

**Dicymee Andrei Rabina Reyes**

**F&B EXPERIENCE: IMPACT ON CUSTOMER SATISFACTION & HOTEL  
REPUTATION OF ESTIVAL PARK MARENA IN ESTIVAL PARK RESORT**

**BACHELOR'S DEGREE FINAL PROJECT**

**directed by Professor Lourdes Bujalance López**

**Bachelor's Degree in Tourism and Hotel Management**



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## Abstract

The Food & Beverage (F&B) department is one of the most important branches of a hotel (Azzahra, 2023). The department is responsible for delivering food and beverage service to guests.

This research conducts a study and analysis of the impact of F&B experience on customer satisfaction and hotel reputation of Estival Park Marena from the reviews across different online platforms such as Google Reviews, TripAdvisor, and Booking.com. Moreover, a study of its competitors is also conducted to differentiate what the hotel could offer from that of its competitors.

The results from this study include a series of calculations obtained by using the data collected from these online review platforms. For instance, the analysis reveals that a high percentage of guests leave comments related to food or beverages at Estival Park Marena, especially on TripAdvisor. The Net Sentiment analysis shows that most F&B-related reviews are generally positive across all three platforms, meaning F&B offerings positively contribute to customer satisfaction. Monthly ratings also show higher scores in months like August in Google Reviews and Booking.com, where reviews highlight satisfaction with the all-inclusive package and F&B quality.

**Keywords:** F&B, F&B Experience, customer satisfaction, guest experience, online reviews, negative reviews, positive reviews, feedback.

## Resumen

El departamento de Alimentos y Bebidas (A&B) es una de las sucursales más importantes de un hotel (Azzahra, 2023). El departamento es responsable de entregar el servicio de comida y bebida a los huéspedes.

Esta investigación realiza un estudio y análisis del impacto de la experiencia A&B hacia la satisfacción del cliente y la reputación hotelera de Estival Park Marena a partir de las reseñas en diferentes plataformas en línea como Google Reviews, TripAdvisor y Booking.com. Además, también se realiza un estudio de sus competidores para diferenciar lo que el hotel podría ofrecer en comparación con sus competidores.

Los resultados de este estudio incluyen una serie de cálculos obtenidos utilizando los datos recopilados de estas plataformas de revisión en línea. Por ejemplo, el análisis revela que un alto porcentaje de huéspedes deja comentarios relacionados con alimentos o bebidas en Estival Park Marena, especialmente en TripAdvisor. El análisis de Sentimiento Neto muestra que la mayoría de las reseñas relacionadas con A&B son generalmente positivas en las tres plataformas, lo que significa que las ofertas de A&B contribuyen positivamente a la satisfacción del cliente. Las calificaciones mensuales también muestran puntuaciones más altas en meses como agosto en Google Reviews y Booking.com, donde las reseñas destacan la satisfacción con el paquete todo incluido y la calidad de A&B.

**Palabras clave:** A&B, experiencia A&B, satisfacción del cliente, experiencia del huésped, reseñas en línea, reseñas negativas, reseñas positivas, feedback.

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# 1. Introduction

This study, F&B Experience: Impact on Customer Satisfaction & Hotel Reputation of Estival Park Marena in Estival Park Resort, analyses the impact of the Food & Beverage services at Estival Park Marena. The hospitality industry is very competitive, and studies show that customer satisfaction positively affects a hotel's success and value (Sun & Kim, 2013). Customer satisfaction is an important factor to any successful business since "*considerable research has shown linkages between customer satisfaction and profits*" (Zeithaml et al., 2010). Food & Beverage services are one of the most important components that have a direct influence on guest experience, which has a direct impact on overall customer satisfaction (Admin, 2023). Therefore, it is relevant to study how F&B services affect customer satisfaction and online reputation. This could also be a tool for hotels to improve their service quality, meet guest expectations, and stay competitive in the market. Understanding this relationship is important in the current digital world, where guest reviews could influence the booking decisions of potential customers (Phillips *et al.*, 2017).

In today's digital world, social media platforms like TripAdvisor and travel blogs have become important to how travelers search for and access travel information. As Xiang and Gretzel (2010) explain, these user-generated content platforms are increasingly dominant in online search results making them important sources of information that shape travelers perceptions and decisions.

Estival Park Resort offers a lot of experiences, including leisure, accommodation, and dining services not only for guests but also for outsiders. Over the years, the expectations of customers continue to evolve, and numerous aspects of a hotel are considered, such as the F&B experience. This study aims to analyze how the quality of F&B service, specifically at Estival Park Marena impacts customer satisfaction and its online reputation.

At the hospitality sector, F&B experience plays an important role on both customer satisfaction and a hotel's reputation. As Abdullah *et al.* (2023) stated, "*Client satisfaction at restaurants in five-star hotels was positively impacted by the*

*characteristics of the food and beverages*". This shows how F&B quality can directly influence how a hotel is perceived.

The quality of F&B services at Estival Park might have an impact on online reviews and guest perceptions, all of which could have an impact on the hotel's competitive position. However, the impact of F&B experiences on customer satisfaction and the hotel's reputation is not clear. Understanding this can help improve service and enhance guest experience.

Therefore, this study seeks to answer the following research questions:

- I. What impact do online reviews of F&B experience have on customer satisfaction at Estival Park Marena?
- II. What impact do online reviews of F&B experience have on the hotel's online reputation at Estival Park Marena?

For this reason, a qualitative research method is needed to collect data, specifically through the analysis of online reviews.

The objective of this study is to analyze the impact of F&B experience of Estival Park Marena on hotel customer satisfaction from all the reviews consulted during the time of investigation, and the hotel reputation during June to September 2024 in comparison to its yearly average rating of 2024.

## 2. Theoretical Framework

### 2.1. Importance of F&B in a hotel

The food and beverage services in a hotel hold immense importance, significantly contributing to a business's financial success and the guests' overall experience. The guests need to eat and drink, so F&B represents a significant revenue generation opportunity for a business if it's done well (Elphick, 2025). Basically, if a hotel offers its F&B offerings correctly, clients are more probably to be satisfied.

*Food and beverage operations are extremely important for any hotel. Catering, by far, is the most profitable of the F&B operations” (Prior, 2002).* This underlines the fact that F&B is one of the most important branches of a hotel in terms of revenue generation. Since it's one of the most profitable departments, it means that guests value their dining experiences during their stay, and they believe food and beverages are an important factor that influences their customer experience.

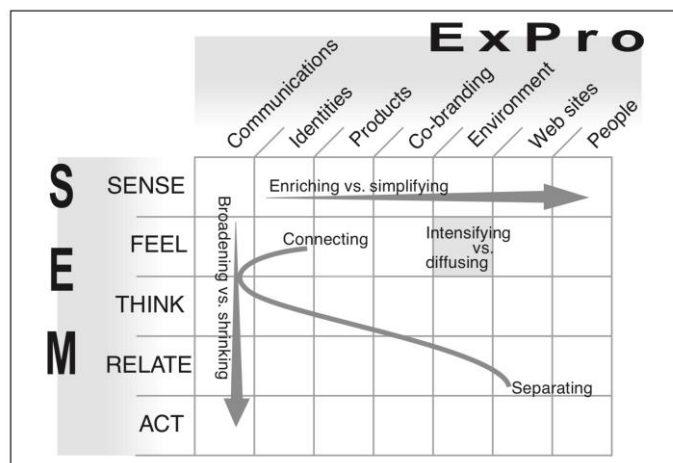
Numerous studies have found that travelers are showing a growing interest in searching for new experiences that are obtained from exploring the cultures and traditions of a specific destination. Moreover, it has also been shown that gastronomy experiences can significantly influence customer satisfaction of a traveler regarding a destination (Hendijani, 2016). This means that the F&B experience could have an influence on customer satisfaction based on their experience, may it be negative or positive.

### 2.2. Customer Experience

Customer Experience is the overall experience and impression a person forms after interacting with a business throughout their journey as a customer. It encompasses every touchpoint, from initial awareness and engagement to the consumption of services and post-experience feedback (Henry, 2025).

In 1999, Bernd H. Schmitt introduced the Experiential Marketing Theory, which centers on creating memorable and engaging experiences for customers rather than simply selling products or services. In his work, he explains that “*traditional marketing and other business fields offer hardly any guidance for capitalizing on the emerging experiential economy,*” which means traditional marketing won’t be useful to succeed in the new economy, as customers now value experiences more than just products or services. Moreover, he also explained that traditional marketing tends to emphasize product features and benefits, which he believes isn’t enough to build strong customer relationships. As an alternative, he proposed that businesses should focus on five strategic experiential modules (SEMs), which managers could use to offer customers a variety of experiences.

**Figure 1. Experiential Marketing Theory (Schmitt, 1999)**



Source: Strategic experiential modules (SEMs) can be used to create different types of customer experiences. From *Experiential Marketing: A New Framework for Design and Communications* by B. Schmitt, 1999, *Design Management Journal*, 10(2), p. 13.

The strategic experiential modules include sensory experiences (SENSE), affective experiences (FEEL), creative cognitive experiences (THINK), physical experiences, behaviors, and lifestyles (ACT), and social-identity experiences that result from relating to a reference group or culture (RELATE) (Schmitt B., 1999).

### **2.3. Importance of Guest Reviews**

First and foremost, when planning a trip, tourists normally reserve accommodation that they have never visited before. Therefore, these tourists do their own investigation regarding the accommodation facilities to evaluate and so that their choice is the best among other alternatives.

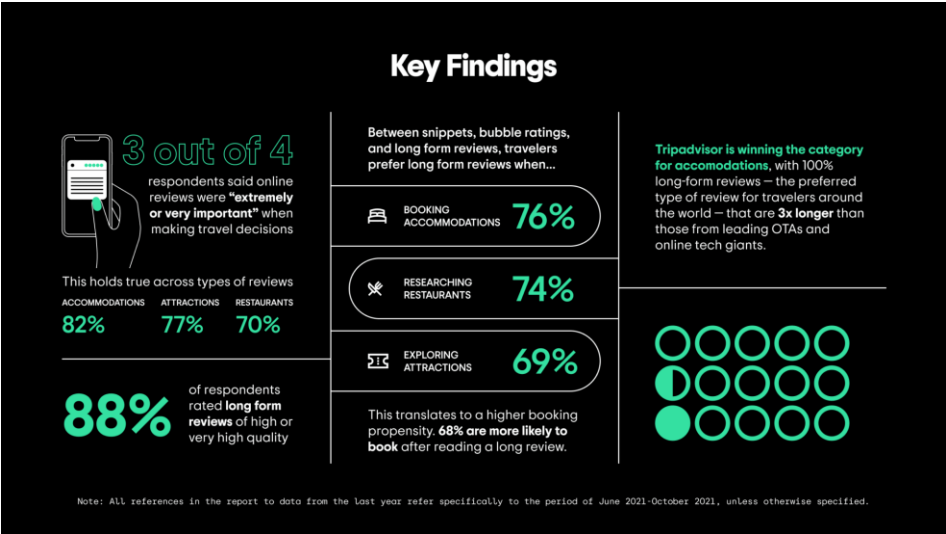
The rise of internet technologies has transformed word-of-mouth communication into electronic formats, for instance, social networking sites, blogs, discussion forums, or review sites. This has allowed people to share one's opinions and experiences with the world, no matter the country or society they live in (Cheung and Lee, 2012). For this reason, online reviews play an essential role as an important factor in choosing and booking accommodation. These online reviews are often posted either on the hotel's website or on various other platforms, where this review acts as a credible tool for booking accommodation since the reviews of the previous guests who have already used the services of the accommodation facility share their experience, may it be satisfaction or dissatisfaction

Nowadays, in the hospitality sector, guest reviews play an essential role in a hotel's success. With the emergence of online review platforms and social media, guests are now more informed about a specific destination regarding the opinions of others, and they now wield a powerful influence over the decisions of potential visitors. Online customer reviews, which were written by previous guests, tend to have a big impact on how people make decisions compared to traditional forms of advertising, like TV commercials, printed ads, etc. (Phillips *et al.*, 2017). This means that feedback from online platforms is more impactful nowadays.

If we look at Figure 2, an important portion (3 in 4) of respondents said that online reviews were "extremely or very important" when making travel decisions. This means that with the emergence of the internet, travelers are now well informed regarding a specific accommodation or business, as they try to research beforehand to evaluate whether the online reviews from previous guests were either positive or negative. They want to know if others had a good or bad experience at the place. Moreover, the longer

the review is, the more information these potential guests receive; in that case, the longer the review, the greater the possibility of booking. If we look at Figure 2, it shows that 68% are more likely to book after reading a long review. Therefore, the more detailed the review is, the more useful it becomes, as it allows potential guests to evaluate the experience, whether it was positive or negative, in order to make a better decision.

**Figure 2: Impact of Guest Reviews on Hotel Booking Behavior**



Source: Zarnik. *Guest Reviews: The Hidden Force.*  
<https://blog.zarnik.com/marketing/guest-reviews-the-hidden-force>

**2.3.1. The Impact of Guest Reviews on a Hotel’s Reputation**

A hotel with a large number of positive reviews will be more likely to draw more visitors than one with few or negative reviews. Moreover, positive reviews generates trust and credibility because guests would tend to book a stay at a hotel with positive feedback from previous guests (Hotel, 2024). Guest Reviews are a window through which hoteliers can identify areas of weakness in their operations. From a delay in room service to a problem with cleanliness, guest reviews give hotels actionable feedback that allows them to fix issues as and when they arise (Hay, 2024).

According to Anagnostopoulou et al. (2020), most of the positive online reviews that could be found on online platforms are usually homogenous, mentioning similar themes compared to negative reviews, which are usually more heterogenous since people complain about many different issues, and not everyone has the same experience. This study underlines the fact that there is a strong connection between the positive reviews to how well a hotel does financially. Whenever hotels receive numerous positive reviews, these hotels tend to make more profit. This means that if guests talk about equally good experiences repeatedly, it is to the advantage of the hotel not only in terms of gaining trust but also in terms of increasing business success.

Nowadays, people usually read reviews first before making a decision or making a reservation, since guests are now more informed as they do their research to make sure they have made the best decision. Important factors such as the location, type of rooms, and amenities are often evaluated during this process. Online review platforms such as TripAdvisor, Booking.com, and Google Reviews have an important role in how the public image of a hotel is perceived. A good online reputation is just as important as the hotel's facilities.

### ***2.3.2. The Dangers of Negative Reviews***

Negative reviews could discourage potential customers and harm a hotel's reputation. Basically, when a hotel gets bad reviews, it can make potential guests not want to book there, which can lower the hotel's profits (Min *et al.*, 2015). For this reason, it's important to resolve or correct these negative reviews in order to provide quality service to the customers. Basically, businesses need to see these negative reviews as a tool for improvement, as the guests are helping them point out which areas they could improve.

Nowadays, with the emergence of the internet, travelers tend to do their research regarding a specific place they want to visit. They find it easy to visit these online review platforms just by using the internet, and find it more credible since they are reading a legitimate experience from previous guests. Therefore, whenever they see negative

comments about a specific place, they tend to look for others with more positive reviews.

*In the hospitality sector, customers increasingly rely on eWOM to seek information about service providers and to share their personal experiences of services encounters” (Liu et al., 2021).* This means that numerous people use eWOM<sup>1</sup> to seek information regarding service providers and also share their experiences. In other words, they leave their comments on online platforms regarding their experience and opinions about products and services. This could also mean that they are free to comment whether they had a positive or negative opinion since they have the right to share their experience in order to inform potential guests.

Negative reviews are more memorable and impactful than positive reviews since they are usually viewed more than positive reviews (Min et al., 2015). This means that whenever potential guests encounter negative reviews, they are usually left with this impression, so they try to investigate more in depth if there are similar reviews to evaluate whether the place being searched is the best one before making a final decision.

In addition, according to Olson & Ahluwalia (2021), if individuals are to leave any feedback on online platforms from their experience regarding a product or service, it's usually negative feedback since it's more memorable for them than their positive experience.

According to the study of Baumeister et al., (2001), they stated that *bad is stronger than good*” in most events. So, if we relate this to the negative experiences of guests in a hotel, it will imply that negative experiences will be more impactful than positive experiences. For example, if a guest had a negative experience with their dining experience at a hotel, they usually talk about it more, especially through online reviews. That is why negative reviews are communicated widely than positive. In their study,

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<sup>1</sup> **eWOM:** “Originating from the concept word of mouth (WOM), eWOM refers to any Internet-mediated informal communication about products, services or brands, regardless of the information valence” (Liu et al., 2021).

they discovered that, in numerous aspects, such as emotions, relationships, learning, and decision-making, negative experiences usually have a bigger and longer-lasting impact than positive ones.

## **2.4. Positioning within the competitive set & differentiation of services**

In order to perceive the situation of Estival Park Marena, it was important to consider its competitors to better understand the hotel's positioning in the market. Moreover, this serves as a tool to differentiate the hotel by investigating the different services the competitors offer compared to Estival Park Marena, potentially helping the hotel become more competitive or improve its own services. In other words, the aim is both to perceive the hotel's positioning within its competitive set and to identify differentiation of services.

### ***2.4.1. The Competitive Set & Positioning***

Figure 3 shows information about Estival Park Marena and three of its competitors in La Pineda, which are Hotel Palas Pineda, Golden Donaire Beach, and Best Sol D'Or. They are considered competitors of Estival Park for several reasons, starting with their proximity since all of them are situated in La Pineda which means they are within the same geographic and market context. Moreover, these hotels provide their guests with same or identical services and products, specifically catering to similar customers, of which families represent the majority.

They offer similar services that are mostly targeted at families and leisure travelers. But this figure shows some of the differences, such as the positioning, which is basically how some potential guests perceive the hotel based on, for example, the rates each hotel offers and how they promote their products.

