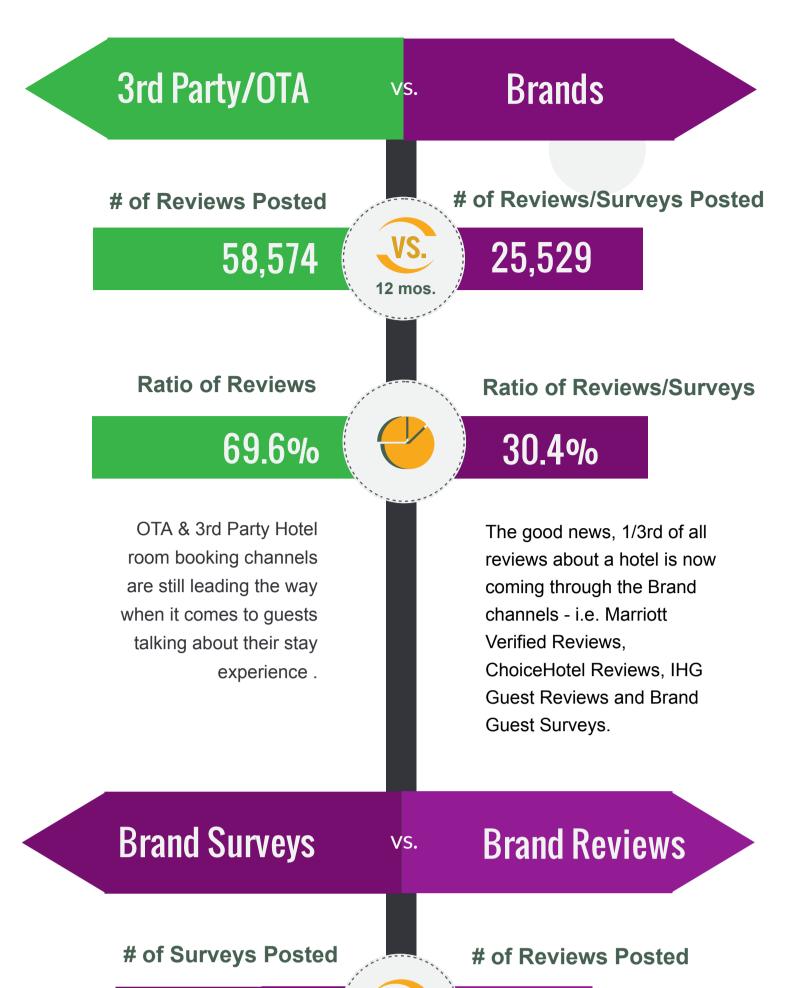
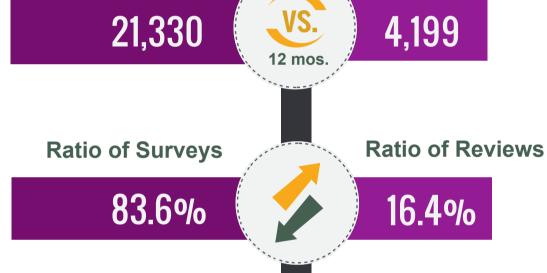
Who owns guest feedback & why should it matter?



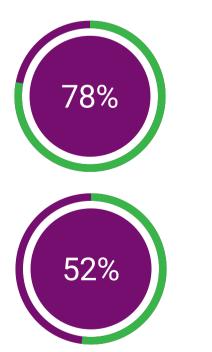


Guest Satisfaction Surveys has always been our gauge as to how we are doing when it comes to service, cleanliness and condition of the hotel and still has higher volume of feedback than the newer "brand review" feedback. "Brand review" feedback volume will continue to grow as more and more decisions are going to be made by looking at the peer-to-peer recommendations when traveling for business or leisure.

Leisure Travelers

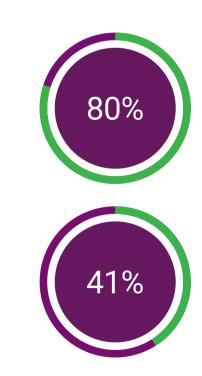


Business Travelers



Online Source

Family, Friends or Colleagues





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 iResponze. Statistics: 2017 "<u>Think with Google</u>" Study

CREATED BY

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[engaging social butterflies]