



Free templates to respond to hotel reviews

By eZee Technosys

A blue diamond and a pink sphere hanging from thin lines in the top left corner.

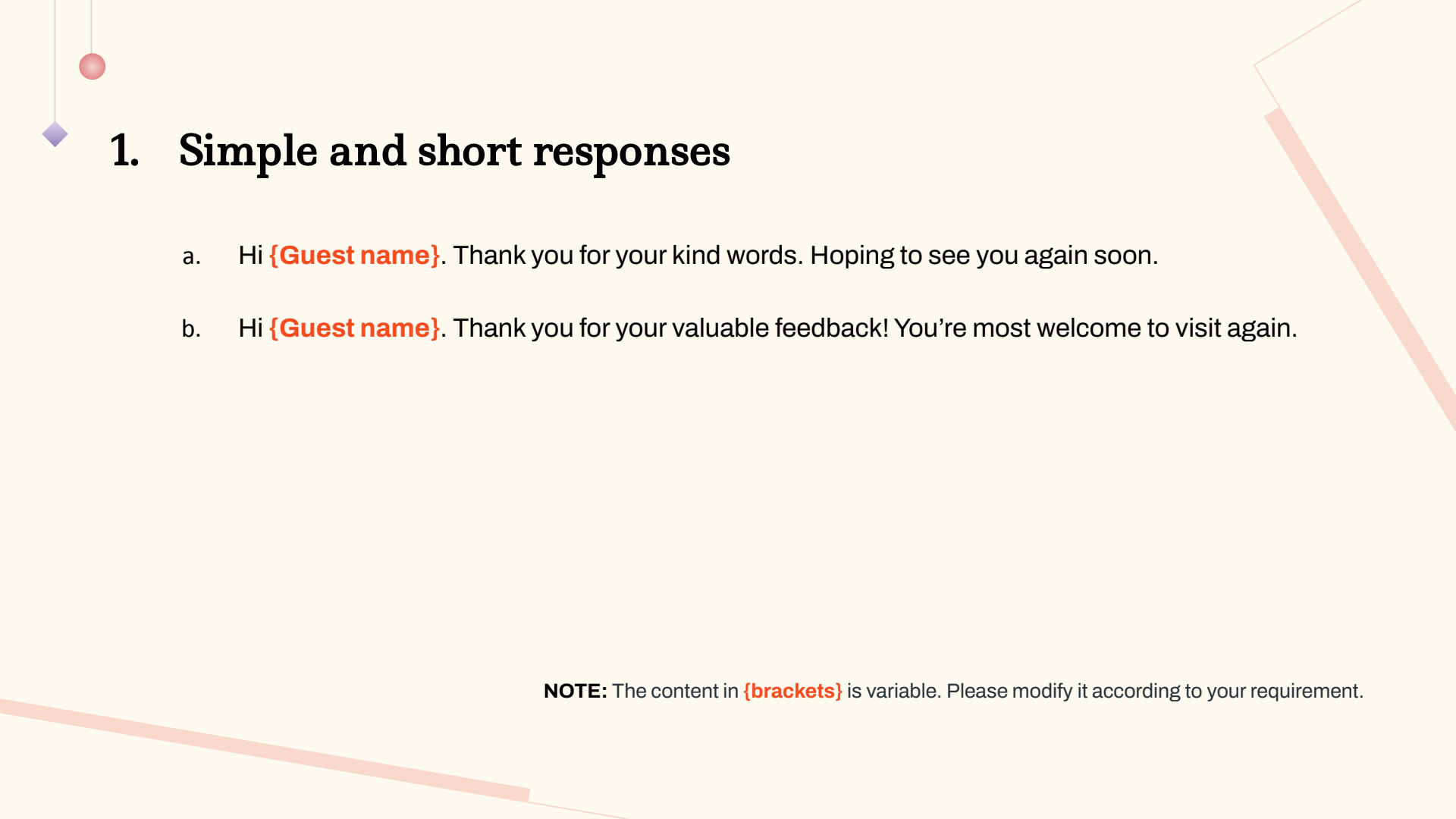
How to use these Templates?

1. Find the type of review you have received.
2. In case of negative reviews, see where the guest had a bad experience.
3. For responding to positive or neutral reviews, choose the template you like the most.
4. In case of negative reviews, choose the response template that fits in the situation.
5. The content in {brackets} is variable. Modify it as per your requirements.
6. Start posting responses.

We recommend you to be dynamic in responding to your reviews. Don't stick with one template in all your responses. Using these templates with a touch of your creativity will work wonders.

