA
ECO Certified
Photo credit: Tourism Australia

The chart below illustrates the average GRI score for each state, along with the average number of reviews per operator. It's important to note that Ecotourism Australia has certified more than 650 operators, encompassing more than 2,450 certified accommodations, tours and experiences.

This information serves as a valuable benchmark, enabling each Ecotourism Australia certified operator to compare their performance against the state averages for both the number of reviews and the GRI scores of certified tourism businesses. Please note that the average number of reviews per operator is notably higher in Victoria and New South Wales/Australian Capital Territory. This is because accommodation businesses are reviewed more often than other operator types, and they make up a larger share of certified operators in these regions.



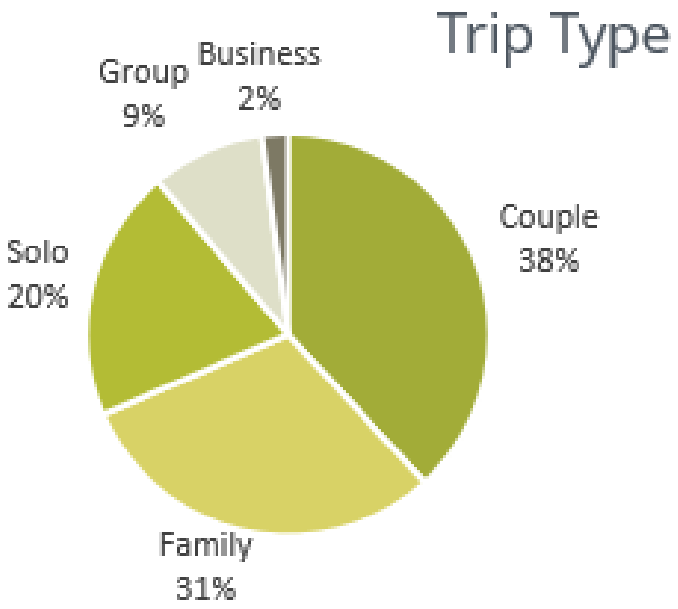


Kalbarri Wagoe Beach Quad Bike Tours, WA
Advanced ECO Certified
Photo credit: Kalbarri Quad

Key Findings for Ecotourism Australia Certified Operators

- 2% of Ecotourism Australia operators received a GRI score of 100%.
- 46% of reviews came from Booking.com, 30% Google and 8% from Expedia.
- Only 2% of visitors' experiences fall under the category of Business trips.
- 85% of Ecotourism Australia operators now have a GRI score, up from 80% last year. The remaining 15% did not yet have enough reviews for a score to be calculated.
- The average business management response percentage is 69%.

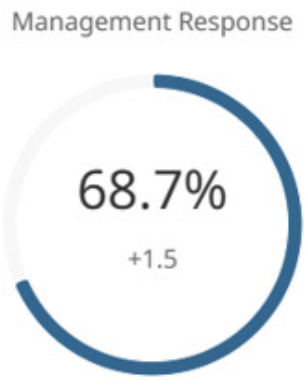
The pie chart below provides important information about the customer profiles for Ecotourism Australia's certified operators, based on trip type demographics. According to the data, 38% of total reviews come from couples' trips, while 31% are from family trips. Solo trips account for 20% of total reviews, but it is noteworthy that only 2% of reviews come from business or corporate trips, who may be less inclined to leave reviews. This presents an opportunity for tourism businesses to boost their number of reviews by finding effective ways to encourage business travellers to share their experiences.



