



# How to deal with good – and bad – reviews

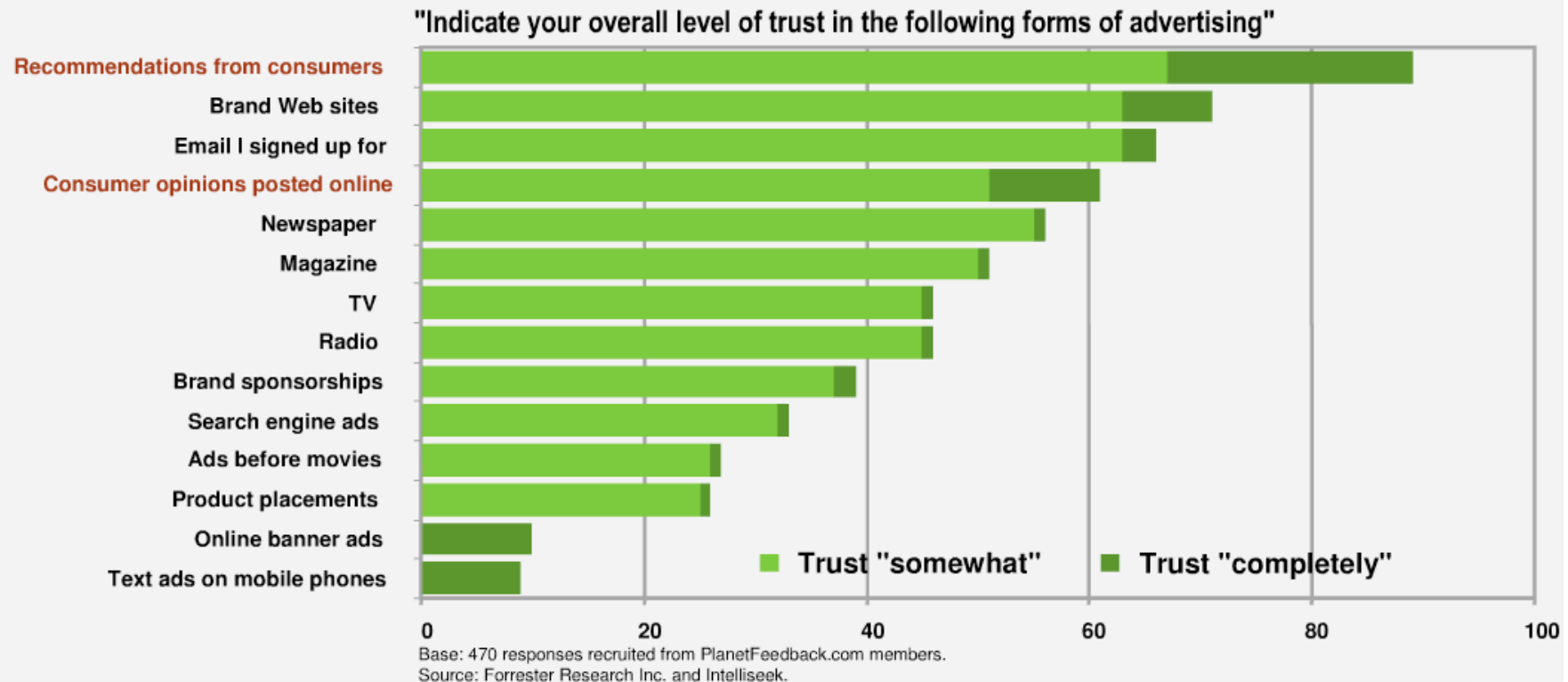
Martin Stoll

GoSeeTell Network

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# Do travelers use social media?

## Recommendations from Consumers Generate Highest Levels of Trust



# Set the right expectation

## Reviews you can trust

**88% Recommend**  
 ○○○○○○ 291 reviews

Excellent	160
Very good	83
Average	21
Poor	18
Terrible	9

**Filter reviews by trip type**

- All (291)
- Business (30)
- Couples (47)
- Family (94)
- Friends getaway (12)
- Solo travel (6)

1-10 of 291    << 1 2 ... 30 >>

Sort by [ Date ▼ ] [ Rating ]    English first

### “Amazing Hotel & Location - Highly Recommend!”



○○○○○○

Auddy 98 contributions  
San Diego, CA

Save Review

Jan 26, 2010 | Trip type: Business, Couples

Love, love, love this hotel. I've stayed there a few times for work and I also went there last year for Valentine's Day. It is beautiful and you couldn't be in a better location. It is located literally across the beach. [more](#)

### “Great Spa, Great View, Subpar Rooms”



○○○○○○

Vacation\_Seekers77 6 contributions  
Los Angeles, California

Save Review

Jan 24, 2010 | Trip type: Couples

My wife and I stayed here for our wedding night + 1 as a way to relax

## Reviews you can trust

**85% Recommend**  
 ○○○○○○ 29 reviews

Excellent	9
Very good	9
Average	8
Poor	0
Terrible	3

**Filter reviews by trip type**

- All (29)
- Business (5)
- Couples (12)
- Family (3)
- Friends getaway (3)
- Solo travel (1)

1-10 of 29    << 1 2 3 >>

Sort by [ Date ▼ ] [ Rating ]    English first

### “Brilliant hotel in a great town but bring a car!”



○○○○○○

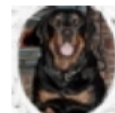
NuttyTrucker 2 contributions  
Hinckley, Leicestershire, United Kingdom

