

Release: 3 August 2009

Bed & Breakfast Tops Customer Reviews List

Ezibed.com – 3 August 2009. New Zealand last minute accommodation website Ezibed.com has released its most recent New Zealand top 10 list for the highest customer ratings and an Auckland Bed & Breakfast has come out on top.

New Zealand owned last minute accommodation website Ezibed.com has released its New Zealand top 10 list for the highest customer ratings and an Auckland Bed & Breakfast has come out on top. The ratings come from accommodation ratings and reviews for customers that have booked through the popular accommodation website.

Over 2400 reviews and 4000 customer ratings have been posted over the past 12 months. Once customers have stayed at their accommodation they are then asked to rate their overall experience out of maximum score of 10 and to post a written review. Ratings include grading facilities, cleanliness, service and overall stay. The final results were based on properties with a minimum of at least ten ratings.

The collection of these ratings allows future customers to make informed decisions regarding their next trip. The results allow Ezibed.com to highlight accommodation properties that stand out as far as customers are concerned and to work with properties that have lower ratings in order to improve the overall visitor experience.

Cornerstone Lodge, a Bed & Breakfast located on Auckland's North Shore tops the list with a 9.0 out of a maximum 10. The property is popular with leisure travelers with their breakfasts often heralded as their stand out feature.

Property owner Sherry Shelton did not expect to be number one, especially as the only Bed & Breakfast on the top 10 list.

"I feel quite honoured that guests enjoy the lodge and breakfasts. I certainly enjoy having people visit and share their lives with me."

And in regards to the type of customer service Mrs Shelton provides she believes it is quite simple.

"Customer service is interest in the customer and what they might like or need, and trying to supply whatever it is for as reasonable a price as possible. A home away from home without the undue frills."

The Ezibed.com ratings/reviews process easily identifies accommodation that is not up to the standard expected by guests.

Recently an Auckland Airport property was removed from Ezibed.com due to the continual hygiene and service issues that customers encountered. The property has been asked by Ezibed.com to improve the visitor experience before they consider relisting the property again.

Because of our current recessionary period it has become increasingly important for accommodation operators to focus more on customer service. Gareth Pearce, Managing Director of Ezibed.com says that customers are receiving great deals on rate at the moment but quality of service should not be compromised.

“Properties that step up and exceed customer expectations will reap the rewards with return custom and positive worth of mouth referrals however those that don’t will find a hard road ahead. A recession provides a unique opportunity to stand out from the pack and providing exceptional customer service can be that difference.”

“When people make accommodation bookings they do need to check the feedback from previous guests to make more of an informed decision. Customers find it a useful tool however so do our accommodation providers. They too can respond to customer’s comments and can use the information to really take their business to the next level, so when times are good again they will be front of mind for customers.”

The top ten list out of a maximum of 10 is:

1. Cornerstone Lodge, Auckland	Bed & Breakfast	9.0
2. Rydges Christchurch	Hotel	8.9
3. Chelsea Park Motor Lodge, Nelson	Motel	8.8
= Summit Motor Lodge, Tauranga	Motel	8.8
= Academy Motor Lodge, Tauranga	Motel	8.8
= Stonehurst Accommodation, Christchurch	Apartments	8.8
7. Novotel Tainui, Hamilton	Hotel	8.6
= Palmerston North Motel	Motel	8.6
9. Spanish Lady Motel, Napier	Motel	8.5
= Scarborough Lodge, Hanmer Springs	Apartments	8.5

-Ends-

Press Information:

For more information or imagery contact:

Gareth Pearce

Managing Director

31 Porangahau Road

Waipukurau

P: +64 6 858 5442

E: marketing@ezibed.com

Skype: ezibed.com

Twitter: ezibed

SOURCE: Ezibed.com