Responding to **Positive Reviews**

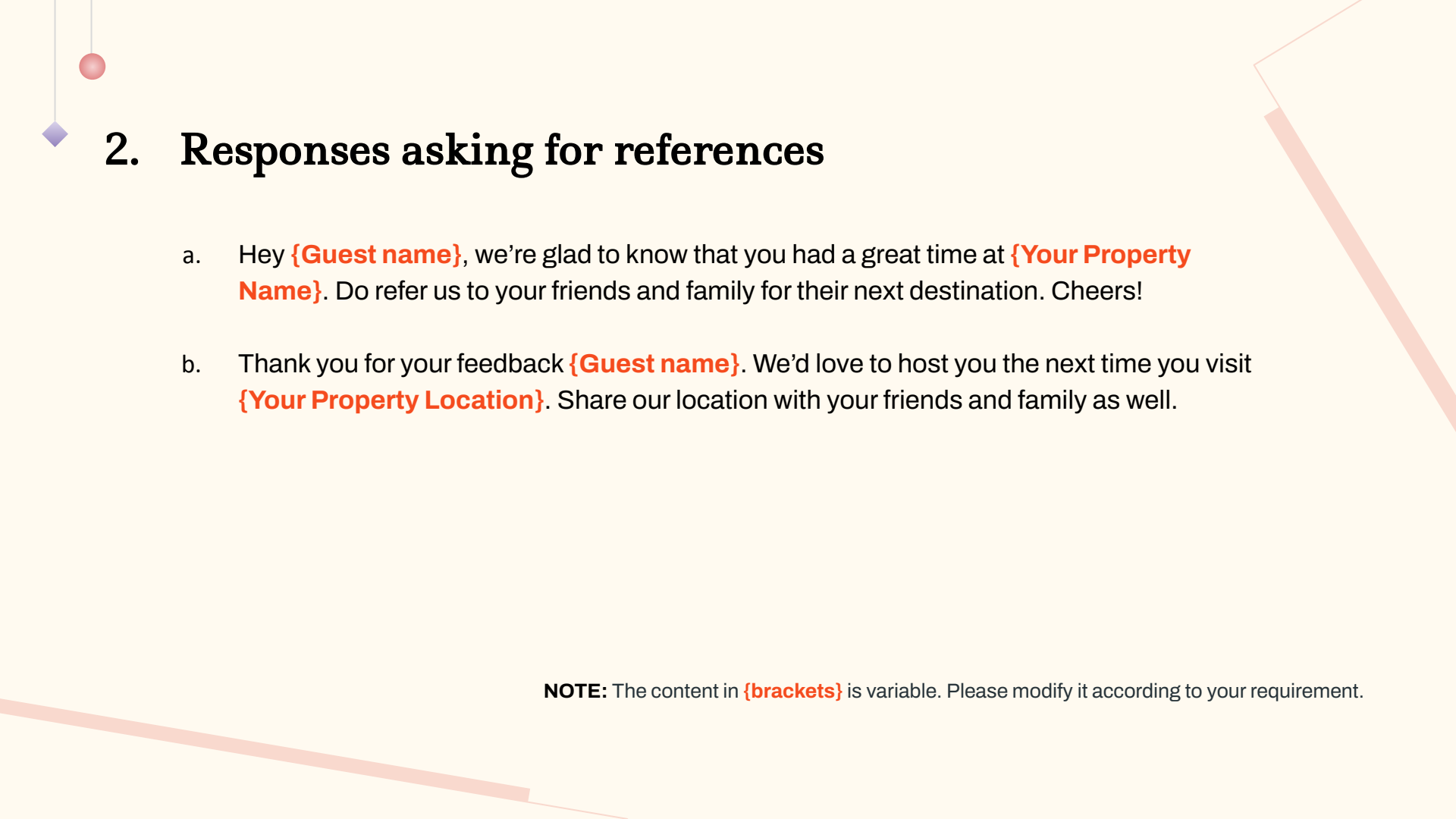




1. Simple and short responses

- a. Hi **{Guest name}**. Thank you for your kind words. Hoping to see you again soon.
- b. Hi **{Guest name}**. Thank you for your valuable feedback! You're most welcome to visit again.

