



"Speaking for all 16 MEININGER Hotels, we are impressed by the great success we have achieved within a very short period of time using TrustYou Stars. The numbers are not only convincing, but we have the basis to improve operations. Knowing how our guests feel is vital to maintain our legendary Meininger atmosphere"

Eric Van Dijk
Managing Director
MEININGER Hotels



About MEININGER Hotels

MEININGER Hotels & Hostels is a young and expanding hotel group in Europe. Based on the simple yet ingenious idea of combining the best that hotels and hostels have to offer, MEININGER provides comfortable and cheap hotels - ideal for your city break. The cosmopolitan and relaxed MEININGER atmosphere is comes free of charge.

 **200%** more Google Reviews than 2014

 **8x** as many Google Reviews

 **+195** Google Reviews September 2015

Situation

Today's digital age has changed the way we travel. Hundreds of millions start their travel searches on engines, such as Google, which display summarized information about each hotel including reviews and ratings. 95 % of travelers read reviews before making a booking decision, which underlines the importance of review management by hoteliers.

TrustYou Stars is the latest development from global online reputation leader TrustYou. This advancement offers the ability to collect reviews and seamlessly push them into Google for enhanced review content on Google. Furthermore, hotels can integrate all of this content onto their own sites to encourage more direct bookings. Taking advantage of the opportunity of enhancing their Google content, MEININGER Hotels recently began testing TrustYou Stars.

Results

As evidence of the powerful effects of TrustYou Stars, within the first month after implementation, the amount of Google reviews increased 200% compared to the entire previous year. To illustrate the effect further, there were eight times as many reviews from the month prior to implementation. Within September 2015 MEININGER Hotels received 195 Google Reviews alone. These contents are displayed in Google's search results, influencing how travelers perceive MEININGER Hotels.

A higher number of reviews furthermore leads to more guest feedback for MEININGER Hotels to analyze and improve loyalty and satisfaction. With the new tool at their disposal, these hotels have the possibility to enhance their content on Google, right where the customers start searching.

About TrustYou

TrustYou's mission is to positively influence travelers' decisions by searching, analyzing, and distilling hundreds of millions of travel reviews from across the web.. TrustYou's data and web based software are used extensively by hotels, accommodations, and restaurants to monitor, survey, and act upon guest feedback, all with the aim of providing better service, more influence and enhanced online presence. For travel intermediaries, TrustYou offers Meta-Reviews™ (based solely on verified travel reviews, not including TripAdvisor) to help travelers purchase wisely. For more information about TrustYou, visit www.trustyou.com.