

A REPUTATION SUCCESS STORY

QUALITY INN

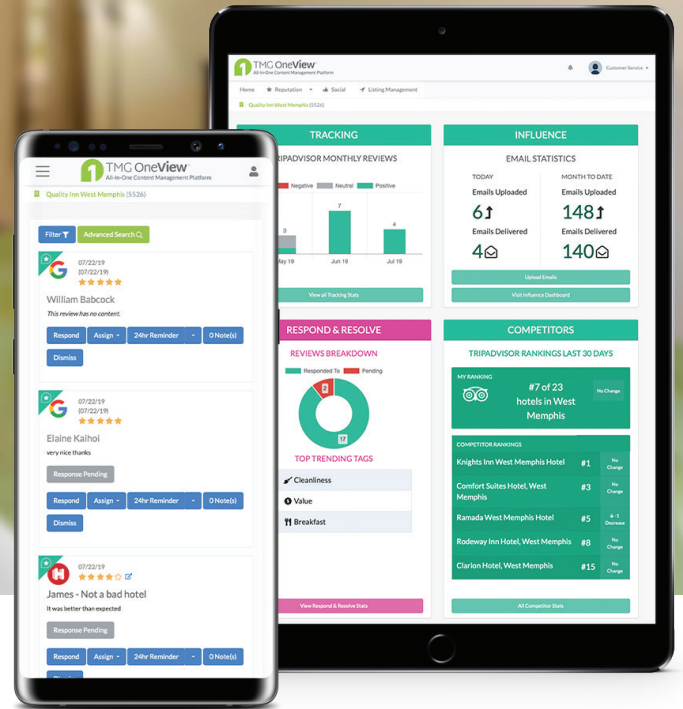
WEST MEMPHIS



HOTEL IMPROVES RANKING, RATING & REVIEWS ON TRIPADVISOR



Quality Inn West Memphis began its partnership with Travel Media Group in October 2018. In just nine months, our reputation management partnership has helped them double their number of reviews, improve their review score, and drastically increase their city rank. On top of that quick success, our Respond & Resolve™ solution ensures guests of the Quality Inn receive a superior post-stay guest service experience.



THE CHALLENGE

When Quality Inn West Memphis partnered with us, they were ranked 15 out of 19 hotels in West Memphis on TripAdvisor. The goal for the property was to improve city rank and review score in order to capture more bookings. Through a significant increase in city rank, the Quality Inn West Memphis would also have the opportunity to increase ADR, resulting in higher revenue. The property also sought a solution for review responses, so that management could spend more time focused on guest experience and property operations.

THE SOLUTION

To assist Quality Inn West Memphis in improving online reputation and booking, we implemented a proactive post-stay email campaign for their guests. This email marketing led to a 50% increase in reviews collected on TripAdvisor. Not only did the Quality Inn receive more reviews, but they also improved their score on TripAdvisor to a 3.5. After nine months of engaging with our Reputation Influence program, the hotel now ranks 7 out of 23 hotels in their market. Despite the heightened competition with 4 new properties entering the West Memphis market, the Quality Inn West Memphis is positioned for success.

Quality Inn West Memphis ranks #7 out of 23 hotels in West Memphis on TripAdvisor, resulting in higher occupancy and revenue.

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I was looking to partner with a company that could help increase our review ratings and volume of reviews, while also expanding our social media presence. I talked to a few different companies and was very happy I chose Travel Media Group.

***Our review scores have sky-rocketed and we are getting more guest responses than ever before.** All of the positive feedback has directly impacted the most important thing, our bottom line. Please do yourself a favor and let Travel Media Group transform your guest feedback process, which will inevitably lead to increased revenues!*

Anup Narsi
Quality Inn West Memphis

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THE RESULTS WERE AMAZING

From October 2018 to July 2019, Quality Inn West Memphis used Reputation Influence and Respond & Resolve™ to achieve an 8-spot city rank increase on TripAdvisor and a score of 3.5. The hotel also provided professional, unique review responses to every published piece of guest feedback on TripAdvisor.



8 Spot Increase in City Rank



50% Increase in TripAdvisor Reviews



3.5 TripAdvisor Score



100% Review Response Rate



Visit trvl.media/reputation for more information on Hotel Marketing from Travel Media Group.