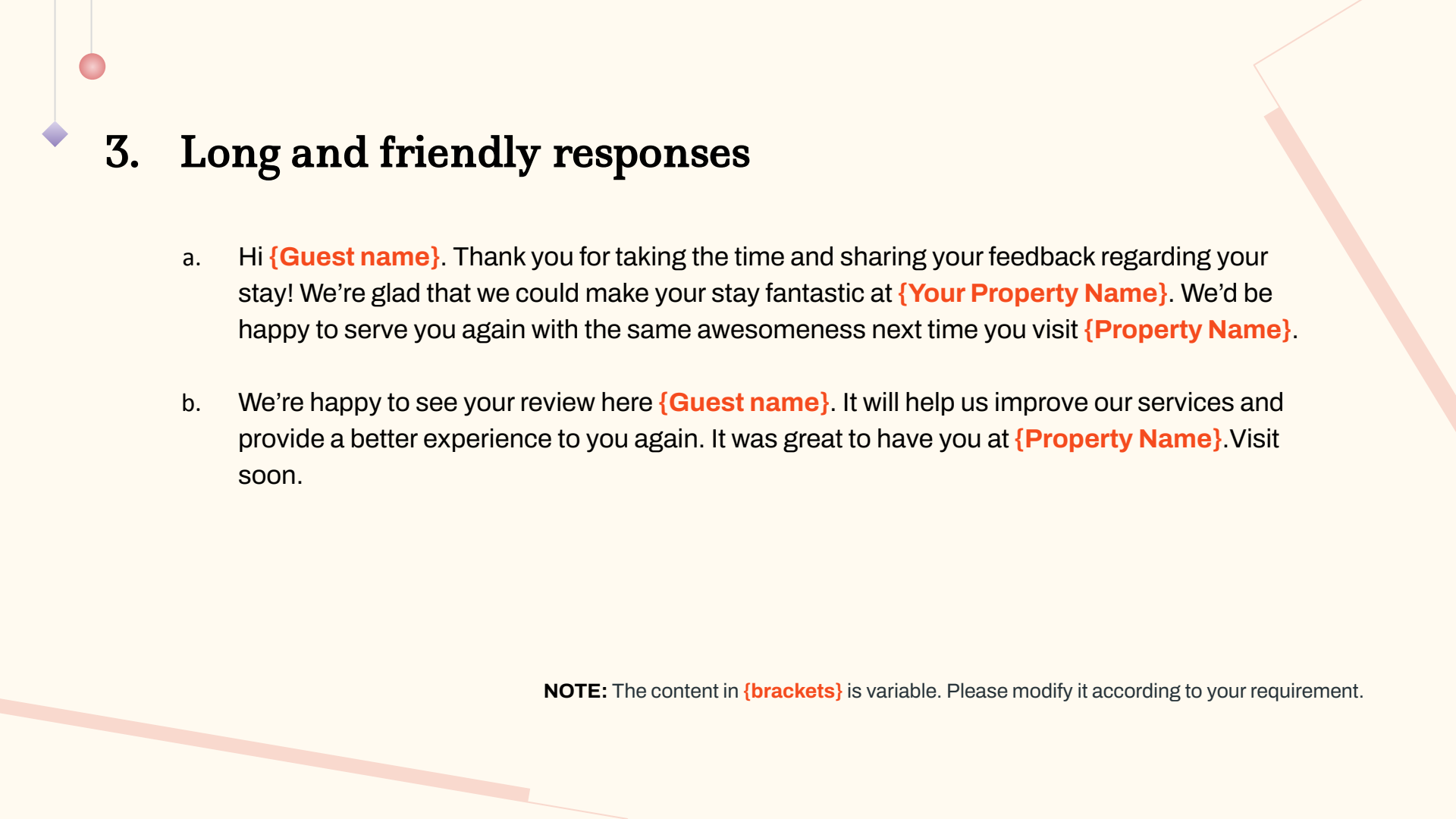
NOTE: The content in **{brackets}** is variable. Please modify it according to your requirement.



2. Responses asking for references

- a. Hey **{Guest name}**, we're glad to know that you had a great time at **{Your Property Name}**. Do refer us to your friends and family for their next destination. Cheers!
- b. Thank you for your feedback **{Guest name}**. We'd love to host you the next time you visit **{Your Property Location}**. Share our location with your friends and family as well.

NOTE: The content in **{brackets}** is variable. Please modify it according to your requirement.



