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Respond to Reviews of Your Accommodation:

Free time-saving templates you can use to build dozens of unique responses, plus tips for every kind of response.

What's in This Guide?

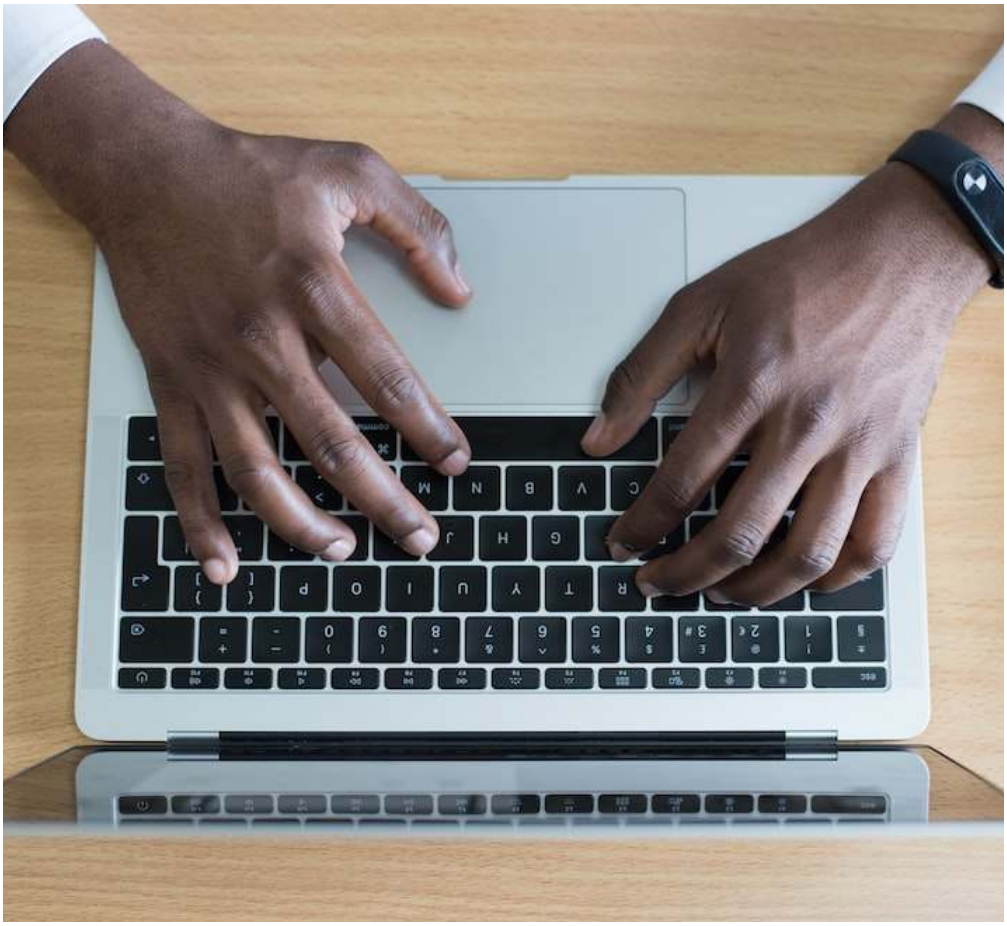
The following guide contains templates you can mix and match to create dozens of possible responses to different types of review.

- Find greetings for every type of response
- Get options for how you can begin your response
- Find sample responses to:
  - positive reviews
  - negative reviews
  - mixed reviews
- Get options for signing off your response

Copy and paste from these templates to start building your responses. Remember to change the content in [SQUARE BRACKETS] to specific details.

We'd encourage you to use these responses as templates, not boilerplates. Travellers prefer when accommodation businesses leave personalised replies to reviews. So, use these examples as starting points, vary up your greetings and sign-off messages, and don't be afraid to add any extra words of appreciation or apology!

Greetings to Use



Starting your response with a greeting is so obvious that you probably don't stop to think about it. Yet it sets the tone for everything that follows.

