



Reputazione ed On Line Reputation |



89% of global travellers say reviews are influential when choosing where to book



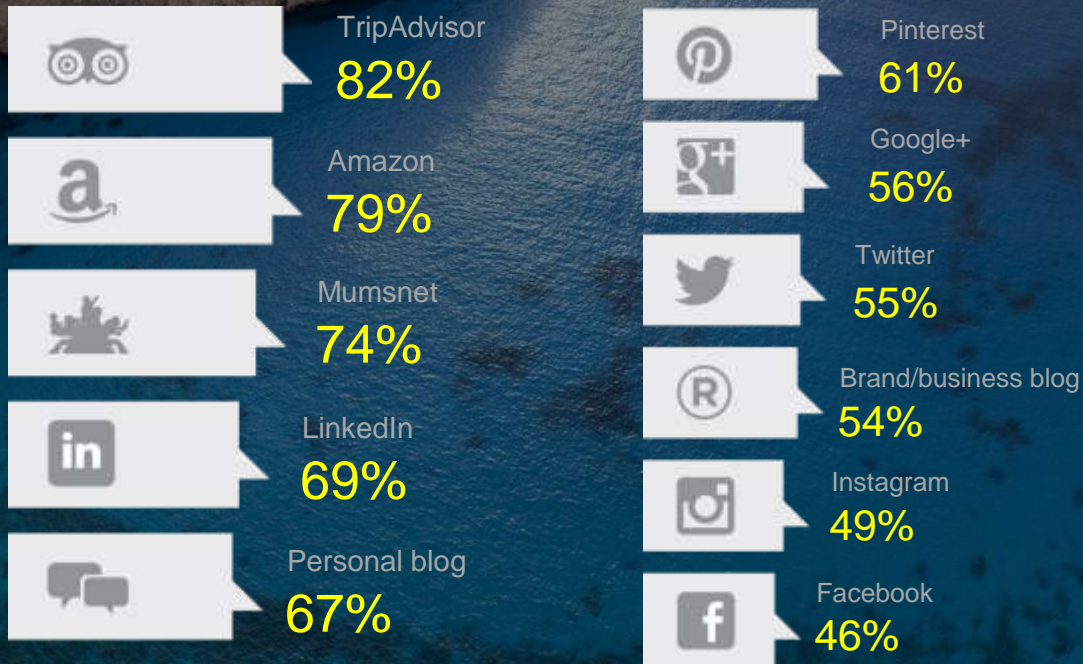
96% of global hoteliers say reviews are influential in generating bookings

Source: TripBarometer by TripAdvisor, April 2014

* Data was collected February – March 2014, based on an online survey of 10,370 representatives from accommodations in the TripAdvisor database, weighted equally by country, and 50,637 TripAdvisor website users and Ipsos online panelists who have researched their travel plans online in the last year, weighted to the known profile of the online population. Further details can be found in the TripBarometer global report.

CONFIDENCE IN INFORMATION

Percentage of consumers who say they have trust and confidence in information they see on these platforms and sites







Source: Chartered Institute of Marketing Travel Industry Group and YouGov






OFF LINE REPUTATION MANAGEMENT

FOCUS: GUEST SATISFACTION

-  *IDENTIFY YOUR TARGET*
-  *OFFER HIGH QUALITY SERVICE*
-  *ESTABLISH AND MANAGE HUMAN RELATIONS*
-  *MANAGE EXPECTATIONS*

ON LINE REPUTATION MANAGEMENT

FOCUS: DISCLOSE, FIX, REINFORCE REPUTATION

-  *LOOK AFTER YOUR LISTING (FOTOS, VIDEOS, PROPERTY DESCRIPTION)*
-  *POST APPROPRIATE RESPONSES TO REVIEWS*
-  *ENCOURAGE REVIEWS*

THE APPROPRIATE OWNER'S RESPONSE

- *APPOINT THE RIGHT PERSON*
- *IN CASE OF POSITIVE REVIEW, SAY THANKS*
- *IN CASE OF NEGATIVE REVIEW, TAKE YOUR TIME*
- *AVOID CONTROVERSY (DEFENSIVE OR AGGRESSIVE APPROACH)*
- *DO NOT REITERATE NEGATIVE MESSAGES*
- *IF YOU NEED TO REITERATE NEGATIVE MESSAGES, "PURIFY" THEM BY USING IRONY AND CREATIVITY*

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