



Connecting with Travelers to Drive Direct Bookings & Loyalty

WEBINAR

September 29, 2015

Your host



Daniel E. Craig
Founder
Reknown
@dcraig



Questions & comments



Tweet your comments, questions & favourite tips using @ReviewPro & #SMWebinar hashtag

Resource Hub

<http://resources.reviewpro.com>

The screenshot shows the GoToWebinar Control Panel interface. At the top, it says "GoToWebinar Control Panel". Below that, there's an "Audio" section with "Use:" options: "Telephone" (unselected) and "Mic & Speakers" (selected). There's a "MUTED" indicator with a microphone icon and a volume slider. Below the audio section, it says "Talking: Attendee 4". The "Questions" section is expanded, showing a green message box that says: "Thank you for joining the ReviewPro Webinar. We will be kicking off shortly. In the meantime all lines will be on mute." Below the message box is a text input field with the placeholder "Type question here." and a "Send" button. At the bottom, there's a "TEST RUN: Free Webinar: Google for Hotels Webinar ID# 747-393-718" and the "GoToWebinar" logo.



Poll 1

Which of the following is the highest priority for you today?

- More bookings from online travel agencies
- More direct bookings
- Better traveler reviews and ratings
- More engagement on social media channels
- Getting through this webinar without being interrupted

Poll 2

How many ReviewPro webinars have you attended?

- This is my first one
- This is my second one
- I have attended between three and ten
- I have attended more than ten
- What's a webinar?



Agenda

- 1 Trends & Opportunities in Digital Marketing
- 2 Connecting with Guests via Mobile Technology
- 3 Building Engagement, Loyalty & Direct Bookings
- 4 Using Reviews to Guide Messaging & Drive Bookings
- 5 Q&A with our Panelists



Today's panelists



Daniel E. Craig
Founder
Reknown
@dcraig



Josiah Mackenzie
VP Business Development
ReviewPro
@ReviewPro



Drew Patterson
CEO & Co-founder
CheckMate
@CheckMateTravel



Nicholas Gandossi
General Manager
Opus Hotel
@OpusHotel

Panelist



Josiah Mackenzie

VP of Business Development

@JosiahMackenzie

@ReviewPro



About ReviewPro: Our vision

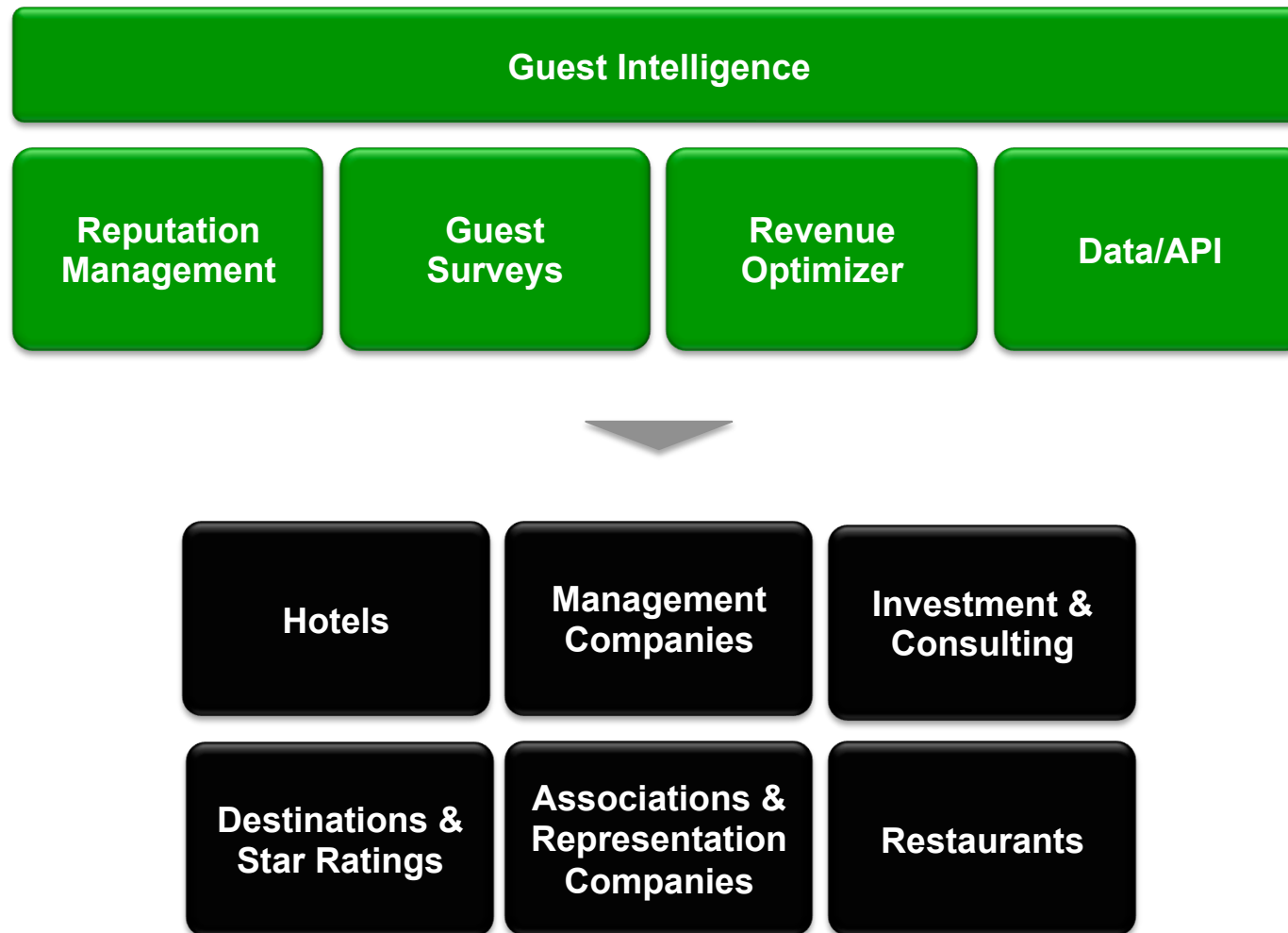
Enable our clients to deliver better guest experiences and to profit from guest intelligence.

Clients & partners

More than 18,000 hotels and brands in 100+ countries rely on ReviewPro to improve guest satisfaction & increase revenue.



