



## Quality Tourism Framework – ReviewPro 2019/20

Dear TiCSA Member,

Whether you manage a B&B, tour, attraction, or one of the world's largest hotels, exceeding guests' expectations is key to success. That's why Tourism Industry Council of South Australia (TiCSA) in partnership with the Australian Tourism Industry Council (ATIC) has teamed up with ReviewPro, experts in online reputation improvement, to offer **Accredited members FREE** access to an exclusive dashboard in ReviewPro.

ReviewPro, the leading provider of Guest Intelligence solutions, provides more than 55,000 hotel brands worldwide with actionable data and insights. Key features of the ATIC ReviewPro Online Reputation Management Solution:

- Global Review Index™ (GRI)
- Sentiment analysis
- Reporting & Alerts
- Management response center
- Mobile App

The ReviewPro exclusive dashboard allows you to:

- View guest reviews from 175+ review sites and OTAs in 45+ languages all in one place.
- Analyze positive/negative comments & respond online.
- Use their intuitive app which features real-time alerts and notifications to prioritize where you need to take action and engage with guests while on the go.
- Prioritise operational & service improvements according to client feedback

### **Member Benefit – Complimentary Access**

Members receive complimentary access to the ATIC ReviewPro Online Reputation Management (ORM) Solution. Access is exclusive and customised for TiCSA members and provides a comprehensive introductory solution, offering all the key basics to benchmark and manage your online reputation.

The dashboard allows businesses to use ReviewPro's Global Review Index™ (GRI) and the semantic analysis tool, both also accessible via the ReviewPro app, which is available on any device. Developed by ReviewPro, the industry-standard Global Review Index™ (GRI) is an online reputation score based on review data collected from 175+ OTAs and review sites in 45+ languages.

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**TiCSA: South Australian Tourism Industry Council**

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ABN. 64 992 585 804



Benefits:

- Increase guest satisfaction & revenue
- Boost rankings on TripAdvisor & other review sites
- Leverage online reviews to increase revenue
- Outperform your competitors

**How do I obtain my free exclusive ATIC account?**

Log into your Quality Tourism account at – <https://online.qualitytourismaustralia.com> and scroll to the bottom right hand corner of your dashboard. If you do not already have a ReviewPro account you will see a ReviewPro box and a 'verify' button. Follow the prompts and enter the required information. Your account will be automatically created by ReviewPro (this may take a few weeks as accounts need to be verified).

**How do I read my reviews and create reports?**

Once your account has been created you will receive a confirmation email with details on how to log into your ReviewPro dashboard. You will need to log into the ReviewPro dashboard to manage your reviews and create reports. You can obtain information about how to manage all aspects of the ReviewPro tool at their [Learning & Support Center](#).

**I have a ReviewPro account but no GRI™ score is displaying.**

In order for ReviewPro to generate a score, you are required to obtain a minimum number of reviews within a 12-month period. Once your business has obtained the required number of reviews for the period (25 reviews every 12 months), a score will be generated automatically. For ways to grow your reviews, online reputation, and revenue visit the [ReviewPro Resource Hub](#).

**Additional Member Benefits – Upgrade Offer**

Members also receive a 15% Discount on any of ReviewPro's other solutions including ORM Plus, which offers additional advanced features including competitive benchmarking, case creation and publishing reviews. Other solutions include Guest Survey Solutions, Guest Messaging Hub and Automated Case Management. ReviewPro's solutions and pricing is based on an individual consultation to map requirements.

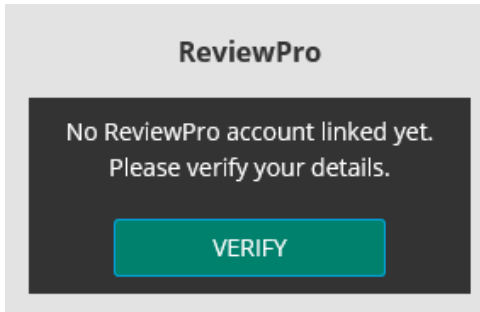
For further information contact the Tourism Industry Council of South Australia (TiCSA) on [info@ticsa.com.au](mailto:info@ticsa.com.au) or 8110 0123

Shaun deBruyn

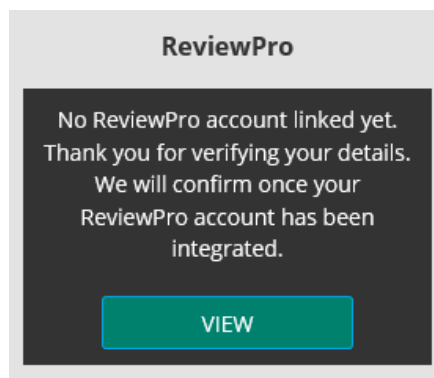
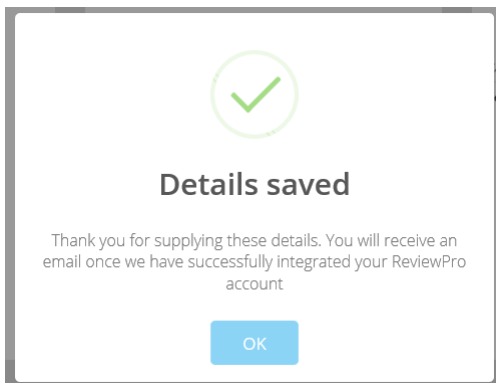
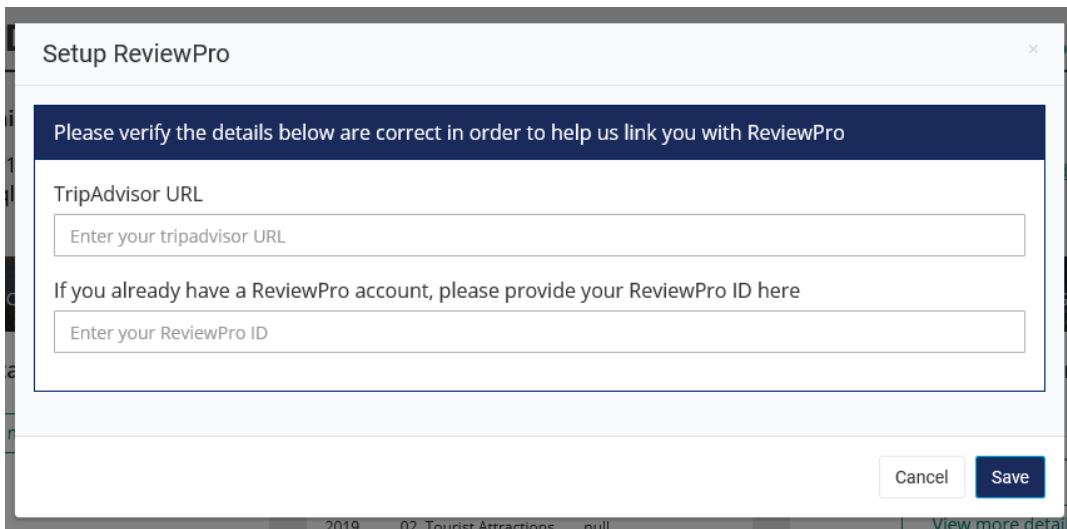


**CEO TiCSA**

**HOW TO REGISTER FOR REVIEWPRO IN ONLINE PORTAL**



Clicking on verify:



# *Leading and Developing the South Australian Tourism Industry*

Industry Voice & Advocacy

Quality Tourism Framework

Australian Tourism  
Accreditation Program

Star Ratings Program

Tourism Awards  
& Gala Dinner

State Tourism  
Conference

Workshops  
& Training

