



10 principles of HOTREC for the dialogue with review sites

Statement Arne Erichsen, Director of Market Management Germany, Expedia Partner Services Group

„We support HOTREC’s initiative to intensify and expand the dialogue between hoteliers and review providers. More and more Germans put trust in the recommendation of friends and third-party assessments. This was also revealed in a population representative travel trend survey from Expedia and the German research institute GfK: For 89 percent of the Germans they are decisive criteria for their vacation booking. Therefore, guest reviews essentially contribute to the success of our hotel partners. Expedia provides about 1.5 million customer ratings for its travellers worldwide. Thereby we guarantee quality and transparency of the reviews. At Expedia and hotels.com we ensure for example that only the reviews of guests who actually stayed at the hotel will be published. In addition, it is important for us to give the hotelier the opportunity to delete obviously incorrect reviews in collaboration with Expedia PSG. Therefore hundreds of local market managers are present in the different markets. Furthermore, hoteliers can respond to guest ratings and enter into a dialogue with the traveller. The local market managers as well as the management platform Expedia Partner Central are therefore at the hoteliers’ disposal. We are continuously working on getting the best possible value for hoteliers and travellers.”