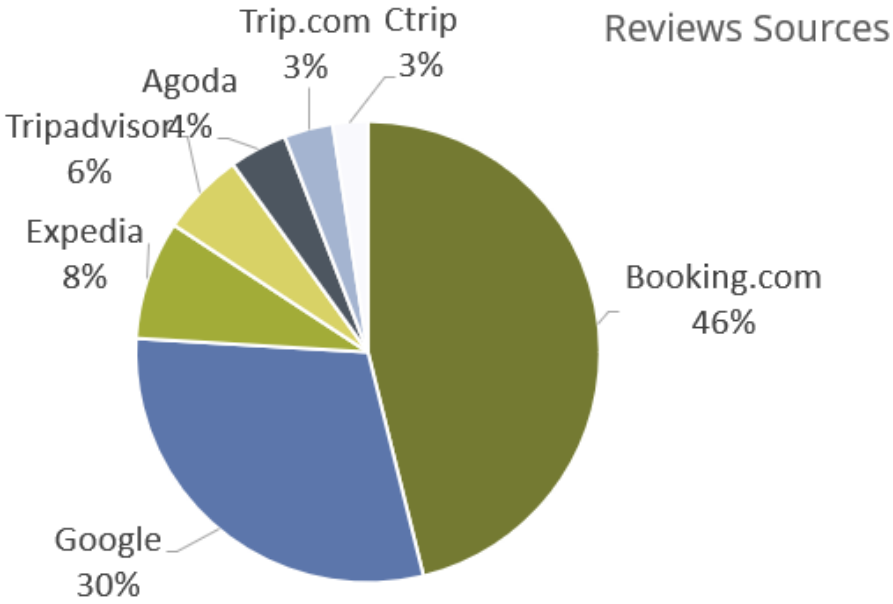
Key Findings for Ecotourism Australia Certified Operators

- 85% of staff mentions are positive.
- Tour operators have the highest GRI score (95.3%).
- The average number of reviews per accommodation business is 810 per year.
- 47% of mentions relate to just five categories: Stay Experience, Location, Staff, Room and Food & Dining.
- The aggregated management response rate is 68.7%, with an average response time of 6.1 days.

Providing a timely response to reviews is a strong area for improvement, with more than 30% of online reviews being unaddressed, and the average response time just over six days.



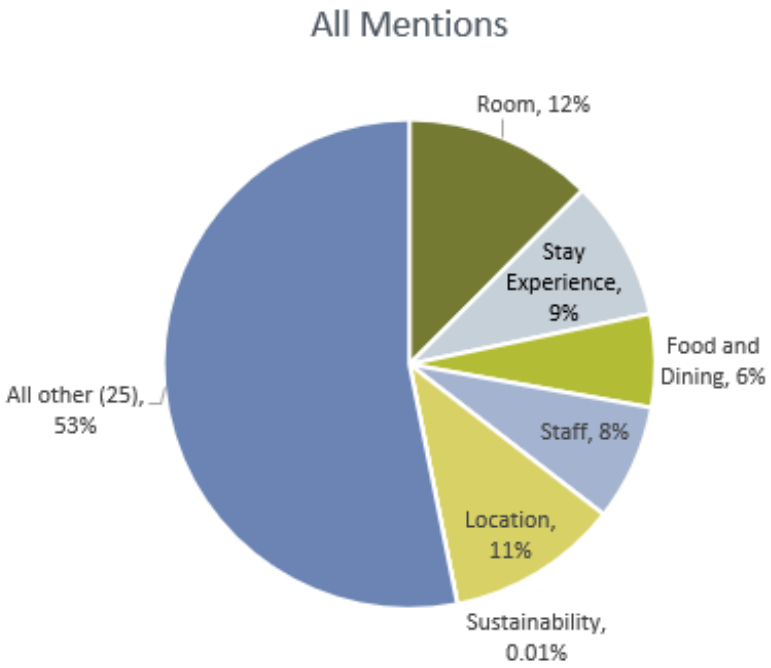




Semantic Analysis

The Semantic Analysis breaks down reviews into mentions of hundreds of key concepts and related sub-concepts.

