



THANK YOU FOR YOUR REPULSIVE REVIEW

Please be respectful of your colleagues by silencing your phone. If you need to answer a call, please go to the hallway.



TERRIBLE REVIEWS HAPPEN TO GREAT PLACES

“It’s Not Whether You Get Knocked Down, It’s Whether You Get Up”

 Annie
a month ago on  Google



1/5

I wanted to get a refund and couldn't. Then I tried to change my hotel dates and was willing to pay the fees required but they said their were no dates available. They said I would have to completely rebook and pay in full to reschedule.

 D Raymond
2 months ago on  Google



1/5

Sorry PDX. Love the London & Paris Hoxtons so thought the PDX one would be just as cool. Not so much. Right on Burnside, no parking, closet size rooms. Staff more than kind but that only goes so far. This PDx version does the city no favours. Lame move Hoxton, the rose city deserved better

 Andrew L. Grabhorn
3 months ago on  Google

1/5

A lot of noise comes in on the rooms by the Main Street. There's people yelling and lots of traffic going by. Also, it's near a really run down part of downtown. Hotel is nice on the inside, but noise can easily ruin experience.

 Sherissa Mac
2 months ago on  Google

2/5

 Charles Tiller
9 months ago on  Google

1/5



We got reservations for my fiancé birthday dinner at the hotels restaurant. It was a surprise party that I was dropping her at the door, and the hotels incredibly unprofessional parking boy made it impossible to do a 30 second door drop.

Response from the owner

9 months ago

Charles, thank you for your feedback. I am so sorry you did not have a good experience with our front door staff. I have shared your comments with them. I hope that you will give us another chance to redeem ourselves.

[Read more](#)

 Adriana Olson
9 months ago on  Google



5/5

Killer decor. Very Urban. Hot tub suites are amazing!!

Response from the owner

9 months ago

Thanks Adriana! The Urban Soak rooms are my favorite too! Come back soon!

 Sam Stiles
9 months ago on  Google

5/5

GUESTS CAN BE IMPOSSIBLE

- **Unreasonable Expectations**
- **Flat Out Nutjobs**
- **You Only Hear From Them in a Public Review**
- **Fake Reviews**