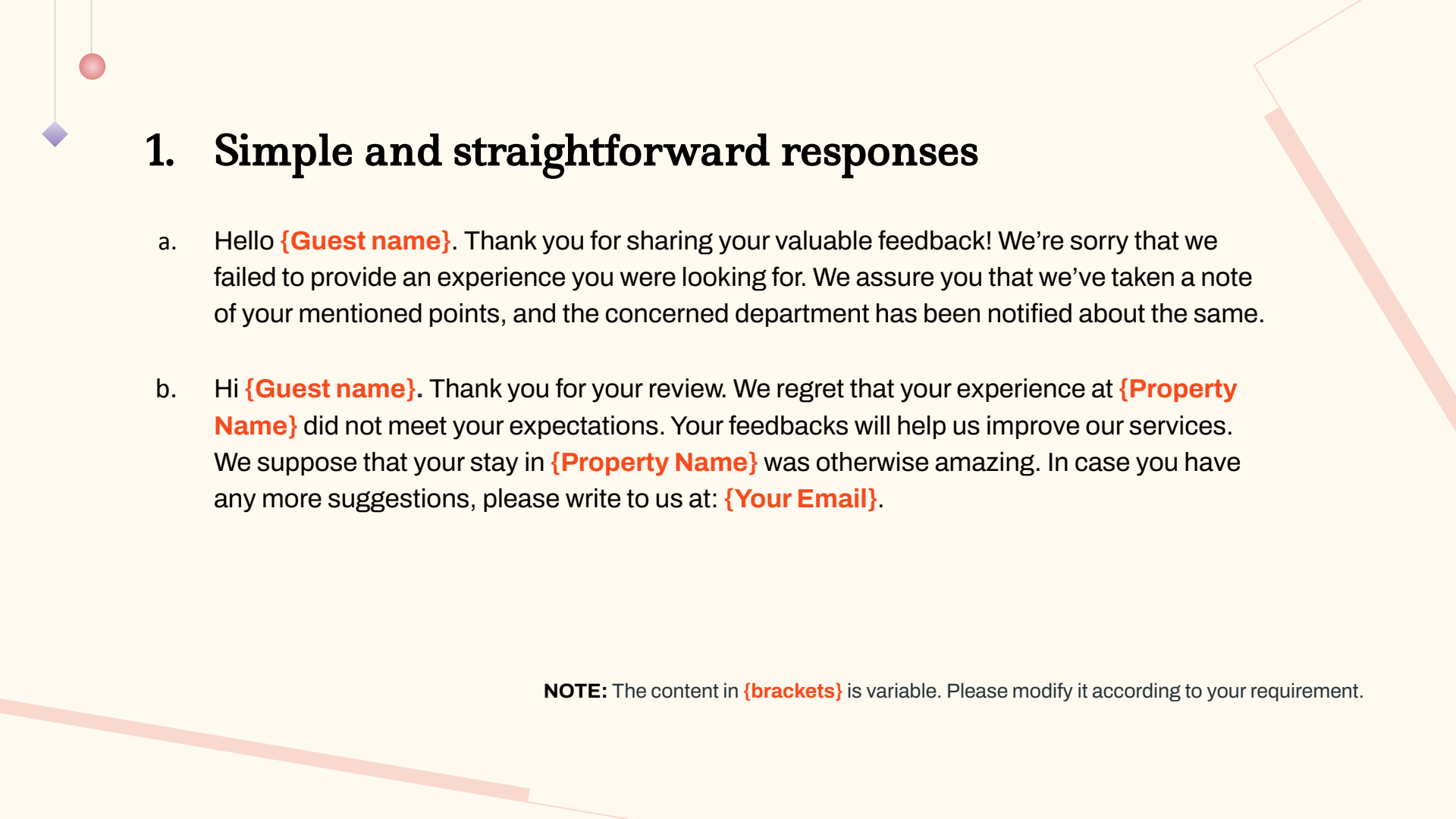
3. Long and friendly responses

- a. Hi **{Guest name}**. Thank you for taking the time and sharing your feedback regarding your stay! We're glad that we could make your stay fantastic at **{Your Property Name}**. We'd be happy to serve you again with the same awesomeness next time you visit **{Property Name}**.
- b. We're happy to see your review here **{Guest name}**. It will help us improve our services and provide a better experience to you again. It was great to have you at **{Property Name}**. Visit soon.

NOTE: The content in **{brackets}** is variable. Please modify it according to your requirement.