Save Review

Jan 24, 2010 | Trip type: Friends getaway

My Best Friend and I stayed at the Regency Inn in July 09 over the independence day weekend. Weren't really sure what to expect but the reception staff were very friendly (especially the 2 Chinese guys) and helpful on check in and during our stay, showing me where local malls were best places to go etc. We had a... [more](#)

### “Excellent Accomodations - Staff VERY Helpful”



○○○○○○

Bucky105 11 contributions  
MD Eastern Shore

Save Review

Nov 16, 2009 | Trip type: Couples



# Set the right expectation

## “ Nightmare on Beach Street ”



stevekm  4 contributions  
Arizona

Jun 29, 2009 | Trip type: Business, Family

9 people found this review helpful

The experience that I had last night, for a hotel, was probably the worst EVER! I am a frequent traveler. I spend about 2 months, throughout the year away from my family, on the road. In China, HK, Europe and all over the States. So, I had a trip (Business for me) in Huntington Beach, CA and arranged so that... [more](#)

Save Review

## “ Surprising nice place ”



Fastman314  3 contributions  
Milan, Italy

Jul 12, 2008 | Trip type: Couples

1 person found this review helpful

Stayed for 1 night. Pros: Property looks quite old from the outside, but the room was very modern and in great shape. Clean. No odors. Free wifi. Fast checkin. No problems with noise at all. Great price (for the area). Cons: None. Note: I didnt try the breakfast so I cant comment on it. Would definitely stay at again if... [more](#)

Save Review

## “ This place is haunted!!!! Room 109 ”



ghostinhb  1 contribution  
hb

Nov 1, 2009 | Trip type: Solo travel

I was in room 109 last year, and I am not lying, and never believed in ghosts . So I was attacked. It was painful. I had this evil thing say nasty words. It was a female voice. I swear to god. I saw this invisable thing come into my room. I will never go there again. So when I... [more](#)

Save Review

## “ Decent room, out of control guests ”



The\_Kennedies  24 contributions  
California

Jun 30, 2008 | Trip type: Business, Couples

1 person found this review helpful

This was my fifth trip in the past year to the area, for state lifeguard training events. I was trying to maintain a low budget and only needed a single night stay. Pulling up to the property I got a little case of the creeps, because I am used to indoor hallways and this had the feel of a motel.... [more](#)

Save Review



# Set the right expectation

**tripadvisor** Find a great summer [vacation rental](#)

Home | Hotels | Flights | Restaurants | **Vacation Rentals** NEW | Trip Ideas | Write a Review

City, hotel name, etc.  Search Over 30 million trusted traveler reviews & opinions

Salt Lake City  
Salt Lake City Tourism  
Salt Lake City Hotels  
Vacation Rentals  
Flights to Salt Lake City  
Salt Lake City Deals  
More ▾

Stay 2 nights and get a USD 50 meal credit...on us!  
[BOOK NOW >](#)

Home → United States → Utah (UT) → Salt Lake City → Salt Lake City Hotels

## Salt Lake City Hotels

Hotels (80) | B&Bs / Inns (19) | Specialty Lodging (8) | Vacation Rentals (16)

**Refine search**  
80 of 80

Price range  
\$0 to \$400+  
U.S. Dollars

Traveler rating  
1.0 to 5.0

**Find your perfect hotel** in Salt Lake City  
Filter by price, rating, neighborhood, and more.

Adults: 2

### Recommended by Travelers

1-20 of 80

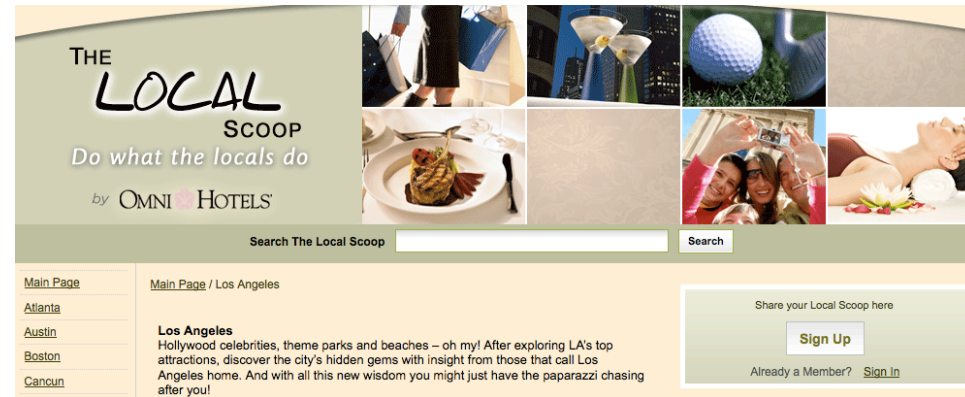
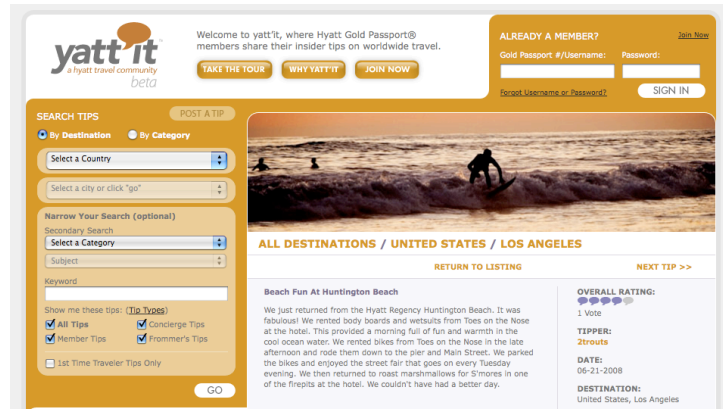
Sort by [ Popularity ▾ ] [ Price ]  Top Values first (3)

