

Press release

HOTREC intensifies dialogue with hotel review providers

Brussels, 20th December 2010. Online reviews have become an indispensable tool for both hoteliers and their guests. However, in order to increase reliability and to realize even more mutual benefits, HOTREC re-launches and intensifies its dialogue with hotel review providers. For this purpose, HOTREC releases a Working Paper updating slightly its previously adopted 10 principles for hotel review sites in order to contribute to a better development of hotel reviews for the benefit of consumers, hoteliers and review providers.

HOTREC initiated the dialogue with hotel review sites in November 2007, inviting them to discuss together along which principles hotel review sites should operate to allow for reliability and transparency for the travel community. The final aim is the provision of true, clear and useful information for travellers.

The President of HOTREC, Mr. Kent Nyström, expressed satisfaction with progress so far: *“HOTREC is pleased that review sites are reacting positively to the 10 principles and are more and more adjusting their practices along the suggestions of HOTREC. We highly appreciate these efforts and the improvement so far, but HOTREC believes that further progress can be done.”*

In the course of this dialogue, HOTREC acknowledged that some of the existing principles, like for instance suggestions on minimum numbers of reviews, on periods of record keeping and on how to calculate averages and listings, need adjustments and should be revised in a rapidly developing web environment. However, also hotel review providers still ought to improve their business practices with regard to, inter alia, less manipulation, more quality input, more transparency and better indication of the official star classification.

Therefore HOTREC is inviting all review providers to discuss and assess their business practices vis-à-vis the now revised 10 principles, allowing for a transparent evaluation of their efforts by hoteliers and travellers.

Further information on this HOTREC initiative: www.hotelreviewsites.hotrec.eu

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