



# How to Encourage Guest Reviews for your Hotel



Guide

# Index

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<b>Increase guest reviews for higher revenue</b>	3
<b>Why is the volume of reviews important?</b>	4
<b>Before you ask for reviews</b>	5
<b>Is it OK to pro-actively ask for reviews?</b>	7
<b>When to ask for a review</b>	8
<b>Example: Asking at checkout - the final frontier</b>	9
<b>Example: Asking by email</b>	10
<b>Creative ways to stimulate guest engagement</b>	12
<b>Case Studies</b>	
1. Killeen House: Responding to guests on a personal level	14
2. Hotel Teatro: Careful staff training	15
3. Layana Resort: Subtle guidance reflects hotel's ethos	16
4. Tailor Made: A good product is the key to success	17
<b>Case Studies - Summary</b>	18
<b>Frequently Asked Questions</b>	19
<b>Five marketing professionals share their advice</b>	21
<b>What's next?</b>	23



# Increase guest reviews for higher revenue

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This guide will show you how some of the most successful hotels encourage reviews, highlighting the importance of listening to guests as well as offering practical advice on how to generate a higher level response rate for your establishment.

Your hotel's number of online reviews has a direct impact on key performance measures, including:

- Your ranking on review sites
- Your ranking on third party distribution websites (OTAs)
- Your ranking in search engines
- Your overall online reputation score
- Your overall sales and conversion rates

With so much at stake, what can be done to legitimately increase the amount of reviews given by guests at your hotels?



# Why is the volume of reviews important?

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The amount of reviews your hotel receives online can directly affect revenue. Gaining a higher volume of guest ratings will improve your competitive online position and visibility but most importantly, **encourage potential guests to spend their money with you because your hotel appears reliable and trustworthy in comparison to competitors.**

Who trusts a hotel with only two reviews? It's easier for potential guests to understand what hotels offer when there are a higher volume of testimonials. This creates a stronger sense of reliability and credibility around your brand, therefore increasing the chances that a guest will book with you. That is how a higher volume of reviews can be translated into revenue. Make it easy for guests to choose you. Getting your guests to talk

about you online is the most important seal of approval you can get.

As word-of-mouth advertising is used by a wider audience than ever, taking a pro-active approach to managing the volume of guest reviews you receive has never been so important.

Encouraging more guests to invest time in recording their experiences through reviews is therefore paramount to better understanding your business.

Analyzing guests' comments will reveal how to take pro-active measures to improve your hotel from ground level - comparing and contrasting fifty reviews will give a more global picture of overall guest satisfaction than a small handful.

**A higher number of ratings will boost your position and ranking on both search engines and review sites.** This will give you a more competitive online position by increasing your visibility and making it easier for future guests to find your hotel online.



# Before you ask for reviews: Create a remarkable experience

Before you ask for an online review, make sure you create an experience worth talking about. “Remarkable” literally means “worth remarking about”. Does your guest experience live up to that standard? If not, what creative amenities or features could you offer to get people to tell their friends? (This works in all types of hotels: from limited service properties to luxury resorts).

**Unfulfilled expectations are the No.1 cause of dissatisfied guests.** Close the gap between expectations and results and ensure guest expectations are correctly managed.

It's of the utmost importance to ensure your hotel marketing materials accurately reflect the experience your hotel offers. Service is a key driver of guest satisfaction.

Adele Gutman, Vice President of Sales, Marketing, and Revenue at Library Hotel Collection shares this advice:

*“You need to WOW [guests]. You need to give them something to talk about. You need to shower your guest with so many magical moments that they they leave the hotel excited and inspired to take the time to want to share their experience with the world. People like to do nice things for nice people.”*

This has worked well for her chain, bringing their four hotels in New York City into the Top Seven positions on TripAdvisor.

The screenshot displays four hotel listings on TripAdvisor, each with a 'Price Your Stay' button. The listings are:

- Casablanca Hotel Times Square** (4 stars): Ranked #1 of 434 hotels in New York City with 2,544 reviews. A review from 04/24/2013 says "Home away from Home" and "simply wonderful!".
- Chelsea Pines Inn**: Ranked #2 of 434 hotels in New York City with 1,006 reviews. A review from 04/24/2013 says "Wonderful place to spend my birthday!" and "amazing!".
- Library Hotel** (4 stars): Ranked #3 of 434 hotels in New York City with 1,844 reviews. Reviews from 04/25/2013 and 04/23/2013 praise it as a "Wonderful base for exploring New York" and "Very comfortable hotel. Very good for...".
- The French Quarters Guest Apartments** (Travelers' Choice 2013 Winner Small Hotels): Ranked #4 of 434 hotels in New York City with 409 reviews. A review from 04/24/2013 says "Can't wait to return" and "so happy we booked these apartments!".