REVIEWS ARE CRITICAL TO SUCCESS

KEEP GETTING MORE REVIEWS



88% of
consumers trust
online reviews as
much as personal
recommendations

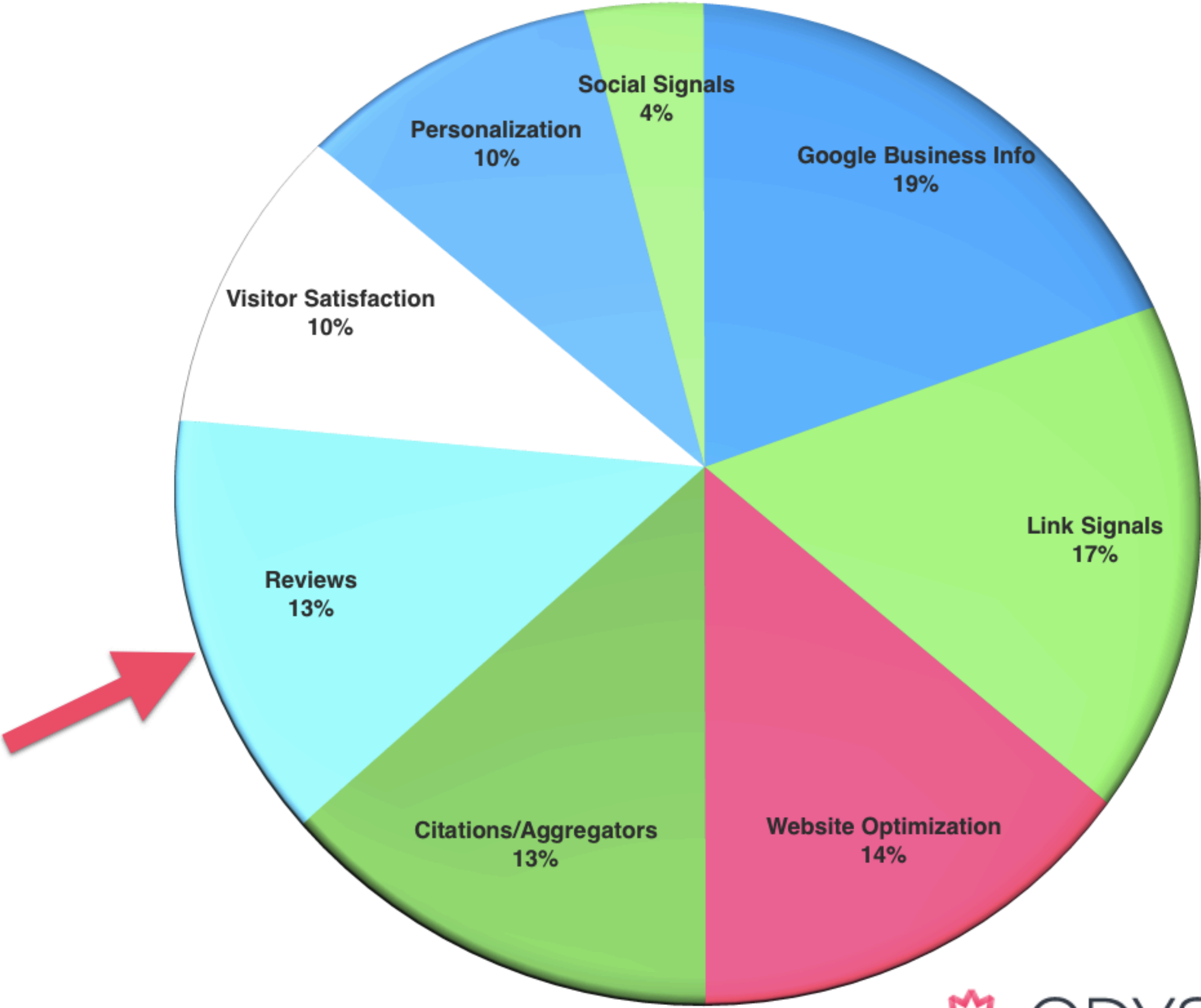
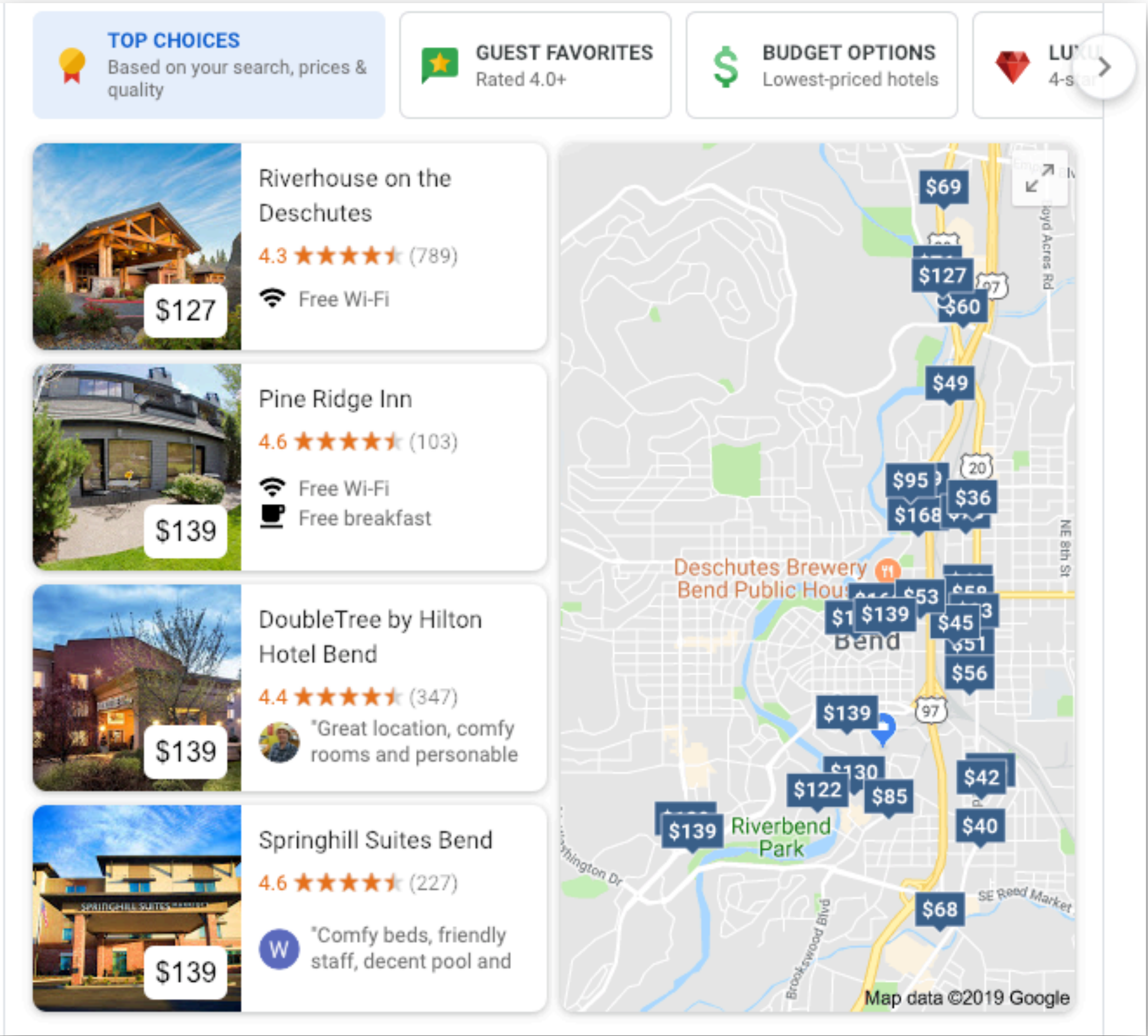
6-12

