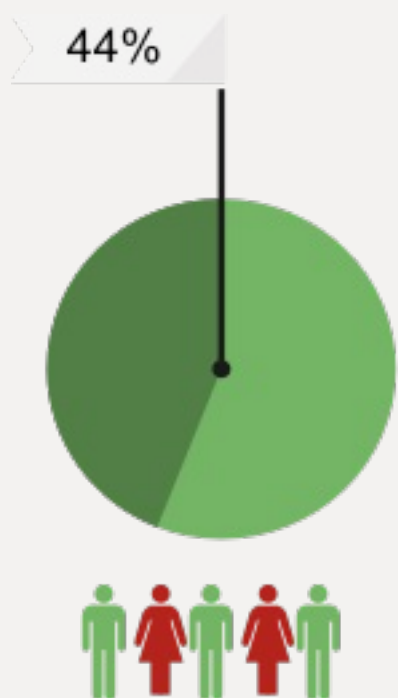
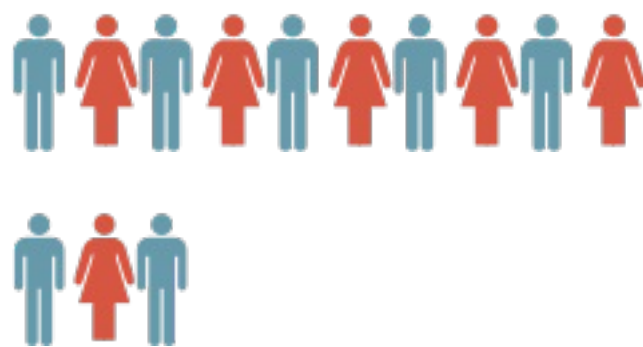


LATEST ON-LINE CONSUMER BOOKING TRENDS

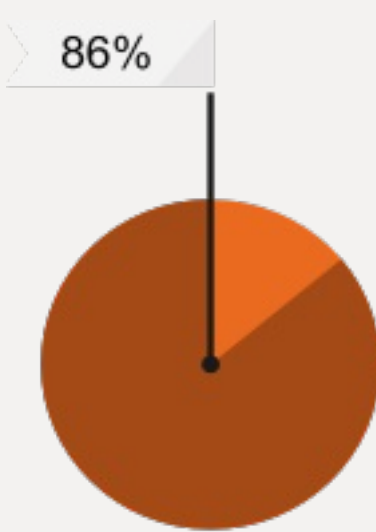
Newest research conducted by Phocuswright for TripAdvisor reveals that in order to increase your hotels' Global Review Index (popularity ranking), you have to be diligent in your continual responding. Here are their findings.

Respondents prefer one stop shopping - read reviews, compare and book!

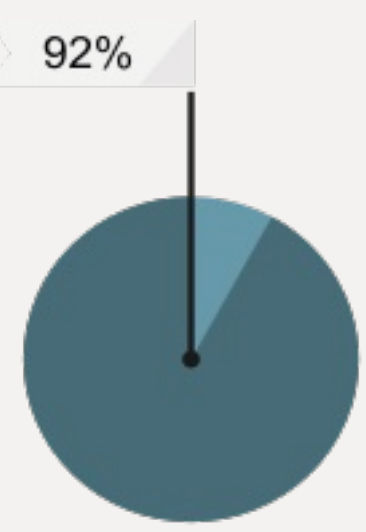
63%



Consumers prefer to read reviews written within 1 month.



86% of guest reviews are positive while only 2-4% are negative



Consumers read online reviews before making a decision to where to stay



ENGAGEMENT FACTOR = more bookings



4 times more page views

Highly Engaged

Non-Engaged



63% higher GRI - popularity ranking



30 to 40% more bookings



"You must increase your Hotels Engagement & Hotels' popularity ranking = GRI"

- More reviews are better than fewer reviews.
- Good reviews are better than poor reviews.
- Recent reviews are better than older reviews.

SOURCES

TripAdvisor Phocuswright independent study - October 2015
https://www.tripadvisor.com/TripAdvisorInsights/n2661/video-review-insights-you-cant-miss#footnote1_d4iwe3c

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