

CALLING ALL TRAVEL INDUSTRY BUSINESSES



Don't Underestimate the Importance of Customer Feedback

It's imperative that you do not ignore the importance of customer feedback!

More than

75%

of UK consumers check out online reviews before making a purchase.



And according to the British Travel Awards Travelvision report...



More than

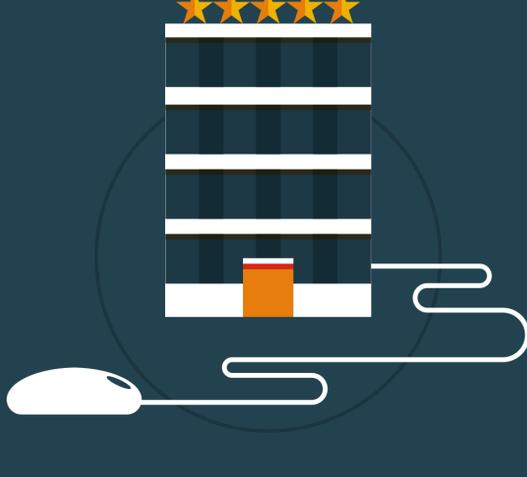
33%

of travellers say recommendations from review sites and online forums are the most influential factor in booking a holiday.

And it's recommendations from these sites that prompt

13.76%

into finally making a booking.



Fancy an extra ten percent revenue?



According to the Cornell University School of Hotel Administration, online reviews are responsible for up to

10%

of revenue per available room.

BUT:

“Negative reviews remove you from the choice set. Period. Lower price or higher ratings do not overcome the impact of negative reviews.”

SAS and the Pennsylvania State University

...which is why you should respond to negative reviews. According to reputation management company Olery:

78%

of travellers believe a hotel cares more about them when it responds to negative reviews.



84%

of travellers say that an appropriate response from management improves their impression of a hotel.

“The bottom line is that driving revenue and share in the hospitality industry is no longer just about competing on price. Consumers are clearly turning to user-generated content to inform their purchase decisions, in particular, reviews.”

Dr Kelly McGuire, Executive Director, Hospitality and Travel Global Practice, SAS

## Your to do list...

1. If you haven't already, **find out** what people are saying about your company on review sites. Step into your customers' shoes; what impression do they get of your company?
2. **Start asking** customers for reviews - according to [Trustpilot research](#), this is the main reason people leave reviews.
3. **Respond** to all negative reviews as quickly as you can, trying to resolve issues - you'll show browsers that your team cares.
4. **Learn** from the feedback in reviews - is there something people repeatedly complain about? Is a member of staff being particularly praised?



Ready to profit from reviews? You must read: **6 tried and tested conversion strategies for ecommerce managers**

Download now!