# Before you ask for reviews (continued)

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## Exceed expectations

Avoid setting unreal expectations in advertising. Marketing communications should follow a policy of under-promising and over-delivering. Hotels that build up too much anticipation might risk guest disappointment on arrival.

The majority of positive guest reviews come when guests are pleasantly surprised by what they receive. Learn from Terry Kane of the Jumeirah Group, who makes a point of avoiding hype and hyperbole in marketing even though special properties like the Burj Al-Arab could justify the use of it.

*“We try not to use superlatives to hype the properties on social media channels, as this is not necessary. It is important to be there and promote why the stay will be special, but with a sense of individuality for the user. Normally, we find that it is actually the guests that leave reviews that use superlatives to describe their incredible experiences.”*

## Get the right team in place

Hotels that earn the best reviews tend to place a strong emphasis on recruiting the right people and encouraging them to work to exceptional standards.

Jonathan Raggett oversees some of the most popular hotels in London as CEO of **Red Carnation Hotels**. Rajul Chande interviewed him at the Egerton House Hotel and shared his observations on increasing reviews:

*“They consciously recruit ‘characters’ with personality and flair. So for example you have Antonio at the hotel’s bar who is famous for his martinis. Then there is Alex who not only checks you in but may also sing at your table! There’s also friendly Murat – one of the managers who cheerfully showed me around the hotel.*

***All the staff I ran into had a calm and relaxed attitude. This isn’t always the case in luxury hotels which often have an overbearing formality in the air. The staff here seem to be driven by an expectation of success rather than a fear of failure. This frees them to be themselves and excel.”***

In the end, the decision for someone to write an online review often comes down to a single interaction that a guest has with one of your staff members. Focus on consistently delivering impressive service to increase the number of positive reviews you receive.

## Provide options

People should leave a review wherever it feels most comfortable or wherever they already have an account set up. Avoid limiting your request to just one website, which could restrict the overall number of reviews you receive online.

# Is it OK to pro-actively ask for reviews?

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## **There is no reason why asking for reviews should be a difficult or awkward process.**

You can also approach your guest in an endless variety of ways – however best works for your hotel, or personal style. But as always, it's important to consider various factors before making such a request. These include:

### **Their experience**

First and foremost, it's essential to be alert to the kind of experience your hotel guest has had before considering whether to ask for a review. If the guest has had a fantastic, trouble-free stay then, by all means, feel free to go right ahead.

On the other hand, if a guest has had a negative experience, ask yourself if your management has done everything within their power to rectify the issue before considering a review request.

The way an establishment deals with difficulties can speak more about the management than a problem-free hotel stay.

Guests may still maintain a positive impression (despite negative experiences) if you have gone above and beyond the call of duty to rectify problems.

By reacting to issues efficiently and methodically, guests will recognize your efforts. It is precisely these reviews that are worth reading - potential guests know that things won't run smoothly 100% of the time - what matters is *how* you dealt with issues that have arisen.

For these reasons, sometimes a “negative” guest experience may even result favorably for your establishment because you reacted in such a way that the guest left feeling satisfied or even impressed with your team's problem-solving abilities.

### **Your audience**

Who is your audience? If you attract a young, fashionable crowd or your hotel already has a strong focus on technology and design, then your guest demographic is likely to be familiar with social media outlets and review sites. As a result they will probably be open to the possibility of using these.

It's also quite possible that some people - such as groups of business travelers or those over 65 - simply won't have the desire, time or patience to leave an online review. In a 2013 survey by Quantcast, guests over 65 made up less than 6% of total reviewers at a total of 7 review sites.

In all cases, it is important to assess each guest's unique standpoint. There are many different levels of proactivity and approaches that can be enlisted to cater to a range of guests and review channels.