Responding to
Neutral Reviews

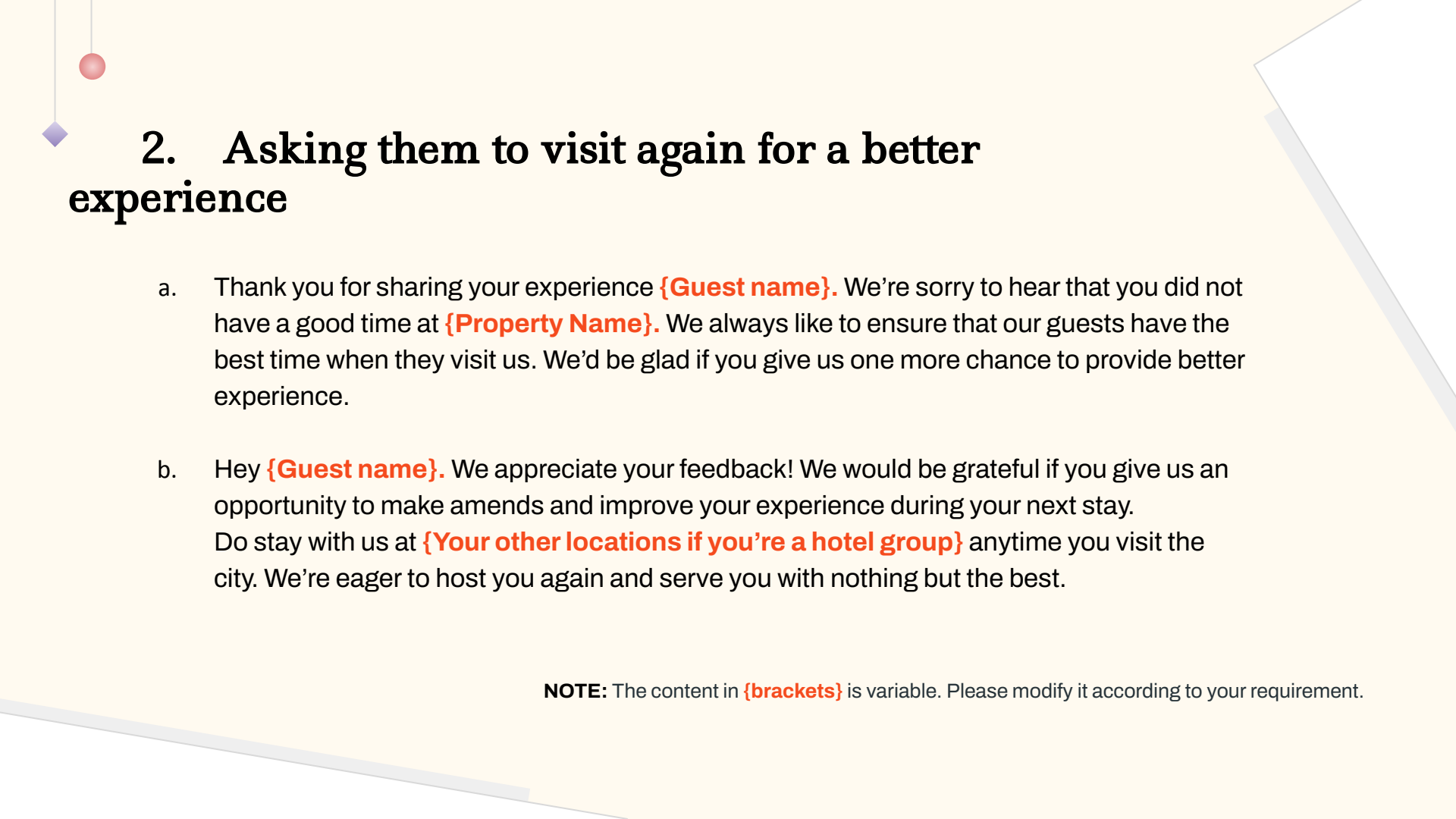




1. Simple and straightforward responses

- a. Hello **{Guest name}**. Thank you for sharing your valuable feedback! We're sorry that we failed to provide an experience you were looking for. We assure you that we've taken a note of your mentioned points, and the concerned department has been notified about the same.
- b. Hi **{Guest name}**. Thank you for your review. We regret that your experience at **{Property Name}** did not meet your expectations. Your feedbacks will help us improve our services. We suppose that your stay in **{Property Name}** was otherwise amazing. In case you have any more suggestions, please write to us at: **{Your Email}**.

NOTE: The content in **{brackets}** is variable. Please modify it according to your requirement.



2. Asking them to visit again for a better experience

- a. Thank you for sharing your experience **{Guest name}**. We're sorry to hear that you did not have a good time at **{Property Name}**. We always like to ensure that our guests have the best time when they visit us. We'd be glad if you give us one more chance to provide better experience.
- b. Hey **{Guest name}**. We appreciate your feedback! We would be grateful if you give us an opportunity to make amends and improve your experience during your next stay. Do stay with us at **{Your other locations if you're a hotel group}** anytime you visit the city. We're eager to host you again and serve you with nothing but the best.

NOTE: The content in **{brackets}** is variable. Please modify it according to your requirement.



Responding to Negative Reviews

REVIEW RESPONSE FORMULA

Address the guests with
their name and thank
them

Apologize for the
inconvenience they had

Mention about the steps
you've taken or you're
going to take to improve
their inconvenience.

Ask them to visit your
property again to
experience the improved
services.

