Monitoring visitor satisfaction for effective sustainability strategies

Michael Kessler, Chief Revenue Officer, Review Pro
A Golden Opportunity for Destination Marketeers
Sustainable Tourism Is the Whole Experience

Hotels

Restaurants

Transportation

Outdoor Attractions

Parks

Museums

Shopping
Today, Reputation Is Made or Broken Online

Past

Present

Global Review Index™
What can be tracked?

We analyze visitor satisfaction based on hundreds of millions of reviews in 45+ languages on 175+ OTAs & hotel review sites.
Industry Standard Reputation Scores

Global Review Index™ (GRI) - an online reputation score based on review data collected from 175+ OTAs and review sites in 45+ languages.

Competitive Quality Index™ (CQI) - used to measure online reputation performance in comparison to the competition.

Source Index - used to compare performance by review source.

Language Index – enables comparison by language the reviews are written in.

Department Index – provides a deeper analysis across various departments.

"ReviewPro’s data, including the Global Review Index™, department indexes and sentiment analysis are ideal not only for data coverage and quality but also for flexibility and reliability."

Chris Anderson
Associate Professor
Cornell University
School of Hotel Administration
Why Is This Useful?

• Destinations can leverage online review analytics to:
  
  - Better understand & benchmark visitor satisfaction.
  - Promote continuous improvement to grow their product & enhance overall visitor experience.
  - Strengthen online reputation & revenue generation, creating a stable economic position.
  - Optimize the message in destination marketing campaigns.
  - Drive sustainable tourism & economic development.
Leveraging Insights Around Sustainability
The battle is won or lost depending on whether you provide authentic experiences
Encourage Continuous Improvement

- Improving overall visitor experience strengthens a destination’s online reputation & attracts more likeminded visitors.
- This helps create a stable economic position for local businesses & staff.
Gather Detailed Feedback with Surveys

• Ask specific questions related to sustainable tourism.

• Understand what worked well, what needs improved, traveler expectations…

• Shape new product development by gathering feedback on ideas before trialing them.
Understand Strengths & Weaknesses

- Staff
- Ambience
- Spa

Sentiment Analysis

but I would like to see Chale as a truly beautiful and eco-resort where more effort is put into protecting the environment.

Last but not least I love their eco-friendly approach and the story behind the place.
Guide Messaging to Create Demand

• Use feedback analytics to identify what visitors like most.

• Focus on promoting that to attract the right type of new guest that will love what you do best.

• Creatively engage with promoters to encourage them to become loyal customers & advocates for your cause.

• Publish customer comments or reviews on your website to create credibility.
About ReviewPro
Partner of Choice for Destination Analytics

• Ability to measure full destination experience for internal & competitive benchmarking.

• Data partner of choice for Cornell University, PwC & other leading technology companies.

• Affiliate member of UNWTO.