



NISBET PLANTATION BEACH CLUB FIRST HOTEL WITH TRIP ADVISOR REVIEWS ON HOME PAGE

Nisbet Plantation Beach Club, the luxury boutique hotel in Nevis, has become the first hotel to place TripAdvisor reviews directly on the home page of its website. Now every visitor who logs on to www.NisbetPlantation.com can read unbiased guest reviews without having to leave the home page.

While over 300 hotels worldwide have added an RSS feed from TripAdvisor to their sites so far, according to TripAdvisor, Nisbet is believed to be the only hotel to position the feed and reviews directly on its home page.

“There is increasing evidence that TripAdvisor reviews are influential in helping people to decide where to holiday. We have had a link to TripAdvisor on Nisbet Plantation’s home page for years so when we heard reviews could actually be placed right on our home page we jumped at the opportunity,” said Glen Hurd, general manager of Nisbet Plantation.

He continued: “As a small boutique hotel we offer a very specific type of holiday experience and we like our guests to make an informed choice. What better way can there be for them to gather this information than to read comments from past guests?”

“We are already seeing that British travellers especially value the TripAdvisor reviews. Since we added them to our website, we have seen bookings from the UK rise by 46 per cent.”

According to TripAdvisor, Nisbet Plantation Beach Club is one of the top 10 Caribbean hotels and is currently one of the few hotels to have earned a Perfect 5.0 Rating in guest reviews.

Ends

NOTE TO EDITORS:

Nisbet Plantation Beach Club is a boutique hotel with 36 air-conditioned rooms located in plantation-style cottages set in 30 acres of lush gardens on the Caribbean island of Nevis. The hotel is unique in being the only plantation property in the Caribbean to have its own stretch of white sand beach.

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