



An idyllic stay

Hotel & Resort Le AxiDie

 **Le AxiDie**
marina di acqua★★★★

Hotel & Resort Le Axidie

Le Axidie was born in the late 50s by converting an old Neapolitan quarry. Over the past 60 years, the hotel has undergone many changes, including structural ones.

However, our policy remains unchanged: “Give your guests an idyllic stay”, recalling ancient Greek poems that were inspired by this land.

HEADQUARTERS

Hotel & Resort Le Axidie

Via Marina D’Equa, 80069 Vico Equense, Naples, Italy

www.leaxidie.it

TRAVEL APPEAL IS MAINLY USED BY

Marketing Department

PRODUCTS

Dashboard and Qualitando Surveys

SECTOR

Hospitality | B2C

”

Travel Appeal offers a 360-degree view about our property and the market, making it the perfect tool for multiple objectives. From review management to market positioning, we’re able to critically understand our property from every angle.



Mario Panico, Sales and Revenue Manager, at Le Axidie shares his experience between Hotel & Resort Le Axidie and Travel Appeal.

Reputation, investments, reviews...

Over the years, Hotel & Resort Le Axidie did not integrate brand reputation policies into our business plan and therefore, it was very difficult for us to understand how our hotel was positioned online. Furthermore, because we receive guests from around the globe, it was challenging to have a comprehensive overview of each channel we were reviewed on. Without customer feedback data, it was difficult to highlight our strengths and uncover

our weaknesses that required immediate resolution. Additionally, we noticed that the reviews we were receiving on the main channels were scarce and of poor quality.

We tried using different tools that only led to a slight increase in the number of reviews. Despite our efforts, we were still lacking an external and aggregated view of both our property and market positioning.



”

In a very short time, we've recorded a 35% increase of reviews on TripAdvisor, **80% of which are absolutely positive.**



Easy, complete, professional

The Management Team was enthusiastic about Travel Appeal from the beginning. In a single tool, there's several effective functionalities that supplement our daily work. The employees, who were initially worried about learning a new software, changed their minds immediately.

An avalanche of (good) reviews!

With the data from Travel Appeal, we have been able to take targeted actions. In very little time, we recorded a 35% increase of reviews on TripAdvisor, 80% of which are absolutely positive!

”

Utilizing the Travel Appeal data analysis about our guest reviews allows us to pinpoint our structural and procedural deficiencies about property management.



Travel Appeal DAY BY DAY

Breakfast and housekeeping: actionable data, better reviews

In utilizing the Travel Appeal data analysis about our guest reviews, we were finally able to pinpoint our structural and procedural deficiencies about property management. We intervened in a targeted manner to

improve the breakfast service and monitor the housekeeping and cleaning services more carefully, which had been outsourced to reduce costs. By taking focused actions, our reviews have quickly improved!

Time saved is time gained!

The Travel Appeal app has allowed us to seamlessly manage guest reviews by improving and speeding up tasks. With the time saved, we're able to focus on other activities. Our staff working at reception can

now efficiently complete their procedures. Everyone has a clear and complete vision about our hotel and can locate and resolve problems with ease!



Travel Appeal WHAT I LOVE

Rates checker and market positioning, a real surprise!

When I discovered that I could monitor the prices of my competitors and their market positioning, I immediately started adjusting our rates accordingly, modifying them to best

position ourselves in the market based on the current scenario. We're able to sell to the right customer, at the right place at the right time.





Who is Travel Appeal?

Travel Appeal combines data science, AI and human experience to reshape business strategies. Processing millions of data from different sources, Travel Appeal is the perfect intelligence tool for the hospitality industry. We uncover customer behaviours - online and offline so a business can improve their reputation, boost sales, increase customer sentiment and welcome more guests.

Our Solutions for the Hospitality Industry:

DASHBOARD



The at-a-glance tool to uncover granular and applicable insights about your restaurant, bar or café on a single dashboard. Save time, save your reputation, save money.

COACH



The on-the-go mobile app that transforms real-time data analysis into actionable insights and smart solutions.

[LEARN MORE](#)



We're here to find the best solution for you!

Contact us! We're happy to answer any question, clear up any doubt and quickly support any trouble you may have.

CONTACT US

Travel Appeal
Via Ippolito Pindemonte, 63
50124 - Firenze, Italy
info@travelappeal.com
800 090 319

