



**Andrew Wiens**  
International DMO Manager

**390+**

**million**

unique monthly visitors\*

---

**465+**

**million**

reviews and opinions

**120+**

**million**

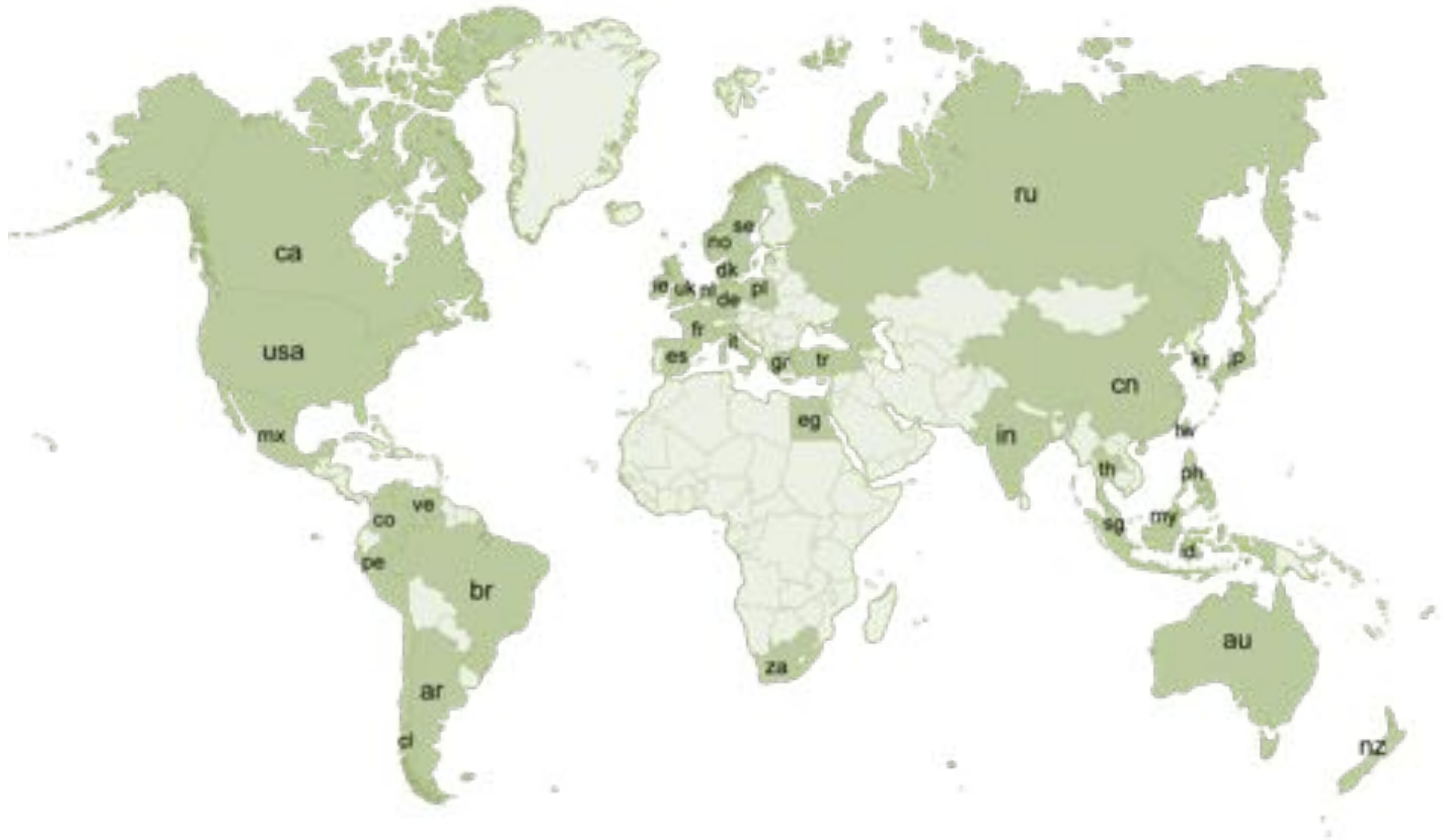
TripAdvisor members

---

**280+**

user contributions  
every minute

■ TripAdvisor operates sites in 48 countries & in 28 languages





# 1,000,000,000

people view TripAdvisor content on sites  
other than TripAdvisor each month





---

# 340 MILLION TRAVELLERS

## DOWNLOADED TRIPADVISOR APPS

---

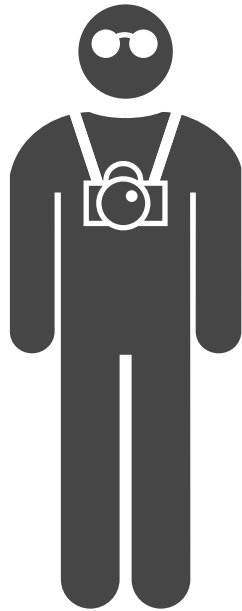




**THE POWER OF REVIEWS**

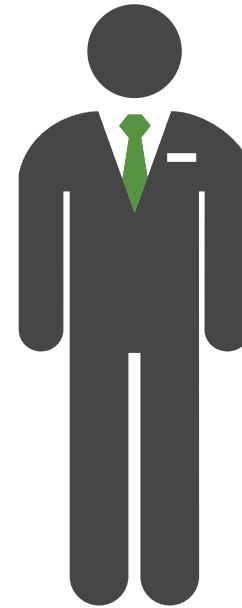


# Do Online Reviews Impact Booking?



89%

of global travelers say  
reviews are influential when  
choosing where to book



96%

of global hotels say  
reviews are influential  
in generating bookings

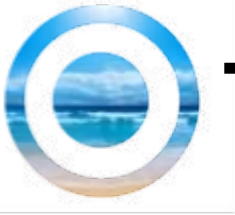
**What is the ROI  
of social media?**

**11.2%**

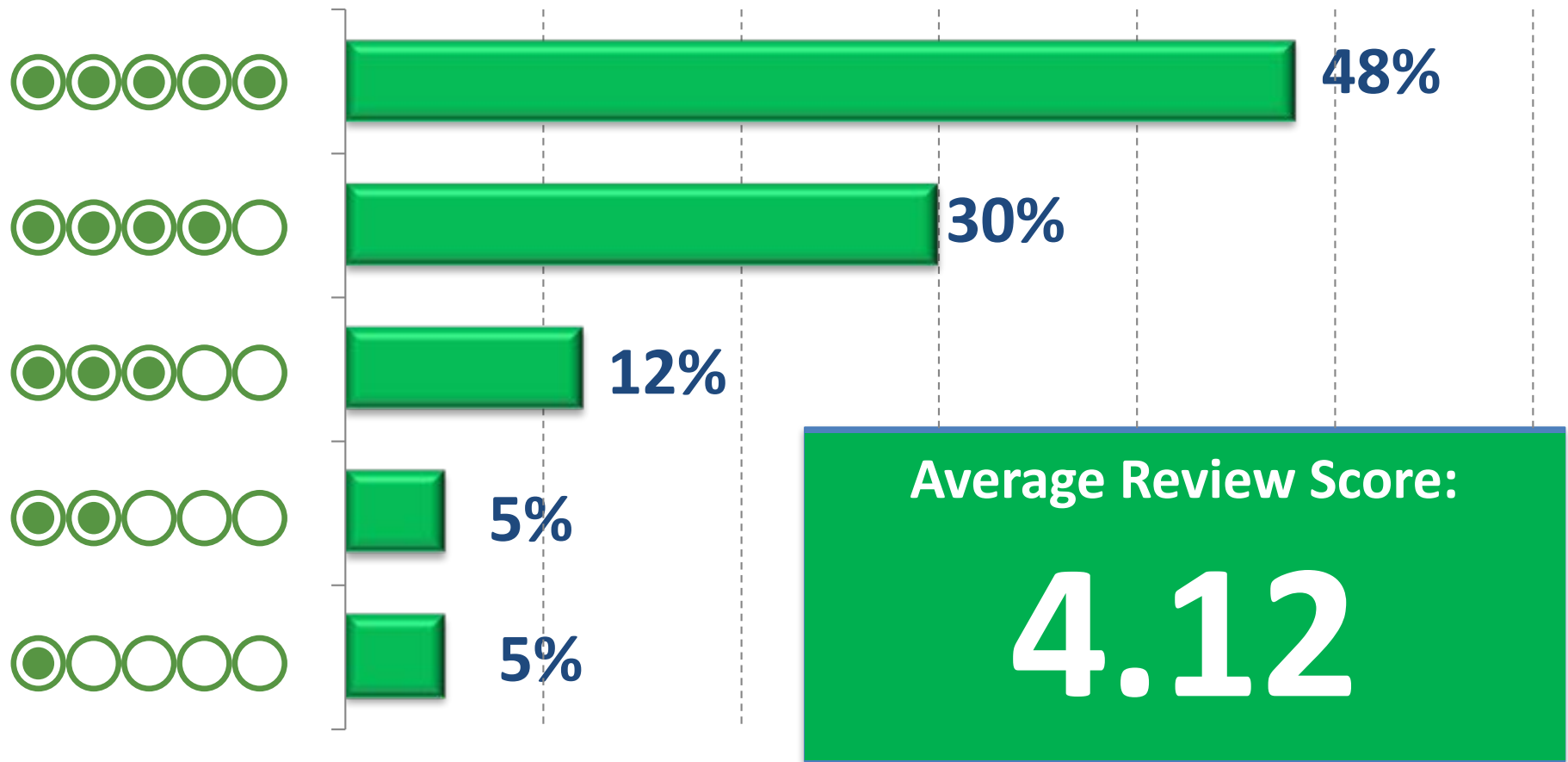


# EMBRACE FEEDBACK





# TripAdvisor reviews are largely positive



**50%** of TripAdvisor users reference  
TripAdvisor reviews before booking

**80%** read at least 6-12 reviews  
before making a decision



# Reviews means more \$\$\$

- If prices are the same, users are 3.9 times more likely to choose a hotel with higher review scores
- When prices are increased hotels with higher review scores, people are still likely to book
- 76% of customers were willing to pay more for a hotel with higher review scores





