

# Who owns guest feedback & why should it matter?

## 3rd Party/OTA vs. Brands

# of Reviews Posted

58,574

vs.

12 mos.

# of Reviews/Surveys Posted

25,529

Ratio of Reviews

69.6%



Ratio of Reviews/Surveys

30.4%

OTA & 3rd Party Hotel room booking channels are still leading the way when it comes to guests talking about their stay experience .

The good news, 1/3rd of all reviews about a hotel is now coming through the Brand channels - i.e. Marriott Verified Reviews, ChoiceHotel Reviews, IHG Guest Reviews and Brand Guest Surveys.

## Brand Surveys vs. Brand Reviews

# of Surveys Posted

21,330

vs.

12 mos.

# of Reviews Posted

4,199

Ratio of Surveys

83.6%



Ratio of Reviews

16.4%

Guest Satisfaction Surveys has always been our gauge as to how we are doing when it comes to service, cleanliness and condition of the hotel and still has higher volume of feedback than the newer "brand review" feedback.

"Brand review" feedback volume will continue to grow as more and more decisions are going to be made by looking at the peer-to-peer recommendations when traveling for business or leisure.

## Leisure Travelers



## Business Travelers

78%

Online Source

80%

52%

Family, Friends or Colleagues

41%

Over 75% of all travelers are influenced by online reviews per the latest 2017 "Think with Google" study. Even though Brands are coming up with new solutions each in their own way, the Online-source will still have a great hold on how we capture future guests to our Hotels.

### SOURCES

Study: based on 12 month 2017 Calendar Year, number of reviews posted by guests and responded to by iResponse.  
 Statistics: 2017 "Think with Google" Study

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