

A hotelier's guide to **responding to reviews.**

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Best Practices

Responding gives hotels big results.

Not only does responding allow hotels to continue dialogue with its guests, but 71% of travelers say that seeing management responses is important, and the stats prove it!



+6% higher scores

Hotels that respond have more satisfied customers, plain and simple. A recent TrustYou study shows that hotels that respond to reviews average a 6% higher overall score. More satisfied customers mean more business for your hotel.

+147% more reviews

By replying to reviews, hoteliers show guests that they care about feedback, encouraging significantly more reviews. More reviews impact a hotel's rankings, visibility, scores and bookings.

More bookings

68% of travelers say they would choose a hotel with management responses over a comparable one without responses. Hotels that respond gain an edge over their competitors who aren't responding.

More reassured guests

79% of travelers say they feel reassured when seeing a management response to a negative review, and 78% say they feel more positive about a hotel when seeing a response to a positive review. Plus, nearly 80% of travelers say that seeing a management response makes them feel like the hotel really cares about its guests.

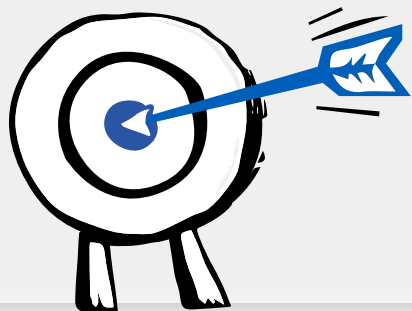




Best Practices

Simple framework for all responses.

Use these tips when responding to all reviews, both positive and negative.



Set the tone with genuine and friendly writing.

Make sure your responses are pleasant and conversational. Avoid writing in corporate jargon, and definitely avoid getting defensive about any complaints.

Thank guests for sharing their feedback.

Regardless of whether the review is positive or negative, hotels should let guests know that their feedback is appreciated and valued. Always thank guests for taking the time to share their opinions.

Be specific.

Generic or stock responses don't feel very authentic. Hotels should respond with a response that is specific to the review to avoid sounding insincere and robotic. Did the customer praise the reception staff? Compliment about a leaky faucet? Talk about it!

Give them a person to contact.

Signing your response with a name and a way to contact the hotel to discuss further lets guests know that you care and shows that a real person is taking the time to read and respond to feedback.





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Tips for responding to positive reviews.

Add in these elements for a perfect response to a positive review.



Let the guest know you are delighted to hear about his/her positive experience.

You wouldn't ignore a personal compliment, would you? Of course not. Treat positive reviews the same way and make a point to emphasize that the hotel strives for this level of excellence with all its guests.

Congratulate staff when possible.

Many positive reviews mention staff by department or even by name. Take this opportunity to publicly applaud staff that are going above and beyond. It shows guests that the hotel cares about its employees, plus it motivates the hotel staff.

Don't use the response for an overt sales pitch.

Your guest took the time to write something positive. Leave it at that. This is not the time to push them to write more reviews, tell more friends, join your social networks, email lists, loyalty programs, etc.

Invite the guest back.

You can, however, let the guest know that you hope they return again soon. Make sure to invite them back and ensure that their stay is just as incredible the next time!





Best Practices

Tips for responding to negative reviews.

Add in these elements when responding to a negative review.



Apologize.

First thing first, if a guest is unhappy or complaining, a hotel should apologize for the bad experience.

Avoid getting defensive.

Don't take criticism personally. Your response is visible to the reviewer, as well as thousands of other travelers who research where to book. Getting defensive reflects poorly upon the hotel and will deter travelers from booking. Don't believe us? 64% of travelers say that seeing an aggressive or defensive management response makes them less likely to book at that hotel.

Address the problem and broadcast the solution.

Was the guest complaining about service? Or a leaky faucet? Address their specific concerns and publicize the improvements your property has made to reassure future guests that they will not encounter the same problem.

Try to avoid immediately offering discounts.

Offering discounts for negative comments may reward bad behavior and encourage more negative reviews. Try to resolve the problem first, before offering deals.





