



# Hotel Reviews

Where trusted peers leave hotel feedback

## Benefits

### Improve traveler experience

- When you give travelers the information they want, you make their bookings easier.

### More negotiating power

- With advanced reporting capabilities, you have the data you need to better negotiate with hoteliers.

### Realistic expectations

- Better, firsthand information about hotel stays from other business travelers – not marketing departments – helps ensure your travelers have hotel experiences that meet their expectations.

95%

of travelers read booking reviews prior to making a booking decision.\*

\*Trust You Consumer Research

## Genuine reviews

Business travelers have different needs than leisure travelers, which is why 100% of Hotel Reviews come from business travelers.

## Support compliance goals

40% of business travelers want reviews in their booking tools. Hotel Reviews meets this need within your corporate tools while guiding travelers to company-preferred and policy-compliant hotels.

## Private and secure

Full reviews are supplemented with our directory reviews and are available in myCWT web and mobile for travelers use and our internal agents' tool.

Hotel Reviews Directory	Hotel Reviews Core	Hotel Reviews Enhanced
<p><b>For companies without negotiated rates</b></p> <p>Our base option provides an online directory of hotels, including CWT-negotiated rates and CWT RoomIt Rates, all conveniently accessible on the client's traveler portal.</p> <ul style="list-style-type: none"> <li>• Free for CWT clients</li> <li>• Encourages travelers to leave reviews after trips</li> <li>• Lets travelers see overall scoring and popularity based on reviews collected from all travelers</li> </ul>	<p><b>For companies with a negotiated rates program</b></p> <p>Our core option is accessible via the traveler portal.</p> <ul style="list-style-type: none"> <li>• Free for CWT clients.</li> <li>• Shows both CWT and client-negotiated rates</li> <li>• Displays full peer traveler reviews</li> <li>• Encourages travelers to leave reviews after trips</li> <li>• Provides clients with reports via CIQ</li> </ul>	<p><b>For companies that need enhanced reporting and customization</b></p> <p>Our enhanced offering has all of the features and benefits of Hotel Reviews Core, plus the ability to:</p> <ul style="list-style-type: none"> <li>• Activate or deactivate review capture</li> <li>• Limit hotel displays to company-client preferred content only</li> </ul>

## Languages available