1. Sample response to a genuinely negative review

Hey **{Guest name}**,

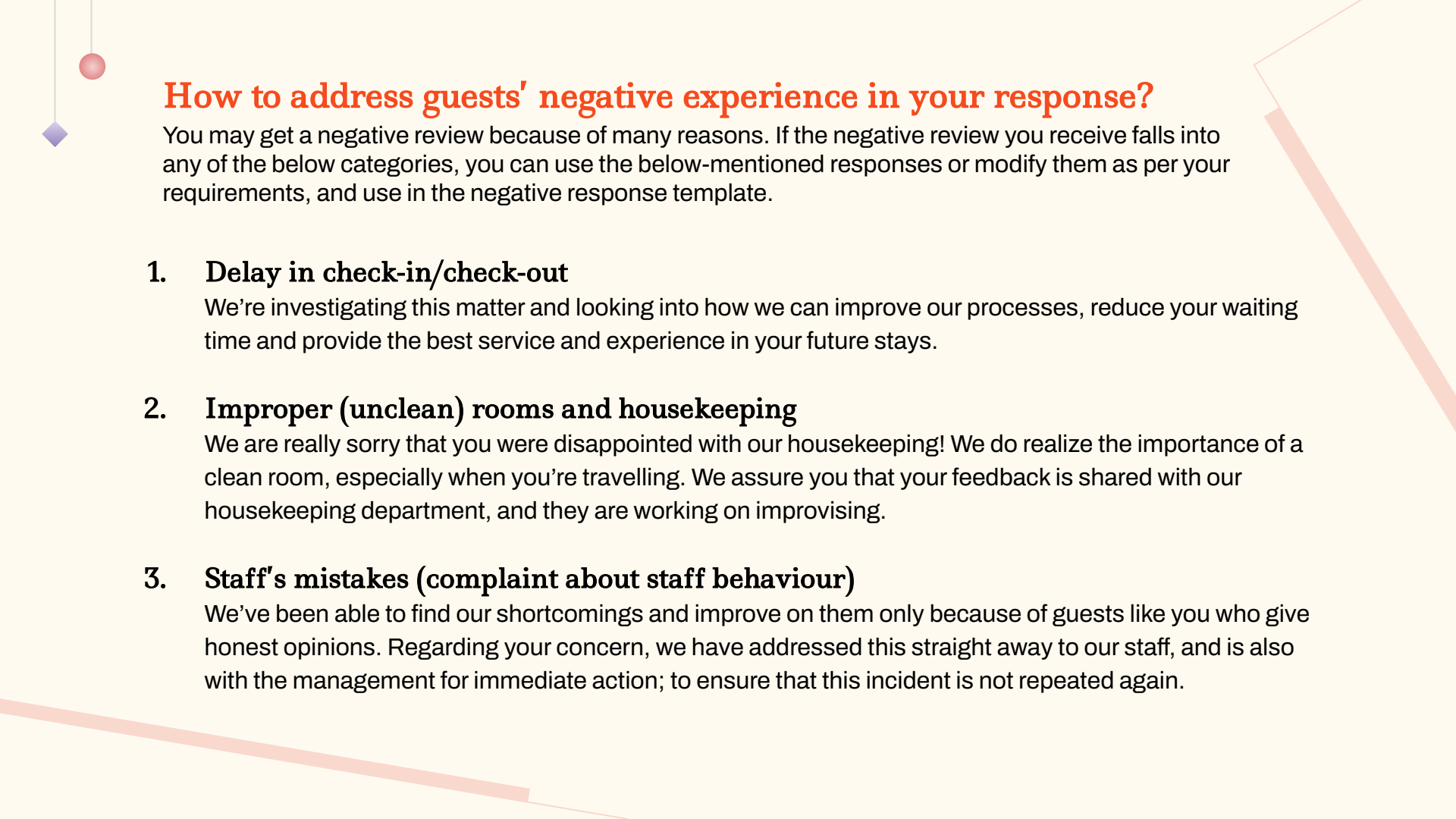
Thank you for your valuable comments. We apologize for the inconvenience you had.

(-----Mention how you have addressed and resolved the problems they reported-----)

We look forward to hosting you again at **{Property Name}** and experience the improved stay. If you have any further concerns, please share it with us at **{Your email}**. Your feedbacks and suggestions are always welcome.

Regards,
{Property Name}

NOTE: The content in **{brackets}** is variable. Please modify it according to your requirement.



How to address guests' negative experience in your response?

You may get a negative review because of many reasons. If the negative review you receive falls into any of the below categories, you can use the below-mentioned responses or modify them as per your requirements, and use in the negative response template.

