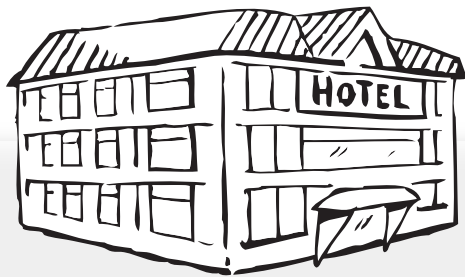




Best Practices



A hotelier's guide
to **gaining more
reviews and
more feedback.**





More reviews = more revenue.

30 new reviews = 5% increase in score.

Guests write reviews to help others, not to bash hotels. In fact, more than 80% of reviews are positive. This is why a score increases with more reviews. A recent TrustYou study reveals that for every 30 new reviews a hotel receives, its score increases up to 5%. Simply put, more reviews give hotels a better reputation; a better reputation gives hotels more bookings.

1% increase in score = \$12 more per room.

With more reviews come better scores. A recent TrustYou study shows that on average, with even a 1% increase in score, a hotel can charge an extra \$12 per night.

More reviews = better rankings.

A hotel's ranking is based on quality of reviews, quantity of reviews and date the reviews are written. Therefore, the volume of reviews a hotel receives impacts its rankings on search engines, OTAs and review sites. More reviews give your business more visibility, which leads to more potential guests seeing your property and ultimately more bookings.

Reviews gain 50% more consumer trust.

93% of all users trust reviews of their friends, compared to just 43% who trust traditional advertising. The more reviews a hotel has, the more trust it gains with travelers.





Best Practices

Before they book.

Influence guests to write a review before they even book. Keep realistic expectations and show that your property cares about its guests and their feedback.



Set expectations to encourage great feedback.

Use what guests are already saying as a guide to set realistic expectations guests' stays. Known for being family friendly? Flaunt it, and stop pretending to be the perfect spot for a romantic getaway. This will allow hotels to live up to expectations. Hotels that are able to meet – and exceed – guest expectations are much more likely to receive reviews (and glowing ones at that!).

Show reviews are important to your property by displaying them on your website.

Showing reviews on your own website sends a message that you are listening to feedback. Guests feel more compelled to write a review if they know that hotels are actually listening to what they have to say.

Respond to current feedback for 147% more reviews.

Responding to reviews has many benefits – it raises guest opinions of your property, increases your scores and significantly increases your average number of reviews. A recent TrustYou study found that hotels that respond to reviews typically see 147% more reviews than those that do not.

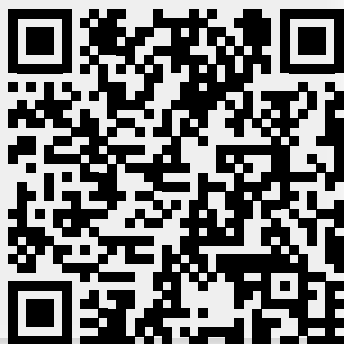




Best Practices

During their stay.

Your guest has done his/her research, read your reviews, and booked at your hotel. Here's how to encourage reviews while the guest is in the hotel.



Ask while guests are still in the hotel.

This is the easiest way to gain feedback, and it saves lots of time and effort post-stay. Train staff to ask guests for reviews, especially if guests are clearly enjoying their stay or if they give unsolicited compliments.

Try new technology to encourage feedback.

New tech platforms are fun to use, so it is no surprise that guests are more engaged here than on standard surveys or review sites. From connected iPads and free postcards with QR codes to Facebook review apps and internet-connected TVs in the room, hotels that find new ways to get guests excited about giving feedback will see an increase in reviews.

Give guests an experience they can't wait to talk about.

Over-deliver on the expectations you have set. Are you the family-friendly hotel we mentioned earlier? Offer a special menu for the kids or childcare so the parents have some free time. Is your hotel known for luxury? Spring for the lavish toiletries or offer a unique dining experience or cocktail list. Impress guests. Give them memorable experiences so that they have something they want to talk – with their friends and in reviews.





When they leave.

Now is the time that most reviews are actually written. Make sure to keep the lines of communication open following a guest's stay to encourage feedback.



Ask for a review at checkout.

Upon checkout, staff at the reception should ask if guests enjoyed their stay. If so, encourage them to share their feedback. Hotels can even leave its staff equipped with ways to collect reviews during the checkout process (iPads, etc.).

Follow up with a thank you.

Not only will a brief thank you help customers feel more positive about your hotel, but the follow up is a reminder for guests who had planned to write a review, but forgot during busy travels. Here are some tips for the note:

Be concise, yet friendly. Your customers don't have time to read a long email about your hotel. Stick to key points and remain friendly. The email should take less than 30 seconds to read.

Develop fun copy and a branded email. Customers are more willing to spare time for fun-to-read copy and a visually appealing email.

Make it personal. Don't forget to sign the email with a name and contact info. Guests are more likely to respond to a real person rather than a generic sign-off.

Include a link for guests to give feedback.

Within the thank you note, make sure to encourage guests to write a review and include a link so giving feedback is seamless and easy.

