Guest Intelligence for Tourism Organizations

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Tourism is About Experiences

Hotels & Resorts

Restaurants

Transportation

Outdoor Attractions

Theme Parks

Museums

Shopping
Reputation = Revenue

A 1 point increase in a hotel’s Global Review Index™ equals up to:

+0.89% in ADR
+0.54% in Occupancy
+1.42% in RevPAR
What Do We Do?

• Measure guest experiences by aggregating hundreds of millions of reviews & social media mentions, in 45+ languages, on 175+ online travel agencies (OTAs), review websites and social media platforms.
Our Offer

Guest Intelligence

- Reputation Management
- Guest Surveys
- Revenue Optimizer
- Data/API

- Hotels
- Destinations & Star Ratings
- Hotel Owners & Investors
- Management & Representation Companies
- Consultants & Advisors
- Restaurants
Clients & Partners

25,000+ hotels and organizations in 150+ countries rely upon ReviewPro to improve guest satisfaction and increase revenue.
Leading Destinations Rely on ReviewPro

AA

starratingsaustralia

SETE

MALTA

Online Guest Reviews and Hotel Classification Systems
An Integrated Approach
The Opportunity for Destinations
Increasing Economic Development

• Destinations can leverage online review analytics to:
  – Better understand & benchmark visitor satisfaction.
  – Prioritize operational/service improvements to enhance overall visitor experience.
  – Optimize destination marketing campaigns.
  – Drive tourism & economic development.
If You Don’t Measure it, You Can’t Improve it

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Example: Star Ratings Australia (SRA)

• 5,000+ SRA licensees have access to a Lite ReviewPro dashboard.

• Provide training on importance of reputation & how to improve it.

• Display meta-review data on its website.

• Hold contests to recognize the best performing hotels in each region.

• Conduct marketing & PR activities based on ReviewPro Guest Intelligence.