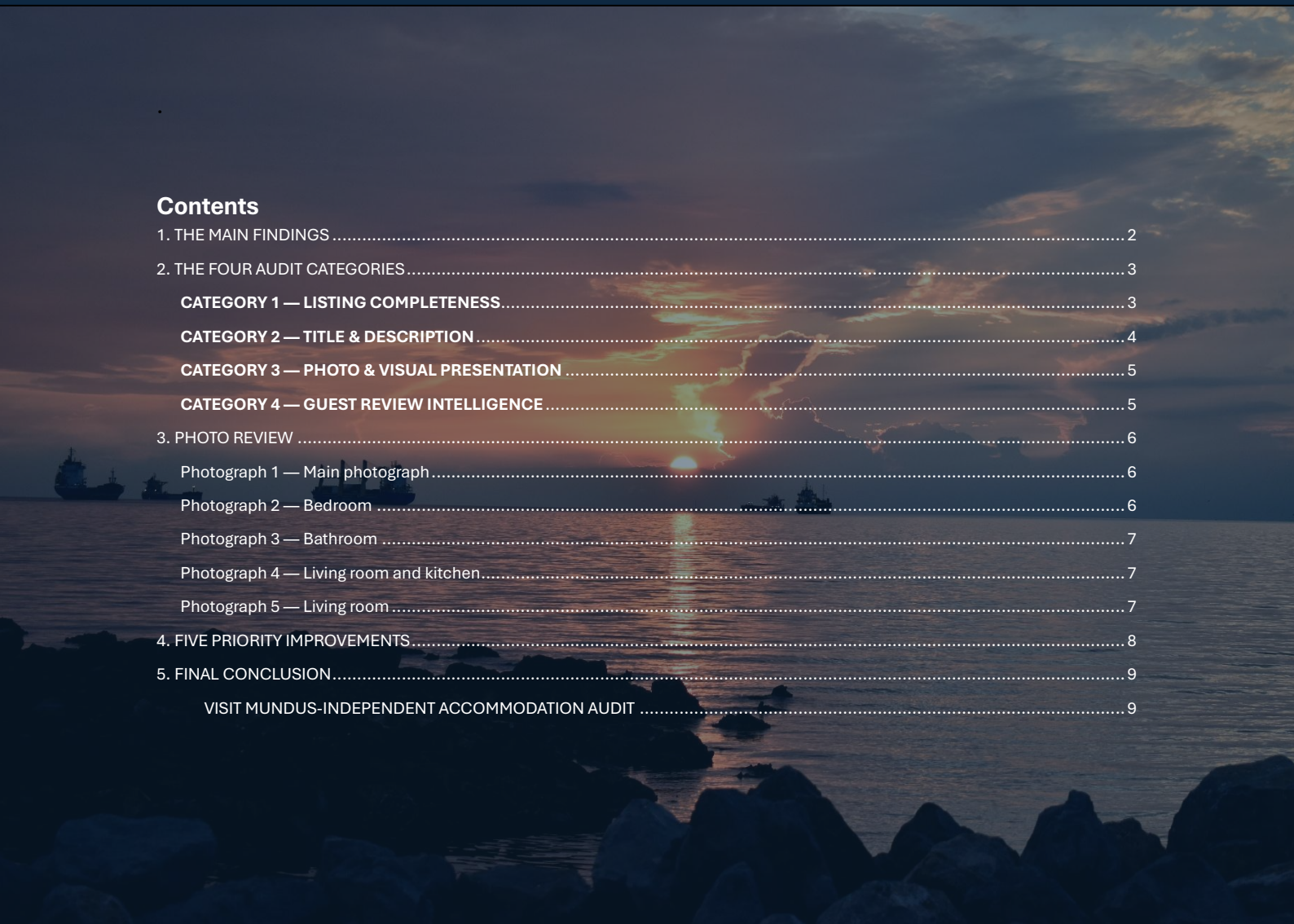
VISIT MUNDUS

Booking.com listing audit

Accommodation: Ankaran Sobodajalci

Location: Ankaran, Slovenia

Audit date: 2 November 2026
Review scope: Listing completeness, title and description, photographs, and guest reviews



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1. THE MAIN FINDINGS

Improvements recommended

Overall assessment

Ankaran Sobodajalci has several attractive features: views over the Gulf of Trieste, a quiet setting, private parking and positive guest feedback about the hosts.