What we do



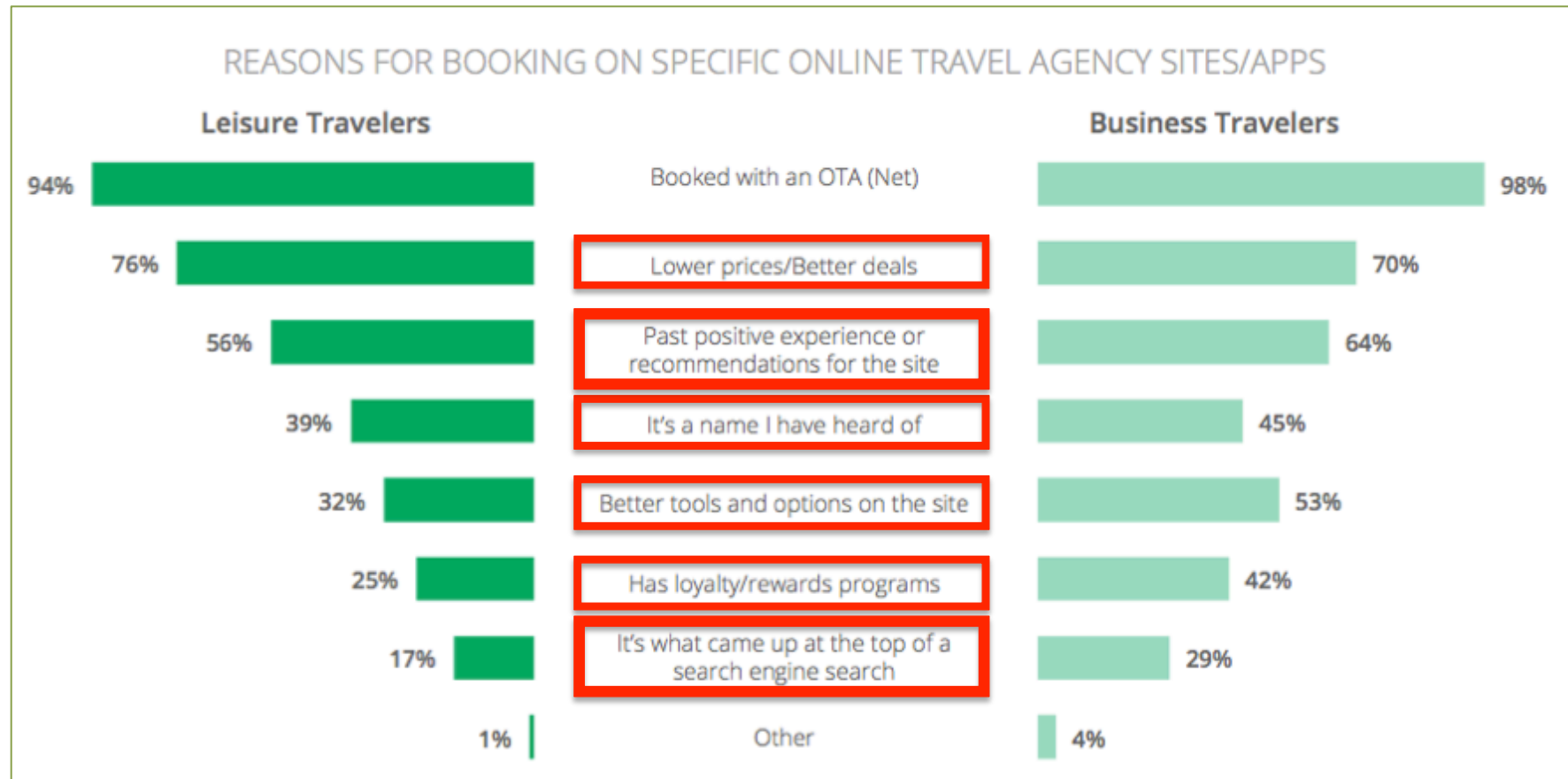
Trends & Opportunities in Digital Marketing

OTAs: consolidation & growth

- Expedia merger with Orbitz approved; now world's largest online travel services company by bookings, with Hotels.com, Travelocity, Trivago and Wotif
- Priceline Group includes Booking.com, Agoda, Kayak, OpenTable and BookingSuite
- Priceline stock price up 20% this year; Expedia up 50%
- Priceline account for approx 94% of OTA market in the U.S. (PhoCusWright, 2014)
- OTAs account for about 1/3 of online travel market and 16% of total gross bookings in U.S. (PhoCusWright)
- OTAs dominate paid search results, drive up costs of acquisition
- Commoditization of hotels: less brand loyalty, more price-driven decisions, more consumer confusion



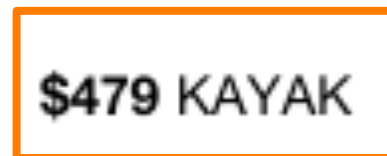
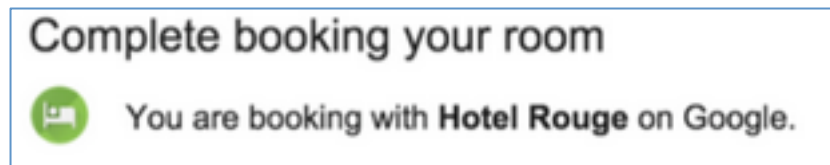
Reasons for booking on OTAs