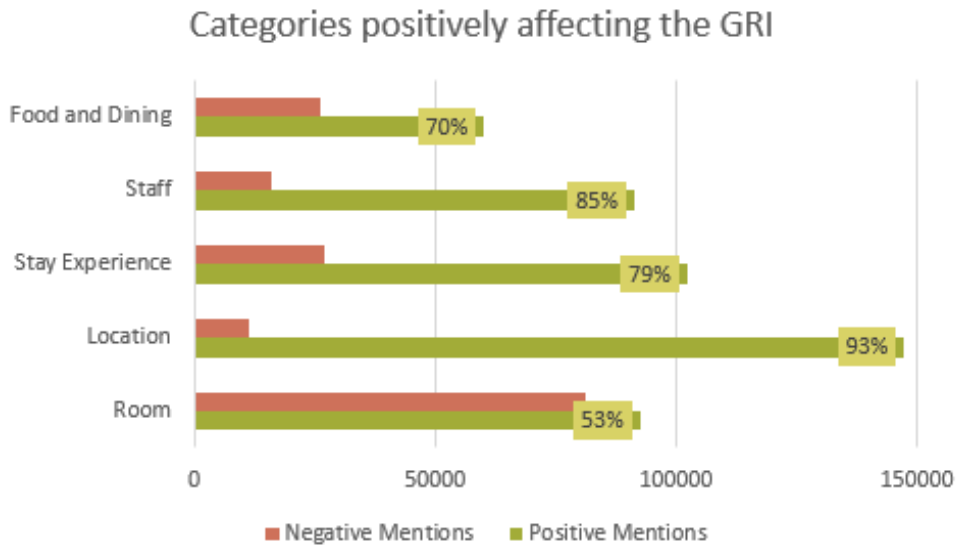
It analyses the sentiment connected to each mention, classifying it as either positive or negative, collected from 175+ online travel agencies (OTAs) and review sites in more than 45 languages.



Customers will review both positive and negative aspects of their experience.

In the semantic analysis of Ecotourism Australia certified operators' reviews, the following categories positively affected the Global Review Index™(GRI):

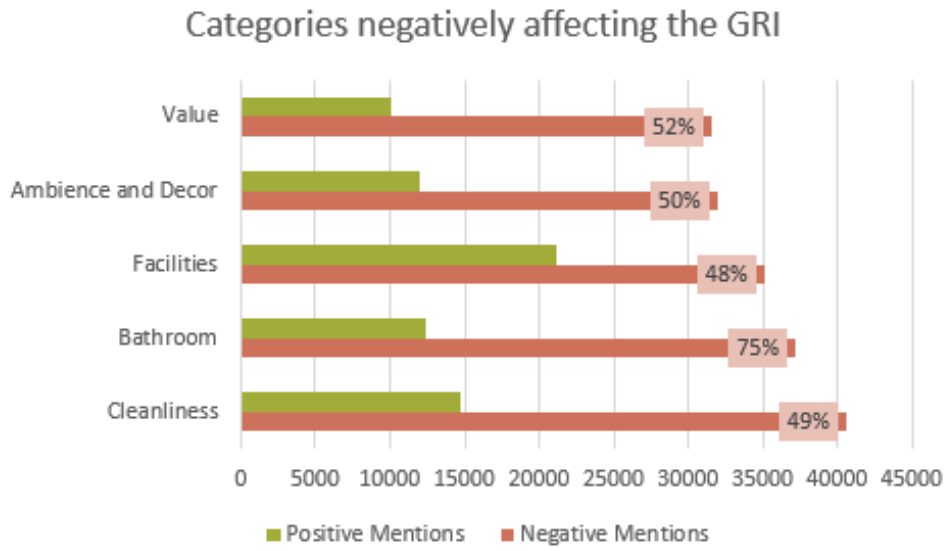
- Food and Dining
- Staff
- Stay Experience
- Location
- Room



Five areas are identified as negatively influencing GRI across Ecotourism Australia's certified operators:

- Value
- Ambience and Decor
- Facilities
- Bathroom
- Cleanliness

Operators are encouraged to identify recurring feedback and focus improvements where they can have the greatest impact on the visitor experience. Feedback should also be considered in the context of the individual business. Not every category will be equally relevant to every operator, particularly across accommodation, attractions and tour experiences. We encourage certified operators to request their individual ReviewPro report to understand how their own business is performing, identify the themes most relevant to their visitors and prioritise areas for improvement.





Boobook Explore, QLD
Advanced ECO Certified
Photo credit: Tourism Australia

Sustainability

The reviews analysed in this report show how guests experience Ecotourism Australia certified operators, from the quality of their service to the people who deliver it. Sustainability is where operators have a strong story to tell, yet it appears in just 1% of guest reviews.

Ecotourism Australia sees this as a clear opportunity. Certification is independently verified, which gives operators a credible foundation to communicate their sustainability achievements with confidence. Operators can showcase best practice, inspire visitors, connect them with purpose and educate them about the positive impact they can make. Celebrating those achievements, and inviting guests to be part of the solution, turns certification into recognition.

