



HOTEL RANKS 6 OF 154 HOTELS IN KISSIMMEE

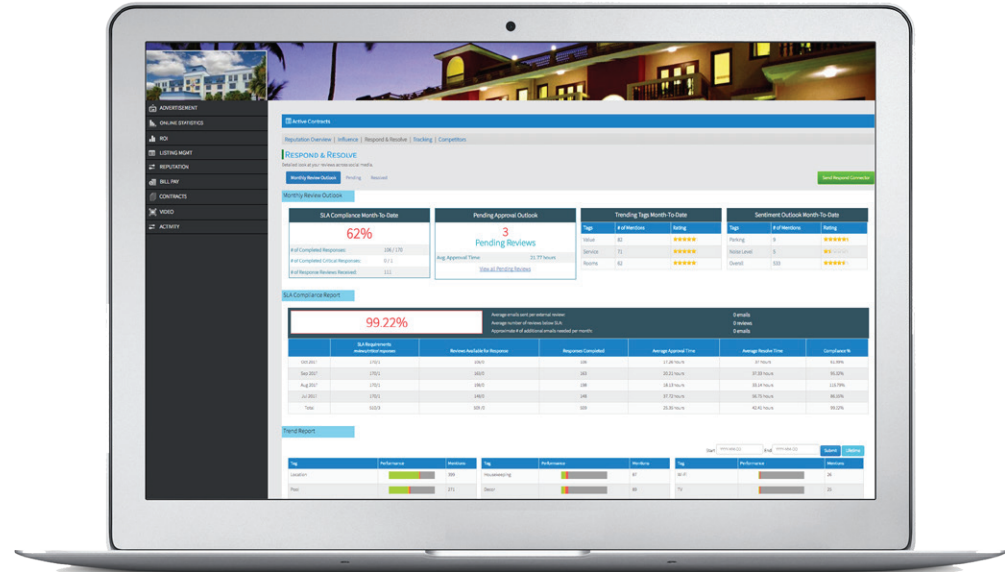


A GUEST FEEDBACK SUCCESS STORY

Travel Media Group has helped Royale Parc Suites by Choice Hotels dramatically improve their online reputation over the past six months. Using strategic reputation solutions to influence positive traveler feedback and respond to all reviews on TripAdvisor and OTA websites, Royale Parc Suites has achieved:

 **100%** Response rate within 48 hours

 **#6** Out of 154 hotels in Kissimmee



A LITTLE BACKGROUND



Royale Parc Suites by Choice Hotels is a select service hotel located in the bustling attraction area of Kissimmee, Florida. The property is just a few minutes drive from theme parks like Walt Disney World, SeaWorld, and the Universal Orlando Resort, making it a good option for leisure travelers to the Orlando area. In addition to spacious rooms with kitchenettes, this pet-friendly hotel offers standard amenities including a beautiful outdoor heated pool, complimentary Wi-Fi, and free breakfast.

While The Royale Parc Suites offers an exceptional value for travelers to Kissimmee, the hotel faces the challenge of being in a competitive market. There are more than 20 hotels within two miles of the property, all of which are convenient to local attractions. With location being such a big factor in traveler booking decisions for the area, it's essential to stay competitive. Since 65% of travelers are more likely to book a hotel that responds to reviews, employing a review response strategy could drastically improve the hotel's occupancy.

SETTING A GOAL

The goal of beginning a reputation management program was to save time and provide peace-of-mind to hotel management. The program ensures that all reviews receive professional responses within 48 hours of posting. Management at Royale Parc Suites also wanted to increase the quantity and quality of reviews on TripAdvisor, and in turn improve rank and rating in the Kissimmee market. With a dual strategy of increasing positive reviews and responding to 100% of guest feedback, the hotel was able to increase their ranking on TripAdvisor and other OTA websites.





SEEKING A SOLUTION

The Royale Parc Suites used all three of Travel Media Group's strategies for positively managing hotel reputation online: Tracking, Influence and Respond & Resolve.

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 Royale Parc Suites to set goals for the quantity and quality of reviews needed to surpass their closest competitors.

Next, The Royale Parc Suites 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 the disappointed guest directly and provide elevated customer service.

The main component of the Royale Parc Suites reputation management strategy is the **Respond & Resolve** program. Since April 2017, 1,030 review responses have been posted to TripAdvisor, Expedia, Booking.com, Hotels.com, Orbitz, Google and Travelocity. Timely responses to guest feedback have improved the overall reputation of the hotel.

SEEKING A SOLUTION *continued*

Review responses are approved within 24 hours of the initial review, and the average review resolution is completed within 48 hours. In the first 6 months of using Reputation Management solutions, The Royale Parc Suites increased their hotel rank and score on TripAdvisor. The hotel moved to #6 out of 154 hotels in Kissimmee. In addition to review responses, our professional reputation analysts also score each review on 36 key areas to provide the most accurate sentiment analysis reporting of any reputation management solution.

One of the primary success points is that our professional responses were specifically tailored to the style and culture of The Royale Parc Suites. As part of the program, our analyst reached out to the hotelier when responding to particularly difficult reviews to discuss the appropriate voice to use in the

response. Our team also understood specific hotel procedures and policies, such as the cancellation policy or the preferred verbiage for addressing maintenance and housekeeping issues. The official signature of the hotelier was used on every review response for consistent and professional results.

Hoteliers also have the ability to review and edit every response before it is posted online. To save time, the manager at The Royale Parc Suites opted to set all responses to reviews with 4 stars or higher to auto-approve. Our response analysts use hotelier feedback to inform future review responses. By adjusting our style to meet the needs of The Royale Parc Suites, every professional review response is posted quickly and provides past and future guests with a positive impression of the hotel.



REAPING THE REWARDS

Through Respond & Resolve, Tracking and Influence, Royale Parc Suites by Choice Hotels achieved significant positive results for their online reputation.



#6 Out of 154 hotels in Kissimmee



1,030 Professional responses to online reviews



24hr Average review response approval time



42hr Average review resolution time



100% Response rate on seven hotel review websites



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Travel Media provides prompt, professional and personal replies to nearly all sources of guest comments. This service makes reputation management a breeze and saves lots of staff time. Our Reputation Analyst has absolutely become in tune with our hospitality culture, and never fails to provide outstanding service and responses. I highly recommend this service.

– Wade Michael, Royale Parc Suites by Choice Hotels

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Visit <http://trvl.media/respond> for more information on Respond & Resolve from Travel Media Group.