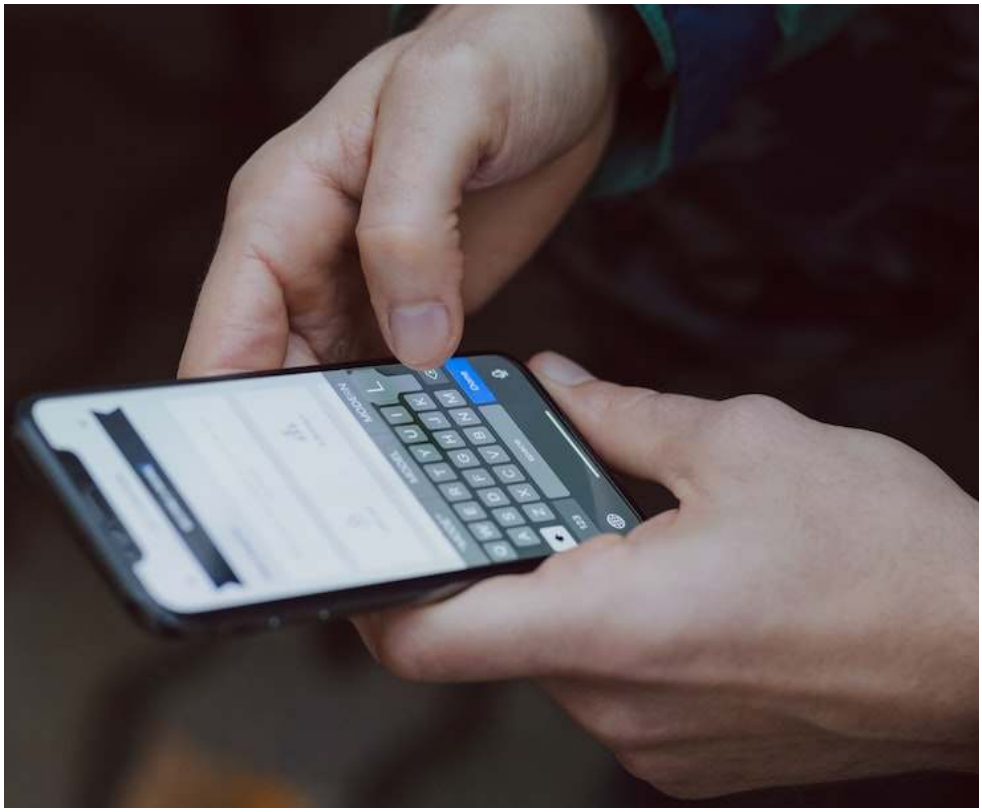
Consider the differences between "Hello" and "Hi". Both are friendly, but "Hi" is that bit more conversational and "Hello" is a little more formal. Pick the option that is best for your brand and/or the tone of your guest's review.

Remember: You can personalise your message from the jump by including the reviewer's name in your greeting.

Example greetings:

- Hi [INSERT GUEST NAME],
- Hello [INSERT GUEST NAME],
- Hey [INSERT GUEST NAME],
- Hi there [INSERT GUEST NAME],

How to Open Your Response



No matter what, we recommend you always open your response by thanking the guest for their review. Your wording can vary depending on what kind of feedback you've been given.
Example greetings:

For positive reviews:

- Thank you for taking the time to write such a glowing review.
- Thank you for sharing your wonderful experience at [INSERT PROPERTY NAME]!
- Thank you for your review!

For negative reviews:

- Many thanks for bringing these matters to our attention.
- Thank you so much for your honest feedback.
- Thank you for your review.

For mixed reviews:

- Thank you [INSERT GUEST NAME] for taking the time to let us know about your stay.
- Thank you for taking the time to leave us a review.
- Thank you for sharing this feedback regarding your stay with us.

How to Respond to Positive Reviews

Your response to a good review should show your appreciation and share the positive tone of the guest's feedback. Be sure to acknowledge and thank the poster!

Sample response to a general great review:
Thank you for taking the time to write such a glowing review. Myself and the entire [INSERT PROPERTY NAME] team are happy to hear you enjoyed your stay with us. Your kind words motivate us to keep exceeding expectations for our guests going forward.

