

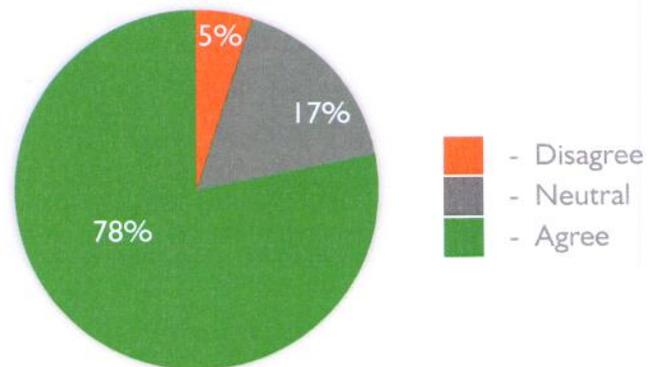
HOW TO RESPOND TO TRAVELER REVIEWS ON TRIPADVISOR

WHY IS IT IMPORTANT TO RESPOND TO REVIEWS?

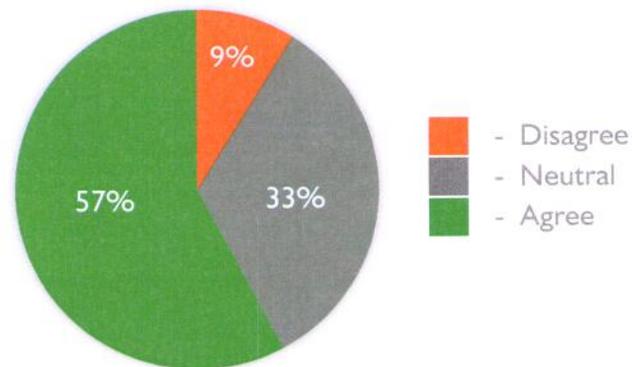
Responding to positive and negative reviews clearly demonstrates – to both former and prospective guests – that you are interested in feedback, and that you take customer service seriously.

In a September 2012 survey,* 78% of respondents said that seeing a hotel management response makes them believe that the hotel cares more about its guests. Over half of survey respondents also said that seeing a management response generally makes them more likely to book (versus a comparable hotel that did not respond to travelers).

SEEING A MANAGEMENT RESPONSE TO REVIEWS MAKES ME BELIEVE THAT THE HOTEL CARES MORE ABOUT ITS GUESTS.



SEEING HOTEL MANAGEMENT RESPONSES TO REVIEWS GENERALLY MAKES ME MORE LIKELY TO BOOK (VERSUS A COMPARABLE HOTEL THAT DIDN'T RESPOND TO TRAVELERS).



* A commissioned survey conducted by PhoCusWright on behalf of TripAdvisor, "2012 Custom Survey Research Engagement." September 2012.



THIS SENTIMENT IS ECHOED IN COMMENTS FROM TRAVELERS ON TRIPADVISOR:

“In all the reviews I read ... this is the ONLY hotel whose management took the time to respond to customer reviews on TripAdvisor, whether positive or negative. My impression is that this hotel is truly interested in hearing about customer issues and very concerned about improvements to its service and facility.” -A TripAdvisor Member

“I like it that the Hotel management responds to posts here – says a lot about their focus on their customers.” -hazy_amersham

“Read prior reviews on TripAdvisor and was impressed that the management would reply to negative reviews which means they definitely care about their reputation.” -AvidTraveller45

WHICH REVIEWS SHOULD I RESPOND TO?

Sign up to receive an email notification every time a new review is published for your property. This will help you monitor reviews as they come in, and decide which ones you want to address. Many properties respond to all negative reviews and select positive ones.

The screenshot shows the TripAdvisor for business Management Center dashboard. The main heading is "Manage your TripAdvisor page". Below it, there are sections for "Manage your page content" with icons for adding photos, videos, and editing descriptions. There is also a "Property administration tasks" section with a list of actions like "Change business location", "Report business closure", and "Manage your email notifications/sign-ups". On the right, there is a "Quick Links" section and a "Your property overview" section showing "Schrute Farms on TripAdvisor" with 932 total reviews and a 4.5-star rating.

To receive email notifications of new reviews, click on "Manage your email notifications/sign-ups"

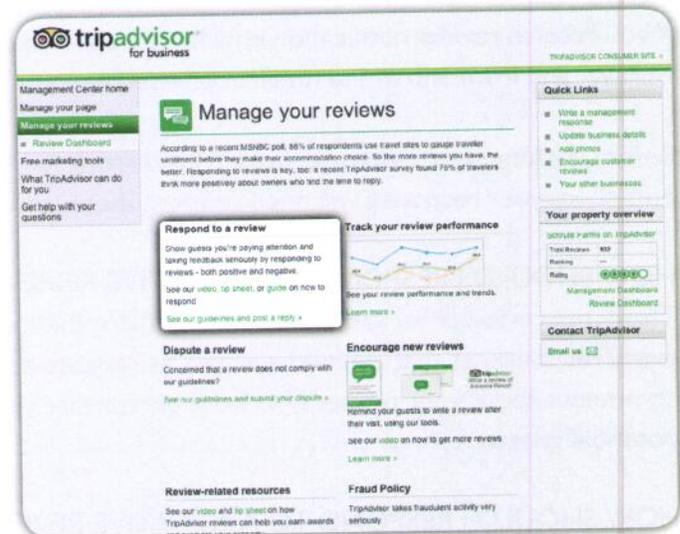


WHERE DO I GO ON TRIPADVISOR TO RESPOND?