Booking.com's annual sustainable travel research highlights the global traveller trends behind this opportunity and provides context for the ReviewPro results for our certified operators. The practical tips that follow show operators how to make their sustainability practices visible to guests.

Trends

Booking.com's 11th annual research report into consumer attitudes and understanding of the social and environmental impact of travel was released in April 2026. With insights from 32,500 travellers across 35 markets globally, the report showed 85% of travellers are saying that more sustainable travel is important or very important to them, with older generations demonstrating greater commitment to specific, more sustainable behaviors than their younger counterparts.

In 2025, travellers booked more than 100 million room nights on Booking.com at accommodation partners with a third-party sustainability certification.

Not surprisingly, 74% of travellers consider the risk of extreme weather both when choosing a destination and timing of trips, and almost a third of travellers globally (31%) reported having to cancel or change trip plans as a result of it.

85% say sustainable travel is important to them.

43% of travellers are avoiding overcrowded destinations.

Key findings from GRI

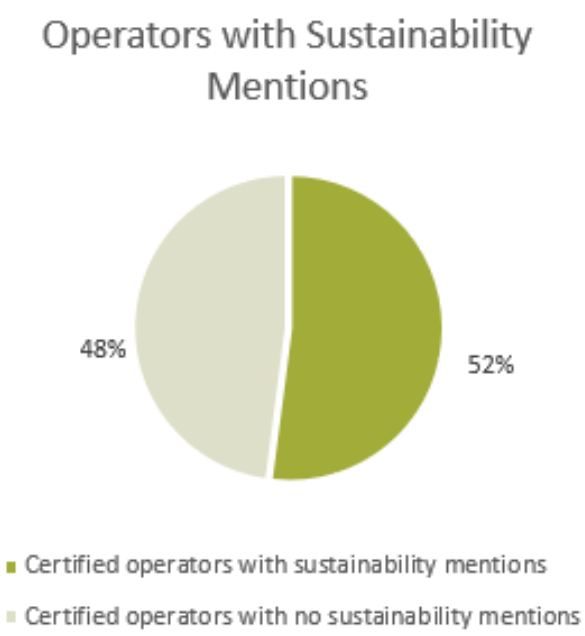
The results show that Ecotourism Australia certified operators continue to deliver strong visitor experiences. They also highlight an important opportunity to better connect the sustainability and climate action happening within certified tourism businesses with what visitors see, understand and ultimately talk about.

Despite the substantial sustainability commitments and practices required through certification, sustainability appears in just 1% of guest reviews, a 36% decrease from the previous year. Almost half, 48%, of Ecotourism Australia certified operators received no sustainability mentions at all. This is an important finding and suggests there may be a gap between the work operators are undertaking and what visitors readily recognise or remember as part of their experience. Sustainability initiatives may be occurring behind the scenes, or visitors may experience their benefits without necessarily identifying them as sustainability actions.

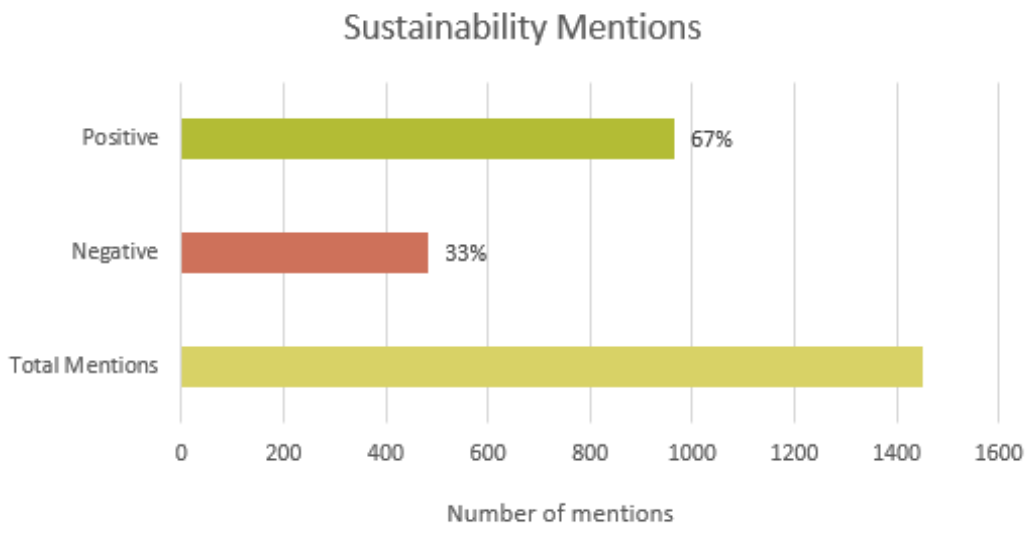
Importantly, the results do not indicate that guests respond negatively to sustainability. Where sustainability is mentioned, 67% of mentions are positive. This provides a strong foundation for operators to build on and make genuine sustainability action more visible, tangible and meaningful throughout the visitor journey.

