

# Uncovering the benefits of guest reviews

How online reviews can help you connect with your customers, find out what they really want, and promote your hotel, restaurant, or attraction.

November 2008



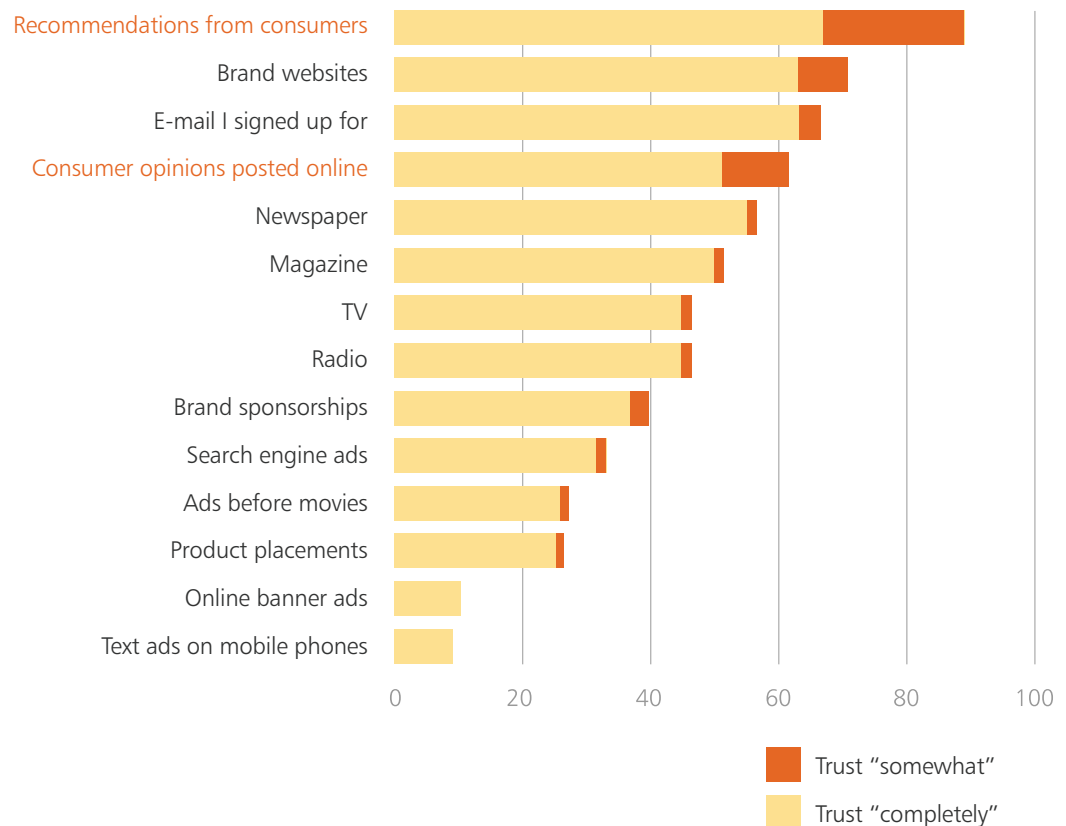
TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors, nine million registered members, and 20 million reviews and opinions of properties and destinations.

Contact: [partners@tripadvisor.com](mailto:partners@tripadvisor.com)

## Why are guest reviews important?

Now more than ever, travellers are carefully checking reviews before deciding to book. And 87% of people looking for hotels are influenced by reviews<sup>1</sup>.

A recent survey shows that recommendations from consumers generate higher levels of trust than advertising or branded websites<sup>2</sup>.



<sup>1</sup> David Pavelko, Team Manager, Travel Vertical, Google, October 2008

<sup>2</sup> Forrester Q2 2008 Benchmark Survey

### Reviews increase conversion rates

When potential customers go to your website, you have a great opportunity to convince them they should choose your hotel, restaurant, or attraction. Reviews can help reassure guests and compel them to book.

According to a 2007 survey with 360 e-commerce websites, adding guest reviews had the following impact<sup>3</sup>:

- 56% lifted conversion
- 77% increased traffic
- 42% increased the average shopping basket

*Hayes and Jarvis found that customers who read reviews on their website booked trips at double the rate of online shoppers who did not look at reviews.*

- [hotelmarketing.com](http://hotelmarketing.com)

### Reviews make customers trust your brand

Trust in online reviews was found to be at its greatest when reviewers told both sides of the story<sup>4</sup>. People are looking for balanced information, and having only positive reviews could be viewed as inauthentic.

The good news is that, on balance, most reviews are positive – for example, on TripAdvisor, the average rating is 3.74 out of 5.

