

# Managing Hotel Reviews Seminar

Book authors and etourism experts Alexander Fritsch and Holger Sigmund give profound first-hand tips on handling reviews & ratings.



## You will learn:

- How to receive positive reviews & ratings
- How you should respond professionally to negative reviews
- How to improve your service quality with reviews
- How ratings influence your revenue management

## Agenda:

1. Getting the most out of TripAdvisor and other online portals
2. The psychology behind why guests give online feedback
3. Top tips and methods to motivating guests
4. How successful hotels use ratings & reviews for quality management
5. Driving more hotel bookings with professional Online Reputation Management
6. Legal problems: How to handle unfair online feedback
7. The secret to writing the perfect management response
8. Responding more efficiently: Guidelines, text modules and foreign-language reviews
9. Performance and data of hotels in your destination
10. Q&A session

## Your benefits:

- Worldwide leading seminar on hotel reviews
- No product presentation or sales show
- Highly effective training with interactive elements and discussions
- Best practice from hotel chains & independent venues
- Actionable ideas for management responses
- Hands-on recommendations and tips for handling daily business
- Recommended for everyone involved with guest feedback

## Your seminar hosts:

- Alexander Fritsch and Holger Sigmund
- Renowned tourism experts who connect scientific knowledge with practical relevance
- 20 years of international experience
- Independent from agencies, portals or products



TOURISMUSPARTNER

experts for hotel reviews,  
online reputation and etourism  
Servus Tourismuspartner OG  
Schäferweg 6, 6900 Bregenz, Austria  
T +43.5574.22530, info@tourismuspartner.co.at  
www.tourismuspartner.co.at

Upcoming event  
Madeira, Portugal

January 16, 2019

at The Vine Hotel \*\*\*\*\*, Funchal

SCHEDULE 09.30 am - 01.30 pm

CHECK-IN 30 minutes prior to event

FEE 120 EUR per attendant

Payment is due in cash on seminar day at check-in desk

[www.hotelreview-seminars.com](http://www.hotelreview-seminars.com)

Info & Online-Registration

