



Reshaping

**Your Hotel's Reputation
for 2022**



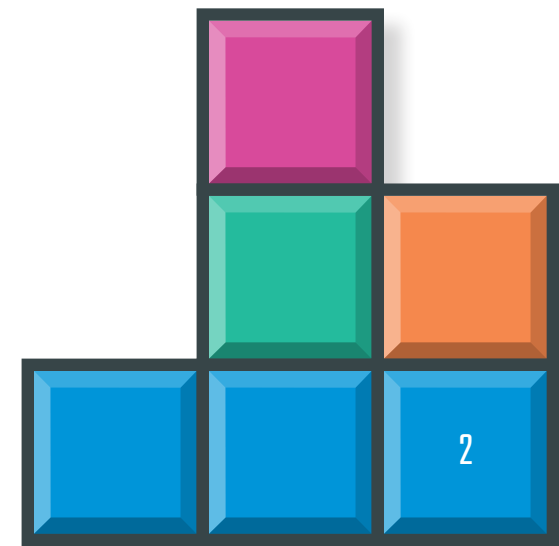
How Guest Feedback Shapes A Hotel's Reputation

Receiving frequent feedback from guests clues hoteliers into whether or not they're meeting guest expectations. Guest feedback plays a significant role in almost all travelers' booking journeys in today's world. Positive and negative feedback can shape a hotel's online reputation, for better or worse. The importance of online reviews cannot be overstated - each review should be given the attention and respect it deserves because of how valuable it is for driving operational and capital decisions within a hotel.

Many hoteliers make critical errors when it comes to guest feedback that can have a negative impact on their overall reputation. It's important to review these mistakes so that hoteliers can focus on avoiding them. Problems can include:

- Ignoring guest reviews
- Providing generic responses
- Responding with a confrontational tone
- Not using insights gained for decision-making

Understanding how these common mistakes can affect a hotel's reputation is key. Successful hoteliers strive to respond to all reviews with a professionally crafted personalized message that directly addresses any feedback the guest offers. In addition, these hoteliers are putting together actionable plans based on the insights guests have provided in order to create a better overall experience.



Avoiding the Building Blocks of a Bad Reputation

Ignoring Guest Reviews

Running a hotel in today's world is a 24/7, 365-day job for both the hotel owner and staff. This, unfortunately, means that sometimes reviews can go unanswered for days, if not longer. Many hoteliers may shrug it off as no big deal. However, responding to reviews doesn't only affect how previous guests may feel about coming back. Many travelers are reading your hotel's online reviews to determine if they want to book with you or not. **Research shows that 65% of travelers are more likely to book with a hotel that responds to reviews.** Ignoring feedback doesn't just make previous guests feel unheard, but can also cause potential guests to book elsewhere.

Providing Generic Responses

Guests want to feel heard; that's the whole reason they leave reviews in the first place. Responding to their experiences with a copy-and-paste message can do more harm than one would think, even if it saves the hotel staff time. Travelers are taking time out of their day to provide information that hoteliers can use to make informed decisions for their property. A good response will acknowledge the guest's experience and show appreciation even if the review painted the property in a bad light.

Not Using Insights Gained for Decision-Making

Many hoteliers are simply sitting on a gold mine of information that could immensely help them improve their hotel's reputation. Acting on guest feedback helps improve the experience for other guests moving forward and will result in those guests leaving positive reviews, which in turn boosts the hotel's reputation. It won't happen overnight, but actively listening to guests and making changes is the gateway for a better reputation.

Responding with an Confrontational Tone

Many reviewers will not hold back when it comes to giving any kind of feedback. While reading these reviews can sometimes be difficult, especially if a guest is recounting an unpleasant experience, it's important to always respond in a professional manner. Even with bad reviews, **84% of travelers feel that appropriate management responses to bad reviews "improved the impression of the hotel"**, according to a TripAdvisor survey. So there's still a chance for redemption as long as the situation is handled correctly and with care.

