

# The Anatomy of a Review Response

PLEASE  
**SHARE** YOUR  
THOUGHTS  
AND **EXPERIENCE**



Mr. Number9

First time at your hotel & I'm very impressed.  
I am happy with it :) Fine quality  
Online administrator so nice and helpful  
Best experiences i ever had. Recommended.



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# The Anatomy of a Review Response

Receiving regular feedback from guests fuels the methods by which hoteliers make operational changes at their properties. Whether the feedback comes from post-stay surveys, online reviews, or @Mentions on social media, each piece is a valuable tool for a hotelier. Each piece of feedback warrants a timely response, which can be difficult for hoteliers to manage between managing their hotel operations and handling other on-site requests.

Understanding the anatomy of a good review response can help streamline the process for hoteliers, leaving them with a polished, professional message that will address any feedback left, no matter the source.

## The Introduction

The first thing a hotelier has to write when communicating back to a guest is an introduction – this is encompassed by the greeting and the first sentence of the response. The introduction to a response addressing guest feedback is crucial because it sets the tone of the rest of the response. The guest will get a clear impression of the hotel from the introduction, and if the beginning doesn't feel professional, the guest may feel like the hotelier doesn't care about the feedback left about the property.

### Key Tips for the Introduction:

- Address the guest by name whenever possible; if not, addressing the guest by their username or with "Dear Valued Guest" is acceptable.
- Thank the guest for staying at the property.
- Show appreciation for the guest's time by thanking them for sharing their feedback.

When composing an introduction, hoteliers should keep in mind that there are flexibilities allowed in all areas. If their hotel has adopted a casual tone with their online following, it may be appropriate to use a more casual speaking manner with guest feedback.





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## Addressing the Concerns

Addressing a guest's concerns is the part of a hotelier's response that is the most dependent on the nature of the feedback. Depending on the severity of the issues the guest experienced, the hotelier's response will take a different shape. Responses to post-stay surveys are directly between the guest and the hotelier, allowing the hotelier a space with less tension to discuss what specifically occurred during the guest's stay.

Additionally, post-stay surveys will give hoteliers more access to guest information, allowing them to look up the guest and figure out what days they stayed at the hotel. From there, a hotelier is able to pinpoint specifics from the guests' experience that may have impacted their stay, which helps immensely with resolving the issue.



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## Resolving the Issue

Once the guest's concern is addressed appropriately, the next phase of a review response is the resolution. The goal of this section is to assuage the guest and help them feel heard. This section should remain notably lighthearted or hopeful in tone, regardless of whether the hotelier is making a promise to fix the issue or straightening out a misunderstanding.

Remember, review responses are not just for the guest who wrote the initial review: they are for all future guests who are using reviews to measure whether to book a stay. That's why a calm, professional tone should be present throughout the response, especially in the resolution.

If an issue needs to be resolved on-site, the review response should not over-promise anything to the guest. However, not mentioning the next steps regarding the problem would be a misstep – this will only leave future guests with the impression that the hotelier either doesn't believe the guest or doesn't care to consider the feedback. When the hotelier reassures the guest that they have an action plan, both the guest and future travelers will feel more secure booking with the property.



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## Concluding Your Response

The final component of a response to online feedback is the conclusion. With each of the other areas completed, this section should remain short and simple. Depending on the nature of the response, the hotelier may want to offer further discussion by requesting that the guest reach out to them directly. If the response is to an internal guest survey, it is already private; therefore, the conclusion can invite further discussion.

Before signing off, the last crucial thing a hotelier should do is invite the guest back to the property. Whether the guest had a fantastic experience or critical feedback, inviting them back shows a commitment to earning their loyalty. It finishes the response on a positive note, so both parties can walk away feeling relieved.

## Using the “Positive Sandwich”

One effective method for addressing a guest’s concerns on public forums like review sites or social media is using a positive sandwich. If applicable, start the response with something positive the guest mentioned. Follow it up by addressing the issue in an understanding tone of voice. Clear up any misconceptions or misunderstandings, and if needed, close the response by requesting the guest reach out to discuss the issue further. When you close, thank them again, and welcome them back.

For example:

### *Felicity writes –*

This was the worst stay I’ve EVER HAD. It was so warm in my hotel room and they didn’t have anything I wanted for breakfast. I wish I could have spent more time at the pool, but they limit how much time you can be there. Ugh. Tons of room for improvement.