In order to reply to a review, you need to be registered with our free Management Center. Claim your property at www.tripadvisor.com/owners or by scrolling down to the bottom of your property's listing page where it says "Owners: What's your side of the story?"

Once you are registered and verified, go to your Management Center by clicking on "Manage your listing" in the top-right corner of any page and follow these steps:

1. Click on the "Manage your reviews" tab.
2. Select "See our guidelines and post a reply" under the "Respond to a review" section of the "Manage your reviews" page (see image above).
3. Choose the review you would like to respond to by clicking on the radio button next to its title. Reviews can be sorted by date, title, rating, and response status.
4. Select your affiliation with the property.
5. Write (or copy) the response into the box provided. There is no character limit but be concise — nobody wants to read an essay!
6. Click submit.



TIPS:

- You can open the review you are responding to by clicking on the title of the review on the "Write a Management Response" page. This allows you to have the review fresh in your mind and respond to each of the specific points made.
- You may want to write your response in a Word document first so you can spellcheck and edit it until you are pleased with the final product. Then, cut and paste it into the Management Response form.
- Your username will appear on your Management Response unless you have put your real name in your profile. If you don't want your real name to appear, delete it from your profile before posting your response.
- Please note that you can only change your display name once and it will not change on responses previously posted.

If you receive review notification emails, you can also click on the “Write a Management Response to any review” link from within the notification itself.

Before drafting your response, read [TripAdvisor’s full Management Response guidelines](#). In order to be published, your response will need to meet these guidelines.

HOW SHOULD I RESPOND TO A POSITIVE REVIEW?

Thank the reviewer for taking the time to share their experience. Avoid using the same stock reply for every response, as that can come across as repetitive and insincere. Refer to one of the reviewers’ positive comments about your property to both personalize your response and to reiterate the compliment to your potential guests.

HOW SHOULD I RESPOND TO A NEGATIVE REVIEW?

RESPOND QUICKLY

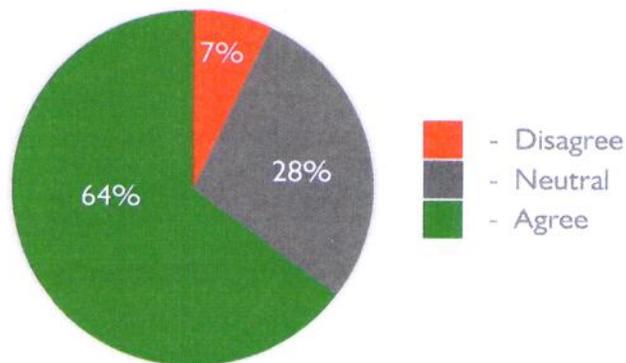
A prompt response shows prospective guests that you take customer service seriously, and quickly adds your perspective on the situation to the original review.

BE COURTEOUS AND PROFESSIONAL

When replying, remember that your management response will be seen not just by the reviewer, but also by potential guests who are considering booking. In a recent PhoCusWright survey* 64% of respondents said that an aggressive/defensive management response to a bad review made them less likely to book that hotel.

Thank the reviewer. If you don’t agree with the reviewer or feel they are being unfair, relay your side of the story in a polite and unemotional way. Demonstrate that all feedback is important to you, be it good or bad.

AN AGGRESSIVE/DEFENSIVE MANAGEMENT RESPONSE TO A BAD REVIEW MAKES ME LESS LIKELY TO BOOK THAT HOTEL.



* A commissioned survey conducted by PhoCusWright on behalf of TripAdvisor, “2012 Custom Survey Research Engagement,” September 2012.



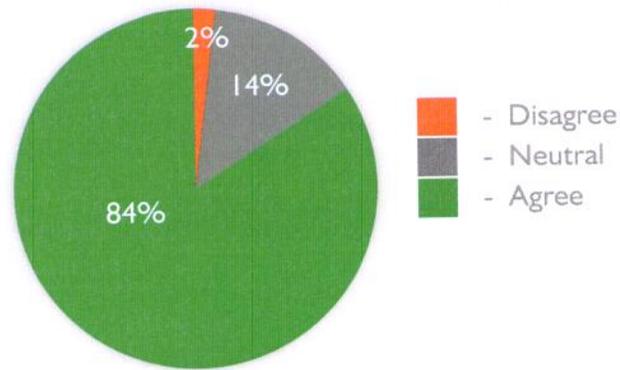
ADDRESS THE SPECIFIC ISSUES

If the review contains any specific complaint, explain what you have done to fix the issue so potential guests are reassured that the problem is resolved.