In order to perceive their positioning focus and differentiation of services, it was necessary to visit their respective websites to consult what kind of services, and experiences each hotel emphasized to attract their potential guests.

**Figure 3: Positioning & Competitive Set: Estival Park Marena vs. Competitors**

<b>Criteria</b>	<b>Estival Park Marena</b>	<b>Hotel Palas Pineda</b>	<b>Golden Donaire Beach</b>	<b>Best Sol d'Or</b>
<b>Category Rating</b>	4★superior	4★superior	4★	4★
<b>Online Reputation (Booking.com)</b>	8.2/10	8.2/10	8.6/10	7.8/10
<b>Price Room Only Price (4 nights, 2 adults July 28-Aug 1, 2025 in Standard Room)</b>	899.8€	928.80€	670.32€	632.38€
<b>Location</b>	Near Beach	Near Beach	Beachfront	Near Beach
<b>Positioning Focus</b>	Family-oriented with strong wellness and sports offerings (Splash Park, Kids Club, Spa, Sports Club, etc.)	Family-friendly and leisure (Emphasizes relaxation, Pools, Miniclub, etc.)	Family-oriented (Relaxation, kids activities available but not central in marketing)	Budget-friendly for families (emphasizes value, splash park and kids entertainment)

Source: Own Elaboration, May 2025.

### **Category Rating**

Estival Park Marena is rated 4-star superior, together with Hotel Palas Pineda, while Golden Donaire Beach and Best Sol D'Or have a standard 4-star classification. This means that Estival Park Marena was classified slightly higher than Golden Donaire Beach and Best Sol D'Or.

## **Online Reputation (Booking.com)**

As we can see in Figure 3 Golden Donaire Beach has the highest rating of 8.6/10, which means, that out of the rest of the hotels, it has the best online reputation. On the other hand, Estival Park Marena and Hotel Palas Pineda have the same rating of 8.2/10. Best Sol D'Or has the lowest rating among the rest with 7.8/10.

Estival Park Marena is performing well, but in terms of online reputation, it needs more improvement to be perceived as a trusted and popular place.

## **Price**

The room rates were also compared from 28 July until August 1, 2025, for four nights in a Room Only in a Standard Room. The rates were collected from their respective websites (see Images 1, 2, 3, and 4 in the annex). As we can see in Figure 3, Estival Park Marena is the one that offers the second most expensive rate for these specific dates, with 899.80€ for a 4-night stay in the Room Only regime. While the most expensive is Hotel Palas Pineda with 928.80€. In contrast, Golden Donaire Beach (670.32€) and Best Sol D'Or (632.38€) offer significantly lower rates compared to the other two.

## **Location**

All of these hotels are near the beach, so guests can access it easily. However, Golden Donaire Beach has an advantage here since it is located right on the beachfront. Estival Park Marena is still very close to the beach, but compared to Golden Donaire Beach, it might not stand out as much in terms of direct beach access.

## **Positioning Focus**

Estival Park Marena is family-oriented with a strong emphasis on wellness, kids' entertainment, and sports. Aside from promoting child-friendly amenities like Kids Club and Splash Park, the hotel also promotes other enjoyable services for adults such as a spa, fitness center, and sports club, creating a well-balanced experience for all ages.

Hotel Palas Pineda also targets families, but it highlights relaxation and leisure, emphasizing some of their services such as spa, gym, and entertainment.

Golden Donaire Beach is also family-oriented and offers kids amenities, but its marketing emphasizes relaxation and beachfront enjoyment.

Lastly, Best Sol D'Or positions itself as a budget-friendly choice for families, but with numerous services that are family-oriented.

#### ***2.4.2. Differentiation of Services***

Estival Park Marena is a family-oriented resort emphasizing wellness, sports, and entertainment for all ages. It is characterized by its pools, including a splash pool with slides for children. The TUI Suneo Estival program offers unique entertainment activities with an international twist. Moreover, guests can enjoy the AQUUM Spa and Wellness Center with indoor pools, physiotherapy, and training classes. They also have a gym, and sports facilities such as the paddle tennis courts. At the hotel, they have a buffet restaurant with live show cooking and a snack bar. They also offer a Kids Club for youngsters to be entertained. In addition, they offer a 24-hour reception, free Wifi, Day and Night Entertainment, rental cars, hiking excursions, free luggage storage, games room, laundry services, transfer services, parking, and electric car parking.

Hotel Palas Pineda is also family-oriented, characterized by its outdoor swimming pool with water slides, an adult-only area, and a Mini Club for youngsters. The hotel has three buffet restaurants with live show cooking and a snack bar terrace. Guests can enjoy daily entertainment programs, both day and night. They offer 24-hour reception, car parking, free Wifi, laundry services, car rental, and hosting facilities for weddings and banquets.

Golden Donaire Beach offers direct access to the beach and a variety of activities for all ages. The hotel offers an outdoor pool and a children's pool as well as a hammock zone. The hotel has a main restaurant aside from others such as Restaurant & Lounge Bar Xaloc, Restaurant Garbí, and Casual Food & Drinks Mestral. Every night they host

evening entertainment which includes live shows and music on the terrace. The hotel also have a Mini Club for the youngsters to keep them entertained. Moreover, the hotel also offer a sauna, gym, heated indoor pool, free luggage storage, free Wifi, charging points for electric vehicles, and a public parking zone.

Hotel Best Sol D'Or is also ideal for families. It features two outdoor pools, including a splash pool with slides for children. The hotel offers a buffet restaurant with show cooking and themed dinners. For children, they have a Mini Club, game room, and a playground. They offer 24-hour reception, free Wifi, a recreation zone, a cafeteria, gardens, luggage storage, and parking.

## 3. Estival Park Resort

### 3.1. The Supply

Estival Park Resort opened its doors in 1989 and has been characterized by a clear commitment to quality as a means of achieving customer and employee satisfaction. For this reason, Estival Park has consistently invested in improving all aspects of its service delivery, both tangible (facilities, machinery, products, etc.) and intangible (training, image, expertise, respect for the environment, etc.).

Thanks to the work carried out to date, Estival Park Resort has positioned itself in a privileged position compared to its competitors and has received numerous awards. Most importantly, it continues to meet customer expectations.

Estival Park Resort offers a wide variety of services, with the main services being accommodation and catering. It offers a gastronomy that brings you closer to the local, where you can feel the calm of the surroundings of La Pineda.

Moreover, it also attracts clients for the variety of entertainment the resort offers, the gym and spa, as well as the AQUUM spa, among others.

Estival Park Resort in La Pineda, located near the beach, is a big establishment that offers a variety of accommodations to suit different preferences of clients. Thanks to its wonderful location, the resort is popular, attracting many visitors.

Currently, Estival Park Resort has three main hotels offering a range of rooms and amenities. The three main hotels are Estival Park Silmar, Estival Park Almaris, and Estival Park Marena - TUI Suneo Estival.

There is also a hotel which is only exclusive for adults (Oassium Hotel +18), which is usually for guests who look for a peaceful environment and at the same time relaxation.

Moreover, at the resort, there are also Apartments which are equipped with necessary amenities like kitchens and living areas, which are ideal for families or guests looking for self-catering options.

Figure 4: Map of Estival Park



Source: Estival Park Resort, 2025

As seen in Figure 4, Estival Park Resort is a large establishment that offers a wide range of accommodations, leisure facilities, as well as activities.

Estival Park Silmar, previously known as Estival Park Hotel 1, could perhaps act as the main hotel of the resort. Most of the office departments are located at this hotel, including the main kitchen or hot station, where they usually prepare hot dishes. Estival Park Silmar offers three different types of rooms, each designed to suit different preferences and needs, which are the Classic Room, Classic Duplex Room, and Classic Suite Room.

Estival Park Almaris, previously known as Estival Park Hotel 2, is located next to Estival Park Silmar. The hotel is recently renovated. Estival Park Almaris offers four

different types of rooms, which are the Superior Room, the Superior Duplex Room, the Junior Suite Room, and the Superior Suite Room.

Estival Park Marena - TUI Suneo Estival, previously known as Estival Park Hotel 3, is located next to Estival Park Almaris. On the year 2024, it made a partnership with TUI and underwent a significant transformation to rebrand the hotel, improving its facilities and services. The hotel offers two types of rooms, which are Standard Room and Standard Duplex Room.

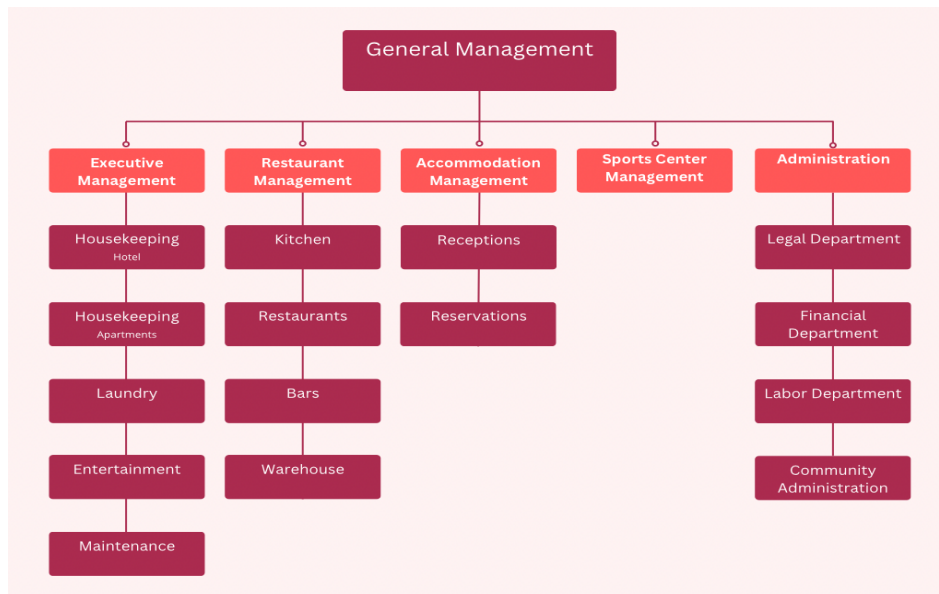
Oassium Hotel is located a little bit farther away from the three other hotels, as displayed in the image, which makes it significant since it offers an exclusive, adults-only experience, and its location is ideal for this reason. It offers two types of rooms, which are the Club Room and the Triple Club Room.

As shown in Figure 4, Estival Park Resort also features Estival Park Apartments, which are usually suited for families, groups, or long-stay guests etc. The apartments at Estival Park are divided into six separate areas within the resort, and all of them have pools. All the apartments have similar layouts and facilities, it's just that the environment changes in each area. There are two types of apartments, which are the Apartment 2/4 (accommodates up to 4 guests) and the Apartment 2/6 (accommodates up to 6 guests).

Aside from accommodation, Estival Park Resort also features some other attractions and experiences such as the Rooftop Pool & Bar in Estival Park Almaris, the Sports Center, AQUUM Spa & Wellness, and Teerum Gastrobar. For the youngsters, the Mini Club is a good place to spend and enjoy their stay at the resort.

## The structure of the establishment:

**Figure 5: The structure of Estival Park Resort**



*Source: Data from Estival Park.  
Own Elaboration, March 2025*

As seen in Figure 5, it represents the structure of Estival Park Resort divided under General Management into five main branches and its sub-departments. Estival Park Resort is a big establishment; therefore, the departments need to be organized and well-functioning to provide high-quality services and optimal operations.

The five main branches of Estival Park Resort are essential for the establishment to remain efficient, competitive, and guest-focused. As seen in Figure 5, there are several departments in each branch, except the Sports Center Management. Each branch has its functions that contribute to the success of the resort. For example, operating departments such as Restaurant Management, Accommodation Management, and Sports Center Management have direct contact with generating revenues by providing guest services. On the other hand, non-operational departments such as Administration and Executive Management play a supporting function.

## **3.2. The Demand**

Estival Park Resort is a big tourist complex located in an attractive zone since it is near the beach, which positively influences the high demand of tourists visiting the resort at certain times of the year, especially during the high season when the weather is optimal for beach activities.

### ***3.2.1. Seasonal Demand***

The demand in Estival Park Resort is very much seasonal, which means the resort depends on the seasonal demand, especially during summer. The high season is usually during the months of summer. The best time to visit La Pineda is from June to October since the weather is very good for sun, sea, and sand tourism during that time. That is the time when La Pineda receives numerous visitors (La Pineda | TUI.co.uk, 2025).

Moreover, it is also the time of school vacations, meaning there will be national and international visitors around this period visiting the area for their summer vacation, as the weather is optimal. Therefore, the number of guests at the resort also increases. During this time, the resort usually operates at full capacity, with large numbers of tourists coming for accommodation, restaurants, and sports and wellness facilities. For example, even non-hotel guests can access the restaurants and AQUUM Spa by paying directly upon arrival.

On the other hand, during the off-season, the resort is closed since the demand drops during this time. Therefore, the resort can take advantage of the time to carry out maintenance or renovations. For example, for the past two years, Estival Park Almaris and Marena have been renovated.

### ***3.2.2 Client Segmentation***

In this section, it is explained how Estival Park Resort segments its clients through their program. There are two types of client segmentation. The first is based on booking channels, which means they categorize clients according to how and where they made

their reservations. The second type is based on nationality and offers useful information about which markets the resort should target and focus on. This also helps the resort better prepare for guests' expectations by understanding the specific needs and preferences of each market.

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**3.2.2.1. Client Segmentation based on booking channels**

In Estival Park Resort, they segment their guests based on where they have made their reservation. This is important in order to know the distribution of guests across different booking channels, such as tour operators, direct bookings from the web, online travel agencies, etc. This segmentation helps the hotel understand where the majority of their clients are coming from, to identify which channels are most effective, so they can better target their marketing strategies and manage partnerships.

Based on the data acquired from Estival Park Resort, a table was created to show the percentage of room nights by segment in the year 2024 to facilitate the visualization of where the guests made their reservations.

**Figure 6: Segmentation based on Booking Channels (2024)**

<b>% Room Nights by segment (2024)</b>	
<b>Tour Operators</b>	33,14%
<b>Receptivo</b>	24,35%
<b>Imsero</b>	15,93%
<b>Groups</b>	12,17%
<b>Direct bookings from Web</b>	6,9%
<b>OTAs</b>	2,36%
<b>Others</b>	5,06%

*Source: Data from Estival Park. Own Elaboration, 2025*

As shown in Figure 6, a big percentage of the reservations are made through tour operators with, 33,14%, which means that they need to maintain strong partnerships with third parties. At the reservation department, all of the reservations they make an account for 24,35%, which are the ones called “receptivo”. Another prominent type of segmentation is Imsero which accounts for 15,93%. Imsero is a travel program for Spanish pensioners. Moreover, the reservation department of Estival Park also manages the group bookings which accounts for 12,17%. Other relevant percentages are from the direct bookings from the web with 6,9% and from OTAs with 2,36%.

This means that most of the guests of Estival Park come from tour operators and direct contact (receptivo) with the hotel, which shows that most of their clients have organized trips or have contracted tour packages. For instance, the Instituto de Mayores y Servicios Sociales (Imsero) program, offers travel programs for Spanish pensioners and retirees, providing affordable holiday options. For this program, Estival Park offers a special package called “+55” which is designed for guests ages 55 and over and includes daily access to the AQUUM spa, and water and wine are included during meals.

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### **3.2.2.2. Client Segmentation By Country of Origin**

Based on the data acquired from Estival Park Resort, a detailed table was created to present the distribution of room nights per country during the year 2024. This information helps identify the most prominent countries of origin of guests staying at Estival Park Resort in 2024.

**Figure 7: Segmentation by country of origin (2024)**

<b>Room Nights per Country (2024)</b>	
<b>Spain</b>	43,66%
<b>United Kingdom</b>	31,33%
<b>France</b>	3,85%
<b>Belgium</b>	2,9%
<b>Germany</b>	2,63%
<b>Netherlands</b>	2,6%
<b>Ireland</b>	1,09%
<b>Others</b>	11,94%

*Source: Data from Estival Park. Own Elaboration, 2025*

At Estival Park Resort, the profile of their clients varies as the resort offers different types of accommodation that could meet the needs of specific travelers. One of the most prominent guests comes from Spain, accounting for 43,66% of room nights in 2024, followed by guests from the United Kingdom making up 31.33%, and the majority of them are families. Most of the guests that come from the United Kingdom are families staying in Estival Park Marena since the hotel has a collaboration with TUI. Since TUI is centered on the UK market, they have an important role in offering holiday packages in Estival Park Marena.

Besides Spain and the United Kingdom, Estival Park also attracts travelers from other countries, especially from Europe. For example, about 4% of guests come from France, and around 3% come from Belgium and Germany each. The Netherlands accounts for 2,6% of guests, while Ireland accounts for 1,09%.

Lastly, the remaining 11,94% of guests come from various other countries. The percentage might be smaller, but it is still important as they help make the resort feel more international. They also give new ideas and feedback, which allows the resort to learn more about the different expectations of potential guests.

### ***3.2.3 Factors Influencing Demand***

In this section, four factors influencing demand at Estival Park Resort were selected which are location, climate, quality of service, and promotion & offers. They were chosen because they have a direct influence on the decision-making process of potential guests.

- **Location:** The resort is located close to popular attractions like the beach, Aquopolis, and Port Aventura, as well as the cities of Tarragona and Reus. Being close to entertainment and cultural attractions plays an important role for a resort like Estival Park, which caters to families.
- **Climate:** The weather is a major factor in attracting tourists looking for beach tourism, especially in the summer, and Estival Park relies on seasonal tourism, that is why the weather is an important factor for understanding how demand varies over the course of the year.
- **Quality of service:** Estival Park Resort provides quality services, including employee satisfaction and environmental sustainability which could have a direct impact on return business and reputation making it essential for sustaining and increasing demand.
- **Promotions & Offers:** The resort offers numerous promotions and offers catered to numerous customer types and price ranges. These promos encourage early reservations and longer stays in addition to drawing new visitors.

