



SKÅL EUROPE ACADEMY

HOTEL ONLINE REPUTATION MANAGEMENT

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In terms of revenue, how much is a percentage point improvement of the reviews rating worth?

The hoteliers attitudes are divided in two groups:

Those who monitor, respond, and manage their online reputation

Those who are not interested, whether it's due to lack of time, resources, or inability of compiling data



In terms of revenue, how much is a percentage point improvement of the reviews rating worth?

As compared to their competitive set

Simply encouraging reviews was associated with
an increase in a hotel's ratings

An increase in a hotel's TripAdvisor rating is reflected in an increase in revenue

Cornell university - Center for hospitality research
Hotel Performance Impact of Socially Engaging with Consumers
Chris Anderson and Saram Han

Source: Hotel Performance Impact of Socially Engaging with Consumers By Chris Anderson and Saram Han using matched sample data from ReviewPRO's Global Review Index™ and STR's hotel sales and revenue data.



**How much is a percentage point improvement
in your reviews worth, in terms of RevPar?**

Online guest satisfaction
has a direct impact on the Hotel performances

Cornell university - Center for hospitality research
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How much is a percentage point improvement in your reviews worth, in terms of RevPar?

A follow-up study, conducted by Associate Professor Chris Anderson, shows that a 1% increase in the ReviewPro Global Review Index™ (GRI) of a hotel leads to a:

Price increase
(ADR) equal to

0,89%

Occupancy
increase of

0,54%

Increase in revenue
per available room
(RevPAR) of

1,42%

Source: Hotel Performance Impact of Socially Engaging with Consumers By Chris Anderson and Saram Han using matched sample data from ReviewPRO's Global Review Index™ and STR's hotel sales and revenue data.



How much increase in revenue to expect depending on the size of your hotel?

Example

Assuming we improve the revenues rating by 10%,
how much do we expect to improve revenues?

Available Rooms	ADR	Occupancy	RevPar	Estimated Revenue	Reputation improvement	% revenue increase	Expected additional revenue
30	100	50%	50	540,000	10%	14.20%	76,680
50	100	50%	50	900,000	10%	14.20%	127,800
100	100	50%	50	1,800,000	10%	14.20%	255,600



To summarize

The results of these studies reinforce a widely accepted view in the field today:

**Online reviews impact hotel
revenue.**

**Effectively manage and improve
a hotel's online reputation
is critical to success.**



How to improve reviews and revenue?

Responding quickly but choosing to whom and how to respond

Keeping track of the improvements achieved

Allowing guests to leave feedback, during or just after using services

Integrating OTA reviews with those collected at the end of the stay

Source: Hotel Performance Impact of Socially Engaging with Consumers By Chris Anderson and Saram Han using matched sample data from ReviewPRO's Global Review Index™ and STR's hotel sales and revenue data.



Improving reviews and revenue: what do we need?

Alerts - to respond immediately and easily

SWOT analysis - to highlight what your guests want you to improve
(often at very limited cost)

Cockpit (dashboard) to monitor your ranking and record improvements in reviews and revenue

Incentivize people who influence outcomes

Source: Hotel Performance Impact of Socially Engaging with Consumers By Chris Anderson and Saram Han using matched sample data from ReviewPRO's Global Review Index™ and STR's hotel sales and revenue data.



So what is really needed?

**Reputation has visible effects
on revenue outcomes**

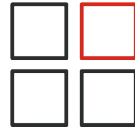
**Its effective management therefore
requires sophisticated but
economical and easy-to-use tools**



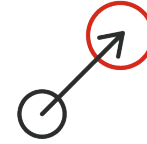
Reputation



Analyzes
the reviews
and questionnaires



Organizes
everything in one tool enabling
easy and timely responses



Suggests
what aspects to improve
and clearly indicates what
actions to take



Here you enter the page of the specific review

This section refers to the specific review with input date

This section refers to the client data which monitors his feedback inputs (if integrated with the PMS)

This section refers to booking data (if integrated with the PMS)

This section refers to review ranking and sentiment

This section refers to the client review text

In this section you can click on the review and access it directly on the website to reply

Navigation: Summary - Review List - **Review page**

REPUTATION **Hotel 1** utente@nivula.ch LOGOUT

Travel Date: -	Published: 2023-03-14
Created: 2023-03-14	Updated: 2023-03-14
Source: booking.com	

