

# Case Study: Best Hotel in the World

## Gili Lankanfushi Maldives

Gili Lankanfushi Maldives won the Travelers' Choice Award 2015 as the No. 1 in the category of „Top 25 Hotels - Worldwide“. We talked to Roberto Arganese, Director of Sales and Marketing, who attended our seminar on the Maldives in the fall of 2013.



### Key Takeaways:

- Reviews and ratings are top priorities for management
- GM responds to all reviews individually
- Most effective tool for motivation to review: e-mail after departure
- Negative feedback is analyzed and used for internal training

**Tourismuspartner:** Was winning the Award a „planned strategy“?

**Roberto Arganese:** Not at all. Honestly, winning the Travelers' Choice Award has come as quite a surprise for us. We are really thrilled.

**Tourismuspartner:** How do you work with online guest feedback?

**Roberto Arganese:** The Sales & Marketing team, the GM and the owner read all the reviews and we share both positive and negative statements with all our employees. The GM responds to all online reviews personally and individually. There are no standard or automated responses. Moreover, we use positive feedback as a marketing tool and we have begun to integrate this into our new website.

**Tourismuspartner:** How do you motivate your guests to write reviews?

**Roberto Arganese:** "Review Express" by TripAdvisor is our tool of choice. After their departure we invite all guests to publish their opinion online. We don't offer any incentives such as raffles or the like. Nonetheless, we have collected over 900 reviews so far. That's a great result.

**Tourismuspartner:** How does your management deal with reviews?

**Roberto Arganese:** The management takes every single review very seriously. For example, we have recently received a "1 point" rating from a Japanese guest. In such a case, we proceed as follows: First, we scan our guest profiles. Once we know the background and possible reasons for the negative review, we check whether any necessary corrections to service processes have already been implemented. Our guest may have already complained on location. If not, we take the appropriate steps for improvement. In addition, we use negative feedback as „real case studies" to train our employees. Finally, reviews help us to adjust and improve work operation guidelines. This is the only way to ensure that our international crew is well-prepared to deal with complaint situations.

**Roberto Arganese**

Director of Sales and Marketing at  
Gili Lankanfushi Maldives



*"In the Tourismuspartner seminar we learned to take online feedback seriously and to respond to it in a professional manner. We have significantly increased our direct booking share: Today, about 70% of our guests book us thanks to TripAdvisor Et Co."*