Find a hotel near an address

Search Salt Lake City hotels on interactive map



# Trends - hotels and social media



• Hotels starting social networking / UGC sites

• Involve staff, travelers and locals

• Pull in content from other sites (e.g. Frommers)



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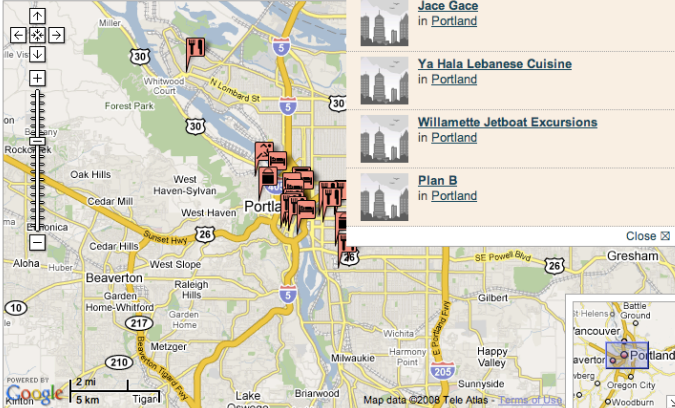
# Trends - Destination Marketing Organization

Portland, Oregon

AVERAGE RATING 4.5 (116 members) YOUR RATING 1 2 3 4 5 MEMBER TIPS: 370 ADD YOUR TIP

NEW You might like: View more matches

- Demetri's Greek Restaurant in Portland
- Jace Gace in Portland
- Ya Hala Lebanese Cuisine in Portland
- Willamette Jetboat Excursions in Portland
- Plan B in Portland



ATLANTA

## ATL INSIDER

BLOGS FORUMS PHOTOS

You've come to the right place to find things that only an ATL Insider knows. By all means, visit our top Atlanta forums and blogs on attractions, shopping at our malls and visiting popular historic sites, but if you want the scoop on what the locals do, check out these Atlanta blogs and forums.

**HOT ATLANTA PICKS**

- Chickasaw Factory (28)
- Varsity (21)
- Glady Knight and Roo... (19)
- Houston (17)
- Sundial (16)

**ACTIVE FORUMS**

- Community
- Dining
- Shopping
- Arts & Culture
- Nightlife
- Sports &...
- Kids
- Music

ATLANTA NEWS

Macy's and Reading Is Fundamental Launch 2008 Children's Library Campaign

See more photos

How Do You ATL?

Share your perfect Atlanta and enter to win a monthly grand prize and more just by playing the How Do You ATL? game. Design a picture of your Atlanta favorites, then post it to ATL Insider for a chance to win.

Indy Hotels

Search Indy.org Site Map

HOME WHAT TO DO WHERE TO EAT WHERE TO STAY CITY INFO/MAPS MULTIMEDIA WIN IN INDY

14 West Restaurant & Suites (Suites)

Check Availability Check-in: mm/dd/yyyy Check-out: mm/dd/yyyy

14 W. Maryland St., Indianapolis, IN 46204  
Phone: 317-636-1414  
E-mail: fourwest@indy.fr.com  
Web Site: Click to visit their web site  
Distance from Downtown: 0.18 miles

• Destinations adding social elements (ATL, IND, PDX)

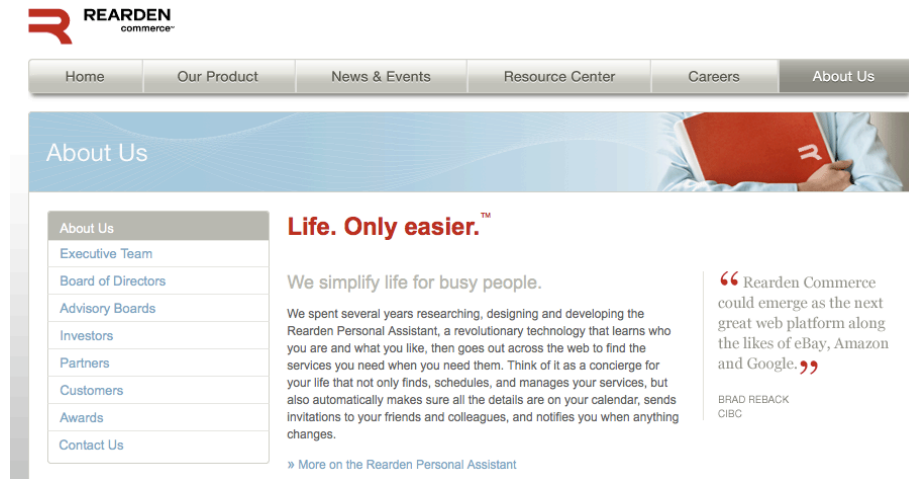
• “See what locals and other visitors are saying”

