

# HOTEL IMPROVES TRIPADVISOR RANKING BY 40 SPOTS

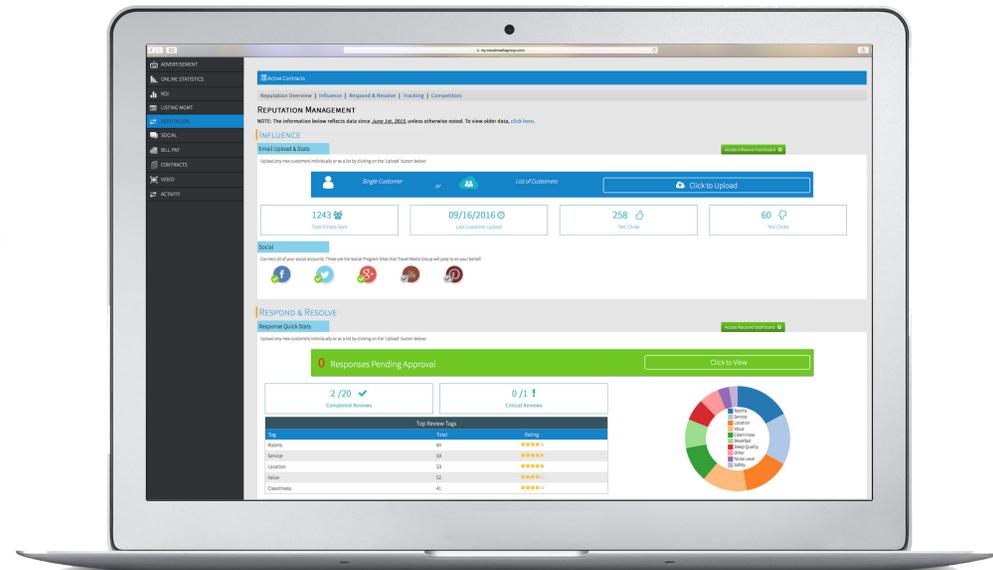


## A REPUTATION SUCCESS STORY

Travel Media Group has helped Ramada Limited San Diego/SeaWorld consistently improve their online reputation over the past three years. Using strategic reputation solutions to influence positive traveler feedback and provide insightful review responses, this Ramada Limited has seen dramatic results, including:

 **80%** Increase in Star Rating

 **40+** Net Gain in City Rank



## A LITTLE BACKGROUND



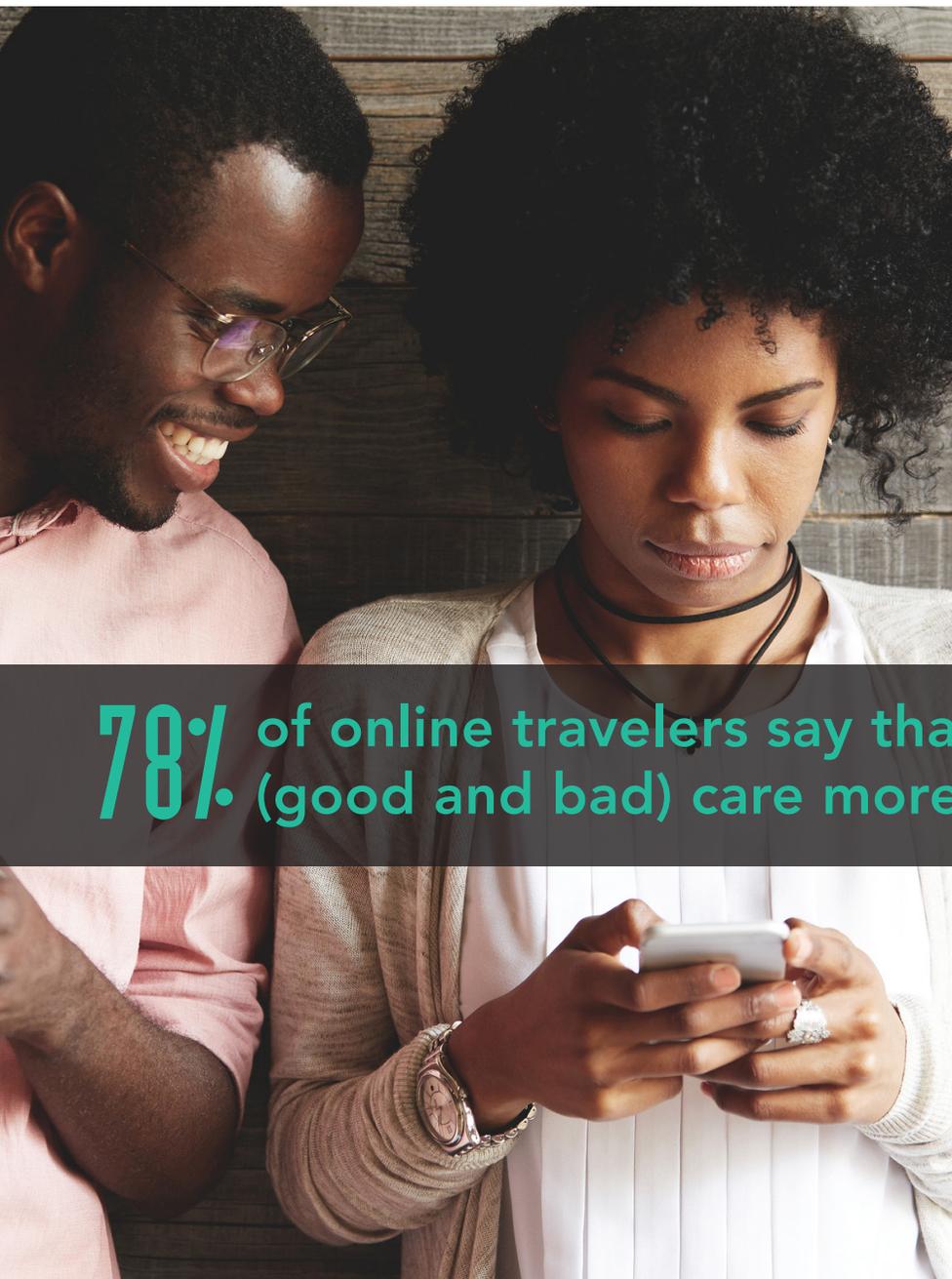
Ramada Limited San Diego is an economy hotel located less than a mile from SeaWorld. The property is also near other attractions like the San Diego Zoo and Legoland, making it an ideal choice for budget-minded families. In addition to spacious rooms, the newly renovated hotel in San Diego, California offers standard amenities including complimentary Wi-Fi, free breakfast and an outdoor sun patio.

