



ReviewPro

ReviewPro is the leading provider of Guest Intelligence solutions to independent hotel brands worldwide. The company's comprehensive suite of cloud-based solutions includes Online Reputation Management (ORM) and the Guest Survey Solution (GSS), which enable hoteliers to obtain deeper insight into operational and service strengths and weaknesses, increasing guest satisfaction, ranking on review sites and OTAs, and driving revenue.



The company offers the industry-standard Global Review Index™ (GRI), an online reputation score (available exclusively to ReviewPro clients), which is used by thousands of hotels worldwide as a benchmark for reputation management efforts, based on review data collected from 142 online travel agencies (OTAs) and review sites in 45 languages.



More than 18,000 hotel brands worldwide are currently using ReviewPro's solutions, including Crown Resorts, Loews, Kempinski, The Library Collection, Red Carnation, Centara Hotels & Resorts, The Ascott Limited, Warwick New York Hotel, citizenM, among many others.

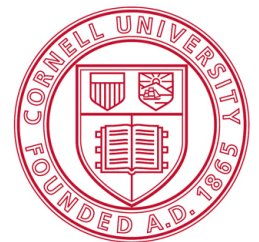


The GRI™ is calculated using a proprietary algorithm developed by ReviewPro in conjunction with input from industry experts including advisors from Cornell University's Centre for Hospitality Research. Cornell University used GRI™ data in a landmark study to prove that a 1 point increase in a hotel's GRI™ results in higher profitability:

+0.89%
in ADR

+0.54%
in Occupancy

+1.42%
in RevPAR



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More information

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