



Get More Reviews With Review Express

Ten Easy Tips

Over 80% of accommodations worldwide invite guests to submit reviews.¹ Reminder emails are a great way to generate fresh reviews, build ongoing relationships with guests and potentially impact your popularity ranking. Don't have an email program in place? TripAdvisor's Review Express, a free tool for sending reminder emails, can help! Here are ten tips for building successful Review Express campaigns:

- 1. COLLECT EMAIL ADDRESSES**
Before guests depart, confirm that you have accurate email addresses on record
- 2. SET GUESTS' EXPECTATIONS**
Tell them you'll be sending a Review Express email to collect their feedback.
- 3. CHOOSE YOUR "FROM" ADDRESS WISELY**
Be sure it includes the name of the property or a key employee that is recognizable
- 4. USE SHORT AND SIMPLE MESSAGING**
Shorter emails with clear, concise subject lines are most effective.
- 5. ADD CUSTOM TOUCHES**
Include a signature with your name and role to make the email more personal.
- 6. HELP YOUR EMAIL GET THROUGH**
Avoid using multiple exclamation points and all capital letters in your subject line and message.
- 7. AVOID WEEKENDS AND HOLIDAYS**
Send earlier in the work-week when people pay more attention to their email.
- 8. SEND EMAILS REGULARLY**
Ask guests for feedback within a few days of check out, when the experience is still fresh.
- 9. SAY THANK YOU**
Use this opportunity to thank guests and encourage a repeat visit.
- 10. TEST NEW THINGS**
Experiment with your "from" addresses, subject lines, messages and images.



Review Express Helps You:

- Email up to 1,000 former guests at a time
- Customize default messages in 20+ languages
- Add images and save templates for later use
- Automatically send follow up messages (optional)
- Keep addresses secure — they're only used for Review Express