However, the accommodation information is not presented consistently across the Booking.com listing and the official website. The biggest issue is that potential guests may find it difficult to understand the different accommodation units and choose the right one.

Three most important findings

1. **Accommodation information needs clarification.** The official website presents several named units, while the accessible Booking.com listing shows two accommodation types. The relationship between these offers is not clear.
2. **The photographs need a better order.** The main photograph shows the surrounding view rather than the accommodation itself. Several interior photographs also give limited information about the rooms.
3. **Guest feedback is generally positive, but Wi-Fi stands out.** Booking.com displays an overall score of 8.1/10, while free Wi-Fi receives a considerably lower score of 5.8/10.

What to improve first

Make the four accommodation units easy to understand. Guests should be able to see what each unit looks like, how many people it accommodates, what beds it has and which facilities belong to that particular unit.

2. THE FOUR AUDIT CATEGORIES

CATEGORY 1 — LISTING COMPLETENESS

Score: 2/5- Several important weaknesses

The main problem is not a lack of general accommodation information. It is the unclear presentation of the individual units.

Finding 1 — Different accommodation units are not clearly explained

The official website lists five named accommodation sections:

- Studio
- App Thoma
- App Anton
- App Roma
- App Mar

However, the accessible Booking.com listing presents two accommodation types:

- Apartment – Ground Floor, 30 m^2, for 2 guests.
- Apartment with Sea View, 46 m^2.

The available information does not establish how these two Booking.com options relate to all the units on the official website.

Why it matters: A guest looking for accommodation for two or three people may not understand which apartment is suitable. They may also be unsure whether the photographs show the exact unit they are booking.

What to do:

- Identify every unit offered on Booking.com.
- Give each unit a clear name.
- State its floor area, maximum number of guests and sleeping arrangements.
- Make sure the photographs are assigned to the correct unit.
- Clearly distinguish rooms from complete apartments.

Finding 2 — Address discrepancy

POTENTIAL ISSUE — confirmation needed

The owner-provided address and official website show Ankara 183a. The accessible Booking.com listing displays Ankaran 183c. Public business information also shows 183a.

Why it matters: Guests need the correct address to find the property, especially when arriving by car.

What to do: Confirm the correct guest arrival address and update the information wherever necessary.

Finding 3 — Sleeping arrangements need clearer presentation

The Booking.com listing identifies a double bed in the smaller apartment and a double bed plus a sofa bed in the larger apartment. However, the displayed maximum occupancy is two guests for both options.

What to do: Check whether the larger apartment is intended for two or more guests. If it accommodates additional guests, make sure the maximum occupancy and bed arrangements are correctly displayed.

CATEGORY 2 — TITLE & DESCRIPTION

Score: 2/5-Several important weaknesses

Finding 1 — The property title is too generic

The Booking.com title is simply: Apartment Mar

It does not explain that the accommodation offers several units or communicate its location in Hrvatini near Ankaran.

Why it matters: Guests see many accommodation options when searching. The title gives them little information about what makes this property different.

What to do: If Booking.com allows it, use a more descriptive property name, for example:

Apartments and Rooms Ma – Sea Views near Ankaran

This communicates the type of accommodation and one of its main advantages.

Finding 2 — The description does not explain the individual offer sufficiently

The official website describes the property as a family house offering rooms and apartments in a quiet setting, with views of the Gulf of Trieste and a welcoming atmosphere.

Apartmaji sobe Ankaran Mar

This is a useful introduction, but it does not explain the differences between the individual units.

