

**Guide for Hoteliers**

# **How to get more reviews on TripAdvisor**

# Today, online reputation is everything.

Many hoteliers already know that average review score is one of the determining factors in their properties' rankings on sites like TripAdvisor. But, one of the questions we hear most often is, "Most of our reviews are 5-star reviews, but we're not moving up on TripAdvisor. Why?"

If this is you, your problem may very well be the volume and frequency of reviews you receive. That is, you're getting good reviews, but you're not getting enough of them to beat your competition on TripAdvisor. Sometimes, quantity matters as much as quality.

## Here's how it works

The TripAdvisor Popularity Index is a critical metric for many hotels. Based on traveler feedback, a property's ranking on the Popularity Index reflects how it compares to other hotels within a geographic area. Hotels that are closer to the top of the list are more likely to be seen when prospective guests search for hotels in the area.

We know from our research on the more than 175 million reviews in our database that the most important factor in your ranking is your average review score. To move up on the Popularity Index, improving customer experience is far more important than getting a greater volume of reviews.

But, don't forget: as a function of averages, it is more difficult to improve your ranking on the Popularity Index as you climb the scale. So, if you're already trending toward the top of your market, it may be necessary to get a greater quantity of recent reviews in order to dominate your competition.

## The benefits of publishing to review sites

TripAdvisor has a program that allows for integration with digital surveys, where hoteliers can submit typically private feedback for publication on their TripAdvisor listings. But, some hoteliers are wary of making their private feedback public. They worry that prospective guests will see their negative feedback and they worry that competitors will see their property's weaknesses.

The thing is, times have changed. With the advent of review sites, your guests and competitors are already seeing your negative comments online. Fortunately, a proper response to a bad review can help you. According to the 2012 TripAdvisor TripBarometer, 84% of travelers agree that an appropriate management response to a bad review "improves my impression of the hotel."



Additionally, it can actually help you to be transparent and make your feedback public. How? Combined with the fact that private feedback has a higher average review score (according to our

customer data), the sheer increase in review volume can have a huge effect on your property's ranking on the TripAdvisor Popularity Index.

Our customers who submit surveys for review and publication on TripAdvisor see, on average, a 409% increase in review volume, resulting in an average 15% improvement in TripAdvisor Popularity Index ranking.

Additionally, Revinate is a TripAdvisor Platinum Guest Survey Partner, meaning Revinate clients benefit from a stream of the freshest, most accurate TripAdvisor review content delivered to a single dashboard where hotels can see all of their feedback data in once place.

## This hotel moved up almost 200 places on TripAdvisor

Here's an example of a property that saw huge benefits from submitting its surveys to TripAdvisor:



Located in the trendy Shoreditch neighborhood, The Dictionary Hostel offers a unique East London experience. This 200 bed property is situated in a

converted Victorian era warehouse, complete with 23 en suite dormitories and 2 private bedrooms.

Independently owned and run, The Dictionary Hostel strives to set a new standard for hostels by taking a data-driven approach to operations and business decisions. Here's what Alex Cook, the hostel's Operations Manager, had to say about Revinate's products and services:

## Improved Reputation

**#264 to #68 on TripAdvisor**  
**3.3 to 4.5 average rating on TripAdvisor**

*"This is great for staff morale. We've built a culture around beating competitors on the Popularity Index. Also, staff members who get mentioned in positive reviews get a prize."*

## Automated Surveys Solicitation and Data Collection

**4x increase in reviews per month**

*"Before, we were trying to email each guest a survey and collect data manually. Now, with everything automated, we get more feedback, more reviews on TripAdvisor, and better analysis on all of our data, with much less time commitment on our part."*

## World-Class Onboarding and Support

*"With other companies, the time difference was really frustrating for vendor onboarding and support. With Revinate, setup was easy, and you can always get a quick answer to your questions."*

## Automated Reporting



Alex Cook , Ops Manager

*“Compared to what a large hotel or hostel chain can do, it’s difficult in a small business to manually compile the data to take this analytical approach. But with Revinate, we get reports instantly.”*

*On the Revinate Scorecard: “I love the Revinate Scorecard. It makes it easy to show the staff how we’re doing week-by-week in the different categories.”*

*On the Revinate GS2 Report: “The GS2 Report makes it easy to prepare for meetings with my boss, because it’s a succinct, graphical snapshot that summarizes our guest satisfaction success. She really loves that report.”*

## Get more bang for your feedback buck

According to a 2012 TripAdvisor survey, 93% of travelers look at online reviews before they book a hotel. 53% of travelers say they won’t book a hotel that doesn’t have any online reviews. And, hotels that are ranked higher on TripAdvisor get more visibility and therefore more bookings.

Ultimately, it can only help you to be transparent with your guest feedback and make it public. When looking for a digital surveys provider, look for a product that allows you to submit your responses to a review site like TripAdvisor.

## About Revinate

Revinate helps hotels know more about their guests so they can deliver personalized experiences that create valuable relationships and lifelong customers. Revinate is well-funded by leading investment firms Benchmark Capital, Tenaya Capital, Northgate Capital, Industry Ventures, Formation 8, and Tao Capital. The company is headquartered in San Francisco, with offices in New York, Amsterdam, Barcelona, Singapore, Dubai and San José, Costa Rica. Revinate counts over 30,000 of the world’s leading hotels as customers. To learn more, please visit [www.revinate.com](http://www.revinate.com) or email [info@revinate.com](mailto:info@revinate.com).