



THE ROI OF RESPONDING TO HOTEL GUEST REVIEWS

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Travel
Media
GROUP

Calculating ROI

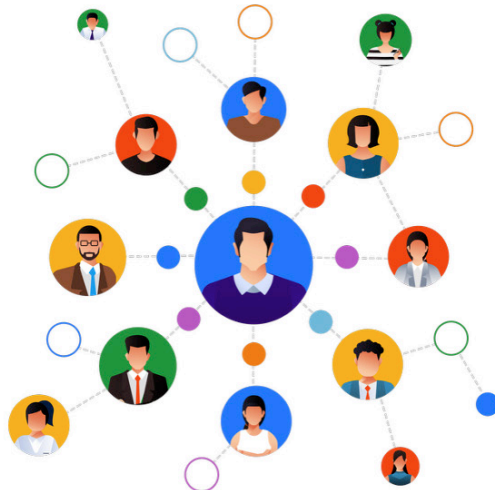
$$R = \sqrt{a^2 + b^2}, R > 0$$

Review Responses



The question of “What is the ROI of responding to reviews?” is often asked. If you thought there was a complicated formula that included a number of reviews + a number of responses = this amount of money, you would be disappointed. With this information in mind, it is essential to ask yourself how much something like this is worth.

How much is it worth?



What price would you put on a first page full of five-star reviews for your property or portfolio of hotels? If you could fill that entire first page with glowing reviews, how much would that be worth? What about an incredible referral who advocates for your hotel and continuously throws business your way? What about having an entire team happy to come to their job daily?

Calculating ROI

How much is it worth?



For some properties, you may face brand fines if you don't respond. For management companies, you may just be trying to stay in the good graces of the brand. It is powerful to say, "We respond to every single one of our guests with custom professional responses." Responding to reviews can help hotels avoid brand fines, be in the good graces of the brand, and have higher visibility on places where people make everyday booking decisions like Booking.com and Expedia, or LLMs like ChatGPT, and even Google.

What's the ROI of...



There are several places in hospitality where you can't really ask the question of "What's the ROI of ...?" You don't ask your landscaping company that comes out weekly how many bookings the trimmed bushes will get you. The same thing goes for the professional photographer who took drone footage of your property and the pest control service that comes monthly.

The Realized ROI of Review Response



**STAFF
OPTIMIZATION/
TIME**



**MENTAL
WELLNESS/
STRESS**



**GUEST
RETENTION**



**GUEST
ACQUISITION**

There are four major realized items for review response. The first is staff optimization and time. Time is the most precious commodity for a hotelier in an industry open 365 days, 24/7. Whether this is your first job in hospitality or you've been in the industry for years or even decades, go back and close your eyes and imagine the first time you interviewed for your hospitality position.

Staff Optimization/Time



Interview Questions

Did they ask you if you were a skilled writer? This is not a question that most hoteliers ask their staff, but they then expect them to respond to reviews. The bottom line is that hospitality professionals weren't hired to sit behind the desk and respond to guests via the computer. They're hired to talk to guests in front of the front desk. So that question most likely wasn't "Are you a skilled writer?" but rather "Are you a people person?"

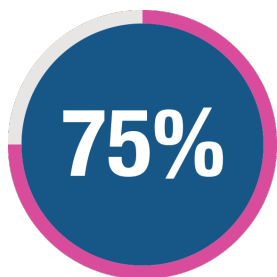


Are you a skilled writer?

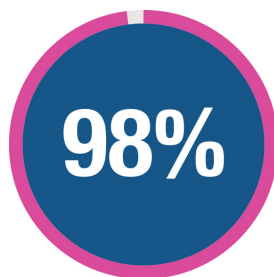


Are you a people person?

On the contrary, at Travel Media Group, that is the first question we ask when hiring for our professional review response team because we know that is the main objective of their position. That's where we see the ROI with outsourcing review response.



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



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

We conducted a survey for our Respond & Resolve partners, and 75% of our partners responded that they have more time to check rooms, talk to guests, train staff, and put time into their sales and marketing efforts. Instead of having your team sit behind the desk on the computer, they can now do meaningful things in operations to further your business and enhance the guest experience. 98% of those partners say they now have more time to complete other tasks at their property.



