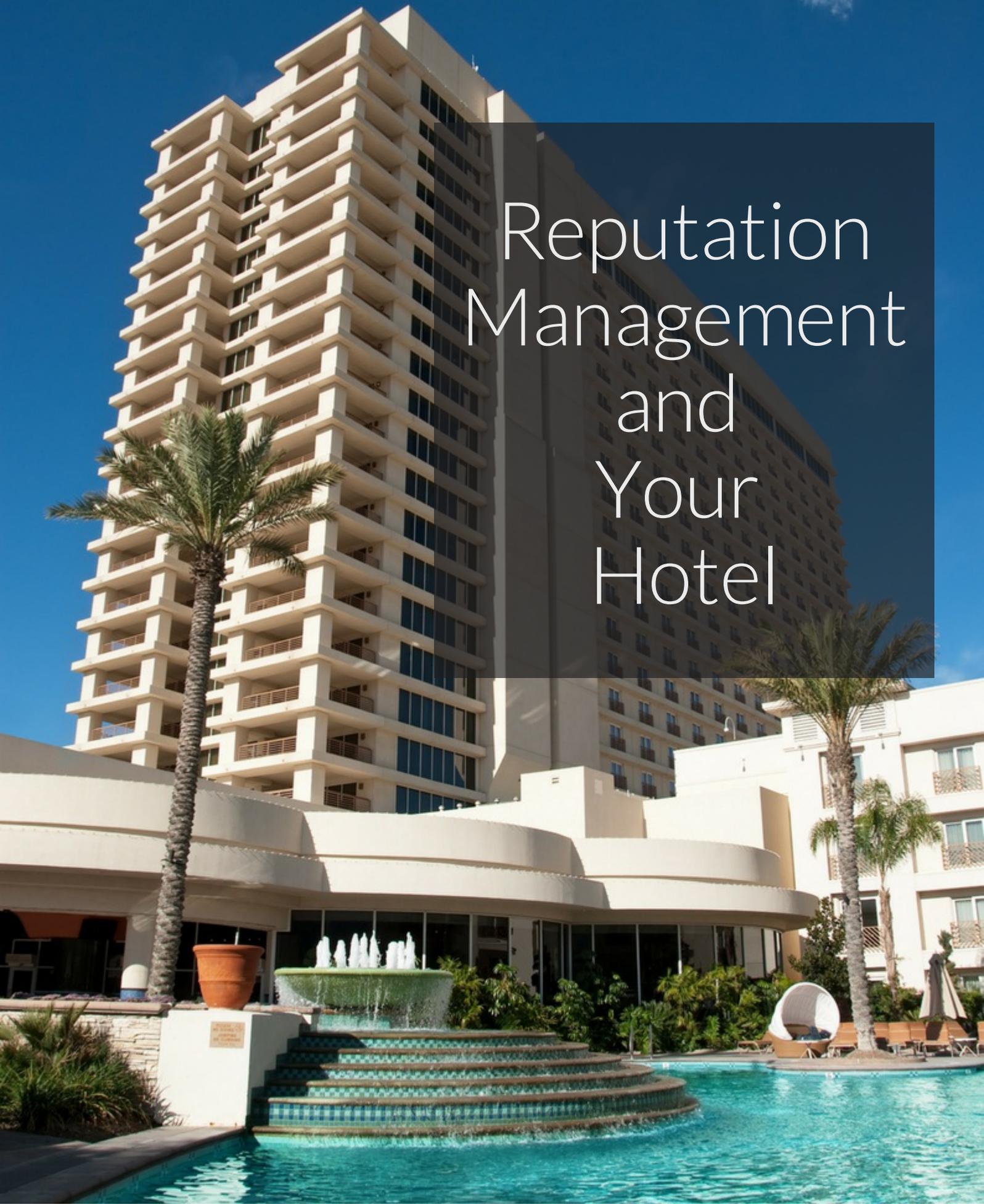




LODGING interactive

DIGITAL MARKETING | SINCE 2001 | SOCIAL ENGAGEMENT

Reputation Management and Your Hotel



Why do hotels take time to answer guest reviews?

As people use social media for expressing their opinions or for a source of information, it is important that hotels carefully monitor their online reputation. By responding to negative or positive guest reviews, the hotel is letting travelers know that they care about their guest's feedback and are willing to make the necessary improvements to ensure their future guests do not experience the same thing.

