



Taos Destination Stewardship Plan

ANALYSIS OF ONLINE TRAVEL REVIEWS

Key Findings | October 2023



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CENTER FOR
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Introduction

Online travel reviews serve as invaluable tools for destination and tourism attraction managers. Through careful analysis of these reviews, managers can identify areas for improvement within their attractions, such as facilities, services, cleanliness, accessibility, or overall visitor experience. Additionally, by analyzing the content of reviews, managers gain insights into visitor preferences and what aspects of the destination or attractions visitors particularly enjoy or value, enabling them to tailor offerings to better align with these preferences. Regularly monitoring online reviews also allows managers to stay abreast of emerging trends, concerns, or issues raised by visitors, facilitating proactive management and timely responses to address any emerging issues before they escalate.

To bridge existing data gaps and gain deeper insights into visitor satisfaction, preferences, and emerging trends at popular attractions and sites, the George Washington University International Institute of Tourism Studies (GW IITS) conducted an extensive analysis of online reviews on TripAdvisor. Recognized as the foremost user-generated content travel review platform in the tourism industry, TripAdvisor is frequently employed by researchers as a singular source for gauging traveler sentiment and preferences. The analysis focused on 17 popular tourism attractions located at least partially within Taos County.

This study forms part of the Taos Destination Stewardship Plan. The plan is a yearlong participatory planning process spearheaded by the Town of Taos that is bringing together residents, local communities, and tourism leaders to develop a shared vision for the future of tourism in Taos. This sustainable tourism plan takes a holistic view of tourism impacts to support tourism benefits while reducing any negative impacts of the visitor industry. Taken together with desktop research, resident sentiment survey analysis and tourism stakeholder consultation, online visitor feedback creates a holistic understanding of the current situation that is essential for future tourism planning.

Methodology

A total of 1,286 online reviews across 17 attractions were scraped and analyzed in April and May 2023. For each attraction, the team analyzed reviews submitted during the full year prior to (2019) and after (2022) the height of the Covid-19 pandemic, to gain a broad perspective on the visitor experience. Table 1 presents the list of attractions included in the study.



Courtesy of Town of Taos



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Table 1: Attractions in Taos with Number of Reviews, by Attraction Type

Attraction Type	Attraction (reviews)
Historical and Cultural Heritage	Kit Carson Home & Museum (52) Kit Carson Park (15) La Hacienda del los Martinez (22) Millicent Rogers Museum (52) San Francisco de Assisi Mission Church (95) Taos Pueblo (282)
Nature, Outdoor Recreation, and Scenic Drives	Enchanted Circle Drive (47) High Road to Taos (84) The Low Road from Taos and Santa Fe (29) Rio Grande del Norte National Monument (18) Rio Grande Gorge Bridge (346) Williams Lake (18) Taos Ski Valley Resort (66)
Leisure and Entertainment	Earthship Visitor Center (59) Harwood Museum of Art (16) Taos Art Museums (23) Taos Plaza (62)

Content analysis was used to examine topics mentioned in the online travel reviews, frequency of mentions, and sentiment. Overall, the reviews were analyzed using a framework that includes a total of 20 topics grouped into three themes (amenities, environment, and experience). Table 2 presents the content analysis framework.

Table 2: Topics and Themes of Attractions in Taos

Theme	Topics
Amenities	Access/Infrastructure Facilities Food & Beverage Information/Interpretation Shopping Transportation
Environment	Cleanliness Health/Safety Scenery Visitor Density Weather/Seasonality Wildlife
Experience	Accurate Promotion Activity Difficulty Customer Service Excursion Length Guide Knowledge Interactions with Locals Interactions with Other Customers Value and Price

Two researchers independently analyzed reviews based on the themes and topics outlined above. For each review, relevant categories were evaluated on a numbered coding system to identify a positive (1) or negative (0) sentiment. The scores were then calculated for each category and tourism attraction type to determine the positive sentiment. Where significant discrepancies were found between the analyses of the two reviewers, a third analyst was invited to evaluate the review scoring and resolve the discrepancies. Categories were deemed significant if they were mentioned in 10% or more of total reviews analyzed. Significant categories were deemed high performing if the average review was 0.75 or higher, and low performing if the average review was below 0.75. The data analysis took place between May and June 2023.



Courtesy of Town of Taos

Main Findings

Finding 1: Visitors had feelings about multiple aspects of their experience at attractions.

