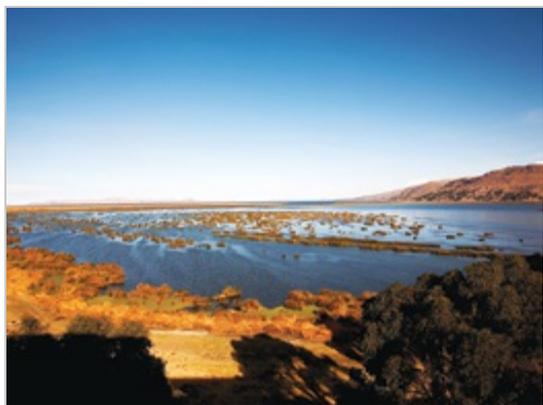


Libertador Hotels, Resorts & Spas



The [Libertador](http://www.libertador.com.pe/en/about-us/about-us/) is a collection of Peru-based hotels, resorts and spas known for the quality of their service and the friendliness of their staff. With more than 30 years in the service industry, [Libertador Hotels, Resorts & Spas](http://www.libertador.com.pe/en/about-us/about-us/) offers a unique experience, allowing guest to enjoy the magic, culture and incomparable cuisine of the most attractive destinations in Peru.

With eight diverse properties in their portfolio – ranging from centrally located downtown hotels to remotely idyllic resorts – the collection admittedly was having difficulty consistently managing its online reputation management before becoming a Revinat client. Says Libertador E-Marketing Manager Luis Zapater, “It was hard for us to listen to everything that was being said about us online, not only on travel blogs and online community websites like TripAdvisor, but on the many Facebook fan pages we were creating and managing for our properties.” In addition to this onslaught of social information being thrown at the hotel collection, there was a secondary challenge to face: the Peruvian hotel market itself. “Since there are not many branded or franchised hotels in Peru” Zapater adds, “it was difficult to obtain competition information from official sources” giving the properties little to no means for gaining market intelligence on how their properties were faring against their respective competitive sets.

These two overwhelming challenges compelled Libertador to join Revinat this past April. After only a short period of usage, Zapater is already seeing significant changes in the way his team is managing the collection’s online reputation. For example, without having to individually, painstakingly monitor each of the collection’s TripAdvisor listings, he has reduced the amount of time devoted to the process by 300%. Moreover, there is evidence that each of the hotels’ property teams is beginning to operationalize this newly easily accessible online review sentiment.

With a core Revinat-user team of General Managers, Rooms Division Managers, F&B Managers and Concierge staff alike reviewing the data on a consistent basis, several properties have already taken action on customer feedback and has, in return, seen positive increases in their review sentiment scores. After reading frequent suggestions from guests about poor WiFi access, the [Westin Lima Hotel & Convention Center](http://www.starwoodhotels.com/westin/property/overview/index.html?EM=VTY_WI_3286_LIMA_RESDEST&propertyID=3286&language=en_US&localeCode=en_US), for example, is beginning to improve not only this service but improve other operational efficiencies, leading to a sentiment score increase across all review sites when compared to last year’s numbers. With this approach, their property’s sentiment score is likely only to rise as we enter the fourth quarter of 2012.

Another property in the portfolio that is seeing positive returns due to engaged online reputation management is the [Libertador Lake Titicaca](http://www.libertador.com.pe/en/libertador/puno/general-information/) resort in Puno. Since becoming a Revinat client, the resort destination has seen its overall review score rise from 4.00 to 4.28 and is showing a new commitment to publicly responding to reviews. With this timesaving tool in their hands, the Libertador

key stakeholders have seen their schedules freed up to more actively participate in conversation and engage with their audiences. E-Marketing Manager Zapater confirms, saying that on average using Revinate has saved the team about “one daily hour per user.” With nearly 20 property-level users, working in an industry that is notorious for its around-the-clock nature no less, nearly 100 extra hours of collective freed up time validates an old yet never truer adage: time is money.

Revinate, Inc. San Francisco, CA T +1 (415) 671-4703 E info@revinate.com <http://www.revinate.com/>