Sometimes Good Intentions Go Bad

You've done everything possible to try to turn your guests experience around and they still write a bad review, what do you do? By responding back to your guests it allows you to share your perspective and to guide what is being said about your hotel. For example, if a guest should claim that they found a bed bug in their room, you can respond back to the guest letting them know (and anyone else reading the review) that your hotel has taken the necessary measures to ensure that your rooms are always at their best and highlight any changes your hotel have made.

Also, by responding back to your guest reviews, it allows the hotel to address those accusations so bizarre, that there's no way it can be true. From a so-called hotel haunting to sarcastic feedback, by responding to such accusations in a positive tone, you can ensure your guests that all is well for their future stay.

So why do hotels answer guest reviews? Because it is important understand that the guest experience doesn't just end when they walk out the door. It continues long after the guest has left. Your guests experience is a measure of how well you are doing and what can be improved.

Why do hotels take time to answer guest reviews?

Remember:

1. It is important to not delay your response. In our 24-hour/7-days a week social media world, guests want to hear back from the hotel quickly.
2. Keep it real. If it sounds canned, then they won't feel you are being sincere to their experience.
3. If you say you are going to fix it, then make sure you do. Nothing like getting several reviews about the same issue long after you have claimed to have made the changes.

Your response is just as valuable as the guest review. So take advantage of this opportunity to turn a negative experience into a positive one or take that positive stay and make it memorable long after they have left.

The Right to Gripe: Hotel Guest Reviews

Your hotel's reputation is everything. The majority of your guests, if not all, have a computer or mobile device, making it easier to make their feedback go viral. Most consumers will turn to online reviews to assist in their decision-making process. It is important to actively monitor and respond to all hotel guest reviews to resolve any issues.

Negative Reviews: If you ignore it, it won't just go away.

Though some would say the easiest way to handle negative reviews is to prevent them in the first place. However, we all know it is impossible to please every guest that stays with you. When a guest writes a negative review, even if you do not feel it is valid, it is their experience and they want to feel their feedback is not falling on deaf ears. When you answer a review, it not only lets other readers see that you are interested in providing great customer service, but it is an opportunity to make improvements.

On the flip-side, you can also turn positive reviews from guests into brand champions. The good news, you have a positive review. Now what are you going to do to distinguish your hotel from the others, who have also received positive reviews? By answering your positive reviews, it not only shows your appreciation for their feedback, but it continues the positive experience after they have left your hotel. By taking the extra step, you can turn your loyal guests to an enthusiastic brand ambassadors.

Hotel Guest Reviews and Search Engines

When **responding to a review**, it is important for the guest to feel that they can write about their experience from their point-of-view and not be chastised for their feedback. Whether the review is positive or negative, you always want your guests to feel that they can reach out and discuss their experience. Reviews do more than just build customer loyalty, they also help improve your ranking on search engines like Google. The more that is written about your hotel, the more the search engine will consider your hotel's name to be important.

The Right to Gripe: Hotel Guest Reviews

It is important to remember, that the review was written by a person, with emotions and feelings. When responding back, it is equally important not to come off defensive. Let them know that you are thankful that they reached out to you and that you are listening.

About Lodging Interactive

Headquartered in Parsippany, NJ, Lodging Interactive is a full-service digital marketing and social media engagement agency exclusively servicing the hospitality industry. Through its web design and search optimization division as well as its **CoMMingle Social Media Division**, Lodging Interactive provides effective Internet marketing services to hundreds of branded and independent properties as well as management companies, restaurants and spas. The company also offers fully managed Live Chat agents for hotel websites through its **LiveChatForHotels.com** division.

Lodging Interactive is an HSMIA Adrian Award winner, and has won awards from the International Academy of Visual Arts, Interactive Media Awards, Horizon Interactive Awards, Web Marketing Association, Academy of Interactive & Visual Arts, and Travel Weekly's Magellan Awards have recognized Lodging Interactive as an industry leader.

Lodging Interactive is a proud supporter of the Hotel Sales & Marketing Association International (HSMIA) and the company's president, DJ Vallauri, currently serves on the Board of Directors of HSMIA's New York Chapter. For more information, please contact sales@lodginginteractive.com, 877-291-4411 or visit the LodgingInteractive.com.

Two Operational Divisions For All Your Needs



- Website design & development
- Website hosting
- SEO - organic content optimization
- PPC - Pay-Per Click marketing
- Brand e-Commerce scorecards
- Display advertising
- Email marketing
- Strategic online marketing planning



- Reputation monitoring & management
- Guest review management responses
- Social media engagement
- Social media marketing
- Blogging services
- Image sharing & marketing
- Social Voices (24/7/365)
- CoMMingle Live Chat Fully Managed

Thank You!