HIGHLIGHT THE POSITIVES

Highlight any positive comments the reviewer has made. You can even take the opportunity to mention related services or planned upgrades that you would like to share with potential guests.

AN APPROPRIATE MANAGEMENT RESPONSE TO A BAD REVIEW IMPROVES MY IMPRESSION OF THE HOTEL.



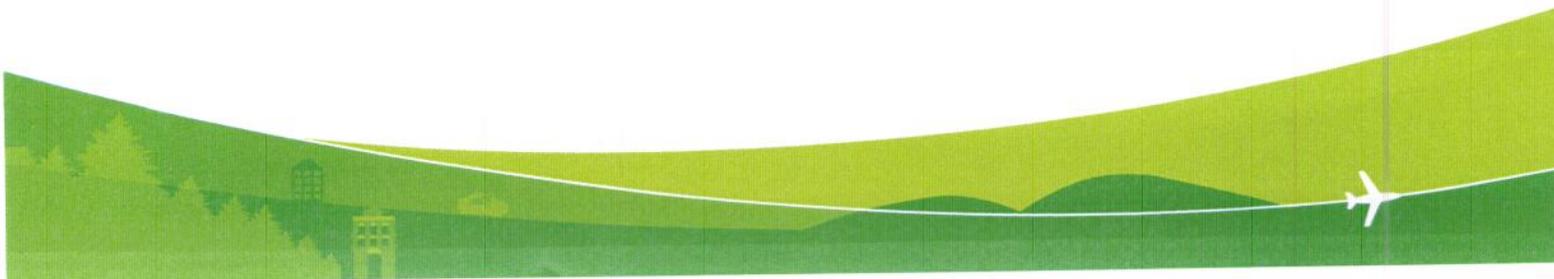
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CAN I EDIT MY MANAGEMENT RESPONSE?

Currently it is not possible to edit your response. If you want to change something, the best thing to do is to delete your original response and resubmit the edited version.

HOW LONG BEFORE MY MANAGEMENT RESPONSE IS POSTED?

The majority of Management Responses will be posted within a few days. If there is a question of whether your response meets all of our guidelines, it will take longer to process.



WHAT IS AN EXAMPLE OF A GOOD MANAGEMENT RESPONSE?

REVIEW

"The most disappointing of 30 hotels/motels/apartments we stayed in over 9 weeks in Australia and New Zealand. It could/should be so much better, but non-existent soundproofing and uninterested staff made our stay a nightmare. Though we had welcome support on our final day from one staff member (Steve) it could not make up for two almost sleepless nights brought about by noise from neighboring rooms with young children. When we invited one staff member to come and listen to the children cavorting next door, his shrug of the shoulders and comment that it is an old building so there is not much soundproofing gives an idea of the level of service. Yet it is a beautiful building with good facilities and a prime location. Maybe a set of earplugs would make for an enjoyable stay."

Dear Guest

Thank you for taking the time to provide your feedback regarding our hotel. I am certainly disappointed that your stay was not all that it could have been.

I would like to apologize on behalf of the hotel and its team for your stay. Our standard procedure in this event would be to offer an upgraded room to you on a different floor as we do try to always allocate all our families with children together on the lower floors of the hotel as this is where our interconnecting rooms are located. The interaction with our staff member with regards to your comments about the noise is certainly not typical and I will be sure to raise your experience with our entire service team as a training exercise. I am pleased that your contact with Steve was memorable and I will be sure to thank him personally for this.

You may also be interested to learn that just this week we have started a full refurbishment of our guest rooms, as well as our lobby, bar and restaurant. Included in this refurbishment is brand new guest room carpet and a much thicker underlay which we believe will soften any noise coming into your room via any doorways. I would take pleasure in welcoming you back after our refurbishment is completed in February so that you could experience the hotel as it was meant to be. Please feel free to contact myself directly via the below details if you are travelling to Brisbane again so that I may personally take care of you and your next stay.

Once again please do accept my apologies and I do hope that the remainder of your trip to Australia and New Zealand was most enjoyable.

The reply starts by thanking the reviewer, then apologizes for the less than perfect experience.

It addresses the reviewer's specific points.

Next, the reply addresses the staff complaint, making sure that potential guests know that he is acting on the feedback. He then reinforces the positive note around the good service provided by one staff member.

He takes the opportunity to mention upgrades which will help resolve the room noise issue and enhance the communal areas.

He finishes with an apology and good wishes. The tone throughout is polite, professional and respectful.

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