

TIPS FOR INCREASING GUEST REVIEWS FOR YOUR HOTEL

Please read carefully and follow in an orderly manner, for best results

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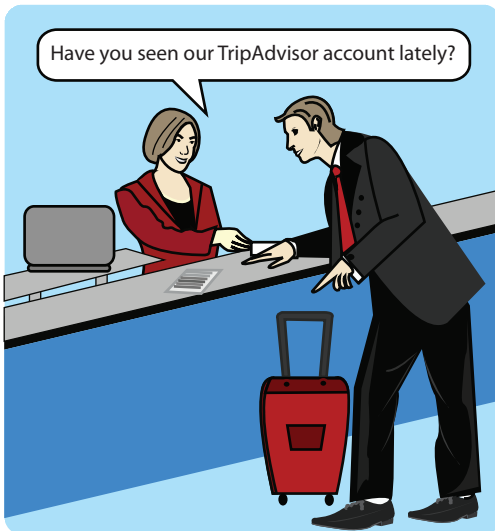
Actively search Facebook and Twitter for people who have recently mentioned, checked-in to, or liked your property; ask them for their feedback.



Provide a **QR Code** on all or any printed receipts and invoices, with easy instructions for leaving a quick review of the guest's stay.



Send a post-stay email, asking the guests for their feedback via any specific review website. Be sure to manage the responses left by these guests.



Ask! Ask guests to share their experiences whenever the opportunity arises. Whether its when someone has a question or during a check-out, it never hurts to ask.



DO NOT respond to negative reviews in a non-constructive or equally negative way. This can cause further distrust among potential guests.



DO NOT offer any sort of reward, discount or incentive to guests in return for a review on a third party website.



DO NOT have a computer or web device at the front desk during check-out for guests to leave reviews. (The IP address will be tracked.)