

HOW TO HANDLE ONLINE REVIEWS

1. Types
 - a. TripAdvisor.com
 - b. Bed&Breakfast.com
 - c. iLoveinns.com
 - d. Hotels.com
 - e. Yelp.com
2. Handling Reviews
 - a. A response is mandatory for any negative review
 - b. Write the management reply as if everyone BUT the unsatisfied guest will read it
 - c. “Every Complaint is a Gift” Book
 - d. 1 negative review within 30 positives, just affirms they are not “made up”
 - e. Fraudulent reviews can be removed
3. Encouraging Positive Reviews
 - a. Make it simple!
 - b. Consider an email thank you 1-2 weeks after departure
 - c. Provide links directly to review your website’s review page, not a homepage
 - d. Consider using a survey tool (e.g. SurveyMonkey.com) to direct guests appropriately
 - e. Create a “www.yourinn.com/survey” redirect page to encourage use
 - f. Ask 2-4 questions that are meaningful
 - g. Consider asking the importance of a new amenity being considered
 - h. Offer a chance for an incentive (e.g. free night)

- flip over for example -

877-328-2566

Avalon A Luxury Bed & Breakfast

Guest Experience

1. Please take a moment to tell us about the different aspects of your stay.

	Poor	Fair	Good	Great	Excellent
Making a Reservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property Appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Room Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Overall, how would you rate your experience?

	Poor	Fair	Good	Great	Excellent
Experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

3. Would you recommend the property to friends and family?

Yes

No

1 / 4 ██████████ 25%

Internet | Protected Mode: On

YES

NO

877-328-2566

Avalon A Luxury Bed & Breakfast

Guest Experience

Thank you for taking the time to tell us about your stay. If you wouldn't mind sharing your experience with others, we would be most appreciative. Here are a couple links to popular websites for rating travel. We find them very useful when we travel as well.

[TripAdvisor.com](#)

[BedandBreakfast.com](#)

[Yelp.com](#)

Thank you

3 / 4 ██████████ 75%

Prev Next

Done

Internet | Protected Mode: On

877-328-2566

Avalon A Luxury Bed & Breakfast

Guest Experience

1. Thank you for your feedback, it is very much appreciated. As the innkeeper, I want to know how we can improve the guest experience for others and, hopefully, encourage you to return to our inn. Please provide specific details about your experience, which will be sent privately to my email address. If you would like a reply, please include a phone number or email address. Thank you.

2 / 4 ██████████ 50%

Prev Next

Done

Internet | Protected Mode: On

Thank You Page