100% of those who answered "other" mentioned **sales & marketing efforts**

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Mental Wellness/Stress



Powered by Travel Media Group

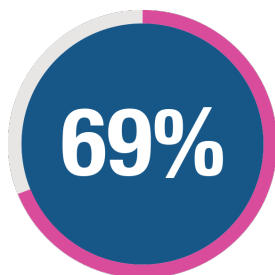


TMG HOSPITALITY
TRAILBLAZERS

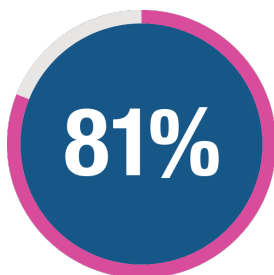
“Happy Associates Create Happy Guests”

Along with staff optimization and time comes a level of mental wellness and strength. Along with being the Director of Marketing, Ryan Embree is also the host of the [Suite Spot podcast](#) powered by TMG. He has had the opportunity to interview some of the founders and leaders of major hospitality management companies. With the staffing shortage, hospitality is in a crisis right now. Many of these conversations come back to the question of how we build culture. How do we keep our employees happy? Because happy associates create happy guests.

Survey Results



believe the industry has become **harder to work in.**



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

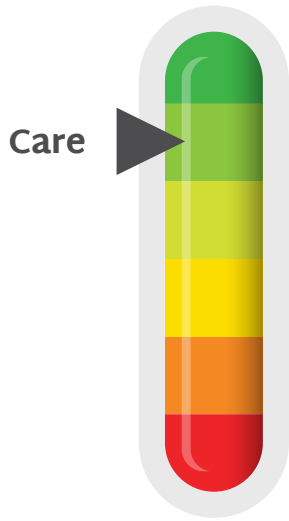
This comes right on the heels of a survey in which leadership discussed burnout. Unfortunately, 69% of those surveyed said the industry has become harder to work in, and many have lost employees to burnout. This feeling stems from high stress levels, understaffing, long hours, and guest volatility. We are honored to say that 81% of those we surveyed feel that TMG responding to their reviews has reduced the stress level in their position.



73% High stress levels
70% Understaffing
67% Long working hours
53% Guest volatility
were the biggest contributors to employee burnout.

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Guest Retention

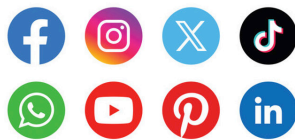


Care Meter

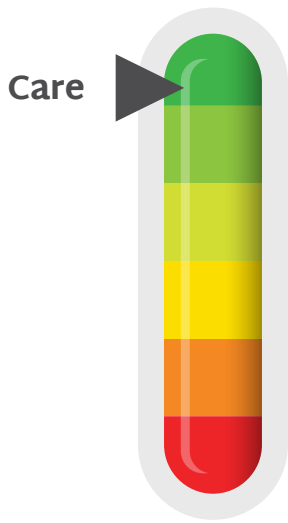
Review response has to do with some things on the guest retention and acquisition side as well. **Authentic and genuine** responses to guest feedback are among **the most impactful** ways to show guests that you care. In a lot of hotels today, guests can bypass the front desk and check in + check out from their phones. If they leave a review, that may be the only place you can connect with them.



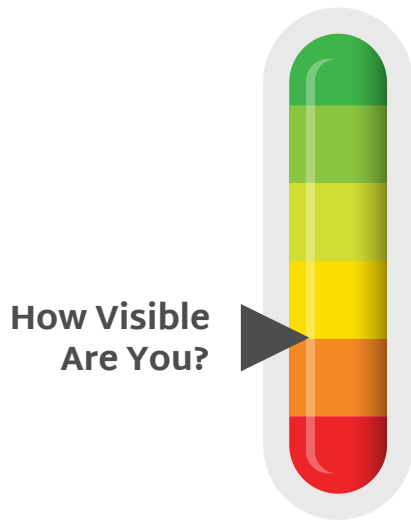
AI fatigue is beginning to settle in. We are seeing more and more emails and social media posts that you can tell are generated. Just like people may be fluent in different languages, we are all starting to become fluent in AI. This will only become more prevalent as it progresses and becomes harder to detect. The ones who rise to the top will be the ones who respond genuinely and authentically.