Best Practices

Some of our favorite responses.

Complaints can happen. In fact, hotels without any look suspicious. On the rare occasion when Hard Rock receives criticism, it handles the feedback like a rock star.



Hard Rock Hotels & Resorts addresses specific complaints and uses its clever branding to win guests over.



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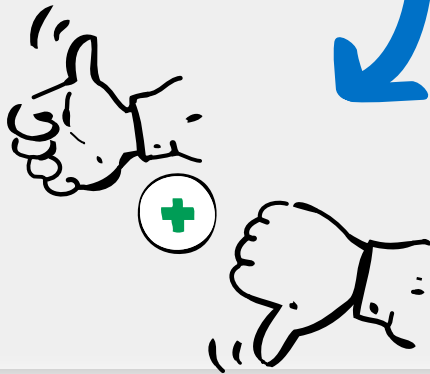




Best Practices

Some of our favorite responses.

Mövenpick Resort El Quseir shows guests it cares by responds to nearly all of its reviews (89%) – both positive and negative.



Responding to nearly all reviews drives Mövenpick Resort El Quseir's scores and ranks it the #1 hotel in the region on TripAdvisor.



22 NOVEMBER 2012
Many thanks for your review on TripAdvisor, Michail

We are delighted to read that you have truly enjoyed your days at our oasis of peacefulness and tranquility and were satisfied with the overall provided services.

Rest assured that your compliments have gladly been shared with the entire team and we do look forward to welcoming you soon again to our Resort.

Please feel free to contact us directly for any assistance you may need prior placing a new booking and thus making your stay with us even more memorable.

Warmest Regards.

Marcel Petzold
Guest Relation Manager

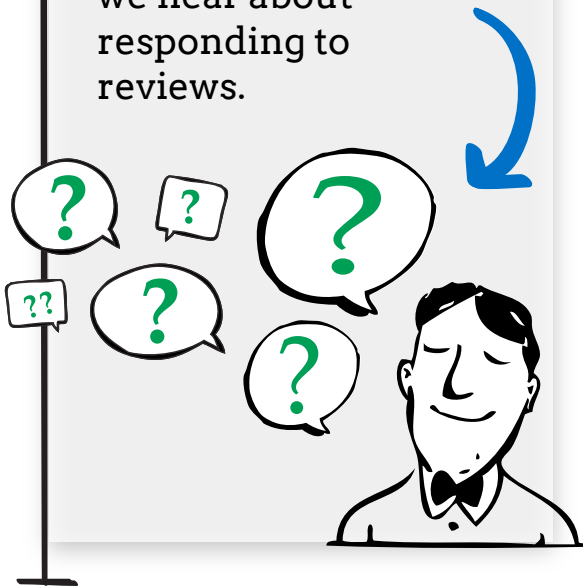
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Frequently asked questions.

Check out answers to common questions we hear about responding to reviews.



Should I respond to all reviews?

If possible, yes. There are benefits to responding to both positive and negative reviews. If you are pinched for time, however, respond to all negative reviews, then select a few positive ones to reply to.

When should my hotel respond?

As soon as possible! Hotels should try to respond within the first 24 hours that the review is visible. If this is not possible, respond within the first couple of days.

Who should write the response?

This depends on your hotel's set up. Often, in smaller hotels, the manager responds, whereas in large chains, responders range from social media managers to quality assurance managers to employees of specific departments mentioned within the review.

Which sites allow me to respond?

Many sites allow responses, including: 17u.cn, Aatravel.co.nz, ANA.co.jp, Atrapalo, DaoDao, eLong, Expedia, HolidayCheck, Hostelworld.com, Hotels.com, HRS, Ikyu, Jalan.net, Lvping, Qunar, Rurubu.travel, Travelbug.co.nz, Travelocity, TripAdvisor, Trivago, TrustYou and Yelp.





Best Practices

Want more?

TrustYou has the answers.

TrustYou makes it simple for hoteliers to respond to reviews in one place across all platforms through our online reputation management dashboard.

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 and updates.



Get a free demo now. Sign Up!

