



Best Practices



Leveraging Guest Reviews to Inspire Trust

Proven techniques that reassure your hotel website users

The Power of Positive Guest Reviews

Today, the vast majority of travelers read online hotel reviews before deciding to book a property. The risk is that they leave your hotel website to check reviews on OTAs or other sites.

By providing users with all the information they need to make their decision, you are more likely to keep visitors on your website. It's therefore incredibly important to promote guest reviews on your branded website to **highlight your achievements and convince users that your hotel is the right one for their stay**.

Here, we give a brief overview of the ways to display guest reviews on your website, followed by a series of best practices and examples from various hotel brands.



Using a Combination of Techniques

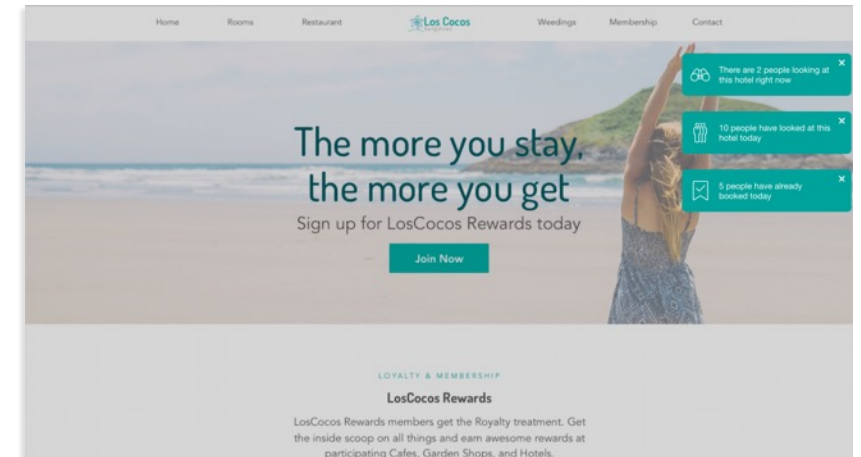
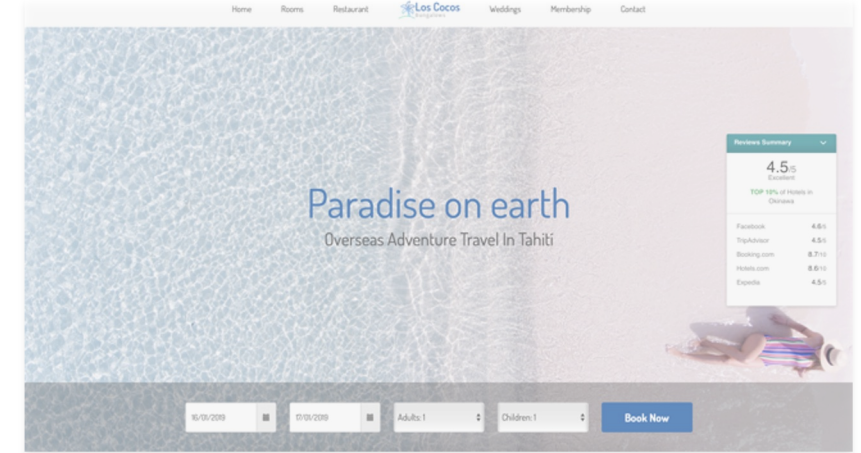
To reinforce positive messages, we recommend publishing content related to reviews in multiple ways on your hotel website. Within The Hotels Network platform, two options that are widely used successfully are the Reviews Summary and Smart Notes. For both techniques, the design can be customized.

- **Reviews Summary**

Convince visitors your hotel is the right one for them by displaying review scores from multiple review sites

- **Smart Notes**

Nudge users towards a booking with in-web notifications that highlight positive guest feedback



Reassure Visitors Right from the Homepage

High visibility

Every hotel marketer would love to reduce the bounce rate from their homepage. By adding the Reviews Summary to your homepage, users can see your positive review scores at a glance. They no longer need to leave your website to check your online reputation elsewhere.