Guest Acquisition



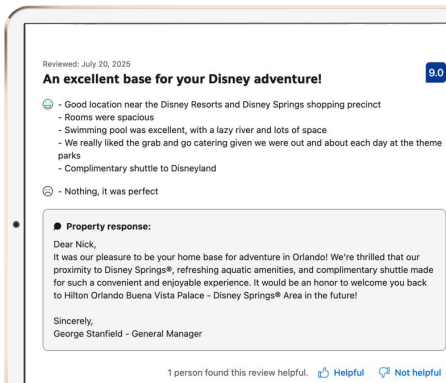
Care Meter



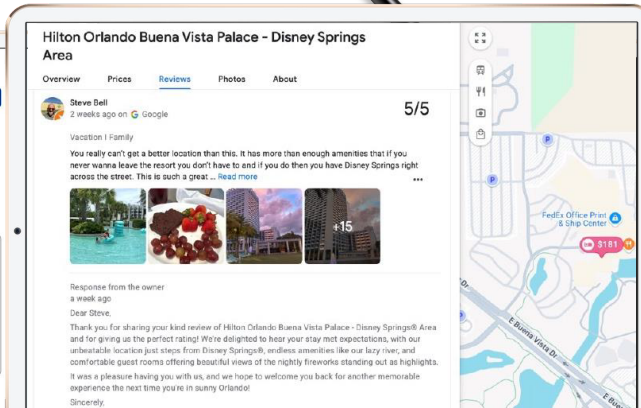
Visibility Meter

How Visible Are You?

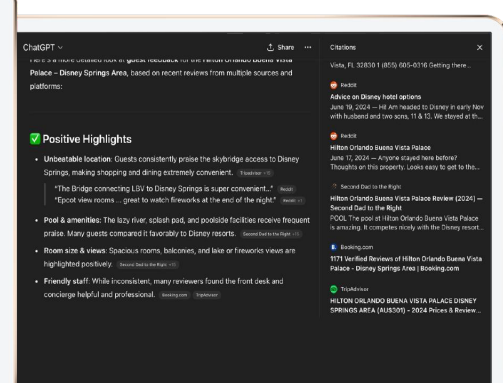
Alongside the care meter, we also have the visibility meter. So even if you care a lot and respond to every one of your reviews, but your property isn't very visible online, it may not be worth much. It's not going to help you convert and ultimately get that ROI.



OTAs



Search Engines



LLMs

Guests are looking at three places to search and make purchasing decisions: OTAs, search engines, and LLMs. Each of these places feeds into the other; if you go on Google, you can see all of your OTA reviews and responses there. LLMs like ChatGPT also pull that information from Tripadvisor, booking.com, Expedia, and even Reddit.

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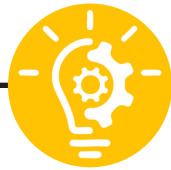
“We are going to keep this in-house.”



To really understand the ROI of review response, let's go back to the beginning. These were the three places where it doesn't make sense to ask what the ROI is. One of the biggest solutions we hear from hoteliers who decide not to move forward with us is that they're going to keep it in-house.



Time



Expertise & Equipment



Experience & Know How



Mental Wellness & Stress



Use this same perspective for these three tasks. Of course, one of your team members can mow the lawn and trim some bushes. They can also go around with their cell phones and capture photos and videos of the property. They can even go to the store and purchase pesticides to spray. If you are going to keep responding to reviews in-house, why not these tasks too?

Most hoteliers would tell you it's because of time. They don't want their staff to take the time to do it, it isn't in their job description, and they don't have the expertise or equipment. As silly as imagining that is, it's the same way we think about this on a review response scale. We're giving time back to our hotel partners. Our team has the expertise and equipment to do it, and they do it at a high level.

TMG's Respond & Resolve™

Trusted to Provide Review Response on Behalf of the World's Most Elite Brands



Time



Expertise & Equipment



Experience & Know How



Mental Wellness & Stress



Respond & Resolve™

Response Powered by TMG Professionals

Est. 2016

We have been doing this for over 2 million review responses. We have major API integrations with OTAs and Google to make the process smoother and less stressful. Our professional team of US-based writers understands the importance of authentic and genuine review responses and takes them very seriously. Just in the month of July, they responded to over 50,000 reviews for hotels across the country.



2 MILLION+
REVIEW RESPONSES!



Proud Members of

**INTERNATIONAL
LUXURY HOTEL
ASSOCIATION**



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If you would like to learn more about Travel Media Group's Respond & Resolve™ service, we would love to connect with you!

877-434-7644 | info@travelmediagroup.com

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