



# Dorsett Hospitality International Enters Partnership with ReviewPro

*Dorsett Hospitality International announces a new partnership with ReviewPro, a leading provider of online reputation management analytics.*

BARCELONA, SPAIN, September 10, 2014 /EINPresswire.com/ -- [Dorsett Hospitality International](#) Enters Partnership with ReviewPro



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*Philip Schaetz*

Dorsett Hospitality International, headquartered in Hong Kong, is one of Asia's fastest-growing hotel groups with properties across key Asian countries including Malaysia, China, Hong Kong and Singapore, as well as a recently inaugurated property in United Kingdom. Dorsett Hospitality International announces a new partnership with ReviewPro, a leading international provider of online reputation management analytics for the hotel and restaurant industry. Dorsett International will leverage ReviewPro's [market-leading solution](#) to further refine guests' experiences across their portfolio and increase revenue.

ReviewPro provides critical insight into operational and service strengths and weaknesses by aggregating hundreds of millions of online reviews and social media mentions from over 100 of the most relevant online travel agencies (OTAs), review websites and social media platforms. The company helps hotel organizations of every size to boost their online reputation and increase revenue through carefully monitoring online guest sentiment.

At the heart of ReviewPro's analytics is the [Global Review Index™](#), (GRI) an industry-leading online reputation score which can benchmark a given hotel, group of hotels or chain, make comparisons between properties, compare results with competitors and track the evolution of a hotel's performance over time. Dorsett Hospitality International will be able to leverage the GRI to improve their online reputation and guest satisfaction at both property and brand level, while benchmarking performance against competitors.

"Given the wide-ranging influence of reviews and social media on both consumers and business travelers, Dorsett International has seen a steep increase in the number of guests leaving reviews and we want to leverage this guest feedback to deliver remarkable experiences," says Philip Schaetz, Senior Vice President of Sales & Marketing at Dorsett Hospitality International.

"After carefully researching the different players in this space, we felt that ReviewPro was the best partner to help us achieve our goals on both a property and corporate level. Their best-in-class analytics and sentiment analysis, superior alerts and reporting combined with unrivalled support and training services, on a global level, were all key factors in our decision to partner with ReviewPro," Schaetz adds.

Michael Chin, Regional Vice President of the Asia-Pacific region for ReviewPro, says, "We look forward working closely with Dorsett Hospitality International, to manage and improve their already high levels of guest satisfaction. Online reputation management can directly improve a hotel's bottom line and ReviewPro will enable Dorsett to leverage big data analytics from the social web, identify necessary changes to improve guest satisfaction, boost online reputation and ultimately drive revenue gains."

#### About Dorsett Hospitality International

Dorsett Hospitality International (HKEx Stock Code 2266), is a spin-off from Far East Consortium Limited. With three brands under its umbrella ....the upscale and midscale Dorsett Hotels & Resorts and d.Collection comprising a range of charismatic boutique hotels; and the value-led Silka Hotels; the group currently owns over 30 hotels in China, Hong Kong, Singapore and Malaysia; including ten more scheduled to open within the next two years in China, Hong Kong, United Kingdom and Malaysia. For more information on Dorsett Hospitality International, visit:

For more information

[www.dorsett.com](http://www.dorsett.com)

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#### About ReviewPro

ReviewPro enables hoteliers and restaurateurs to increase guest satisfaction and grow revenue by proactively managing and improving their online reputation. The company's suite of web-based tools provides analysis, customer intelligence, competitive benchmarking and reporting to help hospitality professionals maximize their organization's performance. ReviewPro aggregates hundreds of millions of reviews in 40+ languages from more than 100 review sites, online travel agencies (OTAs) & all major social media platforms. The company has thousands of clients in over 90 countries, including Meliá Hotels International, Kempinski Hotels, The Ascott Limited, LOEWS, Louvre Hotels, Regent Hotels and Resorts, Compass Hospitality, Millennium Hotels & Resorts, Everly Group, Dorsett Hospitality International, Como and Alila Hotels and Resorts.

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