

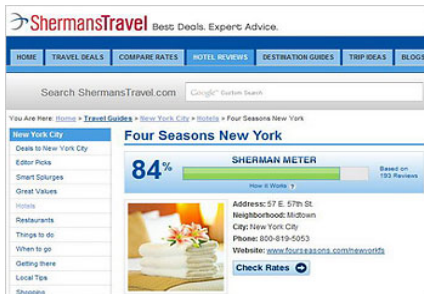
# The New York Times

## Reviewing the Hotel Reviewers

By Denny Lee

Can't decide on a hotel? There's plenty of review sites like TripAdvisor and Yelp. What if you can't decide which review site to use?

ShermansTravel, a popular booking and travel site, has a new meta-review tool called "Sherman Meter" that tabulates thousands of hotel reviews — from cranky guests to professional travel writers — to arrive at a percent score of 1 to 100.



Modeled loosely after RottenTomatoes, the popular movie review site, the Sherman Meter incorporates so-called expert sources like Frommer's and Concierge, as well as user-generated content sites like TripAdvisor, Yelp and Yahoo! Travel.

Whether the ranking is helpful is another matter. For example, among New York City hotels, the Sherman Meter gives the Four Seasons New York its highest ranking — 84 percent — while the No. 2 spot goes to the **SoHo Grand**, which only gets 80 percent. Does that 4 percent really make a difference?

Still, each hotel page include excerpts from various review sites, saving time when you just want a little feedback.