

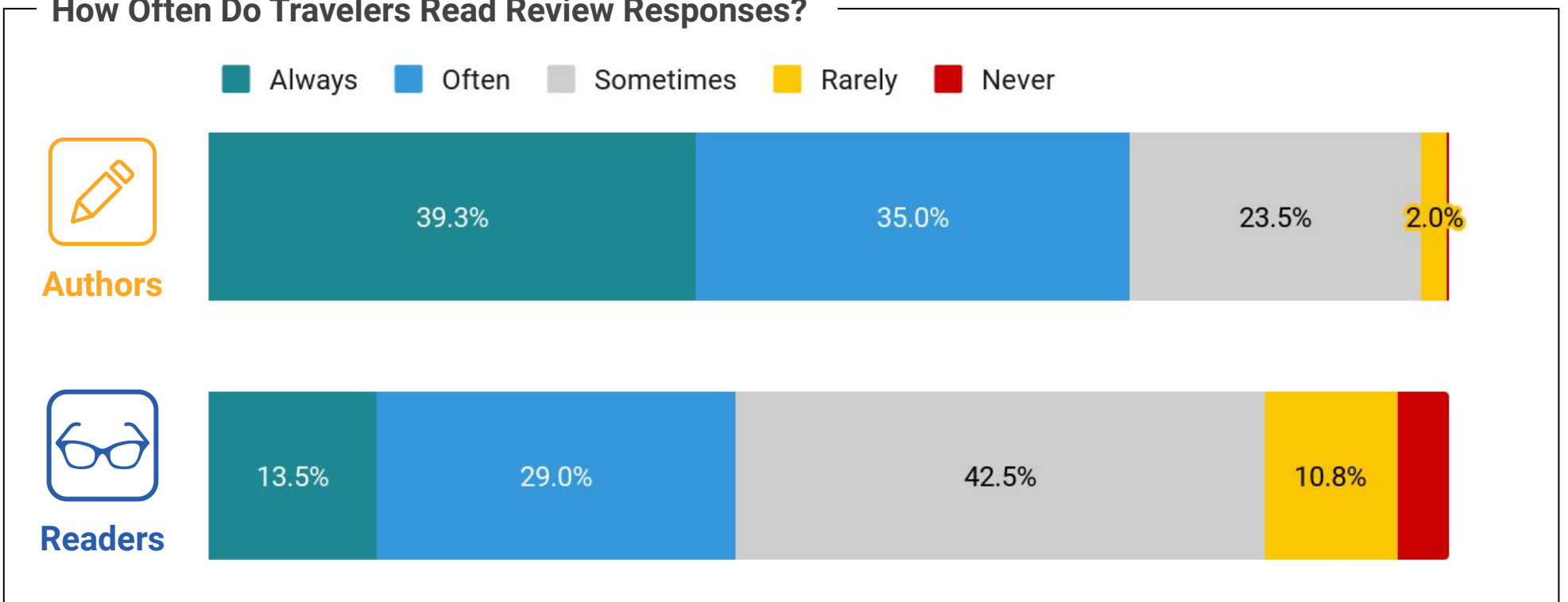
Review Responses - What Matters Most for Travelers?

Have you ever wondered how many travelers pay attention to the responses given by hotels to reviews? Our research confirms that authors of reviews are more likely to pay attention to responses than readers.

3 out of 4

authors often pay attention to reviews that received a response from the hotel.

How Often Do Travelers Read Review Responses?