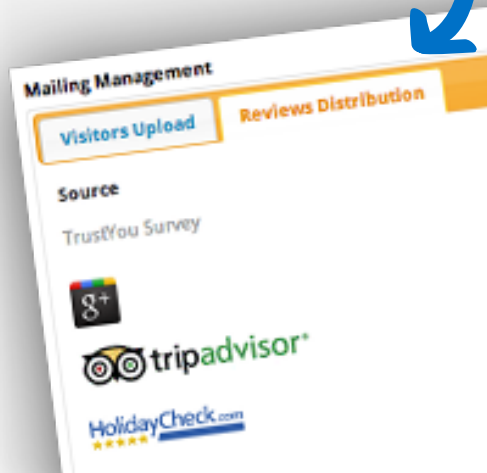




Best Practices

Distribute reviews.

Where should links direct guests?
Strategically define objectives and distribute reviews accordingly.



Define your hotel's key objectives and send accordingly.

The link in your follow up email can take your guests to any review site. How should hotels determine where to send guests? First define objectives:

Objective	Action
Reach your core audience	Send the majority of guests to the most popular review site(s) in your market.
Expand to new markets	Distribute guests to popular platforms in the new market to gain visibility with new customers.
Create unique content	Send guests to your own survey and display feedback on your website for free content and improved SEO.

More than one? Our newest survey feature allows hotels to automatically direct a percentage of reviews to the platform(s) of its choice - distribute some reviews to key review sites, keep some for your own website and send others to niche markets. Read about how Rydges has successfully used this feature to gain more reviews [here](#).





Bonus quick tips.

Still looking to get more reviews? Try these additional quick tips.



Train staff to impress.

Many reviews mention hotel reception and managers by name. Why? Positive experiences with staff are what guests remember and what sets some hotels apart from others. These interactions also increase the odds of a guest writing a review. Guests are more inclined to write something to help out a person (rather than a business) that they had a positive experience with.

Use your social platforms.

Social platforms help to build relationships with guests. Hotels can use these platforms to gain extra feedback by encouraging guests to share their experiences. These opinions are then visible to your guests' friends and followers. Try asking guests about their favorite vacation moment or consider holding contests for guests to post pictures from their stay.

Incentivize.

This is a tricky one – some experts are leery of incentives because they may skew the feedback. However, a simple reward like a free drink during the guest's next stay can really help to encourage guests to write a review. Plus, you gain customer loyalty – guests who cash in on the incentive will book another stay at your hotel to redeem their reward.





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Hotels that rock the reviews.

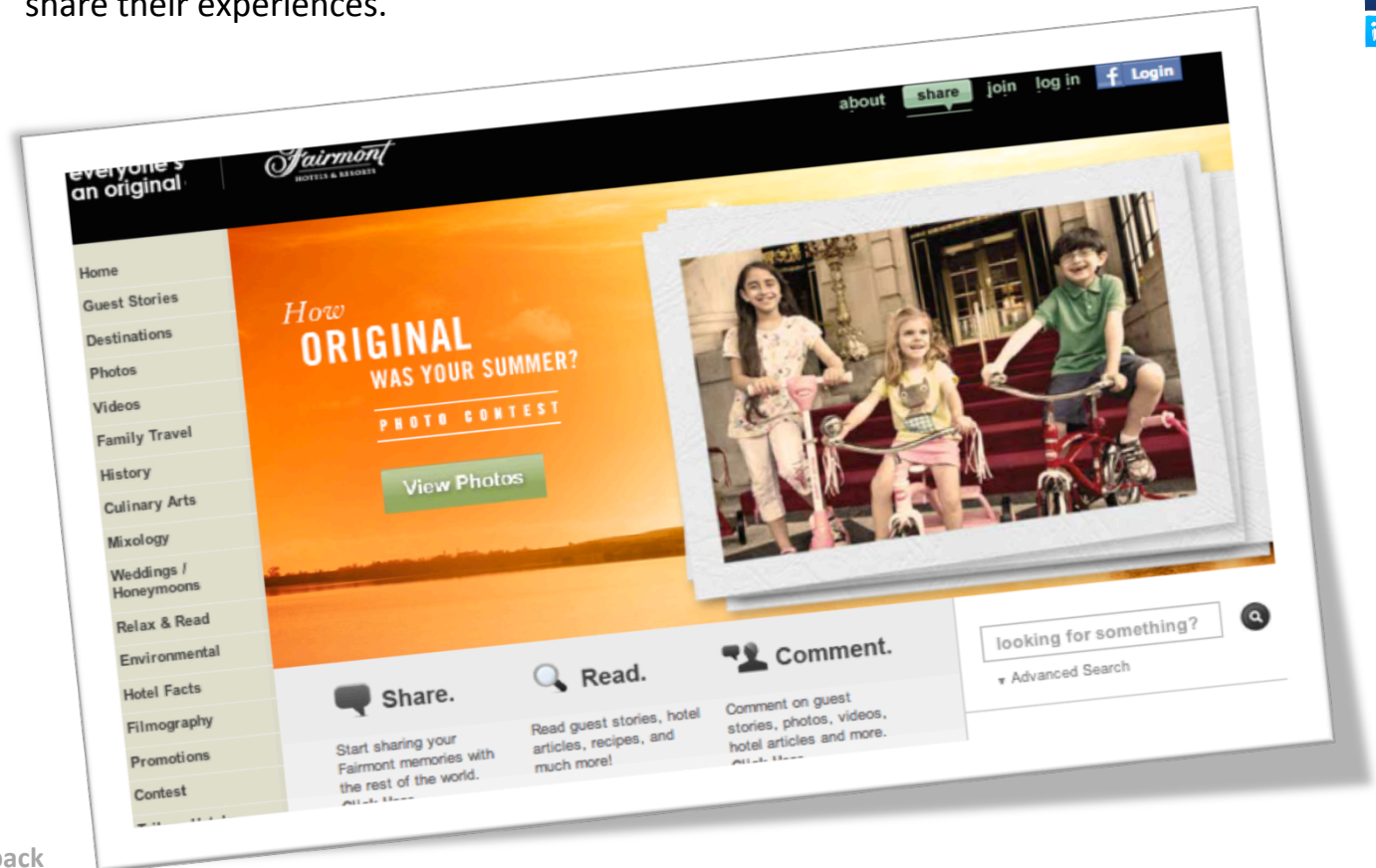
Fairmont gains more feedback by using its own website for guests to share their favorite experiences.