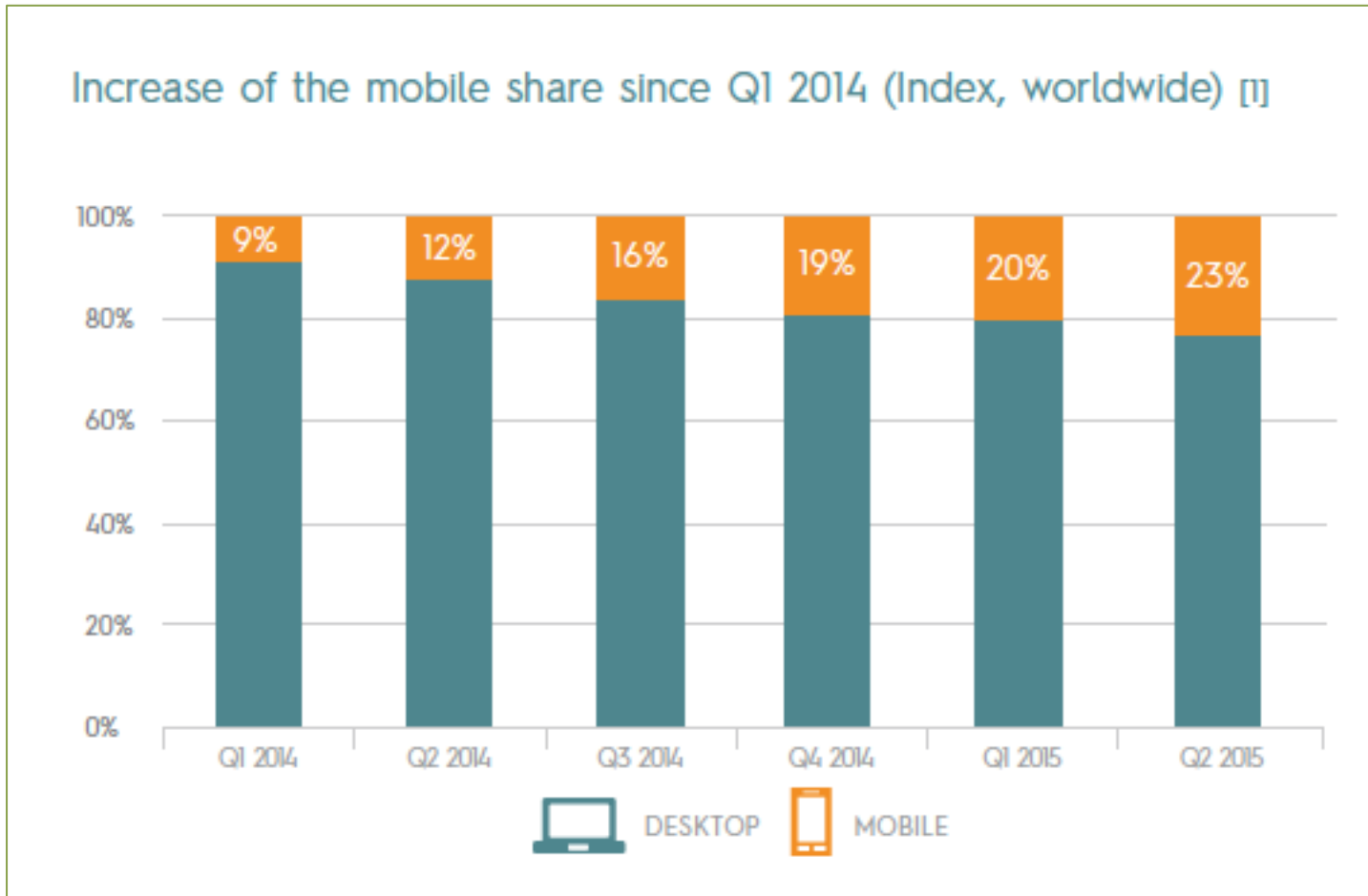
Source: 2014 Traveler's Road to Decision, Google

New intermediaries

- Challenging Priceline-Expedia duopoly
- Metasearch engines (Kayak, Trivago, Skyscanner, etc)
- TripAdvisor Instant Booking
- Google Hotels Ads Commission Program & Book on Google
- New channels for hotels but a more complex, fragmented distribution landscape

