

From Reviews to Revenue: How Hospitality Leaders are Realising ROI through Reputation Management

There's nothing more important to the hospitality industry than bookings. And since guest feedback drives booking decisions, the most successful hospitality companies have one thing in common: they listen to guests. But spotting every public comment and gathering feedback via guests' preferred channels requires having in place processes to effectively manage your reputation management and digital marketing strategy.

This seminar sponsored by Revinate will focus on tips for thriving in an industry heavily influenced by customer reviews. Hospitality marketing expert Niki Christian Nutsch will show hoteliers:

- Why online reputation management has become a critical function for hotels
- How to develop their own online reputation management programme
- How to monitor and interpret review data and reports
- How to respond to reviews and guest feedback
- How to operationalise feedback to improve guest satisfaction and drive revenue
- How Revinate's easy-to-use software service helps hoteliers to actively monitor and engage with public guest feedback

From reviews to revenue



Who Should Attend?

This seminar is designed for hoteliers, GMs, Directors of Operations or anyone who manages online reviews or social media.

Session Format

This seminar can be offered as a 2,5 hours in-person session or a 1 hour virtual webinar hosted by Revinate.

Free of Charge

Sponsored by Revinate. Seminar location, coffee break and refreshments are to be provided and paid by the partnering Hotel & Tourism Association.

“We have gotten great responses from our members who have attended Revinate’s seminars. They are happy with the easy to understand ideas for managing their online reputations. Thanks Revinate!”

Chris Middleton
Independent Lodging Industry Association



About Niki Christian Nutsch

Niki Christian Nutsch is a Doctoral Researcher at the Oxford School of Hospitality Management (UK), where his research focuses on the impact of consumer empowerment and online reputation management. He is a lecture at Universities and Business Schools all over Europe and a Marketing Consultant for the international hospitality industry. Born into a family of hoteliers, he has many years of Marketing, Sales and Business Development experience within the tourism industry, having worked for leading organizations such as Marriott International and in various European countries such as Germany, Spain, Italy and the UK. Niki studied Business Administration in Munich (Germany) and holds an MBA from the University of Liverpool (UK).

About Revinate

Revinate, the global leader in reputation management software, helps connect hotels to their guests. Available in 13 languages, Revinate serves more than 21,000 properties in 143 countries. Let us show you the world of difference Revinate can make at your property.

Trusted by the World's Best Hospitality Companies

