



A HOTEL MARKETING SUCCESS STORY



HOTEL'S PARTNERSHIP HAS SEEN GROWTH IN POSITIVE REVIEWS AND MARKET SHARE

Located close to Walt Disney World and Universal Studios Orlando, Ramada Kissimmee Gateway is a popular vacation destination in the Orlando area. With so many unique guests to serve, they needed a way to continue to maintain their online presence and review flow. Their partnership with Travel Media Group began in December 2017, and since then, they've been able to grow their property's reputation and social media presence all while improving their property.

Since starting, they have achieved:

- 77.5% increase in 5-star reviews on TripAdvisor
- A market-leading pace of positive online feedback
- 135% of the market share for reviews
- Follower and engagement growth on the hotel's social media profiles

CONNECTING WITH GUESTS THROUGH REVIEW RESPONSE

As a hotel that receives hundreds of domestic and international travelers, it naturally receives hundreds of reviews per month. Partnering with Travel Media Group through the Respond and Resolve™ program helped alleviate the pressure of prompt response. In just two years, response analysts responded to over 11,000 reviews, over 6,000 of which were positive. With well-crafted, professional responses, incoming travelers feel assured that the property is aware of their feedback. Additionally, these responses were posted within 10 hours on average from the time the review was posted online. Minimizing the response time is another great way to reassure travelers that management is listening without sacrificing hotel management's valuable time attending to new guests coming to stay.

 **6,000** Positive Reviews

 **62%** Increase in Review Response Rate

 **10** Hrs Average Review Response Time



These samples of expert review responses showcase both gratitude toward a detailed positive review and addressing a concerned guest's issues with the property.

2.0 Poor
Not a keeper

Everything was outdated. Heater didn't work.
Took 45 min for someone to come look at it.
That person didn't speak English. Didn't fix it.
Squeaky bed and bad tasting water

Catherine

Response by General Manager

Dear Catherine, Thank you for your feedback and for staying with us. It is saddening to know that we fell short in meeting your expectations in some aspects of your stay. Please accept our apologies for the condition of the heating system, and any issues communicating with our maintenance staff. Rest assured that your comments are noted and will be used for our improvements. We look forward to improving your perceptions the next time you pass through town.



David S
Ocala, Florida



Unforgettable

Review of Ramada by Wyndham Kissimmee Gateway

★★★★★ Reviewed 5 weeks ago via mobile

I would like to start by saying Wow!!!
From the first sight of seeing the hotel, it was love at first sight! The hotel from the outside view looked amazing, just walking into the lobby to check-in felt comforting and the awesome room in the tower building was incredible.
There was so much to do and enjoy within the hotel itself, that one could honestly spent the next day or 2 having fun and completely distracted from the outside things to do that surrounded us in such a beautiful and fun city like Kissimmee FL.
I would definitely recommend that everyone that has plans to travel to that city to enjoy all the amazing attractions that it has to offer to set it into their plans to stay at this hotel for their lodging and i can honestly say and guarantee that they won't regret it!
I will be going back there real soon, cause i definitely can say that it's one of the many places that i have stayed at that actually made me feel at home and totally satisfied with the choice that i had made!
So to whoever is reading this, just know that you should quickly after reading this, should book a stay there immediately for the reason of your choice and experience it for yourself!
Thank You and I'll come back to the reviews later and read up others incredible experiences that the Ramada has to offer in the beautiful city of Kissimmee FL!
[Show less](#)

Date of stay: February 2020

Trip type: Traveled with family

[Ask David S about Ramada by Wyndham Kissimmee Gateway](#)

👍 Thank David S

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

GM_Front_Desk. General Manager at Ramada by Wyndham Kissimmee Gateway. Responded to this review
Responded 4 weeks ago

Dear David,
What a wonderful review to read, thank you so much for sharing! We're thrilled to hear that we were able to deliver such a positive experience. It's great to know that you appreciated the comfortable accommodations in our tower building, as well as enjoyed all the amenities our property has to offer. We look forward to sharing all your kind words with the rest of our team! From all of us at Ramada Kissimmee Gateway, thank you so much for taking the time to leave your feedback, and we look forward to welcoming you back soon!

