

## HRS reply on HOTREC dialogue on 10 HOTREC principles for hotel review providers

Thank you for considering our platforms as participators in the discussion for the HOTREC working paper on hotel reviews. We have a keen interest as a group to participate in the discussion. We want to fulfill all necessary criteria and for every criteria where this is not possible at the moment find ways through a public discussion to get a most suitable solution for all participating parties.

At the moment our system does not fulfill the HOTREC criteria, but we are developing a new reviews system across all platforms that takes all the HOTREC points into consideration as far as possible. Following points are nevertheless difficult to execute:

2.1.: there is simply never a 100% certainty that this was really the case. True manipulators can go around that system.

2.3.: this is a database problem. Very often this information is missing and also if the ranking is based on price, that information doesn't influence the ranking.

3.1.: again a database problem. If we have the data, we are happy to display them

3.2.: again this is based on datamining; to make sure that people can't even rate certain facilities because a certain hotel doesn't offer them, the review process would need to be customized to the hotel data; possible, but extremely resource intensive and I guess also a bit out-of-bounds for the actual effect that it has.

3.3.: how should a review site know this? I think for that it is more important to remind all reviewers to follow certain ethical and truthful rules of behavior. Again – a review site can do anything that is technical and manpower intensive to make sure the review process results in no-fake reviews. But if people want to cheat than they can always do. It is our responsibility to make it as difficult as possible (technically and potentially socially – by maybe exposing fakes and fakers on facebook? – just kidding)

3.4. good idea – difficult in real world when you sell 300,000 hotels and need to customize for each one of them.

5.1.: again database problem – if I don't know number of rooms.

7. nice idea – but the hotel needs to opt-in first that they want to be informed and through which email.

9. not influencing the rating – fine; delete – no; can be archived and highlighted as being out of date.