# TAKE CONTROL



# Factors driving traveler engagement

*(ranked by level of impact on traveler engagement<sup>1</sup>)*



Number of photos



Total number of reviews



Management responses in the past year



Number of reviews in the past year

# Use the Management Center

The screenshot shows the TripAdvisor Management Center interface for a property named "Schrute Farms". At the top, there's a green navigation bar with the TripAdvisor logo and user account information. Below this, the main header reads "Schrute Farms Management Center". A welcome message states: "Welcome to your Management Center! This is where you will find free tools and content resources to manage your business' online reputation, engage the TripAdvisor traveler community, and attract guests. See our video and guide on how to market your business on TripAdvisor for how and get started today!"

A prominent blue banner for "Instant Booking" is displayed, stating: "Make it easy for customers to book with you directly on TripAdvisor — and own the reservation and the relationship from the beginning. Simple pay-per-stay commission model." To the right, a "Your property overview" sidebar shows "Schrute Farms on TripAdvisor" with a 4.5-star rating, 11 reviews, and a "Bookable" status. It also includes links for "Property Dashboard" and "Review Performance Report".

The main content area features several tool tiles:

- Manage your TripAdvisor page:** Enhance your listing, upload photos and videos, request updates to your business details, rates and booking info, track performance, and more.
- Manage your reviews:** Review what your customers are saying about you and post your reply.
- Widgets for your Website:** Use our downloadable badges and widgets on your own website to display your TripAdvisor ratings and reviews, encourage customer reviews and create photo slideshows.
- TripAdvisor Insights:** Dive at this new section of the site as part of daily brand, post content posts, post hospitality marketing university. Basically, it's your essential hospitality marketing resource.
- Review Express:** Encourage more reviews! Review Express makes it easier than ever to request recent visitors to write reviews.
- Get your TripAdvisor Facebook App:** Engage your fans by adding TripAdvisor traveler reviews and photos to your Facebook page with our newly redesigned app.
- TripAdvisor GreenLeaders:** Our GreenLeaders program recognizes hotels and B&Bs that successfully integrate environmentally preferable practices into their everyday business. Learn how to participate.

At the bottom, a promotional banner for "TripAdvisor Green" offers a "Boost Reviews and Your Business: Take 40% Off in the TripAdvisor Store" with a "Use Your Discount" button.

# Register to get started

[www.tripadvisor.ca/Owners](http://www.tripadvisor.ca/Owners)



## Step 1

Search for your business.