These four factors were picked because they capture the resort's advantages as well as the main elements that affect the decisions of travelers when choosing a vacation destination, especially in seasonal-oriented market like Estival Park Resort.

There are numerous factors that influence the demand at Estival Park Resort, and one is the location. Estival Park Resort is located near the beach and theme parks such as Aquopolis and Port Aventura, which makes it attractive for some guests. Moreover, it

is also near Tarragona and Reus, which are two of the popular locations that guests from La Pineda also visit.

Estival Park Resort is usually busy during the peak months of summer when the resort is mainly occupied since a lot of tourists visit the area for sun, sea, and sand tourism. Therefore, the climate is one of the factors that influence demand.

At Estival Park Resort, their main objective is to increase the overall quality level of the resort, so they ought to always offer quality service in all aspects. For instance, one of their main objectives is to contribute to environmental conservation and offer their customers high-quality products that are also environmentally friendly. They also want to increase customer satisfaction and employee satisfaction for a better experience overall.

If we visit the website of Estival Park Resort, numerous types of offers and promotions are available to customers, such as Non-refundable rates, long-stay, early booking, +55 rate, all-inclusive, and more. This is a very important demand factor because it means that the resort would have the capability to satisfy different needs and wants of the customers. Because of the variety of promotions that they offer, it also helps tourists discover a promotion that fits their vacation schedule and budget.

### **3.3. F&B Outlets and Services**

One of the most important services among accommodations is the F&B services since it could enhance guest experience and satisfaction if offered correctly. A memorable dining experience may have a big impact on how satisfied guests are and how they view the hotel as a whole. The importance of quality F&B services is creating a positive experience (Rama, 2024).

At Estival Park Resort, F&B Outlets and Services are located strategically throughout the accommodations. Each hotel in the resort, except the Apartments, features a buffet restaurant and bar.

Specifically, Hotel Silmar, Hotel Almaris, Hotel Marena, and Hotel Oassium each have a special buffet dining area, which possesses a wide variety of food dishes to suit different tastes. Aside from such restaurants, the hotels also each possess a bar, where guests could socialize and drink cocktails, or just spend time relaxing.

Moreover, there is also a Rooftop Bar in Hotel Almaris with a rooftop pool and panoramic view. This feature makes Hotel Almaris appealing to those who desire a more atmospheric experience.

In addition, Estival Park Resort features Teerum, which is an independent restaurant and bar located next to the Sports Center.

### ***Accommodation and Meal Plan Options at Estival Park Resort:***

#### **Hotel Silmar, Almaris & Marena**

- Accommodation Only
- Bed and Breakfast (B&B)
- Half Pension: *Breakfast and Dinner included (Drinks not included)*
- Full Board: *Breakfast, Lunch and Dinner included (Drinks not included)*
- All-Inclusive\*

#### **Estival Park Apartments**

*(Guests from the Apartments could also contract meal plans, allowing them to dine at either Hotel Almaris or Hotel Silmar)*

- Accommodation Only
- Bed and Breakfast (B&B)
- Half Pension: *Breakfast and Dinner included (Drinks not included)*
- Full Board: *Breakfast, Lunch and Dinner included (Drinks not included)*
- All-Inclusive\*

## **Hotel Oassium**

- Accommodation Only
- Bed and Breakfast (B&B)
- Half Pension: *Breakfast and Dinner included (Drinks not included)*

## **Teerum**

- À la carte

### *\*All-Inclusive Package Details at Estival Park Resort*

#### Restaurants

- Buffet Restaurant: Breakfast, lunch, and dinner.
- House wine, sangria, soft drinks, domestic draft beer, and water from the dispensers.

#### Bars

- Sangria, soft drinks, domestic draft beer, and water from the dispensers.
- Snacks
- Coffee and herbal teas.
- Selected domestic alcoholic beverages (Gin, Vodka, Whiskey, and Brandy).
- Ice cream.
- More on Bar Menu

#### Sports Center

- Heated pool, Turkish bath, jacuzzi, and sauna from 8:00 a.m. to 5:00 p.m.
- Fitness from 8:00 a.m. to 5:00 p.m. (16+).

#### OTHER SERVICES:

- Free Wi-Fi throughout the resort.
- Entertainment program for children and adults.
- Pool towels provided.

### 3.4. SWOT Analysis

In this section, a SWOT analysis is done for Estival Park Resort as a whole, and another SWOT analysis is focused only on the F&B.

#### 3.4.1. Estival Park Resort

Figure 8: SWOT Analysis of Estival Park Resort

<b>S (Strengths)</b>	<ul style="list-style-type: none"> <li>• Strategic Location (Proximity)</li> <li>• Comprehensive On-Site Facilities</li> <li>• Flexible and Customizable Packages</li> </ul>
<b>W (Weaknesses)</b>	<ul style="list-style-type: none"> <li>• Seasonal Dependency</li> </ul>
<b>O (Opportunities)</b>	<ul style="list-style-type: none"> <li>• Sustainable Tourism Practices</li> </ul>
<b>T (Threats)</b>	<ul style="list-style-type: none"> <li>• Online Reputation Vulnerability</li> </ul>

Source: Own Elaboration, April 2025

Estival Park Resort has a lot of **Strengths**, such as proximity since it is close to some important attractions in Costa Daurada like PortAventura World and Aquopolis, making it one of the factors why the resort is visited. It is also close to the beach and Tarragona. The facilities of Estival Park Resort are also one of the strengths, as it offers numerous amenities such as the gym, AQUUM Spa, swimming pools, and easy access to the beach. In addition, the resort also offers customized packages like meal plans.

For the **Weaknesses**, Estival Park relies on high-season tourism when the weather is favorable for beach tourism. This results in closing the resort during the off-season since demand usually decreases.

Nowadays, there are different types of travelers in the tourism industry, and one of the most popular is the environmentally-friendly traveler, as an **Opportunity**, implementing sustainable practices at the resort could attract this type of traveler and improve their brand image.

One of the **Threats** is the abundance of negative reviews from online platforms, since it needs more management, as negative reviews could damage the reputation of the resort. Many people book accommodations based on reviews nowadays, as they find it more credible, and it gives them assurance since it is from the real experiences of the previous guests.

**3.4.2. F&B Focus**

**Figure 9: SWOT Analysis of Estival Park Resort (F&B Offerings Focus)**

<b>S (Strengths)</b>	<ul style="list-style-type: none"> <li>• Wide Variety of Dining Venues</li> <li>• All-Inclusive Packages</li> <li>• Consistent Quality Across Venues</li> </ul>
<b>W (Weaknesses)</b>	<ul style="list-style-type: none"> <li>• Lack of Culinary Diversity</li> </ul>
<b>O (Opportunities)</b>	<ul style="list-style-type: none"> <li>• Leveraging Guest Feedback for Customization</li> <li>• F&amp;B Branding and Social Media Exposure</li> </ul>
<b>T (Threats)</b>	<ul style="list-style-type: none"> <li>• Negative Online Reviews</li> </ul>

*Source: Own Elaboration, April 2025*

If we focus on the F&B Experience in Estival Park Resort, one of the **Strengths** could be the Wide Variety of Dining Venues since the resort offers numerous restaurants and bars across its premises, giving guests a sense of choice and convenience. Therefore, it creates the impression of a diverse F&B offering, which could influence customer satisfaction. Moreover, the All-Inclusive package also adds value to the guest experience because they get to try most food and drinks available at the resort. It’s also important to mention that the restaurants of Hotel Silmar, Almaris, and Marena offer the same food during the buffet, but of course with rotating menus every day. This helps maintain a consistent food quality, which can be beneficial in setting guest expectations and avoiding negative surprises.

For **Weaknesses**, since the restaurants offer the same food across the three different hotels (Silmar, Almaris, and Marena), it might be a good thing for the company as they offer consistent quality across the restaurants, but the guests might find is as lacking

since they would think that the hotels lack culinary diversity, and this could reduce the perceived value of the dining experience.

For ***Opportunities***, there is a big potential to improve customer satisfaction by seeking opportunities that could be helpful regarding the F&B Experience at Estival Park Resort, such as using digital feedback tools like post-meal surveys, since it could help identify the areas that are needed to improve. Moreover, social media exposure also needs to be promoted correctly and visually, like posting visual appeals of dishes and dining venues, which could encourage guests to share their experiences online, boosting the image of the resort.

For ***Threats***, the Negative Online Reviews regarding the restaurants could impact the resort's reputation and potentially deter future bookings.

## 4. The Investigation: Analyzing Online Reviews

### 4.1. Methodology

To obtain necessary data regarding the impact of the F&B Experience on hotel customer satisfaction and online reputation, three online review platforms were consulted: Google Reviews, TripAdvisor, and Booking.com.

To collect all reviews related to F&B at Estival Park Marena, it was necessary to read all the reviews of each online platform and identify those only mentioning food or beverage, whether it is from restaurants, bars, or snack bars. These reviews are then organized into three tables (Tables 1, 2, and 3), each with four columns: Hotel Rating (Score), Review, Positive Review, and Negative Review. If a review was neutral, a dash was placed, but if it was positive or negative, an 'X' was marked accordingly.

Each review includes the hotel's rating, the comment mentioning food or beverage, and the date. On Google Reviews, only approximate dates were shown (for example, "6 months ago"). On TripAdvisor, the publication date was used.

In total:

- Google Reviews: 181 reviews read, 67 related to F&B
- TripAdvisor: 99 reviews read, 70 related to F&B
- Booking.com: 312 reviews read, 78 related to F&B

#### ***4.1.1. Data Collection and Analysis of F&B Related Reviews from Google, TripAdvisor, and Booking.com***

First of all, to obtain the desired results in addressing the research objective, three online review platforms were consulted (Google Reviews, TripAdvisor, and Booking.com) to gather the necessary data regarding the impact of the F&B experience on hotel customer satisfaction. Moreover, the impact of the F&B experience on the hotel's online reputation was also examined for the period of June to September 2024, and compared to the yearly online reputation of that year.

To gather all the reviews related to the F&B Experience in Estival Park Marena, three tables were created with 4 columns: Hotel Rating (Score), Review, Positive Reviews, and Negative Reviews. These three tables can be found in the annex (Tables 1, 2, and 3). The reviews that mention either food or beverage needed to be separated from other reviews on the platforms, all the reviews were read one by one to find the ones that mention the experience with food or beverage, whether from restaurants, bars, or snackbars. In the table, the hotel's rating in the F&B reviews was placed first, followed by the review that mentions either food or beverage. Some reviews talk about other aspects but include a mention of food or beverage, but since the focus is on comments related to this matter, only the part where the experience with food or beverage is mentioned was copied. The date when the review was published was also included, together with the comment/review. After that, an 'X' was marked in the column: if the value is positive, the 'X' was placed in the positive column; if it's negative, it was placed in the negative column. Moreover, if the comment is neutral, a dash was placed.

Google Reviews was consulted first, and 181 reviews from Estival Park Marena were read. These reviews were published by the previous guests, of which 67 are related to F&B. The reviews that are related to the F&B experience at Google Reviews were from May 2024 until November 2024, approximately, since it doesn't specify the exact date. The table that was created was then filled in with the hotel's rating in the F&B reviews, the review, and whether it was positive, negative, or neutral. One important note regarding this online platform is that it does not show the specific date when a review was published, as it uses approximate times such as 7 months ago, 6 months ago, a year ago, etc.

Next, TripAdvisor was consulted, and a total of 99 reviews from Estival Park Marena were read, in which 70 are related to F&B. The reviews that are related to the F&B experience at TripAdvisor were from June 2024 until December 2024. Using the same method as the previous one, the second table was filled with the hotel's rating in the F&B reviews, the review, and whether it was positive, negative, or neutral. In the case of TripAdvisor, there were two types of dates provided: the date of the visit and the date the review was published. For consistency, the publication date of the review was used.

Lastly, Booking.com was consulted, and there were a total of 312 reviews from Estival Park Marena, in which 78 are related to F&B. The reviews that are related to the F&B experience at Booking.com were from May 2023 until October 2024. Using the same method, the third table was filled with the hotel's rating in the F&B reviews, the review, and whether it was positive, negative, or neutral, together with the date of the review publication. On Booking.com, some of the reviews don't include any comments and just the rating.

Furthermore, it is important to explain why Google, TripAdvisor, and booking.com are great tools to obtain necessary information regarding Online Reviews.

Google reigns supreme as the most popular review platform, capturing 67% of all online reviews. About 88% of customers depend on Google reviews to determine the reputation of a specific business before purchasing products (Mathur, 2025). Since Google is the most popular search engine, it includes reviews in its search results, making them visible to people looking for businesses such as hotels, restaurants, cafés, etc.

TripAdvisor, on the other hand, is likewise a top review platform; it aggregates reviews and members opinions' of destinations, accommodations, and restaurants. It is one of the most used platforms (9%) regarding statistics for restaurants (Mathur, 2025).

Booking.com is one of the safest booking websites, with over 350 million independently checked reviews from real customers who have booked through the site. The checking process verifies that the reviewers have actually experienced their travel, so it is less likely to be fake and fraudulent ratings (Roelen-Blasberg, 2025). It is another big online review website, as the reviews are genuine and efficient.

#### ***4.1.2. Hotel Reputation (Ratings)***

With the previous information gathered from the tables with all the ratings and reviews related to food or beverage, it was useful to be able to calculate the monthly average of

the hotel rating during June to September 2024, as well as the yearly rating for that year.

The months of June to September 2024 were selected for evaluating the F&B impact on hotel reputation because Estival Park Marena was recently rebranded and reopened in May 2024. Furthermore, the majority of the reviews available across the three platforms correspond to 2024, with the exception of Booking.com. For example, in Google Reviews, there were only reviews from May to November 2024, and TripAdvisor only has reviews from June to December 2024. On the other hand, Booking.com includes reviews from May 2023 to October 2024. For this reason, June to September 2024 was the most suitable timeframe to analyze the impact of F&B experience on hotel reputation, and compare it with the yearly reputation of that year.

To calculate the monthly average, three tables were created in Excel (tables 4, 5 and 6 in the annex) showing the months when there were reviews from the three online review platforms during the year 2024. For example, the months when guests left reviews in 2024 were from May to November for Google Reviews, from June to December for TripAdvisor, and from May to October for Booking.com. After that, the hotel's rating in the F&B reviews left by guests for each respective month were added. Once all the ratings for each month were included, the "Average" formula in Excel was applied to obtain the monthly average.

Another table was then created to collect all these monthly averages in order to calculate the yearly average for each online review platform.

Moreover, a separate table was created to present the average ratings from June to September 2024 for each online review platform. This was done to provide a clearer and more visually organized representation of the results. Nevertheless, with this table, the monthly average ratings can also be calculated. For example, both Google Reviews and TripAdvisor use a rating scale from 1 to 5, with 1 being the lowest and 5 being the highest. Therefore, the table includes columns representing each possible rating (1 to 5), the total number of reviewers, and the average rating. The rows correspond to the months from June to September 2024.

For a detailed explanation, look at the example below:

**Figure 10: Example of how the monthly averages in Google Reviews Ratings were calculated**

	Google Reviews Ratings					Total	AVERAGE RATING
	1	2	3	4	5		
June	0	1	2	2	3	8	3,9
July	0	0	1	1	2	4	4,3
August	0	0	2	1	5	8	4,4
September	1	1	2	2	3	9	3,6

Source: Own Elaboration, May 2025

To explain the table briefly, here’s an example: in June 2024, a total of 8 guests left a review. Out of those, none gave a 1/5, one gave a 2/5, two gave a 3/5, two gave a 4/5, and 3 guests gave a 5/5 rating. The other months follow the same structure, so they can be understood using this same method of interpretation.

The method used for this table to calculate the average is the following:

June:  $(0 \times 1 + 1 \times 2 + 2 \times 3 + 2 \times 4 + 3 \times 5) = 31 \div 8 = 3,9$

July:  $(0 \times 1 + 0 \times 2 + 1 \times 3 + 1 \times 4 + 2 \times 5) = 17 \div 4 = 4,3$

August:  $(0 \times 1 + 0 \times 2 + 2 \times 3 + 1 \times 4 + 5 \times 5) = 35 \div 8 = 4,4$

September:  $(1 \times 1 + 1 \times 2 + 2 \times 3 + 2 \times 4 + 3 \times 5) = 32 \div 9 = 3,6$

**4.1.3. F&B Impact and Customer Satisfaction**

Firstly, the tables 1, 2, and 3 in the annex that were previously collected with detailed information of all the reviews related to the F&B experience of the guests towards food or beverages in Estival Park Marena was useful in this section as it contained important data to calculate the F&B impact and the Net Sentiment.

The method used to calculate the F&B Impact involves dividing the total number of reviews related to F&B by the total number of reviews during the investigation period, and then multiplying the result by 100 to get the percentage. For example, in the case of Google Reviews, there were 181 reviews in total, of which 67 were related to F&B. To

determine the F&B Impact, 67 was divided by 181 and multiplied the result by 100, resulting in the percentage of reviews that mentioned the F&B experience. The same method is applied to both TripAdvisor and Booking.com as well.

Moreover, the percentage of positive and negative reviews was calculated in order to determine the Net Sentiment and understand whether the F&B experience could be a positive (or negative) contributor to customer satisfaction. To do this, the number of positive or negative reviews related to F&B was divided by the total number of reviews during the investigation period, and then multiplied by 100 to get the percentage. For example, in the case of Google Reviews, out of 181 total reviews, 67 were related to Food and Beverage, and among those, 48 were positive and 18 were negative (the other 1 was neutral, so it wasn't included). To calculate the Net Sentiment, the number of positive or negative reviews was divided by the total number of reviews (181) then multiplied by 100 to get the percentage. The same method is applied to both TripAdvisor and Booking.com as well.