REVIEWS

People read 6-12
reviews prior to making
an online booking

IMPACT OF REVIEWS ON GOOGLE MAP RANKINGS

Google Map Ranking Factors



REVIEWS & TRIPADVISOR RANKINGS/RATINGS

What makes up a TripAdvisor ranking?



Review **freshness**



Review **score**



Review **volume**

- **TripAdvisor Rating: The average of your actual reviews**
- **TripAdvisor Ranking: An algorithm that factors in your property's rating along with other factors.**

RESPONDING TO REVIEWS - STATS TO KNOW

REPLY TO ALL YOUR REVIEWS

87

PERCENT

of people's impression
of a property improves
when management
appropriately responds
to a bad review

62

PERCENT

of people agree that
seeing a hotel's
response to reviews
generally influenced
them positively toward
booking at that hotel

65

PERCENT

TripAdvisor shows that
when hotels respond
to at least 65% of their
reviews, the average
rating is 4.15 vs 3.81 for
those who don't
respond

REVIEWS - BASICS

- **Monitor for new reviews**
- **Reply to all your reviews - good, bad or indifferent**
 - **Working as a team? Create guidelines for your staff or provider**
- **Have a systematic process for getting more reviews**
- **Do not incentivize reviews**
- **Embrace and respond to negative reviews**

RESPONDING TO NEGATIVE REVIEWS

“When responding to negative reviews, always remember that you are writing to future guests, not the one that posted the negative review.”

-Josiah Dean, Balch Hotel in the Columbia River Gorge, Oregon

RESPONDING TO NEGATIVE REVIEWS

TIPS & EXAMPLES

- **Pause, breathe, read review several times**
- **Respond in a timely manner**
- **Write reviews for future guests**
 - **4A's: Acknowledge, Apologize, Appreciate, Avoid**
- **Take communication offline**

