How to deal with Online Reviews: On HolidayCheck & Co

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Agenda

- Getting the most out of online portals
- HolidayCheck: why it is important for the German market
- The psychology behind why guests give online feedback
- Top tips and methods to motivating guests
- How successful hotels use ratings & reviews for quality management
- Driving hotel bookings with professional Online Reputation Management
- Legal problems: How to handle unfair online feedback
- The secret to writing the perfect management response
- Responding efficiently: Guidelines, modules and foreign-language reviews
- Q & A

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Reviews are everywhere

Booking.com
HOTEL DE
TOP Hotels
HOSTELWORLD
agoda.com
Hotels.com
Expedia
SPLENDIA
HRS
HolidayCheck
Ciao!
facebook
eDreams
tripadvisor
ORBITZ
Thomas Cook
hotwire
yelp
TRUSTYOU
HomeAway
starwood Hotels and Resorts
trivago
LateRooms.com
Google
zoover Urlaubsbewertungen
travelocity
Hotel Tonight
Ctrip
TUI
ТУРПРАВДА

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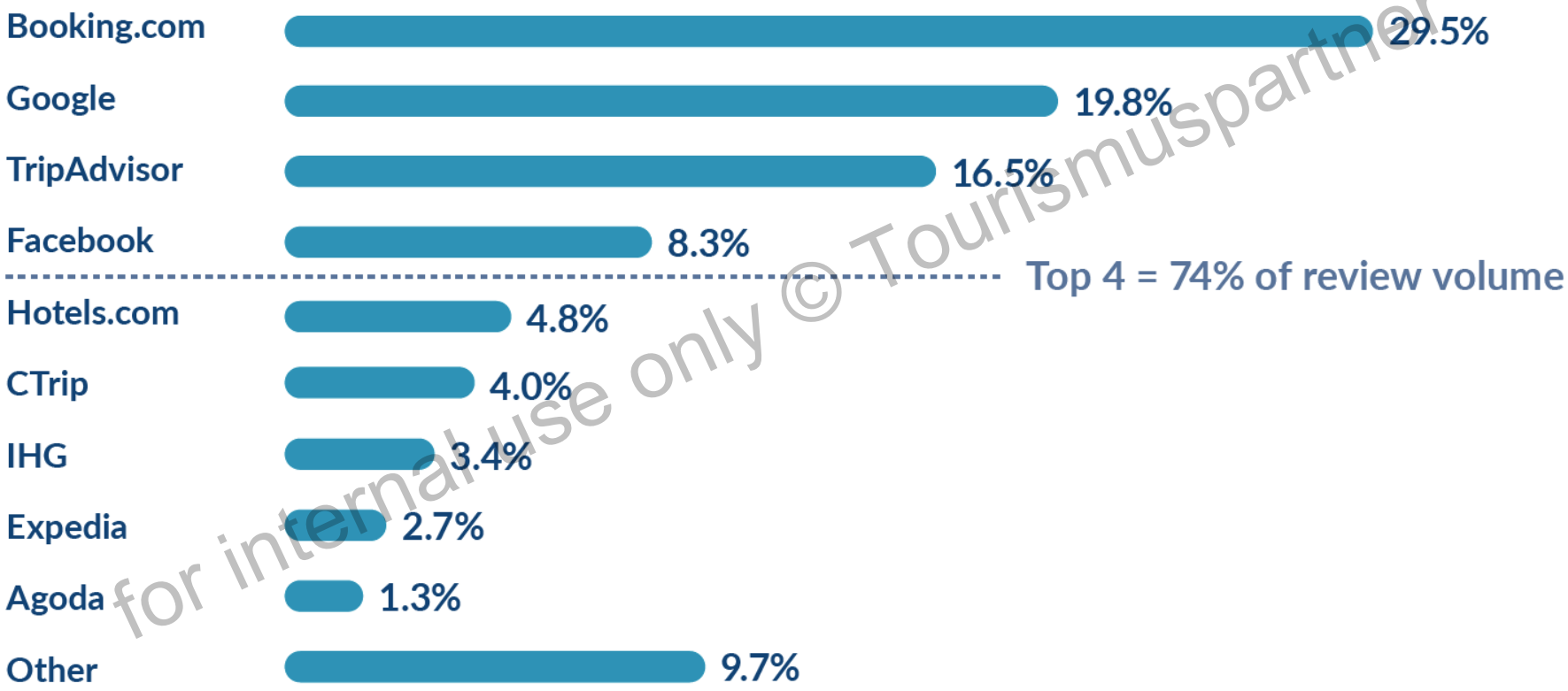
Review Sources - globally



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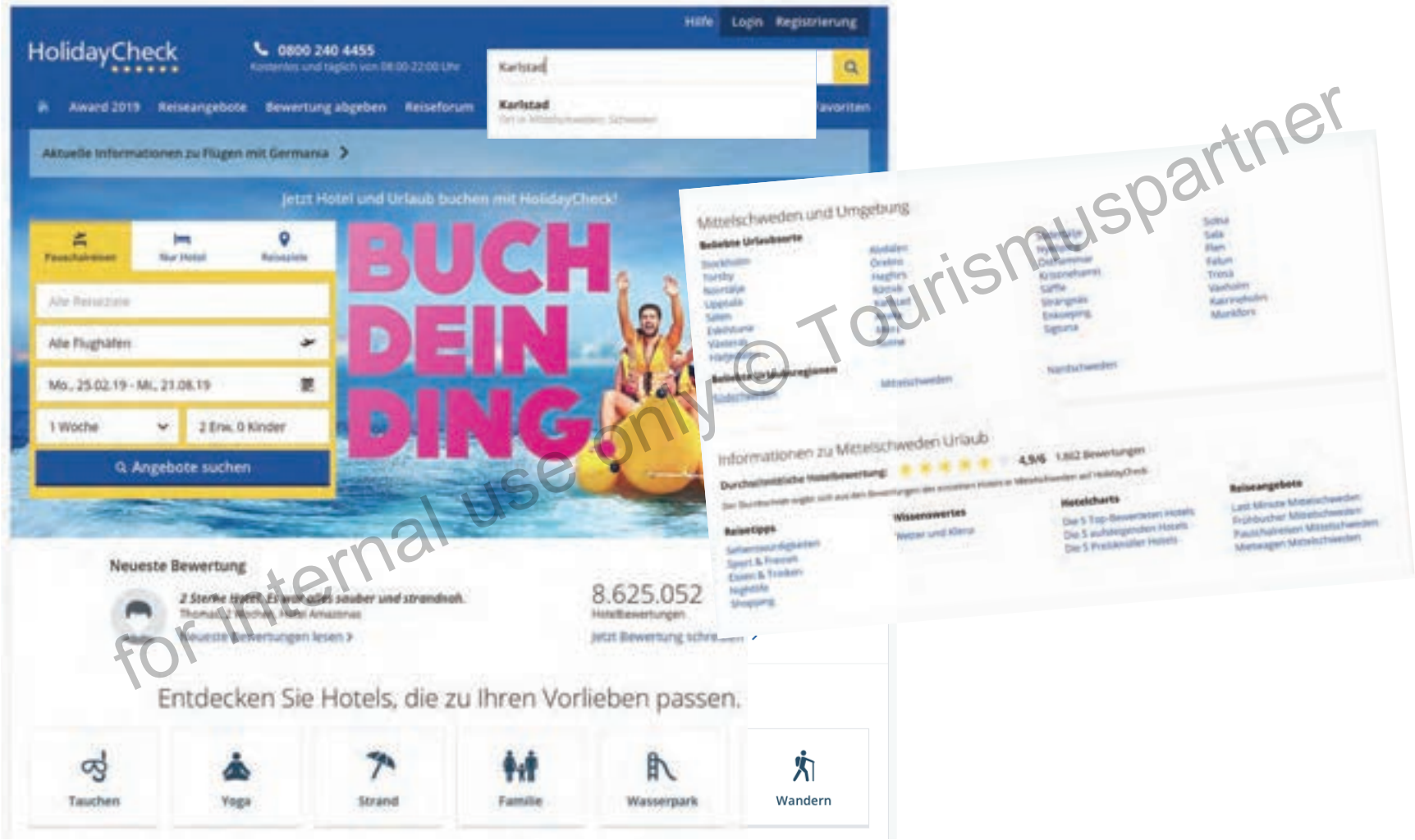
Source: Revinate, 2018 Global Hotel Reputation Benchmark Report

Why HolidayCheck



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Germany as a special market

- Over 70 million vacation trips per year
- 50% packaged holidays
- 46% travel by car
- HolidayCheck is the travel portal with the highest reach and especially relevant for vacationers
- Portals like Booking, Google, Facebook and TripAdvisor are also relevant (depending on type of vacation, target group)

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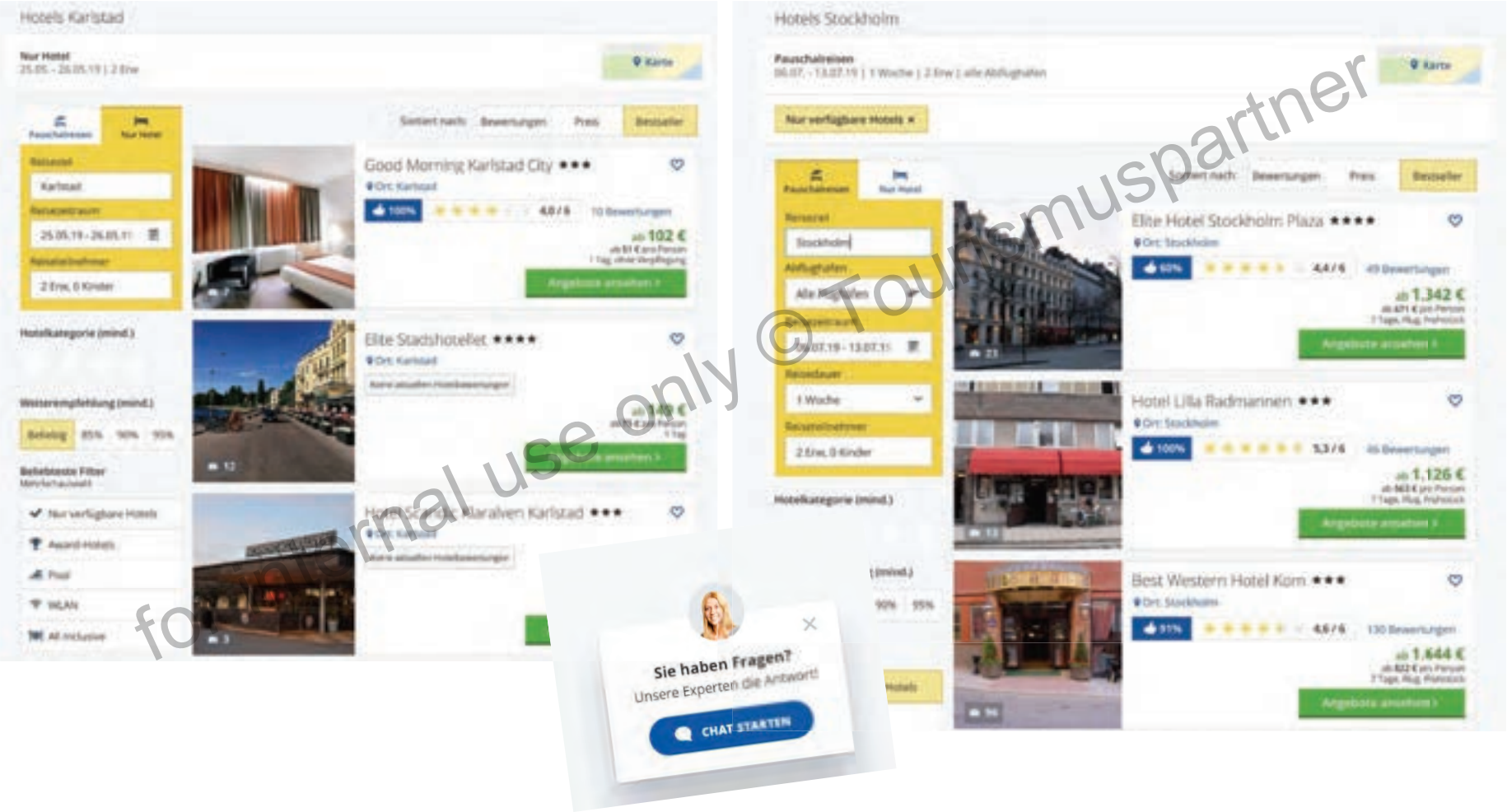
Source: DRV 2018

HolidayCheck is a Travel Agency



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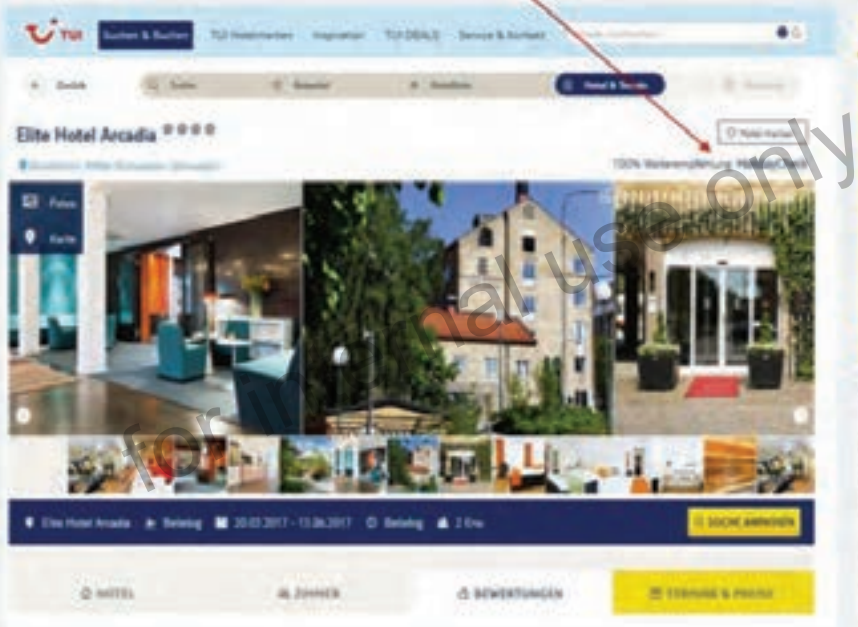
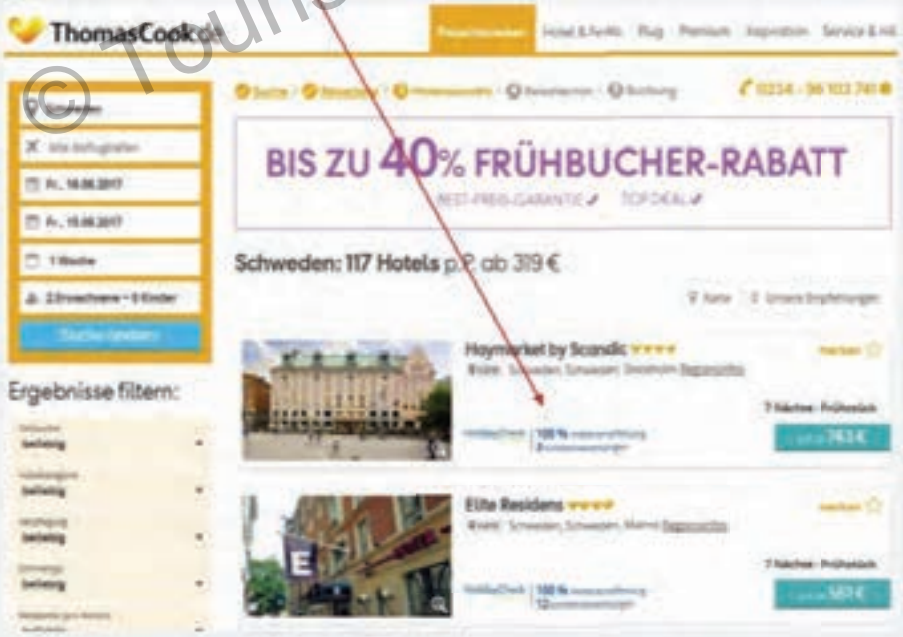
HolidayCheck partners with other players in the market