Out of the 1,286 reviews that were analyzed, 2,861 issues were identified—about 2.2 issues per review, indicating that visitors have strong feelings about multiple aspects of their experience at attractions. Table 3 provides a breakdown of topic frequency by theme.

Nine of 20 topics were considered significant, as they were mentioned in at least 10% of reviews. Across the nine significant topics, there was an average positive sentiment of 86%.

Table 3 reveals that the most frequently mentioned topics were scenery (40%), value and price (26%), and shopping (25%), which all contributed to the visitor experience. The significantly mentioned topics with the highest positive sentiment were scenery (96%), guide knowledge (96%), and facilities (92%). Meanwhile, the significantly mentioned topics with the least positive sentiment were access/infrastucture (57%) and value and price (79%).

Table 3: Topic Mentions by Theme

Theme	Topic	Frequency of Mentions
Amenities	Shopping	25%
	Facilities	19%
	Access/Infrastructure	17%
	Food and Beverage	12%
	Information/Interpretation	11%
	Transportation	3%
Experience	Value and Price	26%
	Guide Knowledge	15%
	Interactions with Locals	10%
	Activity Difficulty	9%
	Customer Service	6%
	Excursion Length	6%
	Accurate Promotion	2%
	Interactions with Other Customers	0.2%
Environment	Scenery	40%
	Weather/Seasonality	8%
	Wildlife	5%
	Visitor Density	5%
	Health/Safety	3%
	Cleanliness	1%

Finding 2: Topics from the amenities theme were mentioned most frequently in reviews.

All three themes used in this analysis included significant topics. As seen in Table 4, more than half (5 of 9) of the overall significant topics were within the amenities theme, showing that visitors not only had the strongest sentiments about these attractions but also found amenities topics particularly relevant to their experience. Within the amenities theme, the topics of shopping, facilities, and access/ infrastructure were most frequently mentioned.

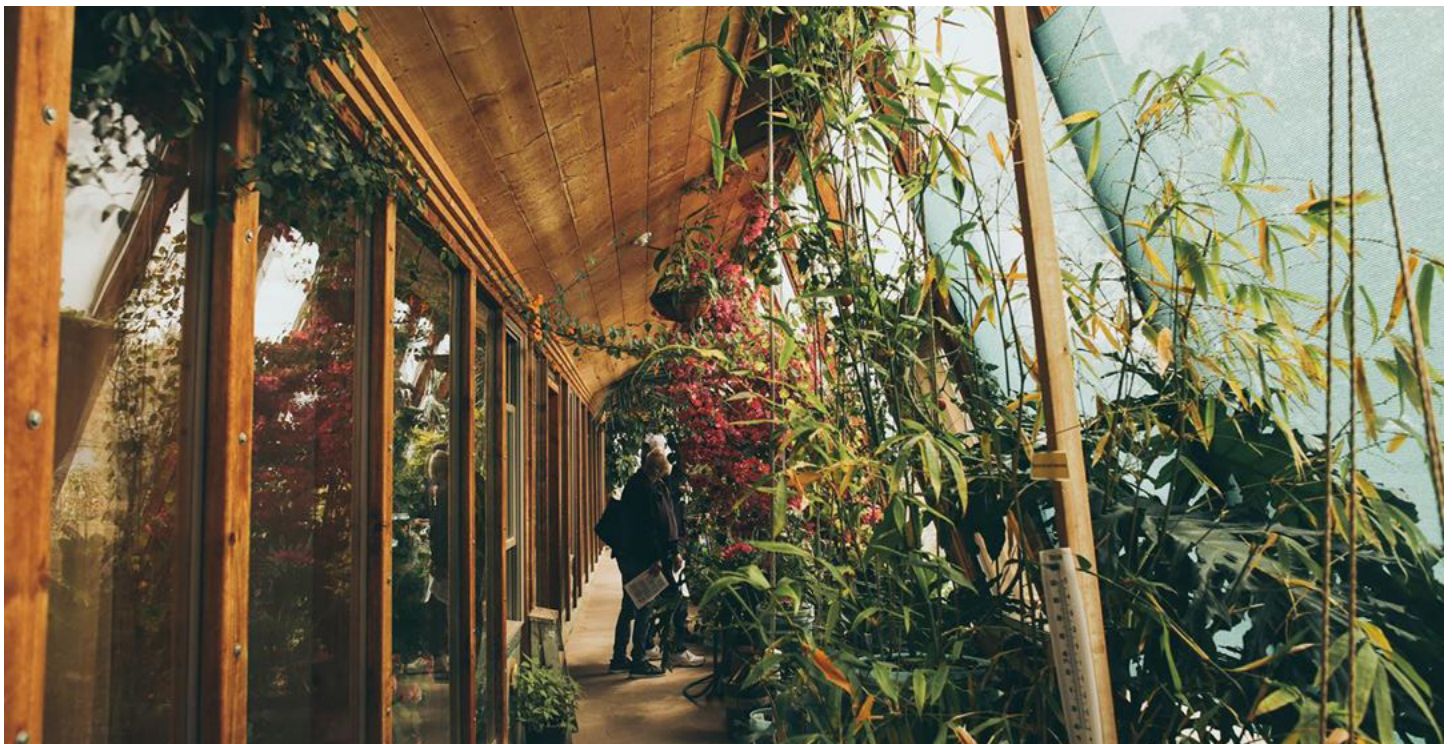
The environment theme only contained one significantly mentioned topics (scenery) but this topic had the highest frequency of mentions (40%) out of all experience topics and was tied for the highest sentiment percentage with guide knowledge (96%).

