

The benefits from guest reviews

The active accumulation of guest reviews is an effective way to raise the trust in your holiday property, which leads to more reservations and higher rental rates. This element of your ad shows the impressions of previous tourists to future tourists. The reviews form on RentByOwnerBg make it possible to evaluate various characteristics of your property including its cleanliness, the services, the amenities, pricing and to give written comments where tourists can describe what they like about the property, and for what types of tourism they are willing to recommend it.

Tourists use the reviews of other tourists. Selecting a holiday property is not an easy task. Along with using the information provided by the owners of the property, the tourists seek out and rely on the shared impressions of other tourists. These reviews provide valuable information about the nice qualities of the holiday property. More than 70 percent of tourists use online customer reviews to select a holiday destination and a holiday property.

Guest reviews serve to raise trust in your property. Tourists believe that the information provided by other tourists is more reliable. These are people like them who have no motivation to provide misleading information. It is only their desire to help others that drives them to spend time providing comments on holiday properties. Even if some of the comments are not overly positive, their large number is an indication that the property exists, and that it has been active on the holiday market. Moreover, they show that the owner has an active policy to attract reviews from his/her guests. This is a valuable indication that the owner is interested in providing good service.

The reviews provide additional valuable information. The guest reviews can provide useful suggestions about the services you provide, the characteristics of the property, the attractions in the vicinity, etc. This may be information that you have not included in your ad. Most importantly, however, the information comes not from you but from tourists who have stayed at your property. The reviews can also provide constructive criticism. The tourists often notice things that you are not aware of. Then the feedback is very important as it gives you the opportunity to address any issues. It would be good if the tourists provide such suggestions during their stay at your property but often they don't feel comfortable doing so. However, they are willing to give feedback online.

The reviews will increase the number of reservations and the rental rates. The properties with more guest reviews attract more inquiries and more reservations. Moreover, the greater trust and additional information help raise rental rates. The number of reviews is important. Whether or not the reviews are positive is less important.

How to attract guest reviews

A greater number of guest reviews raises the confidence in your property and leads to more reservations. It is therefore important to have as many guest reviews as possible. This can be accomplished by a consistent effort in this direction. Here are a few ideas about how to raise the number of guest reviews on your property ad:

When the guests are leaving. When the tourists are about to leave and you are helping them check out, you can ask them to add a review on your property ad. Explain to them the importance of their opinions to you and to other tourists. Most of the tourists who have enjoyed their stay with you would be happy to do so. Be prepared to give them a link to your property ad where they can enter their reviews.

Via e-mail. It is important to collect the e-mails of your guests. This will help you to stay in touch with them, send promotional information, holiday package deals, and also to invite them to add a review on your property ad. Make sure that the invitation e-mail has a link to the web page where they can enter the reviews.

On the computer in your property. If you have a computer in the property, you can ask your guests to fill out a review while they are visiting. Let them know that you will be thankful if they do so.

Enter the reviews on a hard copy form. The form is made in a print-friendly version so you can print it out and give a copy to your guests. Then you can fax or e-mail the scanned form to us and we will enter the reviews in the online form. You can also enter the reviews yourself. Leave printed copies in the holiday property or on the reception desk if you have a hotel. The form can be downloaded here.

The benefits of negative reviews

Each property owner prefers positive reviews. This makes him/her feel that the tourists are satisfied and that all is fine. Critical reviews can therefore be taken as negative advertisement. This, however, is not always the case.

Balance between positives and negatives. The tourists are smart and are sometimes critical. When they see only positive reviews, they can become suspicious that you have asked friends and family to give you high marks. Therefore it is not too bad if a few negative reviews are mixed up among the positive ones.

Constructive criticism. It is important for you to know if there are problems in your rental activities. Even if you try to do everything perfect, there are always ways to improve your services. The best suggestions for how to do that comes from the tourists. Their feedback is most important to you and, if it is negative, you have the opportunity to correct any issues.

Show that you care. Negative comments are seldom just malicious; they indicate that your guests have been dissatisfied with something. It is good to take steps and resolve the problem. Sometimes this may require additional expenses but this is done in order to raise the quality of services and future reservations. After resolving the problem, you can file a response to the critical comment, explaining that you have addressed the issue. This can be done via the reviews form on RentByOwnerBg. This way the tourists would know that you are engaged and flexibility.