

**Travel
Media
GROUP**

HOTEL GETS 353% MORE TRIPADVISOR REVIEWS

A GUEST REVIEW SUCCESS STORY

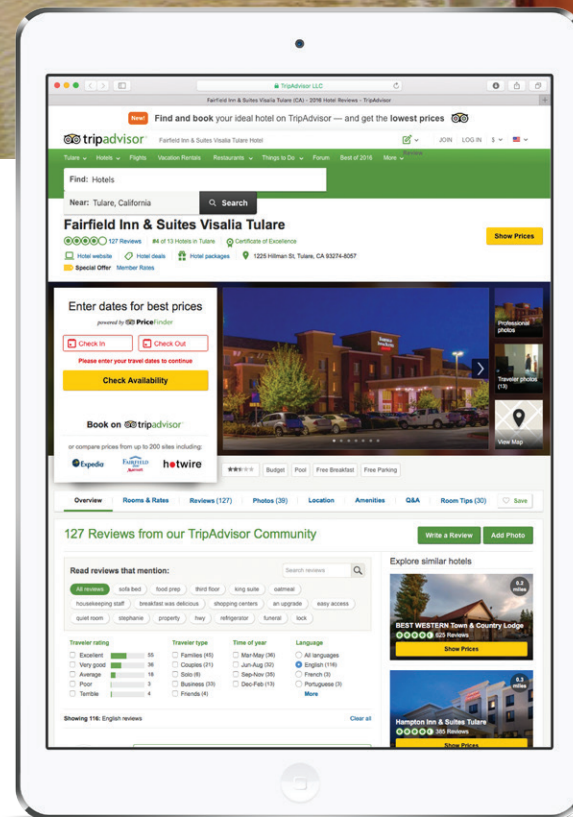
Travel Media Group has helped Fairfield Inn & Suites Tulare consistently improve their online reputation over the past two years. Using strategic reputation solutions to influence positive traveler feedback, Fairfield Inn & Suites has seen dramatic results, including:



353% More TripAdvisor Reviews Posted



Earned TripAdvisor Certificate of Excellence



A LITTLE BACKGROUND



Fairfield Inn & Suites is located in the center of California's Central Valley, just an hour away from the gigantic wonders of Sequoia National Park. A fair driving distance from the Pacific Coast, Tulare is an ideal road trip stop for families and business travelers. In addition to modern accommodations, the newly renovated hotel in San Diego, California offers amenities including complimentary Wi-Fi, an outdoor pool and a business center.

While Fairfield Inn & Suites offers an excellent value for travelers to the area, the hotel faces the challenge of being in a small market of closely ranked hotels. With 81% of travelers typically referencing TripAdvisor when deciding where to stay, Fairfield Inn & Suites' lack of reviews was having a negative impact on occupancy. With just 17 total reviews on the listing, it was difficult for travelers to be confident in the guest feedback about the hotel.

SETTING A GOAL

The goal of beginning a reputation management program was to increase the quantity and quality of reviews on TripAdvisor. By partnering with Travel Media Group, the hotel was able to earn more positive reviews online and collect internal feedback on negative guest experiences at the hotel.





SEEKING A SOLUTION

Fairfield Inn & Suites Tulare used two of Travel Media Group's three strategies for positively managing hotel reputation online: Tracking and Influence. The **Tracking** dashboard automatically pulls in reviews received on TripAdvisor, Google, Yelp, Booking, Hotels.com, Orbitz and more. By identifying key competitors, hoteliers can understand their position in the marketplace at any time. The Travel Media Group dashboard allows hoteliers to view the ranking, rating and number of reviews for 5 competitors in real time. This reporting enabled the Fairfield Inn & Suites to set goals for the quantity and quality of reviews needed to surpass their closest competitors.

Through the **Influence** program, Travel Media Group referred 540 happy guests to TripAdvisor and Google+

Next, Fairfield Inn & Suites Tulare participated in our **Influence** program, which engages guests post-stay and encourages positive reviews online. By collecting negative feedback on internal surveys, the hotel was given the opportunity to connect with any disappointed guests directly and provide elevated customer service. Through this program, Travel Media Group referred 540 happy guests to TripAdvisor and Google+, while collecting internal feedback from 88 guests who reported a negative experience. This internal feedback system allowed Fairfield Inn & Suites to better understand guest experiences and address them without broadcasting them to future travelers online.

REAPING THE REWARDS

Through Tracking and Influence, Fairfield Inn & Suites Tulare achieved significant positive results for their online reputation.



353% Increase in reviews posted on TripAdvisor



25% Improvement in city rank on TripAdvisor



Earned the TripAdvisor Certificate of Excellence



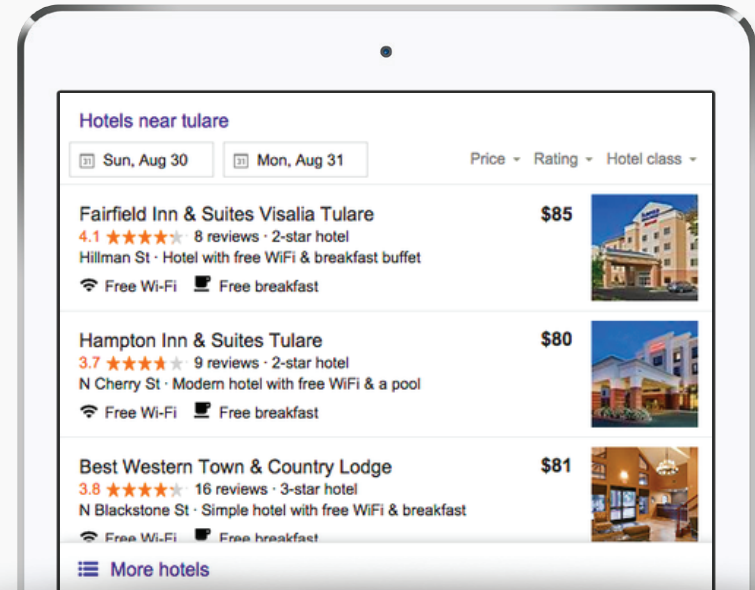
#1 Ranked on Google Hotel Finder for "Hotels near Tulare"



540 New positive reviews referred to review websites



88 Negative feedback surveys collected internally



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The new format of entering emails is very easy and we have gotten a fair amount of feedback regarding our guests' satisfaction and their hotel stay, concerns and impressions. Based on other Social Media platforms we use, Travel Media is the easiest - especially time wise. I'm pulled in a lot of different directions and the new upgrade makes it easy to enter information.

– Steph Bombardieri, Fairfield Inn & Suites Tulare

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Visit trvl.media/reputation for more information on Reputation Management from Travel Media Group.

