



GuestRevu



Tara Lodge

Building better guest relationships

Customer: Tara Lodge

Tara Lodge in Belfast has been welcoming guests since 1998. Over the years, it has grown from 19 to 34 rooms and built a strong reputation for exceptional guest satisfaction. This dedication has earned the property numerous awards and kept it ranked as Belfast's top hotel on Tripadvisor for over a decade. General Manager Sinéad Lavery says guest happiness is their top priority. With GuestRevu, Tara Lodge now collects feedback and manages its online reputation more efficiently across review platforms and travel sites.

The Challenges:

Manual methods limited and time consuming

Before using GuestRevu, Tara Lodge's guest feedback process was entirely manual and time-consuming. Guests could leave comments at check-in or check-out, and follow-up emails encouraged further feedback or Tripadvisor reviews. While this followed best practice, it relied heavily on manual work from General Manager Sinéad Lavery and Duty Manager Niamh, who checked reviews daily. Most feedback still came through TripAdvisor, providing limited insight, and smaller issues, such as minor maintenance problems, often went unreported.

The team's focus on maintaining their number one Tripadvisor ranking also meant other platforms, like Booking.com, were unintentionally overlooked. As a result, management struggled to gain a full picture of guest experiences or identify improvement opportunities. GuestRevu transformed this process, allowing Tara Lodge to collect detailed feedback efficiently, engage with guests directly, and maintain their reputation across multiple platforms.

The Solution: Unified guest feedback management

GuestRevu made implementation easy and responsive, providing seamless staff training through integration with Tara Lodge's Guestline Rezlynx PMS. Their Tripadvisor Platinum Partnership allows the team to engage guests, identify strengths and improvements, track feedback, and manage their online reputation efficiently across platforms.

I can say firsthand that GuestRevu made such a positive difference to our online reputation. We thought we were in quite a good position, so we weren't sure that we needed it. But it gave us such a strong advantage against our competitors!



Sinéad Lavery,
General Manager,
Tara Lodge





The Results: Building relationships with guests

Conviction in GuestRevu

Before implementing GuestRevu, Sinéad was unsure if it was necessary due to Tara Lodge's strong TripAdvisor presence. However, working with the GuestRevu team convinced her of its value, allowing the management to focus more on their guests.

Integrated technologies saving time

The integration between Guestline and GuestRevu removed manual tasks. Emails were sent automatically and reviews flowed in seamlessly. The partnership allowed the teams to communicate directly, saving staff time and eliminating the need for repetitive requests.

Building guest relationships

GuestRevu enabled Tara Lodge to gather feedback directly, fostering stronger connections with guests before, during, and after their stay. This active engagement encourages repeat visits and strengthens guest loyalty.

Improving online reputation

The consolidated dashboard allows the team to monitor reviews across multiple platforms automatically. Insights from surveys have improved scores on Booking.com and increased positive reviews on TripAdvisor, helping maintain high ratings and repeat business.

Understanding the guest experience

Detailed feedback helps management identify patterns, address concerns, and implement changes such as room amenities. It also highlights successes, allowing the team to reinforce what guests appreciate most.