# When to ask for a review

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## **During the check-out process**

This is the best time to ask since positive memories from their stay are still fresh. Your staff can ask if the guest had a positive experience at your hotel. If they did, encourage them to share their thoughts on a review site of their choice. See the next page on asking at checkout.

## **Sign on checkout desk**

Leaving a sign in a prominent location will also serve to remind guests that you value their opinion. This non-invasive option is particularly effective if asking directly isn't right for your hotel's target group.

## **In follow-up emails**

Many hotels send an email after guests check out to thank them for their stay. Consider placing a link to review sites within this message. Or

for business travelers, email them the invoice and include a link to review the hotel.

## **When receiving unsolicited feedback**

When someone says something positive about your hotel, this is a great opportunity to direct them to review sites. You need these stories to be told online as a way of benefitting others.

## **In response to comment cards**

If someone leaves very positive feedback on a comment card, don't let the feedback stay on paper. Contact the guest by email or telephone and ask them to consider sharing their thoughts with others online.

## **On business cards**

A growing number of professionals are maximizing their social media presence by adding a link or icon to their business cards. This is savvy marketing. Others have attached a card with popular review-site icons onto a copy of the invoice for the guest's consideration.

## **In social media channels**

Engage with guests on social media channels. Pay attention to what they are saying about you and ask if they'd mind repeating any positive comments on a review site.

**NOTE:** Extra care must be taken when asking guests for reviews while they are still at the hotel. Several review sites have policies against this, and some will even mark reviews as fake if sent from the same location.



# Example: Asking at checkout – The Final Frontier

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Taking the time to speak to guests at checkout is one of the best ways to ensure that guests don't leave the hotel disappointed. It is also the perfect moment to remind guests how valuable their feedback is.

**citizenM** uses a system that works very well with their clientele. Each of their properties receives many more guest reviews than the average hotel.

The company has developed a standardized procedure for use during the checkout process. Like many hotels, citizenM staff, called **Ambassadors**, ask guests how they enjoyed their stay as they are checking out. If there was any issue, direct communication with a manager is encouraged for prompt resolution. But if the person had a good experience, they are asked to share their thoughts on a review site.

Unlike many hotels, the invoice is sent automatically by email, providing one more touch-point and opportunity to ask for a review. This follow-up reminder significantly increases the reviews received, since many travelers forget to post a review immediately after their stay.

According to Diego Sartori, citizenM's Social Media and Internet Strategist, the number of reviews is a result of everything else. *"You have to deliver good service and create clear expectations of what people can expect.*

*This is what encourages more reviews. We get people saying, 'I usually don't write a review, but my stay at citizenM was so special because you did this specific thing that made me think WOW.' So that's why we always try to set the right expectations, deliver excellent service and then surprise guests with something unique."*

[Click here for the full citizenM Case Study.](#)



*You have to deliver good service and create clear expectations of what people can expect. This is what encourages more reviews."*



# Example: Asking by email

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Here we have included two examples of follow-up emails sent by hotel management. The first needs improvement and in the second, we demonstrate how it can be changed.

On the following page we break down why these changes should be made.



## Before:

Dear NAME

Thank you for choosing HOTEL for your recent stay in CITY. We have read your comments about the hotel and we greatly appreciate that you took the time to write them as our guests' satisfaction is our main priority.

We invite you, please, to share your opinion on the \_\_\_\_ website (website for travelers' opinions) using the following link: [\_\_\_\_ link]

It is very important for us to share guest experiences.

It was a pleasure to have you as our guest. We would like to take this opportunity to thank you for your collaboration and we hope to see you again soon at HOTEL.

Management

## After:

Hello NAME,

Thank you for choosing HOTEL for your recent stay in CITY. I was delighted to hear you had an enjoyable time at our hotel.

At your convenience, would you please take a moment to share your experience online with your friends and others on your favorite travel review website?

It was a pleasure to have you as our guest and we hope to welcome you back soon.

Kind regards, - STAFF NAME  
HOTEL  
Direct phone:  
Personal email:

See what others have said about our hotel on \_\_\_\_ [Review site]  
[\_\_\_\_ hotel link]

# Example: Asking by email (continued)

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## This re-write accomplishes several things:

- It comes from an individual person instead of a faceless entity. Response rates typically increase when e-mail comes from one person, giving your brand a personal, human touch.
- It is more focused on the guest, and less about the hotel. A guest may not care what is important to the hotel, so position this request as a way for them to share an experience with friends.
- It is a bit shorter, so the message intent is very clear. This shows more consideration for the guest, who may be very busy.
- It is less focused on a single site and more of an invitation for people to talk about their

experience in a manner that suits them best online – whether that’s on TripAdvisor, Twitter, or another channel.

