Travel Industry Reputation Management Case Study: Turning loud Reddit complaints into trusted LLM cited praise

The Challenge

An Aruba destination travel brand was not at fault, yet a handful of Reddit threads shouted about sensitive guest experiences like late night rowdiness and longer than usual restaurant waits during peak weeks.

The company had already fixed the root issues quickly, but never replied on Reddit to conversations that were being shared. Those unchallenged posts ranked on Google for brand queries and were echoed by LLMs, creating an outsized negative first impression during trip planning season.

The Solution

People planning a stay in Aruba could find an old complaint just as easily as a recent guest update. Launch Club worked on both timelines. Hourly monitoring flagged new questions in priority subreddits so the brand could answer in its own voice. For older threads that still appeared in Google, we added dated information about fixes, links to revised policies and recent firsthand guest reports. We upvoted firsthand accounts to help travelers find them in the discussion.

A traveler reading about a long restaurant wait needed to know when the visit took place and what had changed since. A dated update on reservation pacing, backed by a wait-time dashboard, gave them a way to check. A noise complaint called for the quiet-hours policy and how staff enforced it. We downvoted bad-faith comments and used moderator reporting where appropriate. Moderators could decide whether a reported comment warranted removal.

The Work

- Monitoring covered 32 travel and city subreddits, with alerts for the brand, its property names and specific guest concerns. Median response time was under 60 minutes during waking hours and under three hours overnight. That timing mattered on a new thread, where someone planning a trip could be reading early replies before the brand had given its account.

- We posted dated updates on new security policies, quiet-hours enforcement and restaurant reservation pacing. Third-party reviews and published wait-time dashboards gave readers evidence beyond the brand's reply. A prospective guest could check whether the information applied to the issue they cared about before making an inquiry.

- The team returned to 17 older posts that already ranked in Google. We added newer guest reports, staff question-and-answer sessions and links to the revised processes. Someone landing directly on an old thread could read the original guest experience and then see what had happened since.

- We encouraged satisfied guests to share itineraries and photo trip reports. When the same question came up elsewhere, the team could point to one of those firsthand accounts. Future travelers could see the context of a particular stay and decide how closely it matched the trip they were considering.

- The team consolidated reports of bad-faith replies for moderators, downvoted those replies and upvoted helpful comments to keep them visible.

- We gave policy answers clear headings, dates and links. A traveler opening a cited thread from ChatGPT, Perplexity or Google's AI Overviews could follow the same evidence back to the underlying policy or guest account.

The Results

- Within 8 to 10 weeks, 21 negative threads lost first-page visibility for searches about the brand as newer discussions gained ground. This measures the results travelers encountered when they searched. An older complaint could still exist in its original thread.

- Twenty-nine balanced or positive posts ranked for key brand and destination queries. Twelve appeared above the fold and in AI Mode. That gave trip planners access to more recent accounts at the point where they were comparing destinations or deciding whether to contact the property.

- Across the 15 traveler questions the campaign prioritized, 84% of the AI summaries assessed were positive or neutral. The summaries frequently cited updated policy and guest-report threads. The percentage groups positive and neutral summaries together and describes that set of questions.

- The client reported a 38% season-over-season increase in booking inquiries from organic search and Reddit referrals. It also reported a 26% drop in refund or concern tickets specifically tied to noise and wait times. One figure captures interest before a booking. The other concerns the two issues that had brought people to those threads.

- The client reported a 35% reduction in customer service time spent explaining the same fixes again. Staff could link to an answer that already combined the date, the change and its supporting evidence when another traveler asked about the issue.

Travelers researching the Aruba brand could find a recent, verifiable answer alongside an older complaint. The inquiries and service figures gave the business a way to see how that change showed up both before a stay and when guests needed help.