Within the experience theme, value and price were most frequently mentioned, followed by guide knowledge and interactions with locals (see Table 4).

Table 4: Positive Sentiment of Significantly Mentioned Topics by Theme

Theme/ Frequency of Mentions	Significantly Mentioned Topics (appearing in 10% or more of reviews)	Positive Sentiment	Frequency of Mentions
Amenities 39%	Shopping: opportunities to purchase local goods and services	89%	25%
	Facilities: physical condition of attractions including restrooms, condition of building, etc.	92%	19%
	Access/Infrastructure: the ability to easily access the attractions	57%	17%
	Food and Beverage: food and drink at the attraction	89%	12%
	Information/ Interpretation: information available at attractions to aid with knowledge acquisition or wayfinding	84%	11%
Experience 28%	Value and Price: the cost of the attraction was worth the visit	79%	26%
	Guide Knowledge: the level of helpful and informative commentary provided by guides	96%	15%
	Interactions with Locals: impressions from resident interactions	88%	10%
Environment 33%	Scenery: the natural beauty at the attraction	96%	40%

*Topics with positive sentiment of 75% or less are considered low-performing.



Finding 3: Scenery was the most frequently mentioned and the highest sentiment topic.

Scenery was mentioned in 40% of reviews and had a 96% positive sentiment. This topic was tied with guide knowledge for the highest positive sentiment (see Table 4).

Outdoor recreation attractions had the most mentions of scenery out of all attraction types. On hikes, ski trails, and scenic drives and at viewpoints, the scenery was often described as “beautiful” and “breathtaking.”

Taos has many natural assets that are attributed to its nature, outdoor recreation, and scenic drive attractions. The wonders of these varying natural landscapes appealed to visitors:

- “All I kept thinking as I was doing this drive is how lucky these people were that got to live along this route and look and hear the Rio Grande all the time! I also wanted to jump on a raft and ride the white water! It was such a relaxing drive!” – #522, The Low Road from Taos and Santa Fe, 2019
- “A lovely uphill hike through the forest and when you get to the top you get the reward of the beautiful lake :)” – #485, Williams Lake, 2019
- “The Rio Grande Gorge is worth a short stop for wonderful photo opportunities. It reminded us of the Grand Canyon.” – #37, Rio Grande Gorge Bridge, 2022



Courtesy of Town of Taos

Finding 4: The perception of value and price varied based on attraction type.

Overall, the value and price topic was mentioned in 26% of reviews and had a more positive sentiment of 79% (see Table 4). In this study, a sentiment above 75% is considered positive; however, the perception of value and price varied based on the attraction type.

For nature, outdoor recreation, and scenic drives, the positive sentiment was 88% because there are many free and low-cost options available for these attractions that were frequently noted as “well worth the visit.” For cultural and historic heritage, the positive sentiment was 79% and many attractions were also seen as “worth the stop.” Many of these attractions had reasonable entry prices with the potential to spend more, such as by tipping a guide at Taos Pueblo or shopping at a gift shop.

For leisure and entertainment attractions, the positive sentiment for value and price was only 54%. This was due to higher costs associated with shopping in popular tourist areas and qualms about the Earthship Visitor Center.