RESPONDING TO NEGATIVE REVIEWS

TIPS & EXAMPLES

Response from the owner 9 months ago

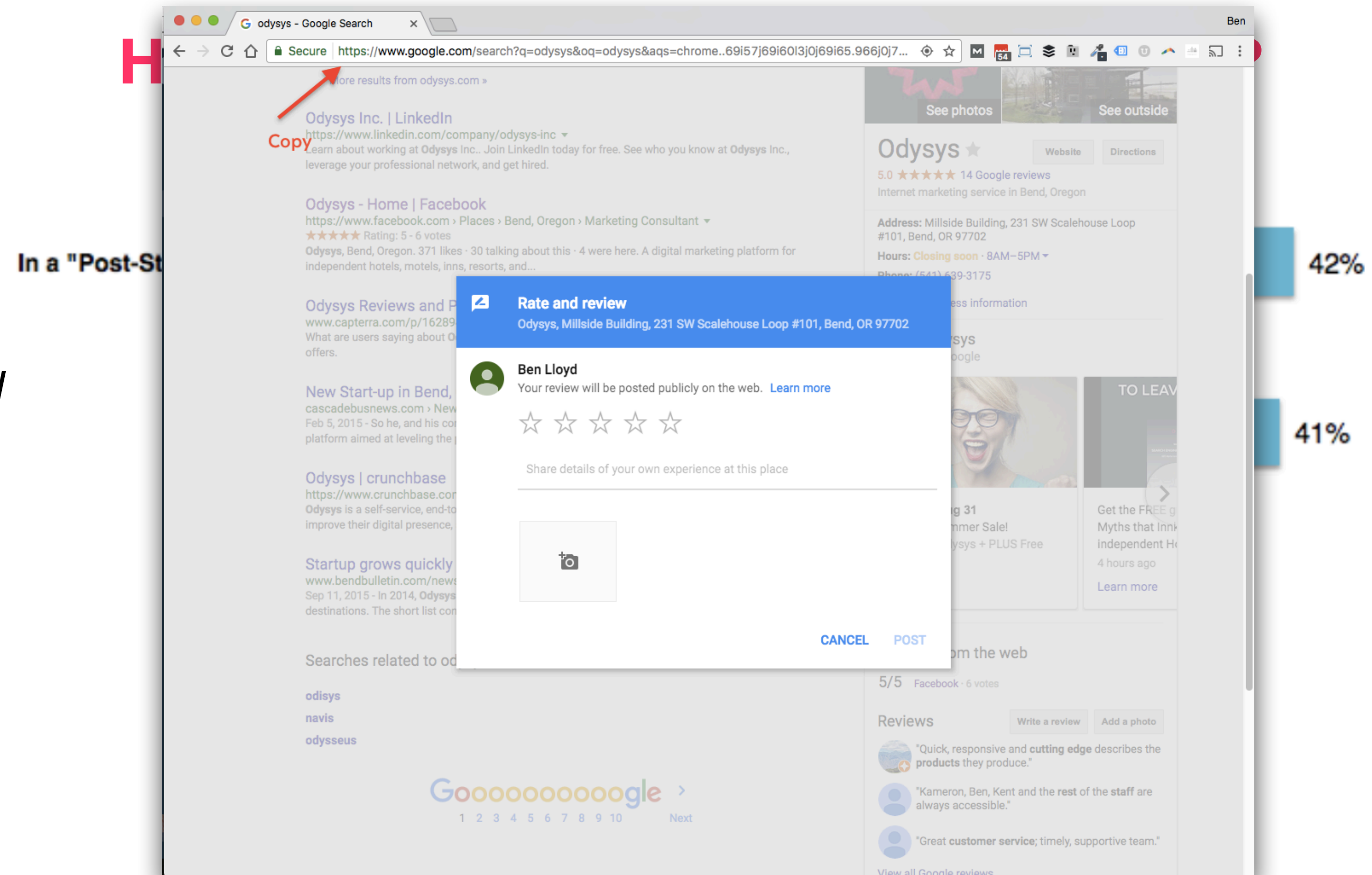
I'am sorry to hear about your stay Miss Juniper. We take your feedback to heart in doing our best to better our hotel. I can assure you this is not our standard. I have reached out to you directly to the phone number and email I had on file. I would like you to give us a second chance to wow you. Please reach out to me directly my email is swalcott@hoteleastlund.com & my direct phone number is 503 - 820- 4147.

- Front Office Manager

Shanda Walcott

GETTING REVIEWS

- Ask for reviews in your post-stay email
- Use the right language
 - “Questions? Issues? Concerns?
If your stay was less than 5-stars, we want to know. Please contact us directly.” [email + phone]
- Use the right links
 - Search for your property, click “Write a Review”, use that URL
 - “Leave us a review on [Google](#) or [TripAdvisor](#)”



REVIEW DONT'S & THINGS TO KNOW

- **Soliciting in bulk: Don't go out & request reviews from your last 50 guests today**
- **Don't incentivize reviews with \$\$**
- **Don't review yourself or create fake profiles**
- **Don't review competitors**
- **Specific Dont's:**
 - **Yelp: "Don't ask your customers to review your business on Yelp"**
 - **Google: No "Review-gating" - using a 3rd party tool to filter out negative reviews**

REVIEW TIPS, TOOLS & OTHER TRICKS

- **Monitoring for reviews**
 - **Email settings & filters!**
 - **3rd party tools “review management” & “reputation management”**
- **Disputing & dealing with fake/spam reviews**
 - **Flag/report reviews that violate content or policy guidelines**
 - **Respond publicly if review isn’t changed or removed**
 - **Get more positive reviews to bury the negative/fake/spam review**



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