[Report response as inappropriate](#)

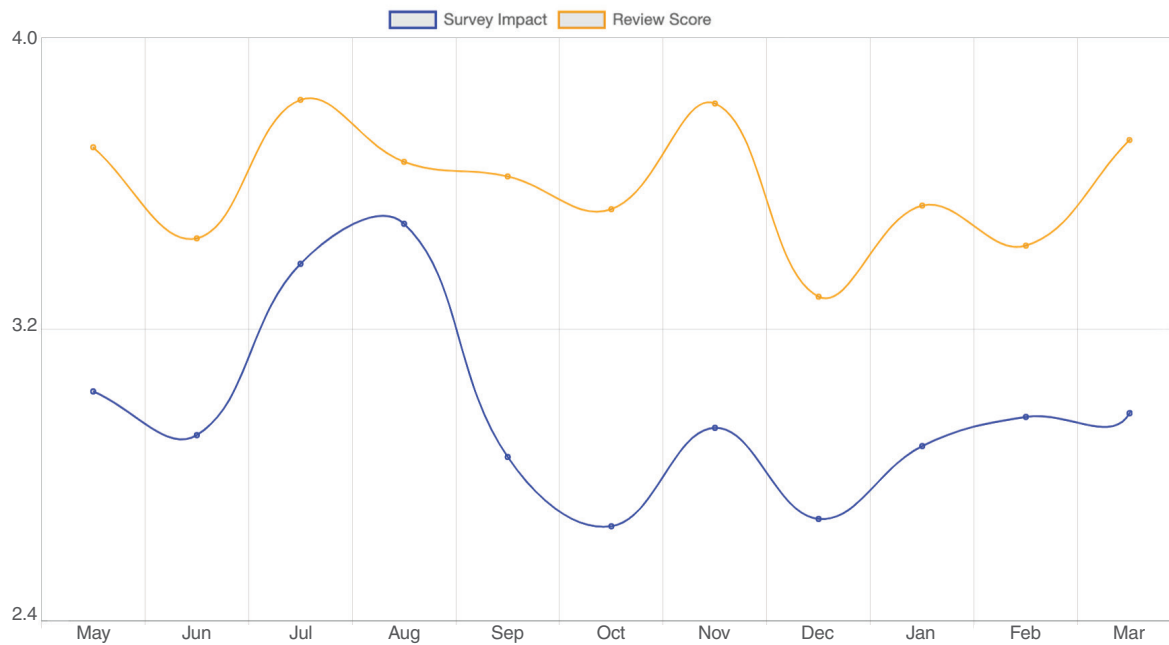
This response is the subjective opinion of the management representative and not of TripAdvisor LLC.

