**Using Big Data and Text Analytics to Understand How Customer Experiences Posted on Yelp.com Impact the Hospitality Industry**

**Keywords: Big Data, Text Analytics, Data Mining, Social Website, Guest Experience Satisfaction; Hotel Management**

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**Conflict of Interest Form & Authors Declaration**

 **We wish to confirm that there are no known conflicts of interest associated with this publication and there has been no significant financial support for this work that could have influenced its outcome.**

 **We also confirm that the manuscript has been read and approved by all named authors and that there are no other persons who satisfied the criteria for authorship but are not listed. We further confirm that the order of authors listed in the manuscript has been approved by all of us.**

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