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What happens when 3rd party website portray your company or product in a negative light?

Bookable Holidays Reviews

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★ ★ ★ ★ ★
2.2 out of **5**

From 3 ratings and [214 reviews](#)



34% of users recommend

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Bookable Holidays v's Traditional Review Sites

- Bookable Established in 2004
- Booked over 350,000 passengers
- www.reviewcentre.com publishes 214 reviews about bookable, 66% are negative
- Constitutes 0.04% of bookable holidays business
- Reviews date back to 18th November 2006
- Google search displays the review sites negative ratings directly below bookableholidays.com

Some comments made on review sites

“They organised the most boring plane journey we have ever experienced.”

Cheap Tourist, about Bookable Holidays

www.reviewcentre.com

2nd July 2008, Retrieved 06th February 2011,

From http://www.reviewcentre.com/r114512_21_Bookable_Holidays.html

“Bunch of incompetent tw*ts! There is no option to award 0 stars above, or i would have.. 1 is FAR to much!”

Guest Review, about Thomas Cook

www.reviewcentre.com

4th December 2010, Retrieved 06th February 2011,

From <http://www.reviewcentre.com/review754469.html>

Legitimate reviews, really?

"as i arrived at the airport on first class from emirates we were taken by helicopter to the hotel. My gucci gown was ruined on the arrival and the sun was to bright so i had to close one's eyes for much time... .. our butler got in the way. the room was poor and the building and rooms bog standard. One would never go there again and would compare it to the dorchester hotel in london which is utterly ridiculous. never shall i set foot here again."

The Zafar, about the Burj Al Arab, Dubai

www.tripadvisor.com

1st April 2008, Retrieved 06th February 2011,

From http://www.tripadvisor.com/Hotel_Review-g295424-d302457-Reviews-or10-Burj_Al_Arab-Dubai.html#REVIEWS

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- Make guest book and questionnaire comments available for the world to see
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- See me after for more details



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