

The WOW Factor:

Five Examples of Hospitality Done Right

TRUSTYOU 

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Fairmont

Internet prices aren't always the final deciding factor when staying at a hotel, but having to pay for Wi-Fi annoys guests. Fairmont offers [President's Club members](#) a handful of great perks, including free Wi-Fi. These travelers appreciate the perk, and as an added bonus for Fairmont, guests are able to talk about their stay online while staying in the hotel!



Starwood



Starwood is in tune with its guests. Knowing that more than 70% of travelers are updating their social status while on vacation and nearly half are “checking in”, Starwood offers [bonus rewards points](#) to travelers that check in.



Eden Rock - St. Barths



It just feels good to come back to a room and find the bed has been turned down. And who doesn't love chocolates on the pillows? [Eden Rock](#) uses this service as a chance to shine just before its guests calls it a day, leaving beautiful chocolates on each guests' turned down bed.



The Benjamin, NYC

Personal twitter assistants, wine tastings, new spa fads and pillow menus. Sound frivolous? Maybe, but hotels that embrace these extra services are setting themselves apart, and guests are taking notice. Just ask The Benjamin in NYC, home of the first Sleep Concierge and [12-choice pillow menu](#).



Hotel Berlin

Social deals are one way to impress guests, but Hotel Berlin prefers an element of surprise when charming its socially connected guests. Upon [one guest's Foursquare check-in](#), Hotel Berlin sent fair trade coffee and a personal note to the room.





About TrustYou

TrustYou's Mission is to positively influence travelers' decisions. We know that customers digest and leverage lots of opinions to make good choices, and we are passionate about better travel, tourism and hospitality experiences. Since 2008, TrustYou has set the standard for online reputation management with solutions for hotels, restaurants and destinations to analyze online reviews, tweets and posts across the social web, to gather trusted reviews directly from its customers, and to use the authentic conversations to successfully market online reputations.

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 about us here: www.trustyou.com or [contact us](#) for a free demo.