Content Integration Examples

TUI displays HC Reviews on tui.com



Thomas Cook displays HC Reviews on listing (Sweden) and on Hotel Detail Level



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Some figures about HolidayCheck

- Founded in a student apartment in 1999 as a private project
- First Website launched in 2000
- Headquarter located in Switzerland, close to the German border town Konstanz
- Since 2013, HolidayCheck is a 100% subsidiary of the HolidayCheck Group AG

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Some more figures about HolidayCheck

- Around 400 employees in Bottighofen (Switzerland), Munich (Germany), Poznan and Warsaw (Poland) are working for HolidayCheck and affiliated companies.
- About 220 travel experts

- 4,91 million unique user/month acc. to AGOF (12/2018)
- 66,45 million page impressions/month acc. To IVW (12/2018)
- 13,24 million visits/month acc. to IVW (12/2018)
- about 704.000 Facebook Fans (05/2019) & more than 38,000 Instagram Followers

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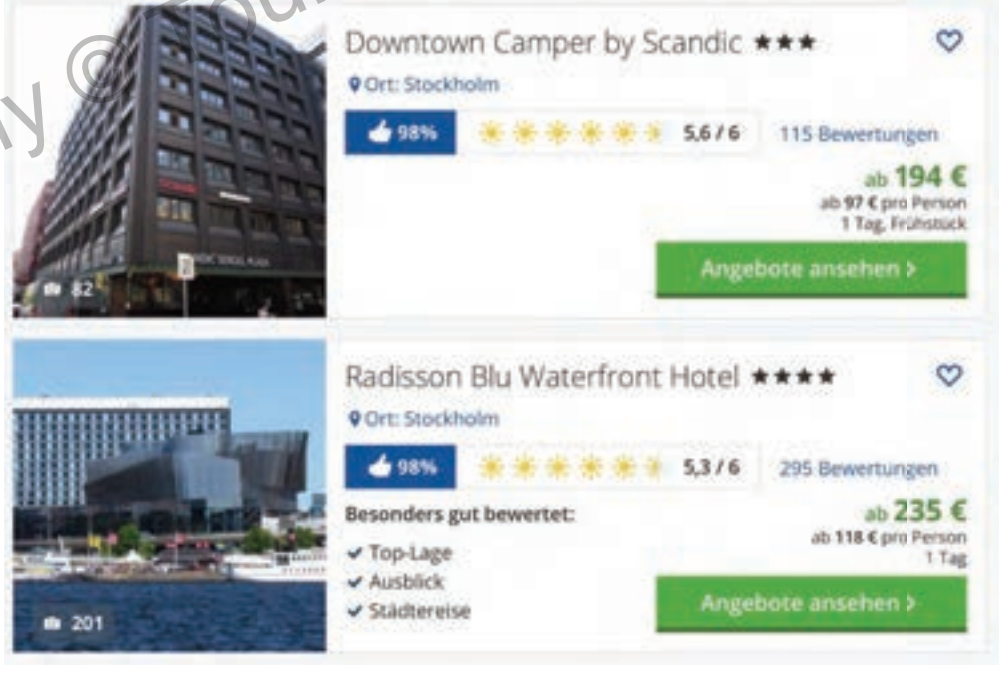
HolidayCheck: Good to know about the Ranking

- Mathematical formula
- 3 Factors: Number of reviews, average rating, recommendation rate
- Only reviews not older than 25 months are used for the calculation of the average rating



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HolidayCheck: Business Center

- https://business.holidaycheck.com

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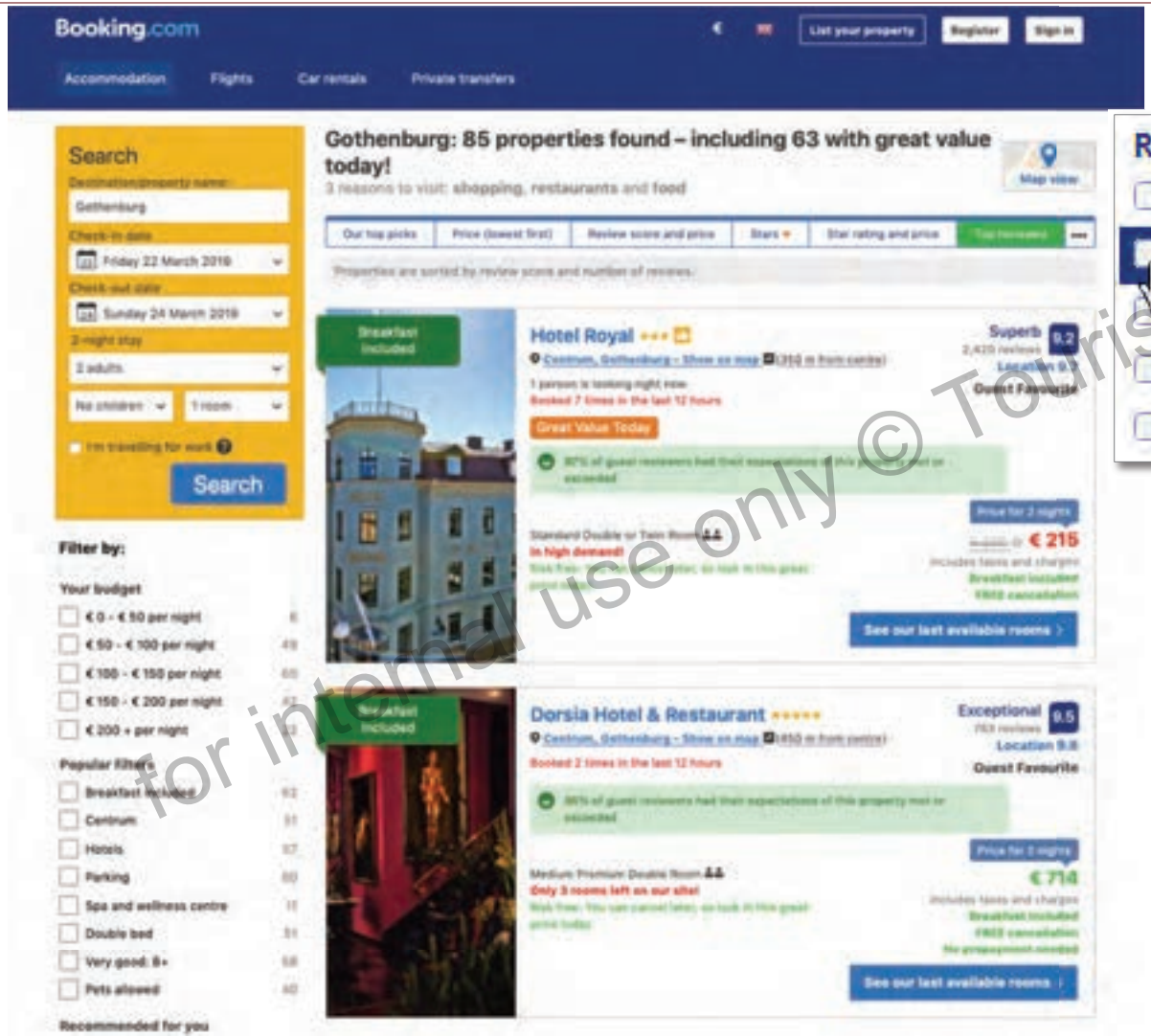
Booking



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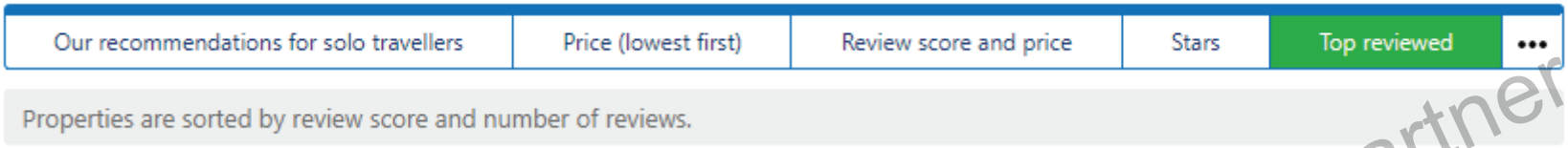
Booking



- Guests may leave a review within 3 months after stay
- Guests can rate using 4 smiley faces, each representing 2.5 points
- Overall rating = average of ratings from 6 categories
- If guests do not rate a specific category, 0 will be set for that category and the category will not be included in the average score
- Reviews are online for 24 months and will be deleted afterwards
- Responses must be written in the same language or in English

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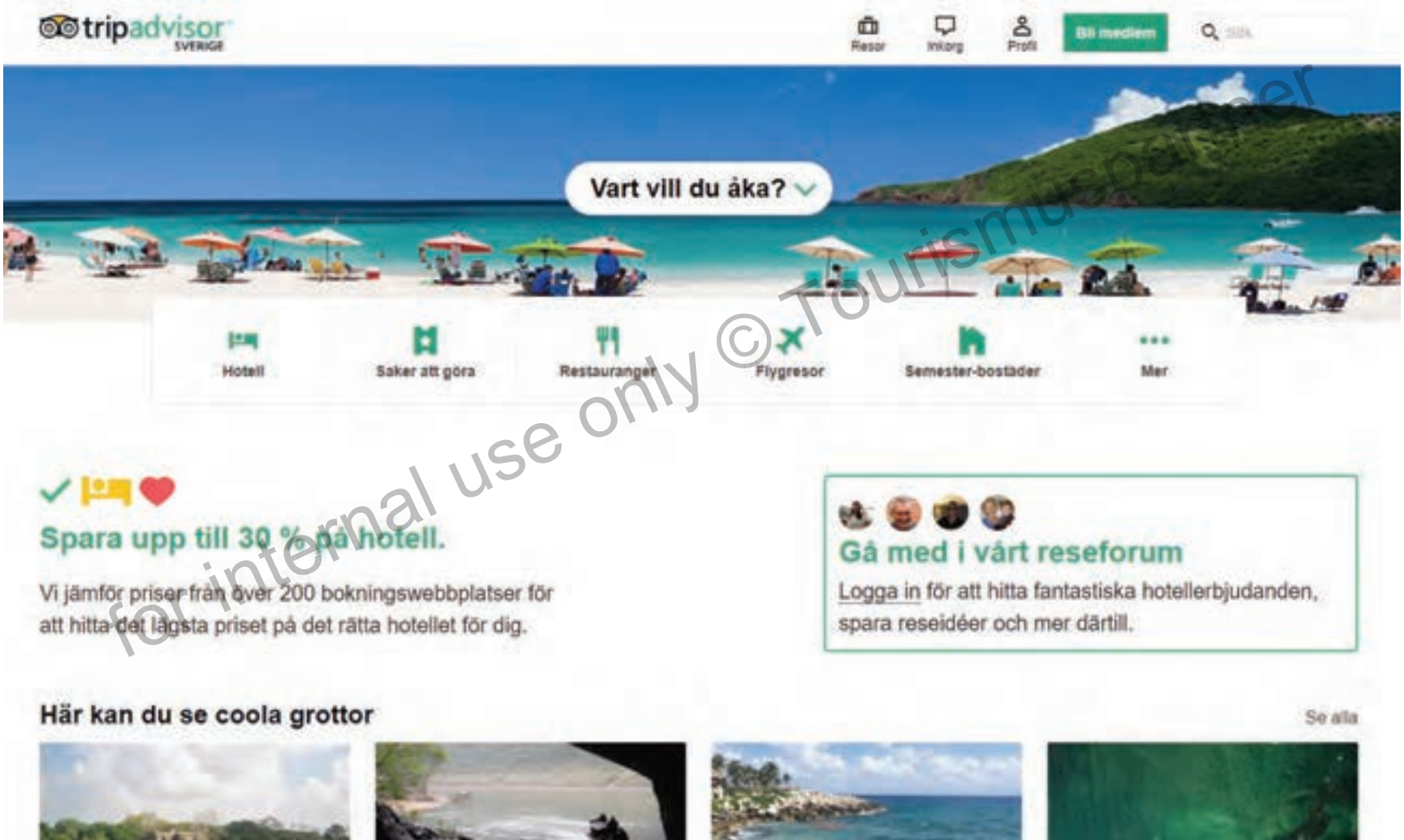
TripAdvisor



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Google

Google

quality hotel view malmo

quality hotel view **malmö**
quality hotel view malmo **tripadvisor**
quality hotel view malmo **parking**
quality hotel view malmo **email**
quality hotel view malmo **gym**
quality view hotel malmo **hyllie**
quality hotel view **hyllie stationstorg 29** malmo
quality hotel view **malmö restaurang**
quality hotel view **malmö arena**
quality hotel view **malmö sverige**

Google Search | I'm Feeling Lucky

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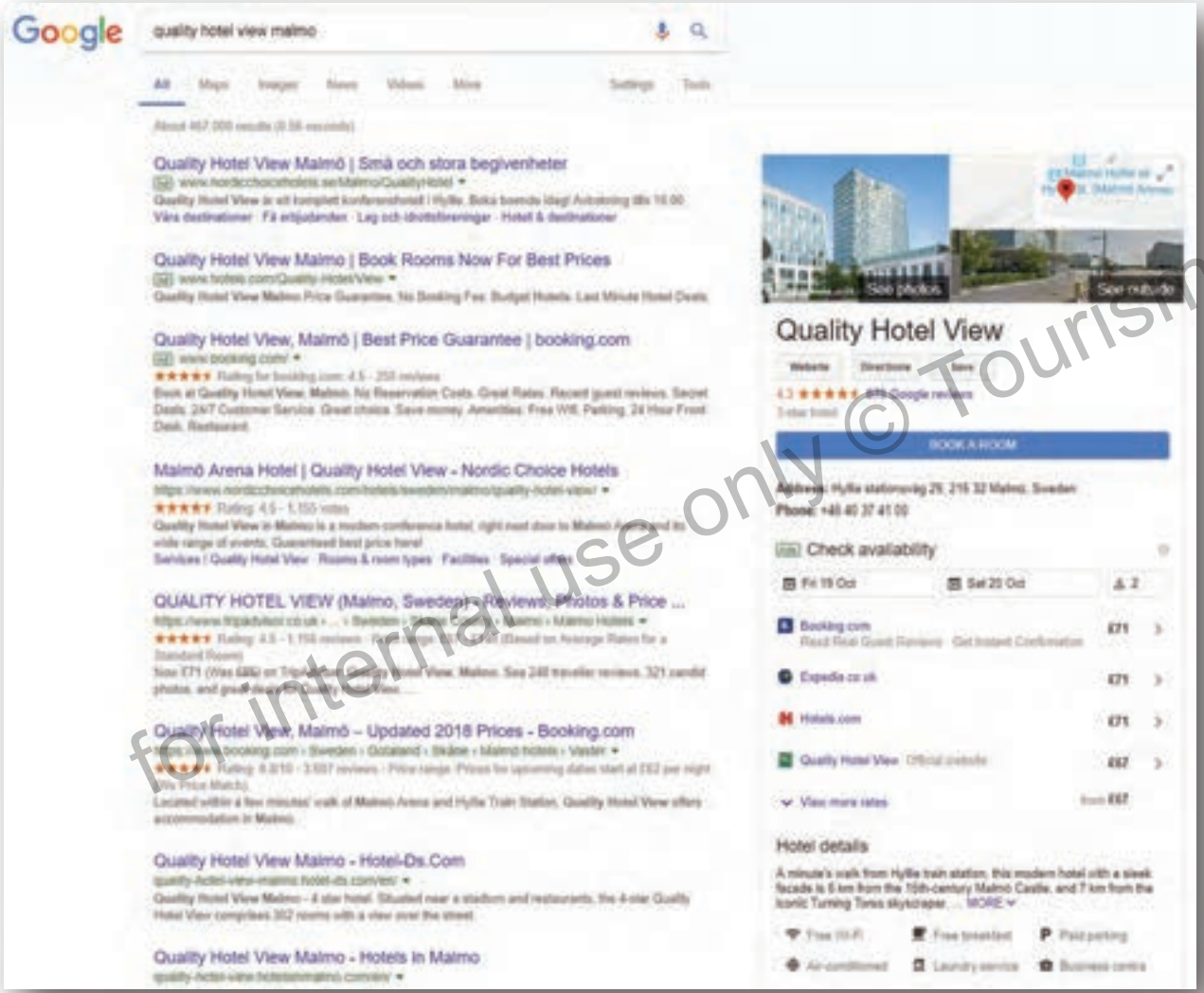
Google



