

HOTEL RECEIVES 334% MORE REVIEWS THAN COMPETITION



A REPUTATION SUCCESS STORY

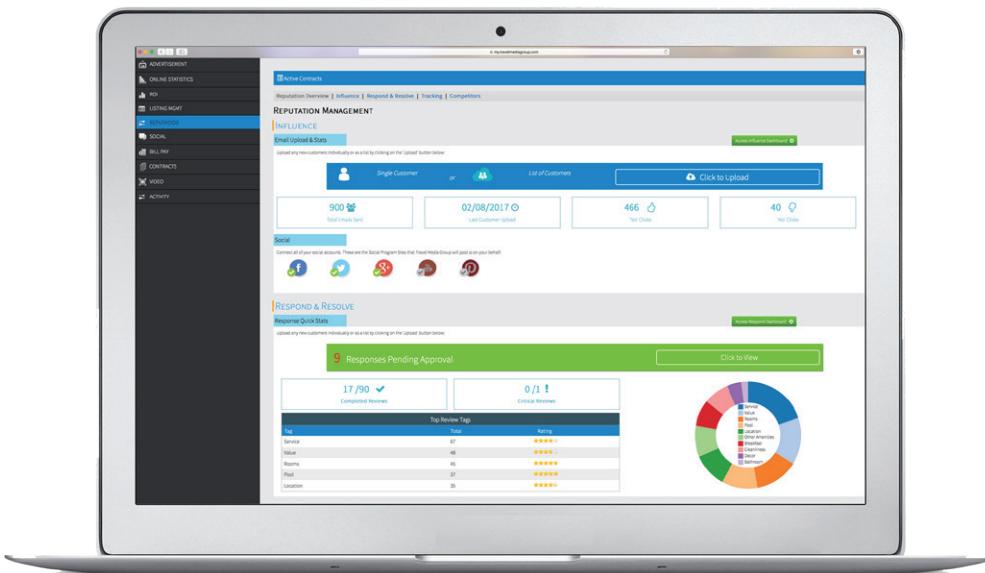
Travel Media Group has helped Croc's Resort & Casino make quick improvements to their online reputation in the past three months alone. Using strategic reputation solutions to influence positive traveler feedback and provide insightful review responses, Croc's Resort & Casino has seen dramatic results, including:



+2 Spot TripAdvisor city rank increase in just 20 days



131% Increase in Google reviews



A LITTLE BACKGROUND



Croc's Resort & Casino is a full-service resort located in beautiful Jaco, Costa Rica. The luxury beachfront property offers amenities including three restaurants, the Cararra Spa & Wellness Center, a 5-star pool and a Las Vegas-style casino. Croc's Resort & Casino is an ideal destination for leisure travel, destination weddings and corporate getaways.

While Croc's Resort & Casino offers an exceptional experience for travelers to Costa Rica, the resort is located in a competitive beachfront market. With 81% of travelers typically referencing TripAdvisor when deciding where to stay, Croc's Resort & Casino understood the importance of beating the competition, and hoped to increase their city rank of 7/45 hotels in Jaco.

SETTING A GOAL

The goal of beginning a reputation management program was to increase the quantity and quality of reviews on TripAdvisor and Google, and in turn improve rank and rating in the Jaco Beach, Costa Rica 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. Hotel management needed a solution for responding to reviews on TripAdvisor, social media and online travel agency (OTA) websites.





**Croc's Resort & Casino received
334% more reviews than their
top 3 competitors combined!**

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 Croc's Resort & Casino to set goals for the quantity and quality of reviews needed to surpass their closest competitors.

Next, Croc's Resort & Casino participates in our **Influence** program, which engages guests post-stay and encourages positive reviews online. By collecting negative feedback on internal surveys, the Croc's Resort & Casino is given the opportunity to connect with the guest directly and provide elevated customer service. After submitting an average 33 guest emails daily to the Influence dashboard, the hotel saw impressive results on Google (131% more reviews) and TripAdvisor (86% more reviews). Plus, in a period of 30 days, Croc's Resort & Casino received 334% more reviews than their top 3 competitors combined!

Finally, the **Respond & Resolve** program assists hoteliers in responding to guest feedback on popular review websites and 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. Prior to partnering with Travel Media Group, Croc's Resort & Casino responded to about 10% of their online reviews. Now, our reputation experts craft approved responses to 100% of their online hotel reviews. The program also includes advanced sentiment analysis reporting to empower hoteliers to resolve issues at the property based on guest feedback. In two months, we have analyzed 247 sentiment analysis key indicators for the resort. This business intelligence is vital for hotels in highly competitive markets like Croc's Resort & Casino.

REAPING THE REWARDS

Through Tracking, Influence and Respond & Resolve, Croc's Resort & Casino achieved significant positive results for their online reputation.

 **86%** Increase in TripAdvisor Reviews

 **131%** Increase in Google Reviews

 **21%** Increase in TripAdvisor score

 **+2** Spot TripAdvisor city rank increase in just 20 days

 **334%** More reviews received per month vs. top 3 competitors combined

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

 **424** Happy guests referred to review websites

 **35** Negative feedback surveys collected internally

Croc's Resort & Casino continues to actively participate in all three of Travel Media Group's reputation management solutions.



Visit trvl.media/reputation for more information on Reputation Management from Travel Media Group.

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