

AA Guest Accommodation properties have received over 260,491 guest reviews year to date.

As an AA member, you have FREE\* access to the AA ReviewPro dashboard so you can benchmark your business against other properties and take care of your online reputation by managing your guest reviews. This, in turn, will help deliver better guest experiences and increase your ranking on review sites and OTAs (online travel agencies).

## Who are ReviewPro?

ReviewPro is the leading provider of Guest Intelligence solutions for the hospitality industry and they are working in partnership with us at the AA to help accommodation providers understand the impact and implications of guest feedback/reviews. The AA ReviewPro online tool will help you to manage and respond to reviews and will help you to understand where best to prioritise where action is needed in order to drive higher guest satisfaction.

## Why is it important to manage your online reputation?

- 92%** of travellers indicate that their decisions are highly influenced by reviews & other user generated content.
- 38** The average number of websites travellers visit before booking a trip.
- 53%** of consumers say they won't book a hotel if it has zero reviews.
- 68%** of customers will book a room at a property that responds to reviews over a hotel that does not.
- 33%** of travellers changed their primary choice during the booking process after using social media and review sites.
- 11%** The percentage by which a hotel can increase its pricing while maintaining the same occupancy or market share if it improves its review scores by 1 point on a 5-point scale.



To request a login contact [HotelServices@theAA.com](mailto:HotelServices@theAA.com)

For queries about ReviewPro contact [theaa@reviewpro.com](mailto:theaa@reviewpro.com)

On average, 90.6% of guests staying at an AA Guest Accommodation said they would recommend that property.

## What will the dashboard do?

- Shows you reviews from 175+ review sites and OTA's in 45+ languages in one place
- Allows you to respond to reviews
- View 3 competitors (these can be changed free of charge) so you can benchmark your establishment against them
- See where your business is coming from
- Analyse both positive and negative guest comments
- Help you base operational and service decisions on these findings



## How easy is it to use?

- It is simple and straightforward
- There are online training videos for AA members – [www.reviewpro/theaa](http://www.reviewpro/theaa)
- You can dedicate as much or as little time as you wish, but it is FREE\* so take advantage of the tool

## How do I get started?

- Request a login- email [HotelServices@theAA.com](mailto:HotelServices@theAA.com)
- State the name of the user (Forename and Last name) and their email address (one user for one establishment)
- You will receive a login
- You will have access to a dedicated Help & Support Centre

## FAQ

### Is it possible to have more than one login?

AA membership allows one login per establishment but you may speak to your ReviewPro Account Manager to discuss further.

### Can I create a group view

Group Views for multiple properties can be created. Please email Danica at [ddavis@reviewpro.com](mailto:ddavis@reviewpro.com)

### What is Online Reputation Management?

This is managing your online reviews and in turn trying to improve guest satisfaction. Visit [www.reviewpro.com/resources](http://www.reviewpro.com/resources) where there are guides and best practices.

### What happens if I am already a ReviewPro customer?

As an AA member you will receive one Free month for every year you are contracted to ReviewPro. Contact your Account Manager for more information.

### Can I Change my competitor set?

You will need to contact your account manager

*“The ReviewPro tool is brilliant! It's great to have detailed insight into not only all of my guest reviews but visibility of my competitors too. Having all my reviews in one place has saved me valuable time which means I can focus on my guests even more!”*

**Chris Witt, Proprietor  
Langdale House  
Cornwall**



\*For existing Reviewpro members please contact your account manager. Offer is for new ReviewPro members only.