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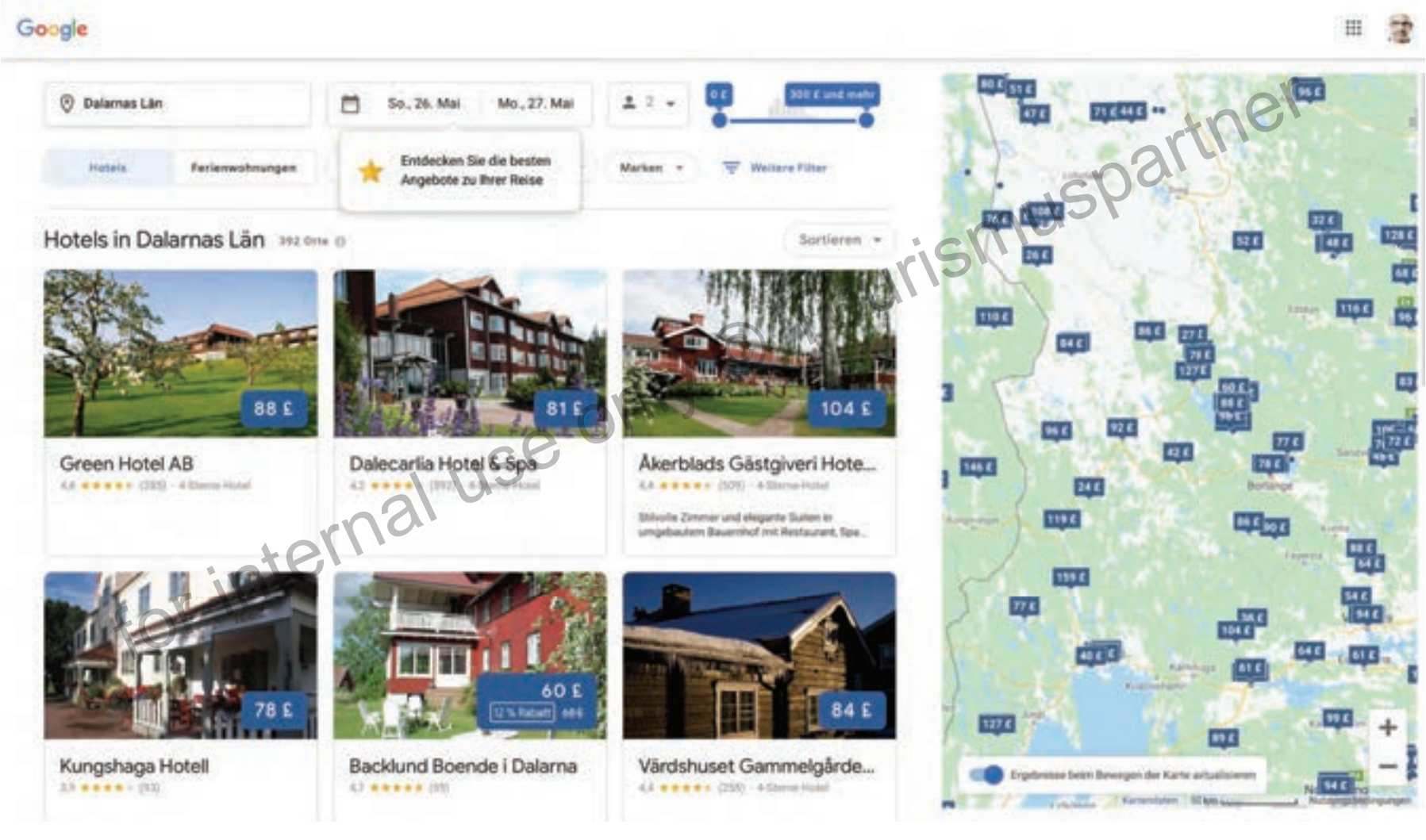
Google



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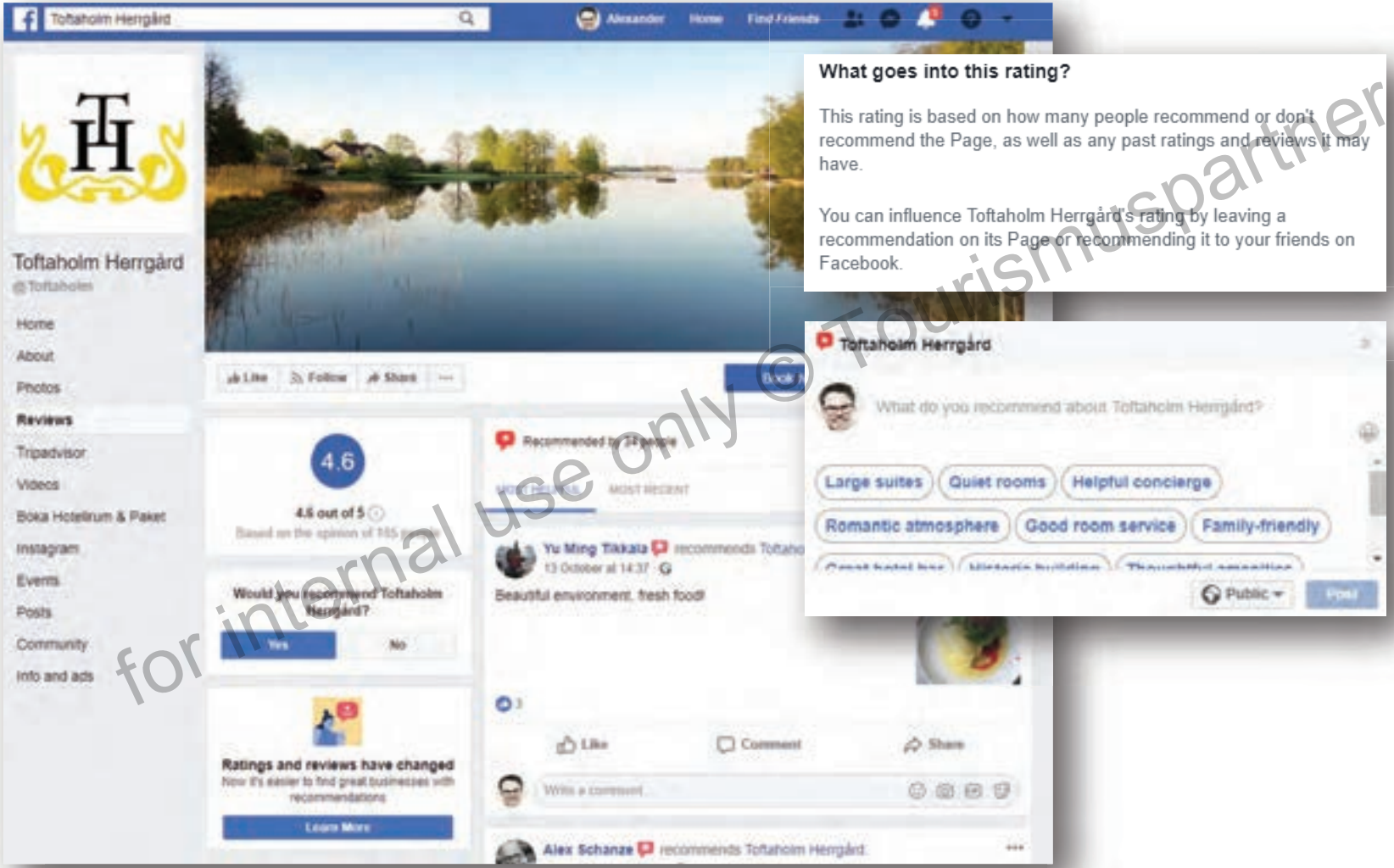
Facebook



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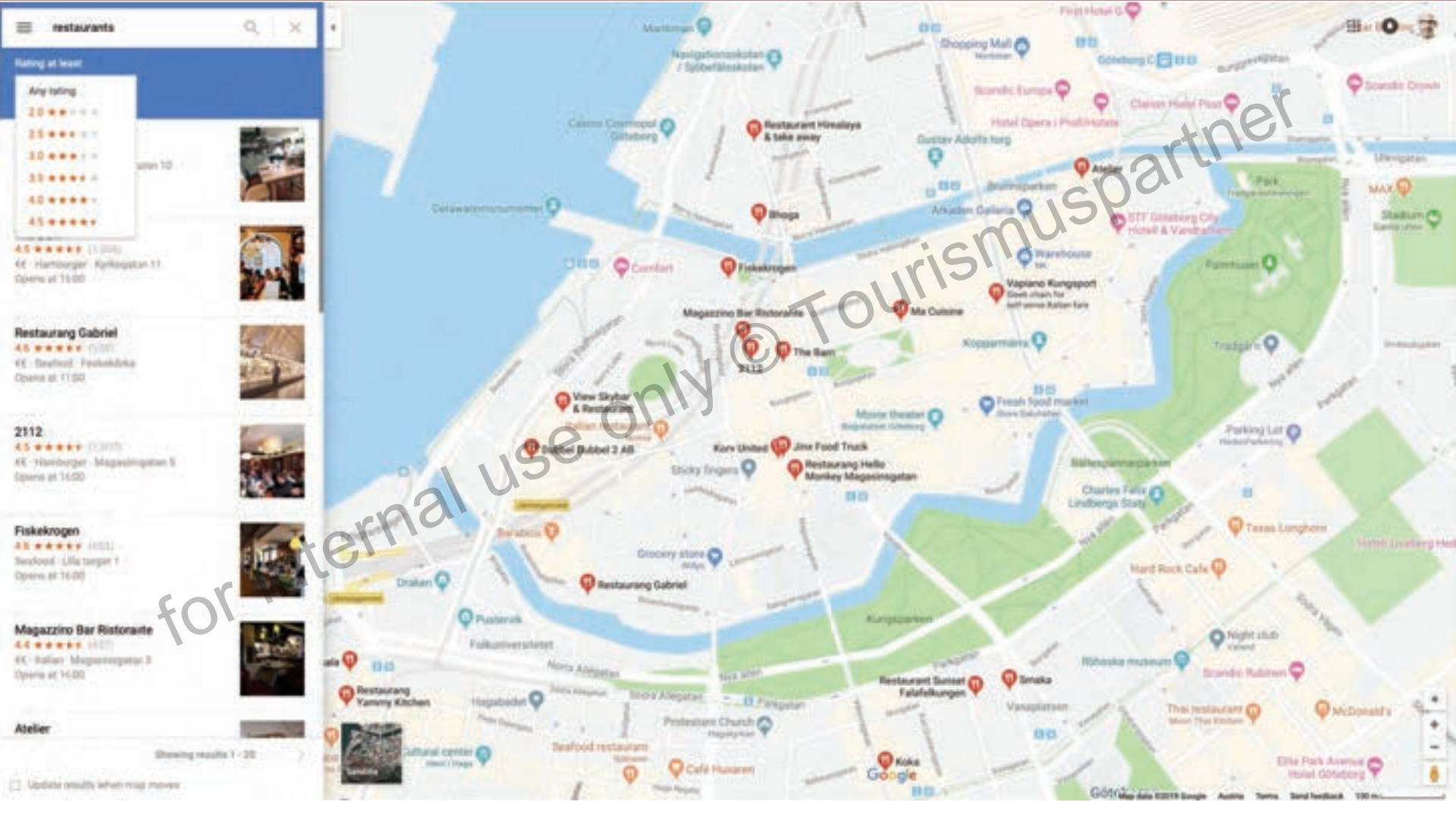
Reviews give orientation & help to choose a product

For internal use only © Your smu partner

…or a restaurant in a new town…



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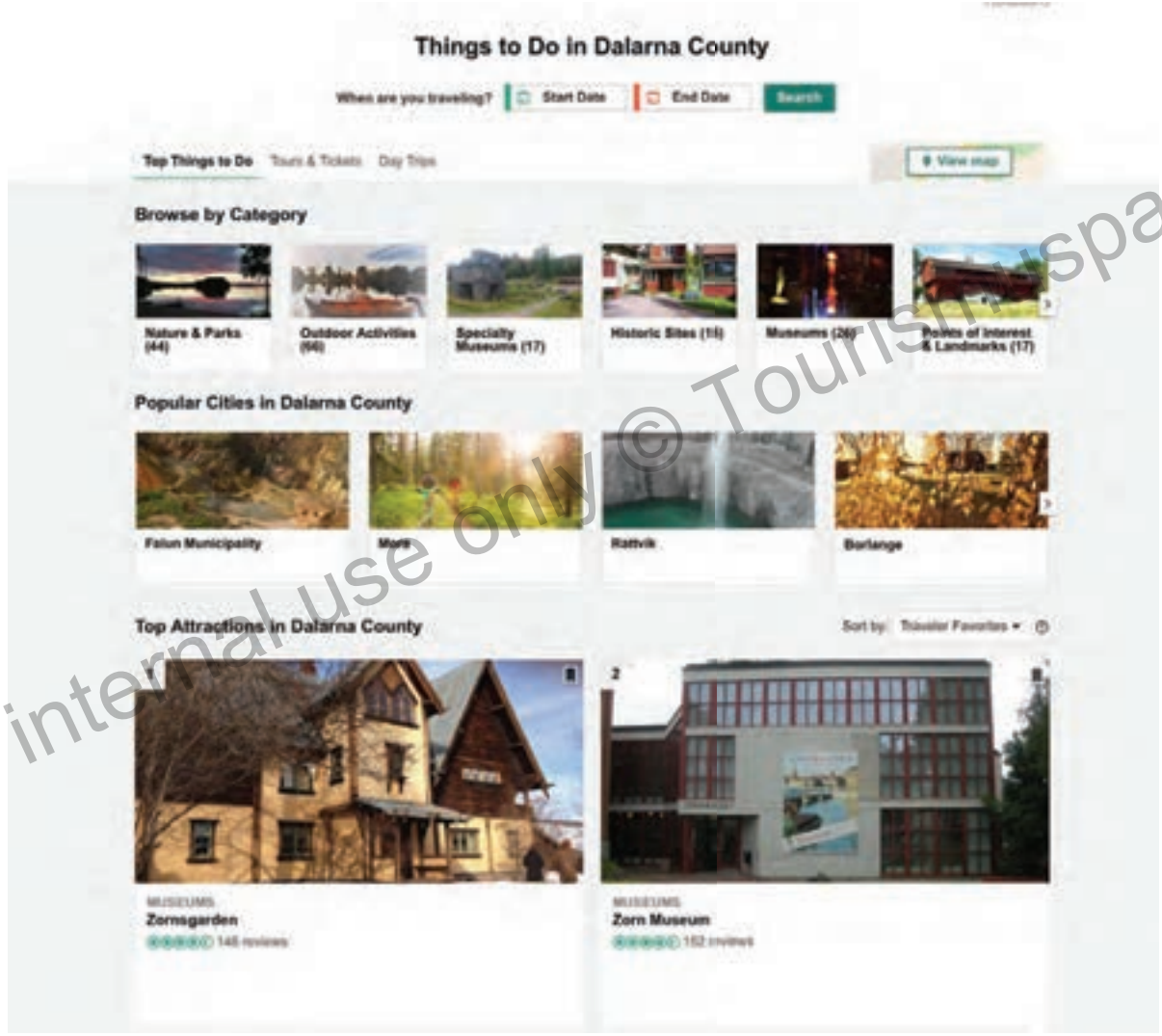
…or activities in a destination



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…also on HolidayCheck

Mittelschweden

Einen Reisetipp bewerten

Hotels | Urlaubsbilder | Reisevideos | Reisetipps | Reiseangebote

Reisetipps Mittelschweden

Region
Mittelschweden

Ort
Alle Orte

- Alle Reisetipps (686)
- Sehenswürdigkeiten (144)
- Sport & Freizeit (63)
- Essen & Trinken (287)
- Nightlife (113)
- Shopping (79)

<< Karte verkleinern

Hotels auf Karte anzeigen

Frühbucher/ Pauschalreisen | Hotels

Abflughafen
beliebig

Reisedauer / Reisezeitraum
Beliebig / 15.05. - 08.11.2019

Reiseteilnehmer
Erwachsene 2, Kinder 0

Preisvergleich starten

Wissenswertes zu Mittelschweden

- Neue Beiträge zu dieser Region beobachten
- Mietwagen buchen

Hotel-Charts Mittelschweden

- Die 5 Top-bewerteten Hotels der Saison
- Die 5 Aufsteiger-Hotels der Saison
- Die 5 Preisknüller Hotels der Saison

686 Reisetipps in Mittelschweden

Vasa Museum
in Stockholm

Karte

5.6
98% Weiterempfehlung
44 Bewertungen

108 Urlaubsbilder 0 Reisevideos **Kategorie:** Sehenswürdigke... - Museum

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…or accomodation. But let's see…

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Back to the traveller: How they do their research

Imagine you plan a family vacation to Germany, Island of Rügen located in the Baltic sea

- Where would you start your research?
- How would you find the perfect accommodation?
- Where would you book?

