

Outrigger Hotels takes control of Web 2.0 by selecting Avalon BUZZ Report, the leading hotel solution

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Avalon Report Corporation announced they have been selected by Outrigger Hotels & Resorts as the preferred solution for Web 2.0 monitoring. The intuitive Avalon BUZZ Report(C) will deliver on demand data regarding traveler reviews, ratings and other user generated content to hotels within Outrigger's premiere Pacific rim portfolio.

'We spent many months learning about UGC and available hotel solutions. After testing other systems, we chose the Avalon BUZZ Report because it best meets our needs. The intuitive ease of their system will enable our general managers to keep a watchful eye on the growing trend of guest reviews posted on critical travel websites,' states Elizabeth Cambra, Corporate Director, Pricing and Revenue Optimization of Outrigger Enterprises Group.

'We value the real-time component too,' continues Cambra. 'It means we get information when we need it.' Cambra, a board member with HSMIAI, loves the easy to read dashboards and targeted focus, too. 'Our properties are busy and, with many being resort destinations, rely on OTA's for distribution, especially with packaging growing as a trend. With limited time, the BUZZ Report allows us to focus on the most important sites without overwhelming our very busy property managers.'

Cambra has led her company to the conclusion many hotels around the world are just starting to realize. Namely, that web-driven transparency is here to stay and it is changing the face of distribution. 'Now that the shock of having guests with 'x-ray eyes' is over, we can't just ignore the situation. We need to engage our guests and use their feedback to improve both product and service.'

Maureen Dime of Avalon Report puts it this way, 'Sure, it's an investment in time and dollars to monitor reviews. Hotels have to recognize that 42% of travelers use reviews and ratings regularly now, and that's up from 26% last year. In a sense, they are the wildcard of distribution channels for marketers because the content is uncontrollable. On the other hand, it's always better to know, to respond and to take action. Properly used, traveler reviews are a huge benefit to hotel operators.'

Dime welcomes Outrigger to the growing community of Avalon BUZZ Report users, a group that includes major management companies and independent hotels alike. Along with the user generated content on sites they monitor, the San Diego based company has grown exponentially as the Web 2.0 wave has matured. First to monitor comments in 2005, Avalon Report continues to provide a competitive advantage to subscribers with proprietary search and data visualization software that identifies strengths and vulnerabilities in the ratings and review sphere. Avalon's focus on key sites embodies a revenue-driven approach to reputation management and removes the time constraints hotels face by making daily monitoring a 3-5 minute commitment rather than a web surfing safari.

About Outrigger Hotels and Resorts

Outrigger Enterprises Group is one of the largest and fastest growing privately-held leisure lodging and hospitality companies in the Asia-Pacific and Oceania regions and continues to expand its presence throughout the area.

A family-owned company with more than 60 years of hospitality experience, Outrigger runs a highly-successful, multi-branded line of hotels, condominiums and vacation resort properties, including Outrigger(R) Hotels & Resorts, OHANA(R) Hotels & Resorts, Outrigger Condominium Collection(R), Embassy Suites(R), Best Western(R) and Wyndham Vacation Ownership(R). Currently, Outrigger operates and/or has under development 47 properties with close to 12,000 rooms located in Hawaii, Australia, Guam, Fiji, Palau, Bali and Phuket, Thailand. Outrigger Enterprises Group also operates and develops hotel properties and hospitality-related retail and real estate opportunities for partners in Hawaii, the Pacific, the mainland USA and Asia. For on-line information, log on at www.outriggerenterprisesgroup.com and www.outrigger.com.

*Embassy Suites is a registered trade mark of Hilton Hotels Corporation.

About Avalon Report Corporation

The Avalon BUZZ Report(C), the pioneer of Web 2.0 analytics, provides organized formats of Consumer Generated Content, delivering complete traveler reviews and ratings, candid traveler photos, videos, property descriptions, total number of reviews and average scores per site. With a click of a mouse, the time saving, on-demand service summarizes all key elements of web visibility in easy to read, graphics rich dashboard and excel formats.

For more information, visit www.avalonreport.com.

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