



Why Nobody Should Own Your Reviews

Creating an Open Data Ecosystem for Reviews
of Places and More

Dina Carabas



Eco Hotel Summit 2020

Why reviews matter

For consumers

~80% of tourists read reviews before booking online^{1,2}

12x Consumer reviews are trusted 12 times more than info from brands³

52% of tourists who book online also write reviews¹

For businesses

Online reputation^{4,5}

Discoverability^{2,3}

Feedback⁵

Better predictions⁵

Sources

[1] <https://www.bitkom.org/Presse/Presseinformation/7-von-10-Urlaubern-lesen-vor-der-Buchung-Online-Bewertungen>

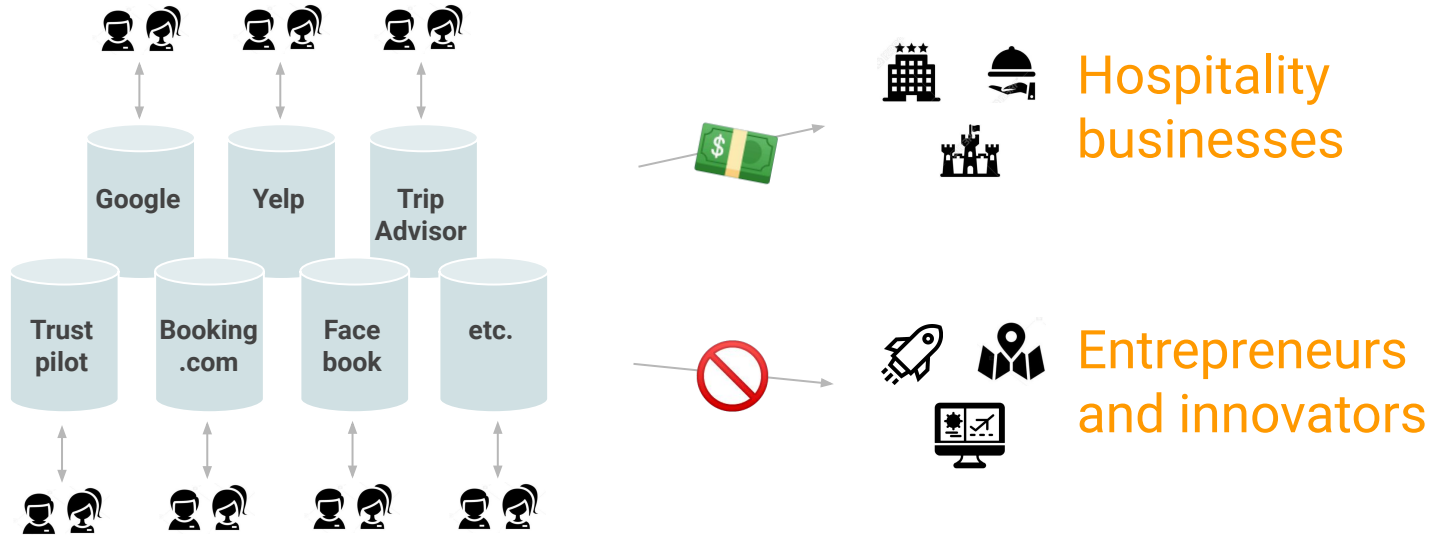
[2] <https://www.travelpulse.com/news/features/new-research-shows-the-importance-of-online-reviews-within-the-travel-industry.html>

[3] <https://modernrestaurantmanagement.com/the-impact-of-reviews-on-the-restaurant-market-infographic/>

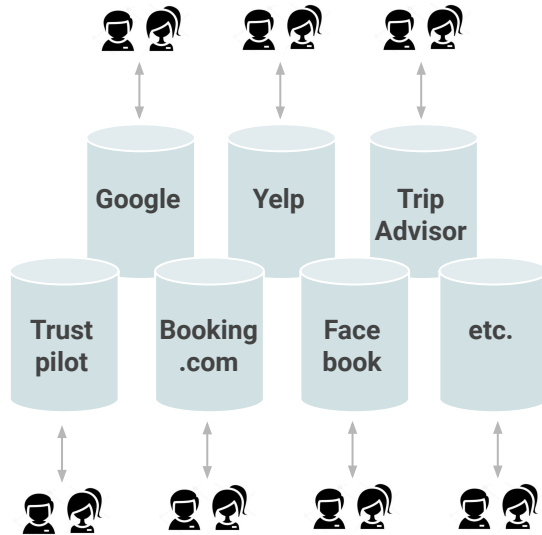
[4] https://spiegel.medill.northwestern.edu/_pdf/Spiegel_Online%20Review_eBook_Jun2017_FINAL.pdf

