

Marco Polo Hotels Selects ReviewPro's Guest Intelligence Solutions to Further Boost Digital Credibility

Marco Polo Hotels has chosen ReviewPro as their online reputation management technology provider.

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[Marco Polo Hotels](#) has chosen

ReviewPro, the leading provider of Guest Intelligence solutions to independent

hotel brands worldwide, as their online reputation management technology provider. As a partner committed to the company's success, ReviewPro provides Marco Polo Hotels with access to the Guest Intelligence necessary to improve guest satisfaction rates, ranking on key online travel agencies (OTAs) and review sites, while boosting revenue at the brand's 14 properties in key Asian destinations.

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Andrew Lau

Marco Polo Hotels embodies the spirit of its namesake, Marco Polo, who was an explorer, global traveler, entrepreneur and connoisseur of culture – just like the guests who choose to stay at the Marco Polo Hotels today. It is the brand's focus on maintaining the highest online credibility and positive brand positioning that motivated the decision to implement ReviewPro's Guest Intelligence solutions.

As part of the agreement, Marco Polo's properties are using ReviewPro's Online Reputation Management (ORM) solution to gain deeper insights into guest feedback from 142 review sites and OTAs in more than 45 languages. Marco Polo also integrated ReviewPro's [Guest Survey Solution](#) (GSS) into its long-term marketing strategy, which enables each property to solicit the specific, verified feedback necessary to measure whether service and operational standards are being met during each guest's stay.

“We chose ReviewPro because of the company's Global Review Index™ with which we can benchmark our properties' results against the marketplace, and because of the integration of direct and indirect feedback in the Guest Intelligence Dashboard. This will provide a 360-degree view of how we are managing guest expectations,” said Jennifer Cronin, Vice President of Sales & Marketing at Marco Polo Hotels. “Our goal is to keep informed and by responding efficiently and effectively, we intend to build our brand champion network. At the same time, we know that our credibility and brand position will also grow, which will generate new and stronger business revenues and build greater brand advocacy.”

An increased online reputation score can have a positive impact on each property's ADR and



ReviewPro

GUEST INTELLIGENCE

RevPAR (as evidenced in a groundbreaking [Cornell University study](#) using ReviewPro's Guest Intelligence data). Acting on Guest Intelligence can help the brand to proactively improve its ranking on TripAdvisor, as well as other major online review sites and OTAs.

"ReviewPro's suite of solutions were even more powerful than we could have anticipated and they will bring new insights into our pricing strategies. It has been proven to help hotels grow revenue and improve conversion rates by increasing direct bookings and optimizing online distribution channels, so it was an easy choice for us," said Andrew Lau, Group Director of Revenue & Distribution at Marco Polo Hotels. "The ability to proactively increase our revenue at both property and brand level is of tremendous value to us."

"We are very pleased that Marco Polo have chosen ReviewPro's Guest Intelligence solutions," said Michael Chin, Vice President of APAC at ReviewPro. "Not only will the Guest Intelligence help to fine-tune the brand's marketing messaging and revenue management strategies, but it will also better equip each property to create more memorable guest experiences."

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About ReviewPro

ReviewPro is the leading provider of Guest Intelligence solutions to independent hotel brands worldwide. The company's comprehensive suite of cloud-based solutions includes Online Reputation Management (ORM) and the Guest Survey Solution (GSS), which enable hoteliers to obtain deeper insight into operational and service strengths and weaknesses, increasing guest satisfaction, ranking on review sites and OTAs, and driving revenue. The company offers the industry-standard Global Review Index™ (GRI), an online reputation score (available exclusively to ReviewPro clients), which is used by thousands of hotels worldwide as a benchmark for reputation management efforts, based on review data collected from 142 online travel agencies (OTAs) and review sites in more than 45 languages. More than 17,000 hotel brands worldwide are currently using ReviewPro's solutions, including Kempinski, Red Lion Hotels, citizenM, Mèlia Hotels, The Ascott Limited, Jurys Inn, Centara Hotels & Resorts, Steigenberger Hotel Group, among many others. For more information about ReviewPro, please visit www.reviewpro.com.

About Marco Polo Hotels

A wholly owned subsidiary of The Wharf (Holdings) Ltd, Marco Polo Hotels currently operates 14 owned or managed upscale, full-service hotels throughout Hong Kong, China and the Philippines. In addition to 4 Niccolo hotels, the group has a further 3 Marco Polo properties currently under development, bringing the group to 21 hotels in total.

Marco Polo properties are well-known and established addresses for business and leisure travellers throughout the Asian region, with a proven reputation for exceptional service and an appreciation for their local identity. The brand maintains its long-standing ethos of discovery, creating unique guest experiences and drawing on the key philosophies of its namesake, Marco Polo: an adventurer, a traveller, an entrepreneur and a connoisseur of culture - just as Marco Polo's modern travellers are today.

Further details on Marco Polo Hotels are available at: www.marcopolohotels.com.

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