• Turn visitors (and locals) into destination evangelists



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# Trends - Corporate travel



- Corporate travel becoming social

- Sabre, Amex etc. launching portals

- Meeting planners coming soon





# So, what does it mean?

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- **People want to hear from other people**
- **Consumers trust other consumers**
- **Brands / businesses are no longer in control of the message**
- **But: listening is easier than ever**
- **Accept the changes - turn them into an advantage**



# Where are you?

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# Thoughts about (hotel) review sites

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- **Reviews are one of the best things that can happen to you**

- **Reviews:**
  - **Do very well in search**
  - **Validate your product and brand promise**
  - **Give you feedback about your product**
  - **Allow you to learn about your customers**
  - **Give you an opportunity to start a dialogue**
  - **Allow to understand your competitive position**

- **But:**
  - **Might highlight problems that can not be fixed**
  - **Possible abuse by disgruntled employees**
  - **Fake reviews by competitors**



# Hotel review site players

- Media sites: Tripadvisor, Virtual Tourist, Yelp, Citysearch
- Very credible
- Some offer management response tools
- Hard to remove disputed content


The screenshot shows a web page for a hotel review. The title is "Courtyard by Marriott Anaheim Hotel at Disneyland Resort". Below the title, there are 3 stars and the text "based on 3 reviews". The category is "Hotels" and the address is "2045 S Harbor Blvd, Anaheim, CA 92802". There are buttons for "Add Photos", "Edit Business Info", "Is this your business?", "First to Review", "Trish P.", "Send to Friend", "Bookmark", "Send to Phone", "Write a Review", and "Print version". Below this, there are "3 Reviews for Courtyard by Marriott Anaheim Hotel at Disneyland Resort" and a "Search Reviews" button. The "Selected Review" section shows a review by Damian W. from Glen Ellyn, IL, dated 01/02/2008, with a rating of 1 star and 52 votes. The review text says: "The only good thing about this hotel is it's location to Disneyland. Which is a short 1 mile walk. I would eliminate my affiliation with this property if I were Marriott. My criticisms include: 1. awful and clueless management". To the right of the review is a map showing the location of the hotel at the intersection of S Harbor Blvd and W Orangewood Ave. Below the map are sections for "Browse Nearby:" (Restaurants, Nightlife, Shopping, Coffee, All) and "People Who Viewed This Also Viewed..." (Days Inn Suites..., Anaheim Marriott).



# Hotel review site players

- OTAs: Expedia, Travelocity, Orbitz, Priceline, Hotels.com
- Allow reviews from guests (validation)
- Work with hotels for disputes (need documentation)

[Email a Friend](#) [Print Property Info](#) [Add to Hotel Favorites](#)

Need Help? Our experts can [call you](#) 

[Property Summary](#) [Rooms & Rates](#) [Guest Reviews](#) [Property Description](#) [Maps & Attractions](#) [Photos](#)

## Review Details for Anaheim Courtyard by Marriott:

85% Recommend | 4.4 Average Rating | 101 Guest Reviews

4.3 

Hotel Service

4.5 

Hotel Condition

4.5 

Room Comfort

4.6 

Room Cleanliness

Nothing is more important than the opinions of our guests. [Post a Review](#) [Review FAQs](#)

## Average Rating by Reason for Trip:

Select the reason for trip to view only those reviews

<b>All Trip Types</b>	(101)		<b>4.4</b>
<b>Business</b>	(21)		4.3
<b>Romance</b>	(10)		4.7
<b>Family</b>	(43)		4.5
<b>With Friends</b>	(2)		4.5
<b>All Others</b>	(25)		4.2



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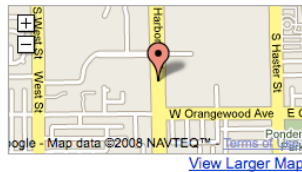
# Hotel review site players

- Aggregators: Google, Yahoo, Uptake
- Mostly aggregate content from other sites
- No interaction with hotels

## Maps

### Courtyard by Marriott Anaheim

1 review - [Write a review](#)  
2045 S. Harbor Boulevard  
Anaheim, CA 92802  
(714) 740-2645  
(800) 321-2211  
(714) 740-2646 - Fax  
(800) 474-5240  
[courtyardanaheim.com](http://courtyardanaheim.com)



Get Directions: [To here](#) - [From here](#)  
[Add or edit your business](#)

[Overview](#) [Details \(8\)](#) [Reviews \(1\)](#) [Photos & Videos \(50\)](#) [User Content \(26\)](#) [Web Pages \(91\)](#)

[Write a review](#)

Hotel Anaheim Courtyard by Marriott - Hotelguide.com - Mar 25, 2008  
Location. The Courtyard by Marriott Anaheim is located in Anaheim, Calif. Two blocks from Disneyland; Two blocks from Disney's California Adventure; Two blocks from Anaheim ...  
Was this review helpful? [Yes](#) - [No](#)  
[More from HotelGuide.com »](#)

## Madonna Inn

ADDRESS: 100 Madonna Rd, San Luis Obispo, CA 93405 PHONE: +1 805 543 3000

AVERAGE RATING	129+ reviews
CitySearch	★★★★☆ 3+ reviews
Travelocity	☺☺☺☺☺ 14+ reviews
Orbitz	★★★★☆ 3+ reviews
VirtualTourist	★★★★★ 7+ reviews
Yahoo! Travel	★★★★☆ 10+ reviews
TripAdvisor	⊙⊙⊙⊙⊙ 92+ reviews

ESTIMATED PRICE:  
From \$168

[Check Rates](#)

[Been here before? Rate It!](#)

### WE RECOMMEND MADONNA INN BECAUSE

pool, heated pool, jacuzzi, spa, maid service, ... all amenities...

