



Feedback
Preno

HOTELIER E-BOOK SERIES

HOW TO RESPOND TO NEGATIVE HOTEL REVIEWS

EMPOWERING HOTELIERS AROUND THE WORLD.



So you're wondering "should hotels respond to negative online reviews?"

The answer is yes. As a hotelier, the worst thing you can do for your business is ignoring negative reviews online.

No matter how great your service is and stunning your property may be, negative hotel reviews happen. It might be that you have a fussy guest, or it could be that something went wrong during their stay, but the bottom line is; negative reviews happen.

If you get the occasional (or worse, frequent) negative online review, don't get disheartened, but more importantly, don't ignore it.

Why you should respond to negative reviews

The modern traveller reads online reviews.

And like all industries, customers trust other customers, so whether you take notice of your reviews or not (you should), someone is taking notice - and that someone is your potential guest.



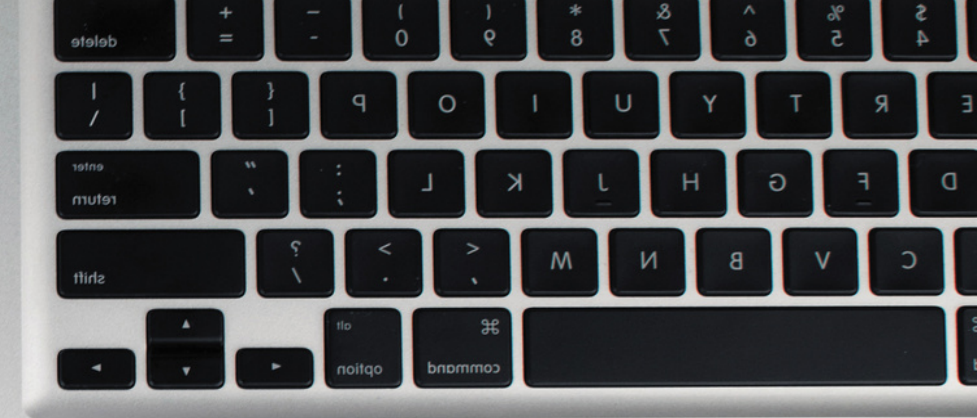
There are two main impacts of negative hotel reviews:

1. The first influential factor of a negative review is, of course, its content.

Did the guest say the bed was uncomfortable? Did they say the staff were rude? Whatever they have written about you online, it is now out there for anyone to see.

2. The second influential factor of a negative review is your public reaction to it.

The guest's voice has already created a negative impact, so the next factor is whether you choose to ignore or remedy the situation. Guests will take note of if and how you respond.



According to an empirical study by the ITB and the University of Worms in Germany, more than 35% of Internet users would refrain from booking if they find more negative than positive reviews about a hotel online. 20% would even tell others about their findings.



A step-by-step guide to responding to negative hotel reviews

Before we dive into how to respond to negative hotel reviews, let's start with a pre-review step that can minimise negative reviews (or at least soften them).

Step 0: Remedy a bad review before it is written.

When a guest checks out of your accommodation, your front desk staff should always ask how the guest's experience was. It's as simple as six words: "how was your stay with us?". These six simple words are a pre-emptive strike to remedy a potentially negative review.

Now that you have prompted the guest, they are more likely to tell you the issue in person. This is your chance to take immediate action to resolve the issue and make the guest feel less disappointed. This could be as simple as an apology, or further, offering a discount for their next stay.

Whatever pre-emptive action you take, it will likely alter the guest's review (positively).

The guest may decide not to post a review at all, or perhaps they'll describe the negative aspect, but also outline your positive response (how you remedied the situation). This will then stand out to other guests reading your reviews, and cancel out the negative with a positive.





Step 1: Don't let your emotions impact your response.

You've just received a bad review, you're feeling upset (angry, even)... What is the first thing you should do? Take a breather.

When someone says something negative about your hotel, the natural response is emotion (you're only human after all).

Be sure to keep your emotion to yourself – aggressively typing out an emotional (public) response will only make the situation worse.

Step 2: Respond in a timely manner.

The next step when considering how to respond to negative reviews on Tripadvisor and other hotel review platforms is response time.

Once you've taken a breather and processed the negative online review, the next step to an effective response is making sure you don't wait too long.

It is recommended that you respond to negative hotel reviews within 24 hours, or at the latest, within a few days. Essentially, when potential guests see you haven't responded, it gives them the impression that you don't care, resulting in an even worse impression of your hotel.

Step 3: Thank the guest and apologise.

Positive or negative, an online review is a valuable tool for your business. So the next step is to thank the guest (even if they have upset you). After all, the guest has taken the time to provide you with feedback.

Another major element when strategising how to respond to negative hotel reviews is of course, apologising. It may seem like an obvious one, but it often gets missed. Remember: even if you think the guest is being unreasonable, you still need to apologise



Step 4: Instigate change & resolve the issue.

The final step to responding to a negative hotel review is following through. It is one thing to thank a guest for their feedback, it is another to take it on board and utilise it as a strategy for improvement.

Resolve individual issues, and instigate change for overarching ones.

If one guest has left a negative review about something, write them a public response, and then contact them personally too. Give them a call or write them an email – the more effort you put into resolving complaints, the less negative online word-of-mouth you will be left with.

Take note of recurring issues that come up in your hotel reviews. It might be that a number of guests have complained about your staff – increase training, or hire new staff. Or perhaps the food quality in your hotel restaurant is poor – hire a new chef or create a new menu.

Whatever the issue may be, don't ignore it – be proactive and make improvements. After all, review sites like Tripadvisor are not just beneficial for travellers, they're beneficial for you (hoteliers).

Your goal as a hotelier is to provide great experiences – so whether you agree with a guest’s negative feedback or not, the guest didn’t receive the great experience you promised them.

Take care when responding to negative online reviews.

Remember: your reputation is on the line.

Online review sites like Tripadvisor have a huge influence on travellers’ opinions of your hotel – so don’t take negative online reviews lightly, and definitely don’t ignore them.

Take a breather, respond in a timely manner, express gratitude, apologise, and instigate change; and you’ll be en route to becoming a Tripadvisor expert!

Feedback

✓
Customer Support
★★★★★
HotelTechReport

Available
24
7

Contact 24/7 Support



We ❤️ Hoteliers

About Preno

Preno's mission is to help hoteliers around the globe.

Originally founded by Amelia and Max, our mission is to be at the heart of the world's best accommodation experiences.

There is a lot to love about being an independent accommodation provider. No two days are the same. And every day's a chance to give your guests unforgettable experiences.

We designed Preno specifically for accommodation providers like you. It combines our experience of running a successful hotel business, input from other independent hoteliers, and industry-leading technology.

We used to live with the constant frustration of mountains of admin and outdated, complicated software that kept us away from delivering great experiences for our guests.

We couldn't find a hotel management system that was simple and time-saving. So we created one.

Preno is designed to save you time and money so you can focus on creating exceptional experiences for your guests.

If you would like a private demo of Preno to see if it's a good fit for your property, feel free to book a time that suits you here below.

ANZ Timezone: meetings.hubspot.com/tomas108

UK Timezone: meetings.hubspot.com/stephen228

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