Reputation Shapeshifting

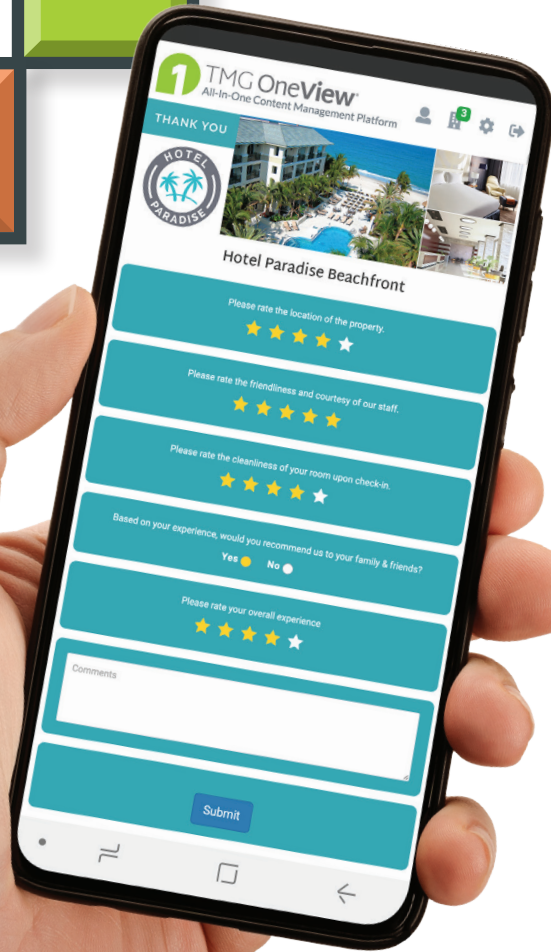
Every hotelier hopes to have far more positive reviews than negative, but that's not always the case. There are always going to be negative reviews from dissatisfied guests. It can be hard to watch all those criticisms tank your online reputation on review sites. So how can these bad reviews can be mitigated on review sites while hoteliers are still able to receive guest feedback?

The simple answer is post-stay surveys. Hotels should send an email to guests shortly after they check out to request their feedback by filling out a survey. This survey shouldn't take up too much of the guest's time and should be geared toward gaining as much insight as possible with a few focused questions.

Feedback is only shared with hotels, which is great at keeping negative reviews private. Reviews are sent straight to hotel staff who can properly address any complaints and resolve issues. A benefit of using post-stay surveys is that the guest's full name is available, which isn't always possible through an online review. Having the guest's name allows hoteliers and staff to look up information regarding their stay that might help solve any issues and turn a disgruntled guest into a repeat one. Guests who give positive feedback are encouraged to leave a review on a public site. This helps increase the volume of positive reviews while diminishing negative ones and improve reputation.

Benefits of Post-Stay Surveys

- All feedback is shared only with the hotel
- Hotels can address negative feedback in private
- Negative feedback is kept off of review sites
- Encourage happy guests to leave a positive review
- Change hotel's reputation for the better



Measuring the Benefits of Sentiment Analysis

Practically anyone can hop on a computer, type up a response, and respond to a guest review. But just responding won't help the hotel make the necessary adjustments to meet and exceed guests' expectations. The response needs to be analyzed so changes can be made. That's where sentiment analysis comes in. By determining which parts of the guest experience were rated positive, negative, or neutral, hoteliers can get a better idea of what needs to be improved or what they can use to attract more guests. From there, hoteliers can see the data and use it to make operational and capital decisions around the property.