A screenshot of the 'Claim Your Listing' form on TripAdvisor. The form is titled 'Claim Your Listing' and includes a disclaimer: 'In order to increase security levels, prevent instances of fraud and ensure the best experience for all business representatives, TripAdvisor requires business registration and verification.' The form fields include: 'First Name', 'Last Name', 'Business Phone', 'Business Email', 'Type of Business' (a dropdown menu), and 'Preferred Email Language' (a dropdown menu). Below these fields, there is a checkbox for 'Get notified by email about new reviews and helpful questions for your business'. A section titled 'Please click the statements below to indicate you understand and accept these terms.' contains two checkboxes: 'I certify that I am an authorized representative or affiliate of this establishment and have the authority to register as a business representative. The information I have entered into this form is neither false nor fraudulent. I also understand that TripAdvisor may disclose my name and affiliation to other verified representatives of this establishment.' and 'I have read and accept TripAdvisor's Terms of Use and Privacy Policy'. An orange 'Continue' button is at the bottom.

## Step 2

Fill in details and sign in.

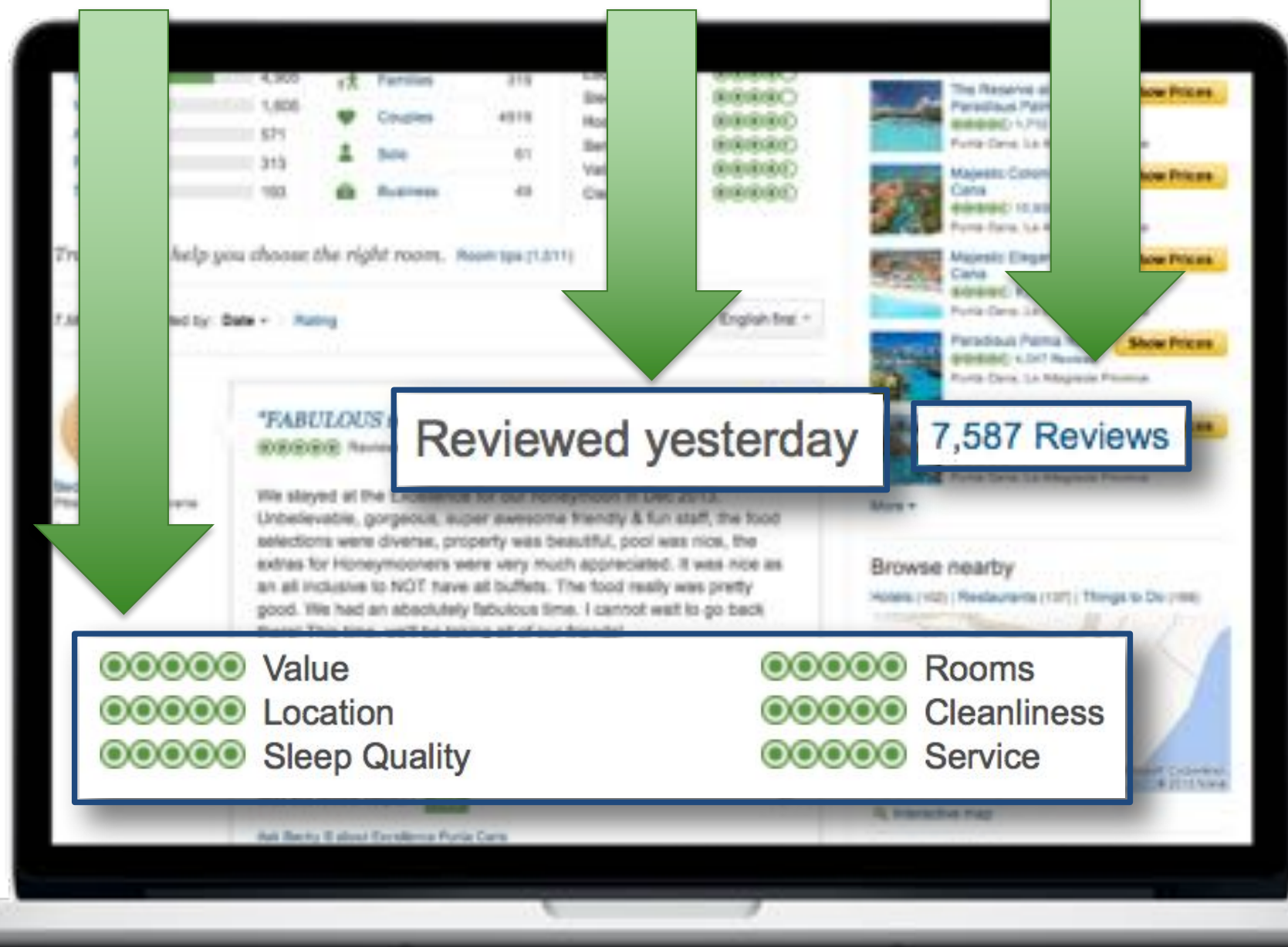


# Key factors that influence your popularity

QUALITY

RECENT REVIEWS

QUANTITY



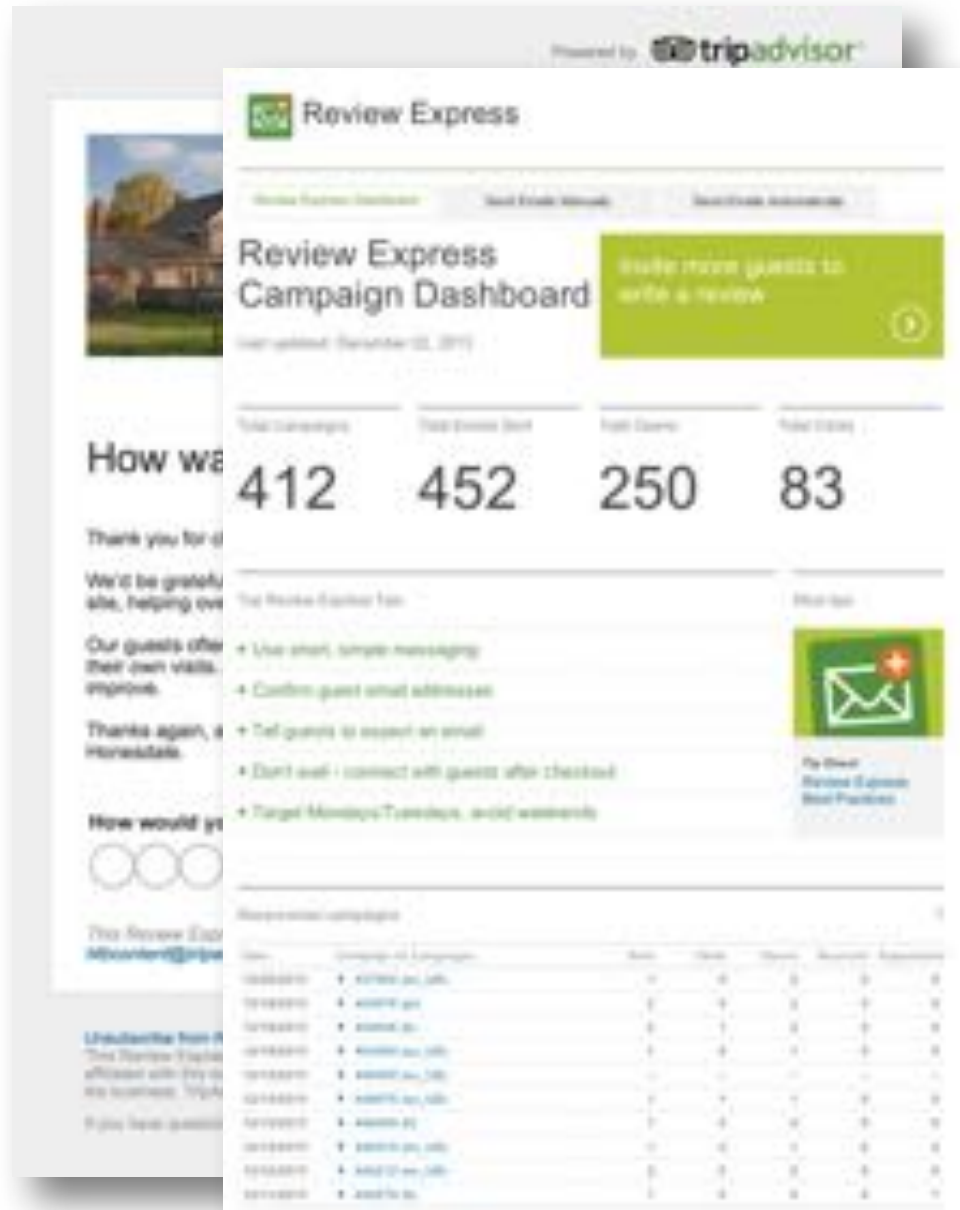
# ENCOURAGE FEEDBACK





# Review Express

Easier than ever to ask guests to write a review on TripAdvisor!