-Felicity

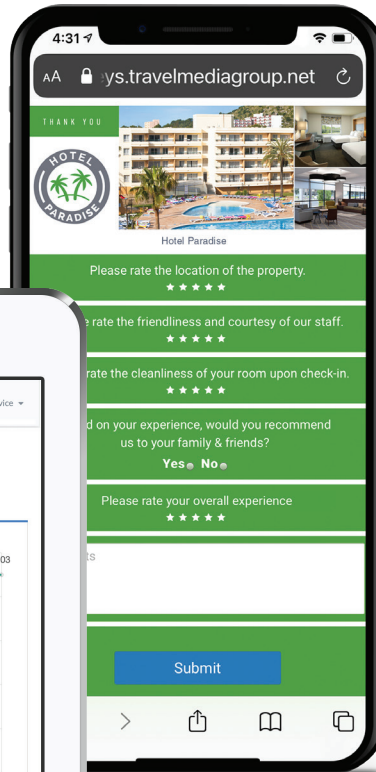
### *The hotelier can respond –*

Dear Felicity,

Thank you for taking time out of your day to share your feedback with us. We’re glad you liked your time at the pool, and we hear your concerns – our recent COVID-19 pandemic protocol led to our policy change to allow housekeeping enough time to sanitize the area between guest use. Regarding breakfast, please reach out to us offline so we can better understand your expectations and work with our team to get your day started just right next time. We look forward to seeing you again to give you the stellar experience you deserve!

Sincerely,  
General Manager

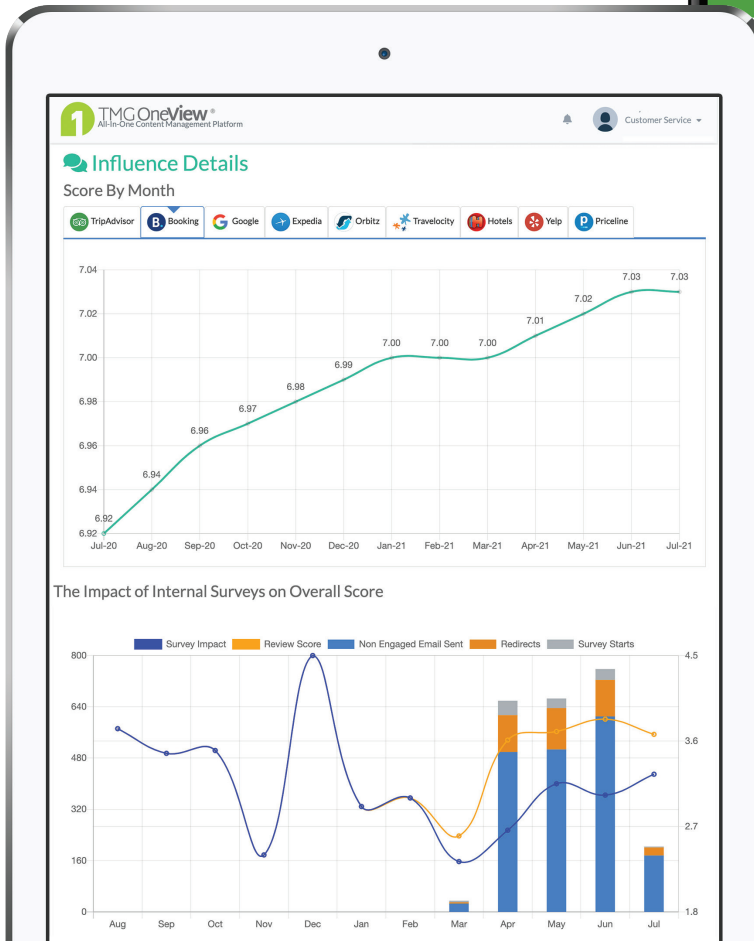
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## Use Surveys and Get Insights

Using the anatomy of a review response, hoteliers can lay a solid foundation for their responses online. However, to know whether or not their responses are taking hold in the minds of future travelers, they need to be up-to-date on guest insights and feedback.

Travel Media Group's Reputation Management strategy includes a comprehensive guest survey program and access to TMG OneView®, an all-in-one reputation dashboard with actionable reports and insights for hoteliers to use for their digital marketing strategies.



To learn more  
visit [trvl.media/reputation](https://trvl.media/reputation)

