MarketScale: Customer Reviews Shape Hospitality Brand Success. How Do You Turn Reviews Into Revenue?

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Diego Bufquin, professor of practice in management and director of the undergraduate hospitality certificate program, participated in a MarketScale "Experts Talk" roundtable discussion on the impact of customer reviews on the hospitality industry.

> With online travel agencies such as TripAdviser and Booking.com, customers can now check a variety of different hotel properties and quickly see all of the customer reviews. Once they're almost set on a hotel, they actually check the ratings on different OTAs to see the consistency of those ratings because sometimes you see a lot of variability. OTAs have made it very easy for customers, so now they're being very careful before

booking to make sure they know where they're staying.

To see the entire discussion, visit marketscale.com:

https://marketscale.com/industries/hospitality/the-power-of-customer-reviews-is-shaping-the-hospitality-industry/