



HOTELBB.DE

“Using TrustYou Stars, we have seen a 740% increase in Google reviews, which has helped our properties to grow their presence on Google and significantly increase click through rates.”

Anna-Karin Daute
eCommerce Consultant
B&B HOTELS

About B&B HOTELS

The B&B HOTELS GmbH is a subsidiary of the French chain Groupe B&B Hôtels, the third largest economy hotel chain in France, with over 300 hotels in Europe and Morocco. With the newly opened B&B Hotel Basel/Weil am Rhein, B&B HOTELS currently has 79 hotels with more than 7,900 rooms in Germany.



 **8x** as many Google Reviews in only one month

 **+740%** more reviews on Google

 **+2.5** points increase in Google+ Score

Situation

Millions of travelers use Google every day to search for travel deals, vacation packages or getaway ideas. Google also shows reviews alongside the search results, which give users immediate feedback from other travelers to help them make their booking decisions. Reviews are a major decision making factor: 95 percent of travelers read reviews before booking. TrustYou, the global online reputation management leader, developed the new product TrustYou Stars, whereby hotels can now enhance their content on Google. This advancement offers the ability to collect reviews and seamlessly push them into Google. Furthermore, hotels can integrate all of this content onto their own sites to encourage more direct bookings and improve their presence. B&B HOTELS started using TrustYou Stars in order to gain more Google reviews and enhance the number of reviews about their hotels. They could already observe first great results.

Results & Benefits

Since using TrustYou Stars, B&B HOTELS is making great progress. Within the first month after implementing TrustYou Stars, B&B HOTELS increased its number of Google reviews by an impressive 740%, getting eight times as many reviews compared to the same period of time last year. These reviews are then pushed to Google for future guests to see, helping B&B HOTELS to enhance their content on Google. Furthermore, by actively encouraging travelers to write reviews and pushing their feedback into Google, the hotel group has successfully increased its Google+ score, gaining 2.5 points in only 2 months after using TrustYou Stars.

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.