☺ "the hotel itself is extensive with a lovely tea room called the copper cafe ." by Bursland, a user of virtualtourist.com [more on virtualtourist.com](#)

☺ "coffee shop and got fresh coffee which was a much better alternative ." by A TripAdvisor Member, a user of Tripadvisor [more on Tripadvisor](#)

☺ "is very swiss looking and has a lovely view out of the patio windows which open ..." by Bursland, a user of virtualtourist.com [more on virtualtourist.com](#)

☺ "the nice thing was that nobody in the entire restaurant bothered them (including us ) and ..." by A TripAdvisor Member, a user of Tripadvisor [more on Tripadvisor](#)



# How to get involved

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- **Step 1: Listen**

- Identify relevant sites (e.g. Tripadvisor, hotels.com)
- Subscribe to RSS feeds from those sites
- Use tools like Google Alert
- Listen in on other conversations (e.g. region, brand)

- **Step 2: Understand**

- What are consumers saying?
- Who is talking?
- How loud is the talk?
- Where is the conversation taking place?



# How to get involved

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- **Step 3: Develop a strategy**

- What are your goals?
- Who in your organization will be involved?
- How and what will you measure?
- Who can you use as a benchmark?

- **Step 4: Participate**

- Be real
- Be consistent
- Everybody can have their own opinion
- Keep things in perspective





# Response options and process

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**Do You Own Courtyard Anaheim at Disneyland Resort?**

- ▶ [Courtyard Anaheim at Disneyland Resort Owner's Page](#)
- ▶ [Add Photo](#)
- ▶ [Add Video](#)

## Courtyard Anaheim at Disneyland Resort - For Owners

**Popular Links**

- ▶ [Update property details](#)
- ▶ [Respond to a review](#)
- ▶ [Get notified of new reviews](#)
- ▶ [Link to TripAdvisor](#)
- ▶ [Add a photo or description](#)
- ▶ [Post a video](#)
- ▶ [Owner help and FAQs](#)
- ▶ [Contact us](#)

## Rules

- TripAdvisor may verify representation
- Responses will be public
- Must be family-friendly, independent, original, relevant, respect privacy, non-commercial
- You can not request more info about reviewer or expect feedback from Tripadvisor staff
- Submitted using a valid e-mail address



# Response options and process

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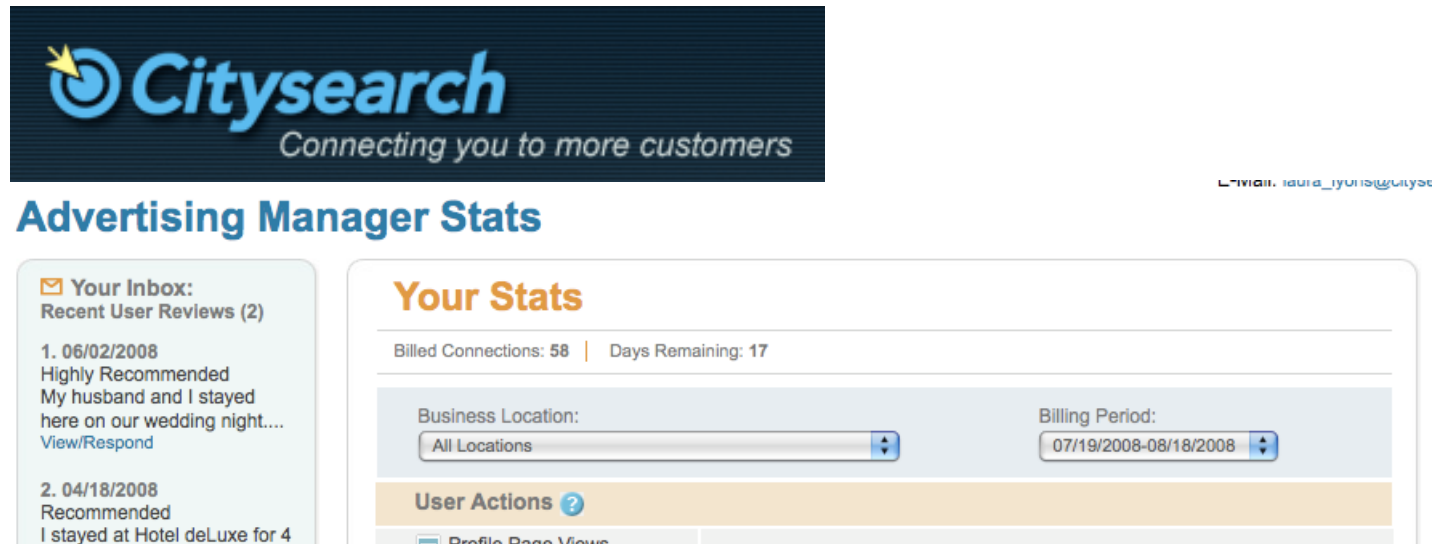


## Rules

- Send email to [travopin@expedia.com](mailto:travopin@expedia.com),
- Reply to specifics of review. No additional marketing.
- No questions or comments directly to the reviewer.
- Posted within 24 hours or email from Expedia with suggested changes.
- Expedia biases which reviews are shown



