

A MULTI-PROPERTY REPUTATION SUCCESS STORY

AMERICAN MOTEL MANAGEMENT GROUP



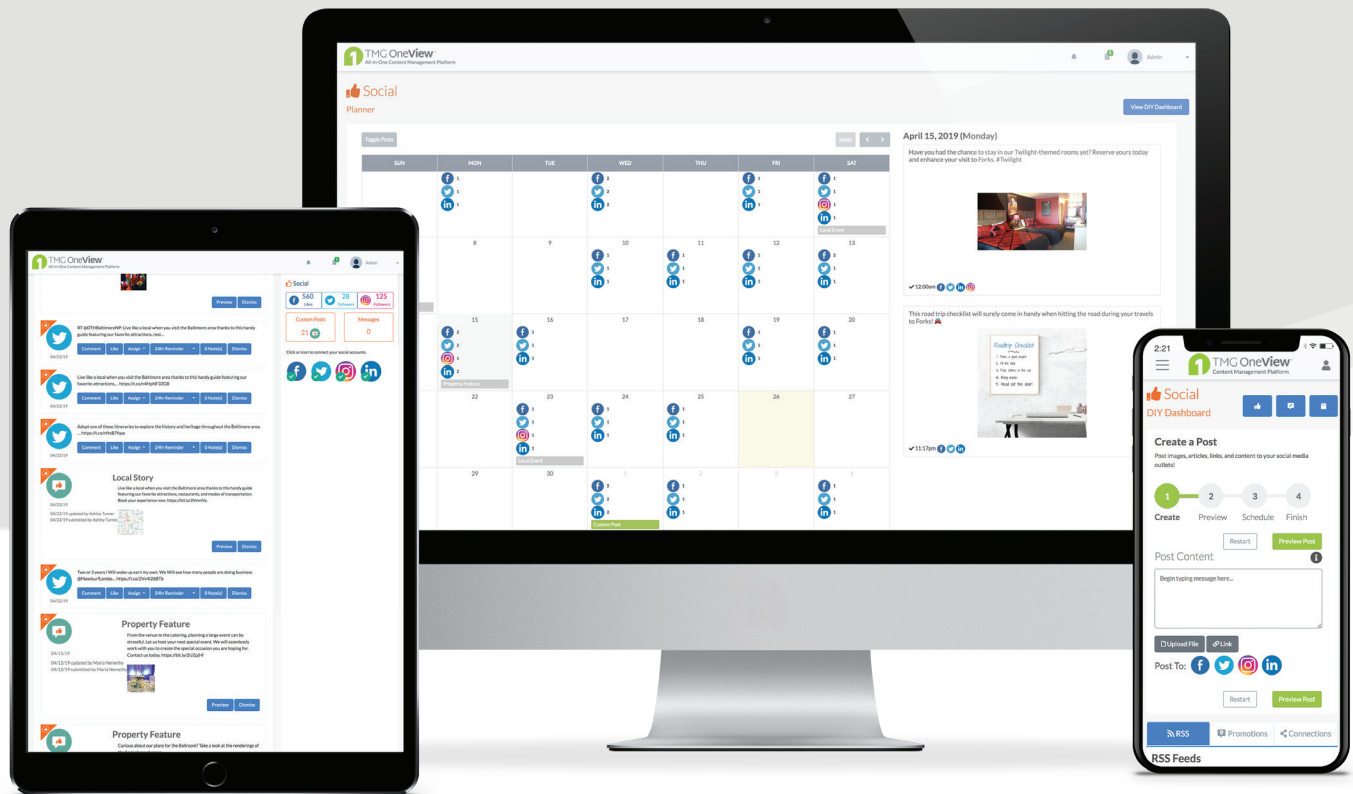
Management Group Uses Reputation Solution to Boost Rating and Earn More Positive Feedback

Travel Media Group partnered with the American Motel Management Group to take a selection of 4 properties under their wing and enrolling them in the Reputation Management program, with one signed up for social media and listing management as well. Travel Media Group has been working alongside the management group for 10 years – and Deborah Harrell, who spearheaded the initiative, for even longer. Over that time the group has had access to benefits through innovation from TMG’s Product and Development teams, completely transforming the data they could access and reports they could pull.



