



sandy beach hotel & resort put their guests first

customer: sandy beach hotel & resort

Sandy Beach Hotel & Resort is a 98-bedroom resort set against the dramatic backdrop of the Hajar Mountains in the emirate of Fujairah in the UAE. The resort welcomes a diverse, international audience typical of the region. As a result, General Manager Tarek Aboudib and his team were spending countless hours searching through the various review sites, as well as paper based questionnaire cards, for guest insights “in order for the hotel and resort to keep on improving to the highest level of guest satisfaction”.

the challenges: manual methods limited and time consuming

For General Manager Tarek Aboudib, a guest-centric management strategy was always his goal. The root of success in the hospitality industry, he believes, lies in developing meaningful relationships with guests. Having tried many ways to collect and manage guest insights himself, Tarek found that linking online reviews to specific guests when they stayed was a sometimes impossible task, and meant that “it was hard to grasp a full understanding of what the guest experienced in order to react accordingly”.

“With regards to review and online travel agent websites, the reviews posted lacked depth and reasoning. It was also not easy to track which corresponding dates and rooms these guests stayed in, and not all comments are posted on these sites.”

Tarek and his team not only needed a way to encourage guests to give their feedback and share their concerns directly with the resort, but they also needed a solution that would help them gather other online reviews and get a clear picture of their overall reputation.

the results: more reviews and deeper insights

With comprehensive guest feedback to act on at their disposal, Tarek and his team have been able to dramatically improve guest communication and service levels. The combined power of real-time notifications plus the online dashboard means that the

“I would highly recommend GuestRevu, as it truly allows you build that open bridge between management and customers, and get on a more personal level with your guests and see things through their eyes rather than from a management standpoint. Guests experience your resort in ways that you, as a manager, may not be able to experience and therefore you can be blind to certain things.”



Tarek Aboudib,
General Manager,
Sandy Beach Hotel
& Resort





hotel can act quickly on guest concerns, and still have the ability to analyse all their collected insights later to determine the strengths and weaknesses in their offering.

“These insights allow us to understand more of what the customer truly wants and appreciates in the resort. Even the smallest piece of feedback can sometimes make a huge difference in our customers’ overall experience.”

GuestRevu’s questionnaires have become the number one source of feedback for the property. With more reviews to learn from, the resort’s management team can identify customer preferences more accurately than ever before.

In its first month, the resort experienced its highest number of TripAdvisor reviews ever thanks to the integration of TripAdvisor into its GuestRevu questionnaire. Very quickly, the increase in reviews also translated into an increase in the resort’s ranking on the site.

“Having TripAdvisor integrated is a huge plus side for us. It channels guests to post their reviews on our page that maybe, without GuestRevu, they would have never been inclined to do,” said Tarek. “Posting a review on TripAdvisor at the end of the GuestRevu questionnaire completes the loop”.

In its first month, the resort experienced its highest number of TripAdvisor reviews ever.



bonus: guest feedback and staff incentives

Tarek and his team have integrated their guest insights and reviews in every level of the resort’s operation. “This is a great benefit to us in management. We can see where our strengths and weaknesses are, and which department needs more attention or improvement” said Tarek. Weekly staff meetings include briefings on staff appreciated by guests, followed by bonuses for exceptional service to keep motivation high.