# Response options and process



**Citysearch**  
Connecting you to more customers

**Advertising Manager Stats**

**Your Inbox:**  
Recent User Reviews (2)

- 06/02/2008  
Highly Recommended  
My husband and I stayed here on our wedding night....  
[View/Respond](#)
- 04/18/2008  
Recommended  
I stayed at Hotel deLuxe for 4

**Your Stats**

Billed Connections: 58 | Days Remaining: 17

Business Location: All Locations  
Billing Period: 07/19/2008-08/18/2008

**User Actions** ?

[Profile Page Views](#)

## Rules

- Create advertising account (& pay for it)
- Respond to reviews
- Stay within guidelines



# Handing reviews - best practices

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- **24 hour rule for responding to a negative review**

- **Acknowledge the good, address the bad**

- **Customize and personalize every response**

- **Thank consumers for positive feedback**

- **Be an expert for more than just your product**

- **Use your “evangelists” to your advantage**

- **See what others are doing**



# Management Responses from other hotels

## "Perfect stay"

Omni Chicago Hotel



ProfNo  
Lausanne

Save Review

Jul 15, 2008

Stayed for 8 nights and had a room with a wonderful view up to lake Michigan. The staff has a way of giving you just the right amount of attention so you do not feel bothered but also never miss anything. This is complemented by the excellent location. One of the best downtown hotels in America.

### This TripAdvisor Member:

**Liked** — Unpretentious and very efficient

**Disliked** — \$7 bottle of water in the room - but we have gotten used to that

### Management Response

Omni\_Manager, Manager

(Management representative)

Jul 22, 2008

The Omni Chicago Hotel offers some of the best views of Lake Michigan and Michigan Avenue in the city. We are so glad that you enjoyed your stay at our hotel. We look forward to welcoming you back to Chicago.

### Management Response

Omni\_Manager, Manager

(Management representative)

Jul 3, 2008

We appreciate it greatly when our international guests take time to review the Omni Chicago Hotel. Our luxury suites are over 400 square feet which allows our guests staying with us for longer periods plenty of space. We are so happy to hear that we were able to make your stay with us during Christmas a memorable experience. Next time you are in Chicago we look forward to greeting you at our doors once again.

### Management Response

Omni\_Manager, Manager

(Management representative)

Jul 3, 2008

We appreciate your candid review of the Omni Chicago Hotel. We are so happy to hear that you enjoyed your stay in our luxurious suites. Our Select Guest program is free to join and does not require any minimum number of stays to receive the complimentary beverage service, morning newspaper and free wireless Internet. Our location on Michigan Avenue does put us closer to the ambulances on occasion, but the location also puts our guests just steps away from world-class

### Management Response

Omni\_Manager, E-commerce manager

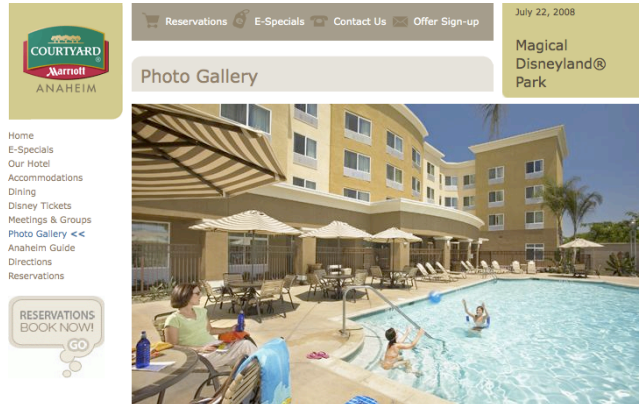
(Management representative)

Jun 13, 2008

We are sorry to hear that our level of service was not acceptable during your stay. We strive to give each guest the best service possible each time they enter our doors. Our deluxe suites offer over 400 square feet of space. The bathrooms have over 80 square feet of space. Each room is equipped with 10 electrical outlets with two located in the



# Our guinea pig: Courtyard Anaheim



## Average Rating by Reason for Trip:

Select the reason for trip to view only those reviews

Reason for Trip	Count	Average Rating
All Trip Types	(101)	4.4
Business	(21)	4.3
Romance	(10)	4.7
Family	(43)	4.5
With Friends	(2)	4.5
All Others	(25)	4.2

- **Current online reputation**
  - Ranked #36 (of 100) hotels for Anaheim on Tripadvisor
  - 4.4 rating on Hotels.com; 101 reviews
  - 4.5 satisfaction rating on Expedia, 30 reviews
  - 3.5 rating on Travelocity, 4 reviews
  - 3 reviews on Yelp



# Courtyard Anaheim - what I learned online

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- **Perception:**
  - Family / leisure travel hotel
  - Smaller property

- **Pros:**
  - New hotel
  - Free wifi
  - Fair value

- **Cons:**
  - Walls are very thin / noisy
  - Walk to Disneyland too far in summer or with kids
  - Parking extra (\$9)
  - Cleanliness of room / bathroom
  - Kids suite not always available despite reservation



# Courtyard Anaheim - Complains

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old. However, there is not a shuttle directly to Disneyland and it ended up being a long walk for the little ones. We did discover it was only around \$6 for a taxi each way, which we ended up doing. The hotel offered a **shuttle for \$3 per adult** from their nearby Marriott, which was a bit of a hike and **ended up being more expensive than the taxis.** Either there were a ton of rude families staying this week or **the walls are paper thin.** I could not believe how loud it was in the mornings! But on another plus side, the beds were really nice/comfortable and there were two t.v.s - one in the children's room and one in the main room. The panini restraunt on the property was really tasty but the **continental breakfast was a total rip off - way too expensive** for not a whole lot of choices. The sink was located in the