*“Net sentiment %, is a metric that measures the overall sentiment about a specific topic based on the volume and sentiment of online conversations. It is determined by subtracting the percentage of negative comments from the percentage of positive comments” (Palowise, 2023).*

The formula of Net Sentiment is the following:

$$NetSentiment = \%PositiveMentions - \%NegativeMentions$$

## **4.2. Results**

The results show that guest satisfaction with the F&B experience at Estival Park Marena varies depending on the platform and the month. For the hotel ratings, August is seen to be the most prominent month where guests are, on average, more satisfied with their F&B experience across the platforms. This is especially clear on Google Reviews and Booking.com, where August recorded the highest average ratings compared to the yearly rating during the year 2024.

In terms of Net Sentiment, TripAdvisor had the highest positive sentiment followed by Google and then Booking.com. This means that based on guest reviews, TripAdvisor guests were overall more positive about their F&B Experience.

Overall, August appears to be the strongest month in terms of guest satisfaction on Google and Booking.com. Among the platforms, TripAdvisor recorded the highest Net Sentiment, indicating that the F&B experience there contributes most positively to customer satisfaction.

**4.2.1. Hotel ratings from reviews mentioning F&B**

This section presents the monthly average ratings from June to September 2024 and yearly ratings for 2024, based on reviews related to F&B.

**4.2.1.1. Ratings from Google Reviews**

Google Reviews doesn’t specify the date a guest review was published, and this made it challenging to gather complete data for the ratings of the year 2024. Nevertheless, reviews between “8 months ago and a year ago” were gathered and assigned them to their respective months, with all data being approximately estimated as of May 2025.

**Figure 11. Guest’s Ratings on Google Reviews from June to September 2024 where 1 is the lowest and 5 is the highest rating. All reviews included mention on their F&B experience at Estival Park Marena.**

	Google Reviews Ratings					Total	AVERAGE RATING
	1	2	3	4	5		
June	0	1	2	2	3	8	3,9
July	0	0	1	1	2	4	4,3
August	0	0	2	1	5	8	4,4
September	1	1	2	2	3	9	3,6

Source: Own Elaboration, May 2025

**Figure 12. Average Rating on Google Reviews by months from May to November 2024. Overall Rating 2024. All reviews included mention on their F&B experience at Estival Park Marena.**

	Google Reviews
	Overall Rating (2024)
May-24	3,9
Jun-24	3,9
Jul-24	4,3
Aug-24	4,4
Sep-24	3,6
Oct-24	4,3
Nov-24	3,1
<b>Average Rating</b>	<b>3,9</b>

*Source: Own Elaboration, May 2025*

See tables 4, 5, and 6 at the annex for the complete table with all the necessary information.

Figure 11 shows the data from all guests who left a review on Google between June and September 2024. To explain it briefly, here's an example: in June 2024, a total of 8 guests left a review. Out of those, 3 guests gave a 5/5 rating, none gave a 1/5, one gave a 2/5, two gave a 3/5, and another two gave a 4/5. The other months follow the same structure, so they can be understood using this same method of interpretation. Moreover, there is also a column labeled "Average Rating", which shows the average points for each month based on the ratings given. The complete table, including all the details used to calculate these averages, can be found in the annex.

Figure 12, on the other hand, shows the overall rating during the year 2024 including other months of the year where guests have left a review.

During July (4.3 out of 5) and August (4.4 out of 5), the ratings exceed the yearly average of 3.9 out of 5 which means that guests who reviewed the hotel during these months were, on average, more satisfied than guests during the remaining months of the year regarding their F&B experience at Estival Park Marena. In September of 2024,

the average was 3,6 out of 5, which is below the yearly average of 3,9 out of 5. This shows that the guests who reviewed during that month were, on average, less satisfied than travelers for the rest of the year regarding their F&B experience. The rating of June 2024 is 3,9 out of 5, which is the same as the yearly average, and it means that during the month, the guests' satisfaction was consistent with the overall performance for the year.

By these results, it is evident that the month of July and August has the biggest impact on hotel satisfaction as they recorded a higher average rating in comparison to the yearly average, as well as the other peak season months.

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**4.2.1.2. Ratings from TripAdvisor**

Out of the three online platforms, the data obtained from TripAdvisor is more detailed since numerous information were gathered regarding the F&B-related reviews, also since the online platform is very detailed and organized.

**Figure 13. Guest’s Ratings on TripAdvisor from June to September 2024 where 1 is the lowest and 5 is the highest rating. All reviews included mention on their F&B experience at Estival Park Marena.**

	TripAdvisor Ratings					Total	AVERAGE RATING
	1	2	3	4	5		
June	0	1	1	8	5	15	4,1
July	0	0	6	4	3	13	3,8
August	1	1	4	4	6	16	3,8
September	0	1	3	4	6	14	4,1

*Source: Own Elaboration, May 2025*

**Figure 14. Average Rating on TripAdvisor by months from June to December 2024. Overall Rating 2024. All reviews included mention on their F&B experience at Estival Park Marena.**

	TripAdvisor
	Overall Rating (2024)
Jun-24	4,1
Jul-24	3,8
Aug-24	3,8
Sep-24	4,1
Oct-24	3,9
Nov-24	3
Dec-24	4,5
<b>Average Rating</b>	<b>3,9</b>

*Source: Own Elaboration, May 2025*

Figure 13 shows the monthly average ratings for the period between June and September 2024. If we look at the Figure 13, it shows us that August is the most prominent month in terms of guest reviews since it has received a total of 16 reviews, which is the highest compared to June, July, and September. From these 16 reviewers, one of the guests rated 1/5, another rated 2/5, four rated 3/5, four rated 4/5, while the remaining six rated 5/5. Moreover, if we look at the far right of the figure, we see the monthly average based on the ratings. For a detailed breakdown of how these were calculated, refer to Tables 4, 5, and 6 in the annex.

During July and August, the average was 3,8 out of 5, which is lower than the yearly average of 3,9 shown in Figure 14. This could mean that during these months, the guests who commented on that month were, on average, less satisfied than guests for the rest of the year regarding their F&B experience at Estival Park Marena. On the other hand, in June and September, the average was 4,1 out of 5 which is higher than the yearly average, which means that the guests who reviewed the hotel during these months were, on average, more satisfied than guests in the remaining months of the year regarding their F&B experience at Estival Park Marena.

By these results, it is evident that the month of June and September has the biggest impact on hotel satisfaction as they recorded a higher average rating in comparison to the other months, such as July and August, as well as the yearly average.

**4.2.1.3. Ratings from Booking.com**

While analyzing the online reviews from Booking.com related to the F&B experience, there are a lot of reviews that were left blank, and the only thing that these reviews had was the rating without any comments. For this reason, it made it difficult to gather detailed information, as it's possible that some of these ratings were influenced by their dining experience, even though it wasn't specifically mentioned. Without written feedback, it's challenging to understand the exact reasons behind the ratings.

**Figure 15. Guest's Ratings on Booking.com from June to September 2024 where 1 is the lowest and 5 is the highest rating. All reviews included mention on their F&B experience at Estival Park Marena.**

	Booking.com Ratings										Total	AVERAGE SCORE
	1	2	3	4	5	6	7	8	9	10		
June	0	0	0	0	0	0	1	0	0	0	1	7
July	0	0	0	1	0	1	0	3	1	0	6	7,2
August	0	0	0	0	0	1	1	1	0	2	5	8,2
September	0	0	0	0	1	2	0	4	6	0	13	7,9

Source: Own Elaboration, May 2025

**Figure 16. Average Rating on Booking.com by months from May to October 2024. Overall Rating 2024. All reviews included mention on their F&B experience at Estival Park Marena.**

	Booking.com
	Overall Rating (2024)
May-24	8
Jun-24	7
Jul-24	7,2
Aug-24	8,2
Sep-24	7,9
Oct-24	9
<b>Average Rating</b>	<b>7,9</b>

*Source: Own Elaboration, May 2025*

During June (7 out of 10) and July (7,2 out of 10), it is evident that these monthly averages are relatively lower than the yearly average rating of 7,9 as seen on Figure 16. This could only mean that during these months, the guests who left a comment, on average, were less satisfied compared to the guests during the whole year of 2024 about their dining experience. On the other hand, during August, the average rating was 8,2 out of 10, which is higher than the yearly average of 7,9. Meaning during that month, reviewers were more satisfied in comparison to the guests during the whole year regarding their F&B experience at Estival Park Marena. Lastly, during September, the average rating was 7,9, the same as the yearly average, and it means that during that month, the guests' satisfaction was consistent with the overall performance for the year.

August was the month with the biggest impact on hotel satisfaction, as it recorded a higher average rating than the yearly average.

## **4.2.2 F&B Impact on Customer Satisfaction**

In this section of the research, the F&B Impact and the Net Sentiment were calculated in order to know if the F&B experience at Estival Park Marena contributes to Customer Satisfaction.

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### **4.2.2.1. GOOGLE**

As of May 2025:

- Total Reviews: 181
- F&B related Reviews: 67

$$\text{FoodandBeverageImpact} = (67 \div 181) \times 100 = 37.02\%$$

This means that approximately 37.02% of all reviews of Estival Park Marena from Google mention F&B-related experiences, which is quite significant since guests value a big percentage of the F&B Experience during their stay. Comments about the F&B experience were likely mentioned as it is one of the most important factors that completes their experience, aside from other aspects such as the room comfort, staff friendliness, cleanliness, etc. From Google alone, the reviews from the previous guests act as an important reference to people researching for an accommodation in La Pineda. Therefore, the more positive the reviews are, the higher the likelihood that potential guests will choose Estival Park Marena over competitors.

Now let us see if the F&B Experience from Estival Park Marena contributes to positive customer satisfaction.

First of all, it is important to note that there are a total of 181 reviews from Google, of which 67 of them mention F&B. In these 67, 1 is neutral, 48 are positive reviews, and the rest (18) are negative.

$$\text{PositiveDiningMentions} = (48 \div 181) \times 100 = 26.52\%$$

$$\text{NegativeDiningMentions} = (18 \div 181) \times 100 = 9.94\%$$

With all those calculations, it shows that about 26.52% of the 37.02% are positive about their F&B experience in Estival Park Marena, while the 9.94% have a negative experience.

By applying the Net Sentiment formula, which is a metric that measures the overall sentiment or feeling about a specific topic, in this case regarding F&B Experience, it will be possible to know if the F&B Experience at Estival Park Marena contributes to customer satisfaction.

$$\text{NetSentiment} = \%PositiveMentions - \%NegativeMentions$$

$$\text{NetSentiment} = 26.52 - 9.94 = 16.58\%$$

This means that the F&B experience is overall a positive contributor to customer satisfaction since the result of Net Sentiment is positive (16.58%) rather than negative.

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#### **4.2.2.2. TRIPADVISOR**

As of May 2025:

- Total Reviews: 99
- F&B related Reviews: 70

$$\text{FoodandBeverageImpact} = (70 \div 99) \times 100 = 70.71\%$$

According to the result obtained from calculating the food and beverage impact, it is evident that most of the guests, which is 70.71%, left a review on TripAdvisor, value their dining experience.

At TripAdvisor, most of the reviews include a mention of the F&B experience the guests had during their stay at Estival Park Marena. Out of the 99 reviews, 70 of which mention or are related to F&B. Therefore, it is pretty evident that most guests value their dining experience, and it contributes to the overall customer satisfaction. The

F&B Experience completes their journey as they value it as an important factor among others during their stay, which plays an important role in helping them determine if their experience is either positive or negative.

To determine whether the F&B Experience from Estival Park Marena contributes positively or negatively to customer satisfaction, it is necessary to carry out more calculations, such as counting the negative and positive reviews from the 70 F&B-related reviews.

From these 70 F&B related reviews, there are a total of 50 positive reviews, two neutral, and 18 negative reviews.

$$\text{PositiveDiningMentions} = (50 \div 99) \times 100 = 50.51\%$$

$$\text{NegativeDiningMentions} = (18 \div 99) \times 100 = 18.18\%$$

The calculations show that 50.51% of the 70.71% are positive about their F&B experience in Estival Park Marena, while 18.18% have a negative experience.

From these results, it shows that the majority of the reviewers had a positive experience regarding the F&B offerings of Estival Park Marena. This suggests that the F&B offerings is generally well-received by guests at Estival Park Marena.

Next, the Net Sentiment formula is applied to know if the F&B Experience at Estival Park Marena contributes to customer satisfaction.

$$\text{NetSentiment} = \% \text{PositiveMentions} - \% \text{NegativeMentions}$$

$$\text{NetSentiment} = 50.51 - 18.18 = 32.33\%$$

This means that the F&B experience is overall a positive contributor to customer satisfaction since the result of Net Sentiment is positive (32.33%) rather than negative.

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#### 4.2.2.3. BOOKING.COM

As of May 2025:

- Total Reviews: 312
- F&B related Reviews: 78

At booking.com, there are numerous reviews that can be found; however, many of them just give the ratings without actually commenting about their experience. As a result, the data collected lacks more information. It's possible that some of these ratings are positive or negative and were influenced by factors like F&B experience, but some guests did not specify it, so it's difficult to determine exactly what influenced their ratings.

$$\text{FoodandBeverageImpact} = (78 \div 312) \times 100 = 25\%$$

The Dining Impact shows that 25% of the guests who reviewed in booking.com mention their dining experience at Estival Park Marena.

After analysing all the reviews from booking.com, there are a total of 78 reviews related to F&B, of which 1 is neutral, 58 are positive, and 19 are negative.

$$\text{PositiveDiningMentions} = (58 \div 312) \times 100 = 18.59\%$$

$$\text{NegativeDiningMentions} = (19 \div 312) \times 100 = 6.09\%$$

If we look at the calculations, it shows that 18.59% of the overall 25% had a positive experience on their F&B journey at Estival Park Marena, which means most of the customers who left a review on booking.com shared their positive dining experience. As mentioned before, guest reviews play an important role in a hotel's success as they wield a powerful influence over the decisions of potential visitors (Phillips et al, 2017). Therefore, if potential guests see that there are numerous positive reviews about a specific business, then they would be more likely to book a stay because positive reviews will make potential guests feel confident that they will have a good experience.

On the other hand, 6.09% of the guests had a negative dining experience, and it depends on numerous factors as some had a bad experience regarding the quality of food, the menu variety, the price, etc.

To better understand if the F&B experience has a positive or negative impact on customer satisfaction in Estival Park Marena, the Net Sentiment formula was applied.

$$\text{NetSentiment} = \%PositiveMentions - \%NegativeMentions$$

$$\text{NetSentiment} = 18.59 - 6.09 = 12,5\%$$

With the calculation above, it is evident that the F&B experience is a positive contributor to customer satisfaction with a Net Sentiment of 12.5%.

## 5. The Competitors of Estival Park

To define the situation of Estival Park, it is important to study its competitors and their situation. Estival Park considers Hotel Palas Pineda, Golden Donaire Beach, and Hotel Best Sol D'Or as their competitors. They are considered competitors of Estival Park for several reasons. Firstly, because of their proximity since all of them are situated in La Pineda which means they are within the same geographic and market context. Another reason is that these hotels provide their guests with the same or identical services and products, specifically catering to similar customers.

It's important to consider studying or learning about the competitors, as this helps assess the market position as well as understand who the direct and indirect competitors are. Moreover, it could also act as a tool to improve the service quality of a business and differentiate from the competitors, since if we study the feedback of their customers, this could help us understand the customer expectations.

Since Estival Park is a big establishment with numerous hotels and apartments, one hotel was selected to represent the entire resort, and that is Estival Park Marena - TUI Suneo Estival.

Based on the ratings from booking.com, Estival Park Marena received 8.2 out of 10 points based on 315 reviews. Meanwhile, Hotel Palas Pineda also received 8.2 out of 10, but based on 4.734 reviews, which is higher than Estival Park Marena. On the other hand, Hotel Best Sol D'Or received a 7.8 out of 10 points, which is relatively lower than the two previous hotels, and it's based on 2.975 reviews. Lastly, Golden Donnaire Beach received an 8.6 out of 10 points based on 2.212 reviews, and it's the highest-rated hotel among the rest.

From this information, the most important thing is not to compare who has the highest or lowest rating. The most important aspect is identifying areas for improvement by comparing the current situation of each business and analyzing guest expectations across all these hotels to enhance service quality. Customer feedback could be used for understanding the customer experience, as well as their expectations and needs. After

reading the reviews from these hotels, a variety of comments could be found since not all the experiences are the same, as it could be either positive, negative, or even neutral.

Whether it's positive, negative, or neutral, this feedback could be helpful for growth and a reflection of the diverse experiences of the customers.

## **5.1. How the F&B contributes to these Hotels**

As explained earlier, Estival Park considers Hotel Palas Pineda, Golden Donaire Beach, and Best Sol D'Or their competitors for several reasons. To better understand this, the Head of Marketing in Estival Park was consulted about this competitive landscape. She explained that it is easy to understand why. First, these hotels are located very close to each other so proximity is one reason. Moreover, they also offer similar products and services and target the same types of customers. Because of this, they compete closely to attract guests.

In order to get information regarding their F&B offerings, their respective websites were visited to get necessary information about what kind of F&B services and products they provide, based on the content they typically advertise or present on their websites.

### ***5.1.1. Estival Park***

As explained before, at Estival Park there are four hotels and a series of Apartments. The resort offers an all-inclusive regime across the different hotels and apartments except the Oassium Hotel.

Each hotel has its own buffet restaurant to cater to the guests of each hotel as well as guests from the apartments. Aside from restaurants, each hotel also offers a bar, where guests can eat snacks and drink beverages or cocktails.