This could include highlighting sustainability initiatives in pre-arrival information and on websites, explaining them during guest inductions or tour briefings, encouraging staff to talk confidently about relevant initiatives, and using interpretation and signage to help visitors understand the outcomes being achieved.

Operators can also bring their certification story to life by explaining what their certification means and providing specific examples of actions such as conservation and biodiversity protection, renewable energy, emissions reduction, water and waste management, local sourcing, wildlife protection, and contributions to local communities and culture.







Communicating environmental and climate action with confidence

Greater visibility should go hand-in-hand with credible, evidence-based communication.

Expectations around environmental marketing are strengthening globally. The European Union's Empowering Consumers for the Green Transition Directive strengthens consumer protections against practices including certain generic environmental claims, misleading sustainability labels and unsupported claims about future environmental performance.

Ecotourism Australia's existing Member Toolkit - EU Empowering Consumers for the Green Transition Directive encourages certified operators to ensure environmental claims are accurate, transparent and verifiable and to use evidence and, where relevant, independent verification to support what they communicate.

The message for operators is not to stop talking about sustainability. Rather, businesses should tell their sustainability story clearly and confidently while ensuring that what they say reflects what they can demonstrate.

For example, instead of relying on broad statements such as "we're eco-friendly" or "we're committed to sustainability", operators can communicate the specific action being taken, the result or change achieved, how progress is being measured and, where relevant, how it has been independently verified. This reflects the approach already recommended to certified operators through Ecotourism Australia's EU guidance.

This is particularly important when communicating climate commitments and future goals. Businesses should distinguish clearly between:

- what has already been achieved
- actions currently underway
- measurable changes or reductions
- targets and commitments for the future

When communicating future environmental performance, claims must be supported by clear, objective, publicly available and verifiable commitments and targets, supported by a detailed and realistic implementation plan.



South West Eco Discoveries, WA
ECO Certified
Photo credit: South West Eco Discoveries

A practical check for certified operators

The findings in this report provide a timely opportunity to review how sustainability and climate action is communicated across your business.

Review your marketing and ask:

Are our claims specific?
Replace vague environmental statements with clear explanations of what your business is actually doing.

Can we substantiate what we say?
Keep evidence behind environmental and climate claims, particularly where you communicate measurable improvements, reductions or achievements.

Are we clear about future commitments?
Distinguish targets and aspirations from outcomes you have already achieved. Explain the timeframe and how progress will be measured.

Are our certification logos current and being used correctly?
Check your website, booking platforms, brochures, signage, social channels and other marketing materials. Ecotourism Australia recommends operators use the current logo and provide an explanation, or link to an explanation, of what ECO Certification means.

Do visitors understand what our certification represents?
Don't rely on a logo alone. Explain the certification and connect it with genuine examples visitors can see or experience.

Are we making our actions visible?
Look across the entire visitor journey, from researching and booking through to arrival, the experience itself and post-visit communications, for appropriate opportunities to demonstrate your environmental and climate action.

Tell the story, and tell it with evidence

The ReviewPro results reveal an important opportunity for certified operators. Visitors are highly positive about the experiences certified businesses provide, yet much of the sustainability action underpinning those experiences is not being recognised in guest reviews.

The objective should not be to promote sustainability simply to generate more sustainability mentions. It is to help visitors better understand the positive environmental, cultural and community outcomes associated with the experiences they choose.