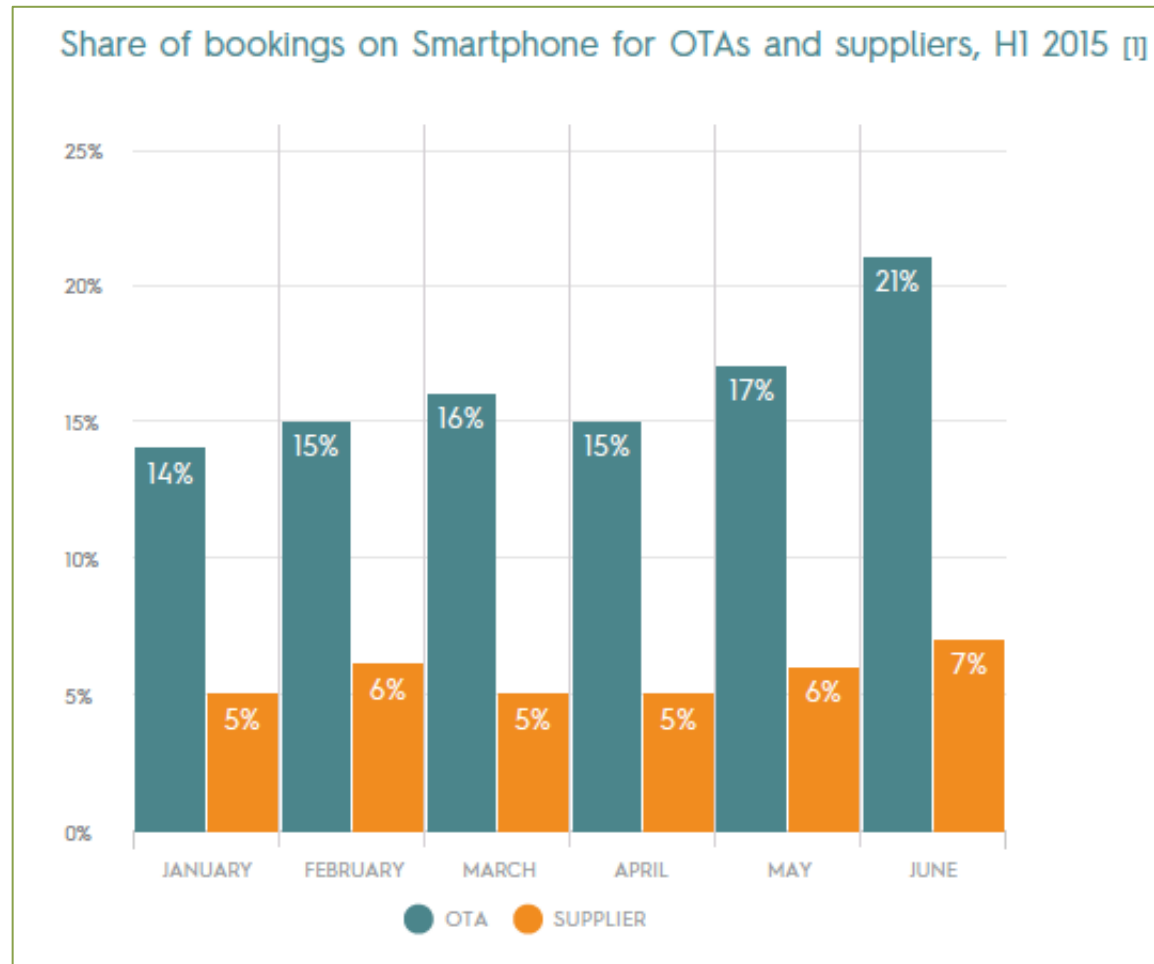


Growth in mobile bookings



Source: Travel Flash Report, Criteo, 2015

OTAs leading mobile hotel bookings



Source: Travel Flash Report, Criteo, 2015

Strategies to stay on top of trends

- Diversify distribution – experiment with new booking channels
- Calculate costs of acquisition and profits on each channel
- Don't offer lower rates on OTAs than direct channels
- Give travelers reasons to book direct
- Focus on guest service
- Collect, analyze and use data on guest behavior and preferences to personalize marketing activities and the guest experience
- Offer a mobile friendly site, guest services and communications by mobile
- Invest in the necessary tools, technology and training



Connecting with Guests via Mobile Technology

Panelist

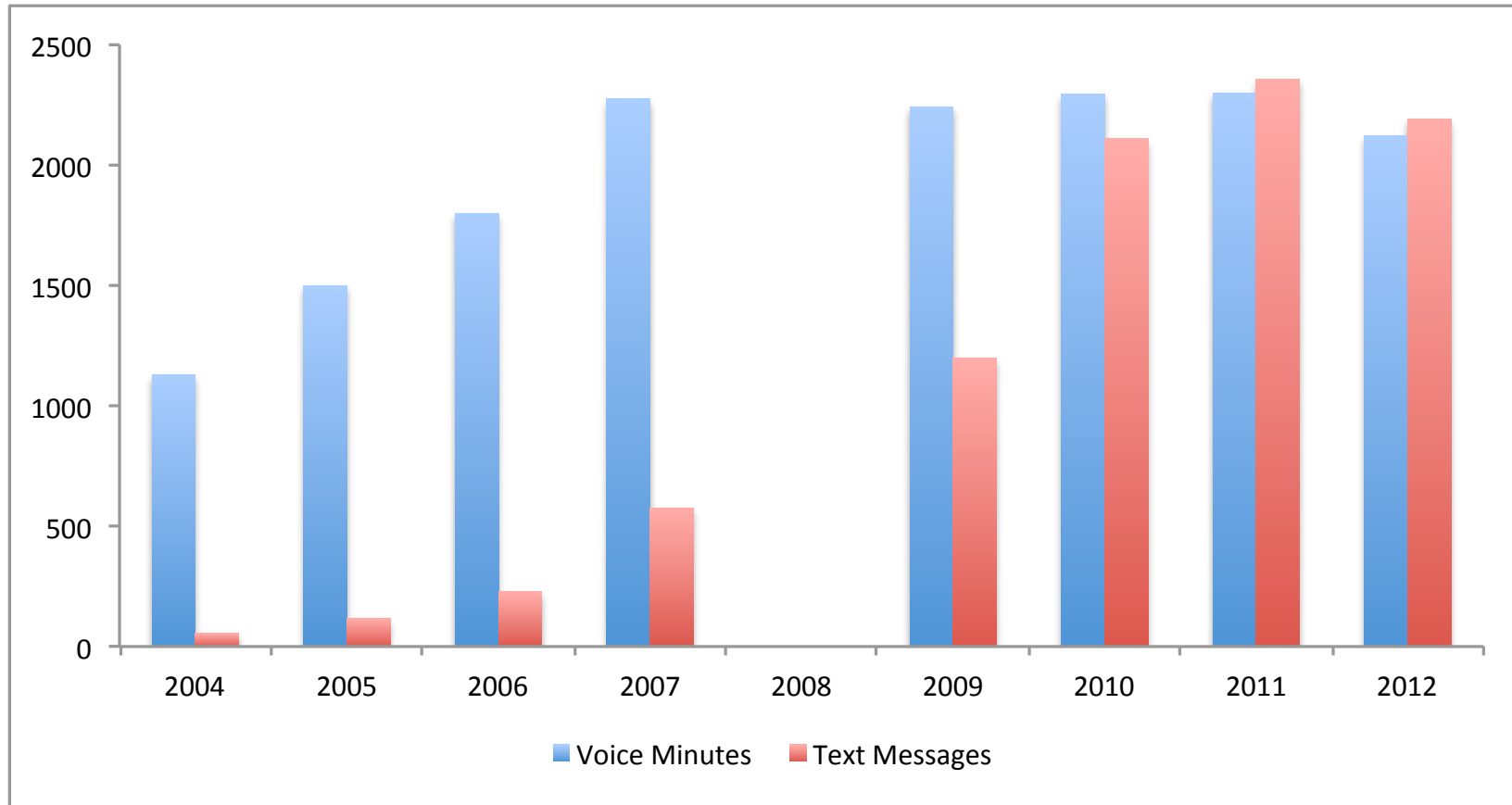


Drew Patterson
CEO & Co-founder
CheckMate
[@CheckMateTravel](#) [@drewpats](#)



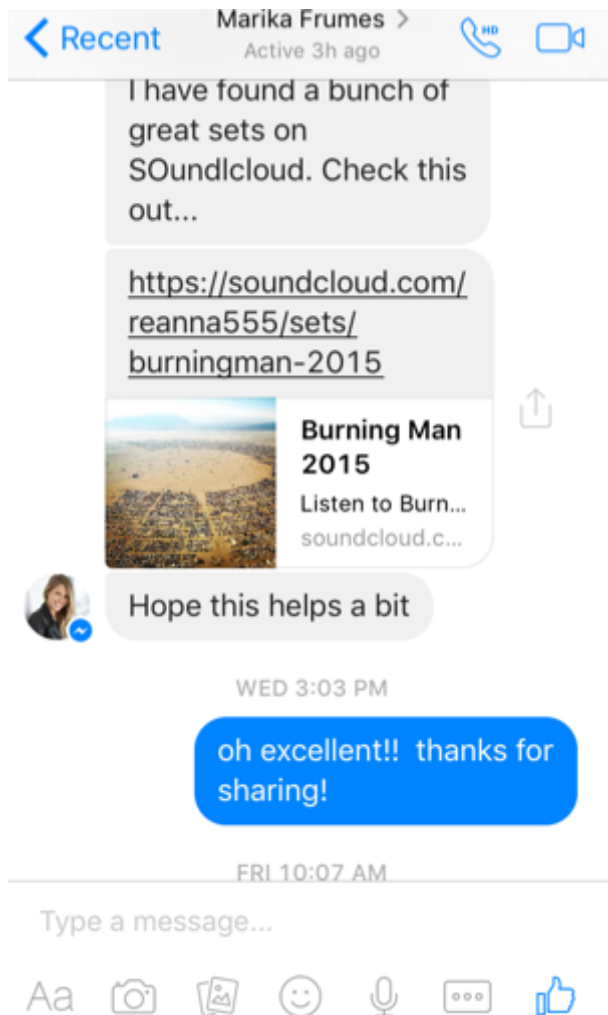
Communication patterns have fundamentally changed

US Voice and SMS Usage



Personal communication outstrips commercial interaction

Personal



Commercial



How can hotels better communicate with guests?