Moreover, Estival Park Resort also offers a Rooftop Bar with a rooftop pool and a fantastic view. There is also an independent restaurant which is right next to the Sports

Centre, in which guests from Estival Park could visit for a different experience. Even though it acts independently, it is still managed by the resort.

### ***5.1.2. Hotel Palas Pineda***

Hotel Palas Pineda offers an all-inclusive regime and has three buffet restaurants for breakfast, lunch, and dinner. It is a great strategy since it provides guests a variety of dining experiences as they eat in different environments during breakfast, lunch, and dinner which provides a different sensation and experience. Hotel Palas Pineda also offers a live show cooking in the buffet at lunch and dinner. Moreover, they also offer a Snack Bar Terrace in which their guests can find different dishes and tapas.

In addition, Hotel Palas Pineda also offers an “Adult Area” for those over 16 years old. According to them, it’s an exclusive area for adults to relax and enjoy the best drinks and cocktails.

### ***5.1.3. Hotel Best Sol D’Or***

According to the information provided by their website, Hotel Best Sol D’Or has a very extensive and varied buffet restaurant with wok-style show cooking, griddle, and pizzas. They also offer themed dinners every night during the high season. Moreover, they also have a snack bar and for guests with the all-inclusive regime, they will have unlimited drinks and snacks at the snack bar, such as soft drinks, beers, snacks, cocktails, ice cream, sandwiches, coffees, etc.

### ***5.1.4. Golden Donaire Beach***

First of all, they offer an all-inclusive regime. They have a main buffet area called Restaurante Garbí where hotel guests from Golden Donaire Beach usually eat breakfast, lunch, and dinner during their stay.

They also have a poolside bar, which is called Casual Food & Drinks Mestral in where their guests could enjoy some drinks and snacks, and the place where they usually hold the minidisco and games during the night.

Moreover, they also offer Restaurante & Lounge Bar Xaloc, which is located right in front of the beach, where their guests can enjoy a quiet and comfortable space to enjoy the sun and the sea breeze while enjoying some tapas and cocktails. Drinks are included for all-inclusive guests, but food isn't from Restaurante & Lounge Bar Xaloc.

## **5.2. What aspects of F&B does the guests of competitors value**

To identify the food and beverage products and services available at each hotel, a detailed look was conducted on the websites of the three competitors of Estival Park which are Hotel Palas Pineda, Golden Donaire Beach, and Hotel Best Sol D'Or. This included examining what kind of restaurants, bars, snack bars, and any F&B-related services these competitors usually offer to their guests in comparison to what Estival Park has to offer.

Upon visiting the official websites, numerous information was perceived regarding the type of F&B Experience offered to clients in comparison to what Estival Park has to offer.

**Figure 17: Comparison of F&B Offerings of Estival Park vs Competitors**

<b>Hotel</b>	<b>Restaurants</b>	<b>Bars &amp; Lounges</b>	<b>Unique F&amp;B Features &amp; Experiences</b>
<b>Estival Park</b>	1 buffet restaurant per hotel	Rooftop Bar (Hotel Almaris - adults only)	Focus on variety within one venue per hotel. Rooftop bar provides an adults-only relaxing experience
<b>Hotel Palas Pineda</b>	3 buffet restaurants (different for each meal)	Adult Area with cocktail service	Guests enjoy a different ambiance for breakfast, lunch, and dinner. More variety and uniqueness during mealtime.
<b>Best Sol D'Or</b>	1 buffet restaurant with Wok-style show cooking	Standard bar service	Themed dinners during high season.
<b>Golden Donaire Beach</b>	Buffet restaurant + beachfront Restaurante & Lounge Bar Xaloc	Poolside Bar (Casual Food & Drinks Mestral); Lounge Bar Xaloc	Outdoor dining, beach views, and minidisco events at poolside bar create both relaxing and lively experiences.

*Source: Own Elaboration, 2025*

For Hotel Palas La Pineda, they offer three different buffet restaurants for their clients each meal of the day, meaning different atmosphere or ambiance every breakfast, lunch, and dinner. This could be very interesting for customers looking for a unique experience. In contrast to Estival Park, there is only one buffet restaurant for each hotel, which means that breakfast, lunch, and dinner will be served at the same place.

Regarding the Adult Area of Hotel Palas Pineda, Estival Park has something similar, also exclusive for adults, where they could relax and enjoy some refreshments such as cocktails, and it's the Rooftop Bar in Hotel Almaris.

Regarding the F&B aspects of Hotel Best Sol D'Or and what aspects their customers value, it might be the fact that the hotel offer themed dinners every night during the high season. One unique thing regarding the buffet restaurant is that they offer Wok-

style show cooking, which makes them unique for offering this kind of cuisine technique, especially for those who want to widen their food knowledge.

Lastly, Golden Donaire Beach, which also offers various unique experiences for its customers, including a main buffet restaurant and a poolside bar called Casual Food & Drinks Mestral, which is located outdoors and typically serves as a relaxing spot for guests. Moreover, the hotel held the minidisco every night at the Poolside bar, revealing another identity of the bar during the night, which creates another experience for their guests. In addition, the hotel also possesses Restaurante & Lounge Bar Xaloc, which is strategically located in front of the beach, making it popular among guests as they usually enjoy drinks and tapas with the ocean breeze.

These are some of the aspects that the guests of competitors usually value regarding what these hotels could provide to their guests about their F&B offerings, restaurants, bars, etc. Nowadays, many businesses take advantage of their social media presence to share engaging and appealing content about their offerings to attract potential guests (Yost *et al.*, 2021). Therefore, it's important to showcase detailed information regarding what kind of services a business could offer, such as F&B outlets of a hotel since it will guide the customers to be more informative which contributes positively to their customer journey before reserving.

## 6. Conclusions

### 6.1. Results Conclusions

After conducting intensive research regarding the impact of F&B experience in Estival Park Marena on Customer Satisfaction and the Hotel Reputation. Food and Beverage experience has an important role in the customer satisfaction and online reputation of Estival Park Marena. Based on the data collected and analyzed from online review platforms such as Google Reviews, TripAdvisor, and booking.com, numerous customers mentioned their F&B experience as part of their reviews. Therefore, it means that guests value their F&B experience as an important factor of their stay, among others, such as room comfort, staff friendliness, cleanliness, etc.

The analysis reveals that a high percentage of guests leave comments related to food or beverages at Estival Park Marena. In Google Reviews, it's 37.02%, in TripAdvisor's case it's 70.71%, and in Booking.com it's 25%, all of which mention F&B related comments. By these results, it is evident that TripAdvisor stands out as the platform where guests are more likely to share their opinions about their experience regarding food or beverages. Therefore, Estival Park should prioritize monitoring and responding to reviews on TripAdvisor to better address customer expectations and improve their services in this area.

Having assessed the total number of reviews, and only those mentioning their experience on Food & Beverage, including how many are positive or negative, it is evident that TripAdvisor once again shows the highest Net Sentiment. This pattern repeats consistently. As observed from the results, the Net Sentiment analysis indicated that most of the reviews that are related to F&B were generally positive on all three platforms, which implies that F&B offerings in Estival Park Marena have a positive contribution to customer satisfaction. The Net Sentiment in Google was 16.58%, in TripAdvisor was 32.33%, and 12.5% in booking.com. Based on these results, it means that most of the guests have had a positive experience regarding the F&B offerings of Estival Park Marena.

Moreover, aside from the Net Sentiment analysis, the monthly and yearly average of the hotel rating/score from F&B reviews of Estival Park Marena were calculated. For example, the results from Google Reviews indicate that the average rating in July is 4.3 out of 5, and 4.4 in August, which are higher than the yearly average rating of 3.9. On TripAdvisor, both June and September have a rating of 4.1, also above the yearly average of 3.9. On Booking.com, the highest average rating is during August with 8.2, which is higher than the yearly average of 7.9. August appears to be the month that has the biggest impact on hotel satisfaction. In order to support this, it was necessary to examine the reviews that was previously gathered about F&B in order to look for any patterns that would explain why customers are more satisfied this month. From the F&B related reviews in August 2024, many visitors expressed satisfaction with the all-inclusive package and the quality of the food and beverage options, including the assortment of buffet items, the bar's beverages and the snack bar.

August is during the peak season so large volumes of visitors meaning higher occupancy rates. For this reason, hotels react by improving their services to meet diverse guest needs. Therefore, one of the ways how Estival Park respond during this time is by improving their services to enhance customer experience. Moreover, interest was also given to the months where the average monthly ratings were higher than the yearly average such as during September on TripAdvisor. To understand why, the Head of Marketing in Estival Park was consulted. She Explained that rather than price changes, it is mainly because the occupancy rate decreases in September. With fewer guests, staff at the F&B outlets are able to give more attention to each guest, leading to better customer satisfaction.

In addition, investigating the competitors of Estival Park Marena was also necessary to differentiate the F&B experience it offers compared to the others in the same area.

One of the most important thing learned from investigating the competitors is the fact that, no matter how many F&B offerings a hotel has for its guests, the majority of customer perceptions are shaped by the quality of experience. For example, even if a hotel has multiple restaurants, snack bars, or themed dining options, if the service, food quality, or atmosphere does not meet guest expectations, the reviews and

satisfaction will reflect that. Therefore, the most important factor in differentiating from competitors is not about being “better” just because there are more restaurants or more food options. Instead, maintaining service quality is much more important than offering more, especially if it cannot be managed or delivered properly. It’s better to have fewer options done well than to have many that don’t meet guest expectations.

To conclude, the F&B experience at Estival Park Marena appears to contribute positively to customer satisfaction. However, there is always room for improvement, such as responding to negative reviews, since not replying to customers’ negative comments can hurt a company, because it might cause those customers not to come back in the future (Sparks et al., 2016).

## **6.2. Limitations of the Research**

It is important to mention that this research has limitations, as the information collected is incomplete, and more data would have been needed to obtain more precise and complete results. For instance, to calculate the F&B Impact, Net Sentiment, monthly average, and yearly average. It was only using all the reviews related to food or beverage from the three online platforms (Google Reviews, TripAdvisor, and Booking.com) that are posted during the time of this investigation, and the results could be different if the same study were done in the future.

Another limitation is that the reviews related to food or beverage collected from the three online review platforms cover different months (and also periods in case of Booking.com). For example, reviews of Google Reviews were between May 2024 and November 2024, TripAdvisor between June 2024 and December 2024, and Booking.com between May 2023 and October 2024. Since the months and periods are different for all platforms, the number of reviews and the results obtained were different.

Moreover, this research looked at only online reviews and did not include any other types of information, such as guest interviews or surveys. Including those types of information would have helped give a more complete understanding of the F&B

experience at Estival Park Arena. Also, the majority of the reviews that were examined were left by guests who voluntarily gave their opinion, which means the results may not represent the opinions of all guests who visited the hotel.

Finally, the study focused mainly on the reviews that are related to food and beverages. But sometimes guests might have something to say about their experience on the F&B, but did not write it down in their reviews, and therefore some good reviews may have been missed out.

### **6.3. Future Lines of Research**

This research could be a useful reference for future studies or investigation related on customer satisfaction and the Food & Beverage experience at hotels. For example, all the data collected and all the methods used such as calculating Net Sentiment, F&B Impact, monthly and yearly average ratings could help future researchers understand how online reviews can be used as a tool to measure customer satisfaction and evaluate the performance of F&B services over a certain period of time.

Other researchers could use the data gathered at this study as a reference or even expand on it by collecting more reviews over a long period. Since this focuses only on Estival Park Arena, future researchers could apply the same method to different hotels or resorts to make comparisons.

Moreover, this study could also help Estival Park Arena for developing new tools to monitor online reputation or improve service quality based on guest reviews.

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## Annexes

*Table 1: F&B Related Reviews of Estival Park Marena from Google including the comments, hotel ratings and an indication of whether each review is positive or negative.*

<b>Estival Park Marena: F&amp;B Related Reviews from Google</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
4/5	<i>Paul Barber (6 months ago)</i>  <i>“Food great, and exeptional choice including seafood, eg clams and prawns.”</i>	X	
4/5	<i>Kaitlin Pill (6 months ago)</i>  <i>“Nothing could’ve been better except the food was a hit or miss each night. However the snack bar was excellent.”</i>	-	-
3/5	<i>Lucia Taboada (6 months ago)</i>  <i>“El bufet un aprobadoillo, cuándo le había dado en su día un notable (The buffet was a passing grade, when I had previously given it a notable).”</i>		X
3/5	<i>Jessica Farran (6 months ago)</i>  <i>“Food was average.”</i>		X
2/5	<i>Hada Luna (6 months ago)</i>  <i>“La comida genial y el personal del comedor excelente (The food was great, and the dining room staff was excellent).”</i>	X	
3/5	<i>Jacqueline Boon (6 months ago)</i>  <i>“The food in the restaurant whilst varied was lukewarm which I know is quite common for Spain.”</i>		X

<b>Estival Park Marena: F&amp;B Related Reviews from Google</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
5/5	<i>Paul McCormick (6 months ago)</i> <i>“The food is excellent, the drinks reasonably priced and all in all a great value for money holiday.”</i>	X	
1/5	<i>Regan Bennet (6 months ago)</i> <i>“The food options were repetitive throughout my stay.”</i>		X
4/5	<i>Stephen Roberts (7 months ago)</i> <i>“Good hotel good food.”</i>	X	
5/5	<i>Thais Velasco Pousa (7 months ago)</i> <i>“Nos preparaba un granizado buenísimo y un capuccino para chiparse los dedos. El buffet también rico y variado (He made us a delicious slush and a cappuccino that was finger-licking good).”</i>	X	
3/5	<i>Maria Del Mar Lopez (7 months ago)</i> <i>“La comida no me ha venido de gusto nada poco mediterránea (The food didn't taste anything un-Mediterranean to me).”</i>		X
5/5	<i>Montserrat Martínez (7 months ago)</i> <i>“La comida espectacular (The food was spectacular).”</i>	X	
4/5	<i>Ferfer (7 months ago)</i> <i>“The buffet is great, especially the breakfast.”</i>	X	
5/5	<i>Diana Blaj (7 months ago)</i> <i>“La comida era excelente y con una variedad sorprendente; realmente disfrutamos mucho de esta parte de nuestra estancia ( The food was</i>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Google</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
	<i>excellent with surprising variety; We really enjoyed this part of our stay).</i> "		
5/5	Andrea Tate (8 months ago) <i>"Food was amazing."</i>	X	
2/5	Yanina Laterza (8 months ago) <i>"La comida es muy variada y rica (The food is very varied and delicious)."</i>	X	
3/5	Ester Gonzalez (8 months ago) <i>"Todo el Hotel estupendo menos las comidas que eran malísimas de calidad baja siempre lo mismo súper repetitivo y cocinado fatal (The entire Hotel was great except for the meals that were terrible. Low quality, always the same, super repetitive, and terribly cooked)</i>		X
5/5	Bettina Marosvári (8 months ago) <i>"All inclusive service is on the highest level, there's enough staff in the bars and in the restaurant, you don't have to wait in queue to be served and if any of the meals are running out, it will be replaced in a minute. Even at the very last minutes of the breakfast/lunch/dinner time.</i>	X	
1/5	Olga Garrido (8 months ago) <i>"La comida malísima (The food was terrible)."</i>		X

<b>Estival Park Marena: F&amp;B Related Reviews from Google</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
3/5	<p><i>I.G. (8 months ago)</i></p> <p><i>“Unfortunately breakfast was the worst. Lunch and dinner are fine. Little taste, but you can add more seasoning. Selection was also okay. Unfortunately, the water (still and sparkling) in the restaurant contains a lot of chlorine. Unfortunately, the drinks in the all-in were not tasty. The cocktails were just sugar, zero taste. At the pool bar you could buy “slightly better” cocktails for €2.”</i></p>		X
4/5	<p><i>Fàtima Olivares Pacheco (8 months ago)</i></p> <p><i>“El desayuno de 10 y la comida y cena tambien estan bien (The breakfast is 10 out of 10, and lunch and dinner are also good).”</i></p>	X	
5/5	<p><i>Liz R (8 months ago)</i></p> <p><i>“Good selection in the dining room, there is a microwave available and we did use it on a few occasions. Bar staff great and worked very hard. Not the best options available for AI, but always found something nice to drink. Self service area for AI guests is great. Soft drinks, beer, sangria, water, ice cream, and milk shakes. Crisps and nuts also freely available. Snack bar great also with self service salads, wraps, burgers, hotdogs, chicken nuggets and chips.”</i></p>	X	
4/5	<p><i>Stephane Ledure (8 months ago)</i></p> <p><i>Je recommande à 100% cet hôtel. Nourriture et All-in très varié (I 100% recommend this hotel. Very varied food and all-inclusive options).”</i></p>	X	

### Estival Park Marena: F&B Related Reviews from Google

Hotel's rating in the F&B reviews	Review	Positive	Negative
5/5	<p><i>Joanne Milner (9 months ago)</i></p> <p><i>“Had a great stay here all-inclusive. Food was gret large variety especially the snack bar loved the pizzas.”</i></p>	X	
5/5	<p><i>Jose Buesa (9 months ago)</i></p> <p><i>“Las bebidas del TI bastante básicas y mejor no pedir ninguna copa o combinado que incluye con la pulsera ya que el alcohol el malisimo (The drinks at AI are quite basic, and it's best not to order any of the drinks or mixed drinks included with the bracelet, as the alcohol is terrible).”</i></p>		X
5/5	<p><i>Ragnar Lodbrok (9 months ago)</i></p> <p><i>“Buen comida (Good food).”</i></p>	X	
5/5	<p><i>Lakry87 (9 months ago)</i></p> <p><i>“El buffet muy variado (The buffet was very varied).”</i></p>	X	
3/5	<p><i>Alberto Zabala (9 months ago)</i></p> <p><i>“El bufet un poco repetitivo, pero sobre todo lo peor es el horario adaptado al turista inglés (the buffet is a bit repetitive, but above all the worst thing is the schedule adapted to English tourists).”</i></p>		X
3/5	<p><i>Veronica Arango (9 months ago)</i></p> <p><i>“La comida buena, el buffet no está abarrotado y eso es un gusto (The food is good, the buffet is not crowded and that is a pleasure).”</i></p>	X	