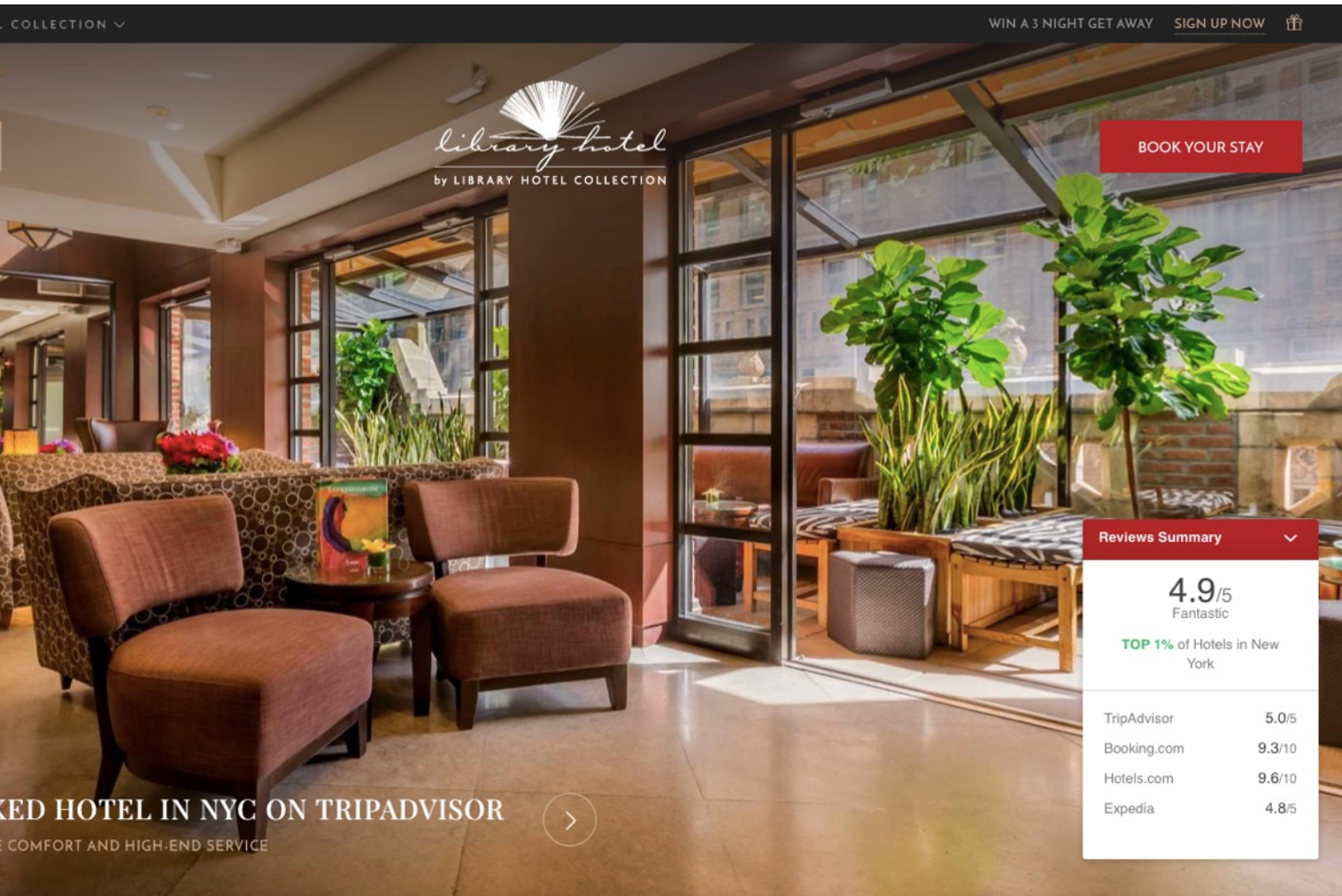


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ACCOMMODATION CUISINE SPA EXPERIENCES WEDDINGS & EVENTS



Select the Most Relevant Review Sites & OTAs



COLLECTION ▾ WIN A 3 NIGHT GET AWAY SIGN UP NOW 📺

library hotel
by LIBRARY HOTEL COLLECTION

BOOK YOUR STAY

Reviews Summary ▾

4.9/5
Fantastic

TOP 1% of Hotels in New York

TripAdvisor	5.0/5
Booking.com	9.3/10
Hotels.com	9.6/10
Expedia	4.8/5

