

E-LEARNING

ONLINE REPUTATION MANAGEMENT



WHY SHOULD HOTELS CARE ABOUT ONLINE REPUTATION MANAGEMENT?

Before making a booking, holidaymakers are increasingly checking out internet pages and review portals to find out how happy other travellers have been with the hotel they want to stay in. More and more holidaymakers are leaving ratings after their travels. This makes the satisfaction of your guests and the reputation of your hotel immediately visible online.

- Customers' willingness to pay is influenced by online reviews/ratings.
- 87% of travellers use the internet to plan a trip (Google, 2016).
- 88% of travellers reject hotels with a TrustScore under three stars (out of five) and 32% eliminate those with a TrustScore under four stars (TrustYou 2017).

Improve the professional competence of your Online Reputation Management with the TUI E-learning Programme!

CONTENT OF BASIC PACKAGE

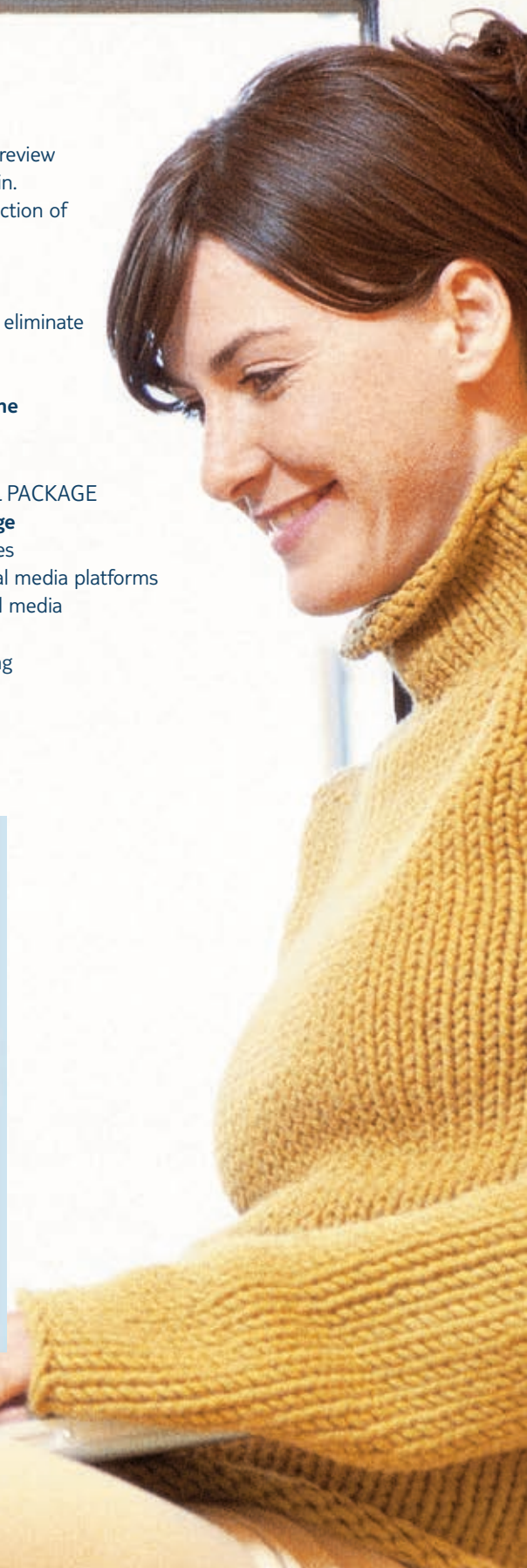
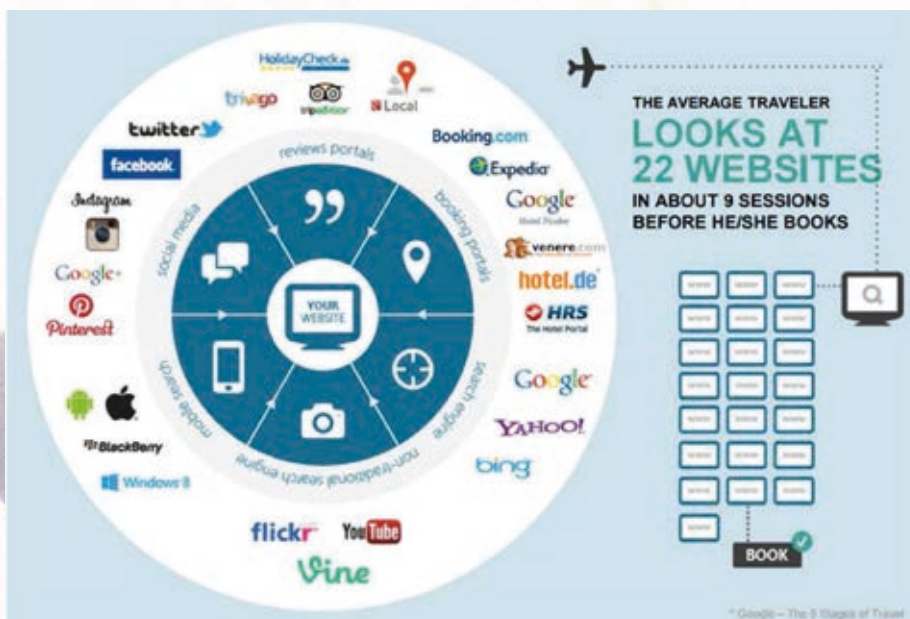
- Knowledge of the relevant social media platforms for the German-speaking market
- Basics of Facebook / Instagram / Pinterest
- How to create your own page
- The perfect post and how to plan it
- Insider hints on how to get more likes
- The most relevant review pages
- How to reply to positive and negative feedback

