

## SQUIRE HOTELS SIGN UP FOR UNIQUE REVIEW SYSTEM FEBRUARY 2017

Squire Hotels has formed a new partnership with well-known guest intelligence portal GuestRevu, which will help provide hoteliers with an automated guest feedback and online reputation management solution.

Working alongside TripAdvisor, the GuestRevu tool enables guests to leave high quality, honest feedback via a bespoke online questionnaire, which in turn creates a review which is published to the property's TripAdvisor page, boosting ratings. The feedback solution system is also customised to provide invaluable insights to enable the hotels to make informed operational decisions.

The GuestRevu partnership launched in March meaning guests staying at Squire Hotels' Etrop Grange, Manchester, Best Western Plus Samlesbury Hotel, Preston, and Hydro Hotel, Windermere, will be able to leave their feedback. As well as reviews from guests, Squire Hotels has also progressed the partnership to help raise its conference delegate feedback.

Jodi Masterson, director of operations at Squire Hotels, said: "We're delighted to officially launch the partnership between ourselves and GuestRevu.

"We are always looking at ways that we can improve each one of our hotels in order to give guests the best possible experience and feedback from our guests is priceless. We want to make sure their stay is as comfortable as possible and we're confident that with the new system we can continue to making our hotels the best out there."

With GuestRevu, hotel guests automatically receive a customised email upon checking out, encouraging them to send feedback to not only the hotel but TripAdvisor as well.

Private feedback has proved to be extremely popular helping hotels make the necessary operational improvements and provide the best possible guest experience.

“Actively managing all guest feedback – be it online in the form of TripAdvisor reviews or directly to the hotel – has become essential for hoteliers who wish to remain competitive,” said Francine Heywood, Co-founder and director of sales and marketing at GuestRevu.

“People often think of guest feedback only in terms of online reviews, they don’t realise the huge benefits of being able to leverage guest feedback for marketing and operational purposes”

“We’re delighted that Squire Hotels had decided to partner with GuestRevu and we really look forward to helping the group exceed their guest expectations and positively impact their online reputation and TripAdvisor ranking”.

All TripAdvisor reviews are made public however comments made directly to the accommodation are only seen by hotel workers.

[www.squirehotels.co.uk](http://www.squirehotels.co.uk)