



Online Reviews vs Guest Survey Data

– Why You Need Both

Direct feedback



If you don't give your guests the chance to offer feedback, they could be **complaining** or **singing your praises** to friends and family without you ever knowing

Online reviews and OTAs



If guests turn to an online platform like TripAdvisor, how you respond to a **positive** or **negative review** can affect how travellers see your hotel



Direct feedback

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**Online reviews
and OTAs**

In order to remain competitive,
hoteliers can no longer focus on one
and not the other.

Online reviews – building your **brand** image online

Online reviews and other user generated content, such as social media posts and blogs, are not only **trusted**, but are sought after by **people planning to travel**.

- **84%** of people trust online reviews as much as a personal recommendation¹
- **Over 60%** of consumers say that seeing a management response generally² makes them more likely to book with a hotel
- **73%** of consumers think that reviews older than 3 months are no longer relevant¹
- **87%** of people say that a business needs a rating of 3-5 stars before they will use them¹

Direct feedback – building your **guest** image offline

Without solid data, your operational and marketing decisions are likely to have less strategic direction – and online reviews can only provide so much information about your guest.

- **9 out of 10** hoteliers believe guests will expect their stay to be personalised by 2020¹
- **83%** of Millennials were happy to allow hotels and other travel brands to track their habits online in exchange for a better, more personalised experience²

A savanna landscape with a teal overlay containing text. The background shows a grassy field with some trees in the distance. The teal overlay is a solid color with a slight gradient, and the text is white and bold.

“

Every month we receive customised guest feedback reports that form a large part of management decisions that are made day to day.

GuestRevu gives us the chance to drill-down and get measurable results – the reports not only cover the overall guest experience of their stay, but also cover their thoughts on details from their room quality and meals, to their game ranger and spa experience if they had one.

– Mat Matysik

Marketing Manager, Shamwari Game Reserve

A photograph of a paved path leading through a dense forest of tall, thin trees. The path is dark and has a single yellow dashed line in the center. The background is a solid blue color that covers the upper half of the image, creating a semi-transparent effect over the forest scene.

Here are 4 reasons you need guest
feedback and online reviews

1.



Online reviews are written for other travellers
Questionnaires are filled out for you
...both are essential

Understand who is being communicated with

Written for travellers

Online reviews...

- ✓ provide insight into guest trends and sentiment regarding your hotel
- ✓ ask a limited set of questions
- ✓ are often left by anonymous reviewers who then cannot be profiled

Written for the hotel

Direct questionnaires...

- ✓ allow you to ask guests questions that relate to the operation of your hotel
- ✓ let you drill down into potential issues
- ✓ are direct and let you engage with a specific guest

2.



Online reviews contribute to your online reputation, while questionnaires assist with proactive management

Achieve internal and external goals

In the public eye

Online reviews...

- ✓ are public and must be dealt with on a public platform
- ✓ that are negative can positively affect a hotel's image and trust status with the right response

Privately to management

Direct questionnaires...

- ✓ are private so problems are exposed before they become public
- ✓ give you the opportunity to deal with issues directly with the guest, promoting personal engagement

3.



Reaching all **demographics** – some people like to voice their opinions online, some don't – are you catering for both?

Extend your reach to not miss loyalty opportunities

Younger generation

Online reviews...

- ✓ are more likely to be left by younger demographics than older ones

All guests

Direct questionnaires...

- ✓ are sent to all guests and are easy to use, which ensures that you get feedback from all demographics

4.



Some experiences are not “review-worthy”, but **guests might still have valuable insights to give you**

Don't miss out on collecting essential data

In the public eye

Online reviews...

- ✓ are often about exceptionally good or exceedingly bad guest experiences
- ✓ focus on key areas as guests tend to mention what stood out for them

Privately to management

Direct questionnaires...

- ✓ allow you to ask your guests about all aspects of their stay; the good, the bad, and the mediocre
- ✓ can guide the guest to consider their entire experience, not just the one thing that stood out

A photograph of three business professionals in suits sitting at a table. In the foreground, a hand holds a pen over a document featuring bar and pie charts. A glass of water is on the left. A blue semi-transparent banner is overlaid in the center.