### Estival Park Marena: F&B Related Reviews from Google

Hotel's rating in the F&B reviews	Review	Positive	Negative
4/5	<p><i>David (9 months ago)</i></p> <p><i>“El restaurante es muy amplio, con comida bastante variada, plancha, y agua que entra en la pensión completa. Por las noches hacen cena temática de otros países (The restaurant is very spacious, with quite a variety of food, iron, and water that is included in the full board. At night they have themed dinners from other countries).”</i></p>	X	
5/5	<p><i>Marycarmen64 (9 months ago)</i></p> <p><i>“Variedad de comida correcta, instalaciones muy bien (Decent variety of food, very good facilities).”</i></p>	X	
5/5	<p><i>Cristina Rodriguez (10 months ago)</i></p> <p><i>“La comida riquísima. Muchísima variedad... en la plancha todos los días carne o pescado y a las noches suelen poner slgo temático un día hubo hamburguesas, otro kebab, otro marisco, otro comida colombiana... una maravilla ( delicious food. A lot of variety... meat or fish is grilled every day and at night they usually put on something themed, one day there were hamburgers, another kebab, another seafood, another Colombian food... wonderful).”</i></p>	X	
5/5	<p><i>Hollie Price (10 months ago)</i></p> <p><i>“We stayed all inclusive and there’s a great selection of food, snacks, drinks, ice cream. The food at the snack bar and in the restaurant were both lovely and very clean areas.”</i></p>	X	
4/5	<p><i>Joseba Goicoechea (10 months ago)</i></p> <p><i>“Pero la Ubicación .. buffet...animacion y piscina de diez (But the location... buffet... entertainment and pool were top notch).”</i></p>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Google</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
3/5	<p><i>Mir MMD (10 months ago)</i></p> <p><i>“La comida fue un desastre total. No es que la gente se sirviera demasiado, sino que la calidad y el sabor de los alimentos eran pésimos. Sería mejor ofrecer menos variedad pero de mejor calidad (The food was a total disaster. It's not that people helped themselves too much, but that the quality and taste of the food was terrible. It would be better to offer less variety but better quality).”</i></p>		X
4/5	<p><i>Santiago Abadia (11 months ago)</i></p> <p><i>“El buffet excelente (The buffet was excellent).”</i></p>	X	
2/5	<p><i>Gemma D (11 months ago)</i></p> <p><i>“The food is really mediocre at best. There are no omelette stations etc. at breakfast and a very small selection of cereals, it definitely feels like they expected everyone to want a cooked breakfast. They only serve chopped fruit at lunch and evenings, this is would be a nice addition to breakfast. The food on an evening is pretty bad - labels often give no description of what the food is (vegetable stew with clearly big chunks of meat in it etc.) and there is virtually nothing child friendly for them to eat on an evening - it felt it was more catered to the Spanish. The food is lukewarm at best, there are microwaves to heat food up but I'd prefer not to have to do that. There is a snack bar that does food from 11ish until 4ish doing burgers, hotdogs etc. so the kids filled up there, but not exactly healthy. The all inclusive drinks were very limited. Very few local spirits included, cocktails were pre made from a machine and not great, sangria from a machine etc. never known such a limited drinks options and anything else you had to pay for.”</i></p>		X

<b>Estival Park Marena: F&amp;B Related Reviews from Google</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
3/5	<i>Toñi Casado Trinidad (11 months ago)</i> <i>“La comida bien (The food was good).”</i>	X	
5/5	<i>PastryNuma (11 months ago)</i> <i>“Teníamos el régimen media pensión y tanto el desayuno como en la cena, la comida fue buenisima (We had half-board, and both breakfast and dinner were delicious).”</i>	X	
3/5	<i>Shaila Palet Perez (11 months ago)</i> <i>“La experiencia ha sido positiva, la limpieza, instalaciones, buffet todo muy correcto (The experience was positive, the cleanliness, facilities, and buffet were all very adequate9.”</i>	X	
4/5	<i>Guigui Moi (11 months ago)</i> <i>“Petit déjeuner buffet très moyen (Very average buffet breakfast).”</i>		X
5/5	<i>Nia (11 months ago)</i> <i>“Estival Park Marena todo nuevo a estrenar, preciosa decoración y fantástica comida, ni que decir del personal. Muy recomendable (Estival Park Marena is brand new, beautifully decorated, and has fantastic food. Not to mention the staff. Highly recommended!).”</i>	X	
5/5	<i>Sheyla (11 months ago)</i> <i>“El bufet es de 10 nuevo, la comida buenisima, variada, sana, un género muy bueno, fruta de temporada todo muy apetecible (he buffet is a 10/10, the food is delicious, varied, healthy, very good selections, seasonal fruit, all very appetizing).”</i>	X	

### Estival Park Marena: F&B Related Reviews from Google

Hotel's rating in the F&B reviews	Review	Positive	Negative
4/5	<p><i>Eduard Li i López (a year ago)</i></p> <p><i>“La comida como en el resto del grupo Estival, está muy bien para ser buffet libre (The food, like the rest of the Estival group, is very good for an all-you-can-eat buffet).”</i></p>	X	
5/5	<p><i>Cristina Hidalgo Escamilla (a year ago)</i></p> <p><i>“Comida buenisima, variedad y calidad (Good food, variety and quality).”</i></p>	X	
5/5	<p><i>Cristina Enescu (a year ago)</i></p> <p><i>“La comida muy rica (The food is very tasty).”</i></p>	X	
4/5	<p><i>Erlander Lourenço (a year ago)</i></p> <p><i>“A comida era aceitável baseada no grill (The food was acceptable based on the grill).”</i></p>	X	
5/5	<p><i>Vicente Gironella Tejedor (a year ago)</i></p> <p><i>“La comida variada (There are a variety of food).”</i></p>	X	
3/5	<p><i>G (a year ago)</i></p> <p><i>“Food choice is generally pretty good, only the fussiest or small minded eaters would moan. They try to cater for everyone but don't specialise in anything. I would like to see more cereal choice for breakfast.”</i></p>	X	

### Estival Park Marena: F&B Related Reviews from Google

Hotel's rating in the F&B reviews	Review	Positive	Negative
4/5	<p><i>Philip Hall (a year ago)</i></p> <p><i>“Bar &amp; Snacks: As with all Estival Park hotels you have a fully serviced bar and self service area with beer, sangria, cocktails and other drinks available all day, the snack bar had burgers, hotdogs, chips, toasties and pizza available and other food that changed daily. This is handy when snacking between meal.</i></p> <p><i>Restaurants: The restaurant in Hotel3 definitely has been done up and is brighter than the rest of the hotel and everyday offers a great selection of breakfast and dinner (lunch only served on Hotel 1 &amp; 2) the themes changed daily but a great selection of food to a high-quality only downside is the self service coffee machines are slow in the morning.”</i></p>	X	
1/5	<p><i>IWONA JULIA (a year ago)</i></p> <p><i>“On breakfast, we found rotten and moulded cucumber in the salad. Same day dinner moulded butter. In the same week, we had an undercooked potato's and raw meat. we literally had the blood on the plates ( no, we didn't have steak for dinner). One lady was sick at dinner time in the restaurant. The only thing she had from staff were the paper towels. Disgusting food.”</i></p>		X
4/5	<p><i>Barrie Slater (a year ago)</i></p> <p><i>“Good selection of food in the restaurant but a lot of the meats were tough or fatty I ended up opting for the chicken on the bone or the veal which was nice. The breakfast bacon wasn't great, there was a guy cooking eggs every morning would have been better if they offered a cheese or ham omelet option.”</i></p>		X
3/5	<p><i>Olga Puigcerver Marco ( a year ago)</i></p> <p><i>“Comida muy buena (Very good food).”</i></p>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Google</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
4/5	<i>Montse (a year ago)</i> “Food and drinks: Good quality and variety.”	X	
4/5	<i>Roberto Otero Garcia (a year ago)</i> “La comida es muy buena y variada (The food is very good and varied).”	X	
5/5	<i>Rafael Delgado Martin (a year ago)</i> “Comida variada y de buena calidad (Varied and good quality food).”	X	
5/5	<i>Elena Martin (a year ago)</i> “La segunda vez que venimos, muy bien de precio todo incluido, el hotel entero está genial, limpio, cómodo, buena comida y bebida (This is our second time here, very well priced, all inclusive. The whole hotel is great, clean, comfortable, good food and drinks).”	X	
3/5	<i>Marine Maquaire (a year ago)</i> “The restaurant (shall I call it a canteen..?) was noisy and the food served was always cold, various but not good.”		X
2/5	<i>Son Goku (a year ago)</i> “La comida regular (The food is average).”		X
5/5	<i>Cristina Merino Iniesta (a year ago)</i> “Me ha gustado mucho el hotel, la ubicación, la zona, el buffet... (I really liked the hotel, the location, the area, the buffet...)”	X	
5/5	<i>Hilario Sein Narvarte (a year ago)</i> “Food and drinks: Lots of variety and very good quality”	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Google</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
3/5	<i>Eva Barral (a year ago)</i>  <i>“La comida esta bien es de buena calidad y había variedad (The food is good, it is of good quality and there was variety).”</i>	X	
5/5	<i>Mihaela Balosu Muha (a year ago)</i>  <i>“La comida bien, no esta de lujo pero bien, bastante variedad. El desayuno muy variado (The food is good, it's not luxurious but good, quite a variety. The breakfast is very varied).”</i>	X	
4/5	<i>Allende Hernandez (a year ago)</i>  <i>“La comida en el hotel bufé libre mucha variedad y de muy buena calidad.. comimos genial (The food at the hotel was an open buffet, with lots of variety and very good quality. We ate great).”</i>	X	
2/5	<i>Jose Parras Conesa (a year ago)</i>  <i>“La comida muy regulin (The food was very average).”</i>		X
5/5	<i>Montse Bueno (a year ago)</i>  <i>“Lo millor el buffet, molta varietat i quantitat (The best is the buffet, lots of variety and quantity).”</i>	X	
3/5	<i>Lyly Âgé (a year ago)</i>  <i>“Buffet à volonté varié qui change chaque jour. Service de snack qui prend le relais en dehors des horaires du restaurant de l'hôtel, pratique quand on arrive l'après-midi et que l'on souhaite se restaurer sans se déplacer (Varied all-you-can-eat buffet that changes daily. Snack service that takes over outside of the hotel restaurant's hours, which is convenient when you arrive in the afternoon and want to eat without having to leave the hotel).”</i>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Google</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
<i>Source: Own Elaboration, 2025</i>			

Table 2: F&B Related Reviews of Estival Park Marena from TripAdvisor including the comments, hotel ratings and an indication of whether each review is positive or negative.

<b>Estival Park Marena: F&amp;B Related Reviews from TripAdvisor</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
2/5	<i>Elainegucci (December 2024)</i>  <i>“The food, well being perfectly honest it’s dreadful. I managed to eat bread n butter and salad. Once there was fish which was ok. But the standard of food leaves a lot to be desired. The coffee machines there are queues and mostly serves up dish water.”</i>		X

### Estival Park Marena: F&B Related Reviews from TripAdvisor

Hotel's rating in the F&B reviews	Review	Positive	Negative
4/5	<p><i>Paul Q (December 2024)</i></p> <p><i>“The restaurant and bar are good. Restaurant serves breakfast, lunch, and dinner (we were all inclusive) and has a wide selection of foods ranging from local meals you’d find in the region of Spain, to your everyday buffet staples catering for those fussy eaters too. Drinks were all self serve here too! Each evening tended to have a different themed food night alongside everything else too, so you might find one night is Chinese, and the next Italian. Food was actually very good, no complaints at all from any of us on this. In the bar area throughout the day (from around 11am until 8pm) there would be a ‘snack bar’ which served burgers, hot dogs, sandwiches, wraps, nuggets, fries and more! Great if you just wanted to chill by the pool and not have a big lunch in the restaurant, or just fancied an afternoon snack. There was also a regular supply of nuts, crisps, and cakes/pastries that you could get at anytime of day next to the drinks area in the bar.</i></p>	X	
4/5	<p><i>Hanwel88 (November 2024)</i></p> <p><i>“The food was really good. Great range and different themes each night with similar classic dishes returning like most all inclusive buffets. Snack bar food was excellent, lots of choice and also crisps nuts and cakes.”</i></p>	X	
4/5	<p><i>Cosmin M (October 2024)</i></p> <p><i>“Only four stars because bar starts at 10 am ( late) and the check out is at 10:30 am , a bit to early ... About food, for me was good, plenty of variety.”</i></p>	X	
5/5	<p><i>Paul S (October 2024)</i></p> <p><i>“The food was also very good with a large variety for breakfast, lunch and dinner would highly</i></p>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from TripAdvisor</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
	<i>recommend this hotel and would certainly return again”</i>		
2/5	<i>Campers2018 (October 2024) “Food is has a good choice and snack bar is great.”</i>	X	
3/5	<i>Danem45 (October 2024) “Food in the restaurant was OK. We were always able to find something to eat for our breakfast and evening meal.”</i>	X	
5/5	<i>Julie P (October 2024) “Previous posts has mentioned that the food was repetitive. I did not find this at all. There was always plenty of variety and each nigh had a theme. I’m not normally a salad person but found the salad selection was amazing. And as for the puddings, they were perfect.”</i>	X	
4/5	<i>Mackenzie0755 (October 2024) “The restaurant is probably the only real let down, food was bland and often look warm, silly rules of not being able to take a cup of coffee out of the restaurant to the outside area was a pain as other coffee area didn’t open until 10am, staff were pleasant and accommodating in most areas but in general the restaurant needs to up their game a bit.”</i>		X
4/5	<i>JuGravesendKent (October 2024) “Food such a good choice even for fussy eaters. Loved the ice cream machine and milkshake machine.”</i>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from TripAdvisor</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
5/5	<p><i>Matthew H (October 2024)</i></p> <p><i>"I'll keep it short- food- great,staff- helpful and fantastic."</i></p>	X	
3/5	<p><i>Shaun (October 2024)</i></p> <p><i>"Basic range of drinks on the all inclusive menus and cocktails from a machine unless you paid - great self serve beer on tap which is good - waiting staff happy to bring you drinks out to the pool. Food was plentiful and well presented but unfortunately very bland and even though it was themed daily Mexican, Chinese etc it was basically the same, all the meats were very cheap cuts - lamb neck, veal chicken - usually honey and fatty - vegans had there own section with lots of choice. Breakfast was the better of the 3 meals. The snack bar is first rate, burgers, pizza, fries, salads."</i></p>		X
5/5	<p><i>Juana Maria Cartagena (September 2024)</i></p> <p><i>"Plentiful food and the very friendly dining staff and when there was something left immediately they replenished it."</i></p>	X	
4/5	<p><i>Stephen Roberts (September 2024)</i></p> <p><i>"No problems whatsoever with the food, lots of choice catering for most tastes. Breakfast also good to fuel up for the day."</i></p>	X	
3/5	<p><i>Macmsps (September 2024)</i></p> <p><i>"Food is bad, trying to cater for everyone taste, but food was so bad, we ate out."</i></p>		X
5/5	<p><i>Mark N (September 2024)</i></p> <p><i>"There is absolutely nothing to complain about the food, accommodating all tastes and plenty of dishes for the kids. There is also a vegan menu."</i></p>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from TripAdvisor</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
3/5	<i>Allisonwright5 (September 2024)</i>  <i>“Restaurant was ok not anything to shout home about. Food was very bland also repetitive. The snack bar was very good though. Drinks ok.”</i>	-	-
3/5	<i>Charlotte (September 2024)</i>  <i>“Food was absolutely average and not up to 4* standard - limited options for vegetarians/vegans most nights and on a few occasions meat was pink.”</i>		X
2/5	<i>Lauren O (September 2024)</i>  <i>“The food was not good at all, the chicken was pink and everything else was like rubber.”</i>		X
5/5	<i>44theresaa (September 2024)</i>  <i>“Food - all 3 meals times we found to be good. A good selection for everyone and even the fussy eaters in our group didn't go hungry. They had themed nights from Mexican to sushi, A lot of pork, veal and chicken but the fis and seafood were amazing. The snack bar is great too. Burgers, nuggets, chips, hot dogs, wraps, sandwiches and salad. Unlimited drinks which were self serve. Estrella and sangria on tap as well as ice cream all day for kids. Plenty of drinks on the AI too.”</i>	X	
4/5	<i>Matthew K (September 2024)</i>  <i>“The food was pretty decent, the snack bar is great if you just want something quick.”</i>	X	
4/5	<i>Steveturner779 (September 2024)</i>  <i>“Food was excellent.”</i>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from TripAdvisor</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
5/5	<p><i>Jess L (September 2024)</i></p> <p><i>“Food - typical all inclusive, plenty of it. Snack bar was so handy, have never been anywhere with a snack bar this good, it was more like a cafe than a snack bar! Main restaurant full of high chairs but snack bar only had 1. The restaurant desk has free disposable bibs for babies - these were a winner for us and we used them for every meal - highly recommend!”</i></p>	X	
5/5	<p><i>Sightsee44360838526 (September 2024)</i></p> <p><i>“Food was delicious”</i></p>	X	
4/5	<p><i>Sue H (September 2024)</i></p> <p><i>“Great snack bar for AI guests with snack food ie., burgers, chips, pizza and good beer, sangria on tap, lot of choice for soft drinks and self serve ice cream machine. We found the food in the buffet restaurant to be plentiful and re stocked, different themed nights so could always find something to tempt you. Kids loved the puddings, ice cream and sweet selection.”</i></p>	X	
5/5	<p><i>LisaL2011 (September 2024)</i></p> <p><i>“My daughter loved the snack bard and getting her own ice cream was the best.”</i></p>	X	
5/5	<p><i>Jimi T (August 2024)</i></p> <p><i>“Food good with great variety and drinks nice too.”</i></p>	X	
4/5	<p><i>Emma C (August 2024)</i></p> <p><i>“We enjoyed all the food plenty of choice, though sometimes if eating at quieter times some food may not be as hot as we would of liked majority of time it was fine. The snack bar was great I found that was always fresh and hot sometimes waiting for</i></p>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from TripAdvisor</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
	<i>food to be put out the Margherita pizza here was the best from all inclusive I've ever had.</i>		
3/5	<i>Jadeperry (August 2024)</i>  <i>"Food in the restaurant was ok lots of selection almost the same every night with the exception of different flavours of chicken each night."</i>		X
5/5	<i>Angela (August 2024)</i>  <i>"Food - great choice; kids area would be a welcome addition. We often took nuggets from the snack bar in for my 5 year old as she's not keen on different foods and we wanted to get hot veg for her so just the snack bar food wasn't enough for a balanced meal for her. Themed nights and after 12 days we were ready for a change of food. Allergy labels have improved since 2022 and GF/DF vegan and veggie options and areas are well labelled too."</i>	X	
1/5	<i>Balázs Paréj (August 2024)</i>  <i>"The food is, without a doubt, the worst I've ever had—or rather, not had, because it's so bland. There's no variety whatsoever."</i>		X
5/5	<i>Morena84 (August 2024)</i>  <i>"And the restaurant excellent, in terms of cleanliness and quality of food; all very rich and with its identifying labels, there is small vegan and gluten-free corner. My 8-month-old baby could eat many things suitable for his age. Every night in the restaurant was themed: Mexican, Italian, seafood, Chinese..."</i>	X	