- Engage with guests after they have stayed to encourage valuable feedback for your business
- Use customizable templates to easily email recent guests
- Use campaign dashboard to monitor incoming reviews and optimize campaigns
- It's FREE!

# Review Express Case Study: BREW-ed Brewery & History Walking Tours

- Located in Asheville, NC
- Review Express delivers more than half of their reviews
- Using Review Express takes them less than 10 minutes a week
- Moved from the bottom of the popularity rankings to the top 3





# Review Express

- ✓ Confirm guests' email addresses as they arrive or leave
- ✓ Send Review Express emails regularly every week
- ✓ Try to reach guests sooner, rather than later (within a few days of visit)
- ✓ Send earlier in the week and try to avoid weekends and holidays

# SPEAK UP



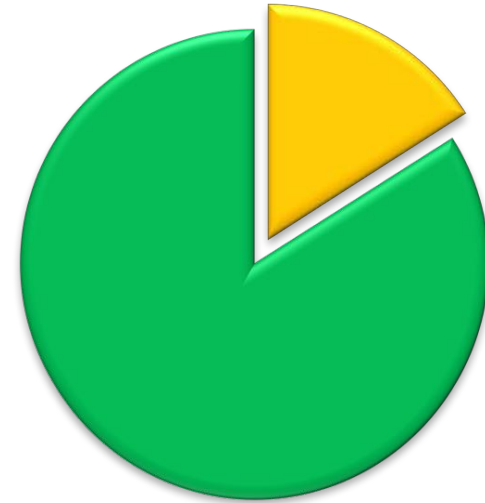


## Management Responses influence traveler



80%

say seeing a hotel management response to reviews *makes me believe that it cares more about its guests.*



85%

say an *appropriate* management response to a bad review improves my impression of the hotel.

# Write a Management Response

"Great stay."



3 people

Stayed

Target

had 4

resta

friendl

Stayed



Anthony L, General Manager at Hilton Garden Inn Minneapolis Downtown,  
responded to this review

March 13, 2013

Amy W.

We are so glad you enjoyed your experience with us at the Hilton Garden Inn! I hope the Disney on Ice show was enjoyable as well. Thank you for the feedback about the hotel, specifically the promptness of the valet staff and great restaurant experience. I hope the kids were able to play in the pool as well.

Hope to have you back again on your next trip to Minneapolis.