Finding 5: Visitors enjoyed shopping opportunities that they saw as authentic.

Shopping was a commonly mentioned topic, appearing in 25% of reviews with 89% positive sentiment, showing that shopping was a positive experience for visitors overall (see Table 4). However, the perception of shopping varied based on attraction type.

Nature, outdoor recreation, and scenic drives had the highest positive sentiment of 98%, as the shopping at these attractions was viewed as authentic:

- “Local Native Americans set up market stalls with very good wares, jewelry, pottery and baskets to sell and at very reasonable prices.” – #5, Rio Grande Gorge Bridge, 2022



Courtesy of Town of Taos

Shopping experiences at cultural and historic heritage attractions were generally positive with a positive sentiment of 91%, which was heavily influenced by the positive shopping experience at Taos Pueblo:

“I could have spent the entire day there going in and out of the pueblos, talking to the artists and watching them work. Everyone there is very friendly. My favorite place bore the sign ‘Real Indian Stuff’. I wear the bracelet she made every day.” – #821, Taos Pueblo, 2019

The lowest positive sentiment for this topic was in the leisure and entertainment attraction type (65% positive sentiment), where some visitors found some shops touristy and inauthentic. Some shops in Taos closed early, which detracted from the visitors’ shopping experience:

- “With the exception of a couple of higher quality establishments, the Plaza is mostly cheap touristy shops with goods of questionable quality and origin.” – #1181, Taos Plaza, 2019
- “This is a nice little square but most businesses were closed by dinner time and the place was not at all vibrant. There are some nice restaurants in the plaza but almost nothing is open after the dinner hour.” – #1158, Taos Plaza, 2022

Finding 6: The facilities in Taos were appreciated for their amenities and architecture.

Visitors mentioned facilities in 19% of reviews with a 92% positive sentiment towards facilities (see Table 4). The attractions in Taos offered visitor amenities like well-maintained restrooms and picnic tables:

- “The bathroom facilities were very clean and well maintained” – #84, Rio Grande Gorge Bridge, 2019
- “Came up to see Sting! Great small venue, Sting put on a terrific show! It was a small park but had lots of bathrooms and porto potty stations, they were clean when I used them!” – #579, Kit Carson Park, 2019

Improvements to facilities in Taos Ski Valley Resort have increased enjoyment of the attraction:

- “Was skiing mostly fresh tracks all morning. I also have to say that the ski area improvements are noticeable, especially for someone like me who last skied at Taos in the early 90s. The base lodge is greatly improved, and I really liked the very new and spacious locker/changing area downstairs below the main lodge. The main difference in the lifts is Chair 1 being a high-speed quad now.” – #572, Taos Ski Valley Resort, 2019

The beautiful architecture in Taos contributed to the positive perception of facilities:

- “Truly a beautiful church. I love adobe structures/Spanish missions/Catholic churches, and this one checks all the boxes. The interior is beautiful and deeply moving.” – #971, San Francisco de Assisi Mission Church, 2019
- “There are a number of interesting artifacts but the main point of interest is the building itself. It shows the relatively primitive conditions of the time and highlights the dangers there (no windows and few outside doors). This is certainly the place to visit to get a feel for New Mexican history.” – #1016, La Hacienda del los Martinez, 2022
- “While this is an art museum, to me the house was the star attraction here. The art was good but one can see good art in many places. But this house is truly unique. All of the carvings built into the house by Fechin are fantastic.” – #1132, Taos Art Museums, 2022

Finding 7: A negative sentiment about accessibility to attractions was linked to attraction closings and wheelchair accessibility.

A more negative sentiment (57%) was expressed about access/infrastructure, which was mentioned in 17% of reviews (See Table 4). Some attractions in Taos were closed, sometimes without notice:

- “Local friends tell us that this pueblo sometimes closes without lots of notice, but we found it open - fortunately so.” – #812, Taos Pueblo, 2019
- “70% of the shops and restaurants were closed. We took the drive from Santa Fe as Taos was recommended however, everything was closed. We tried to have lunch but the very few restaurants that were open had a long wait.” – #1161, Taos Plaza, 2022
- “The small towns offered limited options for meals, and many were closed even when their online presence said they’d be open.” – #348, Enchanted Circle Drive, 2022
- “This beautiful church from the early 1700s was unfortunately closed so we didn’t have a look inside. The outside had some maintenance but not disturbing for looking at the building and walking around it.” – #988, San Francisco de Assisi Mission Church, 2019