Bildquelle: https://www.flickr.com/photos/129381466@N02/15542900924/

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Decision making process

1. Information Search
in early decision process

2. More selective perception
in advanced decision process

Source: Daniel R. Schmeißer

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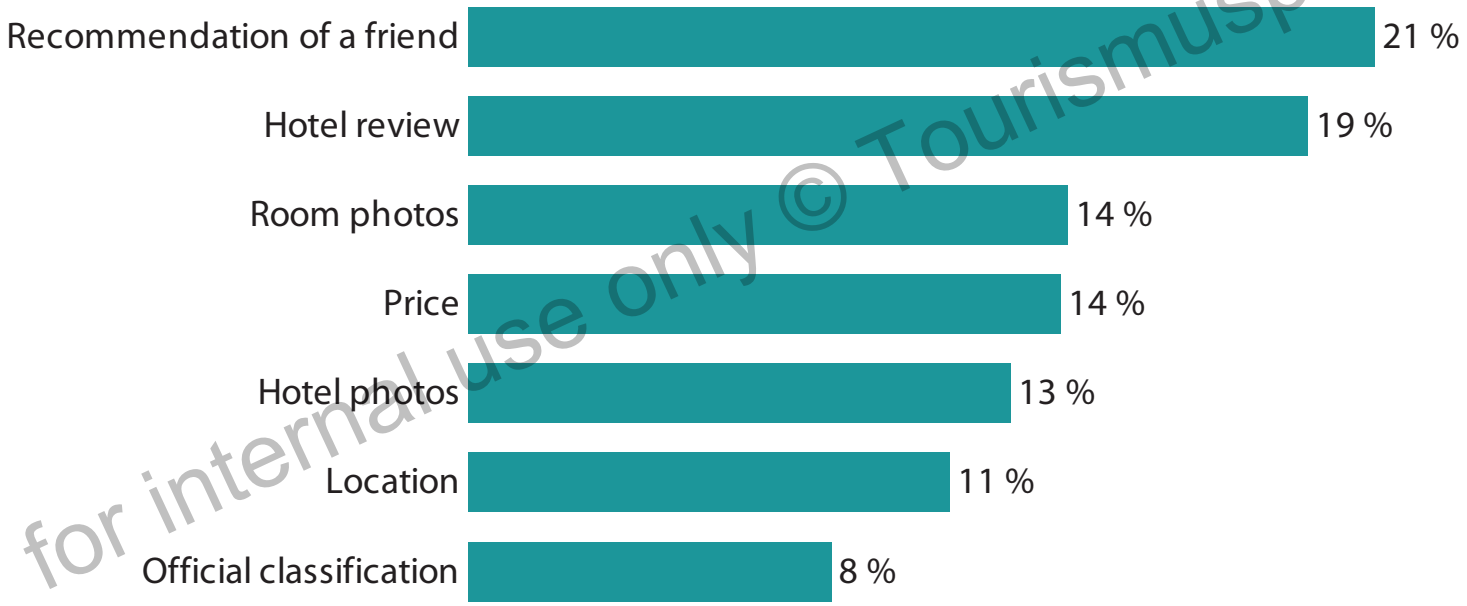
Decision making process

Importance of reviews in relation to booking decision



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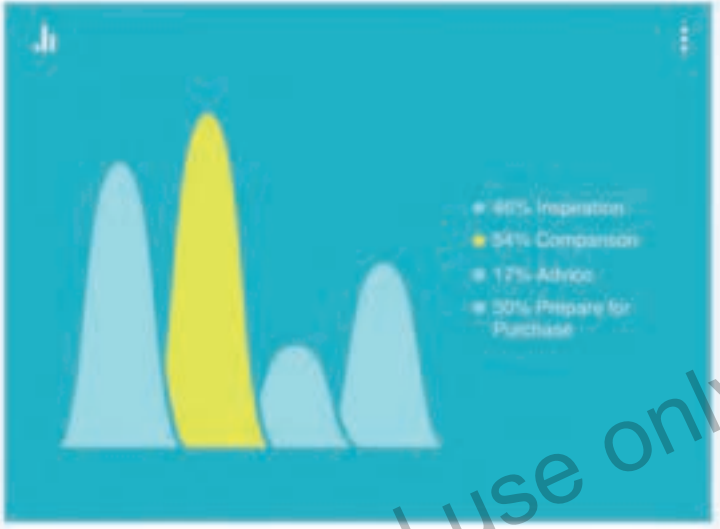
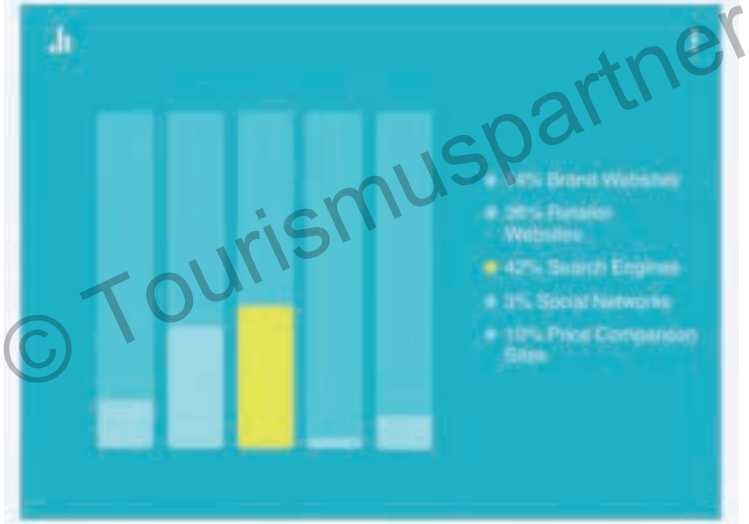
Source: MODUL University Wien, n=346

Germany is a ROPO-Market



People make use of information on the internet in a number of ways when searching for product information.



Online Information Sources, Home Furnishings

To help consumers make the right purchase decision, marketers should ensure presence across all relevant digital touchpoints

for internal use only © Tourismuspartner

Source: https://www.consumerbarometer.com/en/

Why users read reviews

- Increase trust for their own booking decision (87 %)
- Get impression of how it will look on location (86 %)
- Reduce risk / uncertainty (82 %)

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Source: Gretzel, Yoo, Purifoy: Online Travel Review Study; n = 7.000 Tripadvisor-Nutzer

Shortcomings find their way...

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Source: HolidayCheck

...but first and foremost good quality!

for internal use only © TomTomspartner

Source: HolidayCheck

Statistics

- 87 % of reviews in HolidayCheck are positive
- 80 % of reviews in TripAdvisor are positive
- Average rating: 4.13 bubbles (from 5)

2014	4.12
2013	4.11
2012	4.09
2011	4.07
2010	4.02

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Source: TripAdvisor

How do people decide if they like your service or not?

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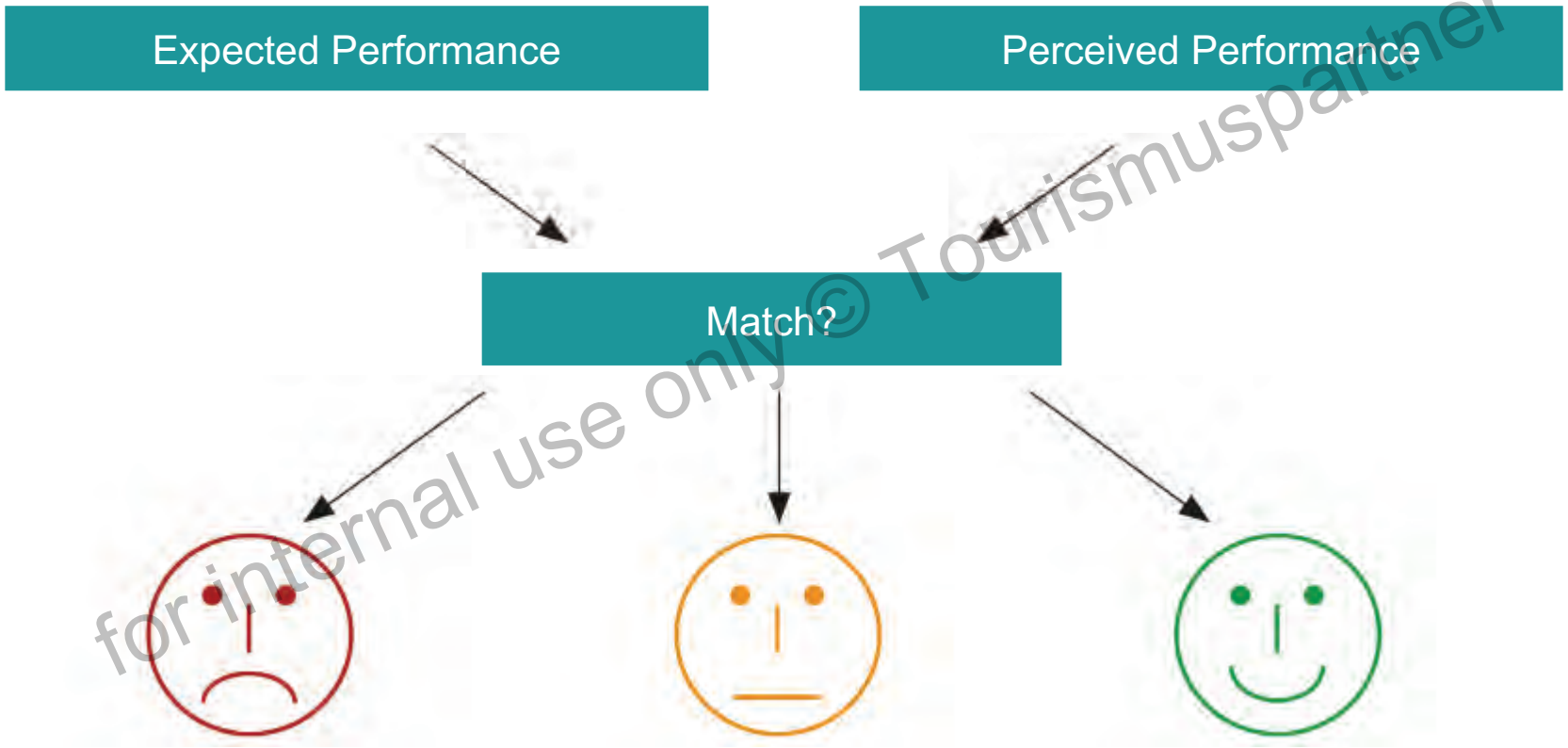
„Expectation Principle“



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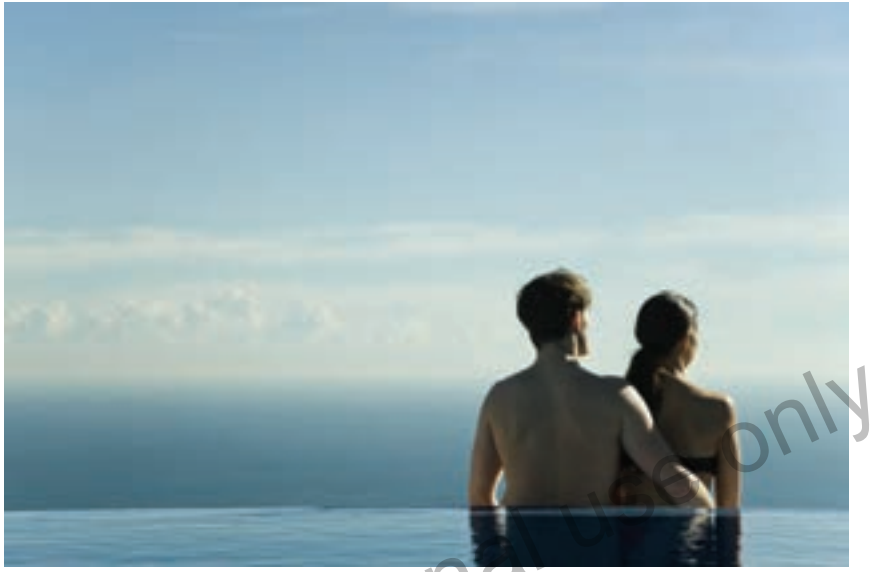
Source: Tourismuspartner; Erevelles/Leavitt, 1992; Oliver, 1997; Day, 1982; P. McCole 2004

Expectation vs. Performance



Website Hotel

On Location

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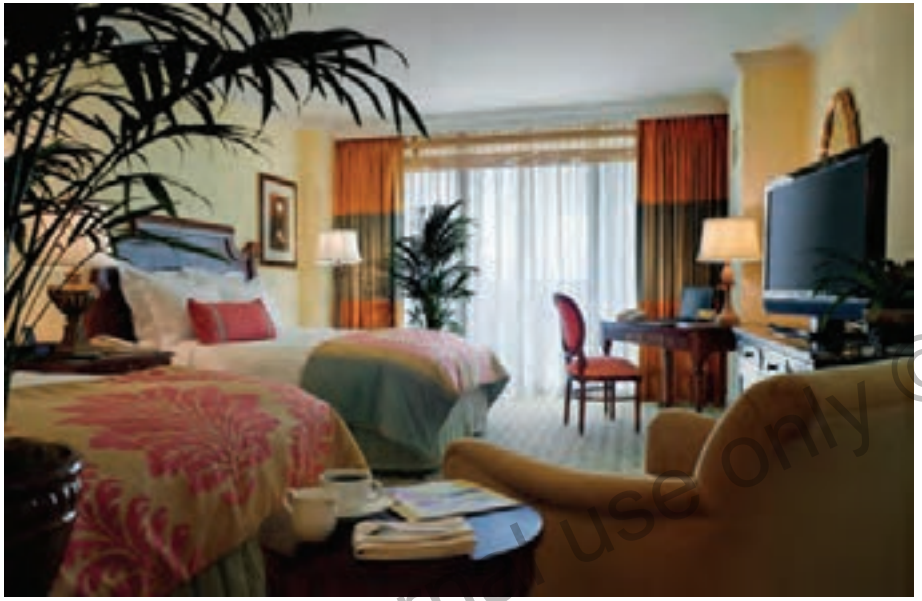
Expectation vs. Performance



Website

Reality

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Source: Ritz-Carlton Coconut Grove, www.oyster.com