BOOKED HOTEL IN NYC ON TRIPADVISOR

COMFORT AND HIGH-END SERVICE

The Right Sources

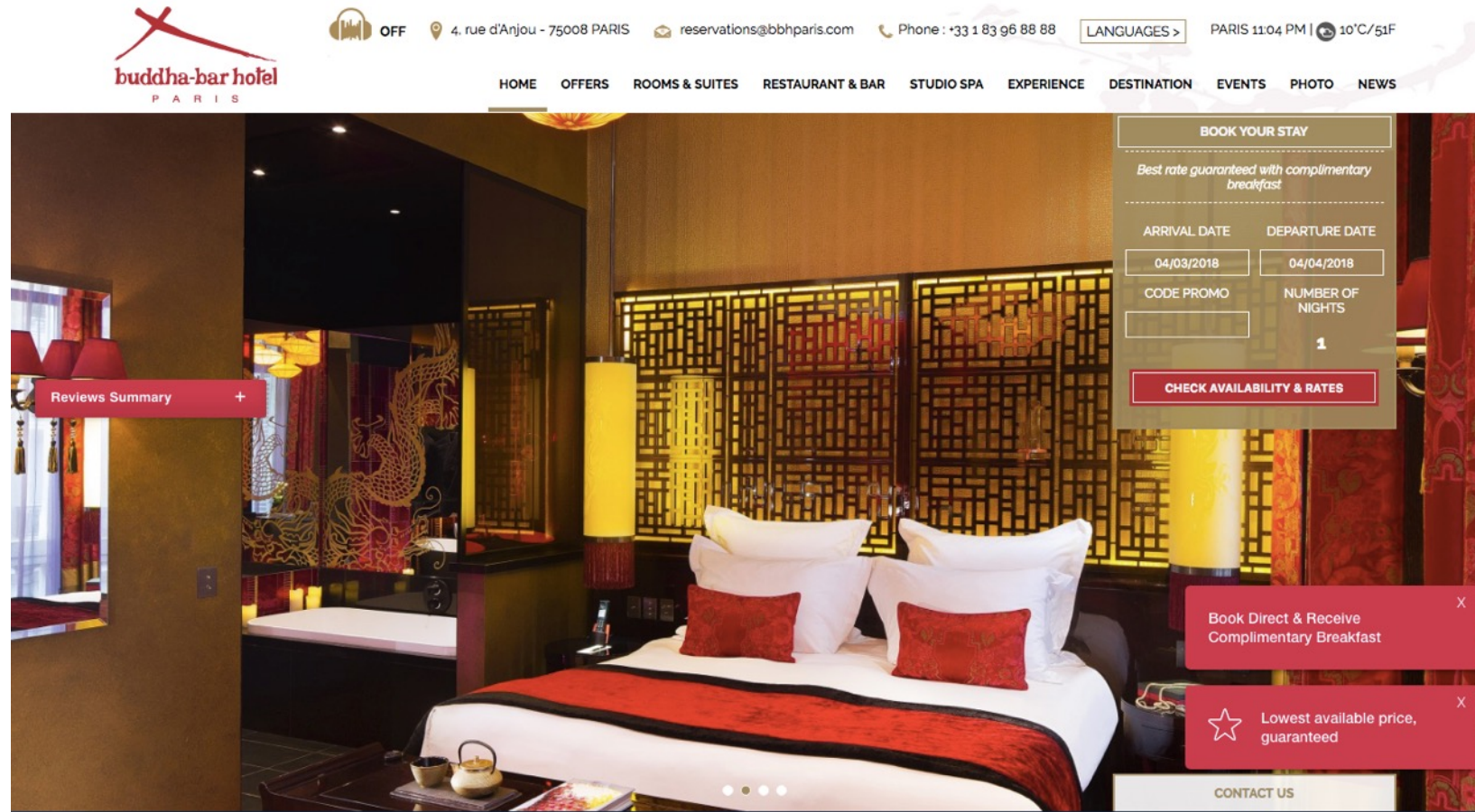
Aggregating and displaying review scores from multiple OTAs and review sites will help convince users that your hotel is right for them. But how do you choose which ones to display? Of course it's best to think about the sites where you have the highest review scores but also which are the most popular ones with your target audience.