THE CHALLENGE

Simultaneously managing multiple properties nationwide is no easy feat, especially with a multitude of factors influencing the reputation of each property. They sought to improve review flow and earn more positive feedback from guests. Getting these properties under one roof to easily view and manage reputation data at a glance was a top priority for Harrell, and Travel Media Group was eager to take the challenge.



THE RESULTS

Travel Media Group supplied access to TMG OneView®, the industry-leading platform that allows hoteliers to view their hotels' reputations at a glance. Harrell could easily pull up statistics such as TripAdvisor rating or the number of positive and negative reviews. The Reputation Influence solution in OneView also helps users direct negative feedback to internal surveys, which are further managed and can be replied to through the platform. Using these tools, Harrell could monitor the reputation of each property much more closely, developing action plans for each property based on guest feedback.

With OneView's multi-property management system, users can easily sort and filter through the data they need to see for each property. Harrell can continue to take advantage of this no matter how many properties are added to her portfolio in the future.

DAYS INN NATCHEZ



4.43 Avg Review Rating
on TripAdvisor



38% Improvement in
TripAdvisor Score



57+ Feedback surveys
collected



9 Positive reviews for every
1 negative review

BEST WESTERN HENDERSONVILLE



4.43 Avg Review Rating
on TripAdvisor



22% Improvement in
TripAdvisor Score



32+ Feedback surveys
collected



10 Positive reviews for every
1 negative review



#2 of 11 hotels in Hendersonville
on TripAdvisor

DAYS INN ASHEVILLE



3.3 Avg Review Rating
on TripAdvisor



10+ Feedback surveys
collected



3 Positive reviews for every
1 negative review

SUPER 8 LAKE CITY



3.71 Avg Review Rating
on TripAdvisor



5% Improvement in
TripAdvisor Score



27+ Feedback surveys
collected



3 Positive reviews for every
1 negative review



#8 of 26 hotels in Lake City
on TripAdvisor

DAYS INN ASHEVILLE

The Days Inn Asheville property started with TMG's Social Media solution in February 2018. Since then, they have grown to have over 900 Facebook followers and page likes, boosting their overall reach with our designated ad spend to the platform. Their selected posts reach over 500 impressions each, which further drives guests to book directly with this rural, small-town hotel.



Travel Media Group's social media team designed both customized content catered to the hotel's audience and scheduled it alongside trending content aimed toward capturing traveler interest and maintaining a consistent digital presence. With a current focus on Facebook, Days Inn Asheville is able to ensure each promoted post reaches both their followers and groups of interested travelers in drive-to markets. Travel Media Group handles every level of social media for the hotel, which means the on-site manager can shift focus to what matters at the property level.



3000+

**Impressions and 3000+ reach
on Facebook using AdSpend**



900+

Facebook Page Likes

“

We receive reviews from guests that are posted on various websites. We are able to review what the customer is experiencing, give positive feedback to our staff, or correct situations that may be less than our expectations. We know our managers see them because we forward them. In addition, TMG places stimulating posts on our [Facebook] page. We've grown our "likes" and guest involvement by these posts. It's like having our own internet marketing company. Good partnership!

”

Deborah Harrell
American Motel Management Group

TMG ONEVIEW® MAKES IT EASY

Travel Media Group's services are flexible and scalable to suit your needs, no matter the size of your portfolio or what changes you encounter.

TMG OneView®'s capabilities make it possible to assess any experience gaps in minutes, giving you more time to implement changes that improve your guest experience. Ultimately, this leads to a boost in your reputation, which can further drive your marketing strategy to increase booking conversions at the property – especially as the travel industry continues to recover.

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