*"Bringing reviews into a site achieves the double benefit of increasing trust in the agent's brand, and not losing that consumer when they go off to check out recommendations."*

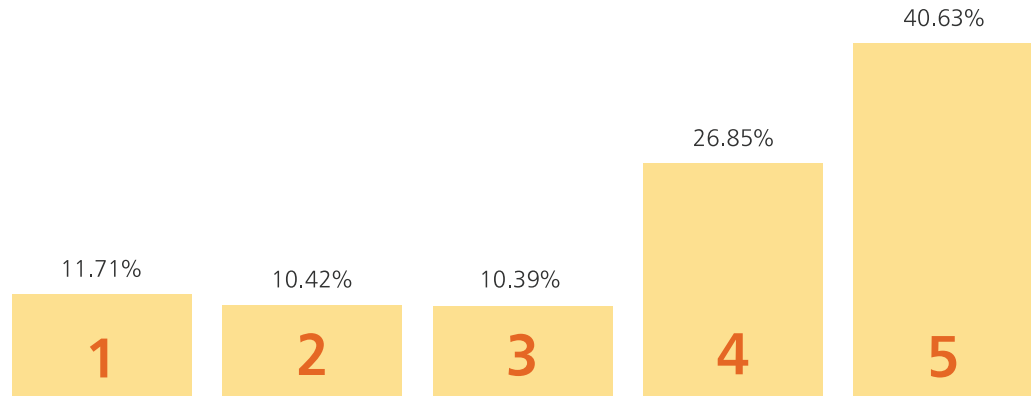
- Andrew Walmsley, Marketing Magazine (UK), September 2007

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<sup>3</sup> e-consultancy/Bazaarvoice, 2007 Online

<sup>4</sup> Jupiter Research/Bazaarvoice survey of 1,000 online shoppers, December 2007

### A snapshot of ratings on TripAdvisor



### Reviews can reveal what your customers want

Reviews give you the opportunity to find out what is important to your customers, so you can quickly respond to them with a high level of service and build confidence in your brand.

## How to make the most of TripAdvisor reviews

TripAdvisor reviews are the trusted source for millions of travellers looking for unbiased advice on hotels, restaurants, and attractions worldwide. Anyone can write a review, from first-time customers to your most loyal patrons.

There are several key ways you can benefit from reviews. To find all the resources you need, visit your owner's page on TripAdvisor.

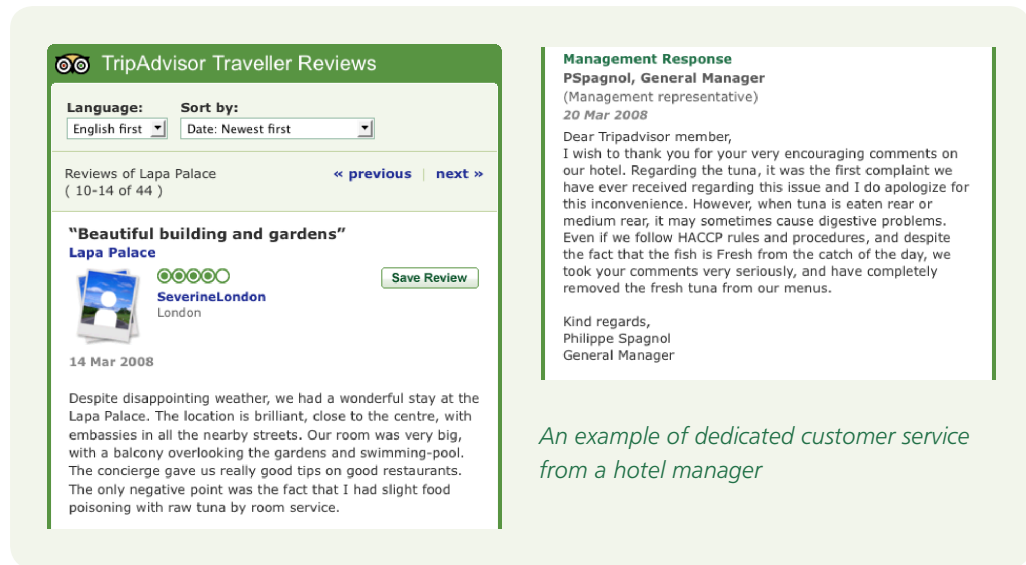
### Start here

1. Go to [tripadvisor.co.uk](https://www.tripadvisor.co.uk) and search for your property using the search box at the top of the page
2. Select your property from the Location Results by clicking on the name
3. Scroll to the bottom of the page and look for the "Do you own [Your Property Name]" section. Then follow the owner's page link.

**Not listed on TripAdvisor yet?** Go to [www.tripadvisor.co.uk/pages/getlisted.html](https://www.tripadvisor.co.uk/pages/getlisted.html)

## Monitor what your customers are saying

On TripAdvisor, you can subscribe to a feed that will alert you every time a traveller writes a new review of your hotel, restaurant, or attraction. If you wish to respond to a guest's comment, you can easily do so, demonstrating your commitment to customer care.



