

THE PROOF IS CLEAR: REPUTATION DRIVES RESULTS



10 RESEARCH-BACKED REASONS ONLINE REVIEWS ARE A GROWTH ENGINE

1 REVENUE EFFECT (RESTAURANTS)



A one-star increase on Yelp raises revenue by

5-9%

(Harvard Business School)

2 REVENUE & PRICING POWER (HOTELS)

Better online reputation increases ADR, occupancy & RevPAR



(Cornell University)

3 BOOKINGS / ROOM SALES



Online reviews significantly increase hotel room bookings

MORE BOOKINGS ↑

(ResearchGate / PolyU)

4 LOCAL SEARCH / VISIBILITY



Reviews & review cadence are top local ranking factors

HIGHER VISIBILITY ↑

(Moz / Pixelkraft)

5 CONSUMER BEHAVIOR & TRUST



76-98% of people read reviews for local businesses

TRUST DRIVES CHOICE

(BrightLocal)

6 OWNER RESPONSES = MORE BOOKINGS



77% of travelers are more likely to book when owners respond

77% MORE LIKELY

(TripAdvisor / Ipsos MORI)

7 VOLUME & RECENCY MATTER



Sustained review cadence & recent reviews drive ranking and consumer confidence

CONSISTENCY WINS

(Moz / BrightLocal)

8 CONVERSION ELASTICITY



Reviews matter more for experience goods & higher-uncertainty purchases (hotels, restaurants)

HIGHER CONVERSION

(HBS / ResearchGate)

9 CREDIBILITY & REALISM



Early reviews have the biggest lift. Perfect scores can reduce credibility. Consumers value realistic mix and management replies.

BALANCE BUILDS TRUST

(HBS / BrightLocal)

10 RISKS: FAKE REVIEWS & FRAUD

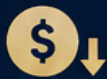


Review fraud exists and can damage trust & rankings. Follow platform rules and verification best practices.

PLAY FAIR, BUILD TRUST

(JSTOR)

THE BUSINESS IMPACT



LOWER ACQUISITION COSTS



HIGHER DIRECT BOOKING CONVERSION



IMPROVED ORGANIC VISIBILITY



INCREASED PRICING FLEXIBILITY



LESS DEPENDENCY ON DISCOUNTS



STRONGER DESTINATION POSITIONING



STRONGER REPUTATION. STRONGER ECONOMY. STRONGER COMMUNITY.

By supporting review collection and using insights, communities can amplify local businesses, improve visitor experiences, and drive sustainable economic growth.

