

# of Responding to Reviews



## The Fact of the Matter

It is widely accepted in the hospitality industry that implementing more ways to interact and engage with guests is fundamental to increasing hotel bookings. There is an undeniably strong correlation between communication and conversions. As the hospitality industry evolves rapidly with changing technology and rising guest expectations, hoteliers face a pressing dilemma.

**The challenge is meeting these guest expectations with inadequate time and elevated stress levels while actively maintaining brand standards.**

Finding a balance between operating hotels at the property level and preserving guest satisfaction through digital communication channels like online guest reviews seems insurmountable.

Understanding this difficult predicament afflicting the hotel industry, Travel Media Group conducted an internal study that collected data from their hotel partners on how resourceful their Respond & Resolve™ digital solution has been in alleviating these shared issues. The study asked the participants multiple in-depth questions regarding the digital strategy's impact on subjects, including time, stress, and satisfaction.

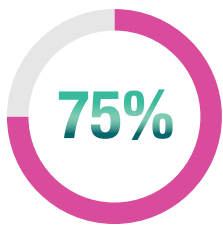


## Time

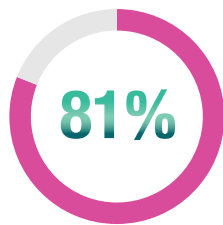
From the data collected and analyzed from the partner study, 98% of participants say TMG's Respond & Resolve™ review response solution has given them more time to complete other tasks at their property. Participants were also asked what specific tasks they had more time to complete. The responses derived from these detailed questions resulted in the following:



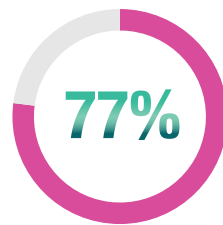
of participants say TMG's Respond & Resolve™ review response solution has given them more time to complete other tasks at their property.



say they have more time to **check rooms**



say they have more time to **talk to guests**



say they have more time to **train staff**



of participants that chose **Other** say they have more time for **sales & marketing**

Managing online guest reviews puts tremendous pressure on time management as it requires a significant amount of time to read and respond to reviews appropriately.

## Why is Time Recuperation Crucial to Your Business?

The luxury of extra time in your daily schedule allows you to focus on core competencies. Whether attending to on-site guests, on-site maintenance/renovations, or checking on staff members, these responsibilities are the foundation for successfully operating a hotel. The ability to deliver high-quality customer service, maintain cleanliness standards, and ensure your team has the oversight they need to perform their roles will directly contribute to increased guest satisfaction and team productivity.

## Best Practices for Responding to Reviews

Each response to an online guest review needs to be tailored for that individual review. Well-thought-out and unique responses remain the gold standard and the standard that guests expect. The necessary components of a professional response should include the following:

- **Approved brand intro**
- **Addressing the reviewer by name or username**
- **Mentioning each individual aspect of the review**
- **Substantial information about the hotel for future travelers**
- **Conflict resolution \*if applicable\***
- **Brand signature**

Whether your property experiences a low or high volume of reviews, each response must incorporate these elements. An astounding 96% of participants think that custom-tailored review responses positively impact a guest's first impression of a hotel and increase their chances of booking conversion. Consistency is paramount regarding responding to reviews. However, achieving consistency throughout the review response process is difficult with a busy schedule, and limited time typically produces undesirable responses that negatively impact your hotel's brand and reputation.



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## Stress

Responding to online reviews can be detrimental to your emotional and mental stability. It is common for hoteliers to experience forms of distress when managing their hotel's reviews due to negative feedback. The last thing anyone wants to endure is a strenuous day on hotel property to then immediately receive criticism from disgruntled guests online. Lessening your team's involvement in responding to online reviews is strongly recommended to protect mental and emotional well-being.



81%

of participants feel like TMG responding to their reviews has reduced the stress level in their position.

