

Hotel Reviews: The Unadorned Truth

beauty24 has developed an easy and secure review system: Only customers who have actually visited a hotel can leave a review on beauty24.de.

Berlin, 5 March 2014. Are hotel reviews credible? Guests reviewing platforms and booking sites always have this question in mind. beauty24 and its review system show how to do it correctly, because quality is top priority when supplying visitors with reliable reviews to help them find the right hotel. This is why only guests who have actually visited a hotel can submit a review. beauty24's review system makes sure of that. Moreover, hoteliers are requested to give statements about negative reviews.

Positive reviews increase the number of guests and thereby turnover. Unfortunately this has led to targeted manipulation of reviews. According to industry experts, about 10 to 30 percent of hotel reviews are paid for or even placed in review platforms by the hotels themselves. Almost 31 million Germans use the Internet when planning a holiday and take advantage of hotel review portals to find reliable customer commentary. beauty24 has developed its own review system to distinguish itself in this segment. Integrity is an essential part of the company's philosophy. And it's paying off. Recent guest surveys have shown that hotel review portals are increasing in importance when guests are deciding where to book.

beauty24 has developed its system to create an interactive instrument for reviewing hotels. Roland Fricke, managing director of beauty24, stated: "It helps both parties, the guests as well as the hotel. The hotelier can react directly to the guest's comments and there is room for comments, wishes and critical statements. Customer reviews are the basis for our wellness award, which is presented to the best hotel at the ITB every year. An award, which is both a distinction and an incentive for all of our hotels to become even better in the eyes of our guests."

About beauty24 – Germany's No. 1 for wellness online with the Trusted Shops seal of approval

beauty24 is one of the biggest organizers and agents for exclusive and high-quality beauty- and wellness trips in Germany with a worldwide wellness travel offer including 8,000 well-being programmes in over 650 hotels, day spas and hot springs. beauty24 has been certified with the Trusted Shops seal of approval as a secure online shop since 2014. For beauty24 wellness travel is an essential part of a healthy lifestyle. Therefore, the company and its offer have stood for a healthy and sustainable life for many years. beauty24 wellness trips are available at beauty24.de, in TV and via direct sales. The wellness counselors are available for their customers from 9am–7pm at a free wellness travel hotline 0800/2400044 or by e-mail at service@beauty24.de. A high level of customer satisfaction is achieved through constant quality management. The company was founded in 2000.

Press Contact:

markengold PR GmbH
Kristina Weidl
Münzstr. 18, 10178 Berlin
Tel. (030) 219 159 60
www.markengold.de
k.weidl@markengold.de