Some attractions were not easily accessible to people using wheelchairs:

- “The only issue was that there was no accessible path from the handicapped parking spots to the entrance and the gravel made entry impossible without assistance.” – #522, Millicent Rogers Museum, 2022
- “We are disappointed to see how far away the parking is from the bridge making it difficult for handicapped walkers.” – #222, Rio Grande Gorge Bridge, 2019
- “We really wanted to see the Pueblo main structure but it was about 1/2 mile from the handicap parking area ... The ground is worn dirt so uneven which is very difficult for those needing a cane, walker or wheelchair. A shuttle to the main area would have been so very welcome - but perhaps distract from the area. For those able to walk easily the cost of the ticket would perhaps be worthwhile.” – #748, Taos Pueblo, 2019



Finding 8: Guides at attractions were passionate, knowledgeable, and engaging.

The guide knowledge topic was tied with scenery for the highest percentage of positive sentiment of 96% (see Table 4). This topic was mentioned in 15% of reviews. Guides were knowledgeable experts and passionate about sharing information:

- “Our guide was a volunteer college student and member of the tribe. He was so informative in the history as well as the present day experiences and culture. He exuded pride in his heritage and helped us see and appreciate differences and similarities.” – #712, Taos Pueblo, 2019
- “If you opt to ski with a guide ask for Christine! She knows the mountain backwards and forwards, enjoys sharing its history (which is fascinating), and can either snowboard or ski depending on the group. She snowboarded with us (we had a mixed group of skiers & a snowboarder) and she gave all of us some great pointers, skiers and snowboarder alike!” – #548, Taos Ski Valley Resort, 2022
- “The guys working at the museum were sooo helpful, knowledgeable and truly passionate about this place, it made our visit extra memorable and special.” – #1131, Taos Art Museums, 2022



Courtesy of Town of Taos

Guides were able to engage visitors of all ages:

- “Fascinating! Tour guides live in the community and are well informed. Tour kept our teenagers engaged.” – #1251, Earthship Visitor Center, 2019
- “The curator could talk for hours on the history and Kit, I only wished we had more time to talk to him. It would be nice if they had another film to view besides the one the History Channel did to cover more of Kit’s life. I was very impressed by the time the curator took to include the teenagers in the talk before the tour.” – #613, Kit Carson Home & Museum, 2019

Finding 9: The food in Taos was enjoyed for its flavor and freshness.

Table 4 reveals that the food offerings in Taos were positively described (89%) by visitors and the food and beverage category was mentioned in 12% of reviews. The cultural and local food offerings in Taos were tasty and fresh:

- “You must try the fry bread it’s awesome.” – #747, Taos Pueblo, 2019
- “We also had some bread with white powdered sugar and shared a taco, it was so good!” – #671, Taos Pueblo, 2019
- “We were lucky to be there when the local farmers market was there. Nice and interesting things to buy, from fresh wild mushrooms to a great variety of vegetables and fruits and some nice food.” – #1180, Taos Plaza, 2019
- “History lives at every step here great eateries and shops embrace the culture of Taos” – #1159, Taos Plaza, 2022

Finding 10: Attractions offered information to help visitors better understand history and the environment.