Why it matters: Guests need practical information before choosing. General descriptions do not tell them whether a particular apartment has a separate bedroom, sofa bed, kitchen or private outdoor space.

What to do: Keep the general introduction short and add a separate description for each apartment or room.

For example:

The property offers several apartments and rooms in a quiet location near Ankaran. Guests can enjoy views of the Gulf of Trieste and free private parking.

Each accommodation unit has its own facilities and sleeping arrangements, which are described separately.

Then describe each unit individually. Only include facilities that have been confirmed for that unit.

CATEGORY 3 — PHOTO & VISUAL PRESENTATION

Score: 2/5-Several important weaknesses

All five supplied Booking.com image URLs were successfully opened and visually inspected.

The photographs show genuine features of the accommodation and its surroundings. However, the selection does not communicate the full accommodation offer particularly well.

Main issue: The first photograph presents the surrounding landscape rather than the accommodation. The interior photographs also need a clearer and more consistent presentation.

The individual photograph assessments are provided in Section 3.

CATEGORY 4 — GUEST REVIEW INTELLIGENCE

Score: 4/5-Good overall feedback

The accessible Booking.com listing displays an overall guest rating of 8.1/10, based on 130 reviews.

The rating breakdown is:

Review category	Score
Staff	9.1
Comfort	8.4
Location	8.4
Cleanliness	8.3
Facilities	8.3
Value for money	8.2
Free Wi-Fi	5.8

What guests appreciate

The available guest comments highlight:

- Friendly and helpful hosts.
- Clean and comfortable accommodation.
- Views towards Trieste and the surrounding area.
- Free parking.
- A peaceful setting.

For example, one guest specifically praised the cleanliness, helpful host and free parking. Another described the hosts as particularly welcoming.

What needs attention

Wi-Fi is the weakest part of the Booking.com rating, with 5.8/10.

One publicly accessible guest comment also suggests that the Wi-Fi could be better.

Why it matters: Guests increasingly expect a reliable internet connection, including when travelling for work or staying for longer periods.

What to do:

- Test Wi-Fi speed and signal strength in every accommodation unit.

- Check whether the connection works reliably in bedrooms and living areas.
- Improve coverage where necessary.
- Only advertise Wi-Fi as a strong feature if it works reliably throughout the accommodation.

Review assessment: The general guest experience appears positive. There is no sufficient evidence here to identify other recurring complaints. The reviews should also not be assumed to represent every individual apartment.

The additional Google review link supplied for this audit could not be accessed, so no separate Google review assessment is included.

3. PHOTO REVIEW

Five photographs supplied by the owner. All five original images were accessible.



Photograph 1 — Main photograph

CONSIDER REPLACING

What it shows: A panoramic view across the Gulf of Trieste, with the harbour and surrounding landscape.

Strength: The view is attractive and communicates one of the property's strongest features.

Weakness: It does not show the accommodation itself. Guests cannot immediately see what they are booking.

Action: Consider using a bright, well-composed photograph of the best apartment or its terrace as the first photograph. Keep this panoramic view in the gallery, but move it after the main accommodation photographs.



Photograph 2 — Bedroom

What it shows: A double bed, bedside tables and a window.

Strength: The photograph clearly shows the sleeping arrangement.

Weakness: The room appears rather dark, and the composition is very close to the bed.

Action: Take a new photograph during daylight. Show the entire bedroom, including the available space around the bed.

Photograph 3 — Bathroom

What it shows: A bathroom with a shower, sink and window.

Strength: Guests can see the actual bathroom facilities.

Weakness: The photograph is tightly framed and gives little impression of the overall bathroom space.

Action: Take the photograph from the doorway. Include the shower, sink and as much of the bathroom as possible. Remove visible cleaning products and unnecessary objects.



Photograph 4 — Living room and kitchen

What it shows: A living area with a sofa, dining table and kitchen.