At the same time, businesses should be able to stand behind the environmental and climate claims they make. Specific actions, measurable progress and independently verified certification can help operators communicate confidently, rather than using vague or unsupported statements.

The message is simple: don't greenhush and don't greenwash. Make your genuine sustainability and climate action visible, explain what you are doing and why, measure progress wherever possible, and give visitors credible evidence of the difference your business is making.



Portland Roads - Sailing the Whitsundays, QLD
Advanced ECO Certified
Photo credit: Portland Roads

Top 10 ways to make your sustainability action visible to visitors

1. Make your certification visible

Display your current Ecotourism Australia certification logo prominently on your website, booking pages, reception or check-in area, vehicles, tour materials and relevant signage. Don't rely on the logo alone. Include a short explanation of what your certification means and why it matters.

2. Use signage to tell the story where it happens

Place simple, engaging signage where visitors encounter your sustainability initiatives. For example, explain solar installations, water refill stations, habitat restoration projects, recycling systems, locally sourced produce or wildlife protection measures. Focus on the outcome and why the initiative matters, rather than simply labelling something as 'sustainable'.

3. Introduce sustainability before guests arrive

Use booking confirmations, pre-arrival emails, itineraries and visitor information to highlight a small number of relevant initiatives. This can also explain how guests can participate, such as bringing a reusable bottle, choosing low-impact transport or following wildlife viewing guidelines.

4. Make it part of the welcome

Build one or two key sustainability messages into check-in, guest inductions, welcome briefings or tour introductions. Keep it relevant to the experience rather than giving visitors a long list of environmental credentials.

5. Empower your staff and guides

Give your team simple talking points about your environmental, conservation, cultural and community initiatives. Guides and frontline staff can explain why a practice exists, what it is achieving and how visitors contribute, helping turn operational action into part of the experience.

6. Show the impact

Where you have evidence, communicate the difference an initiative is making. Instead of simply saying "we are reducing water use", explain what has changed, what you are measuring and the progress made. Specific evidence makes environmental and climate communication more meaningful and credible.

7. Connect sustainability to place

Help visitors understand how their experience contributes to protecting the destination they have come to enjoy. Tell stories about local conservation, biodiversity and wildlife protection, First Nations culture, local producers, community partnerships or restoration activities that are genuinely connected to your operation.

8. Give visitors opportunities to participate

Where appropriate, make sustainability something visitors can experience rather than simply read about. That might include citizen science, conservation activities, wildlife observations, refill stations, recycling and composting, local purchasing or voluntary conservation contributions.

9. Review what you're saying

Regularly check your website, social media, booking platforms, brochures, signage and certification logos. Environmental and climate claims should be specific, current and supported by evidence.

This reinforces the approach in Ecotourism Australia's Member Toolkit - EU Empowering Consumers for the Green Transition Directive, which encourages accurate, transparent and verifiable environmental communication.

10. Ask visitors what they noticed

Use post-visit surveys, feedback forms and conversations with guests to understand which sustainability initiatives they noticed and valued. Rather than asking guests to leave a positive sustainability review, ask what resonated with them. Their feedback can reveal where your sustainability story is working and where greater visibility or explanation may be needed.

Remember, the aim isn't simply to increase sustainability mentions in reviews. It's to ensure that the genuine environmental, climate, conservation and community action being undertaken by certified operators is visible and meaningful to visitors. When guests can see the action, understand the impact and experience it for themselves, they are better placed to recognise its value and share that story with others.



