

Managing Hotel Reviews Seminar

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



Upcoming events Islas Canarias

22/01/2020: Lanzarote Elba Royal Village Resort
23/01/2020: Fuerteventura Elba Sara Beach Resort

SCHEDULE 09:30 - 13:30
CHECK-IN 30 minutes prior to event
FEE 120 EUR per attendant
PAYMENT Cash on seminar day at check-in

www.hotelreview-seminars.com
Info & Online-Registration



In partnership with



You will learn:

- How to receive positive online 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 Google, TripAdvisor, HolidayCheck & Co.
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 brands & 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

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