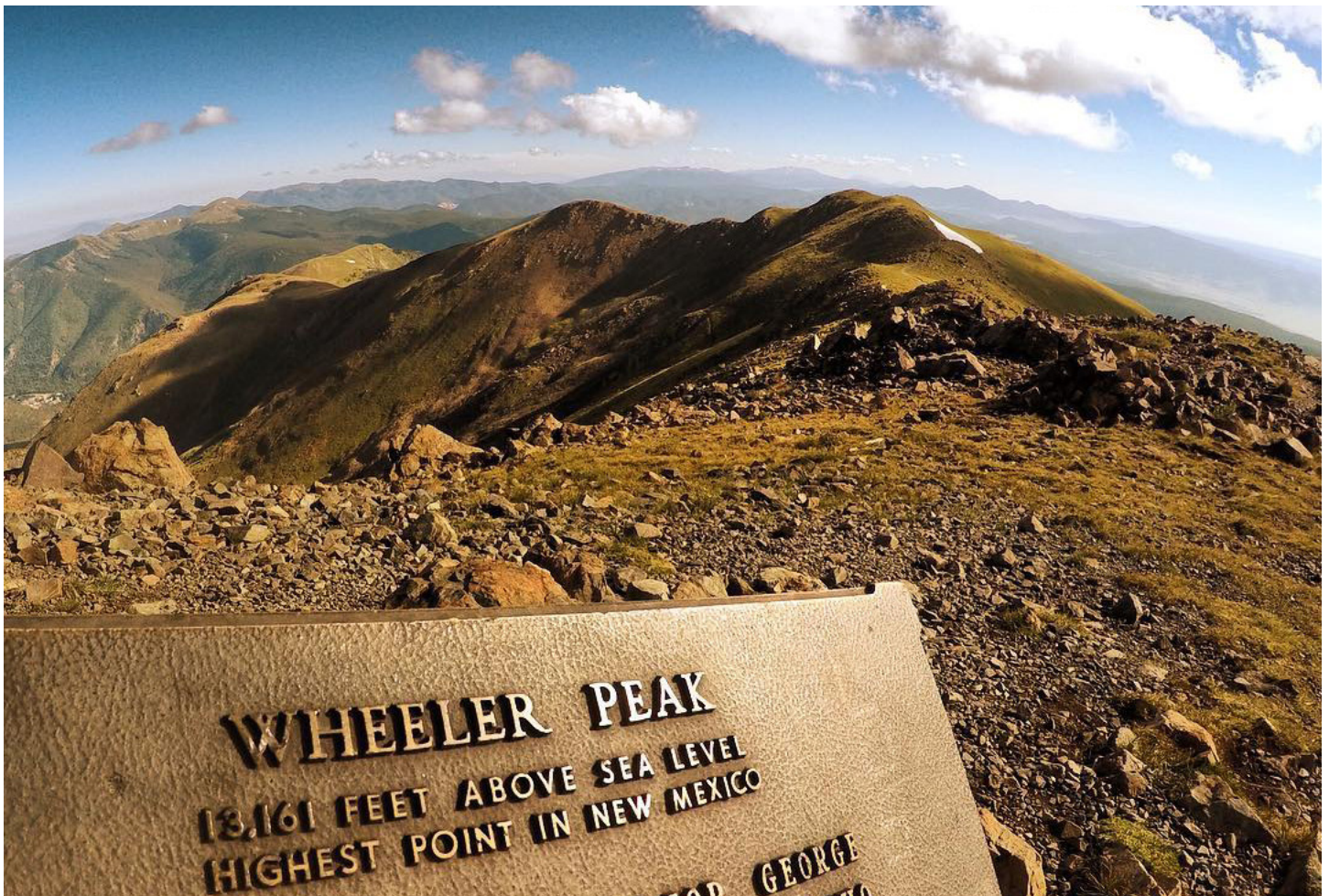
Learning opportunities at attractions deepened visitor understanding. Table 4 indicates that the information/interpretation topic was mentioned in 11% of reviews with 84% positive sentiment:

- “This was a very interesting visit and informative to the max! I got some excellent ideas that I am going to incorporate into my own living.” – #1285, Earthship Visitor Center, 2019
- “We really enjoyed seeing and learning all about Millicent Rogers. This museum has so much to offer in learning about her life and love of Taos and its artisans.” – #550, Millicent Rogers Museum, 2019
- “Ran across this in town. Decided to go in. Watched a short video, in which Kit Carson’s true to life great-grandson plays Kit Carson in the video. Actually was much more interesting than when I probably learned about it in school.” – #592, Kit Carson Home & Museum, 2022
- “The tour is self-guided, but you get a very informative brochure and in the rooms you can visit (21), there is enough information also to get a really good understanding of the role of this very important hacienda and the lives of its inhabitants.” – #1032, La Hacienda del los Martinez, 2019

Finding 11: Visitors’ interaction with locals enriched the visit to Taos.

Interactions with locals were mentioned in 10% of reviews with 88% positive sentiment (see Table 4). In Taos Pueblo, residents were friendly and welcoming:

- “The Taos Pueblo were exceptionally friendly.” – #648, Taos Pueblo, 2022
- “The highlight of my visit was talking with the artisans who sell their work in the little shops. One man told me about how he goes into the mountains to find the clay that is characteristic of the area. He showed me all the steps he goes through to produce his work. Now when I look at the piece I bought from him, I have a greater appreciation for what it took to make it.” – #717, Taos Pueblo, 2019
- “Visiting this Pueblo is humbling. Trying to take in the age, plus the culture, is such a wonderful experience. Everyone I talked with was so polite and helpful.” – #818, Taos Pueblo, 2019



Findings by Attraction Type

Many categories were significant both for attraction types and overall level, but detailed examination yields findings for categories that were only significant at the attraction type level.