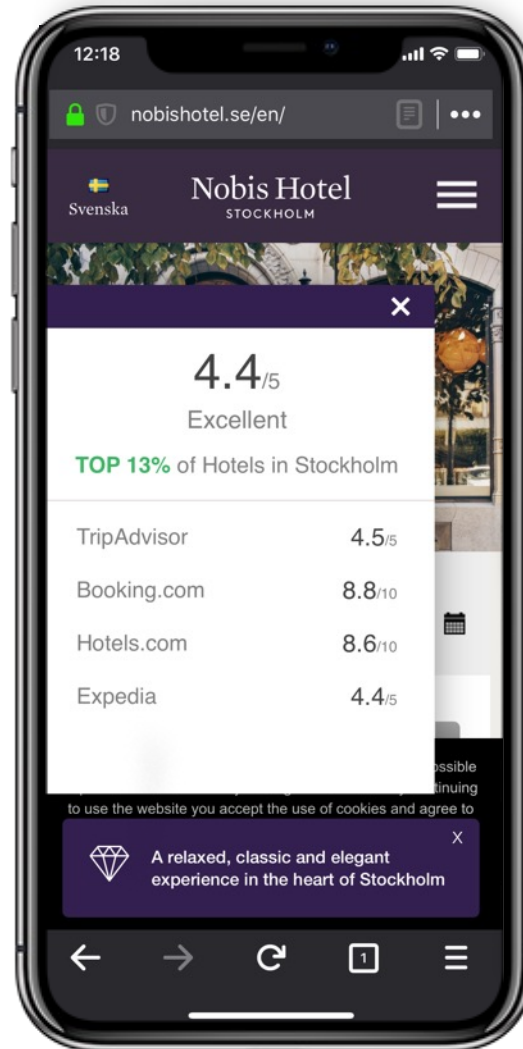
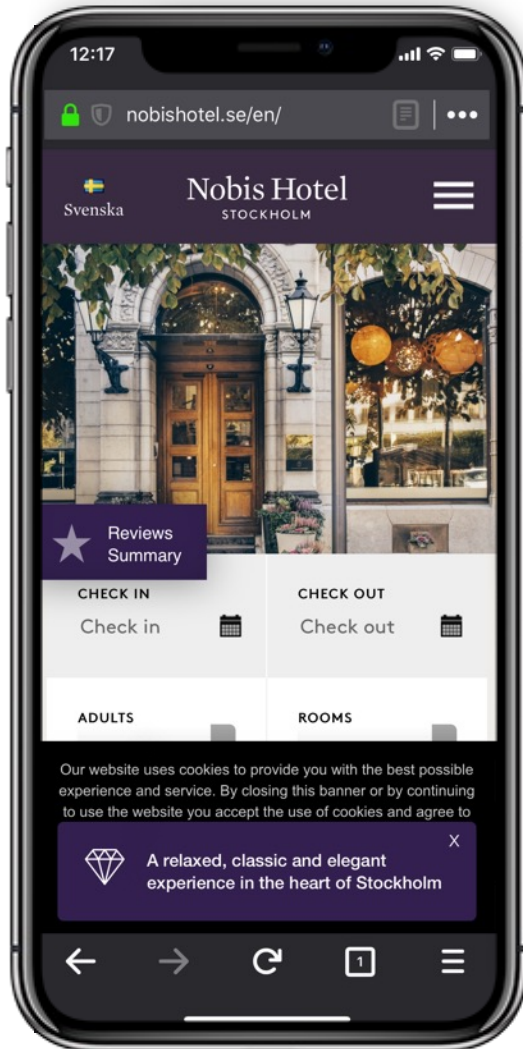
Consider Minimizing the Widget