- Enable messaging via today's channels (SMS, email, social, app) before, during and after stay
- Use pre-arrival messaging to initiate conversation
- Conduct in-stay service alerts to identify service issues
- Support multiple forms of expression (text, images, emoji, maps, documents, forms)
- Reach all guests (e.g. direct, corp, group, wholesale, OTA)



How can hotels better communicate with guests?

- Extend personal touch (i.e. hospitality) into mobile channels
- Create single, shared in-box for customer-facing team
- Provide “operational” CRM profile for front-line employees

The screenshot displays a hotel CRM interface with a 'Check-ins' header. The main content is divided into three columns:

- Left Column (VIPs):** A list of guest names and arrival times, including Todd Shapiro (11:00), Candice Lewis (After 3:00), Debbie Austin (After 3:00), Ollie Alvarez (After 3:00), Adrienne Alexander (12:00-3:00), Bernard Weber (Late Evening), Orlando Graves (Before Noon), Lauren Curtis (After 3:00), Lisa Moore (12:00-3:00), Allan Newman (After 3:00), Lowell Green (12:00-3:00), and Marcia Howard (After 3:00).
- Middle Column (Check-in Request):** A detailed view for guest Todd Shapiro (Room 315). It includes a 'CHECK-IN REQUEST' with notes: 'Guest is down-allergic. Needs room de feathered.', 'Guest prefers mini-bar to be alcohol free.', and '3 stays in the past year'. Below this is a table for 'UPGRADES' showing a room upgrade from 'Deluxe King (\$199)' to 'Estate King (\$239)' for \$50.00, and '(2) Daily Breakfasts' for \$44.00. A 'STANDARD CHECK-IN' section shows a ready time of 11:00 AM and room number 318, with arrival instructions to pick up keys at the front desk. A 'MESSAGE PREVIEW' shows a confirmation message from the hotel.
- Right Column (Guest Profile):** A profile for Todd Shapiro, including a photo, name, room number (315), and contact information. It also features a 'TRIPADVISOR (SR. REVIEWER)' section with a 5-star review: 'Comfortable hotel, surprising quality'. A 'GUEST INSIGHTS' section lists preferences like 'Guest is down-allergic' and 'Typically dines at restaurant once per trip'. A 'STAY HISTORY' table shows a stay in May 2014 with a rate of \$269 and a total of \$680.

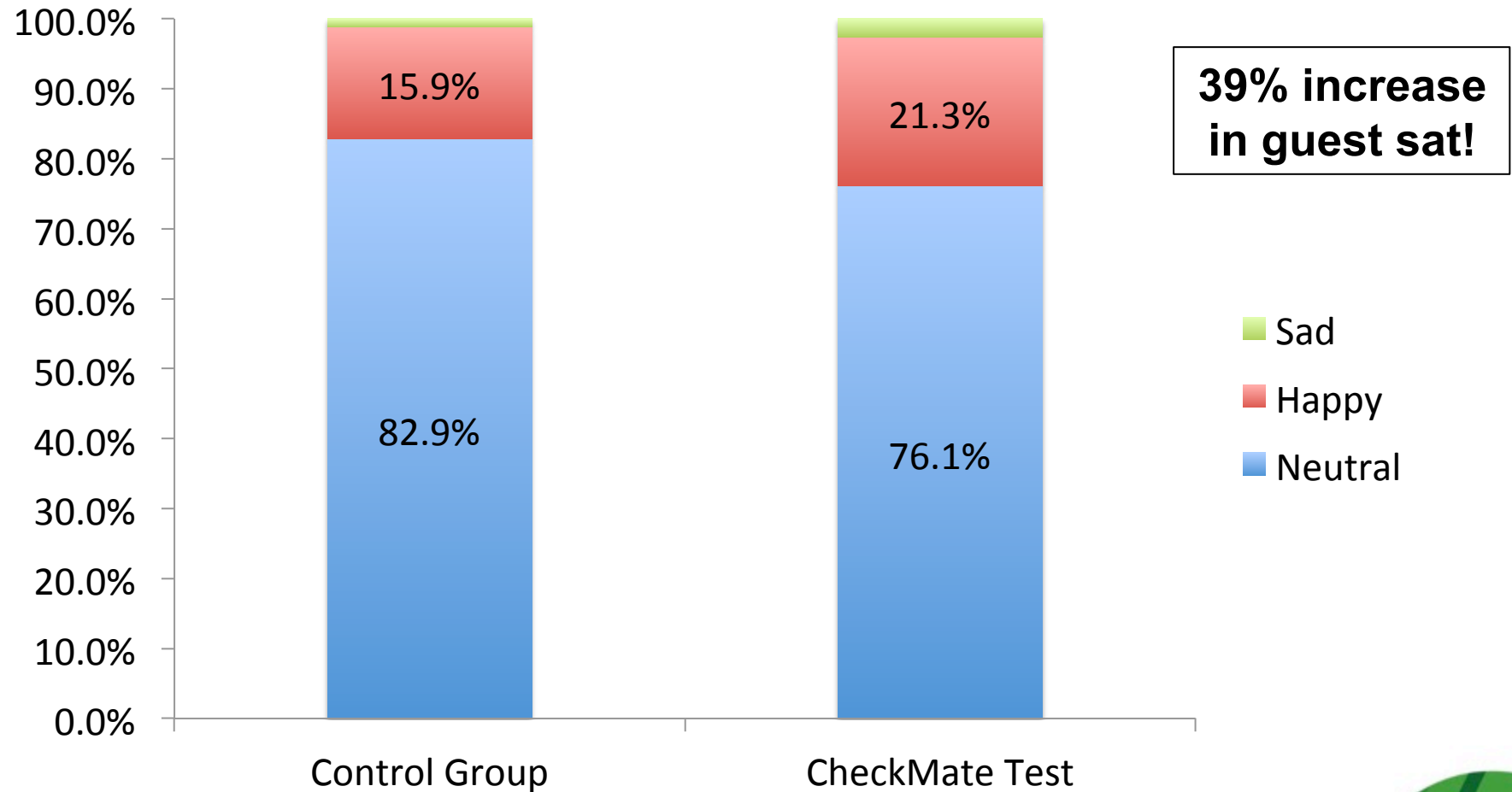


Why does better communication matter?