Just got back had to stay at this motel for a cheerleading competition. The team had to stay together. There are better places to stay that offer free continental breakfast, free shuttle to disneyland, and free parking. This place charges **\$9.00 a day to park your car there. What a joke.** They also tried to charge us for more cars and parking than we had. **Also tried to charge for full breakfast.** I would say watch your bill carefully. NO we wont stay there again. **Terrible food also.**

a stair-stepper and a bike. It was nice that there was a "secret" path out the back that led directly to the Marriott so that you could walk back and forth to the convention center very easily. **Parking is \$9, but I was a Marriott elite member so I got it comp'ed.** The front desk was awesome, knowing directions, making dinner reservations and rivaling that of larger hotels. The "newbie" attitude that pervades many

**In summary, the only negative points of this hotel were the \$9/day parking charge & small closet space. Otherwise, I highly recommend this hotel. It's new, very clean & situated in a convenient location.**

Jul 7, 2007

**6/7 found this review helpful**

**Advise all families to avoid the hotel.** A new hotel which is still unfinished / work going on. Kids got ill with bug bites / developed severe rashes. Bathrooms don't function properly. WC overflow and nasty smell. Reported to Manager Denise and GM Keith and both were least bothered to address the issues. **Will NEVER return or recommend to any one.** Avoid it at all costs.





# Courtyard Anaheim - Latest reviews

## "Smells bad, Looks bad, Is bad!"



**bedford808**  
California

Save Review

Jul 10, 2008

We booked this site through the Marriott reservation system. This was the 2nd 1/2 of our southern CA trip (SD then LA). We booked a **kids suite** for both sites (Double Tree in SD which was great!!!) however **our expected room was not available when we arrived** in LA and they had us registered for 1bd king (bad start!) Because there... [more](#)

## "No Longer A Marriott Fan"



**Mickeyone**  
Mickeyone

Save Review

Jul 1, 2008

I just returned from a stay at the Courtyard Marriott on Harbor Blvd. in Anaheim Ca June 14th - 19th. I made my reservations back in Jan. of 08 and was told that I was booked for a **Family Suite**. My kids were happy to be getting their own area to sleep. **Well when checking in I was told I was...** [more](#)

## "Front desk needs customer service training!"

**Courtyard Anaheim at Disneyland Resort**



**Lookin4TheBeach**  
Northeast Ohio

Save Review

Aug 2, 2008 **NEW**

Hotel is newer you can tell by decor. But what is the smell?? It **stunk in the halls and elevator really bad.** Room smell not too bad (thank God)! Room is tight but good price for the area. This is NOT a luxury hotel at all...just somewhere to sleep! Thank goodness there is enough to do in SOCAL that it keeps you out of the room all day. Our room faced the parking lot, if you are on a high enough floor and look over the trees, you will see the Disney fireworks. Had to **pay extra for parking** in their lot (stinks)! Hotel Bar closed at 10pm so we just walked over to the big Marriott Hotel across parking lot - they stay open later. Walk to Ruth Chris steakhouse (yum) walk to Dennys if you are sick of the hotel breakfast buffet. Hotel front staff could use more **customer service training!** Booked through hotels.com but when **got there had NO reservation.** They told me they would call and straighten it out...after 1 hour I just called hotels.com myself and straightened it all out (apparently they faxed an RSVP to the hotel but they just let it sit) I busted them on it and got my room. I had to do **THEIR JOB!** But oh well, it got me in the room faster than waiting on them to do it! **Young clerks who seem not to care** (or speak english very well)!!

### This TripAdvisor Member:

**Liked** — Convenient location and price.

**Disliked** — Front desk mess up with reservation and the smell in the hotel.



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# Courtyard Anaheim - Response strategy

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- **Start by responding to moderate good and moderate bad reviews**
- **Look at what reviewers liked and disliked**
- **Acknowledge the good / stress what they liked**
- **Then address the bad if you can offer an explanation or solution**
- **Do NOT promise to make changes and then not follow up**



# Courtyard Anaheim - Response strategy

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## Parking:

- “Like many other hotels in this area we charge a fee for parking in order to offer the lowest possible room rate. The fee is waived for Marriott elite members and we advise guest of the parking fee on our website.”
- “Thank you for your candid review of our hotel. We are glad you enjoyed <xyz>. While we offer many amenities like free wireless highspeed internet in the entire hotel we do charge a fee for parking.”
- “For many of our guests is is much cheaper and more convenient to park at the hotel and walk to Disneyland or take the ART shuttle for \$3.”



