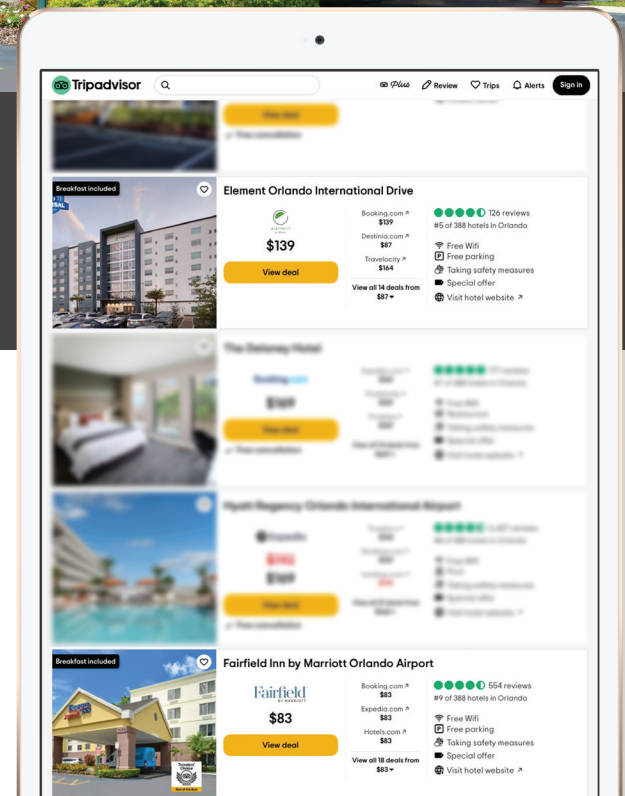




## AD1 Global Partners with TMG to Place Multiple Properties in Top 10 of Orlando Market on TripAdvisor

### SET THE STAGE

Element Orlando International Drive and Fairfield Inn by Marriott Orlando Airport have both risen to the Top 10 of hotels in the Orlando market on TripAdvisor after partnering with Travel Media Group for Reputation Management and Review Response solutions.



## A LITTLE BACKGROUND



Located in the highly competitive market of Orlando, Element Orlando International Drive and Fairfield Inn by Marriott Orlando Airport needed a way to stand out from the crowd. With so many hotels to choose from, AD1 Global, who manages both properties, knew that the best way to separate these properties from the competition would be by climbing the ranks to be at the top of the market on TripAdvisor.

The Element Orlando International Drive, a newer property, opened in March 2021. The property needed a reputation strategy that enhanced not only the quality of reviews, but quantity, in order to catch up to its local competition. Fairfield Inn by Marriott Orlando Airport, already in the top half of the Orlando market, required a more calculated reputation approach, measuring its competitors in front of them and outperforming them from both a positive and negative review standpoint.

## SETTING A GOAL

AD1 Global started out with a goal: Move multiple properties within the Top 10 hotels of the Orlando market. With the help of Travel Media Group's strategic solutions, their properties garnered more and more positive reviews, boosting their rankings. Now Element Orlando International Drive and Fairfield Inn by Marriott Orlando Airport rank at #5 and #9, respectively.

The only management or ownership  
company to have two hotels in  
**TripAdvisor's top 10**  
in the Orlando Market.\*

\*As of March 2022



## SEEKING A SOLUTION



Embracing AD1 Global's philosophy that every guest should be heard and deserves a response, Travel Media Group helped cultivate reviews and nourish guest loyalty through our Reputation Influence and Respond & Resolve™ solutions.

**In fact, our solutions helped AD1 Global earn recognition from Travel Weekly Magazine with a Silver Magellan Award for improving their guest scores and review site rankings.**

The positive effects of these solutions are clear. Through the **Influence** program, Travel Media Group helped encourage happy guests to leave reviews while providing connections for unhappy guests to be heard and enabling a proactive approach to problem solving issues. With Respond & Resolve™, all guest reviews received a response. This aligns with AD1 Global's philosophy that every guest has the right to a response. Because of the dedication to listening to guests, both properties established better scores and won guest loyalty.

“ We are firm believers in guest service and look to our TripAdvisor scores to guide us in what we're doing right and where we have opportunities to improve. So, the best way to separate ourselves from the competition on Trip Advisor is to be **named the best hotel in the market by our guests.** We believe in quick response times and doing everything to make our guests feel welcome during their stay. This strategy is paramount to optimizing TripAdvisor rankings and winning guest loyalty. ”

— Jon McMillian

Corp. Director of Marketing & Ecommerce





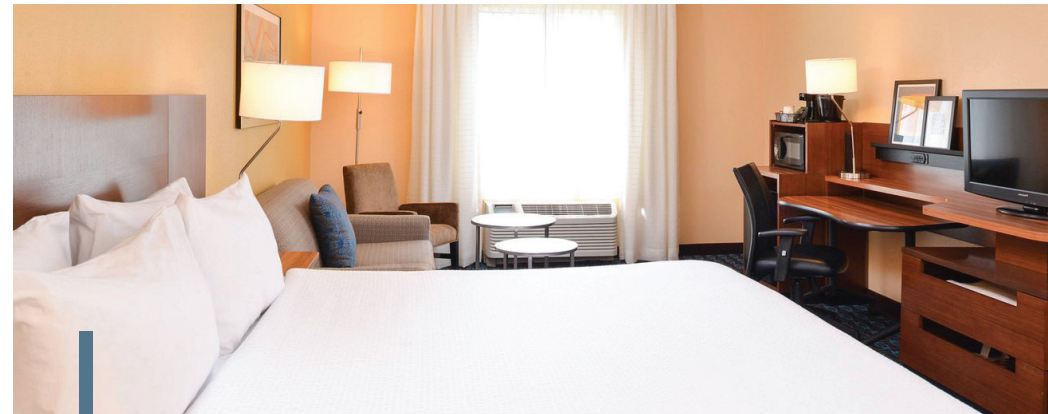
## Element Orlando International Drive

Element Orlando International Drive was able to rise to become #5 out of all hotels in Orlando in just 11 months. This is an amazing feat in such a competitive market, completely blowing away the competition.

-  Average response time: **8 hours**
-  TripAdvisor score increase March 2021: **3.27** - March 2022: **4.24**
-  Improved ranking from April 2021: **#284** - March 2022 **#5**

### Orlando Market Performance

-  **11%** more positive reviews than market average
-  **4%** fewer negative reviews than market average





## Fairfield Inn Orlando Airport

When Fairfield Inn Orlando Airport started its partnership with Travel Media Group back in 2019, the property was sitting at #168 of 351 hotels in the market. Now, three years later, this hotel holds the #9 spot in the Orlando market.

-  Average response time: **9 hours**
-  TripAdvisor score increase: Jan 2019: **4.17** - March 2022: **4.45**
-  Improved ranking from Jan 2019: **#168** - March 2022 **#9**

### Orlando Market Performance

-  **7%** more positive reviews than market average
-  **3%** fewer negative reviews than market average

Visit [trvl.media/reputation](https://trvl.media/reputation) for more information on Reputation Management from Travel Media Group.