Expectation vs. Performance

Website Hotel Chain

My Try

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Last time in Malmö

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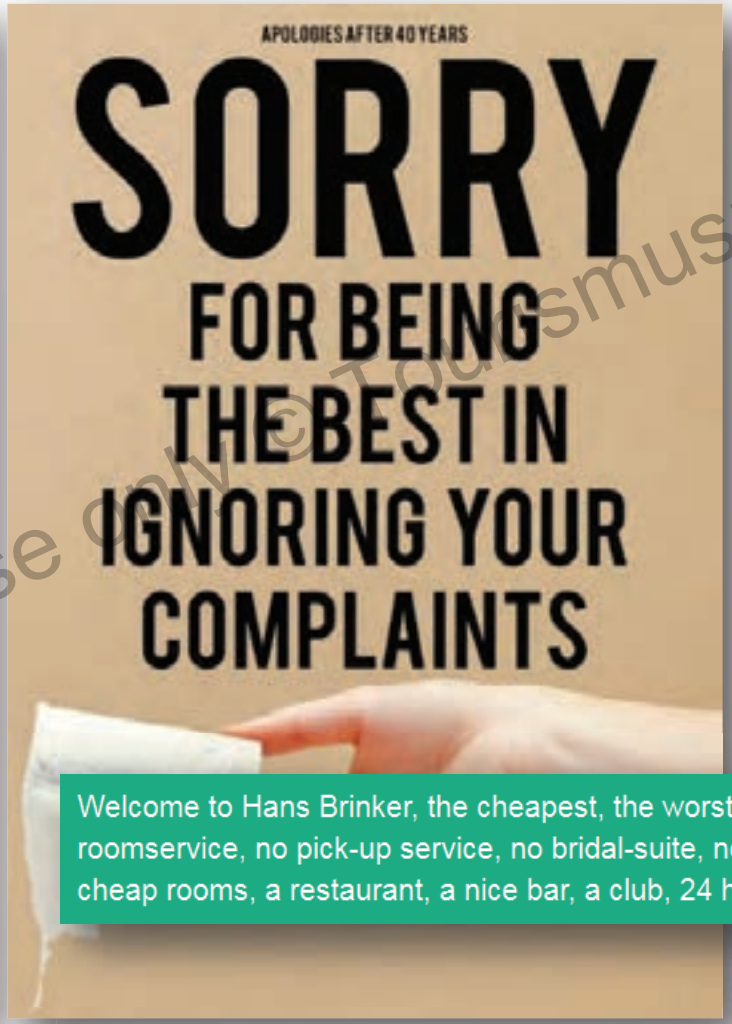
No complaining here...



Welcome to Hans Brinker, the cheapest, the worst, the best..no swimming pool, no roomservice, no pick-up service, no bridal-suite, no gym, no spa, no bellboy, but cheap rooms, a restaurant, a nice bar, a club, 24 hour reception and 500 beds.

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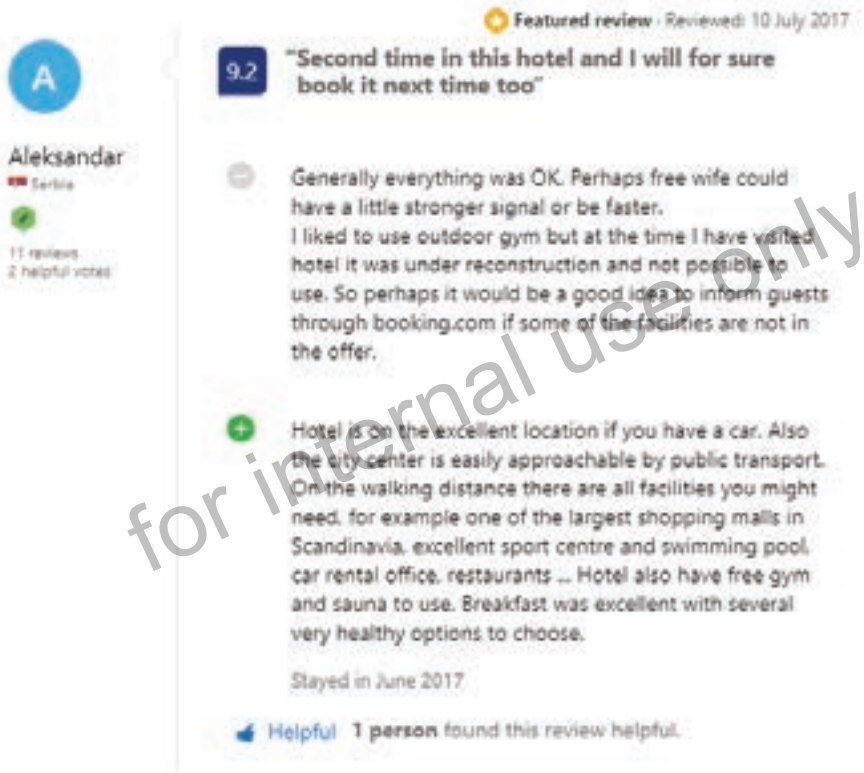
Users decide about relevancy

- Negative reviews are clicked more
- Positive reviews are considered more „helpful“



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Why guests rate & review

What do you think:
Why do guests write an online review?

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Why guests rate & review

- Helping the hotel
- Helping other guests
- Feels good when I can tell others / self motivation
- Not important: Venting negative feelings

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Source: Yoo, Hyan, Gretzel: What Motivates Consumers to Write Online Travel Reviews?

And because they are asked for it ☺

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Why should you motivate your guests?

When a review is requested by the accomodation, guests are 3.6x times more likely to leave a review.

Source: TrustYou 2018 (Consumer Research Emphasizes Importance of Online Feedback Management)

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How can you motivate guests?

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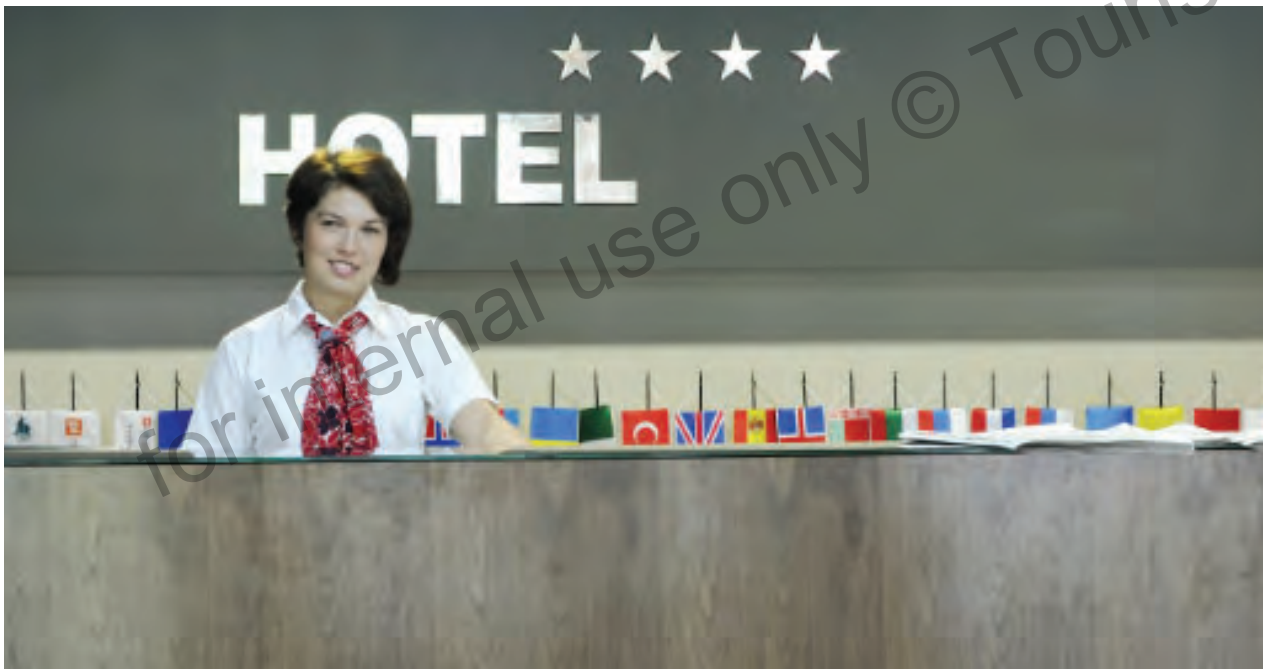
Direct Contact

- Ask for it (last chance: upon check-out)
- Ask guests whether they were satisfied with the services and ask directly for an online review. Mention how important reviews are for your hotel.



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Direct Contact

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Source: Doug Kennedy - www.hospitalitynet.org/news/4077534.html (2016)

Email after departure

Dear Smith-Family

We hope that you have returned savely home with wonderful memories of your vacation. May we ask you to share your experiences in our hotels with other guests?

We would be delighted if you could take the time to describe your impressions on HolidayCheck:

<DIRECT LINK>

Many thanks and best regards,
The team of Hotel Something & SPA

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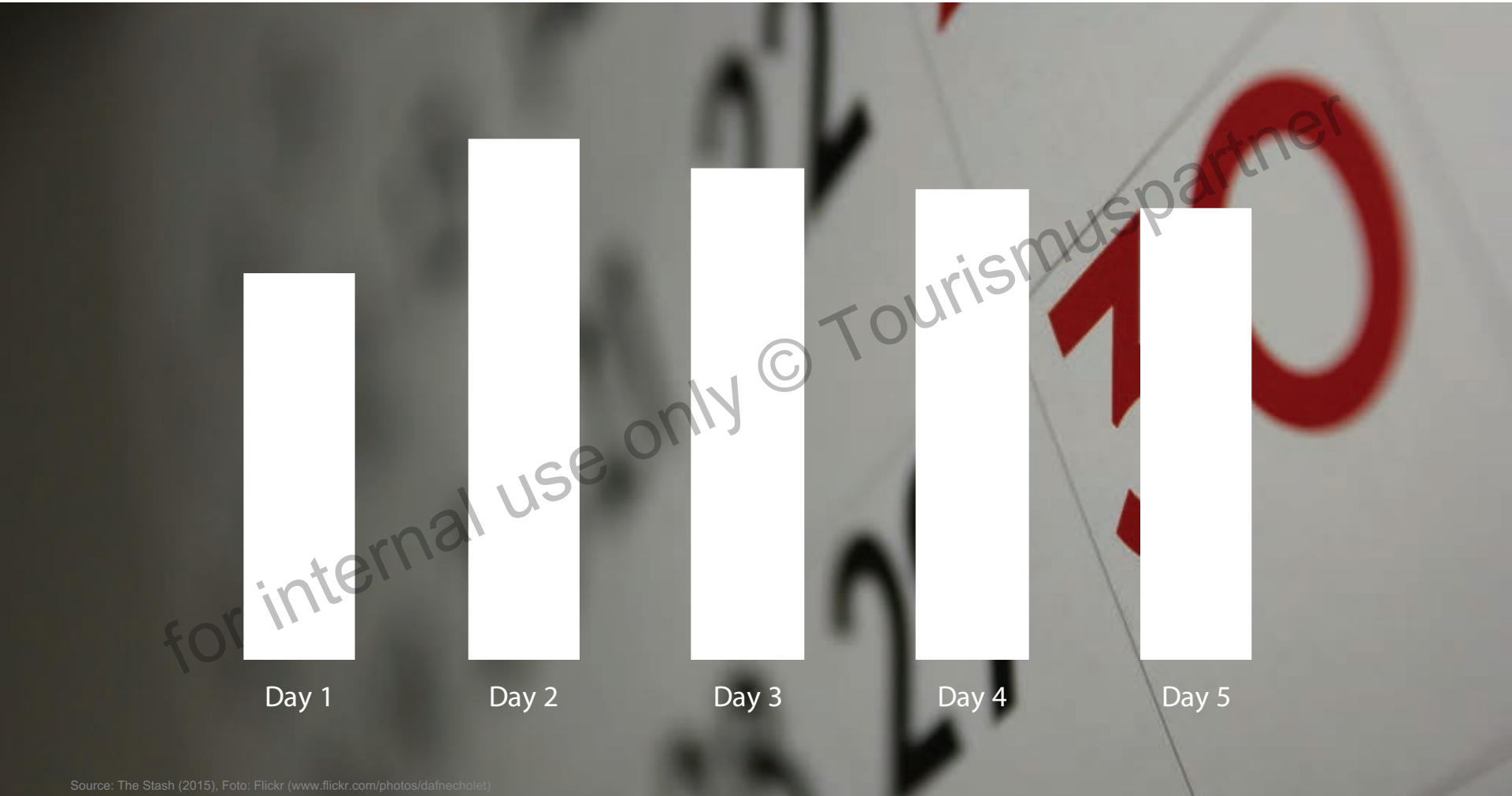
E-Mail after departure: Open Rates



for internal use only © Tourismuspartner

Source: The Stash (2015), Foto: Flickr (www.flickr.com/photos/dafnecholet)

Reminders

Remind your guests to post a review, for example with print media

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Source: TripAdvisor, HolidayCheck

Creative feedback card

25h
TWENTY FIVE HOURS

A MEMBER OF DESIGN HOTELS

Hat alles gepasst? Wir freuen uns über Lob und Tadel (natürlich auch anonym). Fragebogen einfach an der Rezeption abgeben. Wenn die Zeit jetzt fehlt, hilft eine online Bewertung auf tripadvisor.com oder holidaycheck.com zukünftigen Gästen. Für Verbesserungsvorschläge und Feedbacks hat zudem unser General Manager eine offene Mailbox.

Your answers help us to improve our product. Busy right now? Contact the General Manager directly.

Wie sind Sie auf 25hours aufmerksam geworden? *How did you become aware of 25hours?*

Ihre Anregungen, Bemerkungen und Vorschläge. *Your Feedback, remarks and suggestions for improvement.*

HOTEL				
Atmosphäre / *Ambiance*	☐	☐	☐	☐
Mitarbeiter / *Staff*	☐	☐	☐	☐
Angebot / *Facilities*	☐	☐	☐	☐
Nachbarschaft / *Neigbourhood*	☐	☐	☐	☐
Preis-Leistung / *Pricing*	☐	☐	☐	☐
Erwartungen erfüllt? / *Meets expectations?*	☐	☐	☐	☐
ZIMMER / GUESTROOM				
Ausstattung / *Equipment*	☐	☐	☐	☐
Bad / *Bathroom*	☐	☐	☐	☐
Sauberkeit / *Cleanliness*	☐	☐	☐	☐
Gut geschlafen? / *Slept well?*	☐	☐	☐	☐
GASTRONOMIE / CATERING				
Frühstück / *Breakfast*	☐	☐	☐	☐
Mittagessen / *Lunch*	☐	☐	☐	☐
Abendessen / *Dinner*	☐	☐	☐	☐
Mitarbeiter / *Restaurant staff*	☐	☐	☐	☐
Satt & zufrieden? / *Full & satisfied?*	☐	☐	☐	☐

Name (optional) _____ Zimmer / Room _____

WWW.25HOURS-HOTELS.COM

Illustration: Alfredo Häberli, alfredo-haeberli.com. Designer of 25hours Hotel Zürich. Opening 2012.

for internal use only © Tourismuspartner

Source: 25hours Hotel

Welcome Letter

Dear guest,

welcome to Hotel Indigo Berlin – Alexanderplatz. We wish you a great time in Berlin and a pleasant stay at Hotel Indigo.

If we were able to fulfil your expectations please let other travellers know on www.tripadvisor.com/indigo_alexanderplatz. If there is something we can do better please contact me on dirk.dreyer@hotelindigoberlin.com

Every month we raffle among all tripadvisor comments a voucher for a complimentary night at Hotel Indigo Berlin – Alexanderplatz for two persons incl breakfast.

Enjoy your stay !!

Dirk Dreyer
General Manager Hotel Indigo Berlin – Alexanderplatz

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Source: Indigo Hotel Berlin Alexanderplatz

How they got us in Copenhagen...

