

# Al Bustan Centre & Residence enters Partnership with ReviewPro

*The luxury Dubai residence will leverage ReviewPro's market-leading solution to further refine guests' experiences and increase revenue.*

BARCELONA, SPAIN, October 8, 2014 /EINPresswire.com/ -- Al Bustan Centre & Residence



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*Moussa El Hayek, Chief Operating Officer*

announces a new partnership with ReviewPro, a leading international provider of online reputation management analytics for the hotel and restaurant industry. The luxury Dubai residence will leverage ReviewPro's market-leading solution to further refine guests' experiences 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.

"We chose ReviewPro because of its integrated approach to creating insight for action in sales & marketing, operations, quality and revenue & distribution," says Moussa El Hayek, Chief Operating Officer. "We can now drive ADR and RevPAR better than ever before and ReviewPro is one of the foundations to help us make that happen."

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.

Al Bustan Centre & Residence will also benefit from ReviewPro's fully-integrated [Guest Satisfaction Survey](#) (GSS) tool by creating questionnaires to collect, analyze and act on direct guest feedback. ReviewPro's easy to use solution will provide Al Bustan Centre & Residence with 360-degree guest intelligence to facilitate operational and service improvements, all from a single dashboard.

RJ Friedlander, ReviewPro's CEO, says, "Pro-active guest satisfaction management can directly improve a hotel's bottom line. ReviewPro will better enable Al Bustan to leverage big data analytics from the social web, identify necessary changes to improve guest satisfaction, boost online reputation and ultimately drive gains in revenue."

About Al Bustan Centre & Residence:

Al Bustan Centre & Residence provides the finest family getaway in the form of a Hotel-Apartment, shopping and entertainment complex. An expansive shopping mall with over 95 outlets attached to

the property offers the convenience of modern day one-stop shopping. Al Bustan Centre & Residence is 'your home away from home' and sets the perfect balance between time for you, your children and family. The property comprises 640 rooms and suites, a swimming pool, 2 restaurants on-site, 2 Health Clubs, separate for men and women, 2 tennis courts, steam and sauna (separate for men and women), Business center, Conference and Meeting rooms. Al Bustan Centre & Residence is situated within easy distance from Dubai's business district, is just 50 meters away from Al Nahda Metro Station and just five minutes away from Dubai International Airport and seven minutes from downtown. Its strategic location also allows its residents and visitors a smooth access to other emirates including Sharjah, Ajman, Fujairah and Ras Al Khaimah.

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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