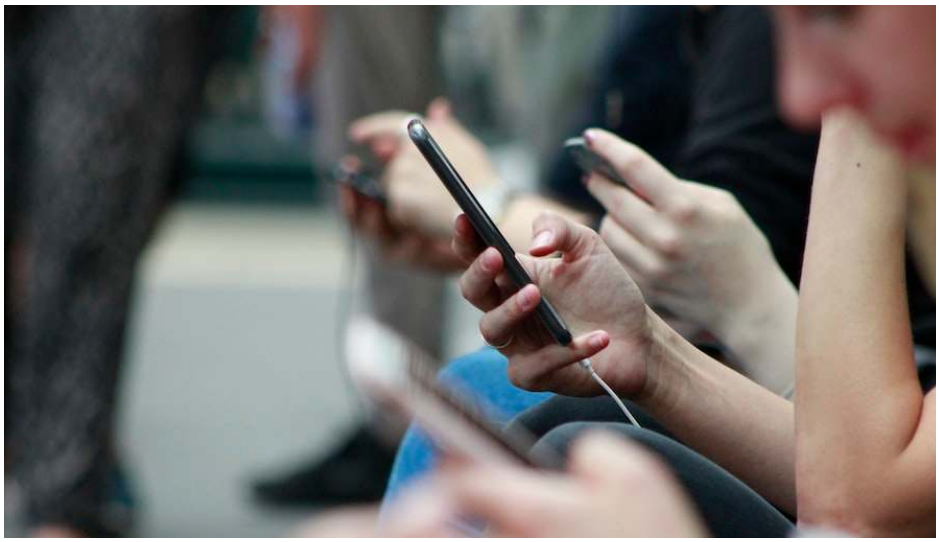
Sample response to a review that calls out a specific amenity or service:
Thank you [INSERT GUEST NAME] for your review! I am delighted to hear that you liked our [INSERT SERVICE OR AMENITY]. We take pride in our [INSERT SERVICE AND AMENITY] and encourage guests to tell us what they like so that we can accommodate their needs.

Sample response to a review that calls out a specific employee:
Thank you for letting us know how much you enjoyed your stay at [INSERT PROPERTY NAME]. I'm so glad we were able to make your experience such a good one. I will pass on your compliments to [INSERT EMPLOYEE NAME], who will be delighted to hear you appreciated [her/his] assistance.

Sample responses to a 5-star rating with no comments:

- Thank you – we appreciate your feedback!
- Thanks so much, [INSERT GUEST NAME]!
- Thank you for the 5-star rating

How to Respond to Negative Reviews



It's essential to handle negative feedback well. Don't get defensive in your response; keep it polite and thank the guest for their feedback. Then explain what you have done or will do to resolve the issue/s they have raised.

Sample response to a review calling out a specific complaint:

Many thanks for bringing this issue to my attention. I'm deeply sorry that [INSERT COMPLAINT] did not live up to your expectations, and we will strive to improve accordingly. I hope this isolated situation will not prevent you from returning to [INSERT PROPERTY NAME].

Sample response to show that you have resolved the complaint issue:

Thank you for bringing [INSERT COMPLAINT] to our attention. We have now addressed this issue by [INSERT ACTION TAKEN]. Although it is unfortunate to hear your stay was not satisfactory, your feedback helps alert us when improvements are needed, so we appreciate it. We do hope you visit us again in the future to experience the improvement for yourself.