## More suggestions:

- Focus on “you” – not I, or we. This highlights the fact that *their* satisfaction is your number one priority and not yours
- Greet the guest accordingly: “Hello” and “Hi” are informal and light, encouraging friendliness. “Dear” may be more appropriate, if the guest demands a certain level of formality – when addressing an older or VIP guest, for example.
- Explain why their feedback is important. People like to feel useful.
- Make it as easy for them as possible. Include links if you can.

## Other ways to tailor your follow-up email/letter:

- If you are looking to encourage your online review distribution on specific OTAs or review sites, the end of the email is the ideal place to leave a link to that specific website. See our [blog-post on Review Distribution](#) for more information.
- We also cover this in “Frequently Asked Questions” on page 19 of this guide.



# Creative ways to stimulate guest engagement

## Add special touches to spark conversation

Give guests something to talk about and you have already opened new avenues of conversation. Creating memorable and original experiences is something that all hotels should do, irrespective of whether you are a small B&B or 5\*star chain, because by increasing engagement with guests you are playing an important role in encouraging reviews.

[The Townhouse in Maastricht](#) does all it can to provide warm hospitality and memorable service. Upon arrival, guests are treated to a cup of homemade soup as a symbol of the warm hospitality delivered by staff.

Lone travellers are also offered a companion for the night. That's right – for only €5.00, guests can spend the evening with one of the house goldfish!

## Involve guests in creating online content

Similarly, [Apex Hotels](#) provide branded rubber ducks in each bathroom, a playful addition that makes guests feel right at home. Ducks are colored differently in each of Apex's seven hotels, adding the impression of collectability.

*“People collect them and take photos of them all over the world. We have a competition where the best photo of the year wins a hotel break...Fans can also name the new duck whenever a new hotel opens.”*

This imaginative approach encourages active participation and continued patronage from guests because it is so simple and fun to do. Guests share photos of the ducks online and so the marketing almost takes care of itself, growing organically as friends of guests see the uploaded images.

[Read Apex's Full Case-Study here](#)

As **Four Seasons Hotels and Resorts** is well aware, happy children mean happy parents. The Boston branch provides an extensive array of children's entertainment services (Saturday night fridge raids in the hotel kitchen, for example). This includes a kids' guestbook, which is later uploaded onto the Four Seasons Boston [Facebook page](#). “Publishing” these entries stimulates interaction and Facebook “shares” – effortlessly spreading the word.



# Creative ways to stimulate guest engagement (continued)

## Online conversations in real-time

When one of the web's most powerful CEO's, Marc Benioff of Salesforce.com, [tweeted his arrival at Corinthia Hotels](#), he wasn't expecting to have a direct online conversation with the management from the privacy of his hot-tub.

*"[Corinthia Hotels] tweeted right back, engaging in a direct conversation with me...delighting customers is knowing who they are and what they like. Corinthia Hotels got me this morning...they figured me out."*

Not only did Benioff discuss his engagement with Corinthia at a large conference in London, but also went as far as to say: *"This is a unique opportunity for service that other companies should learn from."* Getting exposure like this is priceless. Engaging with guests through social media sites like Twitter not only demonstrates that you are at one with their online lifestyle, but that you are also listening to guests in real-time.

## Social spaces

[citizenM](#) has created a communal space equipped with Wi-Fi as a way of inspiring a sociable atmosphere within the hotel. This automatically opens avenues for discussion - managers often take the initiative to casually bring up their social media presence to guests in conversation.



# Case Studies: Killeen House - A small hotel's approach

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The following Case Studies were published in

[Hotel Marketing Strategies.](#)

## /// Michael Rosney, Killeen House Hotel

“We became hyper conscious – to the extent of being almost paranoid of reviews. When we first became aware of TripAdvisor a couple of years back, we immediately identified it as a tool that had tremendous potential for us to get the message and the ethos of our property out into a Marketplace that we otherwise had no hope of reaching.