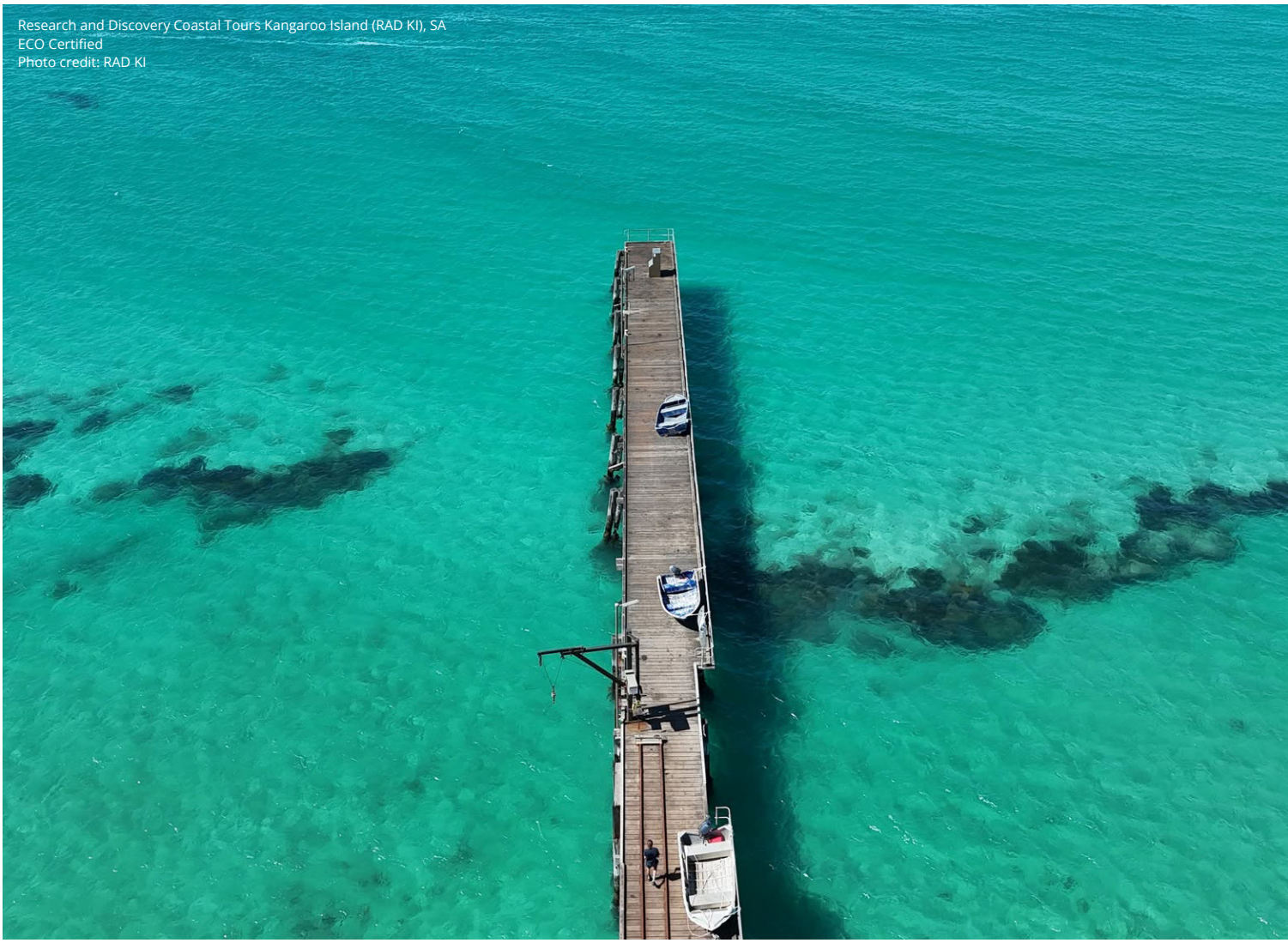
Kestrel Nest EcoHut, NSW
Advanced ECO Certified
Photo credit: Highfield Farm and Woodland

Conclusion

Customer satisfaction is a vital component of running a sustainable tourism business. Visitors appreciate genuine, accurate descriptions of the experiences you offer, and managing expectations is often the key to earning great reviews. To support this, tourism businesses need effective customer satisfaction processes that address all feedback. Responding to positive reviews is just as important as addressing concerns, as it shows customers their time and opinions are valued. With an impressive average score of 88.8%, our certified operators are already delivering exceptional experiences, yet there is always room to continue refining and improving.

For operators who would like to receive their individual Review Results Report and Semantic Result Report, please contact our team at eco@ecotourism.org.au

Note: Operators will not be able to receive a report if their business did not receive enough reviews during the reporting period. Operators need to have more than 25 reviews for ReviewPro to provide a score.



Research and Discovery Coastal Tours Kangaroo Island (RAD KI), SA
ECO Certified
Photo credit: RAD KI

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