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FOR IMMEDIATE RELEASE

**IRESPONZE® PARTNERS WITH CHESAPEAKE HOSPITALITY OFFERING**

**SIGNATURE REVIEW MANAGEMENT SYSTEM**

**GREENVILLE, SC, November 28, 2016 –** iResponze® is proud to announce that Chesapeake Hospitality has signed on to use its signature review management system in 24 of its hotels. The remaining hotels in their portfolio will implement the iResponze system beginning in January 2017. Through the agreement iResponze will handle monitoring, listening, responding and reporting to reviews across 160+ channels.

“We are thrilled for the opportunity Chesapeake Hospitality has given us to grow the online reputation of their hotel portfolio,” said Rose Mentrie, Chief Innovation Officer for iResponze. “We first established our relationship at their Crowne Plaza Hotel in Tampa, Florida, and as they witnessed the effectiveness of our system, we began discussing implementation for their entire portfolio. We are thrilled to be part of Chesapeake’s continued growth and success.”

This agreement comes at a time when responding to reviews is paramount to a hotel’s success. A recent independent study completed by PhocusWright for TripAdvisor revealed that 84% of users consider reviews “extremely” or “highly” important when booking a hotel. Reviews, and [how management responds to them](http://blog.iresponze.com/online-review/knowledge-your-most-powerful-response-tool/#more-61), tell a story for a hotel, and future guests are listening.

[Chesapeake Hospitality](http://www.chesapeakehospitality.com/) is a third-party hotel management company with a track record of successful operations and outstanding financial performance. For nearly 60 years, Chesapeake has provided private equity, institutional and individual hotel investors and owners a unique opportunity to experience what is possible with a results-driven hotel management partner.

Created by hotel professionals, iResponze was established to fill a need within the hospitality community. Owners and General Managers of hotels and restaurants found managing review responses a challenge in their hectic schedules. iResponze is a solution to provide a 360 degree approach to reputation management combining industry knowledge with SEO expertise. Learn more at [www.iresponze.com](http://www.iresponze.com).

Media Contact:

Jill Ellis

iResponze

### Greenville, SC

**D** 864-434-0482 or

800-528-3135