Travel type: -	Composition: couples	
Room name: Classic Suite		
Name: Ann	Email: -	
Origin: United States	Country: US	Language: en

Staff praised: -

Good: -

Bad: -

Room type: -	Number: -
Reservation: -	Open PMS

Notes: -

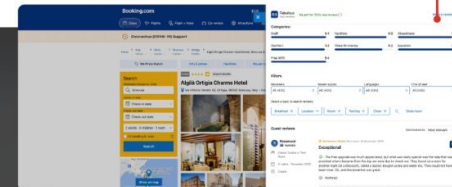
Rating Overall: 90 ★

Sentiment: **positive**

Title: Nice comfortable stay in a historical hotel in a great location.
Good: Wonderful location, Excellent staff. Historic building, Great breakfast.

Reply: -

[Open review](#) [Reply](#)



HOTEL 1

Open

Ranking	Now	1yr		Trend
Booking.com	2/91	2/88		stable
Hotels.com	7/164	2/69		negative
TripAdvisor	1/95	1/94		stable

Source	All	1yr	Rating	Trend
Booking.com	3265	1239	92	stable-
Survey	806	411	95	negative
Google	409	136	95	stable+
QuickFeed	207	207	98	negative
TripAdvisor	197	89	97	stable+
Expedia	54	47	96	positive
Ctrip	24	24	97	positive
Hotels.com	51	38	97	stable-
Cheaptickets	1	1	100	stable
TOTAL	5030	2193	94	stable-
Read	45	490		
Replies	1083	428		

Category	All	1yr	Rating	Trend
Overall	5629	2397	94	stable+
Service	1490	786	96	negative
Value	877	455	92	negative
Room	449	226	93	negative
Location	300	156	95	negative
Fnb	242	216	97	negative
Cleanliness	239	145	93	stable+
Facilities	98	70	96	negative

Nivula Cockpit

SWOT analysis

Jackpot 2023

Jackpot 2024

You view the summary of the reviews current situation compared with YTD (Year To Date) situation

In each section you can click to access the different dashboard areas

Section summarising the specific hotel data

You can add filters to view each single section

Navigation: Summary - Review List

Reset filters Update table

PERIOD
All (4523)
3 months (49)
6 months (139)
12 months (1643)
This year (37)
Last year (482)

READ
All (139)
Read (2)
Unread (137)
Favorite (3)

SOURCE
All (139)
Booking.com (89)
Google (15)
Trip_advisor (24)
Hostelworld (0)
Expedia (8)
Hotels.com (4)
Facebook_pages (0)

REPLY
All (139)
Answered (6)
Unanswered (78)

CATEGORY
All (139)
Overall (139)
Room (6)
Service (22)
Cleanliness (13)
Location (8)
Value (1)
Facilities (10)
Fns (0)
Friendliness (0)

SENTIMENT
All (139)
Positive (74)
Neutral (35)
Negative (6)

BOOKING
All (139)
Unidentified (139)
Identified (0)

OVERALL RATING
All (139)
100 (77)
80-99 (53)
50-79 (7)
Below 50 (4)

PLUS & MINUS
Plus: All
Minus: All

Published	Source	Reviewer name	Country	Title	Sentiment	Categories	Rating	Reply	
2023-03-14	Booking.com	Ann	US	Nice comfortable stay in a historical hotel in a great location.	Positive	Overall	90		Open
2023-03-13	Booking.com	Raphael	MX	extraordinario	Positive	Overall	100		Open
2023-03-13	Trip advisor	Jon_Bu_11	GB	Fantastic hotel in Ortigia	Positive	Overall	100		Open
2023-03-12	Expedia	Julia	US	-	Positive	Cleanliness, facilities, overall, service	100		Open
2023-03-12	Hotels.com	Christine	-	-	-	Overall	80		Open
2023-03-12	Booking.com	Robert	US	We had a fabulous stay!	Positive	Overall	100		Open
2023-03-08	Google	Mariafonsa Capone	-	-	Positive	Location, overall, room, service	100		Open
2023-02-03	Booking.com	Tomasz	PL	Fantastic location, highly recommended	Positive	Overall	100	✓	Open
2023-01-28	Booking.com	Agnes	FR	parfait	Neutral	Overall	80	✓	Open
2023-01-22	Trip advisor	Thesmartraveller	IT	Non all'altezza del prezzo	Neutral	Overall	40	✓	Open
2023-01-18	Booking.com	Asger	DK	Very good	Positive	Overall	80	✓	Open
2023-01-17	Booking.com	Eleonora	IT	Very good	-	Overall	80		Open
2023-01-15	Booking.com	Maria	ES	Mi hotel en Siracusa	Positive	Overall	90	✓	Open
2023-01-13	Booking.com	Max	US	Exceptional	Overall	Overall	100		Open
2023-01-10	Booking.com	Salvatore	IT	fortemente consigliato	Overall	Overall	100	✓	Open