**We made all of the great people working with us aware of it, and explained to them that this was an opportunity that we felt would have very tangible and positive long term benefits for the Killeen House.**

We have always operated our business on the basis of treating our

Guests firstly as individuals to be welcomed and looked after in a personal and individual way, and secondly as new friends, who we want to show a great time to while they're visiting with us. And anyone glancing through the reviews we have garnered on TripAdvisor will be clearly struck by the big number of them that specifically mention the PEOPLE rather than the PLACE.

**Its not within our power to make the bedrooms bigger, or to order up 80 degrees of sunshine, but it is very certainly within our power to ensure that all of our Guests receive a uniquely warm and Irish welcome from all of us here in the Killeen House...**

**Given that we are a small operation, we have ample opportunity here in the Killeen House to meet most of our guests on a personal level.** If we find out, for example, that they have heard of us via TripAdvisor, than that is a natural opportunity for us to ask them to keep on spreading the word.

Thankfully, we frequently receive notes and e-mails from our guests after they have departed, telling us how much they have enjoyed their stay with us. Again, a great opportunity to ask them to post a TripAdvisor review of their experience. We have found that after the initial first number of reviews, that it almost becomes a self-perpetuating thing.



# Hotel Teatro - Careful staff training

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## /// David Craig, Hotel Teatro

“Hotel Teatro has an inherent culture of exceptional service. We hire our hospitality professionals very carefully and work diligently to train them to 5 Star & 5 Diamond Standards. We have the ability to involve our associates in many of the global decisions that affect the way the hotel operates so there is a strong sense of ownership. **Our team is empowered to make active decisions that will create a successful experience for our guests. We have seasoned operational managers on duty 24 hours per day, 7 days per week so there is always intense scrutiny over our daily operations.**

We also spend the first portion of every staff meeting reading our newest TripAdvisor reviews aloud to the group. This establishes a forum for recognizing favorable performance and for developing solutions where we have areas of opportunity.

We are blessed with many wonderful guests, a large number of whom have been returning to Hotel Teatro for many years. **Every day we receive cards, letters and e-mails of thanks. I make certain to respond to each one personally and whenever I do, I typically finish my correspondence with a phrase like the following:**

Thank you for taking the time to relay the details of your experience at Hotel Teatro. I am so glad that you had a wonderful visit. If you'd like to share your experience with others, I encourage you to do so at [www.tripadvisor.com](http://www.tripadvisor.com).”



# Layana Resort - Subtle guidance reflects hotel's ethos

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## /// Michael Vogt at Layana Resort and Spa

Our philosophy is rooted in small size, luxurious accommodation, unobtrusive personalized attention, tranquility and peace, gracious Thai hospitality, and value for money. **We work hard to ensure guest satisfaction based on our philosophy, and pay a lot of attention to detail.**

Most of the time, this works well and is reflected in favourable guest comments on Internet forums such as TripAdvisor and HolidayCheck. But from time to time we drop the ball and this too is religiously reported, which in turn gives us the opportunity to further refine our product.

[Encouraging online reviews] has been an issue of much management debate. We have taken a conscious decision not to adopt any techniques to encourage our guests to talk about their experiences with us online.

**We have done this because we perceive the types of guests we attract don't respond positively to being coerced or manipulated into becoming marketing tools for us.** And yet they are glad to share their positive experiences as long as it remains their preserve to do so.

The closest we get to encouraging guests to write an online review is by providing direct links from our website to TripAdvisor and, for example, World Luxury Travel Awards to enable guests to vote for us.



*...from time to time we drop the ball and this too is religiously reported, which in turn gives us the opportunity to further refine our product.”*



# Tailor Made Hotel - A good product is the key to success

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## /// Mariquel Waingarten at Tailor Made Hotel

We concentrate on having a good product. Me, Loli, and the staff all love what we do. And second, we always try to never say “no” to our guests... and try to realize what they want before they ask.

It's just little things.

In the beginning, when we were on TripAdvisor I was scared, because you're very exposed to good reviews and bad reviews. **Fortunately, we've been able to get very good reviews, and the bad reviews that we received were actually really helpful. They tell us what to correct, and we like to take care of that.**

Sometimes people don't tell you what's wrong, and then it's a surprise for us when they write it down on TripAdvisor.