1. Better guest experience
2. Greater guest loyalty
3. Stronger TripAdvisor scores
4. Favorable channel mix

Better Guest Experience

Communications Impact on Guest Experience



Better Guest Experience



Jennifer W
Ellicott City, United States

“Class Act From Start to Finish!”

★★★★★ Reviewed 4 days ago NEW

The Opus deserves all of the positive write ups that it gets from all sources. Opus got in touch with us two days before we even traveled to Vancouver welcoming us and advising that we could check in before we arrived. Upon arrival we were greeted by friendly receptionists with a delicious glass of Prosecco. Our room was exactly like it was captured in the pictures we viewed. It was funky, eclectic, and stylish. We had a great view of the city from our room. We loved the bed which was so comfortable, and I loved going into the bathroom just to walk on the heated floors! The turn down service with retro candy, water, and ice added a wonderful touch. We were texted during the trip asking how our stay was going, and were even given complimentary tickets for a drink at the bar. The location of the hotel could not be any better. We were located right near the seawall, aquabuses, and the skyrail. You could step right out of the hotel and go to excellent restaurants, shops, bars, and markets. When we left at 5:00 a.m. in the morning, the receptionist even took our luggage out to the taxi because he said that it was too early for us to worry about carrying luggage. While this hotel was a splurge for us, it was definitely worth every penny!

Opus got in touch with us two days before we even traveled to Vancouver welcoming us and advising that we could check in before we arrived...

Opus texted us during the trip asking how our stay was going, and were even given complimentary drink tickets!

Stronger TripAdvisor scores


CHECK-IN SURVEY RESPONSE

- 😊 Online Check-In
- 😊 Hotel Arrival
- 😊 Room Satisfaction

Lovely, amazing, I'm traveling for work and this is the best hotel experience I've ever had! Before I met John in the elevator, 3 people had greeted me and let me know how to get to the check-in on L. I think John is the manager of Cindy's - during that short conversation he helped me with my dinner selection - based on his thoughts I chose Cindy's (best choice). The waitress was so nice and she's a photography professor on the side - I've spent the majority of my career in marketing or human resources roles, you guys have absolutely nailed it. Excellent work friends! Jabu from Shyp

08/31/2015


Thanks so much Jessica! Will do! Best, Jabu



San Francisco Bay Area | Information Technology and Services

Current Shyp, JABU HR INC
Previous UniversityNow, Inc., TaskRabbit, Airbnb.com
Education The Evergreen State College

[Connect](#) [Send Jabu a Message](#)



Jabu D
Oakland, New Jersey
Level 2 Contributor

4 reviews
1 helpful vote

Jabu Dayton, Thank you so much for such a great experience with us. Your words have already been passed on and your stay even more enjoyable. We appreciate it if you could leave a review. Jessica Hunlow, Front Office

"The Best Hotel Experience Ever!"

★★★★★ Reviewed 1 week ago

From the first moment you step into the CAA you know that you are in for a special experience. I have spent 16 years in the restaurant, retail and now startup world, working for amazing companies like Nordstrom, Airbnb and Shyp, I walked away from this hotel experience wanting to up my personal and professional game across the board! The staff were truly inspirational!

I would love to meet the HR person running this show, kudos to that person!!! Within 30 seconds minutes of my arrival I had already met hotel employees who were able to convey genuine care for my desires and a positive/cheerful demeanor that lifted me from my travel weariness. This type of interaction proved to be consistent throughout my stay there, the colleagues that joined me the next day confirmed they were hugely impressed also.

I cannot stress enough how impeccably sourced, trained and empowered these folks must be to deliver service at this level. I haven't even mentioned the lovely wine list or food! The room was clean, well styled, bed was super comfy - kept clean throughout my stay. Only negative? The gym floor is ridiculous - slippery, greasy silliness - sand down, start over.

Build guest loyalty

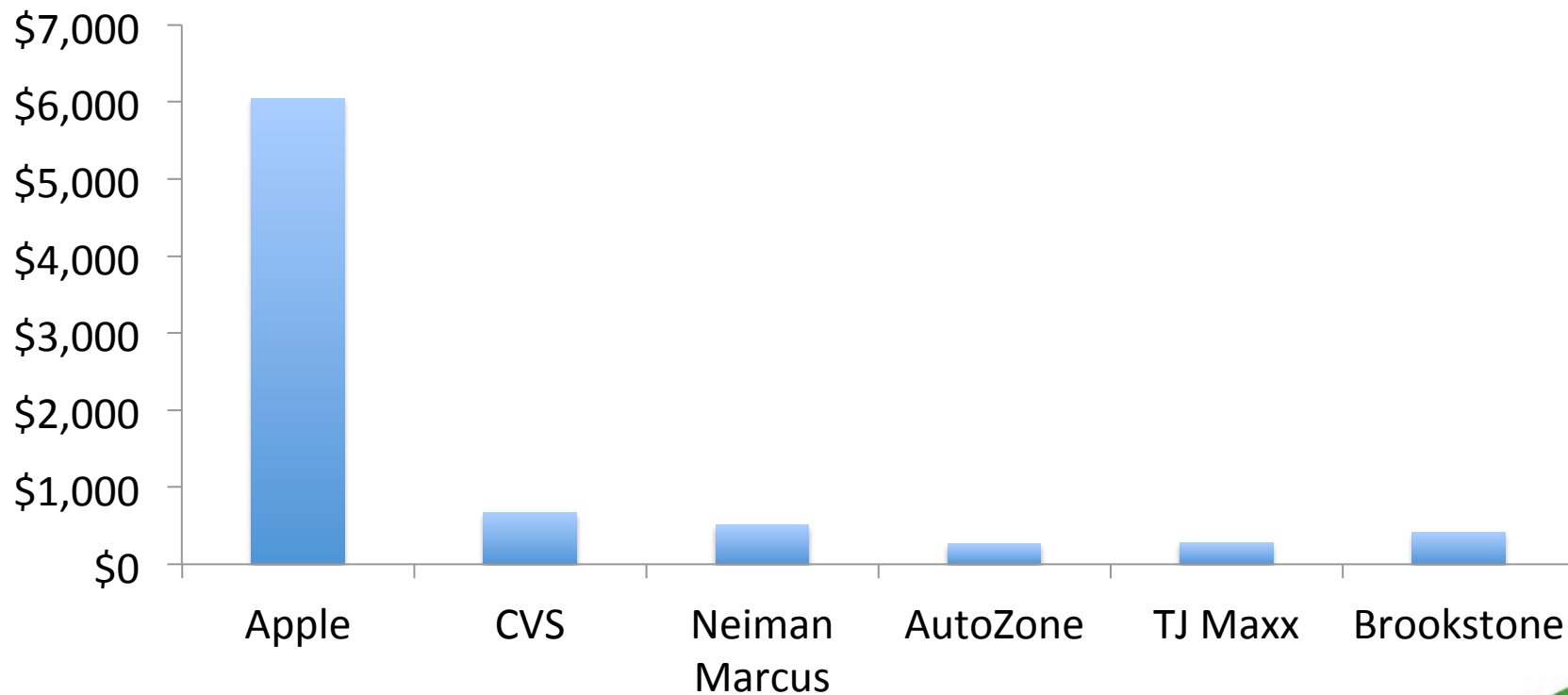
- Gather guest phone numbers and social media handles through digital conversation
- Enroll guests in loyalty programs and email newsletters
- Reach all guests (both direct and indirect booking customers)