Strength: This is an important photograph because it shows that the accommodation offers more than just a bedroom.

Weakness: The lighting is uneven, and the sofa takes up much of the photograph. The overall presentation looks somewhat dated.

Action: Photograph the room in daylight. Straighten the cushions, clear the table and position the camera so guests can see both the kitchen and living area.

Photograph 5 — Living room

What it shows: A living room with seating, television and a dining area.

Strength: The photograph gives guests a better understanding of the available living space.

Weakness: The furniture and decoration dominate the image, while the layout of the room is difficult to understand.

Action: Take a wider photograph from the opposite corner. Show the relationship between the seating area, dining space and balcony or terrace, if available.

Overall photo recommendation

The existing photographs provide useful information, but the gallery would benefit from a new set of daylight photographs.

Prioritise:

1. Best apartment interior.
2. Best bedroom.
3. Kitchen and dining area.
4. Bathroom.
5. Terrace or balcony with the view.

Make sure photographs are clearly assigned to the correct accommodation unit.

4. FIVE PRIORITY IMPROVEMENTS

The following actions are ranked by their importance to a guest making a booking decision.

1. Clearly explain all accommodation units

What to fix

The official website lists five named accommodation sections, while the accessible booking.com listing presents two accommodation types.

Why

Guests may not understand which accommodation they are booking or whether the photographs show the correct unit.

What to do

Prepare a separate description for every unit, including:

- Name of the unit.
- Size in square metres.
- Maximum number of guests.
- Number and type of beds.
- Private bathroom and kitchen facilities.
- Balcony, terrace or other outdoor space, where applicable.

Make sure Booking.com information matches the actual offer.

2. Check and correct the property address

What to fix

The booking.com address shows 183c, while the official website and owner-provided address show 183a.

Why

An incorrect address can cause difficulties when guests arrive.

What to do

Confirm the correct address and use the same information across Booking.com and the official website.

3. Improve the first five photographs

What to fix

The main photograph shows the landscape rather than the accommodation. Some interior photographs are dark or do not show the full room.

Why

Guests need to understand the accommodation before deciding whether it suits their needs.

What to do

Take new photographs in daylight. Start the gallery with the most attractive accommodation interior, followed by the bedroom, kitchen, bathroom and outdoor area.

4. Improve Wi-Fi reliability

What to fix

The booking.com wi-fi score is 5.8/10, considerably lower than the other guest Ratings.

Why

A poor internet connection can affect the experience of guests who need to work, communicate or plan their trips.

What to do

Test the connection in every unit. Check the signal in bedrooms and living areas. Improve the router or add coverage where necessary.

5. Make the accommodation description more useful

What to fix
The general description focuses on the location, views and welcoming atmosphere without sufficiently explaining the differences between the units.

Why
Guests need to know exactly what they receive before making a booking.

What to do
Keep the general introduction, but add a short, practical description of each unit. Explain its sleeping arrangements, size and most important facilities.

5. FINAL CONCLUSION

Ankaran Sobodajalci already has several positive qualities: attractive views, a peaceful setting, private parking and good guest feedback about the hosts.

The biggest opportunity is to make the accommodation easier to understand and choose. The differences between the individual units should be clear, the address should be consistent and the photographs should give guests a better impression of the actual accommodation.

Recommended next step: Start by checking the individual accommodation units and correcting their descriptions on Booking.com. Then update the photographs and investigate the Wi-Fi rating.

These are practical improvements that can make the listing clearer, more trustworthy and more useful to potential guests.

VISIT MUNDUS-INDEPENDENT ACCOMMODATION AUDIT

Booking.com Listing Audit · Ankaran Sobodajalci · 2 November 2026

Audit evidence and references
The following sources were used to support the findings:

- Booking.com – Apartment (Slovenian listing).
- Booking.com – Apartment (English listing).
- Official website – sobe.com
- Official accommodation presentation.
- Public business information – PIRS.
- Booking.com – Guest reviews.