Fairmont
HOTELS & RESORTS

Building relationships with guests encourages more reviews and great scores.

Fairmont encourages feedback by shows guests it listens – not just on social platforms and review sites, but also on its own dedicated page for guests to share their experiences.

SHARE
REPORT





Best Practices

Hotels that rock the reviews.

The Ritz London encourages reviews by listening to its guests and delivering an extraordinary experience that they can't wait to talk about.



THE RITZ LONDON

500+ new reviews help drive scores and improve TripAdvisor popularity ranking.

With its five-star restaurants and afternoon tea, guests can't help but talk about their stay. The Ritz London monitors feedback to ensure that it delivers on an unbelievable experience. Since monitoring feedback, the hotel has gained 500+ new reviews, leading to higher guest satisfaction and better TripAdvisor rankings.





Best Practices

Hotels that rock the reviews.

Beautiful surveys, strategic review distribution, and a page dedicated to reviews on its site give Rydges 4000+ new reviews in just four months.

RYDGES
HOTELS•RESORTS

Improved guest satisfaction with 4,000+ new reviews.

Using TrustYou's reputation surveys, [Rydges](#) has gained more than 4,000 new reviews. These additional reviews have led to an increase in overall guest satisfaction and have boosted visibility on major sites like TripAdvisor.

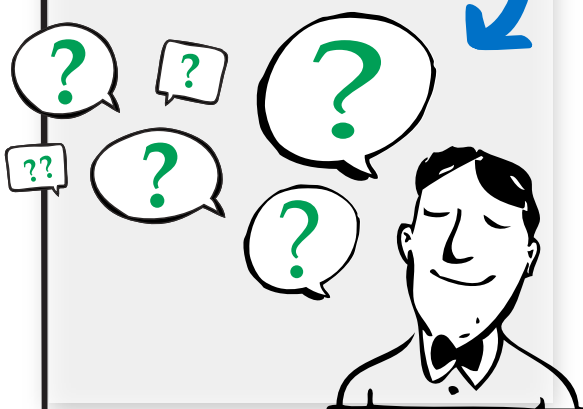
SHARE
REPORT





Frequently asked questions.

Check out answers to common questions about review measurement and tracking.



How can I track my reviews?

Many hotels use 3rd party monitoring systems to quickly analyze reviews in one dashboard to save time and overhead. Without 3rd party tools, hotels should choose a few review/social platforms that matter most to its business and begin monitoring them, making it routine to log in to each platform, read reviews and respond to feedback.



What is the right amount of reviews to have?

This vastly depends on your property, your bookings, etc. We usually expect about a 15% response rate on TrustYou surveys. Hotels should calculate the number of new reviews divided by guests to see its current status. Then, set goals to try to improve this rate.

What if I get a negative review?

This is, of course, a common concern with hotels. To calm these fears, we have done research and found that 81% of all reviews are positive, so not to worry. It is also ok to receive a bad review every once in a while. A hotel should just make sure to respond, address the problem and move forward.



Want more? TrustYou has the answers.

TrustYou helps hoteliers gain more reviews, simply and effectively with its comprehensive online reputation management solutions.

About TrustYou.

TrustYou is an online reputation management company specializing in the hospitality industry. We aggregate all reviews across the internet and compile updates, sentiment and trends into one central dashboard for hoteliers to understand what is being said about them online and proactively manage its reputation.

We also offer hoteliers free survey solutions to gain more reviews and push them to sites like TripAdvisor, as well as marketing tools like the TrustScore. Learn more here: www.trustyou.com or [contact us](#) for a free demo.

Get more great insights.



Get a free demo now. Sign Up!