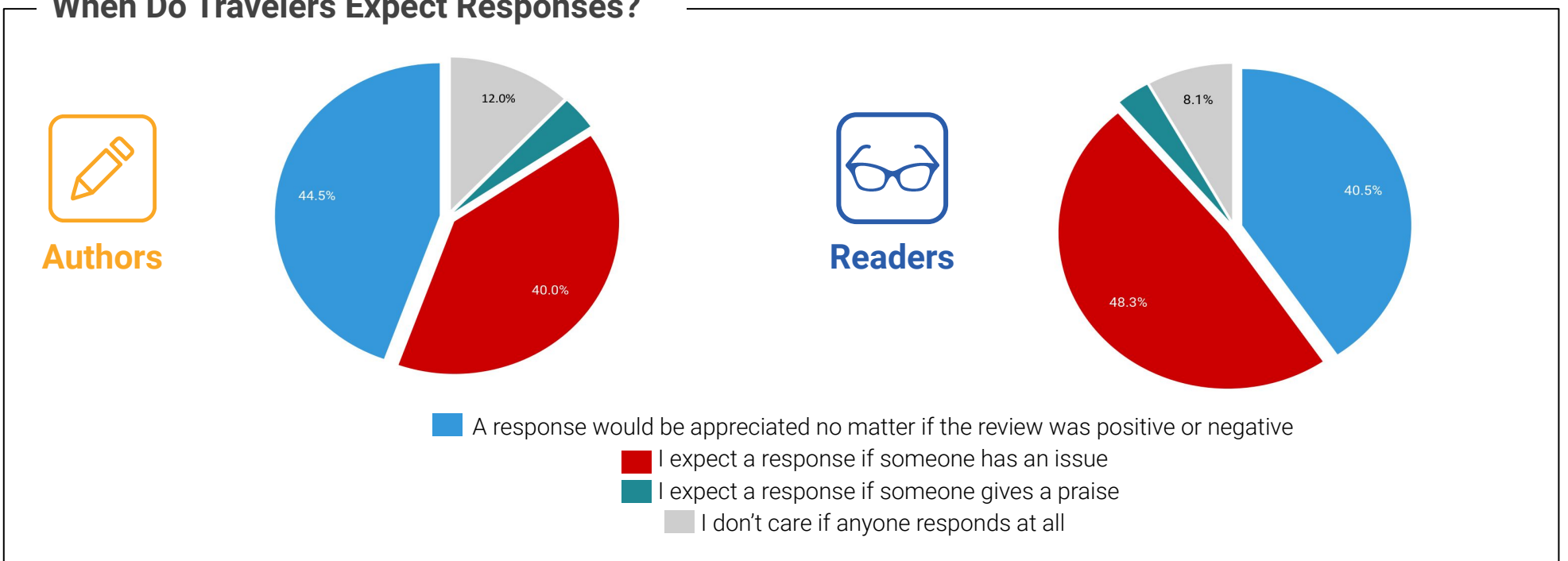
Expected Responses

90%

of all respondents who read review responses expect a response from the hotel to their feedback.

A response is expected whether the review was positive or negative, there was an issue flagged, or someone was praised.

When Do Travelers Expect Responses?



Time to Respond - Negative and Positive Reviews

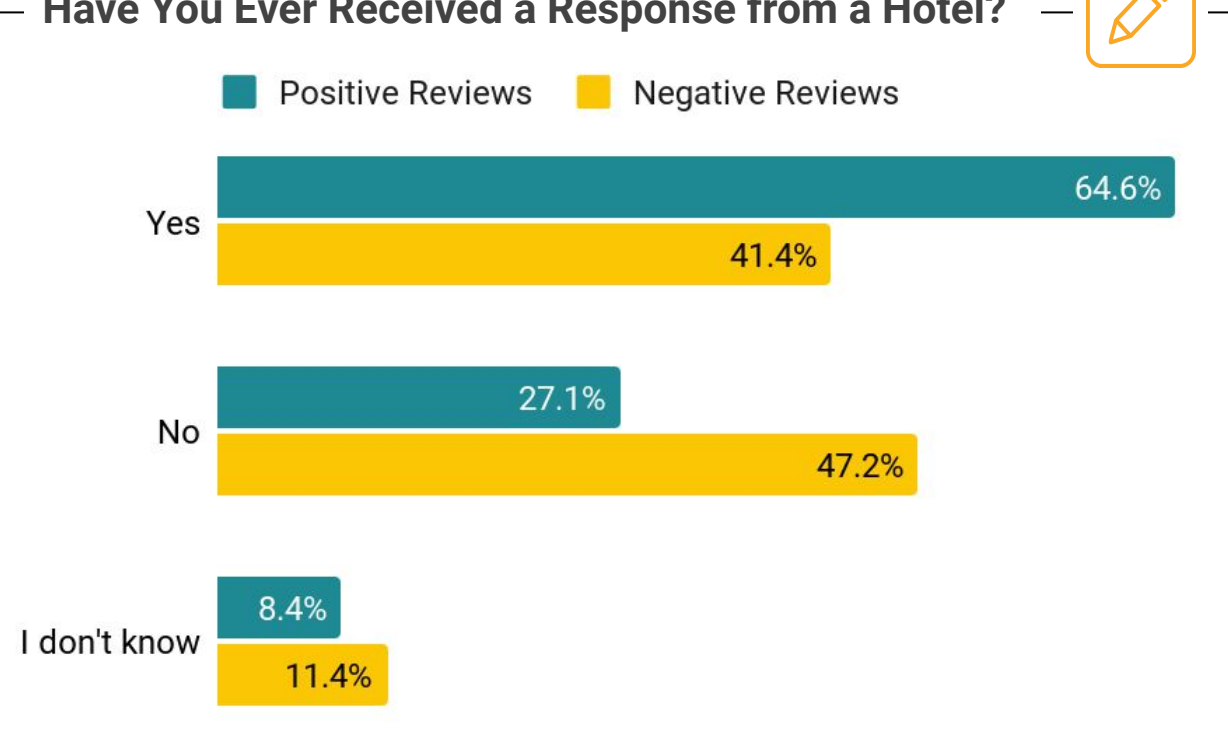
Addressing the issues mentioned in negative reviews is time-sensitive for most of the authors who expect a response no matter if the review was positive or negative (44.5% of all authors). The expected response time for positive reviews is slightly less critical, but even here, 2 out of 3 authors still expect a response within four days or less.