The screenshot shows a mobile app interface for a membership program. At the top, there is a dark blue header with the text 'Join Further'. Below this, the text reads '\$100 Membership Fee' followed by 'Earn perks, reward points for free nights, and exclusive offers available only to members!'. A section titled 'ALL MEMBERS' lists several benefits: 'Reward points to earn free nights', 'Complimentary upgraded high-speed WiFi', 'Free early check-in and late check-out', 'One-category room upgrades', 'Discounts on our highest-category rooms', and 'Exclusive welcome amenities'. Below this, a section titled 'FURTHERMORE: AFTER 15 STAYS PER YEAR' lists additional benefits: 'Dedicated mobile concierge team', 'Free upgrades to the best available room', 'Special rate privileges', and 'Airport service via Uber'. At the bottom of the screen, there are two buttons: a white button with the text 'BACK' and a blue button with the text 'JOIN NOW'.

Favorable channel mix

Strong Brands Benefit From Direct Sales

Revenue Per Square Foot Across Retailers



Poll 3

Which of the following tools does your hotel/brand use? (check all that apply)

- Revenue management software
- A reputation management tool
- A mobile-friendly website
- A mobile application
- Guest services via text message

Building Engagement, Loyalty & Direct Bookings

Panelist



Nicholas Gandossi
General Manager
Opus Hotel @opushotel

Opus Hotel Vancouver



The challenges for 2015 ...

1. Increase the amount of direct bookings on our website
2. Gain a higher level of engagement with our guests
3. Build brand loyalty



Direct bookings

- **Goals:** keep the traveller from leaving our site to shop, and in turn converting them to book directly
- **Focus:** to build a level of trust/confidence that they are going to receive the best rate by going direct
- **Strategies & Tools:**
 - **Triptease** – a software that displays through a widget on your website the rates of various OTA's that the traveller is searching
 - **Guestfolio** – email campaigns to target OTA guests with a 10% discount to return and book direct

Triptease

The screenshot displays the OPUS Hotel Vancouver website interface. The main navigation bar includes 'HOME', 'RESERVATIONS', and 'OPUS Vancouver'. A secondary navigation bar contains 'Select Dates', 'Rooms & Rates', 'Select Packages', 'Checkout', 'Review', and 'Confirmation'. The 'Rooms & Rates' section is active, showing 'Available Rooms & Rates'. On the left, a 'Your Stay' sidebar displays the arrival date as 'SEP 30 WED' and the departure date as 'OCT 1 THU' for a 1-night stay for 1 adult. The main content area features two room options: 'Standard Rate' for CAD 439 / Night and 'Bed and Breakfast' for CAD 449 / Night. A 'Price Check' sidebar on the right compares the OPUS Price (CAD 439.00) with Expedia.com, Hotels.com, and Booking.com, all at CAD 439.00. The footer includes 'CONTACT US' and the address: 'OPUS Hotel Vancouver | 322 Davie Street, Vancouver, British Columbia, Canada V6B 5Z6 | PRIVACY | Sitemap'. The browser address bar shows the URL: 'https://gc.synxis.com/rez.aspx?Hotel=28558&Chain=11727&template=GCF&shell=GCF&locale=en-us&arrive=09%2f30%2f2015&depart=10%2f01%2f2015&nights=1&room=&rt'.

Guest engagement

- **Goal:** to further engage with our guests at different points of the process
- **Focus:** to personalize the relationship between the guest and the hotel and create a reason for a stronger connection
- **Strategy & Tool:** CheckMate
 - connect with guest pre arrival
 - hear from the guest during stay

CheckMate

CheckMate

Hotels Developers About Careers Request Demo Hotel Login

Stay Perfect, hotels.

A communication platform for delivering guest service

REQUEST A DEMO

Better communication enables better service.
Your service is the key to their experience.
Just ask a few of our partners

Have any questions? Let us know and we'll get back to you right away.

Web Camera

Building loyalty

- **Goal:** to create compelling reasons to return to OPUS and to be a brand advocate
- **Focus:** provide a memorable experience, be unique and fresh with what we offer
- **Strategies & Tool:** ReviewPro
 - collect and provide concise feedback, and then aggregate the results
 - show a genuine response online
 - react and make needed changes



Tips for connecting with travelers

- Keep it easy and simple; i.e., no download of apps involved
- Listen to how your guests want to communicate
- Make sure it's not overtly sales focused
- Offer value to the guest for using any software
- Don't overload the guest with communications
- Treat everyone like a VIP!