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HolidayCheck's new Code of Conduct (valid from 15th April 2019)

- Use of any „Post-stay email system" or HolidayCheck's Review-Tool
- Dispatch of newsletters or notes in the in-house mail/guest magazine
- Use of review cards or a note on the invoice
- No provision of devices for writing reviews in the hotel (e.g. review terminals and tablets)
- No Review days and campaigns in the hotel ("Promo Days")
- No Reviews by hotel employees or their family members

HolidayCheck

HolidayCheck Code of Conduct

This Code of Conduct is a framework for hotel managers that specifies the options and restrictions in handling hotel reviews.

Permitted:

- Use of the **free HolidayCheck Review-Tool** with the help of which guests will be reminded to provide a review after their departure – Get more information >
- Use of a **after travel email system**
- Dispatch of **newsletters** or notes in the **in-house mail/guest magazine**
- Use of **review cards** or a **note on the invoice**

Not permitted:

- **Provision of devices** for writing reviews in the hotel (e.g. review terminals and tablets)
- **Review days** and **campaigns** in the hotel ("Promo Days")
- Use of systems that control **publication** of reviews **depending on satisfaction**
- Use of paper questionnaires and manual input of the **review in the names of the guests**
- **Reviews by hotel employees or their family members** (even if they used hotel services)
- Reviews by people who did **not use any services in the hotel**
- **Offering benefits** for providing a positive review (e.g. lottery participation, free meals)
- **Exerting pressure** or urging to submit, change or delete a review
- **Buying reviews**

Violations of the Code of Conduct will lead to direct consequences, from warning notes on the hotel profile, to legal steps, to exclusion from the HolidayCheck Award and "Recommended on HolidayCheck" as well as loss of existing awards.

If you are not certain that your procedure is in compliance with the rules, contact us at service@holidaycheck.com

Updated on 11 February 2019
Valid as of 15 April 2019

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service@holidaycheck.com | www.holidaycheck.de | Mgmt. board: Christoph Ludmann | VAT: Schweiz 590 738

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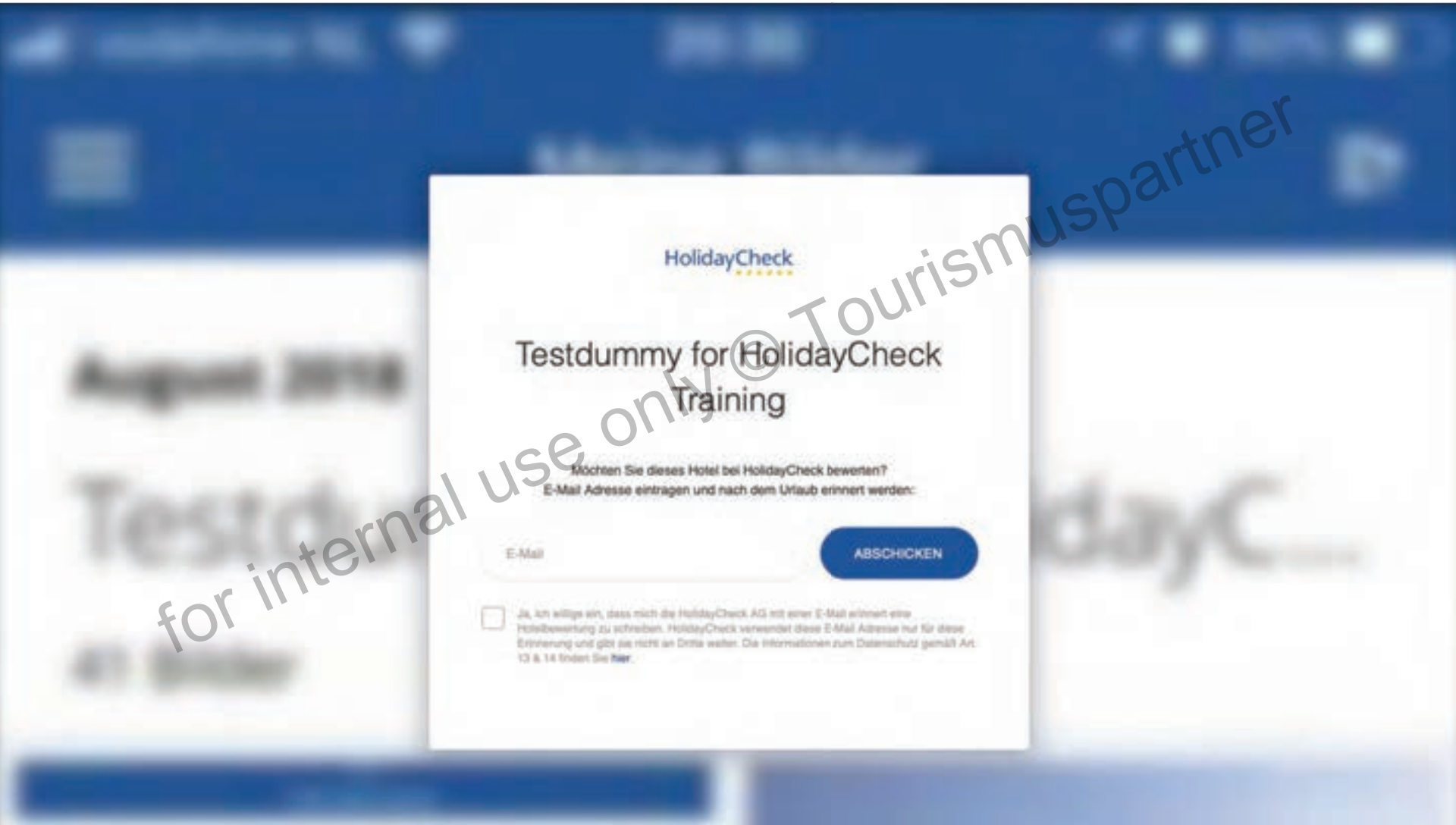
Quelle: HolidayCheck AG

HolidayCheck’s new Review Tool



for internal use only © Tourismuspartner

HolidayCheck's new Review Tool – Set up the link

- Login to https://business.holidaycheck.com
- Choose the property you want to generate the link for
- Copy the "Hotel ID" which is shown in your browser's address field
- Add the Hotel ID to the link that connects to the Review Tool: https://review.holidaycheck.com/?q=de/atm/review-service/HOTELID
- Tipp: Save your link in your browser's bookmarks

for internal use only © Tourismuspartner

https://business.holidaycheck.com/hotel-admin/dashboard/c47efe9b-a888-3c8d-b315-53271cd00530

https://review.holidaycheck.com/?q=de/atm/review-service/c47efe9b-a888-3c8d-b315-53271cd00530

HolidayCheck's new Review Tool – our suggestion

- Talk to your German guests personally during their stay and let them know that you appreciate their opinion very much and would be pleased about a review on HolidayCheck.
- Let the guest leave his/her e-mail address in the Review-Tool (e.g. on a tablet) and thus declares his/her interest in submitting a review.
- After the stay, the guest receives an automatic e-mail reminding him/her of your personal request for an evaluation.
- At the moment the e-mail will be sent 7 days after submitting (subject to changes made by HolidayCheck)

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The e-mail that is then sent to your guest

HolidayCheck

Erinnerung

Ihre Hotelbewertung ist wichtig!

Hallo liebe Urlauberin oder Urlauber,

wir freuen uns sehr, dass Sie Ihre Erfahrungen mit dem Hotel Testdummy für HolidayCheck Training mit anderen Urlaubern teilen möchten und sich hierzu für unseren Erinnerungsservice eingetragen haben!

Klicken Sie zum Fortfahren einfach auf den Link und erzählen Sie in Ruhe, von zu Hause aus, ob Sie dieses Hotel weiterempfehlen können und warum.

Freundliche Grüße und bis gleich auf HolidayCheck
Ihr HolidayCheck-Team

Jetzt Hotel bewerten

Wie geht's danach weiter?
Wenn Sie nicht eingeloggt bewerten, senden wir Ihnen anschließend eine E-Mail, in der Sie durch einen Klick Ihre Bewertung bestätigen. Danach geht Ihre Bewertung in unsere Prüfung – was in der Hochsaison bis zu sieben Tage dauern kann. Sobald Ihre Bewertung online ist, benachrichtigen wir Sie per E-Mail.

Warum erhalte ich diese E-Mail?
Sie erhalten diese Erinnerungsmail, weil Sie diesen Service im Hotel unter Angabe Ihrer E-Mail-Adresse in Auftrag gegeben haben. Sollten Sie Ihre E-Mail-Adresse nicht im Hotel eingetragen haben, brauchen Sie nichts weiter zu tun – Sie erhalten dann keine weiteren E-Mails von uns.

E-Mails abbestellen

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HolidayCheck’s questionaire

…

… plus profile data

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Reviews and Quality Management

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What‘s to do?

You get positive reviews, when...

- you deliver good quality
- exceed the guest's expectations
- the guest is positively surprised
- the guest has the feeling of having a special experience worth telling others

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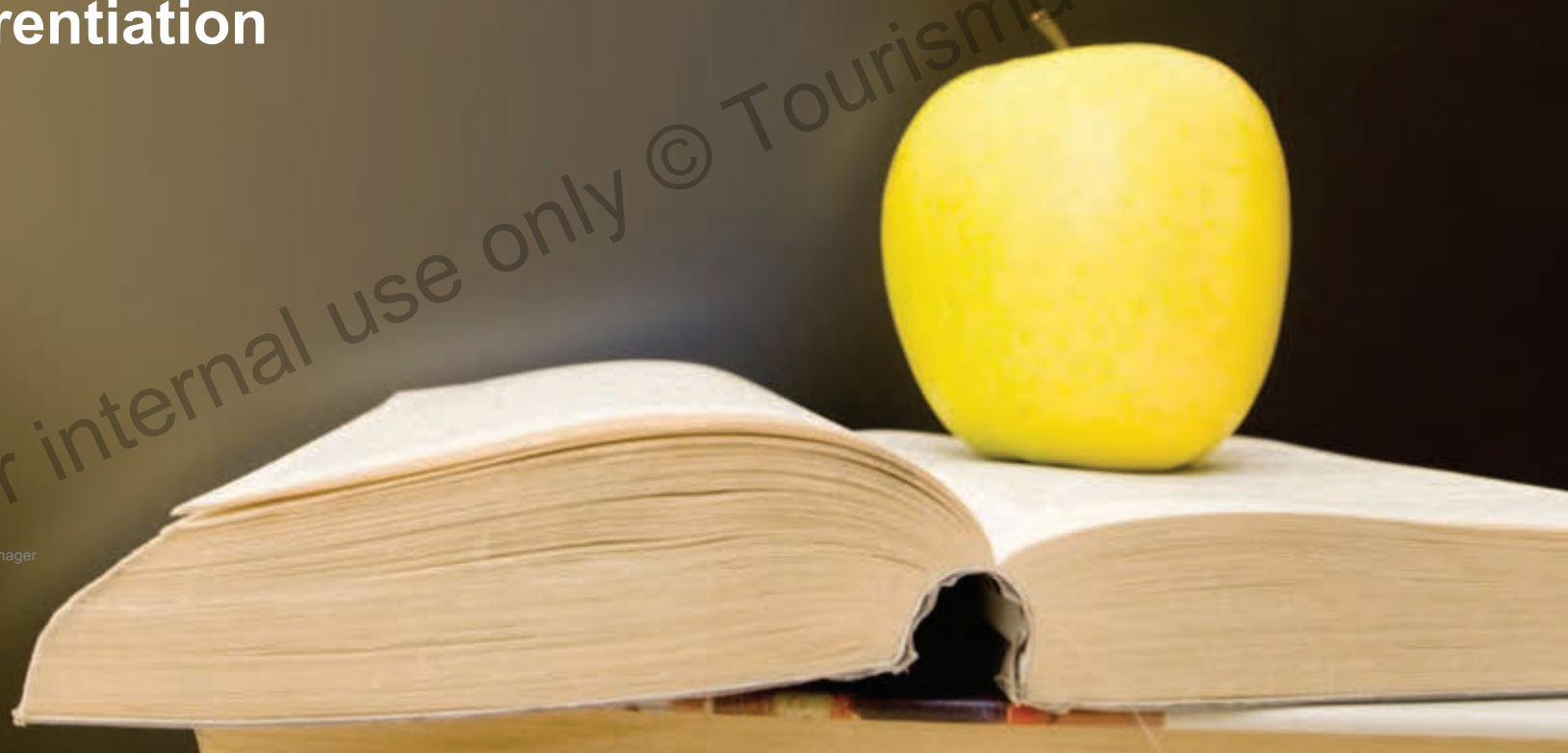
Exceed Expectations

Guest Satisfaction
= Standard Performance
+ Differentiation



Source: Harvard Business Manager

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Standard or Differentiation?

for internal use only

Source: Kempinski

Differentiation: Moxy

Moxy is a budget hotel with the soul of a boutique hotel. Marrying smart service and technology with contemporary style, Moxy is do-it-yourself made easy. Our DIY facilities include meeting areas with 56-inch displays for your presentations, snacks & drinks available 24/7, free use of our computers, abar with local spirit, furiously-fast Wi-Fi – free all over the place!

For internal use only © Tourismuspartner

Source: Tourismuspartner, Moxyhotels

Differentiation: Staff

"Amazing stay! Great staff!"
Reviewed yesterday

Fantastic location, the staff were so helpful and friendly and nothing is too much trouble for them.

are amazed at the phenomenal customer service we receive. This year was even better (which I thought was not possible) because of two particular staff members. Kelly and Justin went above and beyond to provide us with the kind of service that made our day better then we could have imagined.

At breakfast, a young employee gives advise and directions to make sure we enjoy our stay. She was of great help planning our visits.