While Ramada Limited San Diego offers an excellent value for travelers to the San Diego area, the hotel faces the challenge of being in a competitive market. With 81% of travelers typically referencing TripAdvisor when deciding where to stay, Ramada Limited's low ranking on TripAdvisor at 182 of 269 hotels was having a negative impact on occupancy.

## SETTING A GOAL

The goal of beginning a reputation management program was to increase the quantity and quality of reviews on TripAdvisor, and in turn improve rank and rating in the San Diego market. By beginning a reputation management program, the hotel was able to earn more positive reviews online and leverage guest feedback to improve guest experiences at the hotel.





## SEEKING A SOLUTION

Travel Media Group has created three unique strategies for positively managing hotel reputation online: Tracking, Influence and Respond & Resolve. By **Tracking** key competitors, hoteliers can understand their position in the marketplace at any time. This reporting enables the Ramada Limited San Diego to set goals for the quantity and quality of reviews needed to surpass their closest competitors.

Next, Ramada Limited San Diego participates in our **Influence** program, which engages guests post-stay and encourages positive reviews online. By collecting negative feedback on internal surveys, the Ramada is given the opportunity to connect with the guest directly and provide elevated customer service. Through this program, Travel Media Group helped earn 5 positive reviews for every 1 negative review they received.

**78%** of online travelers say that managers who respond to reviews (good and bad) care more about their guests.

Finally, the **Respond & Resolve** program assists hoteliers in responding to guest feedback on popular review websites and online travel agencies (OTAs). 78% of online travelers say that managers who respond to reviews (good and bad) care more about their guests. Responding to reviews quickly and appropriately can increase occupancy. The program also includes advanced sentiment analysis reporting to empower hoteliers to resolve issues at the property based on guest feedback. This business intelligence is vital for hotels in highly competitive markets like Ramada Limited San Diego.

# REAPING THE REWARDS

Through Tracking, Influence and Respond & Resolve, Ramada Limited San Diego achieved significant positive results for their online reputation.

 **80%** Increase in star rating on TripAdvisor

 **40+** Net gain in city rank on TripAdvisor

 **5** Positive reviews for every negative review on TripAdvisor

 **100%** Review response rate on TripAdvisor, Facebook, Google+ & OTAs

 **253** New positive reviews referred to review websites

 **60** Negative feedback surveys collected internally

Ramada Limited San Diego continues to actively participate in all three of Travel Media Group's reputation management solutions.



Visit [trvl.media/reputation](http://trvl.media/reputation) for more information on Reputation Management from Travel Media Group.

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