Hotel review platforms

Why hotel reviews influence today’s consumer behaviour and how hoteliers leverage potential value of public customer feedback

Georg Ziegler | Head of B2B, HolidayCheck AG
HolidayCheck.com

A brief company profile
Vision

Around the world there are only happy travellers because they trust on HolidayCheck
Facts & Figures

- Founded in 1999
- HQ in Bottighofen, Switzerland
- Offices in Warsaw, Paris, Moscow, Amsterdam
- 410 employees
- Over 23 Mio. Visits per Month – 750k per day
- 10 International platforms
- Over 8 Mio. hotelreviews, traveller photos and insider knowledge in the travel forum
The Business Model

- **Hotelreview Platform**
  Research and Share Experiences

- **Online Travel Agency**
  Compare and Book with trust

- **Travel Community**
  Interact and Connect
Partnerships

Art Deco Hotel Montana **** Luzern

The relevance of hotelreviews

What is the importance of hotelreviews in nowadays tourism world
Research and travel planning takes place online

Intensity of internet use
Basis: 14+ travelling internet users, that used internet prior to their travel

source: F.U.R RA 2011
Research and travel planning takes place online

Source: PhocusWright, 2011
Why is travel such a hot topic?

Holidays are the best time of the year!

- High invest by the customer in terms of
  - Time
  - Money
  - Emotions

- Holidays are a high involvement product and a scarce resource

→ High Expectations

Holidays need to be perfect
Why is travel such a hot topic?

But: High risk in terms of failure:

- Food
- Location
- Amenities
- Rooms
- Cleaness
- Service Quality
- Noise
- Value for Money
- ...

Result is loss of trust in
- Catalogue descriptions
- Image photos
- Marketing messages

• Only 14% of internet users find advertising trustworthy
• Over 90% of customers trust consumer reviews
• 68% of German internet users book hotels on the basis of information found on review portal
The key to hotel reviews: Confirmation Disconfirmation Paradigm

Over 87% of hotel reviews are positive recommendations
Relevance makes the difference

Age 61 – 65, married, family with 2 children, origin: England
Relevance makes the difference

Hotelreviews mean different things to different readers:
- Uneven interpretations: What does clean mean to you?
- Unequal expectations of different travellers: Is „quiet“ good or bad?

Hotelreviews bring the customer to its best suiting product...
... And in turn the product to the best suiting customers!
How to leverage value as the hotelier

- The free of charge tool for hoteliers
- Alert functions
Open dialogue – comment on reviews

- Reviews with hotelier comments are read up to 10 times more
- 79% of customers feel repacified, if a hotel comment is put next to a negative review
- Having the choice between two equal hotels, customers book the hotel with hotelier comments

The comment is not written to the author, but to the vast audience of potential guests

... But only 7% of hoteliers use this opportunity!

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Schöner Urlaub in ungewöhnlicher Hotelbauweise 😊

Sehr gut geführtes Hotel mit freundlichem und hilfsbereitem Personal, sehr gutem Essen und einem großen Augenmerk auf den Umweltschutz. Zimmer sind von der Ausstattung alle gleich, unterscheiden sich nur in der Lage und Ausrichtung. Ungewöhnlich ist die... Hotelbewertung weiterlesen

Kommentar des Hoteliers

März 12, Wolfgang, Alter 56-60, Paar

vielen Dank für Ihre positive Bewertung unseres Hotels Las Costas.
Wir freuen uns, dass Sie einen angenehmen Aufenthalt bei uns verbringen konnten und es wäre schön, wenn wir Sie auch in Zukunft einmal wieder bei uns begrüssen dürfen.

Sonnige Lanzarote Grüsse

IHR HOTEL LAS COSTAS TEAM
Create visibility and manage appearance

Manage hotel entry

- Website
- E-Mail
- Phone
- Address
- Pictures and videos
- Description
- News

Present the product to a great reach and audience
- Strengths and weaknesses can be identified
- Competitors can be monitored
- Analysis of customers and hotel areas

Hotel reviews are free of charge market research!
Hotel reviews create booking volume

- Reviews create visibility at no cost!

A raise of 10% in recommendation rate creates 5% more bookings

Over 30% of consumers research online and book offline

Activate your guests to talk about your hotel online!
How about manipulation?

- Manipulation of consumer reviews is against the law
- Wrong Expectations will result in further negative comments
- Credibility and online reputation is affected in a mid and long term

The invested time, money and resources should rather be allocated to satisfy the needs of the guests and motivate them, to talk about your product.
Take away...

Hotelreviews create...

...happy travellers:
- Prevent wrong expectations: Know before, how it will be
- Finding the perfect suiting hotel to the individual needs
- Create transparency for product and services
- Provide confidence to book the perfect trip

...happy hoteliers:
- Bring the hotel to the best suiting guests
- More reviews create more visibility resulting in more bookings
- Review portals have incredible reach and mark popularity of hotels
- Hotel reviews contain important customer feedback for quality management
Thank you for your attention
I look forward to interesting discussions!