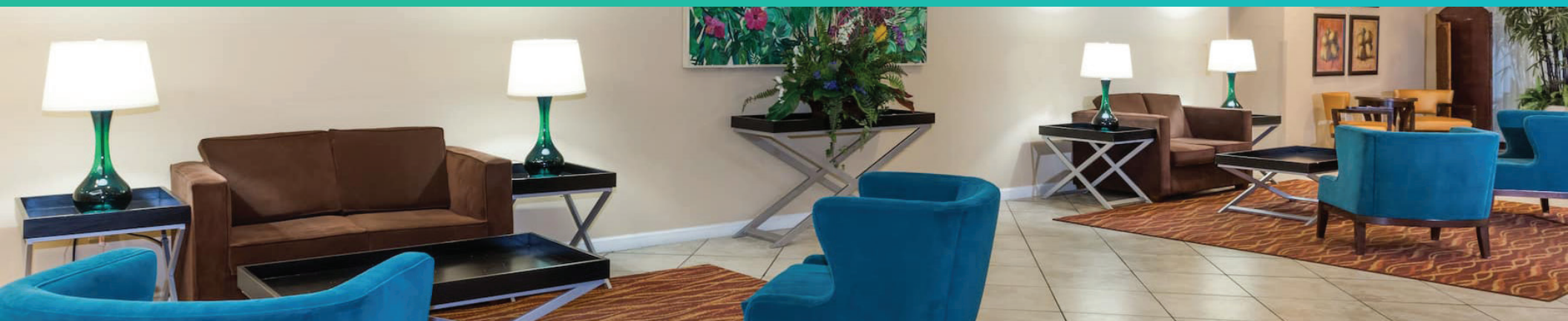
See all 3,579 reviews

GAINING MARKET SHARE WITH REPUTATION MANAGEMENT

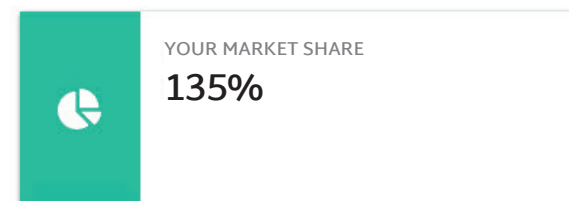
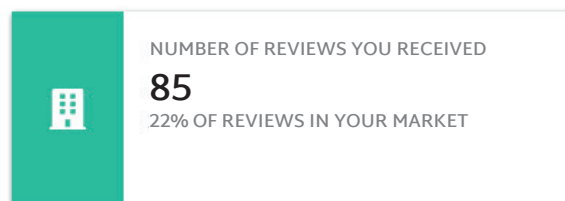
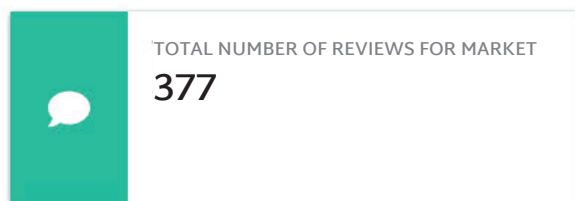
Effectively managing a hotel's reputation in a fiercely competitive market like this area of Orlando is crucial, and the OneView® dashboard makes key information available in many ways. One part of that is by encouraging hoteliers to send post-stay emails to their guests, which invites satisfied travelers to leave a positive review, and those with concerns to write to the hotel directly through an internal survey. The graph pictured displays the difference in score thanks to those surveys. Had they been posted instead as negative reviews, their overall rating online would have followed the blue line. Instead, it follows the top line, with a difference nearing a full star rating for some months. Over the course of 11 months, the hotel had an average review score of 3.6, which was 21% higher than their average internal survey score of 2.97 out of 5.

The Impact of Internal Surveys on Overall Score





★ Reputation Competitors



Another element of Travel Media Group's reputation program allows hotels to compare their performance to a selective group of competitors in the area. As a result, Ramada Kissimmee Gateway can easily see how many reviews the selected market received, and what portion they owned. The image shown displays their increase in market share, holding over 130% of the market share for the area and receiving nearly 25% of the reviews in the market. Having more ownership in the market helps Ramada Kissimmee Gateway gain an advantage against their competitors, ultimately earning them more traffic and more bookings. This area of the reputation management tool displays a hotel's performance against competitors in a month-by-month view, giving management teams the opportunity to monitor the hotel's progress steadily over time. Combined with other tools like sentiment analysis, it's possible to draw correlations between commonly tagged items in reviews and the hotel's overall score.