#SMWebinar



Using Reviews to Guide
Messaging & Drive
Direct Bookings

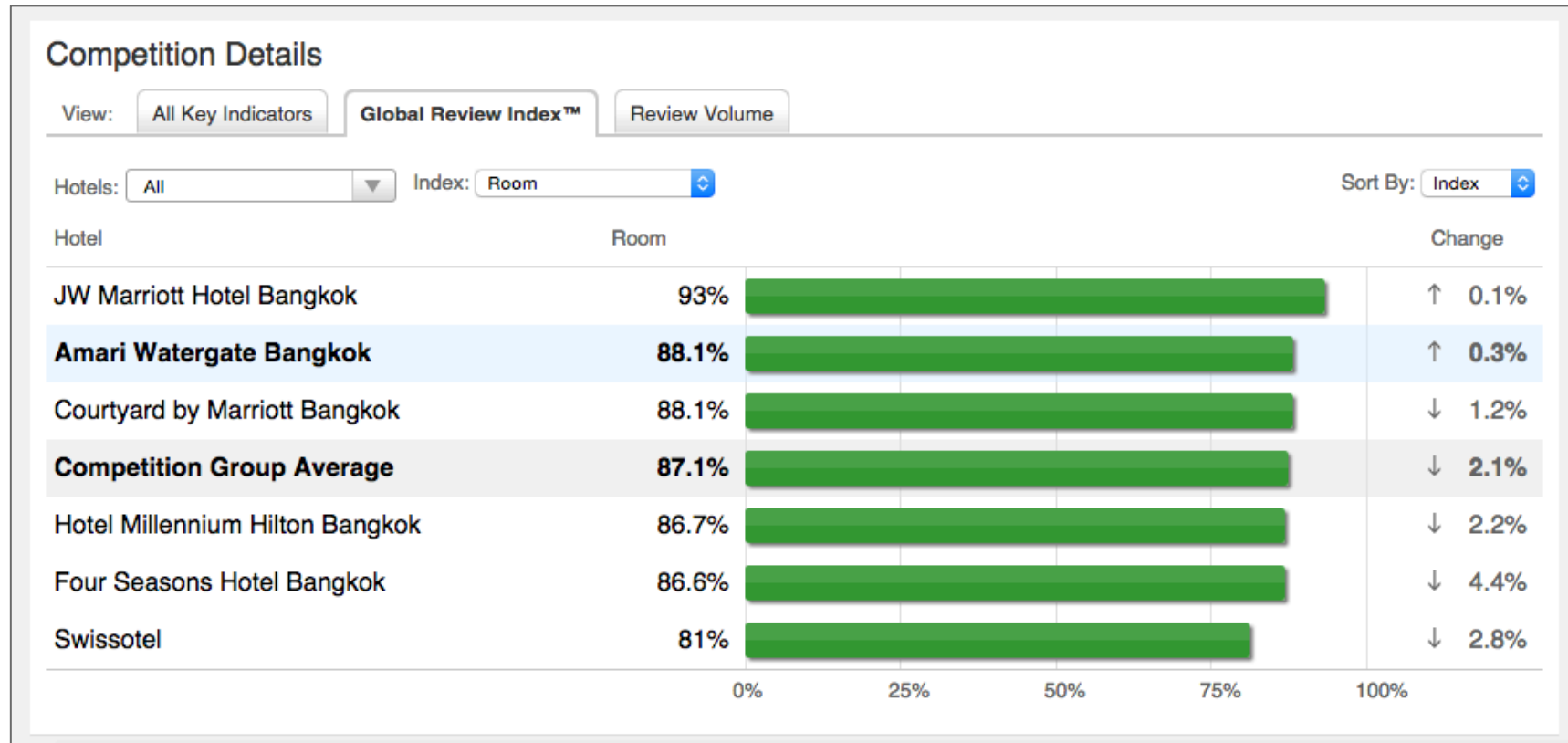
Guiding the messaging

- Use review analytics, semantic analysis and competitive benchmarking to identify the best sales messages for your hotels:


Categories ?		Best	Worst
	Mentions	Positive %	
Location	788	97%	
Staff	777	88%	
Bed	388	86%	
Hotel	1948	84%	
Cleanliness	278	83%	

Concepts ?		Trending Up	Mentions	Change
tv	in Technology	↑	21	+35%
building	in Hotel		43	+17%
internet	in Internet		22	+17%
lift	in Facilities		17	+17%
cleanliness	in Cleanlin..		227	+13%

Guiding the messaging




Sharing feedback to drive bookings



Jurys Inn Aberdeen

Union Square, Guild Street Aberdeen, AB11 5RG
Tel: +44 1224 381200
Email: jurysinnaberdeen@jurysinns.com



[View Map](#)

GUEST RATING Jurys Inn Customer Rating
Based on 7175 reviews

TripAdvisor Traveller Rating
Based on 1023 reviews

Sharing feedback to drive bookings

ReviewPro
Guest Rating Score™
8.9/10 371 Reviews
13 Websites



Facebook



21/07/2015

[» Kempinski Hotel Bahía Profile](#)

"One of the best hotels on the costa del sol! Amazing beach, lovely garden, really nice pool area and perfect Service! Thanks to the staff of Kempinski Hotel Bah..."

- Stephanie Sieber

Ratestogo



08/07/2015

[» Kempinski Hotel Bahía Profile](#)

"Very nice hotel. Great pool. Fantastic breakfast. Friendly staff. Beautiful view from our rooms. A bit expensive restaurants, though. Estepona close by. Nice wea..."

- JPR6262 from Helsinki

Expedia



05/07/2015

[» Kempinski Hotel Bahía Profile](#)

"Great hotel with good service and facilities. Great spa too. Not much around it to walk to but ideal for a few days relaxation in the sun. Easy reach to marbell..."

- Chartrid from UK

Kempinski Guest Survey



29/06/2015

[» Kempinski Hotel Bahía Profile](#)

"General guest comments: Sommelier was of note, as were all staff in the Steakhouse restaurant. Generally a very high level of service.

Likelihood to Return: 5
L..."

- Guest



Q&A

ReviewPro's Resource Hub

ReviewPro
GUEST INTELLIGENCE

Contact | Customer Login | English

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The Leading Source of Guest Intelligence Best Practices for the Hospitality Industry

Webinars | **Guides** | **Case Studies** | **Reports**

Featured Resource of the Month

TripAdvisor for Hotels: How to Drive More Reviews, Referrals & Revenue

In this free webinar we will bring you the latest news, research and tips from TripAdvisor and will show you ways to earn more positive reviews, more website referrals and more revenue.

Watch Webinar

<http://resources.reviewpro.com>



Q&A with our panelists



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