As seen in Table 5, the nature, outdoor recreation, and scenic drives attraction type was most frequently reviewed, with 608 of the 1,286 reviews, followed by the cultural and historic heritage attraction type.

Table 5: Attraction Type Comparison by Themes and Categories

Attraction Type	Total Reviews Analyzed / Percentage of Reviews	Themes / Frequency of Mentions	Topics / Frequency of Mentions	Positive Sentiment*
Overall	1,286 reviews	Amenities: 39% Environment: 33% Experience: 28%	Scenery: 40% Value and Price: 26% Shopping: 25%	96% 79% 89%
Nature, Outdoor Recreation, and Scenic Drives	608 reviews 47% of total	Amenities: 29% Environment: 48% Experience: 23%	Scenery: 74% Access/Infrastructure: 23% Value and Price: 21%	96% 63% 88%
Cultural and Historic Heritage	518 reviews 40% of total	Amenities: 48% Environment: 9% Experience: 43%	Shopping: 35% Guide Knowledge: 33% Value and Price: 30%	91% 96% 79%
Leisure and Entertainment	160 reviews 13% of total	Amenities: 55% Environment: 8% Experience: 37%	Shopping: 31% Value and Price: 30% Food and Beverage: 17%	65% 54% 85%

*Topics with positive sentiment of 75% or less are considered low-performing.





Courtesy of Town of Taos

Table 6: Top Nature, Outdoor Recreation, and Scenic Drives Topics/Categories Mentioned by Theme

Theme / Frequency of Mentions	Significantly Mentioned Topics (appearing in 10% or more of reviews)	Frequency of Mentions	Positive Sentiment
Amenities 29%	Access/Infrastructure: the ability to easily access the attractions	23%	63%
	Facilities: the condition of the hard structures of the attractions including restrooms, buildings, etc.	17%	91%
	Shopping: opportunities to purchase local goods and services	14%	98%
Experience 48%	Value and Price: the cost of the attraction was worth the visit	21%	88%
	Activity Difficulty: the ability for the attraction to be explored easily (higher sentiment indicates it is easier to complete visit to attraction)	16%	51%
Environment 23%	Scenery: the natural beauty at the attraction	74%	96%
	Weather/Seasonality: a comfortable weather experience for the attraction	13%	49%
	Wildlife: animal encounters at the attraction	10%	100%

*Topics with positive sentiment of 75% or less are considered low-performing.

Finding 12: The nature, outdoor recreation, and scenic drives attraction type had nearly half of visitor mentions overall.

As seen in Table 6, there were eight significant topics for nature, outdoor recreation, and scenic drives, five of which were overall significant topics. The most frequently mentioned topics for this attraction type were scenery (74%), access/infrastructure (23%), and value and price (21%).

Travelers sentiment was most positive for shopping (98%) and scenery (96%). Travelers reported the least positive sentiment about weather/seasonality (49%), activity difficulty (51%), and access/infrastructure (63%).

Finding 13: Three topics—scenery, access/infrastructure, and wildlife—were significant topics uniquely found in the nature, outdoor recreation, and scenic drives attraction type.

Activity difficulty, weather and seasonality, and wildlife were only significantly mentioned in the nature, outdoor recreation, and scenic drives attraction type (See Table 6). Outdoor recreation activities in Taos were seen as difficult (indicated by a positive sentiment of 51%) but difficulty did not necessarily translate into a bad experience—visitors enjoyed the challenge of tough hikes and ski routes.

Weather/seasonality can be tricky in Taos. Rain, snow, wind, and other elements can interfere with outdoor activities. Visitors enjoyed seeing wildlife such as bighorn sheep, mountain goats and lizards in Taos, leading to a 100% positive sentiment for the wildlife category as seen in Table 6.