1. **Delay in check-in/check-out**

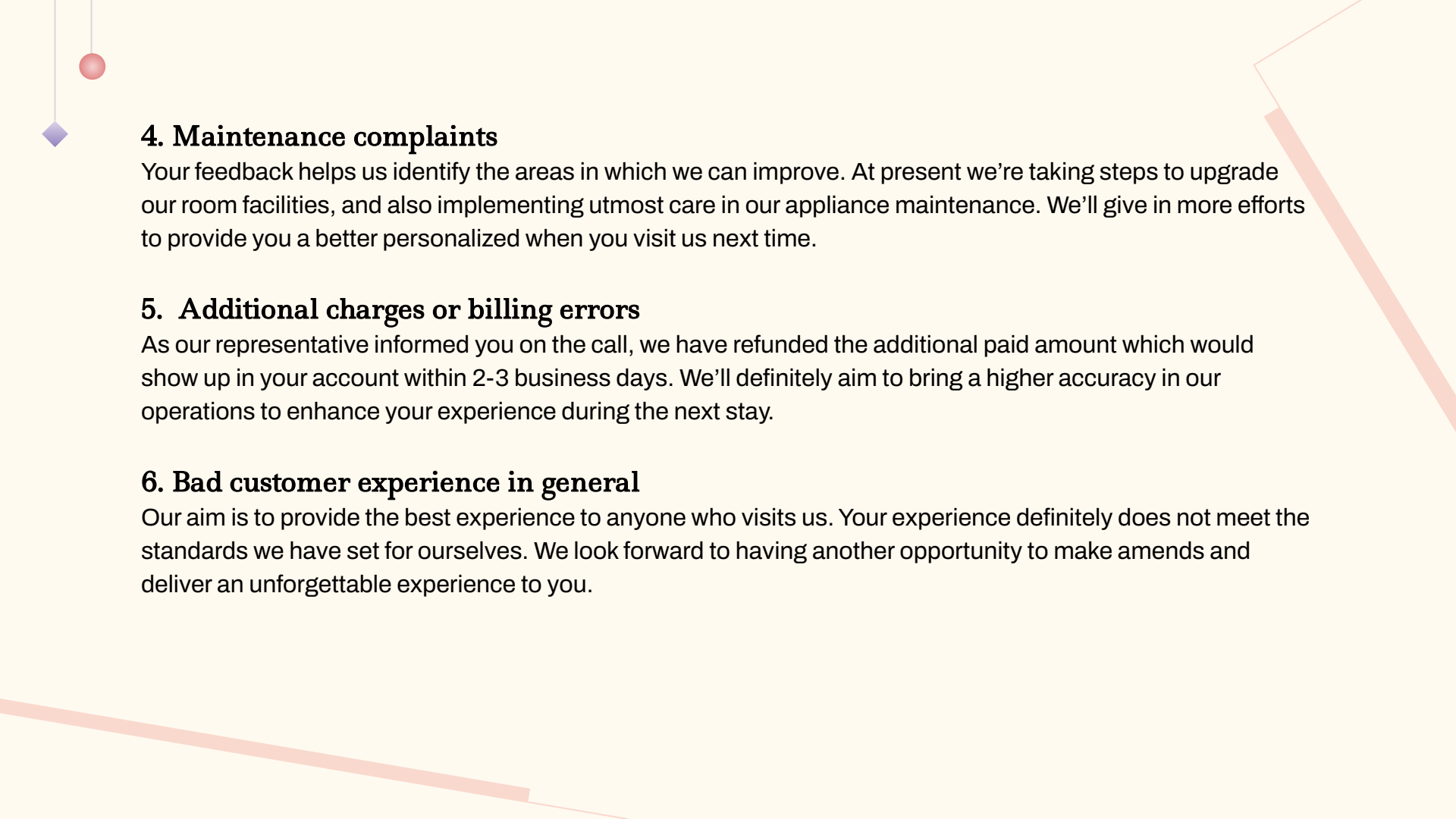
We're investigating this matter and looking into how we can improve our processes, reduce your waiting time and provide the best service and experience in your future stays.

2. **Improper (unclean) rooms and housekeeping**

We are really sorry that you were disappointed with our housekeeping! We do realize the importance of a clean room, especially when you're travelling. We assure you that your feedback is shared with our housekeeping department, and they are working on improvising.

3. **Staff's mistakes (complaint about staff behaviour)**

We've been able to find our shortcomings and improve on them only because of guests like you who give honest opinions. Regarding your concern, we have addressed this straight away to our staff, and is also with the management for immediate action; to ensure that this incident is not repeated again.



4. Maintenance complaints

Your feedback helps us identify the areas in which we can improve. At present we're taking steps to upgrade our room facilities, and also implementing utmost care in our appliance maintenance. We'll give in more efforts to provide you a better personalized when you visit us next time.

5. Additional charges or billing errors

As our representative informed you on the call, we have refunded the additional paid amount which would show up in your account within 2-3 business days. We'll definitely aim to bring a higher accuracy in our operations to enhance your experience during the next stay.