Time to Respond



Received Responses

Have You Ever Received a Response from a Hotel?



Responses to positive reviews are more common – almost 2/3 of all authors (who write positive reviews) ever received a response to a positive review.

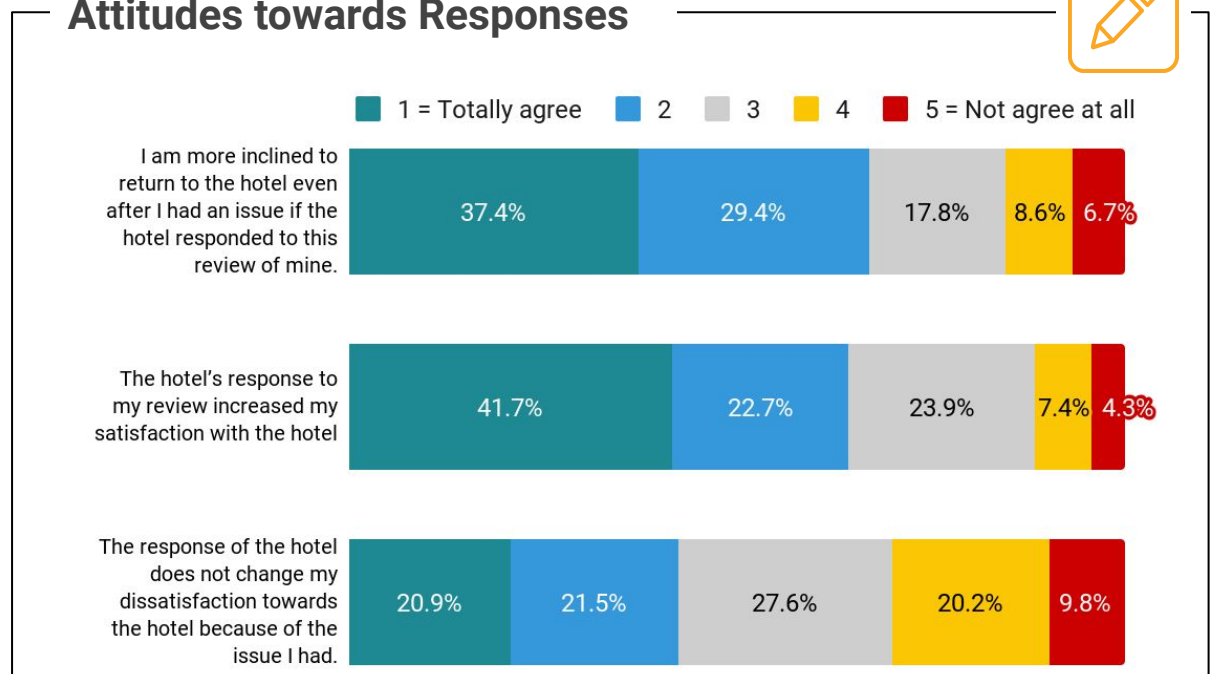
The Impact of Responses on Guest Satisfaction and Return

How do responses affect guest satisfaction and return? We addressed a question on this topic to the 41.4% of authors who received a response to their negative review.



Authors of negative reviews are more inclined to return after the hotel addressed the issue in their response.