Table 7: Top Cultural and Historic Heritage Topics Mentioned by Theme

Theme / Frequency of Mentions	Significantly Mentioned Topics (appearing in 10% or more of reviews)	Frequency of Mentions	Positive Sentiment
Amenities 48%	Shopping: opportunities to purchase local goods and services	35%	91%
	Facilities: the condition of the hard structures of the attractions including restrooms, buildings, etc.	24%	94%
	Information/Interpretation: information available at attractions to aid with knowledge acquisition or wayfinding	17%	90%
	Food and Beverage: food and drinks at the attraction	16%	98%
	Access/Infrastructure: the ability to easily access the attractions	12%	48%
Experience 43%	Guide Knowledge: the level of helpful and informative commentary provided by guides	33%	96%
	Value and Price: the cost of the attraction was worth the visit	30%	79%
	Interactions with Locals: impressions from resident interactions	19%	93%
Environment 9%	Scenery: the natural beauty at the attraction	10%	96%

*Topics with positive sentiment of 75% or less are considered low-performing.



Finding 14: The cultural and historic heritage attraction type was mentioned in the widest variety of topics.

All nine significant topics in this study were also significant in our analysis of the cultural and historic heritage attractions. As seen in Table 7, the most frequently mentioned topics for this attraction type were shopping (35%), guide knowledge (33%), and value and price (30%).

Travelers sentiment was most positive for food and beverage (98%) and scenery (98%). Travelers reported the least positive experiences with access and infrastructure (48%) and value and price (79%).

Table 8: Top Leisure and Entertainment Topics Mentioned by Theme

Theme / Frequency of Mentions	Significantly Mentioned Topics (appearing in 10% or more of reviews)	Frequency of Mentions	Positive Sentiment
Amenities 55%	Shopping: opportunities to purchase local goods and services	31%	65%
	Food and Beverage: food and drinks at the attraction	17%	85%
	Information/Interpretation: information available at attractions to aid with knowledge acquisition or wayfinding	16%	77%
	Access/Infrastructure: the ability to easily access the attractions	14%	45%
	Facilities: the condition of the hard structures of the attractions including restrooms, buildings, etc.	13%	85%
Experience 37%	Value and Price: the cost of the attraction was worth the visit	30%	54%
	Customer Service: the experience staff at an attraction provides to visitors	10%	94%
Environment 8%	None		

*Topics with positive sentiment of 75% or less are considered low-performing.



Finding 15: Over half of all category mentions for leisure and entertainment attractions were under the amenities theme.

There were seven significant topics mentioned in the leisure and entertainment attractions, six of which were reflected in the general findings. As seen in Table 8, the most frequently mentioned topics for this attraction type were shopping (31%), value and price (30%), and food and beverage (17%).

Travelers sentiment was most positive for customer service (94%), facilities (85%), and food and beverage (85%). Travelers reported the least positive experiences with access and infrastructure (45%) and value and price (54%).

Finding 16: Customer service had the highest positive sentiment of all significant topics under the leisure and entertainment attraction type.

The customer service category had a positive sentiment of 94% and was mentioned in 10% of leisure and entertainment attraction reviews. Local employees were helpful and friendly:

- “The guys working at the museum were sooo helpful, knowledgeable and truly passionate about this place, it made our visit extra memorable and special. We drove up to Taos from Santa Fe just to see this museum and to be honest I would drive twice the distance to do it again, absolutely wonderful place with amazing history and truly caring people who maintain it.” – #1131, Taos Art Museums, 2022
- “Enjoyed the shops here. Very friendly, helpful folks who made our visit special.” – #1184, Taos Plaza, 2019
- “There is a self-guided tour and the people manning the desks were knowledgeable, passionate, and very willing to share their experience” – #1267, Earthship Visitor Center, 2019



Courtesy of Town of Taos

Concluding Insights

The main takeaways from the analysis of online travel reviews are as follows:

Overall, Taos attractions were positively perceived by visitors. Across all nine significant topics (i.e. mentioned more than 10% of reviews), there was an average positive sentiment of 86%.

Scenery was the most frequently mentioned and highest sentiment topic.

The facilities in Taos were appreciated for their amenities and architecture.

The perception of value and price varied based on attraction type.

A negative sentiment about accessibility to attractions was linked to attraction closings and wheelchair accessibility.

Visitors had feelings about multiple aspects of their experience at attractions.

Visitors enjoyed shopping opportunities that they saw as authentic.

Topics from the amenities theme—such as shopping, food and beverage, information/interpretation, access and infrastructure and facilities—were mentioned most frequently in reviews.





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