The key to profiting from your
guest intelligence?

Collecting in-depth guest data and staying on top of your online reputation will help you:

- **Manage your reputation**
- **Inform operational decisions**
- **Build trust in your brand**



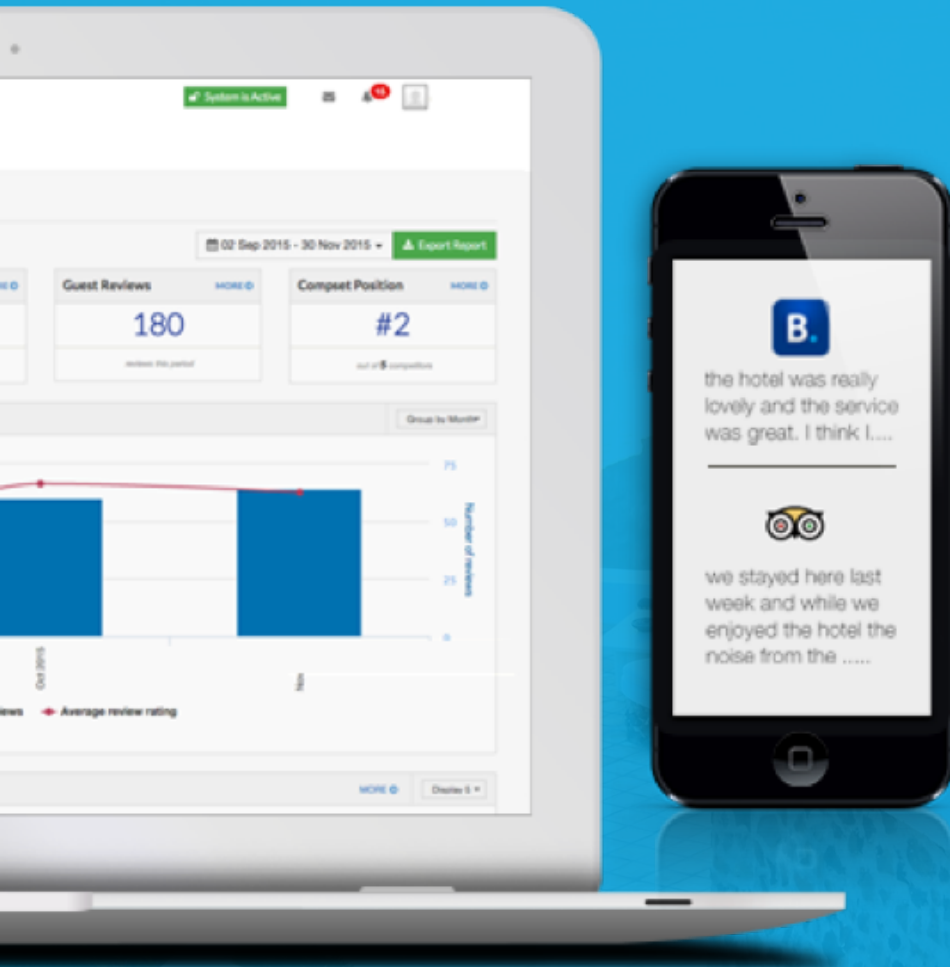
“Engagement is essential for building trust,
and with the right technology, engagement and feedback can
become useful for marketing, operations and management.”

– **Francine Heywood,**
Co-Founder and Director of Sales and Marketing, GuestRevu

If you aren't actively monitoring your hotel's online reputation and leveraging the guest intelligence available to you, your hotel could lose bookings to the hotels that are.

To profit from guest intelligence you need technology that collects useful data and puts valuable insights in your hands when you need it.

How GuestRevu can help



GuestRevu gives you the opportunity to ask the questions you need answers to in order to listen to your guests and use analytics to learn how you can provide the best guest experience.

Find all your guests' information in one place and build lasting loyalty for years to come.

[Request free demo](http://hub.guestrevu.com/request-free-demo)

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