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AYRES HOTELS

“Google is an essential part of the booking process, so we were looking to increase the volume of review content on the platform. TrustYou Stars has allowed us to gain significantly more reviews on Google, and we have also seen an improvement in review scores which helps travelers to find our hotels and convinces them to book with Ayres over our competition.”

Shanna Davis,
Marketing Manager,
Ayres Hotels

About Ayres

In the hospitality business since 1984, Ayres Hotels owns and operates a collection of hand-crafted boutique hotels in premier California locations, including Orange County, Los Angeles, San Diego, Central Coast, and the Inland Empire. The core values of the company include caring for people, valuing teamwork and delivering results. The Ayres family has been a leader in the California residential and commercial real estate industry for more than a century.

 **+3,340%** Google reviews
(June 2014 vs July 2015)

 **+4%** Google score

 **+172** Google reviews in one month

Situation

Prior to launching TrustYou Stars, Ayres Hotels was averaging just one review per property, per month on Google. Considering how many millions of travelers begin their hotel search on Google, the numbers were not optimal. To enhance its Google content, Ayres partnered with TrustYou to begin using TrustYou Stars.

TrustYou Stars is a new offering from global online reputation leader TrustYou, which allows hotels to collect guest reviews and push those reviews directly to Google as a Google review, and also gives hotels a way to significantly enhance their content that is available on Google. Further, these reviews can be integrated on the hotel's own site to encourage more direct bookings.

Results

After one month of using TrustYou Stars, Ayres Hotels has seen a substantial increase in the volume of reviews that exist on Google, and its scores have improved as well.

To this end—of [getting better guest reviews](#), that is—a recent study shows travelers rate hotels better when they respond to a survey than when they go to a review site. (A review of TrustYou hotels showed that the average score from traditional review sites is 75. Average TrustYou Survey scores are 83.)

So, not only is Ayres benefitting from greater review volume, but its 22 boutique hotels are also seeing overall higher scores. And this has led to a Google Score increase of 4% for Ayres.

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.