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Differentiation: So by Sofitel

"Funky and fun"

Reviewed 2 days ago

view, I highly appreciate the staff with their trendy costumes and gentle caring, I loved my earth element room facing the Lumpini park, All in all

"Amazing staff, chic interior design, cool vibe"

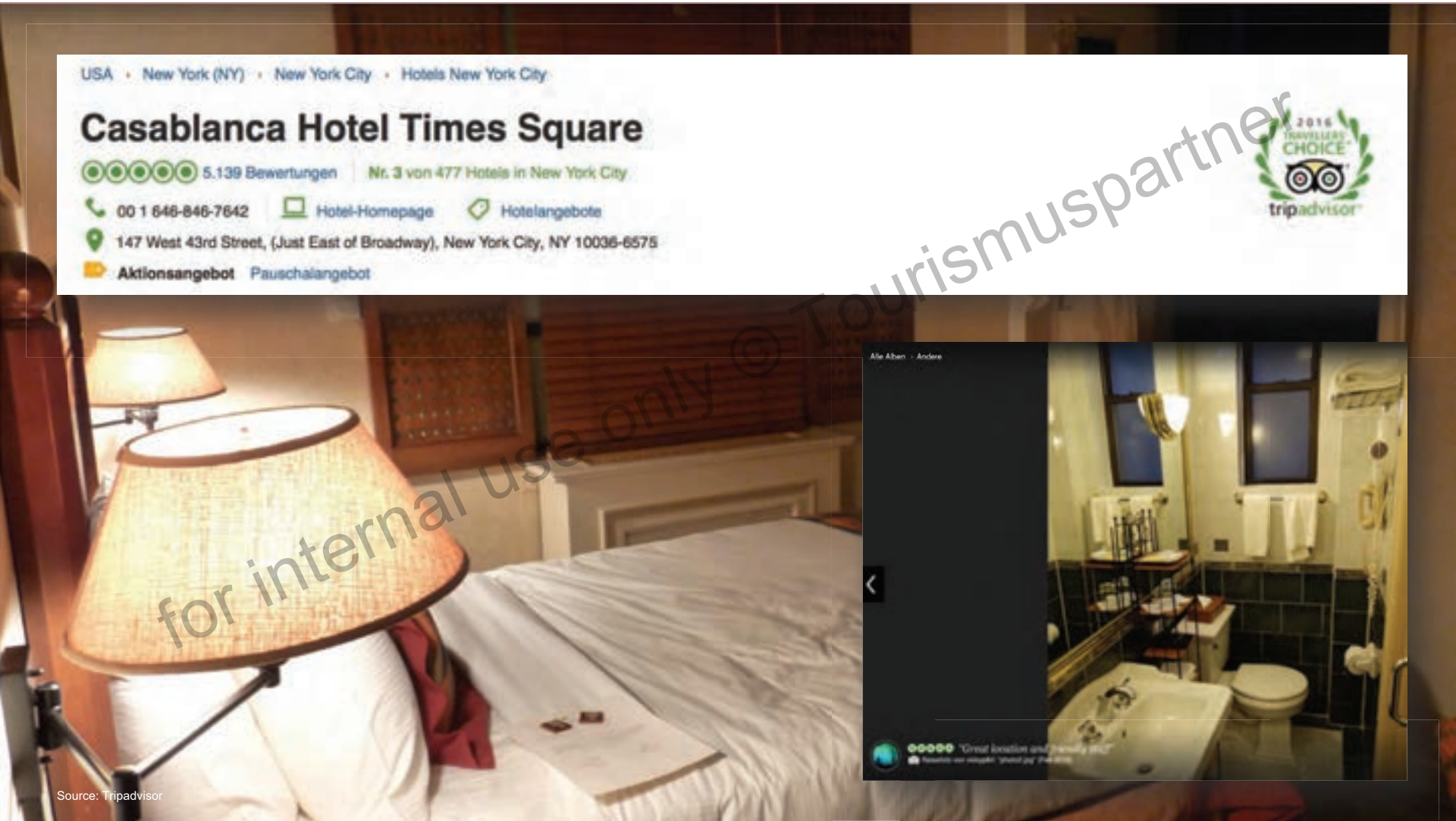
Reviewed 3 weeks ago

effortless. We met Paul, who organised everything for us. A great character, and certainly the best dressed employee hotel, although all

For internal use only © Tourismuspartner

Source: Tourismuspartner, Tripadvisor, Booking

Example: Library Hotel Collection



for internal use only © Tourismuspartner

Source: Tripadvisor

Adele Gutman, VP Sales, Marketing & Revenue Library Hotel Collection

- **Culture: "**Hire happy people"
- **Analyze** reviews for guests' likes & dislike
- **Share** guest feedback with staff

"Every time you make a guest truly feel cared for, respected and appreciated, you create an opportunity for another positive review. Every employee must do this at every touch point, for every guest."

Source: Review Pro, 2017

al use only © Tourismuspartner

Example: Library Hotel Collection

Petite Queen Room with 1 Petite Queen size bed

The Petite room is the smallest room option at the Casablanca Hotel but it is very comfortably laid out. These eight Petite rooms do not offer a view, but because they face our courtyard, they seem to be quieter. For couples on long stays, we still recommend a Deluxe or Premium sized Room. They have modified bed with the width of a Queen Bed but the length of a full-sized bed to accommodate 2 people maximum. It measures 60" x 75" (inches). This is the only room type without a bathtub, but the shower stall is excellent.

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Source: Library Hotel Collection, Casablanca Hotel

Example: Hoxton Hotels

Shoebox *from* £119

Small and compact (the clue is in the name!), our Shoebox rooms are perfect for short stays and solo trips. Each Shoebox has a walk-in shower and a comfy Queen bed to guarantee a good night's sleep.

Room size
12 sq m

Mattress size
150x200 cm

Room capacity
Up to 2 adults

for internal use only © Tourismuspartner

Source: Hoxton Hotels

What are people talking about in reviews?

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What are people talking about in reviews?

❶ Use the browser of your phone

❷ **Go to: www.pollev.com/tp499**

❸ Submit your opinion

for internal use only © Tourismuspartner

What are people talking about in reviews?

for internal use only © Tourismuspartner

Start the presentation to see live content. Still no live content? Install the app or get help at PollEv.com/app

Frequency = Importance

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Source: TrustYou, 2017 / Analysis of 90 millon reviews for 600'000 hotels, worldwide

Active Feedback Management on location

responding reactively → managing feedback actively

„How did you like our new Early Bird breakfast? “

„Which services should we improve in our hotel from your point of view? “

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Source: R. Friedlander (2011)

„Courtesy Call“

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Example Cruise Line - Feedback

Celebrity
Reflection℠

Attention to Detail

Dear Guest,

I would like to invite you to participate in an invaluable and important guest feedback card. Our goal this cruise is to ensure a memorable and wonderful experience. I encourage you to use the space provided to specify any details that you would like us to further focus on. I would greatly appreciate if you would provide the crew the chance to act now versus learning at the end of the cruise of a missed opportunity.

Sincerely,

Hotel Director

_____

_____

_____

_____

_____

Stateroom Number:_____ Date: _____

Please return this form to Guest Relations at anytime.

Celebrity Cruises®

for internal use only © Tourismpuspartner

Source: Celebrity Cruises

Feedback for process optimisation

for internal use only © Tourismuspartner

Source: IHG, Choice, Tourismuspartner

Online Reputation Management

for internal use only © Tourismuspartner

ORM-Tasks

for internal use only © Tourismuspartner

„Online Reputation Manager“

Source: Tourismuspartner

Crisis

„Food Poisoning“

“(...) my partner had pizza and I ordered the pasta with salmon-vodka sauce. The pasta seemed strange to me from the beginning on, as it smelled very strongly of fish. It tasted okay, and the pizza was very good. 2 hours later I was certain: the salmon had been off. Diagnosis: fish poisoning. What annoyed us the most was that my partner went by the pizzeria the next day, to make them aware of the problem. They did not show him any signs of compassion and understanding, claiming that this had never happened before and it could not be true. If they had made an effort to accommodate us, the whole situation would not have left such a bad taste in our mouths.”

for internal use only © Tourismuspartner

Source: Tripadvisor

Crisis: Possible Response

Dear Julia0704

As the Managing Director of the restaurant, I would like to apologize for the incident described. Please be assured that our restaurant places high value on uncompromising cleanliness and hygiene. We get regular and unannounced inspections by the food inspector, and have always received top marks. Our fish and seafood we obtain daily fresh from a reputable wholesaler.

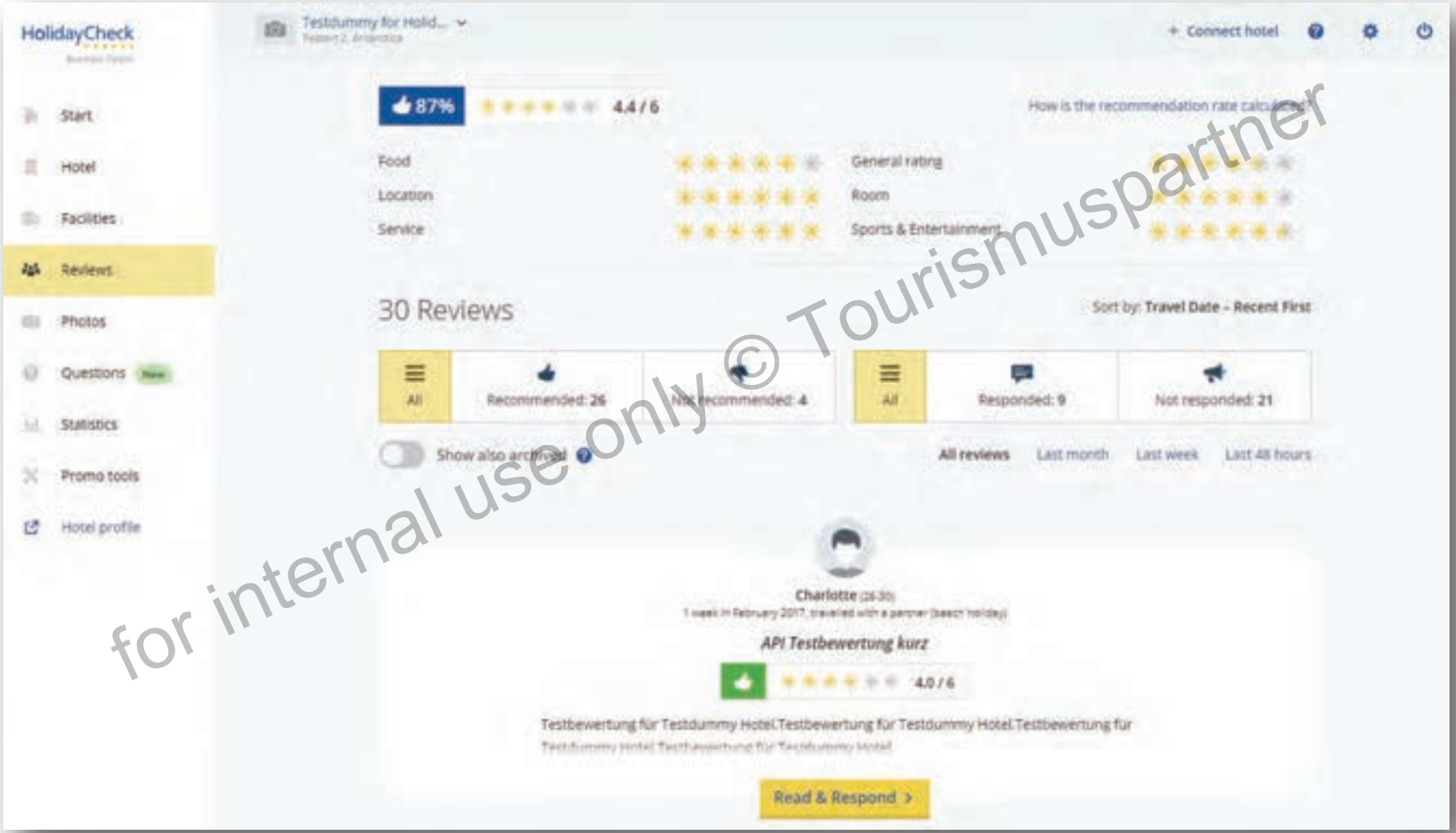
I am very sorry for the unprofessional reaction of my employee. This does not meet our standards for dealing with guests. I would like to talk with you personally to arrange an investigation of the causes for your bad experience. Please contact me by phone – Thank you very much in advance.

Sincerely yours
John Smith

for internal use only © Tourismuspartner

Source: Tourismuspartner

Monitoring tools offered by HolidayCheck



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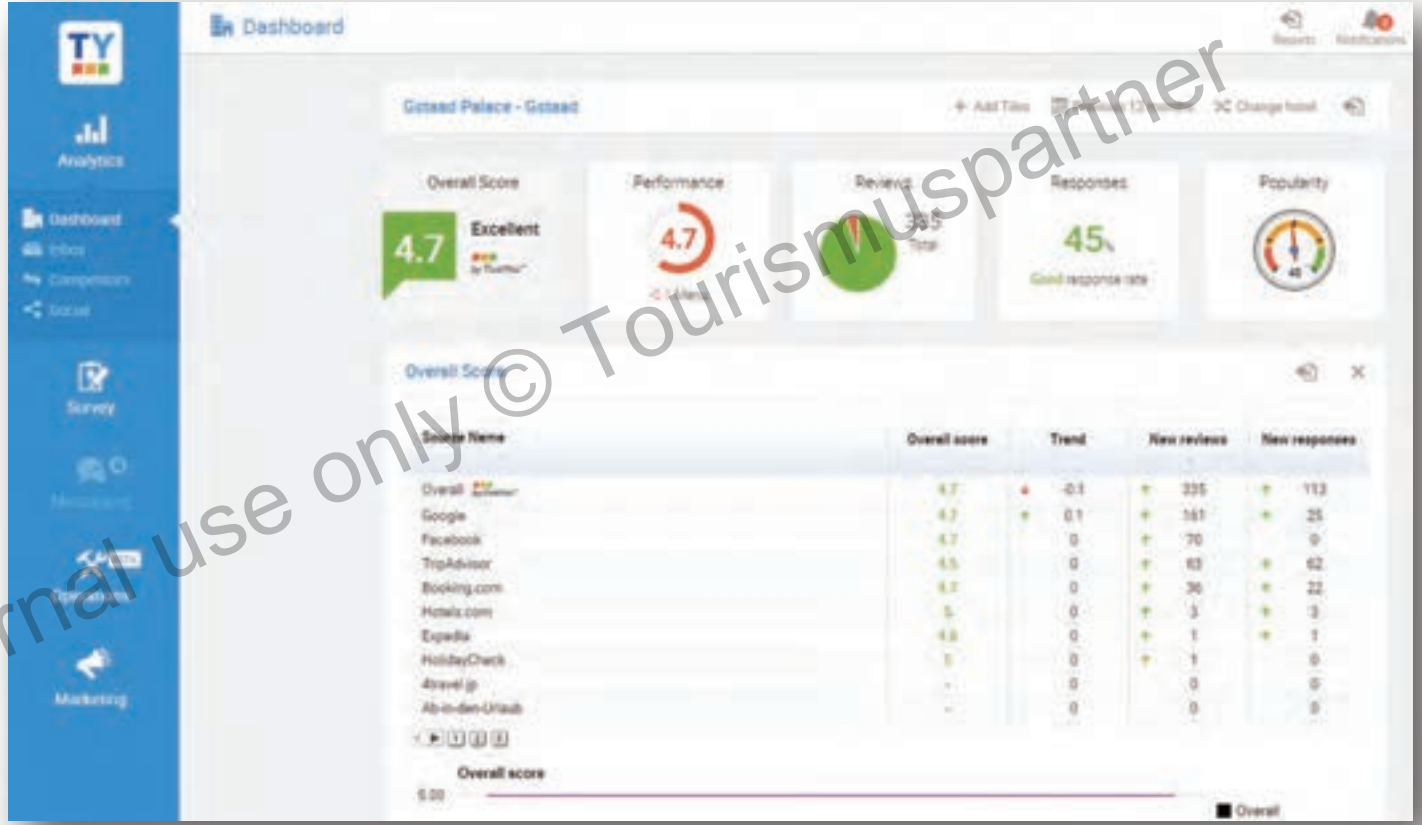
Specialised Instruments

- Trust You
- Review Pro
- Revinate



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Use widgets for your own website

Remember?

1) Increase trust for their own booking decision
2) Get impression of how it will look on location
3) Reduce risk / uncertainty

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What is allowed?

for internal use only © Tourismuspartner

What is allowed?

- Expression of opinion vs. untrue statements
- Abusive criticism, personal attacks or insults are not acceptable

„I didn‘t like the breakfast.“

„No one likes this breakfast.“

„The breakfast tasted like shit!“

„I‘ll never eat breakfast again with these idiots!“

„Complete rip-off!“

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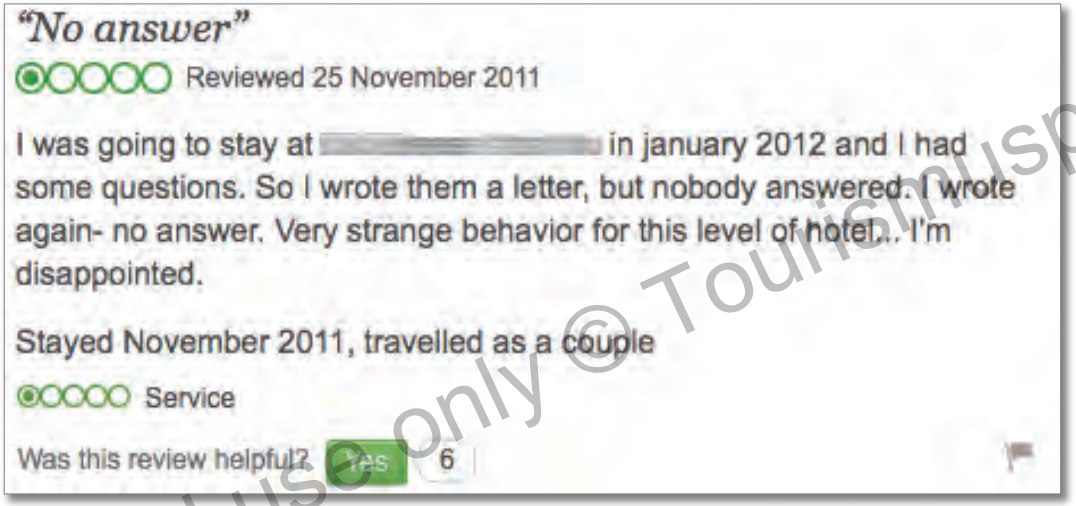
Publishing photos

- Photos do not violate the "house rules" - "journalistic freedom"
- Defects or imperfections in the hotel's infrastructure may be photographed
- If people are photographed and published without their prior permission, "personal rights" may be violated

for internal use © Tourismuspartner

Source: TripAvisor

Is this allowed?



