



A World-Leading Hotel, Casa Gangotena, Enters Strategic Partnership with ReviewPro

Casa Gangotena, historical hotel in Quito, has signed a partnership with ReviewPro, a leading provider of online reputation analytics for the hotel industry.

BARCELONA, SPAIN, September 18, 2014 /EINPresswire.com/ -- [Casa Gangotena](#), a boutique hotel in the historical center of Ecuador's capital, Quito, has signed a strategic partnership with [ReviewPro](#), a leading provider of online reputation and social media analytics for the hotel industry.



After extensive research, we found that ReviewPro's comprehensive analytics, reporting and alert system offer Casa Gangotena the most impressive level of competitive benchmarking on the market.

Fernando Delgado

Situated in a restored mansion with 31 rooms, Casa Gangotena boasts the title of world's sixth best hotel, best hotel in Ecuador and best hotel in South America and will leverage ReviewPro's market-leading solution to maintain its already excellent online reputation, further refine guest experience and increase revenue.

The hotel will harness the [Global Review Index™](#) (GRI), an industry-leading online reputation score, which provides

critical insight into guest satisfaction by aggregating millions of mentions from over 100 of the most relevant online travel agencies (OTAs), review websites and social media platforms.

Developed in collaboration with mathematicians, hotel industry experts and leading academic institutions, the GRI offers unparalleled benchmarking capabilities for global brands and individual hotels. Casa Gangotena will use the GRI on an ongoing basis to measure the evolution of their own guest satisfaction and that of their competitors.

Fernando Delgado, General Director of Casa Gangotena, says, "After extensive research, we found that ReviewPro's comprehensive analytics, reporting and alert system offer Casa Gangotena the most impressive level of competitive benchmarking on the market. We receive travelers from every corner of the world, which is why we needed an online reputation management tool that can monitor what guests are saying about us in several languages and across all of the most important social media channels."

"ReviewPro will help us to harness guest insights and prioritize action, to strengthen our engagement with customers, further increase guest satisfaction and ultimately drive hotel revenue in the long-term." Delgado adds.

RJ Friedlander, CEO of ReviewPro, says, "We are delighted to work closely with Casa Gangotena. Pro-active online reputation management will help to improve their ranking on major review sites and OTA's, as well as drive revenue. ReviewPro's GRI will enable Casa Gangotena to leverage big data analytics from the social web, identify necessary changes to improve guest satisfaction and ultimately increase revenue."

About Casa Gangotena

Situated in a restored historic mansion overlooking Quito's Old Town squares and churches, the Casa Gangotena harbors 31 rooms, each a showcase of eye-catching style, contemporary design, fine furnishings, modern technologies and quintessential comforts to impress the most discerning guests.

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, Louvre Hotels Group, Library Collection and CitizenM. For more information

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