[5] https://www.pwc.ch/de/publications/2016/pwc_global_hotels_report_2015_e.pdf

The issue with fragmented, proprietary data silos



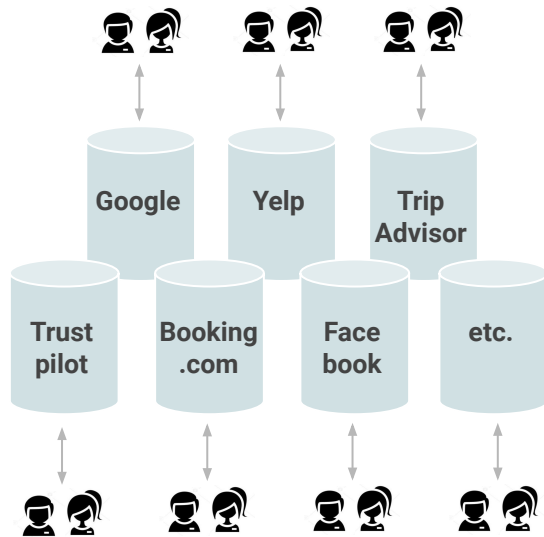
The issue with fragmented, proprietary data silos



Hospitality businesses

- Dependence
 - no re-use of reviews on own websites
 - no ownership of customer relationship
- Inefficiencies
 - High cost for reputation management
 - limited capability to drive operational improvement

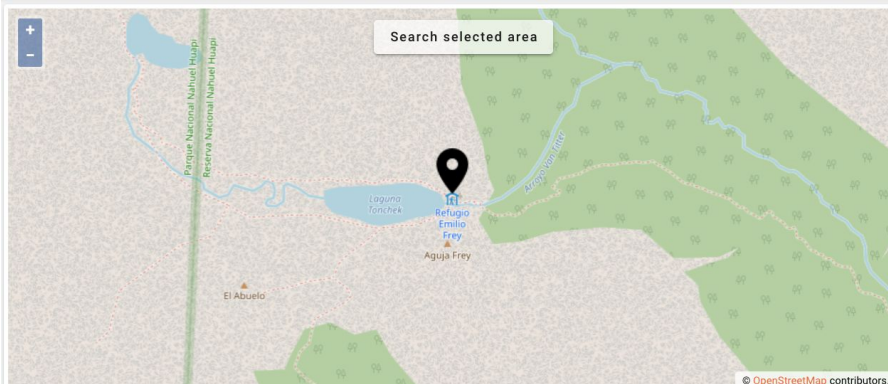
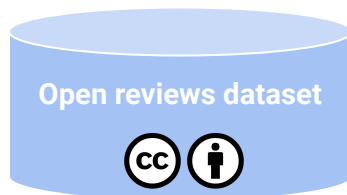
The issue with fragmented, proprietary data silos



Entrepreneurs and innovators

- Barriers to entry for alternative mapping and navigation services
 - Not enough critical mass of reviews to be competitive with established platforms
- Difficulty to drive direct bookings or to create alternative OTAs
 - People don't want to compare only factual info but also other tourists' opinions

We set out to create open reviews



Refugio Emilio Frey

Alpine hut

★★★★☆ 4.2 (1)

📍 Sendero Frey - Jakob, Río Negro Province, Argentina

📍 -41.1982502, -71.4862753

🕒 24/7

[Write a review](#)

rrtti (Raul Rtti)

5 reviews

★★★★★ Reviewed Mon Mar 02 2020

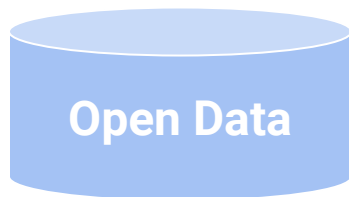
Cool shelter located 1700mts high on the top of Cerro Catedral with an amazing 12km hike passing through forests, hills, and cliffs with the flows and clear water. It has it all for the beginner hikers. Great in Spring/Summer seasons, when you can see the forest in between at its best. Make sure to take water and a walking stick along with some snacks for the way. The last hour can be tricky, as it is super steep. Wanna sleep/camp there? book in advance: <http://refugiofrefreybariloche.com/>



