



Negative Hotel Reviews on TripAdvisor

→ **What Should You Do?** ←



Step Guide to Responding



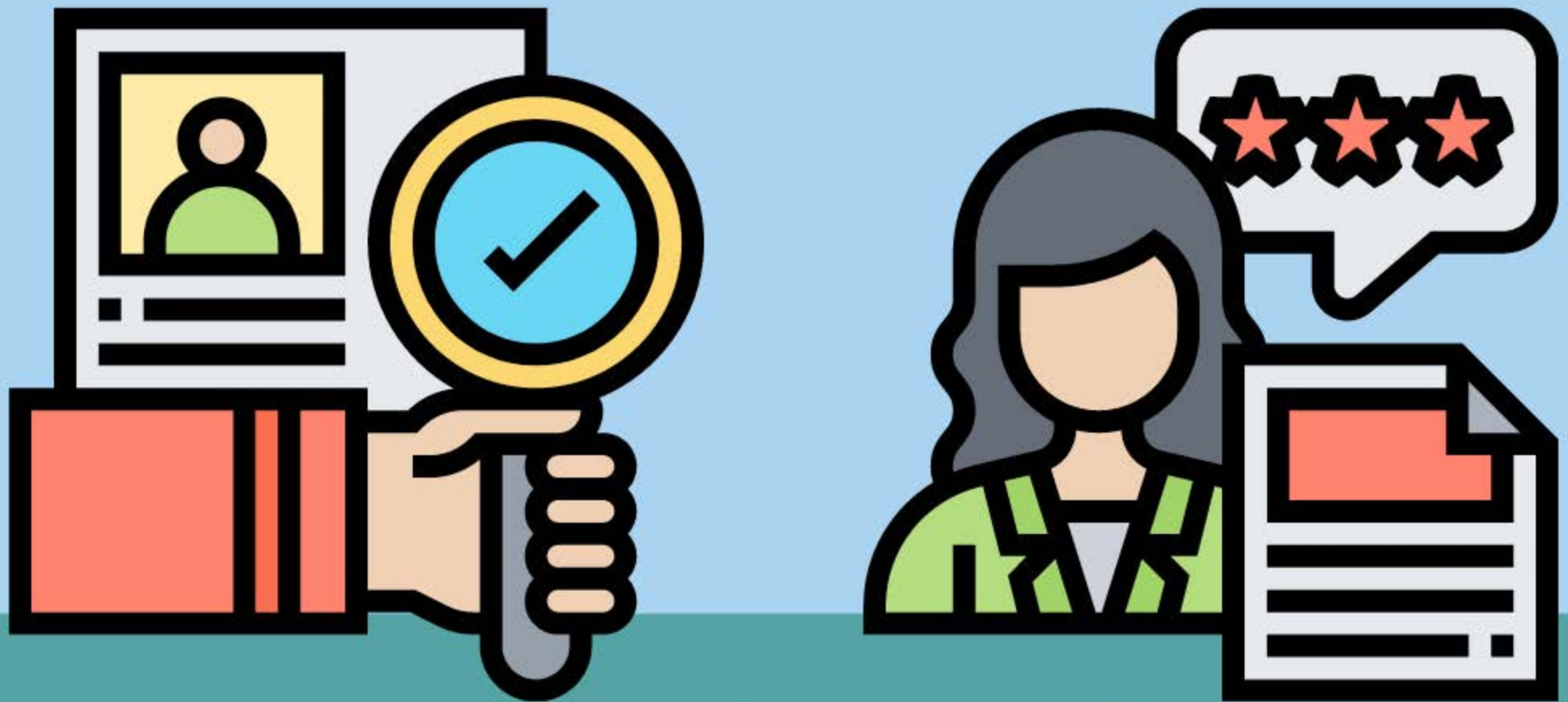


**Every month, 415 million
customers look through
TripAdvisor reviews of
restaurants, hotels &
attractions to determine
the best one.**