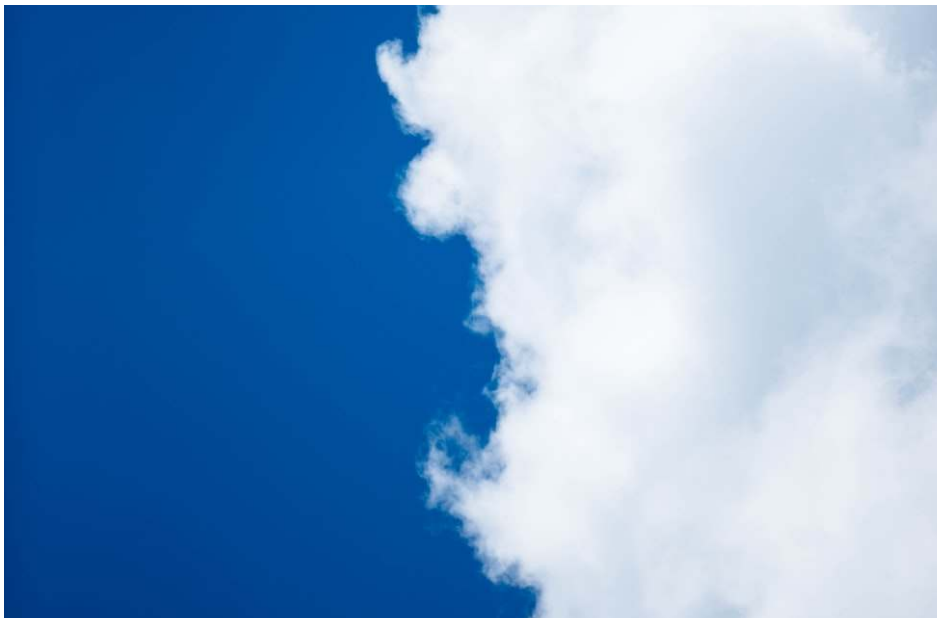
Sample response to take the complaint to a private forum (e.g. email):

Thank you for your review. I am very sorry to hear that you didn't have the best experience of our [INSERT PROPERTY TYPE]. We'd like to know more about your experience so that we can properly address your concerns and improve our service. Please reach out to us at [INSERT CONTACT INFORMATION].

Sample response to a 1 or 2-star rating with no comment:

Thank you for leaving us a review. We are sorry to learn that we didn't meet your expectations. May we ask why you left a negative review? This will allow us to address your concerns and improve our service for other guests going forward. If you'd like to reach out to us in private, please contact us directly at [INSERT CONTACT INFORMATION].

How to Respond to Mixed Reviews



Responding to mixed reviews effectively requires you to strike a balance. Lead with the positive, but be sure to acknowledge and address the negative, too.

Sample response asking to continue the conversation privately:

Thank you for your review! We're glad to hear you liked [INSERT POSITIVE]. Our team works tirelessly to deliver a fantastic [INSERT POSITIVE], so it is great to see that you appreciated our efforts. We are sorry that you were disappointed by the [INSERT NEGATIVE]. I have spoken to the team, and we will be taking action to make sure we improve our processes. In the meantime, if you want to speak more about this, please get in touch with us at [INSERT CONTACT INFORMATION].

Sample response inviting the guest to visit again:

Thank you [INSERT CUSTOMER NAME] for taking the time to let us know about your stay. We are so glad to hear you liked [INSERT POSITIVE ASPECT]. We are sorry that you did not feel that the [INSERT NEGATIVE ASPECT] was up to par. We will use this feedback to improve what we offer, so that you can have the best experience possible the next time you visit us.

Sample response highlighting actions you have taken:

Thank you for taking the time to leave a review. We appreciate your feedback and are delighted to hear you enjoyed [INSERT POSITIVE ASPECT]. Unfortunately, it seems we did not meet your expectations with [INSERT NEGATIVE ASPECT]. We assure you that we have [INSERT ACTION TAKEN] to make sure this incident is not repeated. Please feel welcome to visit us again so that we can provide you with an enhanced experience on your next stay.

How to Sign Off Your Message

Your sign off is one final chance to show your thanks and appreciation for feedback. It's also an opportunity to make the guest feel welcome to return, regardless of their experience. Always end things on a positive note.

Sample sign-offs for your response:

- Thanks again for your review and please come and see us again soon.
- Thank you for your review and please come back any time.
- Hope to see you again soon, [INSERT YOUR NAME]
- We hope to welcome you back soon.
- Kind regards, [INSERT YOUR NAME]
- Best regards, [INSERT YOUR NAME]
- [I/We] appreciate your review. Thanks, [INSERT YOUR NAME]
- [I/We] appreciate your feedback. Thanks, [INSERT YOUR NAME]

Make it easier to stay on top of your responses.

eviivo Guest Manager allows you to collect, read and manage your guest reviews in one place. Learn more by booking a demo today.

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