Age: 32 years Context: couple/date Gender: other

👍 0 🗨️ 0 📄 0

Defining Open Data

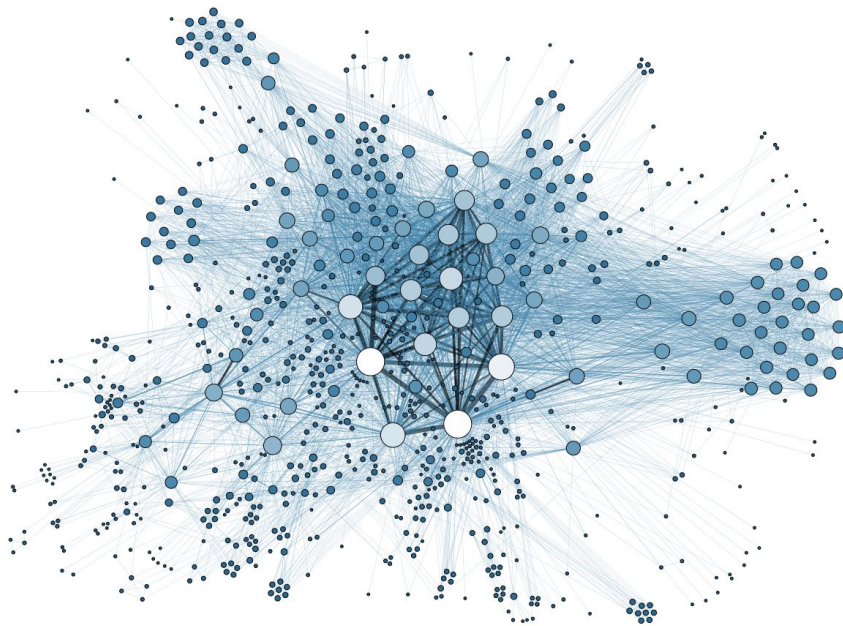


The idea that some **data should be freely available** to everyone to use and re-publish as they wish, without restrictions from copyright, patents or other mechanisms of control.

The goals of the Open Data movement are similar to those of other "*open*" movements such as

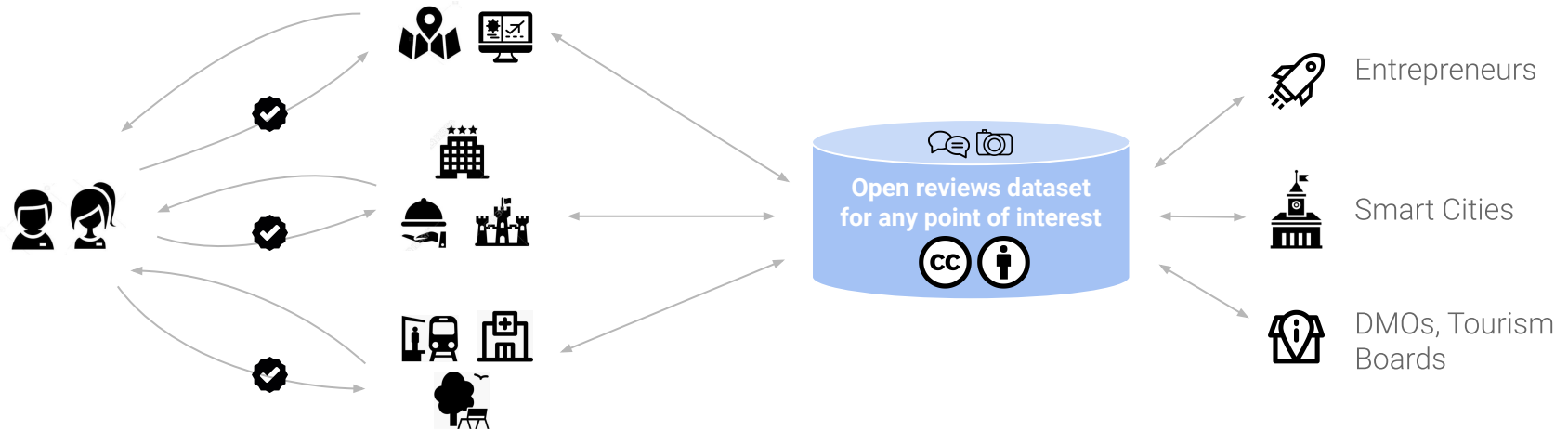
- open-source software & hardware,
- open content,
- open education,
- open government,
- open knowledge,
- or open science.