The screenshot shows a TripAdvisor review for Lapa Palace. The review is titled "Beautiful building and gardens" and is by SeverineLondon, dated 14 Mar 2008. The review text describes a wonderful stay despite disappointing weather, mentioning the location, room size, balcony, and concierge. The only negative point mentioned is food poisoning from raw tuna. To the right of the review is a management response from Philippe Spagnol, General Manager, dated 20 Mar 2008. The response thanks the reviewer for their comments and apologizes for the inconvenience, explaining that the tuna was fresh and they have removed it from the menu.

**Management Response**  
**PSpagnol, General Manager**  
(Management representative)  
20 Mar 2008

Dear Tripadvisor member,  
I wish to thank you for your very encouraging comments on our hotel. Regarding the tuna, it was the first complaint we have ever received regarding this issue and I do apologize for this inconvenience. However, when tuna is eaten rear or medium rear, it may sometimes cause digestive problems. Even if we follow HACCP rules and procedures, and despite the fact that the fish is Fresh from the catch of the day, we took your comments very seriously, and have completely removed the fresh tuna from our menus.

Kind regards,  
Philippe Spagnol  
General Manager

*An example of dedicated customer service from a hotel manager*

You can also track what people are saying on other sites. With Google's free alert tool, it's easy to get notified of online reviews, news articles, and other mentions of your property.

*"Hotel companies who do not today have a member of staff fully dedicated to monitoring consumer review forums on the web are missing out on what has become the most valuable guest feedback channel available."*

- Bill Walshe, former CMO of Jumeirah Hotels

## Feature awards and reviews on your own website

Travelers trust other travelers, so you can benefit by displaying what they're saying on your website. There are a couple ways you can do this.

### TripAdvisor review badges

- Broadcast what satisfied guests are saying
- Keep travellers on your site while they research
- Entice customers just as they're deciding to book

### "Recommended on TripAdvisor" award badges

- Show off the recognition you've earned
- Associate yourself with one of the biggest names in travel
- Make it easy for people to see your reviews on TripAdvisor

If you are listed on TripAdvisor but don't have any reviews yet, you can display a "Featured on TripAdvisor" badge to encourage customers to give feedback.

**tripadvisor**  
Traveller Reviews for The Soho Hotel

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**The Soho Hotel**

**TripAdvisor Traveller Rating:**  
★★★★★  
Based on 133 traveller reviews

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**TripAdvisor Popularity Index:**  
# 1 of 1124 hotels in London

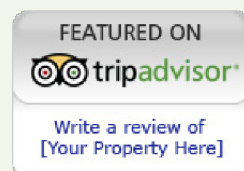
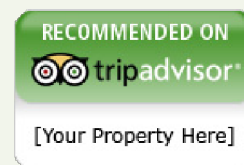
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**Most Recent Traveller Reviews:**  
3 Nov 2008: "Fantastic Hotel"  
23 Oct 2008: "fabulous hotel"  
20 Oct 2008: "Amazing"  
20 Oct 2008: "Wonderful"  
15 Oct 2008: "Style in Soho"

[Read reviews](#) | [Write a review](#)

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## Engage customers with an enhanced listing

In order to give travellers the most up-to-date information about your property, you should add as much to your listing as you can.

**Photos** – choose eye-catching images that will capture people’s attention

**Videos** – provide a visual guide that is just like the real experience

**Description** – include as many details about your property as you can

Also, be sure to verify that your property details are accurate on TripAdvisor.

*“We have been delighted by the significant increase of business generated by TripAdvisor. Previously word of mouth had been our best source of new business. However, TripAdvisor provides word of mouth on the World Wide Web and the results have been phenomenal. TripAdvisor users are discerning and experienced travelers who know what they are looking for. Over half of all of our new bookings are generated through TripAdvisor.”*

- Kath and Liam Berney,

The Cottage in the Wood Country House Hotel & Restaurant, Lake District, UK

## About TripAdvisor

TripAdvisor is the world’s largest travel community with 25 million unique monthly visitors, more than half of them coming from outside the United States. TripAdvisor features more user-generated content than any other travel site: 9 million members have contributed more than 20 million reviews and opinions, and 1,380,000 traveler photos, on more than 817,000 hotels, attractions, and restaurants in 61,000 cities.

TripAdvisor operates in the following countries:

- U.S. ([www.tripadvisor.com](http://www.tripadvisor.com))
- U.K. ([www.tripadvisor.co.uk](http://www.tripadvisor.co.uk))
- Ireland ([www.tripadvisor.ie](http://www.tripadvisor.ie))
- France ([www.tripadvisor.fr](http://www.tripadvisor.fr))
- Germany ([www.tripadvisor.de](http://www.tripadvisor.de))
- Italy ([www.tripadvisor.it](http://www.tripadvisor.it))
- Spain ([www.tripadvisor.es](http://www.tripadvisor.es))
- India ([www.tripadvisor.in](http://www.tripadvisor.in))
- Japan ([www.tripadvisor.jp](http://www.tripadvisor.jp))