Anthony Leitz

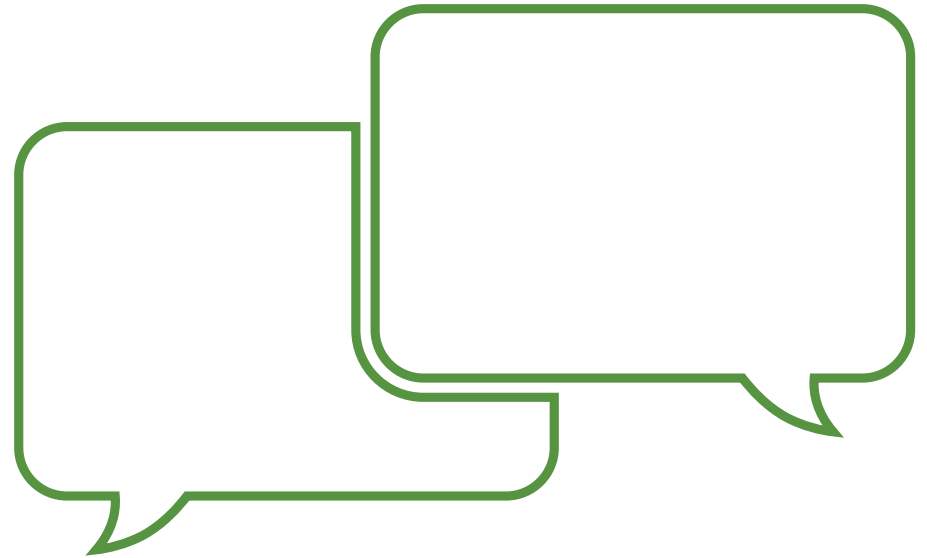
General Manager

Hilton Garden Inn Minneapolis Downtown



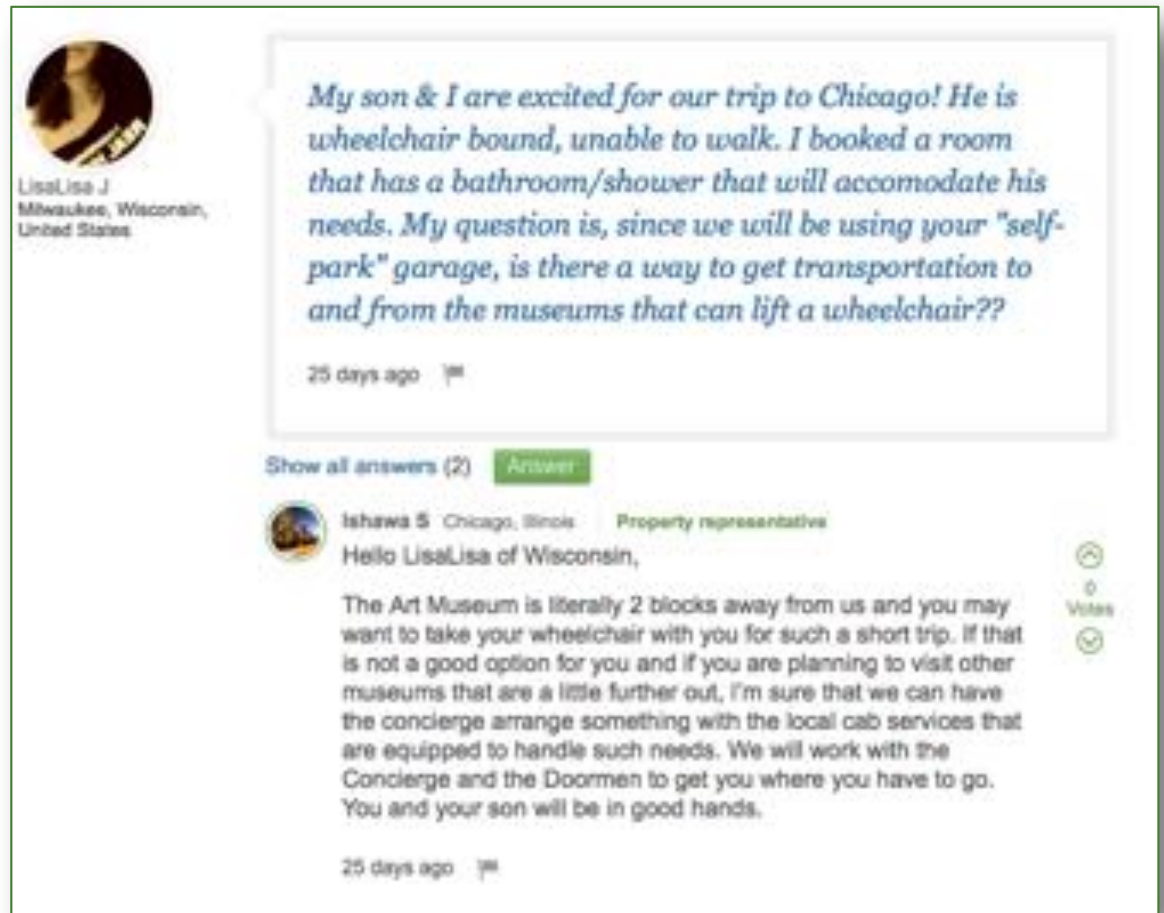
## Management Responses: Best Practices


1. Sign up for review notification emails
2. Read our guidelines
3. Respond promptly
4. Say “thank you”
5. Be original in reply
6. Highlight positives
7. Address specific complaints
8. Be polite and professional



# Question and Answers

- Provide timely answers to questions travelers ask before they book – and help influence that booking decision
- Introduce yourself and demonstrate your commitment to guests
- Set guests' expectations
- Accommodations receive email notification when new question is asked
- Questions can be answered via your property page




  
LisaLisa J.  
Milwaukee, Wisconsin,  
United States

*My son & I are excited for our trip to Chicago! He is wheelchair bound, unable to walk. I booked a room that has a bathroom/shower that will accomodate his needs. My question is, since we will be using your "self-park" garage, is there a way to get transportation to and from the museums that can lift a wheelchair??*

25 days ago

Show all answers (2) [Answer](#)

  
Ishawa S. Chicago, Illinois **Property representative**

Hello LisaLisa of Wisconsin,

The Art Museum is literally 2 blocks away from us and you may want to take your wheelchair with you for such a short trip. If that is not a good option for you and if you are planning to visit other museums that are a little further out, I'm sure that we can have the concierge arrange something with the local cab services that are equipped to handle such needs. We will work with the Concierge and the Doormen to get you where you have to go. You and your son will be in good hands.