A Polished Feel

Showcasing reviews is important but you want to ensure that it integrates smoothly into the online booking process. Give a polished feel to the website experience by minimizing the widget after X amount of seconds.



Take into Account the Search Device



Mobile Optimized

More and more visitors today are searching where to stay using their mobile phones. Activate the "mobile" option to make sure visitors coming from mobile devices have access to your reviews too.



Reviews Summary

Categorize Reviews by Travel Intent



Engage with Visitors

Tailor reviews by type of user to encourage sales from specific targets such as families. Select interesting reviews that explain your hotel's USPs in your guests' own words and provide website visitors with useful information during their hotel search.

Reviews Summary

Always a pleasure
I am a regular visitor and my experience is always positive with Gloria Hotel. However, the light comes in in the morning, so i guess the black outs should be a little bit bigger. I would also like to personally thank 3 employees: the guest relations officers Lamia and Abigail, as well as the bellboy Rafi, for their constant welcoming...

FROM EXPEDIA

Reviews Summary

Extremely friendly staff and great service..
I've stayed here for 3 months and it was wonderful experience. Staff very helpful. I would specially like to thank the housekeeping team - Ryan, and Amro who came to receive me at the hotel. A great place to stay..

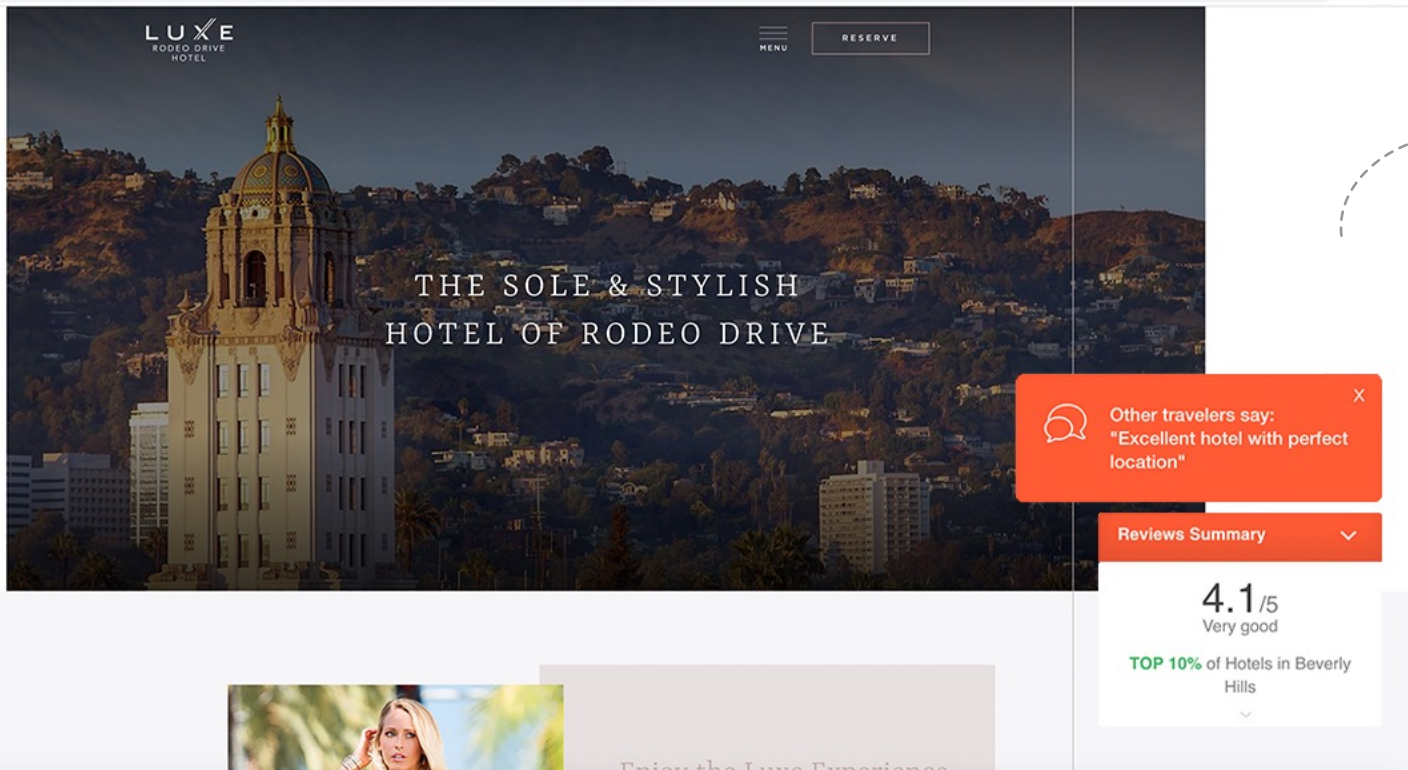
What kind of trip are you planning?