„No ratings or comments about aspects of a business you did not experience. For instance, it is acceptable to write a review of an experience with the front desk of a hotel if you then chose not to stay overnight, but you may not rate the sleep quality. "

Source: TripAdvisor

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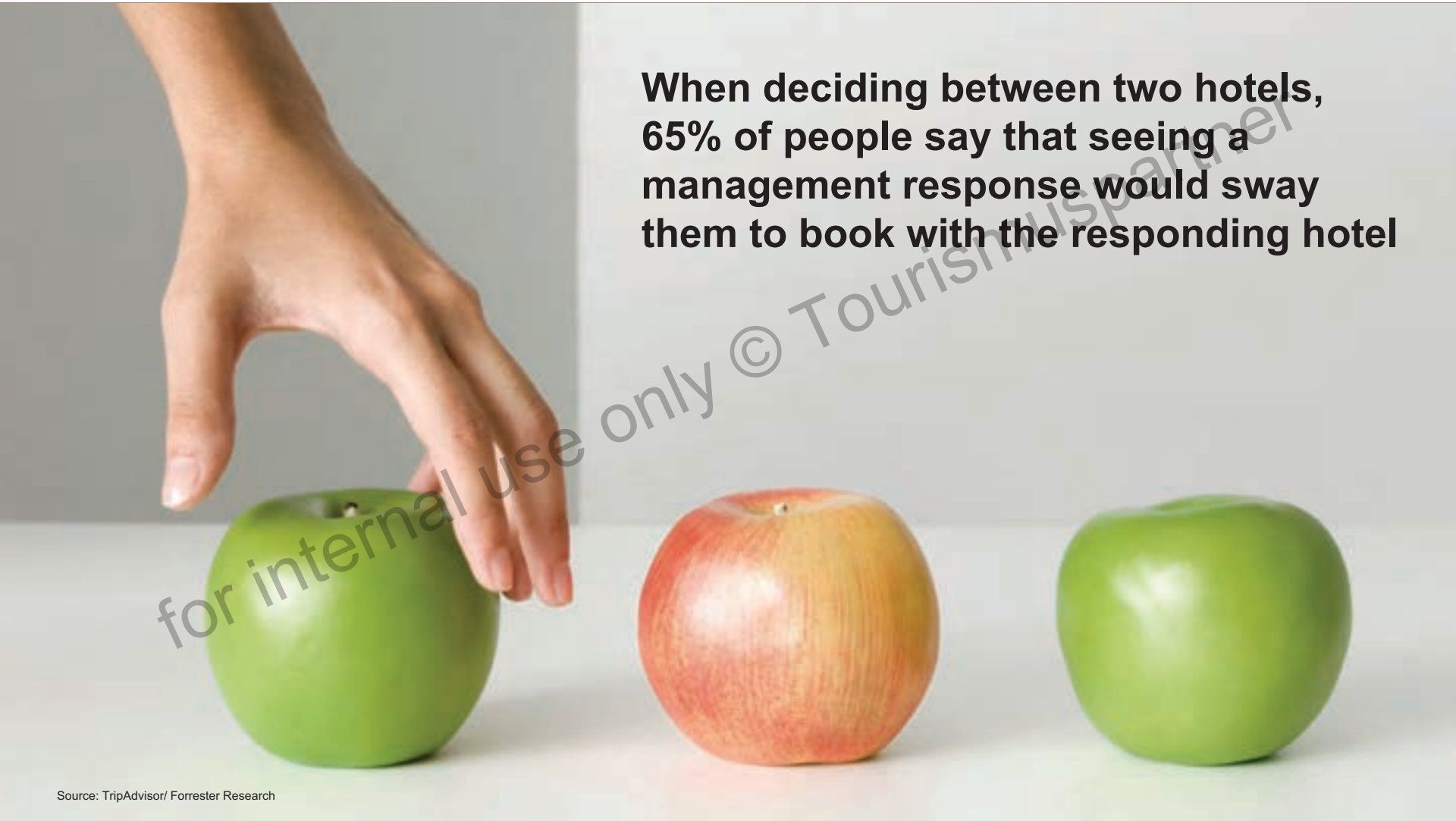
Handling Reviews

for internal use only © Tourismuspartner

Surprising Facts



When deciding between two hotels, 65% of people say that seeing a management response would sway them to book with the responding hotel

for internal use only © TourismUspanel

Source: TripAdvisor/ Forrester Research

It’s about the ‘how’

Anonym
Dänemark
17. März 2014

Central location, nice views, in particular from the breakfast room. OK comfort for the money.

- no soap and shampoo in rooms - no renewal of towels over a 5 night stay - cold coffee and out of juice for several breakfasts - very little staff on duty even in departure and arrival periods - only cash payment is possible, and this was a big surprise on the morning of departure. - the ski boot dryer was not really emitting sufficient heat to dry the boots.

5,8

Die Unterkunft Park Hotel Gastein hat auf diese Bewertung geantwortet

Hello, no soap no shampoo..... we are no Stern!!!! More Money, More Shampoo:-)

Fanden Sie diese Bewertung hilfreich? Ja

for internal use only © Tourismuspartner

Source: booking.com, Tourismuspartner

No complaint management

Response on online reviews ≠ Feedback on a complaint

- With an online response you should not aim to satisfy the reviewer
- Instead it is a good way to communicate with potential guests
- Take the chance to explain your product – but don‘t overdo it

We love to welcome visitors to [redacted] Resort & Spa to experience the untouched beauty of the East coast, our fantastic leisure facilities, delicious food and exclusive private island paradise, [redacted]. Our utmost priority is making guests feel they are in a luxury home-away-from-home with our warm Mauritian hospitality and five star service, so we will certainly be addressing your comments. Meanwhile, should you need anything further, at anytime, please feel free to contact me directly.

for internal use only © Tourismuspartner

Source: TripAdvisor/Tourismuspartner

7 Steps to a perfect response

1) Thank the guest for the review
2) Reassure the guest that you understand him and take him seriously
3) Apologize honestly if the described negative aspects are true
4) Offer a simple, short explanation (if possible)
5) Reassure the guest that all steps have been taken to solve the problem
6) Optional: Offer a direct contact between the guest and the hotel
7) Close your response by focusing on one of the constructive / positive aspects of the review - so that your comment ends positively

for internal use only © Tourismuspartner

Source: Tourismuspartner

Example: Taste

„We didn't like the room and the furniture ...“

- **Poor response:**

  “Too bad that our rooms did not please you - our other guests are always very satisfied with our room design.“

- **Better response:**

  „Thank you for your feedback and that you have taken the time to describe your impressions. We apologize for not having met your expectations of room design.“

for internal use only © Tourismuspartner

Example: Situation can not be changed

„The street noise was annoying“

- **Poor response:**

  „Unfortunately we have no control over the traffic noise. If you had asked for a quiet room, we would gladly have met your request.“

- **Better response:**

  „We apologize for the noise. Our central location brings with it possible noise pollution – especially on weekends. Please inform us in advance before your next visit so that we can offer you one of our more quiet rooms with garden view.“

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Example: Price

„We definitely paid too much for this hotel.“

- **Poor response:**

  „Our hotel is certainly not too expensive. If you would compare us with other hotels, you will see that we are a relatively low priced accommodation in our destination.”

- **Better response:**

  „Our overnight rates are based on comparable hotels in our destination. We pay great attention to the best value for money. If we have not met your expectations in this respect, we sincerely apologize.“

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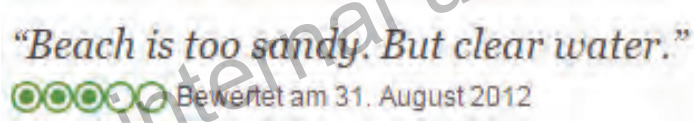
Untrue allegations

- Never accuse the guest of dishonesty or exaggeration
- Contact the review portal service team
- If a comment is totally absurd and disqualifies itself: Do not react at all. Other users will recognize this.



Source: TripAdvisor

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Untrue allegations

„The whole lobby stank of cigarette smoke!“

- **Poor response:**

  „Please note that we are a NON-SMOKING hotel!”

- **Better response:**

  „We take your comment very seriously. The described annoyance caused by cigarette smoke is inexplicable to us, since we are a non-smoking hotel. Please contact us, so we can examine this case directly.“

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Classification

„The room was filthy and smelled musty.“

- **Poor response:**

  „I am shocked by your description! I had this incident investigated immediately. Our reception staff has made a big mistake because of a software error and you got the wrong room. I am so sorry !!! “

- **Better response:**

  „We put the highest priority on ensuring that all hotel areas are kept spotlessly clean. I have discussed your case with our service team. It turns out you were accidentally given an unprepared room. We would like to apologize to you for this error and the inconvenience caused.”

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Find your own style

Create an ORM-Guideline

- Priority of online-portals
- Processes and Responsibilities
- Response rates and time limits
- Languages
- Style and Wording
- Salutation and Signing off
- Response strategies
- (...)

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Always respond?

80%

of travellers appreciate a response

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Source: Atmosphere Research Group /Tripadvisor (2015)

Always respond?

"Making too many responses is worse than offering no response at all."

Thank you so much for your excellent feedback and recommendation and looking forward to welcome you back at our home The [redacted] soon.

Dear Guests, The warmest greetings from [redacted], Managed by [redacted]. Thank you for choosing [redacted] for your

Dear jemandre, The warmest greetings from [redacted], Managed by [redacted]. Thank you for choosing [redacted] for your

We are looking forward to welcome you back to our home the [redacted] in the near future, till then we wish you all the best and be in good health always.

Thank you so much for your excellent feedback and recommendation and looking forward to welcome you back at our home The [redacted] soon.

Dear Florian D, The warmest greetings from [redacted], Managed by [redacted]. Thank you for choosing [redacted] for your

Dear Mohammed A, The warmest greetings from The [redacted], Managed by [redacted]. Thank you for choosing the [redacted] for your

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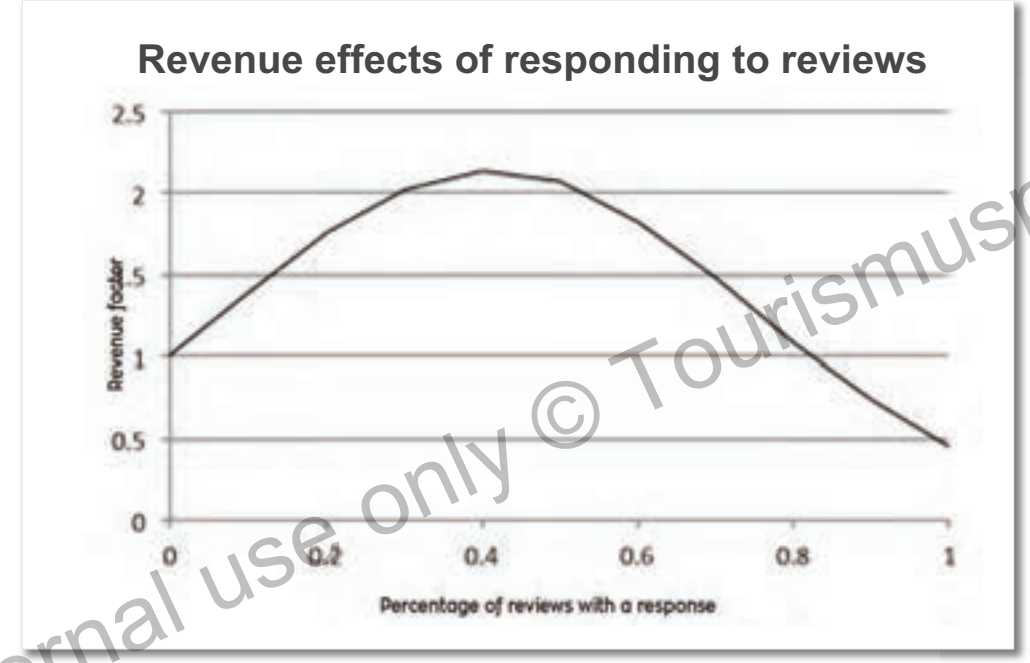
Source: Anderson, C., & Han, S. (2016). Hotel performance impact of socially engaging with consumers. Cornell Hospitality Report, 16(10), 3-9.

Less is more



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- React to any negative reviews (most effective for you!)
- React only to very positive reviews and/or reviews of regular guests

Source: Anderson, C., & Han, S. (2016). Hotel performance impact of socially engaging with consumers. Cornell Hospitality Report, 16(10), 3-9.

Respond like you communicate with guests on location

for internal use only © Tourismuspartner

Source: Tourismuspartner

Handling languages

for internal use only © Tourismuspartner

Handling languages

for internal use only tourismpartner

Handling German on HolidayCheck

- If possible, comment in German
- Some portals require this according to their terms and conditions (e.g. TripAdvisor)
- Use English if you do not speak German (also for other markets that are important)
- We recommend to define which foreign-language reviews should be responded to and in which language

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Source: Merkur.de / AFP

How would you react?

„We are disappointed“

We (family with two children) had a 3 night stay in this hotel. Unfortunately, we are totally disappointed. The penthouse room was not to our taste. Our older daughter (11 years old) could not sleep on the sofa, because it was too short. The refrigerator hummed loudly all night long and we could not get much fresh air either. The dining room was a disaster … so noisy! Like being in a train station! A partitioning of the room would create some relief. Otherwise, everything else was okay.

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Possible Response

Dear Guest

Thank you for your helpful feedback! Our team is taking your suggestions very seriously and is working hard on making improvements. For your next stay, I recommend one of our family suites with two separate bedrooms. Thank you for pointing out the broken fridge – it has already been replaced. Concerning the dining room, you are right: Because of our many families with young children, it can be a bit noisy, especially between 6 and 7:30 pm.

I hope that our hotel can fully convince your family during your next stay of our close attention to maintaining the highest quality standards.

Kind regards
John Smith

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ORM Performance in Scandinavia

for internal use only © Tourismus Partner

Source: TrustYou (2019)

Which hotels have the best ORM performance?

Norway 1031 hotels
Score: 80,63

Denmark 1029 hotels
Score: 80,99

Sweden 2067 hotels
Score: 81,44

Source: TrustYou (2018)

© Tourismuspartner
for internal use only

Tops and Flops, Impact on Scores

Sweden

Tops
1. Service (+7,4)
2. Location (+2,6)
3. Friendliness (+1,1)

Flops
3. Room Maintenance (-5,3)
2. Bathroom (-6,5)
1. Beds (-6,6)

Norway

Tops
1. Service (+7,9)
2. Location (+2,5)
3. Friendliness (+1,6)

Flops
3. Cleanliness (-3,8)
2. Beds (-5,2)
1. Bathroom (-5,4)

Denmark

Tops
1. Service (+7,2)
2. Location (+3,1)
3. Friendliness (+1,7)

Flops
3. Cleanliness (-5,7)
2. Beds (-6,7)
1. Bathroom (-7,9)

for internal use only © Tourismuspartner

Source: TrustYou (2018)

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Thanks for your attention!

Some of our customers:

Alexander Fritsch
& Holger Sigmund

Book authors & experts for hotel reviews, online reputation and etourism

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