



“Easily monitoring a brand from a single tool and knowing all the details for success is a real competitive advantage!”

Steven Zara | Sales Manager of Apartment Group with 11 properties

What you can achieve



+7%

DIRECT BOOKINGS

Increased Direct Bookings by 7% with Travel Appeal Certificate



UP 9.0

BOOKING.COM

Improved review score from 8.7 to 9 on Booking.com

”

The reviews were growing exponentially, but now we are **able to manage, read, analyze and use them to guide us in our choices and investments.**

Ian Jones | Marketing and Sales of a Residence and Camping Group

What you can do

I WANT TO



WE RECOMMEND



OFFER THE BEST EXPERIENCE FROM EVERY DETAIL

With the Travel Appeal Dashboard, have access to all the online content about your brand and individual properties. **Discover what your customers love about you at a single glance!**



INCREASE DIRECT BOOKINGS

With the Certificate, showcase your top reviews while potential guests browse your site - the reservation is immediate!



STAY UPDATED ABOUT MY PROPERTY

Travel Appeal Coach is **designed for on-the-go managers** and **delivers only the most relevant content to your staff**. With a simple click, assign tasks to your team.



CLIMB THE RANKINGS

Satisfy customers and improve sentiment with ease! **Travel Appeal uncovers exactly what your guests wish for and what are areas for improvement.**

Our Solutions



KEEP AN EYE ON YOUR GROUP WITH OUR BRAND MONITORING FEATURE

Find out what is being said about your brand and stay updated when it's mentioned online.



UNCOVER THE MOST APPRECIATED ASPECTS OF YOUR PROPERTY

With the Review Analysis, uncover your strengths and weaknesses, at a glance!



EASILY MANAGE CUSTOMER FEEDBACK

Reviews waiting for a reply? With the Mobile Coach, manage them directly from the app.



CREATE THE PERFECT PRICING STRATEGY

Leverage the Rate Checker to set the perfect offer and increase direct bookings.



DISCOVER YOUR COMPETITIVE ADVANTAGE!

Track each move your competition makes and take advantage to climb the rankings.



UNDERSTAND AND IMPROVE YOUR MARKET POSITION

Using the Positioning Map, know where in the market your business is located.



TAKE CONTROL OF ANY SITUATION

With the Report tool, analyse your performance to stay in control. When necessary, take immediate action with the Task Manager function.



BOOST DIRECT BOOKINGS WITH THE CERTIFICATE WIDGET

Highlight your top reviews to display for potential guests visiting your website.

Recommended Products



DASHBOARD

At a glance, analyze every aspect of your property(s) while also tracking competitors.



COACH

Designed to aid on-the-go managers boost the performance of your property and collaborate with your team from a convenient mobile app.



GROUP MONITORING

From the Corporate level, assess how your group performs against competitors, to the Individual level, specify exactly what customers said about their experience.

We are happy to answer any questions

www.travelappeal.com | info@travelappeal.com