- Family
- Couple
- Business
- Friends

[Click to review summary](#)

[Back](#)

Draw Attention to What Makes Your Hotel Special



Other travelers say:
"Excellent hotel with perfect
location"

In the Words of Your Guests

Use Smart Notes to pull user-generated content into your website. Publish comments from your happiest customers to highlight what you do best and keep visitors on your page.



Communicate Positive Messages Coming from External Sources



We're rated as one of the best value hotels in Dublin! Guests are getting more for their money.



2018 Winner of
TripAdvisor® Certificate of
Excellence



94% of customers were
happy with check-in



Seal of Approval

Visitors today care about your hotel's online reputation. Have you received any recent awards? Have you been rated extremely highly in a particular area such as value or service? Communicate these achievements to reassure potential guests and inspire trust.



Display Hyper-relevant Guest Reviews

Advanced Targeting

Use segmentation rules to personalize the website user experience by showing relevant reviews in the relevant language. A great way to do this is to customize reviews based on the visitor's search or browsing patterns. For example, if the user is searching for a room for 2 adults + 2 children, show a review that highlights that your hotel is ideal for families.



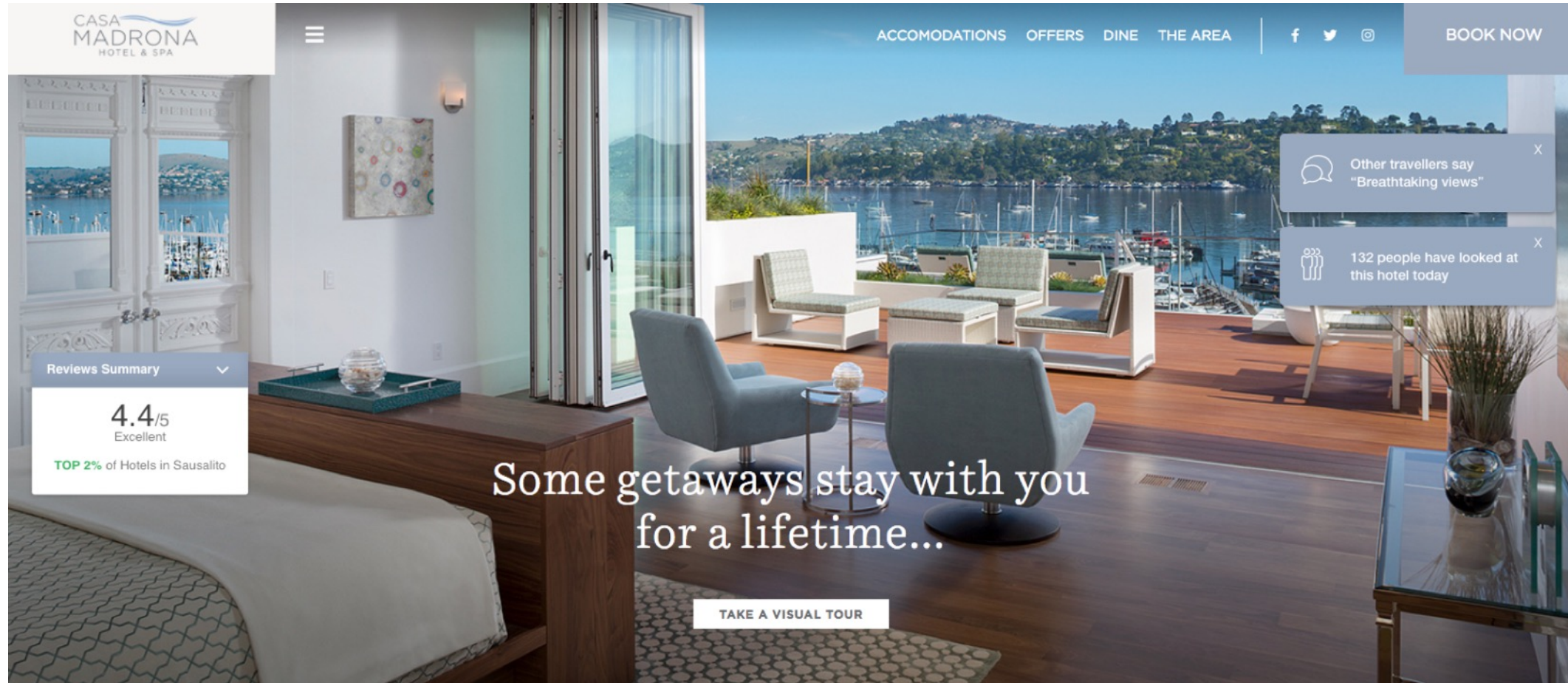
Other travelers say:
“Best place to spend a
fantastic weekend meeting
friends in beautiful
surroundings.”



Other travelers say:
“Great place to spend a
family weekend.”



Customize the Design in Line with Your Brand



The Perfect Fit

