

# The REPUTATION MACHINE

Powered by guest reviews & social media

**81%**

of all reviews  
ARE POSITIVE!

There are currently more than

**100 MILLION**

REVIEWS  
written across the internet

**75+**

NEW REVIEWS

are written  
online every  
minute

**40%** leisure...

**46%** business...

TRAVELERS  
USE SOCIAL  
NETWORKING  
TO SHARE TRAVEL  
EXPERIENCE

## TOP PRAISES AND COMPLAINTS

Unprofessional/incompetent service  
**Bad food RANTS** Tasteless,  
Expensive/overpriced Small room  
bad breakfast

Great, well-situated location Great breakfast  
Great food **RAVES** Friendly,  
Good room professional,  
efficient service

## REVIEWS ARE THE TRUSTED SOURCE

for travelers

**92%**

OF ALL **CONSUMERS TRUST REVIEWS**  
OF THEIR FRIENDS

**87%**

OF HOTEL REVIEW READERS SAID THAT  
**REVIEWS HAD A SIGNIFICANT INFLUENCE**  
ON THEIR PURCHASE

**38%**

OF TRAVELERS SAY THAT  
**TRAVEL REVIEW WEBSITES ARE**  
**THE MOST USEFUL WHEN BOOKING** &

OF TRAVELERS THINK  
**THEY ARE THE MOST TRUSTWORTHY**

**32%**

OF GUESTS **WON'T EVEN**  
**CONSIDER BOOKING** A HOTEL  
THAT DOESN'T HAVE REVIEWS

**49%**

HAVE **CHANGED THEIR ORIGINAL**  
**TRAVEL PLANS BECAUSE OF**  
SOCIAL MEDIA

**52%**

REVIEWS  
DRIVE...

**18%**

MORE LOYALTY

&

**52%**

HIGHER  
PURCHASE  
SATISFACTION

## Active Reputation Management = MORE BUSINESS

Responding to guests  
makes a difference:  
Hotels that respond  
to reviews see

**6%**

HIGHER  
SCORES

When deciding between 2  
hotels, 65% of people say that  
seeing a management response  
would sway them to book with  
the responding hotel.

Using social?

**51%**

OF FACEBOOK  
FANS &

**67%**

OF TWITTER  
FOLLOWERS

are more likely  
to buy brands  
they follow

With a 1% increase in  
TrustScore, a hotel's

**ADR INCREASES**

**4.6%**

(THAT = \$482,040.90 PER YEAR  
FOR AN AVERAGE HOTEL IN THE US!)

Displaying reviews on your website = more web traffic.  
Sites with trusted reviews and scores integrated on  
their website are crawled up to

**200%** MORE  
FREQUENTLY.

Hotels nearly  
**DOUBLE THE**  
**AMOUNT OF**  
**REVIEWS**  
received on a  
monthly basis  
with TrustYou  
surveys

A highly  
rated product  
will increase the  
likelihood of  
purchase by

**55%**

Some clients have  
seen as much as a

**3.3% INCREASE**

**IN BOOKINGS**  
since adding the  
TrustScore to  
its website.

Mobile ORM works too! Clients using  
TrustYou mobile solutions have gathered up to

**20% MORE REVIEW IN THE PAST YEAR,**

and those additional reviews have led to up to

**10% HIGHER OVERALL REVIEW SCORES**

MORE(+)REVIEWS

HIGHER SCORES

BETTER RANKINGS

MORE(+)REVENUE

**TRUSTYOU™**

TrustYou is the largest global online reputation management  
company that allows hotels and destinations to take control  
of their reputation. TrustYou enables independent hotels, hotel  
chains and destinations to enhance their positive brand  
position. The TrustYou Reputation Machine effectively helps  
businesses to respond to guest reviews, generate more  
positive feedback and ultimately boosts revenues.

@trustyou // www.trustyou.com

TrustYou database 2013 Custom Study; "Think Insights", Google, January 2013, <http://www.google.com/think/>; Nielsen Global Trust in Advertising and Brand Messages, April 2012; Tnooz, <http://www.tnooz.com/2011/08/18/news/underscoring-the-importance-of-online-hotel-reputation-management/>; comScore, Online Consumer-Generated Reviews Have Significant Impact on Offline Purchase Behavior, [http://www.comscore.com/Insights/Press\\_Releases/2007/11/Online\\_Consumer\\_Reviews\\_Impact\\_Offline\\_Purchasing\\_Behavior](http://www.comscore.com/Insights/Press_Releases/2007/11/Online_Consumer_Reviews_Impact_Offline_Purchasing_Behavior), 2010 Q4 Forrester/TripAdvisor Custom Online Survey, <http://www.slideshare.net/kevinlukemay/tnoostripadvisor-webinar-reputation-management-and-beyond>; FunSherpa Infographic, [http://www.mediabistro.com/alltwitter/online-travel-industry\\_b25865](http://www.mediabistro.com/alltwitter/online-travel-industry_b25865); TripAdvisorBarometer study, Winter 2012-2013, <http://www.tripadvisor.com/download/Global%20Reports/TripBarometer%20by%20TripAdvisor%20-%20Global%20Report%20-%20USA.pdf>; PeopleClaim, [http://www.peopleclaim.com/Default\\_AB.aspx#the-review-of-reviews](http://www.peopleclaim.com/Default_AB.aspx#the-review-of-reviews); TrustYou Custom Study, <http://www.trustyou.com/management-replies-part-ii-why-hotels-must-respond-to-guest-reviews-3031.html>; Forrester Study, January 2013; TrustYou Custom Study, <http://www.trustyou.com/improve-your-reputation-bring-in-more-revenue-dont-believe-us-calculate-it-for-yourself-6516.html>; Chadwick Martin Bailey and iModerate Research Technologies, <http://blog.cnbinfo.com/press-center-content/bid/46920/Consumers-Engaged-Via-Social-Media-Are-More-Likely-To-Buy-Recommend>; Search Engine Land, <http://searchengineland.com/user-generated-content-offers-significant-seo-benefits-36037>; TrustYou Internal Database, 2013.