



How Aquaria Natal Hotel Climbed from #59 to #1 on TripAdvisor and increased ADR by 55%

Introduction

This Brazilian brand, located in Ponta Negra, had been lagging in the online reputation ranks as far back as 2019. After plummeting in occupancy, and losing most of its staff in 2020, the direction needed a change for the better. Technology was harnessed to improve guest experience, and staff was put at the top of the agenda, with incredible results.

Challenge

- In October 2019 the hotel was at #59 of 116 hotels in Natal.
- In March 2020, the property's occupancy plummeted from 95% to 15% in one week.
- In December 2020, the hotel was forced to lay off over 45% of its employees.



This was a hard decision, as the employees at Aquaria Natal Hotel are the soul and essence of the hotel's success.

Gefferson Alves, General Manager

Solution

The response was deliberate: look after remaining staff and this would have a positive impact on guest satisfaction. “If you want to deliver great service to your guests, first you must deliver great conditions for your staff,” said Alves.



“We recognized from the very beginning that our greatest advantage was our team and our service. We needed to invest in our team development.”

- Gefferson Alves, General Manager

1) Improved staff wellbeing as a key driver to success

Alves recognized the importance of transparency and clear expectations. “If you want things done well, you have to work closely with the team,” he said. “You have to put yourself in their shoes.”

Some of the employee programs and benefits offered by the hotel include:



“We knew that once business came back, we would need our team to be ready to face the challenges that the current situation poses for all of us. So we invested a lot in supporting our team.”



2) Used the right technology to monitor and improve guest satisfaction

Aquaria Natal Hotel used the ReviewPro's Hotel Reputation solution every day to:



Monitor online reviews



Analyze guest feedback



Benchmark review performance



Share feedback with team members



Celebrate achievements

3) Set KPIs and internal goals to ensure success

The brand used the ReviewPro solution to set KPIs and also established new internal procedures to support continuous improvement.

1

Appointed three "ReviewPro Ambassadors" for each department, to deal with everything related to guest satisfaction.

2

Held weekly meetings to ensure that the Global Review Index™ (GRI) was always above 95%.

3

Set a management response KPI of 48 hours for all online reviews.

4

Set KPI for staff to speak to between two and five guests every day.

5

Alves personally called every guest that left a complaint.

6

The brand also underwent a huge renovation of the property driven by guest feedback from online reviews.

Results

- Today Aquaria Natal Hotel currently occupies the #1 position on TripAdvisor.
- ADR is now 55% higher than in 2019.
- The brand has managed to hire back 32% of the employees that were laid off.



ABOUT REVIEWPRO

ReviewPro is the world leader in Guest Intelligence solutions, with more than 60,000 hotels in 150 countries. ReviewPro's Global Review Index™ (GRI), the industry-standard online reputation score, is based on review data collected from 175 OTAs and review sites in over 45 languages.

To find out more about ReviewPro's Guest Satisfaction Surveys solution, [click here](#).

ABOUT AQUARIA NATAL

The Aquaria Natal Hotel is located on the seafront of Ponta Negra Beach, Brazil.

Serving as one of the newest hotels of the area, it was designed to provide guests with a beautiful view of the sea in front of the Hotel. The hotel currently is ranked as #1 on TripAdvisor in Ponta Negra Beach.