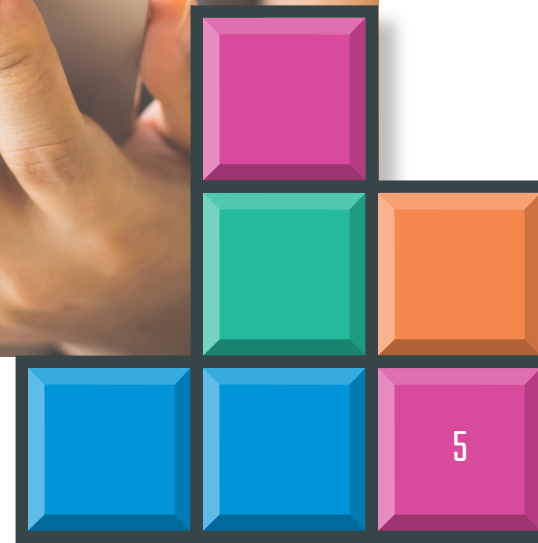
If a guest leaves a negative review, sentiment analysis can determine what exactly made them unhappy: was it a dirty bathroom? Rude staff? This is helpful in identifying problems rather than simply knowing the guest had a bad experience, but not knowing why.

76%

of guests are willing to pay more for a hotel with a higher rating.

So if a hotel receives multiple complaints of rude staff, it might be smart to review appropriate customer service behavior with the staff. Making improvements based on guest feedback will only make the guest experience better for future travelers. As hoteliers act on this data, reviews should start trending in a positive direction.

With more positive reviews, hotels have the opportunity to make more money because research shows that 76% of guests are willing to pay more for a hotel with a higher rating. This number should highlight just how critical it is to get those positive reviews. Hoteliers who ignore reviews, don't respond properly, don't act on insights, and are unaware of how to analyze these insights are missing out on potential revenue.





Connecting the Dots: Using Insights to Make Changes

Reviews are beneficial for hoteliers because they provide actionable insights that hoteliers can use to make changes that ultimately improve the guest experience. Let's say a guest leaves a review complaining about how dirty the room was: "the sheets were stained, there was garbage left in the pail, hair in the shower drain." Now instead of getting defensive, take this as an opportunity to address the issue. Talk with housekeeping staff to find out why this guest had that experience. It may be a good idea to review your property's cleanliness standards so housekeepers know what is expected of them.

Don't forget that positive reviews can also be used to promote and market the hotel. If a guest leaves a review raving about the property's amenities, don't just thank them and move on. It's a good idea to build on this praise within the review response so other travelers can gain more information about the property.



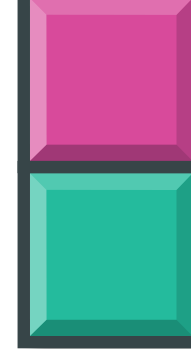
72% of customers prefer learning about a product or service through a video, and viewers retain 95% of a message when they watch it through a video.

– Cvent



If something is rated as a positive in reviews enough times, it may be a good idea to create a social media post featuring it. Social media is a great place to reach out to potential travelers and reconnect with previous ones. Posting on social media gets hotels seen, but the type of content posted has a great effect. According to Cvent, Seventy-two percent of customers prefer [learning about a product or service through a video](#), and viewers retain 95% of a message when they watch it through a video. So a creative way to showcase the property's sparkling pool might be through a short video walkthrough of the pool area so travelers can see it as a great place to kick back and relax. This will in turn inspire other travelers to book and increase occupancy.

Create a 3 Dimensional Reputation Strategy with Travel Media Group



Managing a hotel or group of hotels requires a lot of work and a ton of commitment. Hoteliers are stretched thin, especially with the labor shortage, trying to manage employees, boost their hotel ranking, and ensure guest satisfaction. Travel Media Group is here to help. Our expert hotel reputation solutions work with hoteliers to boost their property's overall reputation.

With TMG's reputation management solutions, your hotel will have a well-rounded strategy to take control of your reputation. Post-stay surveys will help you manage guest feedback and rank higher on review sites. In addition, you'll gain insights with advanced sentiment analysis and competitor tracking.

Sources:

1. [Top Hacks for Improving Your Hotel's Online Reputation](#), GuestTouch
2. [The 4 Pillars For Your Online Reputation Management](#), Skift
3. [Hotel Reputation Management Tips and Examples Hoteliers Need to Know](#), Cvent

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