**Sometimes guests ask us for something prior to leaving: like checking the time of their flights. Or to send a postcard. So then we send a goodbye e-mail telling them we hope they were well taken care of, and if they had a good experience could they share it.**

The email includes links to our web presence: including Facebook, Twitter, YouTube, Flickr. And then we also include a TripAdvisor link if people want to write a review about us.



*We concentrate on having a good product. We try to never say “no” to our guests...to realize what they want before they ask.”*



# Case Studies - Summary

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Every establishment has its own style of attending to the needs of guests. While some hotels enjoy a hands-on approach to encouraging reviews, others prefer to stand back and allow high standards of service and facilities speak for themselves. Here is a breakdown of common themes that have emerged from the Case Studies.

## **Raise staff awareness**

Make sure all staff know that you would like to encourage reviews, and tailor an approach that you think best suits your hotel's ethos. Provide a script for staff to follow at check out, if necessary.

## **Pro-active management**

Whatever your management style, the only way to ensure a positive hotel experience is by proactively engaging with your guests.

**Troubleshoot problems as soon as they arise and respond personally to needs or requests.** Guests are far more likely to discuss their experience online afterwards if they know that their voice is heard while still on-site.

## **Respond to reviews and join the conversation**

Maintain an active social media presence to take control of your hotel's reputation.

[Respond to guest reviews online](#) and use negative feedback to correct what went wrong. Reputation management tools like ReviewPro also help you to track what people are saying online.

## **Personalize customer service**

Pay close attention to your guest demographic and travel purpose. Did they book directly or through an OTA? Are kids coming to stay? Business travelers will engage with the hotel differently to families, so consider this when preparing material, writing emails or greeting them. A well-informed concierge service with connections to other businesses (for customer discounts) are touches that demonstrate you are dedicated to ensuring their stay is enjoyable.

## **Under-promise and over-deliver**

In the end it boils down to delivering a great guest experience. It is better for guests to feel pleasantly surprised by unexpected special touches than underwhelmed by a host of "extras" they had been anticipating as standard.



# Frequently Asked Questions

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## How many reviews should I have?

Take your market into consideration. Look at other hotels in your city, and compare volume of reviews with competitors. Potential guests are likely to look at reviews for hotels most similar to your own.

The way in which guests make reservations at your hotel will also play a role in how many reviews you can generate. If you receive a lot of group bookings, these guests may or may not review your hotel online. If a guest books offline, they may also be less likely to share their experience online. However, this doesn't mean you can't showcase photos of the offline guestbook via Twitter or Facebook in a similar way to the children's guestbooks at Four Seasons. People booking through an OTA are also more likely to leave their review there.

## What is the best metric to track while trying to encourage more online reviews?

Try tracking your “reservations to review” conversion rate. Take your monthly review volume, divide by the number of reservations a property has during this period, and calculate the score.

**Competitive Benchmarking** is also useful to identify how your hotel is performing online in direct relation to your competitors. Understanding your competitors' strengths and weaknesses is key to developing a powerful strategy for success from within your hotel.

Competitive Benchmarking enables you to compare and contrast the overall number of reviews (and reviews per source) with those of your

direct competitors. In doing this, a much clearer picture of review distribution will emerge. ReviewPro's Competitive Benchmarking feature aggregates data from your chosen competitors, providing tailored information on the review channels that most attract guests (your own and those of competitors).

By learning more about where guests are leaving reviews you will be in a stronger position to tailor review requests according to the sources that need more attention.

See answers to the **FAQ “How can I encourage reviews on a specific OTA”** for more information on this topic.



# Frequently Asked Questions (continued)

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## How can I encourage reviews on a specific OTA?

A hotel may have hundreds of reviews on one website, but if the most important revenue channels are elsewhere, it is important to encourage reviews on these booking sites too. A 2010 report from PhoCusWright indicated the volume of reviews on OTAs is exceeding those on social travel sites, which could make encouraging reviews there increasingly important.

Many OTAs only allow reviews to be written for purchases made through their website. You may consider:

- Testing a special offer to raise interest in that channel.
- Purchasing a sponsored listing on the site for additional visibility
- Creating a private promotion only accessible through Twitter or Facebook for people booking through this OTA.

[See our blogpost for more information on channel distribution, metrics and onsite conversions.](#)

**Adele Gutman** also offers advice on this topic on the following page.

## Can I offer guests incentives to leave favorable reviews?

Put simply: no.