**Estival Park Marena: F&B Related Reviews from TripAdvisor**

Hotel's rating in the F&B reviews	Review	Positive	Negative
3/5	<p><i>Cathy T (August 2024)</i></p> <p><i>“The food wasn't that nice and we ate mostly in the snack bar I think twice in the week we enjoyed it from the main restaurant.”</i></p>		X
4/5	<p><i>Jackie G (August 2024)</i></p> <p><i>“Drinks fine, Estrella, sangria and soft drinks on tap. Cava included also. Food and snacks are plentiful and never been hungry once and I'm very particular with my food.”</i></p>	X	
5/5	<p><i>Neal (August 2024)</i></p> <p><i>“Food - all 3 meals times we found to be good. A good selection for everyone and even the fussy eaters in our group didn't go hungry. The snack bar is great too. Burgers, nuggets, chips, hot dogs, wraps, sandwiches and salad. Unlimited drinks which were self serve. Estrella and sangria on tap as well as ice cream all day for kids. Plenty of drinks on the AI too.”</i></p>	X	
4/5	<p><i>Paul H (August 2024)</i></p> <p><i>“Snack bar was excellent.”</i></p>	X	
5/5	<p><i>GolfingQueen (August 2024)</i></p> <p><i>“Self service area for AI guests is great. Soft drinks, beer, sangria, water, ice cream, and milk shakes. Crisps and nuts also freely available. Snack bar great also with self service salads, wraps, burgers, hotdogs, chicken nuggets and chips.”</i></p>	X	

**Estival Park Marena: F&B Related Reviews from TripAdvisor**

Hotel's rating in the F&B reviews	Review	Positive	Negative
3/5	<p><i>Fishtankhank (August 2024)</i></p> <p><i>“The main bad points were the food, although some of our party found the food to be “OK” we thought it was some of the worst all inclusive food we have had. Breakfast- This was your typical all inclusive set up (sausage, fried egg, mushrooms, hash browns etc) and although the choice was plentiful it was of poor quality and most of the time stone cold. Dinner was again plentiful but of low fatty quality and most of the time cold. I have to say the salad was very good though. Tea time was again very poor with a large selection of fatty meats, pizza, overcooked pasta and fries.”</i></p>		X
5/5	<p><i>Jodie W (August 2024)</i></p> <p><i>“The food others are saying is bad is not bad at all. There is plenty of choice for everyone and they always had a theme of the night. My husband and I were impressed most nights with the spread that is put on. The seafood is unreal! I like the touch for kids (and big kids/adults with a sweet tooth) of a pick and mix sweets with the ice-cream. I really enjoyed the little cake bites in the dessert section. My daughter is the fussiest eater I know but lived off chips for lunch and dinner and at breakfast she enjoyed some bread (her choice), bananas and the little maria biscuits. The snack bar was good, which is also where the help your self mr whippy style ice cream machine was! My daughter loved this but there were no ice lollies on AL you had to pay for these which is a shame, I am lactose intolerant so I couldn't enjoy the ice cream, but I think my daughter ate enough for all of us! The machine has vanilla, chocolate and a mix option.”</i></p>	X	
2/5	<p><i>Eduardo O (August 2024)</i></p> <p><i>“Repetitive foof and low quality.”</i></p>		X

<b>Estival Park Marena: F&amp;B Related Reviews from TripAdvisor</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
4/5	<p><i>Amy (August 2024)</i></p> <p><i>"I found the food to be of good quality, there was something for everyone, including fussy eaters. None of us got sick despite eating salads, fruit and having ice in our drinks. Particular highlights in terms of food and drink for our party was the vegetarian/vegan food selection, the natural yoghurt and granola at breakfast, the veggie wraps and pizza from the snack bar, and most importantly the self serve ice cream in both the restaurant and snack bar area (a massive hit with my children)."</i></p>	X	
3/5	<p><i>Lid399 (August 2024)</i></p> <p><i>"The food has a variety and has good options for vegans. However in our opinion it was boring food. Most things stayed the same each night. Fruit, ice cream, ham and cheese, salad, chicken and pasta station. There was 1 station that changed with random meals on and then a couple of pieces of meat being cooked freshly. The food was disappointing to be honest."</i></p>		X
3/5	<p><i>Katie (July 2024)</i></p> <p><i>"The buffet is slightly below standard all inclusive in my opinion, I struggled some days to make up a meal."</i></p>		X
4/5	<p><i>624lorraine (July 2024)</i></p> <p><i>"Good choice of food although heard others say more choice was needed. Nice fish and salad dishes I chose vegan food mostly. Snacks available at floor -1, chips nuggets, veggie burgers , hamburgers salads wraps chicken wraps."</i></p>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from TripAdvisor</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
3/5	<i>C M (July 2024)</i>  <i>“Food was average. Typical all inclusive choices.Snack bar was good with chips, nuggets. Pizza, Wraps. Burgers and hot dogs. Nuts and crisps were freely available also.”</i>	-	-
5/5	<i>Nathan M (July 2024)</i>  <i>“The food in the snack bar was freshly prepared and ideal, burgers, wraps and pizza (which were very good by the way) and catered for all dietary requirements. There were always crisps, peanuts and pastries on offer and clean utensils were available so you didn't need to handle the food. The restaurant was busy and food was plentiful. Self-serve drinks were good, you could have 2 glasses if you fancied a pint :).”</i>	X	
3/5	<i>Ajg (July 2024)</i>  <i>“Restaurant Food were plentiful but alot was under cooked, or cold and meat fatty which you couldn't eat! Some Dishes were gone a hour before restaurant closing time and no being replaced so it was a bit of a bingo! Need to be lucky to be able to have a choice. Snack bar-a lot of food and are undercooked and cold in the serving cabinets.”</i>		X
5/5	<i>Mike (July 2024)</i>  <i>“The food was good for an all inclusive offering up a range of different foods for everyone's needs and has its own vegan and gluten free sections as well.”</i>	X	
3/5	<i>69averagetraveller (July 2024)</i>  <i>“Food was hit and miss the breakfast and snack bar were very good, but main restaurant same salads and tough meat from grill. There were a lot of dishes of bits of meat cooked on bones.”</i>		X

<b>Estival Park Marena: F&amp;B Related Reviews from TripAdvisor</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
4/5	<p><i>Leslie M (July 2024)</i></p> <p><i>“Evening meals poor 3 nights running main meal chicken wings”</i></p>		X
4/5	<p><i>Nicola090963 (July 2024)</i></p> <p><i>“Restaurant lovely, food fab, no complaints, tons of choice. If half board as we were, you can buy drinks but €2.50 a bottle of water.”</i></p>	X	
5/5	<p><i>Rod-Jean T (July 2024)</i></p> <p><i>“Food very varied and good could always find something to eat. We were all inclusive and was worth the money. Snack bar very popular chips,toasties,hot dogs,burgers wraps, sandwiches,salads,and chicken nuggets. Coffee machine.milk shakes,water,soft drinks and ice cream available all day with crisps,nuts,buns and biscuits. Would definitely recommend this hotel and looking at booking again.”</i></p>	X	
3/5	<p><i>Ian E (July 2024)</i></p> <p><i>“Food was always hot. Not so good, Food was repetitive throughout week. Not able to have AI Beer in a pint glass, you have to pay extra.”</i></p>		X
3/5	<p><i>Alw9 (July 2024)</i></p> <p><i>“The food was good, always something different to try.”</i></p>	X	

### Estival Park Marena: F&B Related Reviews from TripAdvisor

Hotel's rating in the F&B reviews	Review	Positive	Negative
4/5	<p><i>Moonlight O (July 2024)</i></p> <p><i>“Food I found to be varied , clearly labelled for tolerances and a decent quality. At breakfast you could get british sausages and almost decent bacon. Drink stations are dotted around , the coffee took me a while to get used to but they have the decent coffee machines behind the bars free to AI guests . A special mention to the snack bar that's open from 11.00-19.00. Very handy if you've skipped breakfast or lunch or just love ya food , it was a decent quality burgers ,hot dogs , nuggets , chips , toasties etc. and they work tirelessly on it constantly putting out fresh produce. The salad bar attached to it was the same . Be prepared to gain a few pounds as they have ice cream machines and fizzy drinks and beer on tap on a self serve basis here also .”</i></p>	X	
4/5	<p><i>Rob B (June 2024)</i></p> <p><i>“The food was excellent with a great choice of dishes and the restaurant staff were very friendly. All inclusive was great value and wine was available with Lunch and Evening meal. We would be more than happy to return to this Hotel.”</i></p>	X	
4/5	<p><i>Tom C (June 2024)</i></p> <p><i>“The food and choice of food was excellent. Something for everyone.”</i></p>	X	
4/5	<p><i>Hilary K (June 2024)</i></p> <p><i>“The snack bar is the best I have used and the self service drinks are good. The restaurant is typical AI with lots of choice on salads, hot and cold food, desserts and fruit.”</i></p>	X	
5/5	<p><i>Monique BXL (June 2024)</i></p>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from TripAdvisor</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
	<i>"I recommend this hotel for the excellent, varied buffets, good desserts and large quantities of fruit."</i>		
3/5	<p><i>Shazull (June 2024)</i></p> <p><i>"food was plentiful you would be hard pushed not to find something to eat ..milkshakes and whippy icecream on self serve as well as the usual water beer soft drinks etc slush is behind bar but again part of all in."</i></p>	X	
4/5	<p><i>Rees (June 2024)</i></p> <p><i>"Food was very nice and varied and we never struggled for something to eat on all inclusive. Drinks we're nice."</i></p>	X	
5/5	<p><i>Charlotte W (June 2024)</i></p> <p><i>"There is an endless amount of food! From the restaurant to the snack bar to the crisps, nuts, biscuits and cakes out till the night ends. One thing here is you'll never go hungry!"</i></p>	X	
2/5	<p><i>Leannemd123 (June 2024)</i></p> <p><i>"The all inclusive part is a joke. All cocktails have a surplus of €1-€2 and they're still from a pre mixed bottle. If you want a pint of larger, you'd need to pay €2 if not you just get small cups. The food is not mixed enough and on an evening there is nothing for children. I'd expect a children's section or something. On top of this, you can only get soft drinks, beer or sangria with your meal. No option of wine unless you want to pay."</i></p>		X
4/5	<i>KPNUTS888 (June 2024)</i>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from TripAdvisor</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
	<i>"The snack bar is very kid friendly and the restaurant food is good and the drinks are Limited choice but taste ok.</i>		
4/5	<i>SunbatherUk (June 2024)</i>  <i>"The restaurant had a good, wide variety of food at breakfast and evening meal times. We were half board so even water was chargeable (2.5 Euros) in the evening unless you took your own. Desserts I felt were hit and miss, but were all labelled correctly showing allergens and this was the same for the salads and main course dishes."</i>	X	
4/5	<i>298Mitzymoo298 (June 2024)</i>  <i>"All inclusive was good value for money. Drinks included ice tea, coffee, local spirits, beer, sangria, wine, coke, milkshakes etc, food choice good but does get repetitive by end of week. World bar food good including toasties,hot dogs, burgers, chips; plenty of other snacks too."</i>	X	
5/5	<i>Joanne W (June 2024)</i>  <i>"The restaurant was fabulous, there was never that noisy din you sometimes get in buffet style restaurants. Food variety was fantastic, vegan, gluten free. They regularly refreshed the counters keeping everything fresh. We changed our evening meal to lunch a few times so we could venture into Salou to have dinner. Lunch was also lovely."</i>	X	
5/5	<i>Maggie M (June 2024)</i>  <i>"The food was delicious, with lots of choice and a different theme most nights."</i>	X	
5/5	<i>Matthew H (June 2024)</i>	X	

**Estival Park Marena: F&B Related Reviews from TripAdvisor**

Hotel's rating in the F&B reviews	Review	Positive	Negative
	<i>"We stayed half board so breakfast (good) and evening meal (lots of choice)."</i>		
4/5	<p><i>Deb n Steve (June 2024)</i></p> <p><i>"We were all inclusive. The restaurant was well laid out with plenty of food stations. A really good selection of salads,vegetables meat and fish dishes. Also a vegan and gluten free section. We enjoyed the food and ate plenty. Drinks are self serve but wine has to be requested as it comes by the bottle bottles. The staff are lovely and welcoming and keep the seating area clean."</i></p>	X	

Source: Own Elaboration, 2025

Table 3: F&B Related Reviews of Estival Park Marena from booking.com including the comments, hotel ratings and an indication of whether each review is positive or negative.

<b>Estival Park Marena: F&amp;B Related Reviews from Booking.com</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
9/10	<i>Hilda (October 2024)</i>  <i>Great Food</i>	X	
9/10	<i>Serge (October 2024)</i>  <i>“La demi-pension, et la très bonne cuisine (Half-board, and very good food).”</i>	X	
8/10	<i>Alejandra (October 2024)</i>  <i>“Nos gusto mucho la ubicación, la limpieza, el personal. Las zonas comunes, <b>la comida</b> (We really liked the location, the cleanliness, the staff. The common areas, <b>the food</b>).”</i>	X	
9/10	<i>Mihai (October 2024)</i>  <i>“Muy buena comida, variedad (Very good food, variety).”</i>	X	
8/10	<i>Joanna (September 2024)</i>  <i>“Although we didn’t dine at the hotel, we can vouch for the breakfast variety—there’s something for.”</i>	X	
5/10	<i>Fionola (September 2024)</i>  <i>“The breakfast was good with plenty of choice.”</i>	X	
9/10	<i>Valentina (September 2024)</i>  <i>Totul a fost super incepand cu locația lângă plajă, complexul, <b>mâncarea</b>, a fost un sejur foarte plăcut (Everything was great, starting with the location near the beach, the complex, <b>the food</b>, it was a very pleasant stay).”</i>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Booking.com</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
8/10	<i>Catherine (September 2024)</i> <i>“Un buffet complet (A full buffet).”</i>	X	
6/10	<i>Elena (September 2024)</i> <i>“La comida muy repetitiva (The food is very repetitive).”</i>		X
8/10	<i>Armelle (September 2024)</i> <i>“Petit dejeuner parfait (Perfect breakfast).”</i>	X	
9/10	<i>Puri (September 2024)</i> <i>Negative - “Los postres (the desserts).”</i>		X
6/10	<i>David (September 2024)</i> <i>“The evening buffet, for €25, even though it's not excessive as a price per person, the food isn't great at all, even if the raw vegetable buffet is passable. The hot dishes are not great, overcooked, too dry even with a sauce. The sides are overcooked because they were kept too hot, and the fries aren't great either. In short, this buffet leaves a feeling of incompleteness.”</i>		X
9/10	<i>Mónica (September 2024)</i> <i>“La comida estupenda (The food is great)”</i>	X	
9/10	<i>Luis (September 2024)</i> <i>“Excelente, tanto á comida como os seus empregados (Excellent for both the food and its staff).”</i>	X	
9/10	<i>Noelia (September 2024)</i> <i>“Cuenta con un buffet variado y sin aglomeraciones (It has a good varied buffet and without crowds).”</i>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Booking.com</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
8/10	Nuria (September 2024) <i>“Variedad en el buffet de cena (cada dia era una temática diferente). Buena comida tanto desayuno como cena (Variety in the dinner buffet (every day was a different theme). Good food both breakfast and dinner).”</i>	X	
9/10	Naiara (September 2024) <i>“El buffet variado y rico (Varied and rich buffet)”</i>	X	
8/10	María (August 2024) <i>“El hotel está muy bien y la comida también (The hotel is very good and the food too).”</i>	X	
6/10	Andoni (August 2024) <i>“Comida variada y rica (Varied and rich food).”</i>	X	
10/10	Carmen (August 2024) <i>“El buffet estupendo (The buffet is amazing).”</i>	X	
10/10	Olga (August 2024) <i>“El todo incluido,es una pasada,puedes estar comiendo y bebiendo todo el día ,tanto dulce como salado ,hasta si eres vegetariano o vegano te dan opciones en el T.I (The all-inclusive is amazing, you can eat and drink all day, both sweet and salty, even if you are vegetarian or vegan they give you options at the AI).”</i>	X	

