



## DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

# CASE STUDIES



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# “GUEST VIBE” DASHBOARD USING REVIEW + SURVEY ANALYTICS

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## Overview

Name: Petit Palace Hoteles

Location: Spain (hotel group)

Type: Boutique hotel chain (31 properties referenced in the sources)

Digital skill applied:

- *Reputation management & semantic analysis (sentiment/topic insights) + guest survey collection and distribution.*
- *Online reputation management (ORM) is the practice of monitoring and responding to reviews to influence traveler perception and trust.*
- *Semantic analysis (in this context) is AI that groups review text into topics (e.g., Wi-Fi, cleanliness, staff) and sentiment (positive/negative) so patterns are visible.*

## Introduction

Online reviews and surveys are “big data” for hospitality: high-volume, unstructured text across many platforms. This case shows how a hotel group used review aggregation and semantic analysis to prioritize investments, increase response rate, and improve visibility and bookings.

## Implementation

### *The problem:*

- Reviews were fragmented across platforms and hard to translate into a clear operational plan.
- Response behavior and reputation management needed to scale across multiple properties.
- Leadership wanted feedback data to drive investment decisions (not anecdotal opinions).



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## *What they implemented:*

- Used TrustYou, a guest feedback and reputation management platform that aggregates review sources and survey feedback, then analyzes trends.
- Increased review response activity using TrustYou ORM capabilities, raising response rate from 28% to 95%.
- Implemented guest surveys (TrustYou Stars) and made surveys a major feedback source—reported as 44% of all reviews within two years of use in the TrustYou write-up.
- Enabled guests to post survey responses to Google, adding 1,800+ new Google reviews across properties (improving visibility and click-through, per the write-up).
- Used semantic analysis to identify recurring issues and prioritize improvements (example given: upgrading Wi-Fi and in-room tech based on feedback trends).

## Key Insights

### *Success factors:*

- Centralizing feedback turns scattered commentary into a single dataset that can be managed and acted upon.
- Topic and sentiment trends enable operational prioritization (investments based on repeated pain points, not isolated complaints).
- Management responses influence booking intent: large-scale traveler research suggests that visible, thoughtful responses improve trust and likelihood to book.



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## *Tangible results:*

- Response rate increased from 28% to 95% after implementing ORM features.
- Guest surveys became a major feedback source (reported as 44% of all reviews within two years of using the survey program).
- Over 1,800 new Google reviews were added via the survey-to-Google flow described in the case story.
- TrustYou case write-up: some properties reported revenue increases up to 200% alongside improved reputation scores and visibility (this is a strong claim and should be treated as property-specific, not universal).
- Press-release style source: “40% increase in revenue in two years” associated with the TrustYou partnership.
- Broader traveler behavior evidence (Ipsos MORI + TripAdvisor, 2019):
  - 63% of respondents said they’re more likely to book if the owner responds to the majority of reviews.
  - 77% said they’re more likely to book if owners leave personalized responses.
  - 89% said a thoughtful response to a negative review improved their impression.

## **Recommendations**

1. Build a single “voice of guest” pipeline: aggregate reviews + surveys in one place, and standardize tags (service, cleanliness, Wi-Fi, breakfast, noise, staff).
2. Treat review response as a measurable target with clear responsibility: set a response-time commitment (for example, within 24–48 hours), provide approved wording and tone guidelines, and define how urgent issues should be routed to a manager.
3. Use semantic trends to drive investment decisions: commit budget only when issues appear consistently (volume + sentiment), not because one review is dramatic.
4. Close the loop: publish “You said / we did” internally (and sometimes externally) to reinforce a feedback culture and improve staff buy-in.



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## References

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