



HOTEL DOUBLES REVENUE USING REPUTATION MANAGEMENT



A ★★★★★ SUCCESS STORY

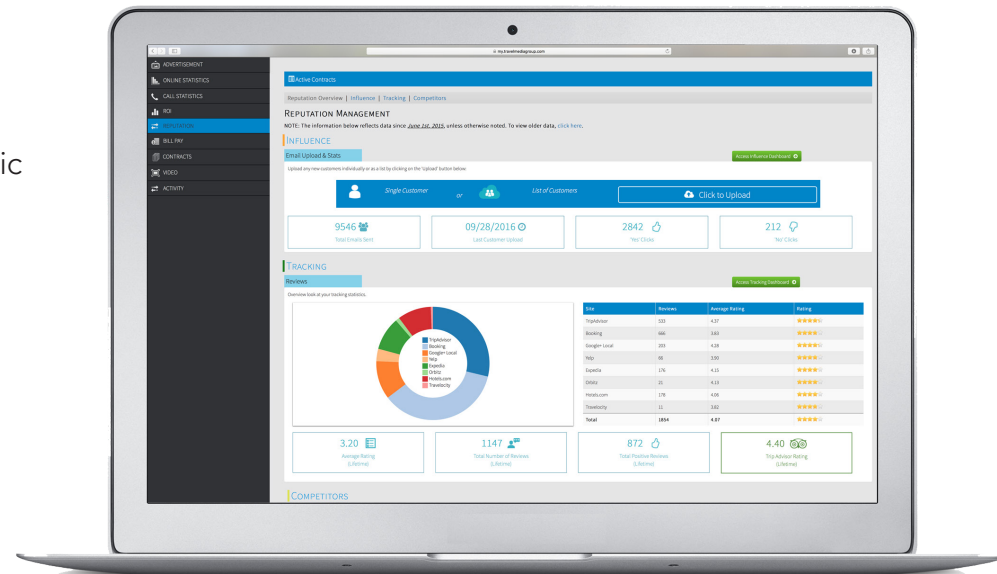
Travel Media Group has helped Kings Inn San Diego dramatically improve their online reputation over the past three years. Using strategic reputation solutions to influence positive traveler feedback and track reviews across OTAs and review websites, Kings Inn has achieved:



1,425 New TripAdvisor Reviews



57+ Net Gain in City Rank



A LITTLE BACKGROUND



Kings Inn San Diego is an economy hotel located in the city's busy Hotel Circle. The property is just a few minutes drive from attractions like Old Town, the San Diego Zoo in Balboa Park and SeaWorld, making it a good option for leisure travelers on a budget. In addition to spacious rooms, this renovated hotel with a retro vibe offers standard amenities including a beautiful outdoor pool, complimentary Wi-Fi, free parking and event space.

While Kings Inn San Diego offers an exceptional value for travelers to San Diego, the hotel faces the challenge of being in a competitive market. There are more than 15 hotels within a few blocks of the property, which is a key factor in traveler booking decisions. 81% of travelers typically reference TripAdvisor when deciding where to stay, so with few reviews and a ranking of 87 out of 270 hotels in San Diego, the property was losing customers to the competition.

SETTING A GOAL

The goal of beginning a reputation management program was to increase the quantity and quality of reviews on TripAdvisor, and in turn improve rank and rating in the San Diego market. 76% of travelers are willing to pay more for a hotel with a higher review score. By beginning a reputation management program, the hotel was able to earn more positive reviews online and in turn increase occupancy.





SEEKING A SOLUTION

Kings Inn San Diego 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 Kings Inn to set goals for the quantity and quality of reviews needed to surpass their closest competitors.

Through the **Influence** program, Travel Media Group referred more than 2,000 happy guests to TripAdvisor and Google+

Next, Kings Inn San Diego 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. Through this program, Travel Media Group referred more than 2,000 happy guests to TripAdvisor and Google+, while collecting internal feedback from 212 guests who reported a negative experience. This internal feedback system allowed managers of Kings Inn to better understand negative experiences and address them, without broadcasting them to future travelers online.

REAPING THE REWARDS

Through Tracking and Influence, Kings Inn San Diego achieved significant positive results for their online reputation.



14% Increase in star rating on TripAdvisor



57+ Net gain in city rank on TripAdvisor



26 Positive reviews for every negative review on TripAdvisor



1,425 New reviews posted to TripAdvisor websites



2,000+ Positive reviews referred to review websites



212 Negative feedback surveys collected internally



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Travel Media has provided a platform to share with the travel world the success we've achieved at our property. The power of positive reviews has been the biggest reason that we've been able to double our revenue in less than 5 years. If you have a property that's doing most everything right but can't fill your rooms I highly recommend this program. It's simple to integrate into your daily operation and the results are phenomenal! The ROI is the best I've seen in 25 years with everything else a distant second.

– Marco Gastelo, Kings Inn San Diego

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

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