 **77.5%** Increase in Positive TripAdvisor Reviews

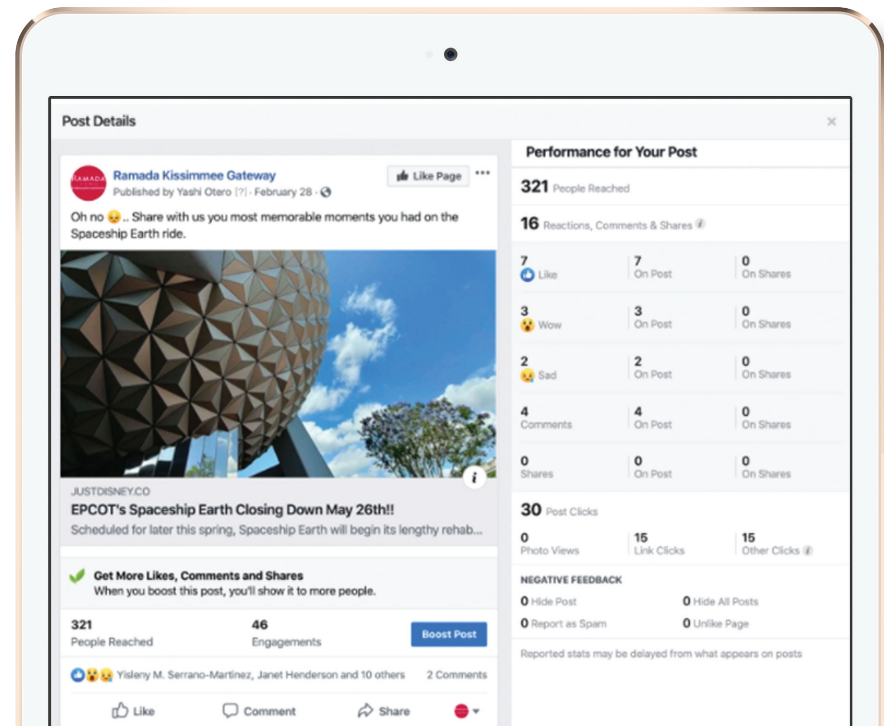
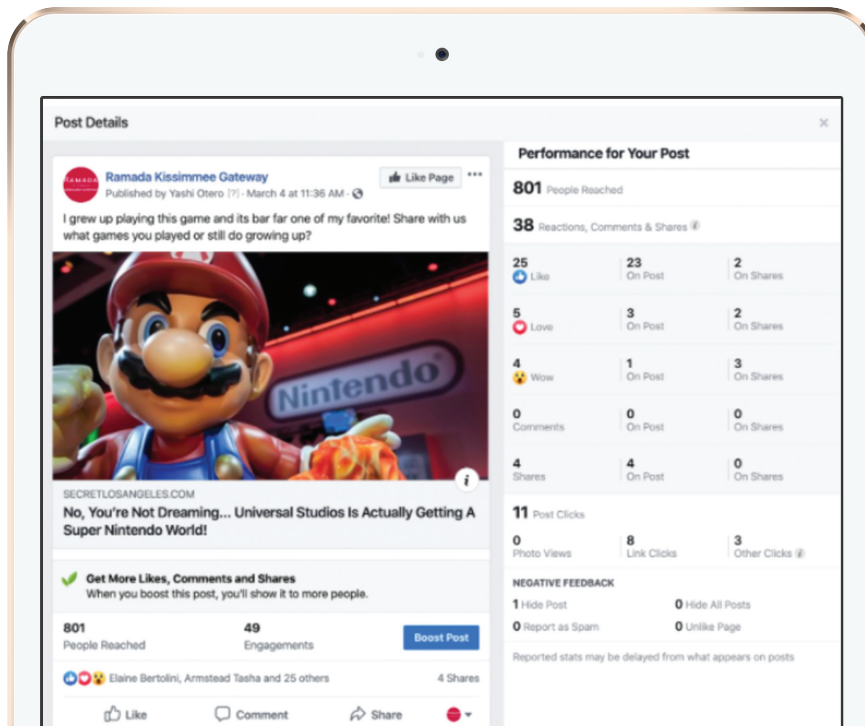
 **135%** Amount of Market Share Held

 **21%** Higher Review Score vs. Internal Survey Score

GROWING COMMUNITY & ENGAGEMENT THROUGH SOCIAL MEDIA

In just two years of using the Travel Media Group's social media program, Ramada Kissimmee Gateway has seen steady, consistent growth on its Facebook page. They've also had consistent success with the trending posts made to their page, some of which have reached over 800 people. Although Ramada Kissimmee Gateway had their social media set up already, placing it into the hands of a capable social media team helped them gain hundreds of followers and reach larger audiences than before.

View some samples of successful posts on their business page:



TMG SOLUTIONS ARE “EFFICIENT AND HELPFUL!”

Through Respond & Resolve™, social media marketing, and reputation management, Ramada Kissimmee Gateway achieved outstanding results for their property while earning back time to spend making connections with their guests on-site.

“ This is an amazing company who helps me out to the max when it comes to my social media. I have been able to get full, detailed reports on the property to show the department managers what specific areas we need to improve at the property to ensure our guest had a memorable experience. The timely responses to our guest concerns are also great. It helps me out with keeping our guest service experience positive. I love Travel Media Group’s posts on our social media, they are always unique and fun to see. We’re extremely satisfied with this company and how efficient and helpful you are to us and our guests. ”

— Nannette Otero, Ramada by Wyndham Kissimmee Gateway



Respond & Resolve™



Reputation Management



Social Media

Visit trvl.media/services for more information on Hotel Marketing from Travel Media Group.

TravelMedia
GROUP