## Relieve & Realign

Mental health and internal morale have become popular areas of interest as more hoteliers are seeking ways to diminish swelling turnover within their hotels. The TMG Respond & Resolve™ Partner Study discovered that 81% of participants feel like TMG responding to their reviews has reduced the stress level in their position. Decreased daily stress and anxiety throughout your team can lead to a healthy workplace environment and overall employee satisfaction. This positive attitude and mental capacity shift are then transmitted to on-site guests through exceptional customer service. Guiding your team and positioning them to devote all their efforts to improving the guest experience for travelers will ultimately create a happy atmosphere for everyone at your hotel.



# Maximizing Your Return

When looking at a hotel's investment in review response, it goes without saying that increased bookings are clear evidence of success. If you think about why that is, it's because responding to guest reviews is the final step in the traveler's journey for the guest you are responding to, but it is the first step for a guest researching your property throughout the pre-booking phase. Online guest reviews are naturally a part of the buyer's decision, which is why the correlation between review response and revenue is so strong.

## Money Well Spent, More Money Earned

Travelers want to be heard when they provide feedback, so what better way to make a lasting impression and a lifetime guest than by acknowledging them with genuine and uniquely tailored responses. Guest satisfaction is a critical KPI that needs to be measured either through review ratings, post-stay surveys, or brand indexes. Platforms like TripAdvisor, Google Reviews, Booking.com, and Expedia are recommended review websites to collect guest satisfaction data. Additionally, review responses can facilitate more direct traffic to your hotel's website due to the ability to place direct links and contact information in your responses. This means you can reduce the OTA fees that travel agencies commonly charge hoteliers when guests book their stay on travel agency websites.

Finally, responding to reviews aids your hotel in understanding what guests are saying about your property. Yes, individual feedback is valuable in itself; however, you will discover operational bottlenecks or identify inadequate touchpoints in the guest experience by analyzing trends uncovered throughout the process. These findings will help prevent financial losses in the long term and promote the relevancy and sustainability of your hotel properties.



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# Strengthening Hotel Reputation

Guest's perception of your hotel is absolutely vital. If for no other reason, responding to reviews signals to travelers that you care about them and the betterment of your brand. Managing a hotel's reputation is no simple task, as it requires a coordinated team to respond to reviews promptly while upholding on-site property standards.

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## A well-built hotel reputation speaks for itself and shortens the purchasing process for a guest.

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If successful, a well-built hotel reputation speaks for itself and shortens the purchasing process for a guest. Travelers tend to move more quickly from consideration to conversion if a hotel's reputation is synonymous with their expectations. Once guests become familiar with your hotel brand and reputation, overall guest loyalty and retention will increase. Remember that it is easier to satisfy previous guests than attract new ones, so you need to guarantee that each review is responded to.





98%

of participants feel that TMG's Respond & Resolve™ has positively impacted their business.

## Respond & Resolve™

Travel Media Group has engineered a solution specifically for hotels and hotel management companies that eliminates hoteliers' pressing issues, such as limited time, prevailing stress levels, and internal and external dissatisfaction. In fact, 98% of participants feel that TMG's Respond & Resolve™ has positively impacted their business.

The Respond and Resolve™ digital solution affords hoteliers the luxury of focusing on their hotel property's most prevalent on-site responsibilities by managing and responding to all online guest reviews for their hotel portfolio. By removing the assignment of responding to online reviews from the daily schedule, you can hone in on core competencies like servicing guests, overseeing maintenance and renovations, or training staff.

This solution is comprised of world-class writers with years of experience in their craft who work on behalf of your hotel properties. When responding to reviews, these experts follow brand guidelines that you establish upfront and embody your hotel brand voice in every response. With a response time of 48 hours or less, you can expect both prompt responses and unmatched attention to detail from each writer. Hotel partners receive benefits such as:

- **Guest Sentiment Analysis**
- **Approval Processes**
- **Multi-Language Translation**
- **Quality Audits**
- **Critical Response Alerts**

And much more.

With over 40 years of experience in the hospitality industry and 98% of participants saying they are either satisfied or very satisfied with the uniqueness of their hotel's reviews response, find out why our Respond & Resolve™ strategy is the industry-leading review response solution.

Learn more at <http://trvl.media/respond> today!

SOURCE: TMG's 2023 Respond & Resolve™ Partner Study



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