CONTENT OF PROFESSIONAL PACKAGE

In addition to the Basic Package

- Presenting professional pictures
- Posting specific offers on social media platforms
- Customer acquisition via social media
- Legal basis for hotel reviews
- Professional customer targeting
- Storytelling
- Advanced social media skills

RESEARCH ON CUSTOMERS' TRAVEL HABITS



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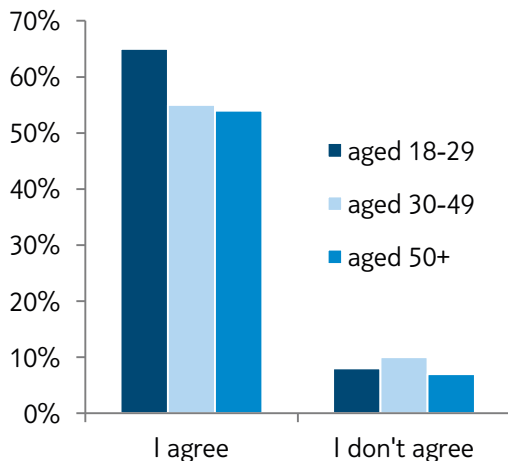
YOUR BENEFITS

- Training curriculum - 3 (Basic) or 6 (Professional) modules, each containing 5 chapters
- Formats: text, audio, video, exercise, checklist, test
- Certificate after completion of a package
- Flexible time management
- Cost-effective participation:
 - Basic Package:** 3 modules, price: € 449
 - Professional Package:** 3 modules in addition to Basic Package, price: € 449
 - Together:** € 898, **Special:** € 799
- Up to 5 users. Validity: 12 months
- Competent, practical, and up-to-date information from experts

HOW THE ONLINE SEMINAR WORKS

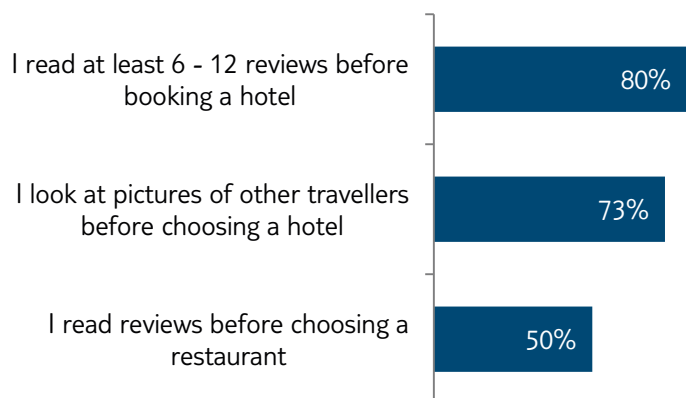
- The seminar will be made available to you online.
- The E-Learning material is accessible 24/7.
 - This makes it possible for your employees to learn at their own pace and in a comfortable setting with flexible time management.
- After completing the modules, you will be asked to answer some questions in order to refresh and deepen your knowledge of the most important content. Following successful completion, you will receive a certificate in PDF format, which you can print out.

Hotels should answer online reviews



Quelle Statista
<https://de.statista.com/statistik/daten/studie/184512/umfrage/nutzung-von-online-hotelbewertungen-bei-reiseentscheidungen-nach-alter/>

Statements of travellers regarding online reviews



Quelle Statista
<https://de.statista.com/statistik/daten/studie/289154/umfrage/ausagen-von-reisenden-zu-online-bewertungen-in-2013/>

PROCESS OF REGISTRATION

- Step 1:** You can book either the Basic or the Professional Package using the email address: qualitysupport@tui.de
- Step 2:** You will receive a confirmation of participation and your personal login from TUI Hotel Consulting at the email address you provided. An invoice, a confirmation of payment, and the general terms and conditions can also be found in this verification email. With this confirmation of participation, a contract is established.
- Step 3:** After receiving the invoice, you will be asked to transfer the outstanding amount to the account provided within two weeks.
- Step 4:** You will receive the login for the E-Learning by email.