

AI Reputation Analysis and Signal Evaluation - HotelNews.ie (Irish Hotels Federation)

BRAND AI REPUTATION

Media, News & Publishing Reputation: HotelNews.ie (Irish Hotels Federation) (hotelnews.ie)

<https://hotelnews.ie>

Industry: Media, News & Publishing

61

REPUTATION / 100

B

MEDIA, NEWS & PUBLISHING

65.3 Avg Reputation

Based on 831 businesses audited.

REPUTATION LEVEL

LOWER REPUTATION THAN AVERAGE

HotelNews.ie (Irish Hotels Federation) has 4.3 points less reputation than the average for Media, News & Publishing.

EXPERT VERDICT

HotelNews.ie is a high-substance industry mouthpiece currently being throttled by a crumbling technical infrastructure. While the reporting is factual and specific, the 500 errors and total lack of structured data signal a 'ghost ship' operation where the content production outpaces the technical maintenance.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

23

77% Reputation

The site exhibits high substance in its primary content, with headings like [H2] Park Hotel Kenmare announces the opening of Landscape and [H2] Tourism Ireland serves up a Taste of Ireland in Glasgow featuring specific nouns and named entities. Body text is similarly dense with specific data points, such as the names of six finalists in the Euro-Toques competition and specific tax incentive figures for gift cards. However, there is notable concept repetition regarding the Go Anywhere Gift Card, which appears as a value proposition across multiple segments without adding new information. Fluff is primarily confined to footer-level calls to action like 'Book Direct for the very best deals' and repetitive 'Suppliers Directory' headers.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The homepage [H1] is missing, but its primary signal as a hub for 'latest news from Irish hotels' is well-supported by the sub-pages which deliver specific, dated journalistic entries. Minor drift occurs in the 'More Hotel News' sections where 2022 articles (stale by 4.5 years relative to the 2026 anchor) are presented alongside 2026 updates, slightly undermining the 'latest' promise. The transition from news reporting to a commercial suppliers directory is abrupt but consistent with a trade federation's dual-purpose mandate. Overall, the content delivered matches the industry-standard newsroom template suggested on the homepage.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is present on URL 4 where a review_count of 1 exists with a proof_links_count of 0 and a trust_theatre_flag set to true, indicating unverified social proof. The homepage also claims a review_count of 5 with only 1 proof link, suggesting that the majority of testimonials or reviews lack an external verification path. While the site cites respected bodies like Failte Ireland and Virtuoso, it lacks a formal corrections or complaints policy as expected in the publishing industry dictionary.

EVIDENCE: PROOF DENSITY

The proof density is high within individual articles, naming specific finalists (e.g., Áine Budds, Sam Nourse) and judges (e.g., Gareth Mullins). Across 6 pages, there are over 15 instances of verifiable evidence, including named hotels, specific award themes, and named partner organizations. The ratio of evidence to vague assertions is approximately 4:1, which is excellent for a trade publication, though it is weakened by the lack of structured data and external validation for its few reviews.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site avoids most generic marketing cliches, but relies on industry boilerplate like [H5] Headlines, [H5] Hotel Appointments, and [H2] Suppliers Directory. The value proposition of being the 'consumer website of the Irish Hotels Federation' is unique and cannot be easily copy-pasted, providing a strong defense against commodity scoring. Cliché density is low, with few matches for generic phrases like 'unbiased reporting' or 'journalism that matters,' as the site positions itself as an industry advocate rather than an independent investigative press.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

1

7% Reputation

DIAGNOSIS: AUTHORITY GAPS

The site suffers from a massive technical credibility gap, with 500 Internal Server Errors encountered on both the 'subscribe' and 'contact-us' administrative paths. There is a complete absence of schema_json across all audited pages, meaning the site fails to define its Organization or Person identities in machine-readable code. While high-ranking officials like Alison Metcalfe and Conor Halpenny are named, they are not connected to a digital footprint via Person schema or sameAs links, leaving their authority unanchored in the site's data structure.

EVIDENCE: PERFORMANCE VS. CLAIMS

The marketing tone is surprisingly restrained, focusing on reporting events rather than making bold, unsubstantiated performance claims. The one exception is the Go Anywhere Gift Card page, which makes specific claims about saving employers 56% on staff rewards and qualifying for a ?500 tax-free bonus. These are backed by specific citations of the Small Benefits Exemption Scheme, though the age of the article (2022) creates a disconnect with the current 2026 fiscal environment.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

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Reputation: 61 / 100

INDUSTRY CLASSIFICATION

The site strongly aligns with the Media and Publishing category, specifically functioning as a trade news aggregator for the Irish hospitality sector. The content consists of industry updates, appointments, and event reports rather than generic marketing prose, confirming its role as a niche news outlet.

"The score is primarily driven by a high Identity and Authority penalty (14/15) due to severe technical failures (500 errors) and missing structured data. Information Density and Semantic Coherence scored well (7 and 4 respectively) because the site provides specific news content that matches its primary promise."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://hotelnews.ie> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: August 14, 2026

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