Brand image is crucial in hospitality. Customize the design and display to perfectly fit the look and feel of your website.





Tips for Reviews

- Keep visitors on your hotel website by showcasing user generated content so they don't need to leave to check reviews on other sites.
- Connect the Reviews Summary to the most relevant review sites for your brand.
- Enable the Reviews Summary widget for mobile devices as well as desktop.
- Highlight your hotel brand's unique selling points by showing user generated content.
- Customize the design and colors at all times to reflect the look and feel of your website.

About The Hotels Network

The Hotels Network is an innovative technology company working with over 12,000 hotels around the globe. Boasting an international team of experts, the company offers clients a full-stack growth platform to power their direct channel. By leveraging a series of integrated tools and analytics, hotel brands can attract, engage and convert guests throughout the user journey.

In addition to price comparison, reviews summary and a full suite of personalization options, THN's Oraculo product harnesses machine learning techniques to predict user behavior and then automatically personalizes both the message and the offer for each user. The company's latest innovation, BenchDirect, is the first benchmarking product for the direct channel, providing hotels with never-before-seen competitive data that empowers smarter decision-making.

Our mission is to improve the online booking experience, grow direct bookings and strengthen the relationship between hotel brands and their guests.

[Contact us](#) today to find out more.



www.thehotelsnetwork.com

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