

AA Hotel properties have received
over 1,037,050 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

For queries about ReviewPro contact theaa@reviewpro.com

On average, 84.6% of guests staying at an AA Hotel 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
- 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
- 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

What is Online Reputation Management?

This is managing your online reviews and in turn trying to improve guest satisfaction. Visit 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

“I have started using ReviewPro this morning, really easy to set up on both my laptop and phone, great tool to help us manage the reviews, I will be recommending it to fellow hoteliers”

Andrew Haworth
Bartle Hall, Lancashire



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