Overcoming network effects



More users → more value → more users

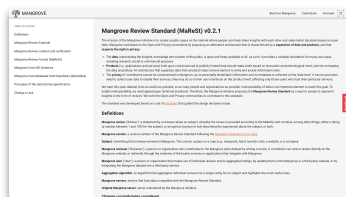
Open Reviews: it takes an Ecosystem



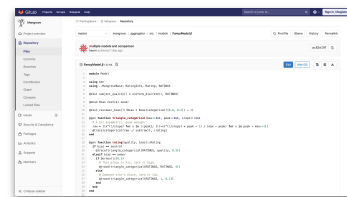
- Building an **Open Data Ecosystem** of tourism businesses, navigation & mapping apps, smart cities, researchers and entrepreneurs
- **At the core is the open dataset** storing reviews and media files, accessible to all under an open license
- People can **leave reviews in any participating app or website**, benefitting the ecosystem and the public

Main components of the Open Reviews infrastructure

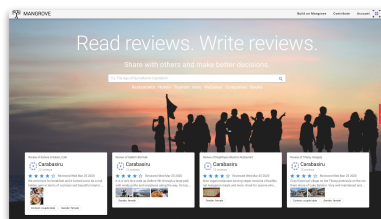
Technical **standard** to ensure interoperability



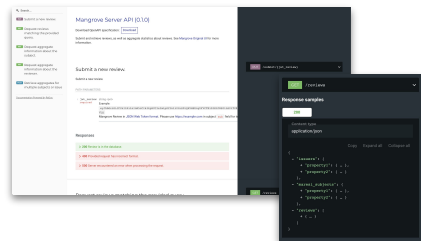
Probabilistic **aggregation** algorithm



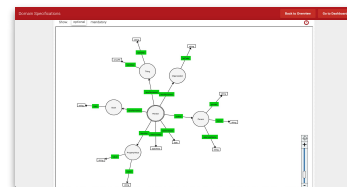
Web app to showcase the infrastructure



Open-source **API** and documentation



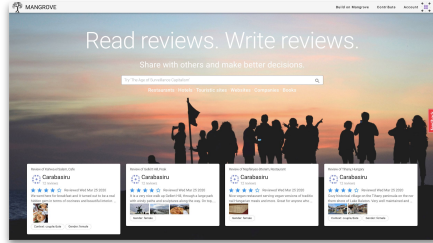
Schema for linked open data



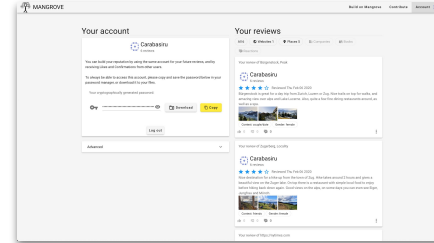
<https://mangrove.reviews>

Find links to all these components on
<https://open-reviews.net>

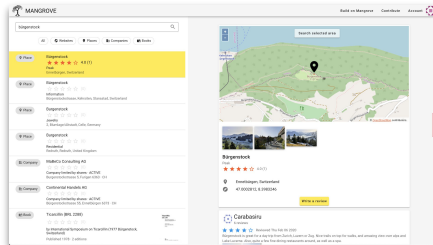
Visit the web app and write your first open review



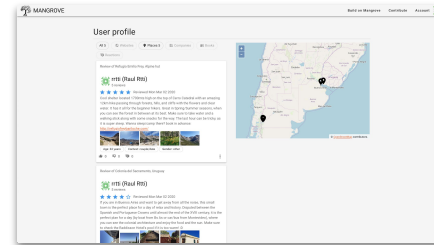
Search for reviews of local businesses and places on the map, for companies, books, and websites



Check out your account to see your activity



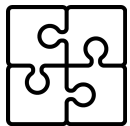
Filter search results for what matters to you
Write reviews
Reply to reviews



Follow your preferred reviewer across destinations, books, or websites

<https://mangrove.reviews>

Benefits for integrators and entrepreneurs



Benefits for hotels or other hospitality businesses

- Use Open-Source technology that doesn't lock you in
- Use reviews to gain more ownership of your customer relationships
- Contribute to Open Data that cannot be taken away from you
- Enable more channels for your discoverability and reduce your dependence



Benefits for service providers, developers, and consultants

- Open Data is the future in tourism
- Be amongst the first to develop expertise and offer value-adding services and products
- Build on Open-Source technology that will not make you dependent or reduce your profit

Take ownership in this initiative



Open Reviews Association

- Swiss-registered, non-profit association
- Custodian for the computer servers and services necessary to host the open dataset
- Dedicated to supporting the adoption, maintenance, and growth of Open Reviews
- Organises working groups: development, integration support, comms, and outreach
- Vehicle for fund-raising through grants and donations

Become a member → <https://open-reviews.net>



Leave a review on the **web app:** <https://mangrove.reviews>

Visit and join **ORA:** <https://open-reviews.net>

Spread the word on **Twitter:** [@mangroveReviews](https://twitter.com/mangroveReviews)

Email us: hello@open-reviews.net

Thank you!