Unread reviews are clearly visible

Intuitive view of what is going well and what is not

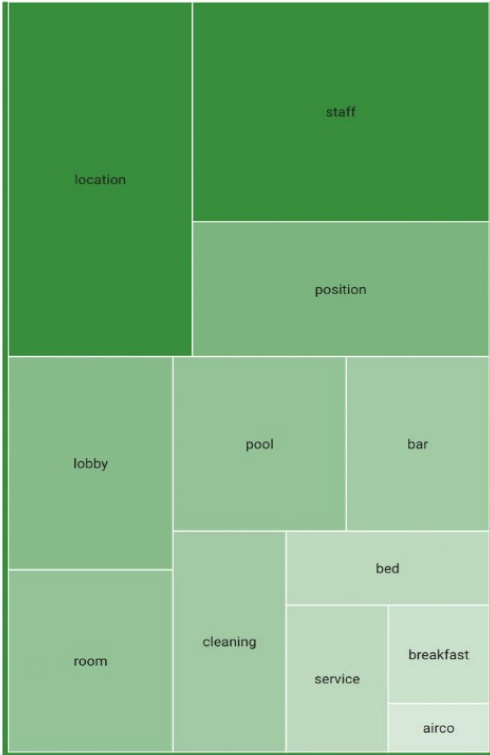
Clicking you can access the single client review

Strengths and areas of improvement

hotel: Moxy Luhrs Hotel (1)

Jan 1, 2023 - Dec 31, 2023

Strength	Date	Review
pool	Dec 15, 2023	Open
staff	Dec 12, 2023	Open
room	Dec 9, 2023	Open
cleaning	Dec 9, 2023	Open
bed	Dec 9, 2023	Open
location	Dec 4, 2023	Open
cleaning	Dec 4, 2023	Open
lobby	Nov 27, 2023	Open
location	Nov 20, 2023	Open
breakfast	Nov 20, 2023	Open
staff	Nov 20, 2023	Open
location	Nov 13, 2023	Open
room	Nov 13, 2023	Open
room	Nov 12, 2023	Open
room	Nov 12, 2023	Open
location	Nov 12, 2023	Open
service	Nov 12, 2023	Open
bed	Nov 12, 2023	Open
location	Nov 10, 2023	Open
staff	Nov 10, 2023	Open



Weakness	Date	Review
cleaning	Dec 12, 2023	Open
noise	Nov 12, 2023	Open
room	Nov 10, 2023	Open
noise	Nov 10, 2023	Open
parking	Nov 9, 2023	Open
parking	Nov 8, 2023	Open
room	Oct 23, 2023	Open
bed	Oct 21, 2023	Open
bed	Oct 21, 2023	Open
airco	Oct 20, 2023	Open
noise	Oct 20, 2023	Open
cleaning	Oct 20, 2023	Open
service	Oct 16, 2023	Open
location	Oct 16, 2023	Open
cleaning	Oct 14, 2023	Open

HOTEL 1



JACKPOT

Improve reputation by incentivizing staff



Collects reviews during or just after the use of any service in the Hotel

Features

Allows the guest to leave an immediate review during the hotel experience

Is multitasking. It allows you to consult the breakfast or dinner menu, or for example, access the list of services, with the same tool with which it collects reviews

The tool is integrated with Reputation. All data collected is highlighted in reputation reports



Collects reviews during or just after the use of any service in the Hotel

Benefits

Improves rating on external sites

In case of a positive rating invites the user to leave a public review (about 60% do!)
immediately flags negative comments and with an alert invites staff to handle them

Increases the number of positive reviews, while decreasing comments from dissatisfied customers



Picture of you current situation and ...

FREE TRIAL

If you give us:

- Your email address
- A Google e-mail account
- The link to your tripadvisor page

Nivula, will give you this information free of charge:

- Upload your reviews from the past few years
- Highlight your strengths and weaknesses according to your guests
- Allow you to see what results you can achieve and how
- Give you Reputation for free for one month.





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