**TripAdvisor reviews
are a huge motivator
for booking any
hotel**





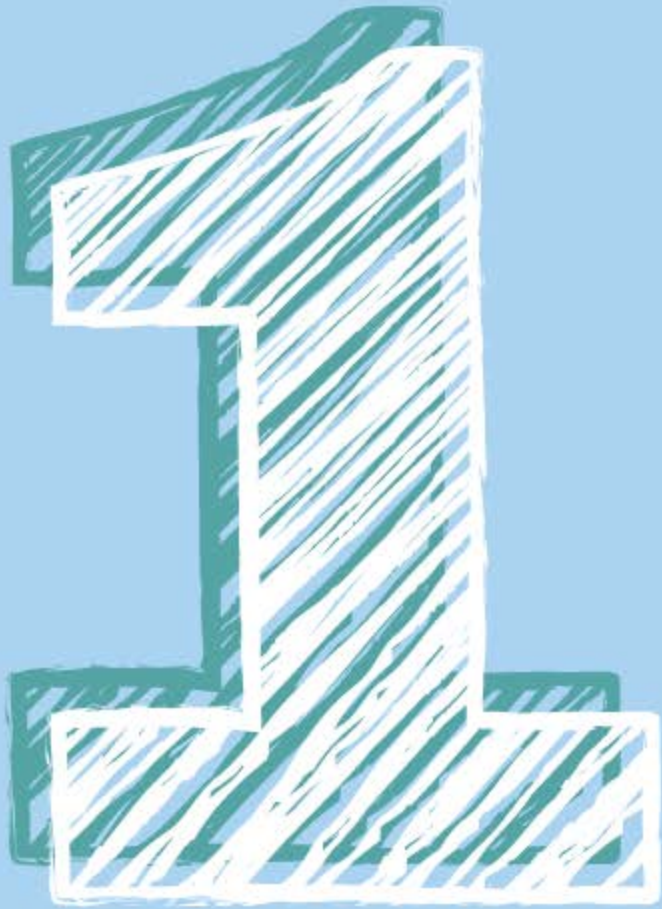
78% say that seeing a management response to a review makes them believe the hotel cares more

**It's inevitable you will receive
a negative TripAdvisor review
at some point**



What should you do?





**Assess and evaluate the
feedback internally first. Don't
take more than 48 hrs**

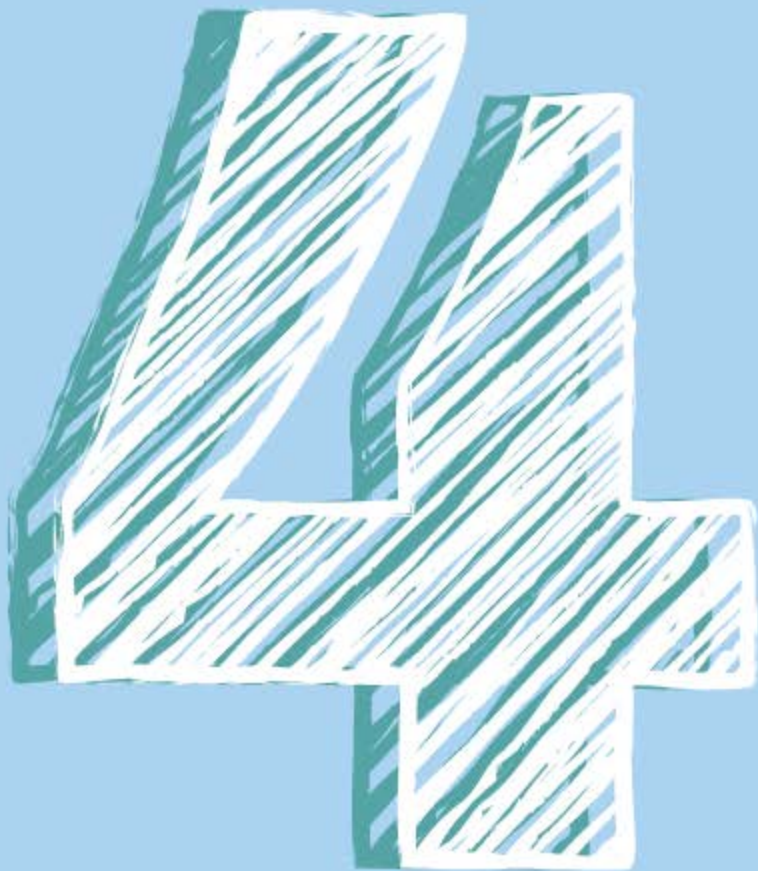




**Publicly respond to the review.
Ask questions when details
aren't clear**



**Express sympathy that their
experience fell short of
expectation**



**Take the problem offline. Explain
in your response that you'll
contact them directly to discuss
in more detail**



Be transparent about mistakes. Other travellers will see that you're improving for the next guest.

**Interested in hiring an agency to
handle your communications?**

**Get in touch:
info@p1communications.com**



COMMUNICATIONS