# Courtyard Anaheim - Response strategy

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## Noise:

- **“We are a very popular hotel, especially for families who like our location close to Disney and our affordable rates. We are sorry that you felt disturbed by the noise from other guests and hope that you nevertheless enjoyed your visit to Anaheim.”**
- **“We are sorry to hear that you felt disturbed by the noise of guests in other rooms. While we can not make any structural changes to the hotel - the property is the newest hotel in Anaheim - we do provide ear plugs to guests who are more sensitive to noise”.**



# Courtyard Anaheim - Response strategy

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## Restaurant:

- **“Thank you for your review of our hotel. We are glad you agree that the proximity to Disneyland makes this an ideal starting point or an Anaheim vacation. Our location also allows our guests to explore many dining options in the area ranging from Carl’s Jr. to Ruth Chris Steakhouse”.**
- **“We are sorry to hear that our breakfast buffet did not meet your expectations. Many of our guests value the option of having a breakfast buffet at the hotel before heading to Disneyland as it saves them time and money. The breakfast items were selected to meet the needs of families and business travelers alike. We appreciate your feedback and will take it into consideration when we review our breakfast buffet items.”**



# Courtyard Anaheim - Response strategy

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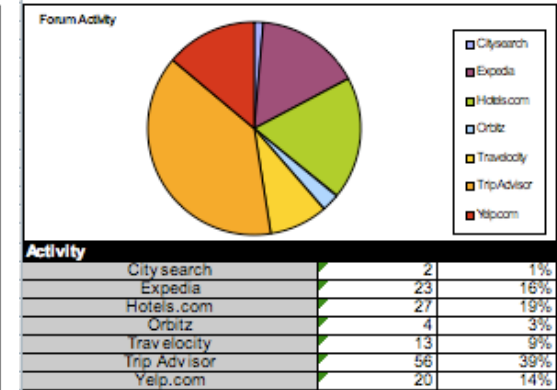
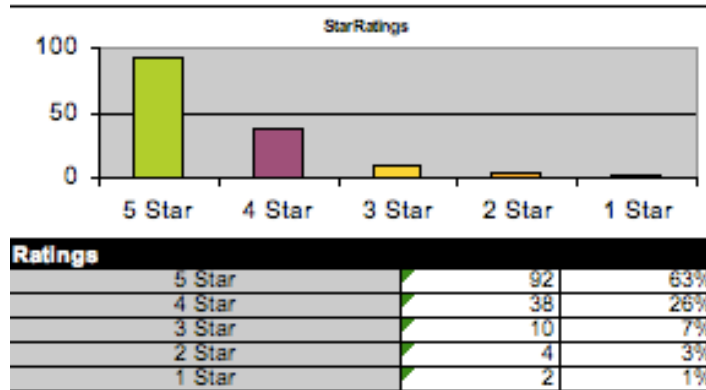
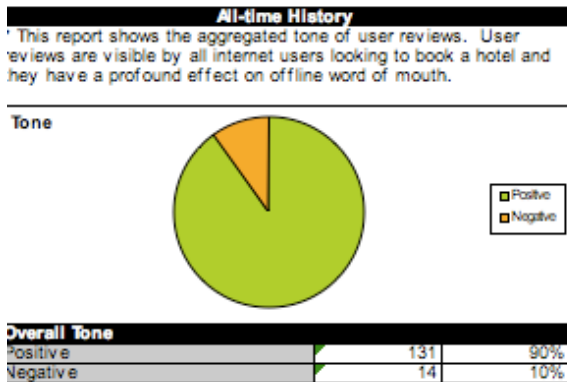
## Proximity to park:

- “Thank you for your review of our hotel. The proximity to Disneyland allows many guest just to walk to the park. But there are also other options like a shuttle bus from the nearby Marriott for \$3 (unlimited all day) or a taxi for around \$10.”
- “Many of our guests walk to Disneyland in the morning but prefer to take the ART shuttle back to the hotel (the shuttle is \$3 per person and stops at the nearby Marriott).”



# Handing reviews - best practices

Site	Date	Month	Positive	Negative	Rating	Review Headline	Comment	URL	Manager Response
Trip Advisor	5/28/08	May-08	x		5		Lots of folks have mentioned the parking situation (thank you for the warning!), so we found a very convenient parking spot about one block away on Yamhill that was only \$5 night. There were others in the area even cheaper. So, as long as you don't mind a short walk, save yourself the extra \$20. We even had free overnight parking on the street one of the nights we were there.	<a href="http://www.tripadvisor.com/ShowUserReviews-g52024-d112198-.html">http://www.tripadvisor.com/ShowUserReviews-g52024-d112198-.html</a>	
Trip Advisor	5/28/08	May-08	x		4	Great stay at	The hallways of the seven floors have over 300 screen prints from famous movies made in the 1930's, 40's, and 50's. The room decor was of similar era and the bathrooms are decked out in marble, tile and chrome. The pillow menu is great. The movies on demand for \$11 each is costly.	<a href="http://www.tripadvisor.com/ShowUserReviews-g52024-d112198-r16.html">http://www.tripadvisor.com/ShowUserReviews-g52024-d112198-r16.html</a>	



# Outlook

## A Comcast Technician Sleeping on my Couch



Rate: ★★★★★ 2,245 ratings

Views: 1,270,082

[Home](#) > [iReports](#) > Story

## American Airlines Baggage Mess



Posted by: [Snuggles2002](#) // 21 hours ago // viewed 161,314 times

New York, New York // [embed media](#) <object width="450" height="370">

Why did I have to be here for this mess. I was just trying to get home to see the wife. After missing my flight and being placed on standby for the second time within 24 hours. I find myself in the midst of this Baggage nightmare. Imagine being told that



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# Summary

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- The need to recognize and fix problems before departure is increasing
- You **HAVE** to monitor what is being said about your product
- Focus on the big players - get it right on those sites
- Document problems that might turn into negative reviews
- Start a dialogue with OTAs (Expedia, Hotels.com etc.)
- It is a marathon, not a sprint
- Do better than your competitive set