25 days ago

0 Votes



**PAINT YOUR PICTURE**





Source: PhoCusWright's "Custom Survey Research Engagement," prepared for TripAdvisor. December 2013







**SING YOUR  
PRAISES**







**Hillside Beach Club** @hillsidebeachclub · Feb 5

We proudly receive **Travelers' Choice 2014 Award** from @TripAdvisor! We are very grateful to you for your love! [pic.twitter.com/YW6uL02kg](http://pic.twitter.com/YW6uL02kg)

Expand

Reply Retweet Favorite More



## THE MILESTONE IS NAMED THE UK'S NUMBER ONE HOTEL IN THE TRIPADVISOR 12TH ANNUAL TRAVELLERS' CHOICE AWARDS

Like Tweet Retweet

Date: Wednesday, 22 January 2014

The Milestone is named the UK's number one hotel in the TripAdvisor 12th Annual Travellers' Choice Awards.

The Milestone Hotel has led the rankings in the TripAdvisor 12th Annual Travellers' Choice Awards and has been named the UK's Best Hotel. Further to this achievement, The Milestone has also been named the number four hotel in Europe and eleventh in the world.

Across all of the award categories, it proved a fantastic year for The Red Carnation Hotel Collection with the further success of 11 of its properties recognised in the rankings. Of Red Carnation's London properties, the five-star Hotel 41 was named 10th Best Small Hotel in the UK, 10th Best luxury hotel in the UK and 10th Best independent Restaurant in the UK. The five-star Regent River Hotel in Brighton was named fourth Best Small Hotel in the UK, and 11th in Europe. The four-star hotel, The Grosvenor Mayfair was named 21st Best Small hotel in the UK and The Montague on the Gardens in Bloomsbury 20th Best Small hotel in the UK.

Summer Lodge Country House Hotel in Dorset was named eighth Best Small hotel in the UK and in Guernsey The Old Government House Hotel was named 21st Best luxury hotel in the UK.

Belfrage Estate in the West of Ireland, which Red Carnation acquired in June 2013, was named ninth Best hotel in Ireland, tenth in Ireland for Best Luxury hotel and 13th in Ireland for Best hotel for Romance. In Geneva, Red Carnation's Hotel d'Angleterre was named third Best hotel in Switzerland and 21st in Europe, and third best luxury hotel in Switzerland.



**Beachcomber Hotels** @beachcomberhotels · Jan 22

Congrats to Dinorbin, 2nd among the Top 25 Hotels in Africa by #TripAdvisor Travelers' Choice Awards 2014 #Africa pic.twitter.com/vWylePmgg

Expand

Reply Retweet Favorite More



Our guests have given us the ultimate gift this season: the TripAdvisor Certificate of Excellence Award! Wood-woof! [pic.twitter.com/Wb2470JLa](http://pic.twitter.com/Wb2470JLa)

Expand

Reply Retweet Favorite More



**Mar Le Mar Club** @marlemarclub · Jan 28

We are a 2014 **TripAdvisor Travelers' Choice Winner**! Thanks to all our guests! [tripadvisor.ru/TravelersChoice](http://tripadvisor.ru/TravelersChoice) via @tripadvisor #TravellersChoice

Expand

Reply Retweet Favorite More

## Order your TripAdvisor sticker

Visit your Management Center's "Free marketing tools" section



**75%**  
of TripAdvisor  
members  
surveyed say they  
are more likely to  
use a business  
with a TripAdvisor  
endorsement on  
display



# TripAdvisor for Business resources

- Management Center

— [www.TripAdvisor.ca/Owners](http://www.TripAdvisor.ca/Owners)

- <http://www.tripadvisor.ca/TripAdvisorInsights>





## **TripAdvisor Tips**

- 1 Register with the Management Center**
- 2 Include a description of hotel and amenities**
- 3 Add photos and videos**
- 4 Encourage reviews**
- 5 Get notified of reviews and track reviews**
- 6 Write a management response**