Attitudes towards Responses



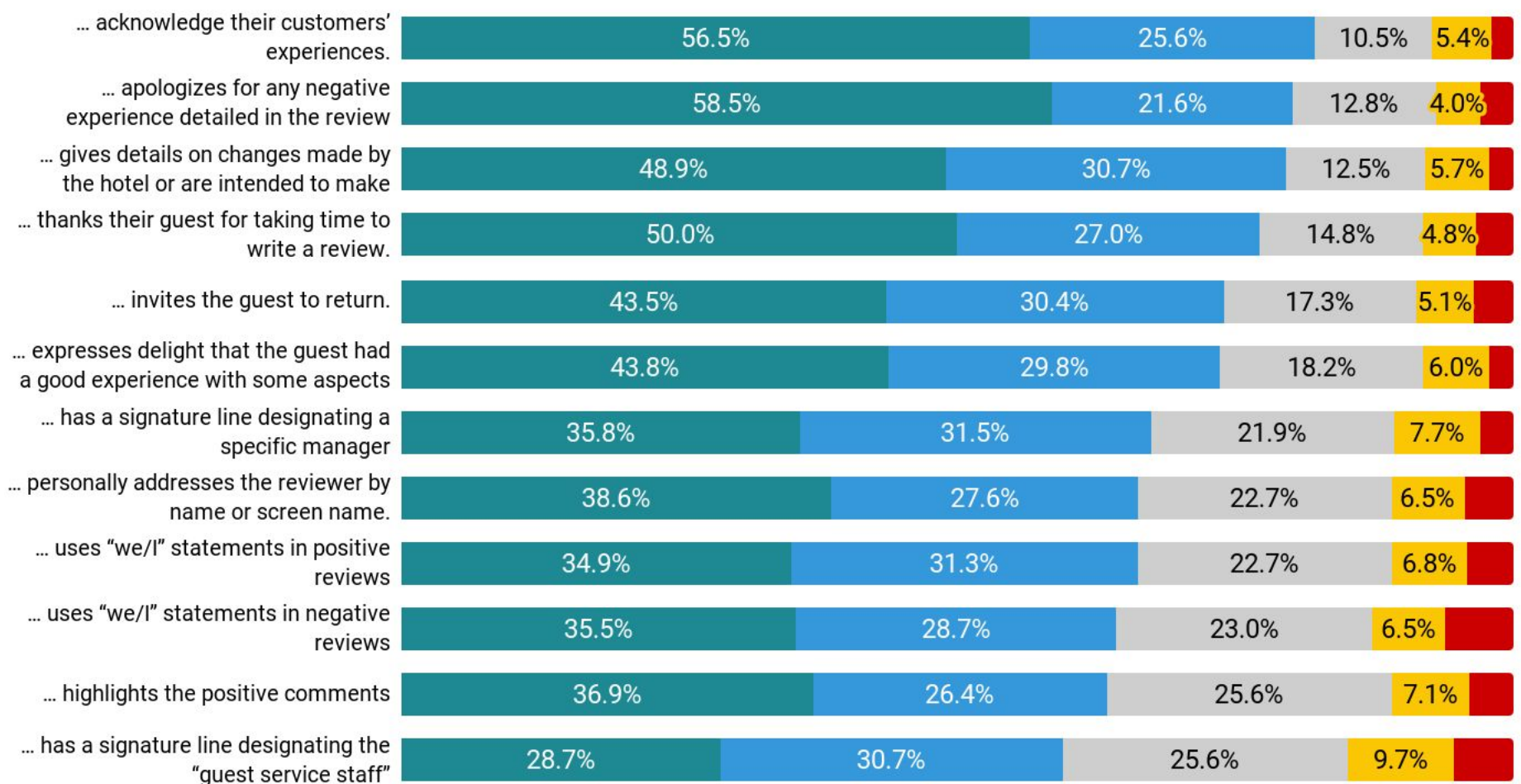
What Does an Effective Response Look Like?

All aspects mentioned in the question are very important for authors - none of the options got less than 59% for “very important” and “somewhat important.”

Important Aspects for Responses



■ 1 = Very important ■ 2 ■ 3 ■ 4 ■ 5 = Not important at all



💡 Key Takeaway: Respond as Soon as Possible to Reviews. Prioritize Negative Reviews and Those Mentioning Issues. 💡

Responses matter both for your guests and other readers who are looking for an accommodation. By [replying to feedback](#), you increase the chances of your guests returning.

💡 5 Key Things to Mention in Your Reply 💡

1. Acknowledge your guests' experiences.
2. Apologize for any negative experience detailed in the review.
3. Give details on changes you intend to make to fix the issues mentioned.
4. Thank the guest for taking time to write a review.
5. Invite the guest to return.