### Estival Park Marena: F&B Related Reviews from Booking.com

Hotel's rating in the F&B reviews	Review	Positive	Negative
7/10	<p><i>Carlos (August 2024)</i></p> <p><i>“The food has been a bit downgraded in my opinion, because while it's not bad, it's very focused on their style (english people) of eating, although you can always find dishes that appeal to Spanish customers.</i></p> <p><i>The all-inclusive also seemed fair to me. It's true that you have pumps of beer, soft drinks, coffee, etc. throughout the day so you can help yourself to whatever you want, but as far as snacks go, it's all very basic. It's always pizza, hamburgers, hot dogs, naggets (I've never eaten so many in my life since the other options didn't appeal to me), potato chips, and some fruit, which is always melon and watermelon.”</i></p>		X
6/10	<p><i>Caroline (July 2024)</i></p> <p><i>Positive - “the breakfast”</i></p>	X	
8/10	<p><i>Yana (July 2024)</i></p> <p><i>“El desayuno bien, pero el café y el zumo de máquina podrían mejorar (Breakfast ok, but coffee and the juice machine could be improved).”</i></p>	-	-
8/10	<p><i>María (July 2024)</i></p> <p><i>“Positive - Las instalaciones en general y la comida (The facilities in general and the food).”</i></p>	X	
9/10	<p><i>Carlos (July 2024)</i></p> <p><i>“Negative - Los horarios del comedor. Algo pronto. Supongo que pensado para extranjeros (The dining schedules. Somewhat early. I guess thought for strangers).”</i></p>		X
4/10	<p><i>Elena (July 2024)</i></p> <p><i>“Positive - “la comida (the food).”</i></p>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Booking.com</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
8/10	<i>Farran (July 2024)</i>  <i>Negative - "La comida con mucha variedad, pero muy mejorable (The food with a lot of variety, but very improvable)."</i>		X
7/10	<i>Irminacm (June 2024)</i>  <i>"El desayuno muy muy completo, muy bueno y variado (The breakfast very complete, very good and varied)."</i>	X	
10/10	<i>Carla (May 2024)</i>  <i>"I think breakfast could be better. The price could be a little higher, and they could use higher-quality or locally sourced products. For example, fresh orange juice, or a non-automatic coffee maker that brews fresh coffee. I tried making decaf coffee, but the machine only produced wate)."</i>		X
6/10	<i>Dalila (May 2024)</i>  <i>"Meals and schedules too rigid and not flexible enough."</i>		X
8/10	<i>Stuart (May 2024)</i>  <i>"My only small complaint would be that the food was often cold."</i>		X
7/10	<i>Guillemette (May 2024)</i>  <i>"Petit déjeuner buffet moyen (Average breakfast buffet)"</i>		X
8/10	<i>Gazel (May 2024)</i>  <i>"Le petit dej et le repas du soir , bcp de choses avec des spécialites du pays et surtout variés chaque repas (The breakfast and evening meal, a lot of things with local specialties and especially varied each meal)."</i>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Booking.com</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
9/10	<i>Carlos (May 2024)</i>  <i>Negative - "la comida, siempre se puede mejorar un poco (The food, it can always be improved a little)."</i>		X
8/10	<i>Andrii (May 2024)</i>  <i>"The food is very tasty."</i>	X	
9/10	<i>Montse (October 2023)</i>  <i>"La comida del buffet,tanto de desayuno como de cena,era de bastante calidad (The buffet food, both for breakfast and dinner, was of a fairly high quality)"</i>	X	
9/10	<i>Fer120 (October 2023)</i>  <i>"Positive - The breakfast and dinner buffet"</i>	X	
10/10	<i>Montse (October 2023)</i>  <i>"La comida es buena (The food is good)."</i>	X	
9/10	<i>Josep (October 2023)</i>  <i>"Gran variedad de comida (Great variety of food)."</i>	X	
8/10	<i>Marcel (October 2023)</i>  <i>"Bons espais comuns i bon buffet de restaurant (Good common areas and good restaurant buffet)."</i>	X	
10/10	<i>Montserrat (October 2023)</i>  <i>"La comida muy variada y muy buena (The food was very varied and good)."</i>	X	
9/10	<i>Cristina (October 2023)</i>  <i>"Un desayuno fantástico (Fantastic breakfast)."</i>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Booking.com</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
6/10	<p><i>Oliver (October 2023)</i></p> <p><i>“Mejorar en la comida (Need of improvement in food).”</i></p>		X
7/10	<p><i>María (October 2023)</i></p> <p><i>“El desayuno muy variado (The breakfast was very varied).”</i></p>	X	
7/10	<p><i>Josep (October 2023)</i></p> <p><i>“Comida correcta por lo que pagas. Si podrian dar variedad en los diferentes dias, demasiado repetitivo (Decent food for what you pay. They could have offered more variety on different days; it's too repetitive).”</i></p>		X
8/10	<p><i>Dragomir (September 2023)</i></p> <p><i>“La comida estupenda, de gran variedad y muy rica (The food is great, with a wide variety and very delicious).”</i></p>	X	
9/10	<p><i>Vicente (September 2023)</i></p> <p><i>“Las comidas variadas y abundantes (The meals are varied and abundant).”</i></p>	X	
9/10	<p><i>Jonathan (September 2023)</i></p> <p><i>“Variedad y cantidad en las comidas de buena calidad (Variety and quantity in good quality meals).”</i></p>	X	
10/10	<p><i>Chicobetico (September 2023)</i></p> <p><i>“La comida variedad muy buena y cantidad, había de todo (The food was very good in variety and quantity, there was everything).”</i></p>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Booking.com</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
10/10	<i>Emilio (September 2023)</i>  <i>“La comida gran variedad, cocinado perfectamente y cambios todos los días (The food is a great variety, cooked perfectly and changes every day).”</i>	X	
5/10	<i>Elguan (September 2023)</i>  <i>“El buffet, malo y repetitivo (The buffet, bad and repetitive).”</i>	X	
9/10	<i>Croquelois (September 2023)</i>  <i>“Positive - la nourriture (The food)”</i>	X	
6/10	<i>Ana (September 2023)</i>  <i>“El buffet tenía mucha variedad y cada día cambiaban mucho (The buffet had a lot of variety and it changes everyday).”</i>	X	
9/10	<i>Hélder (September 2023)</i>  <i>“Great breakfast, lunch and dinner. We were on an AI regime that has a wide variety of drinks and food.”</i>	X	
8/10	<i>Eva (September 2023)</i>  <i>“El Buffet variado, sin problemas los celíacos (The varied buffet is perfect for celiacs.)”</i>	X	
10/10	<i>Roksolana (September 2023)</i>  <i>“The food is simply 100 out of 10. variety of dishes, everything is very fresh and tasty.”</i>	X	
8/10	<i>Olga (September 2023)</i>  <i>Positive - el buffet (the buffet)</i>	X	

<b>Estival Park Marena: F&amp;B Related Reviews from Booking.com</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
5/10	<i>Chuso (September 2023)</i>  <i>La comida no tenía mucha calidad... era más un llena tripas que otra cosa (The food wasn't very good quality... it was more of a stomach-filler than anything else)."</i>		X
6/10	<i>María (August 2023)</i>  <i>"El bufet es bastante malo y escaso de variedad, no tenían nada de pescado (The buffet is quite bad and lacks variety, they did not have any fish)."</i>		X
9/10	<i>Pv (August 2023)</i>  <i>"El bufet, también era bastante extenso (The buffet, was also quite extensive)."</i>	X	
7/10	<i>Joan (August 2023)</i>  <i>Negative - the quality of the food</i>		X
8/10	<i>Oscar (August 2023)</i>  <i>Positive - the buffet</i>	X	
7/10	<i>Núria (August 2023)</i>  <i>"Esmorzar fantàstic (Fantastic breakfast)."</i>	X	
4/10	<i>Jordi (August 2023)</i>  <i>Negative - "desayuno, cierra a las 10 y retiran toda la comida (Breakfast, closes at 10 and they remove all the food)."</i>		X
8/10	<i>Ana (July 2023)</i>  <i>"El buffet deja un poco que desear... hay variedad pero mucha comida sin sabor"</i>		X

<b>Estival Park Marena: F&amp;B Related Reviews from Booking.com</b>			
<b>Hotel's rating in the F&amp;B reviews</b>	<b>Review</b>	<b>Positive</b>	<b>Negative</b>
10/10	<p><i>Mayte (July 2023)</i></p> <p><i>Positive - "El desayuno muy variado (The breakfast ha a lot of variety)."</i></p>	X	
6/10	<p><i>Clara (July 2023)</i></p> <p><i>Positive - "the buffet"</i></p>	X	
9/10	<p><i>Felix (July 2023)</i></p> <p><i>"Muy bien el desayuno (Very good breakfast)."</i></p>	X	
7/10	<p><i>José (June 2023)</i></p> <p><i>"La bebida del todo incluido muy mala calidad,y en las marcas tienes que pagar 1 o 2€ por consumición (The all-inclusive drinks are of very poor quality, and for brand-name drinks you have to pay €1 or €2 per drink)."</i></p>		X
7/10	<p><i>Leplu (May 2023)</i></p> <p><i>Positive - "les repas variés (Varied breakfast)."</i></p>	X	
8/10	<p><i>Aitana (May 2023)</i></p> <p><i>"Zona buffet para el desayuno súper completo y rico, muy recomendable; para la cena un poquito mas escaso, aunque lo compensa la zona de cocina en vivo/plancha. Sin duda lo mejor de la cena! (The breakfast buffet is super complete and delicious, highly recommended; dinner is a bit more limited, although the live cooking/grill area makes up for it. Without a doubt, the highlight of the meal!)"</i></p>	X	
7/10	<p><i>Zhijie (May 2023)</i></p> <p><i>"Breakfast was rich"</i></p>	X	
9/10	<p><i>Abir (May 2023)</i></p> <p><i>"Awesome breakfast"</i></p>	X	

**Estival Park Marena: F&B Related Reviews from Booking.com**

Hotel's rating in the F&B reviews	Review	Positive	Negative
6/10	<i>Ingrid (May 2023)</i> Positive - “Le just d’orange du petit déjeuner (The orange juice at breakfast).”	X	
9/10	<i>Laurent (May 2023)</i> “Great Breakfast	X	
9/10	<i>Karl-heinz (May 2023)</i> “Excellent breakfast buffet”	X	
8/10	<i>Maria (May 2023)</i> “El buffet muy bueno (Very good breakfast).”	X	

Source: Own Elaboration, 2025

*Table 4: Average Ratings of F&B related guest feedback during 2024 from Google Reviews (based on months with comments mentioning the F&B experience at Estival Park Arena).*

	Google Reviews						
	May 2024 (Approx. A year ago)	June 2024 (Approx. 11 months ago)	July 2024 (Approx. 10 months ago)	August 2024 (Approx. 9 months ago)	September 2024 (Approx. 8 months ago)	October 2024 (Approx. 7 months ago)	November 2024 (Approx. 6 months ago)
	3	5	3	5	4	5	1
	5	5	4	4	5	4	5
	2	4	5	3	4	5	3
	4	3	5	3	3	3	2
	5	5		5	1	5	3
	3	3		5	5	4	3
	5	2		5	3		4
	5	4		5	2		4
	2				5		
	3						
	5						
	5						
	4						
	4						
	3						
	4						
	1						
	4						
	3						
	5						
	4						
	5						
	5						
	4						
Average Rating	3,9	3,9	4,3	4,4	3,6	4,3	3,1

*Source: Own Elaboration, 2025*

Table 5: Average Ratings of F&B related guest feedback during 2024 from TripAdvisor (based on months with comments mentioning the F&B experience at Estival Park Marena).

TripAdvisor							
	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24
	4	4	3	5	3	4	4
	5	3	4	4	5	2	5
	5	3	2	5	4		
	5	5	5	5	4		
	4	4	3	4	5		
	4	4	5	4	3		
	4	3	4	5	2		
	2	5	5	2	5		
	5	3	4	3	4		
	4	5	3	3			
	3	3	5	5			
	5	4	1	3			
	4	3	5	4			
	4		3	5			
	4		4				
			5				
Average Rating	4,1	3,8	3,8	4,1	3,9	3	4,5

Source: Own Elaboration, 2025

Table 6: Average Ratings of F&B related guest feedback during 2024 from booking.com (based on months with comments mentioning the F&B experience at Estival Park Marena).

Booking.com						
	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24
	8	7	8	7	9	9
	9		4	10	8	10
	8		9	10	9	8
	7		8	6	9	9
	8		8	8	9	9
	6		6		6	
	10				9	
					8	
					6	
					8	
					9	
					5	
					8	
Average Rating	8	7	7,2	8,2	7,9	9

Source: Own Elaboration. 2025

Image 1: Room Rate of Estival Park Marena from 28 July until August 1, 2025, for four nights in a Room Only in a Standard Room

The screenshot shows the booking interface for Estival Park Marena. At the top, there are navigation links for 'OFFICIAL WEBSITE', 'FLEXIBILITY IN BOOKING', 'OFFERS AND PROMOTIONS', 'NO MANAGEMENT FEES', and 'ENGLISH'. The booking details are: Check-in 28 Jul 2025, Check-Out 01 Aug 2025, Occupancy 2 adults + 0 children + 0 babies. A 'VIEW PRICE CALENDAR' button and a 'REPEAT SEARCH' button are visible. The progress bar indicates the current step is 'ROOM CHOICE'. The selected room is a 'Standard Room' (25.85 m² room and a 5.85 m² furnished terrace). Amenities include TV, WiFi, Air Conditioner, and Terrace. A 'FLEXIBLE RATE!' banner states 'Free cancellation before 20 July 2025 up to 23:59 p.m.' and 'BEST PRICE AVAILABLE'. Below is a table of accommodation options:

Accommodation	Per Night	Total (4x nights)	Action
Accommodation only	224.95EUR	899.8EUR	BOOK HERE
Bed and breakfast	231.44EUR	925.76EUR	BOOK HERE
Half pension	240.09EUR	960.36EUR	BOOK HERE
Full board	266.05EUR	1064.2EUR	BOOK HERE
All inclusive	296.33EUR	1185.32EUR	BOOK HERE

Image 2: Room Rate of Hotel Palas Pineda from 28 July until August 1, 2025, for four nights in a

The screenshot shows the booking interface for Hotel Palas Pineda. It features a 'STANDARD ROOMS' section with a room image and description. Below this, there are two sections of room rates: 'PALAS CLUB MEMBERS - HOTEL RATE' and 'HOTEL RATE'. Both sections offer 'FREE cancellation before 23:59 on 27 July 2025'. The rates are as follows:

Room Type	Per Night	Total (4x nights)	Action
Only Room	€ 222,36	€ 882,36	BOOK
Bed and Breakfast	€ 231,56	€ 916,56	BOOK
Half Board	€ 237,56	€ 933,56	BOOK
Full Board	€ 259,56	€ 1.041,56	BOOK

Image 4: Room Rate of Best Sol D'Or from 28 July until August 1, 2025, for four nights in a Room Only in a Standard Room

**Best Sol d'Or**  
EASY BOOKING IN 3 STEPS | OFFICIAL WEBSITE | NO HIDDEN MANAGEMENT FEES | ENGLISH

CHECK-IN: 28 Jul 2025 | CHECK-OUT: 01 Aug 2025 | OCCUPANCY: 2 adults + 0 children + 0 babies | Have a PROMOCODE? | REPEAT SEARCH

ROOM CHOICE | ADDITIONAL SERVICES | PERSONAL DETAILS | BOOKING CONFIRMATION

**HOTEL BEST SOL D'OR \*\*\*\***  
Check-In: 28 Jul 2025 | Check-Out: 01 Aug 2025 | Rooms: 1 | Room 1: 2 Adults, 0 Children, 0 Babies | Currency: € Euro

**Double room**  
Rooms with the possibility of accommodating up to four people. They may be equipped with two 1.35m queen-size beds (extra beds are not allowed).  
from **EUR 158.09** price per night

+ SEE MORE  
WIFI | QUEEN-SIZE BEDS | AIR CONDITIONING | TELEVISION

REFUNDABLE RATE | DIRECT PAYMENT AT THE HOTEL | BEST PRICE AVAILABLE  
Free cancellation until 25 July 2025 at 12:00h | BOOKING TERMS & CONDITIONS

Room only	EUR 158.09 per night	EUR 632.38 Total (4x nights)	<b>BOOK HERE</b>
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Image 3: Room Rate of Golden Donaire Beach from 28 July until August 1, 2025, for four nights in a Room Only in a Standard Room

**Golden Donaire Beach \*\*\*\***

Standard Room | Summary

**Golden Donaire Beach \*\*\*\***  
Check in: 28 Jul 2025 | Departure: 01 Aug 2025  
Number of nights: 4  
Room 1: Select a room

A bright and comfortable room of 22 m<sup>2</sup>, which includes all the necessary facilities to enjoy the comfort of your stay. Designed for a maximum of 3 occupants.

Air conditioning | Amenities | Hair dryer | Safe  
Wifi | Water heater

Taxes included except Tourist tax

**FLEX Rate (Pay at the hotel)**  
Free cancellation until 26 Jul 2025 | Check other dates

Accommodation Only	670,32 €	<b>Book</b>
Bed and Breakfast	726,32 €	<b>Book</b>
Half Board	790,32 €	<b>Book</b>
Full Board	910,32 €	<b>Book</b>