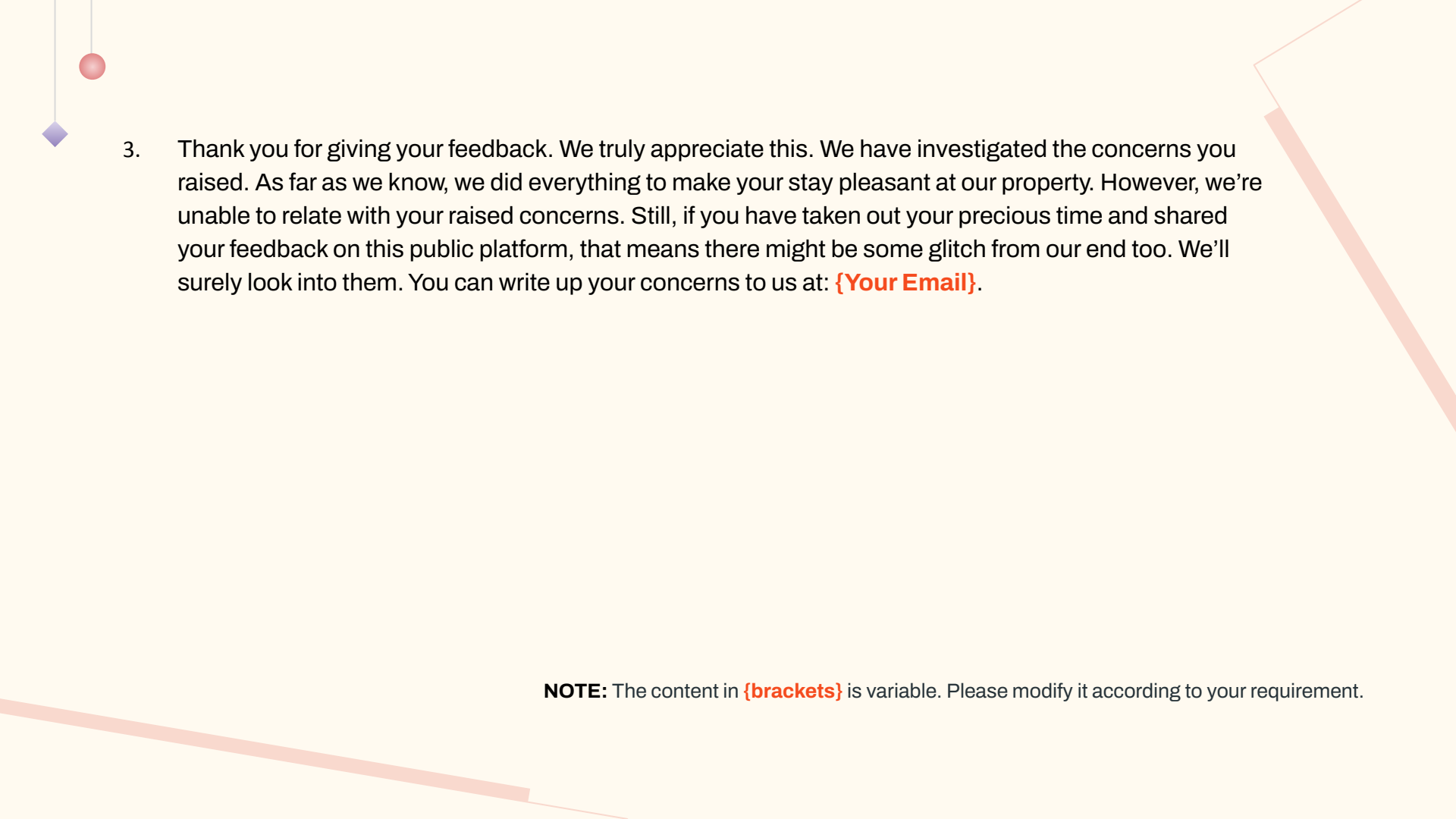
6. Bad customer experience in general

Our aim is to provide the best experience to anyone who visits us. Your experience definitely does not meet the standards we have set for ourselves. We look forward to having another opportunity to make amends and deliver an unforgettable experience to you.

2. Responding to unauthorized reviews

1. Hi **{Guest name}**,
We've checked our records and have not found any guests named **{Reviewer's Name}**.
However, we'd definitely look into the raised concerns. If you have any suggestions or comments you can write us at: **{Your Email}**.
2. Hi **{Guest name}**,
Thank you for giving your feedback and we truly appreciate this. We investigated the raised issue, though our team was not able to identify with it. We suggest you to raise complaints during the stay itself, so that we can work on them as soon as possible! As far as we know, we did our level best to make your stay pleasant at our **{Property Name}**.

NOTE: The content in **{brackets}** is variable. Please modify it according to your requirement.

- 
3. Thank you for giving your feedback. We truly appreciate this. We have investigated the concerns you raised. As far as we know, we did everything to make your stay pleasant at our property. However, we're unable to relate with your raised concerns. Still, if you have taken out your precious time and shared your feedback on this public platform, that means there might be some glitch from our end too. We'll surely look into them. You can write up your concerns to us at: **{Your Email}**.

NOTE: The content in **{brackets}** is variable. Please modify it according to your requirement.

Want to automatically monitor and manage your hotel's reviews and responses?

Explore our review management software



THANK YOU :)