

Startup Markets Hotels with Unique Animated Review Videos

Ian R Clayton April 14, 2016



HHR Animated Reviews Marketing Capture, Engage and Convert

Startup HolidayHotelReviews.biz launches tourism reputation marketing, building brand integrity, reach & bookings with innovative video distribution.

(Newswire.net -- April 14, 2016) Hastings, Christ Church -- A new reputation marketing platform

has been launched by Startup HolidayHotelReviews for hotels and tourism operators. The new innovative service does several things and perhaps the most intriguing in how it animates reviews with professional video that show and tell what guest see, say and experience. The fully automated review gathering, monitoring, presentation, syndication and Reputation Marketing further helps hotels and tourism companies achieve better customer reviews and increases online visibility, engagement and bookings. See it at <http://holidayhotelreviews.biz/contact>

According to the 2015 Local Consumer Review Survey, 97 percent of consumers aged 18 to 34 read online reviews to assess a product or service, meaning reviews are just as trusted as word of mouth referrals. Reputation marketing system operator Holiday Hotel Reviews recognized the opportunity to develop a service assisting hotels in building themselves a positive name online.

Holiday Hotel Reviews has created proprietary tools and strategies tailored for hotel and tourism marketing, in order to help its subscribers build five star reviews and syndicate them to the leading digital media. Hotel and tourism clients receive customized five star review videos and graphic productions of their holiday property. The visual and content is integrated into their own website and social media, sharing the content to top digital networks with full-time results monitoring.

The HolidayHotelReviews platform also consolidates five star reviews from other systems such as TripAdvisor and Booking.com to one location, allowing hotels to feed the optimized content to their own online channels such as website and social media. This makes it easier for website visitors to find all five star reviews in one place and it keeps them on the hotel and tourism website. Guests are also able to submit reviews to other platforms without leaving the customer's website or Facebook page.

Kathy-Lynn Ward, COO of HolidayHotel.Reviews says that having the reviews on the hotel website is a very significant advantage on its own. "It keeps travelers engaged and on the hotel website. Too often a visit to TripAdvisor may be the last the hotel sees of the potential guest as many end up in a booking funnel outside of hotel control"

"With figures showing hundreds of thousands of hotels and holiday accommodation available throughout the world, offering millions of guest rooms, the need to stand out and attract guests is highly competitive. Also, travellers almost always book accommodation online, presenting a further challenge for hotel and tourism operators to woo potential customers, so it's vital that they establish a solid, online reputation through the trusted review system by fellow travellers", says Ian R. Clayton CEO of Holiday Hotel Reviews.

Additional services offered by HolidayHotelReviews.biz and its network of sites, include broadcast media content-sharing via press release subscriptions, and subscriptions to holiday-planning sites, where buyers' behaviour and interests based on their search patterns matches them to ideal accommodation offers. This is a major departure from traditional booking engines and hotel search, which focuses on budget, location and amenities. While all do much the same, HHR adds a new and innovative dimension: Expert knowledge and behaviour responsive intelligence profiles travelers and holiday options. A vast database of personality traits are matched to triggers and choices in an intelligent system that learns with each click.

For in-depth details of how Holiday Hotel Reviews works, visit the website. <http://holidayhotelreviews.biz/contact> - See video at <https://www.youtube.com/watch?v=bxtQarzHCl>

About AXSES HolidayHotelReviews.biz

AXSES Launches new Startup HolidayHotelReview.biz, an innovation in how travellers use guests reviews and how reviews are gathered, built, syndicated and shared. HolidayHotelReviews helps hotel and tourism cos. gather, build and market 5 star reviews with automated systems and professional video production that animates what guest say with live-action video. This high quality production and marketing increases engagement, reach and bookings.

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