

## Knowing what the customer thinks? Hotels Maistra is informed about the guest wishes from abroad by using TrustYou Analytics

“Social media and online reviews increasingly influence booking behaviour of our customers both online and offline. Thus is it fundamentally important for us to understand what is written, where and when both about our properties and our competition.” says Ivica Vrkić, Marketing Manager.

*“With a very international customer base we need to be able to analyze all relevant content about us that exist on the Internet. Using TrustYou Analytics we finally can“*

*Ivica Vrkić, Marketing Manager*

Maistra The Croatian hotel group has nine hotels and resorts 8 which are all located on prestige tourist sites in Vrsar and Rovinj. To monitor guests reviews, Maistra is using Trust You Analytics in all resorts and in the head office. Because the majority of customers come from abroad, it is really important for Maistra to monitor the variety of guest reviews from the internet. Trust You Analytics analyses all reviews and social media content statistically and semantically from more than 60 internet sources.

“TrustYou Analytics convinced us because it ist he most comprehensive solution on the market. Not only can we monitor and respond to guest reviews but further we can use the analysis to improve our services and understand what our customers like and what we need to change. It is thus much more a management dashboard which helps in making decisions and pursuing our overall goals of developing Maistra into a leading Croatian luxury hotel group says Mr. Vrkić



By using TrustYou Analytics to Maistra can access a consolidated overview and analysis, which also represents the analysis of the ratings and developments for their own hotels in comparison to their competitors. Particularly useful is the comparison feature for groups which allows benchmarking not only with individual properties but also with a defined group and its averages. Also using the automatic email-alerts helps to stay on top of new reviews and being able to respond promptly. And in the headquarters using the portfolio functionality all properties can be monitored at a single glance while each hotel has an individual access to see its own performance.



The benefits Maistra has achieved with the use of Trust You Analytics are also confirmed by Benjamin Jost Managing Director of TrustYou GmbH who says "Our analysis tool is easy and intuitive to use and offers a complete and clear analysis of more than 30 million reviews on the Web", On over hundreds of websites millions of people publish praise or criticism about hotels. The evaluations of these reviews serve people who are looking for sorted information according to their personal relevance for a certain hotel as well as the hotel providers to measure their reputation on the Internet.

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#### ABOUT TRUSTYOU ANALYTICS

TrustYou-Analytics makes online reputation management possible, based on the technology developed by TrustYou ([www.trustyou.com](http://www.trustyou.com)), the world's first meta search engine for internet reviews designed for hoteliers and travel agencies. Simple to use, TrustYou Analytics makes it possible to track the quality of a facility based on all reviews written about a business online. The online analysis tool looks through over 15 million opinions on review and booking sites, blogs, forums, and communities and prepares them into an easily viewable summary. Clients therefore receive an „essence“ of all reviews, photos, and videos about their product and can recognize strengths and weaknesses.

TrustYou was founded in March 2008 by Jakob Riegger, Benjamin Jost, and Costin Cozan with the vision of obtaining a complete overview of all internet reviews worldwide. The Internet Travel Service (Verband Internet Reisebetrieb (VIR)) honored TrustYou with the distinction of being the most innovative and best start-up company of the online travel industry.

International hotel chains like Mövenpick Hotels & Resorts, Best Western, the Derag Hotel and Living AG or Worldhotels, alongside countless private hotels, rely on the service TrustYou Analytics provides.

#### ABOUT MAISTRA HOTELS & RESORT

High-end accommodation, excellent service, the best amenities and our experience and expertise create a perfect blend with the surrounding area, turning our hotels and resorts into an ideal choice for a weekend getaway, holiday, active or Wellness & Spa holiday or a business trip.

Thanks to extensive tourist offer, making Maistra a leader in Croatian tourism business, our company creates a wide range of diverse tourist programs maximally adapting them to the needs and requirements of all guests.

#### TRUSTYOU ANALYTICS – SOCIAL MEDIA MANAGEMENT FOR HOTELS

Benjamin Jost  
TrustYou GmbH  
CEO  
Phone. ..: +49 (0) 89 548 029 25  
[benjamin.jost@trustyou.com](mailto:benjamin.jost@trustyou.com)  
[www.trustyou.com](http://www.trustyou.com)

Ivica Vrkić  
Maistra Hotels  
Marketing Manager  
Phone. +38 (0) 552 800 382  
[ivica.vrkic@maistra.hr](mailto:ivica.vrkic@maistra.hr)  
[www.maistra.hr](http://www.maistra.hr)