

View Article on Mobile Site

Home » All News » European News » Technology News » Reputation Management » Previous Article » Next Article » Submit Content

REPUTATION MANAGEMENT

WHY HOTEL QUALITY SHOULD BE RIGHT NEXT TO PRICE AS A KPI IN 2022 - BY LIZE DE KOCK

October, 26 2021 TrustYou



Revenue management is in firm focus for hoteliers as the travel industry starts to recover in many regions. Yet, if quality measurements are not given the same priority over the pandemic recovery period, it could have serious consequences for hotels. Hotel quality has become as imperative as price in terms of influencing the guest decision and the perceived value of the overall experience.

At TrustYou, our reputation management and semantic analysis data show that guests have become more critical of quality standards. Hotels will need to stay on trend with the data in order to position themselves for the future. This could either be a scramble, or hotels can choose a complete Guest Experience solution. One that effortlessly gathers all guest review data in one place, makes it easy to access and analyze, and delivers valuable insights.

Automated TrustYou Impact Scores as a way to assess overall hotel performance

TrustYou captures 90% of the world's guest reviews daily, with the ability to detect up to 7 million guest sentiments within the same time frame. Analyzing this data using predefined, strategic semantic categories, allows for measuring the impact that, for instance, cleanliness (or housekeeping, room, service, breakfast, etc.) has on the average hotel Performance Score. This way hotels can easily identify the areas where quality standards need to be raised in order to improve the overall quality rating, and hotel reputation.

When discussing this kind of quality data next to price, specific KPI reports can effectively support hotels in making important business decisions. A custom dashboard summarizing all the data can easily be downloaded, or sent via email for further consideration and planning. If your overall reputation is exceptional, you can safely push up your prices a little higher than a competitor who may have a lower rating.

Look at the guest journey, key concerns, missed opportunities, expectations and preferences

Combining this kind of quality report and comparative index with hotel pricing analytics is a powerful combination that should not be underestimated. Nowadays guests are more likely to choose a hotel with a slightly higher score than a slightly lower price.

Looking at hotel reputation as a key KPI has become increasingly invaluable, and with the TrustYou Guest Experience platform, it is no longer hard to aggregate and visualize such data. Price and revenue management is the foundation to any business, but pure price metrics are no longer enough to bring guests back. Make sure to listen to guest expectations, raise your standards where necessary and guests will be willing to come back, and pay more.

CONNECT WITH TRUSTYOU



MORE TRUSTYOU NEWS

Are you with TrustYou,?



Winning Back Tourists: the #1 Power Tip to Rebuild Your Destination Reputation - By Lize De Kock

October, 20 2021



How TrustYou Hotels Are 'Cleaning Up' Vs. Their Competition - By Michael Steinberg

September, 29 2021



A Clean Sweep: Cleanliness is Negatively Impacting Hotel Scores Across the Board - By Michael Steinberg

September, 27 2021

More TrustYou News

TRUSTYOU ON TWITTER

Tweets

TrustYou May @TrustYou @von_augsburg Thank you for sharing, we're glad to know that you found our article insightful!

DAILY NEWS DELIVERY

email

Subscribe

TOOL BOX

Receive Daily News

Industry Monitor

My Topics

ADVERTISEMENTS





FIX & PREVENT MIGRAINES

Ellie W.
Actual Nurtec ODT patient



has come to realize that you really can have it all. Lize draws her inspiration from good hotel rooms (with a view) and great restaurants.

About TrustYou

TrustYou, the world's largest guest feedback platform, empowers hotels with solutions to drive more bookings and improve their hotel product. Through each phase of the guest journey, hotels can utilize guest feedback to enhance review marketing and achieve operational excellence. Guest feedback influences 95% of booking decisions. TrustYou Meta-Review, which incorporates hundreds of millions of hotel reviews, surveys, and social posts for over 500,000 hotels worldwide, powers guest reviews on dozens of travel sites, including Google, Kayak, and Hotels.com.* These reviews also generate actionable insights for hotels to improve their presence along each step of the guest journey, from booking and pre-stay search queries, to real-time guest requests and messages, to post-stay feedback in the form of survey responses and reviews. Through the TrustYou partner program, PMS, CRM, IBE and other hotel software providers can integrate TrustYou's guest feedback platform into their products to help their hotel clients positively influence bookings and revenue.

Find more information on TrustYou and the guest feedback platform on www.trustyou.com.

*TrustYou Meta-Reviews only contain verified reviews and do not include reviews from TripAdvisor

Press contact

Lize de Kock
lize.dekock@trustyou.net

Logos, product and company names mentioned are the property of their respective owners.

DAILY NEWS DELIVERY

Join your colleagues and stay up to date on the latest Hotel industry news and trends.

email

📰 European News » 📄 Technology News »
⬅️ Previous Article » ➡️ Next Article

📌 Topics » Reputation Management »
Technology »

best strategies that will prepare your #hotel business for the new! <https://t.co/azJ0ldZwXi>



TrustYou Apr @TrustYou In order to recover in a healthy way and regain the trust of the pandemic hotel guest, hospitality experts need to! <https://t.co/ntQLbGQxq3>




TrustYou Apr @TrustYou Are you ready for your next adventure? Hop on board of our innovative and passionate team of engineers and let's join! <https://t.co/3oEhi4XgRa>



TrustYou Apr @TrustYou It's your last chance to register for our first, exclusive product event! Join The Power of TrustYou and let's discuss! <https://t.co/4VFNUmtfKD>


ADVERTISEMENTS

MORE TECHNOLOGY NEWS

 **Chicago Hotel Achieves 215:1 ROI with Email**






 **Hospitality on Their Own Terms -**
By John Smallwood, President Travel Outlook →
November, 3 2021

 **Hotel Tech Executives on the Importance of Moving to the Cloud -**
CoStar →
November, 2 2021

[More Technology News →](#)

MORE EUROPEAN NEWS

 **Hard Rock Hotel Marbella Announced for 2022** →
November, 3 2021

 **Torsten Van Dellemen Named General Manager of Mandarin Oriental Hyde Park, London and Area Vice President, Operations** →
November, 3 2021

 **Crowne Plaza Budapest Hotel Opens** →
November, 3 2021

[More European News →](#)