Most review sites now have strong penalties if a business is caught incentivizing reviews and with good reason. Offering guests a discount or other reward in exchange for a (positive) review is considered unethical because it encourages fake responses, generating “pay to play” reviews that fail to reflect the hotel in an authentic light.

Giving away incentives in exchange for reviews also gives the impression that you might have offered incentives with all reviewers, negating authenticity and discouraging trust in the long-term.



# Five marketing professionals share their advice

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The following comments were made on a [HotelMarketingStrategies.com](https://www.hotelmarketingstrategies.com) post.

## Adele Gutman

At Library Hotel Coleccion, our four NYC hotels each get around 30 comments a month when the average hotel in NYC only gets about 6 a month. And we do that with small hotels from 44 rooms to 100 rooms.

You need to WOW them. You need to give them something to talk about. **You need to shower your guest with so many magical moments that they leave the hotel excited and inspired to take the time to want to share their experience with the world. People like to do nice things for nice people.** If your staff is always going out their way to make people happy, you will find an endless supply of travelers who will want to return the favor.

## Alistair Lattimore

If the property distributes their rates using a channel manager, which most do these days – **it would also be a good idea to tailor the email to promote reviews on the OTA they booked through first (if they accept reviews) as the guest is already familiar with that site and will already have an account** – where as they quite likely do not have an account for TripAdvisor.

If they didn't come through an OTA, or the OTA doesn't support reviews or they booked direct, then promote TripAdvisor reviews.

While I haven't tested it yet, now that Google are breaking out the source of where the reviews are coming from in the search results, **having a good spread of reviews across all of the top travel portals that Google aggregates reviews from will**

**increase trust in the consumers eyes and will inevitably have an impact about how Google perceives the property online.**

## Sara Borghi

What I experience with my clients is that most of their customers are reluctant to create an account on TripAdvisor and post a review there.

However, since most of them here in Australia book through the major OTA websites (e.g. Total Travel) which also allow reviews, they would feel more keen to go back there to post their review. And certainly this helps in the new Place Search battlefield as well.



# Five marketing professionals share their advice (II)

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## Margherita Nieri

I agree with the importance of showing clients their benefits [of leaving a review], not the hotel's ones. (The benefit for the client is sharing something cool with their friends or relatives.)

**We have suggested to some of our clients to put in the e-mail the links to their hotel pages on different web sites** where they'd like to improve their brand reputation, such as TripAdvisor, Trivago and Zoover, so every user can choose the preferred one.

OTAs' reviews are very important. According to some surveys, people trust OTAs' reviews even more than TripAdvisor's, because they are considered more trustworthy.

## Brian Simpson

**Make [asking for reviews] natural and not pushy.** But don't ignore this. I am in the process of creating custom web landing pages for each hotel that will have links to our Facebook, Twitter, Blog accounts and also a direct link to TripAdvisor with its logo.

We are also working on putting the TripAdvisor logo on other collateral. At checkout I do believe it is important to encourage guests, especially the satisfied ones, to leave a review.



# About Us

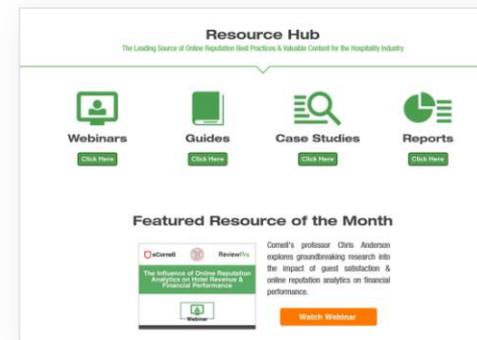
ReviewPro is the leading provider of Guest Intelligence solutions to independent hotel brands worldwide. The company's comprehensive suite of cloud-based solutions includes Online Reputation Management (ORM) and the Guest Survey Solution (GSS), which enable hoteliers to obtain deeper insight into operational and service strengths and weaknesses, increasing guest satisfaction, ranking on review sites and OTAs, and driving revenue.

The company offers the industry-standard [Global Review Index™](#) (GRI), an online reputation score (available exclusively to ReviewPro clients), which is used by thousands of hotels worldwide as a benchmark for reputation management efforts, based on review data collected from 142 online travel agencies (OTAs) and review sites in more than 45 languages. More than 17,000 hotel brands worldwide are currently using ReviewPro's solutions.

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