

Bermuda Tourism Summit 2017

Getting the Most Out of TripAdvisor & Your Online Presence

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Agenda

TripAdvisor Overview

Content Integrity

Impact of Reviews

Managing Your Online Reputation

Power Your TripAdvisor Presence

Additional Resources + Summary

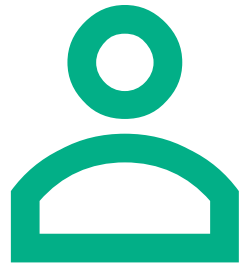


TripAdvisor Overview



About TripAdvisor

TripAdvisor is the world's largest travel site*



415M

Average unique
monthly visitors**



49

Markets
worldwide



535M

Reviews and
opinions

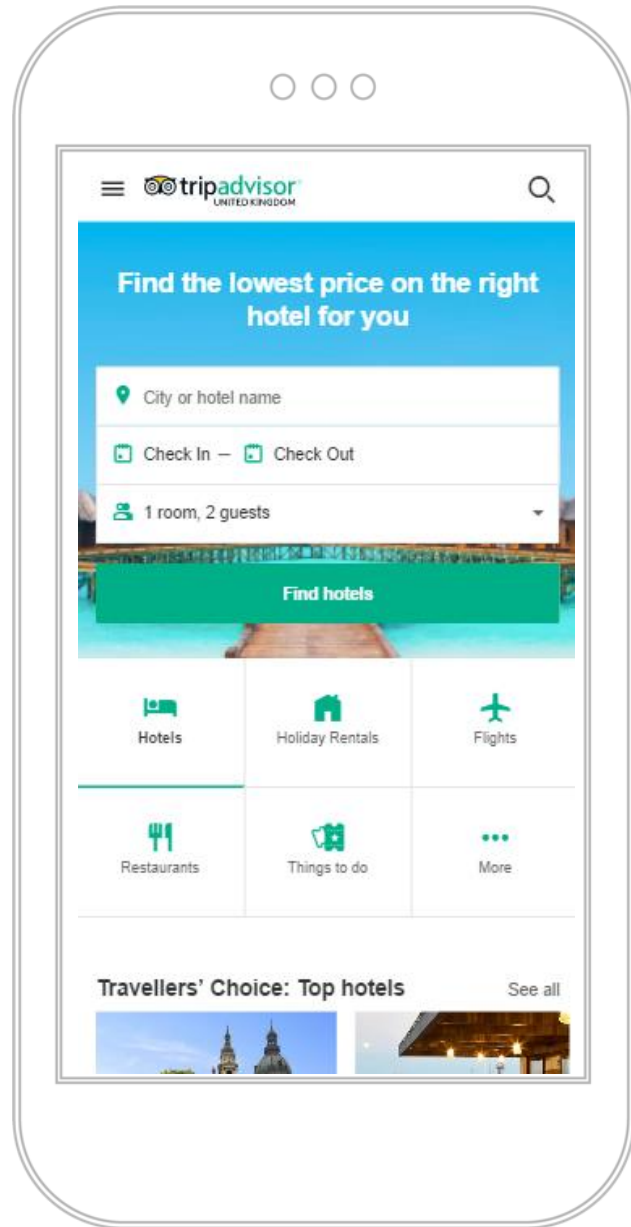


7.1M

Accommodations,
restaurants and attractions

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, May 2017

** Source: TripAdvisor log files, Q2 2017

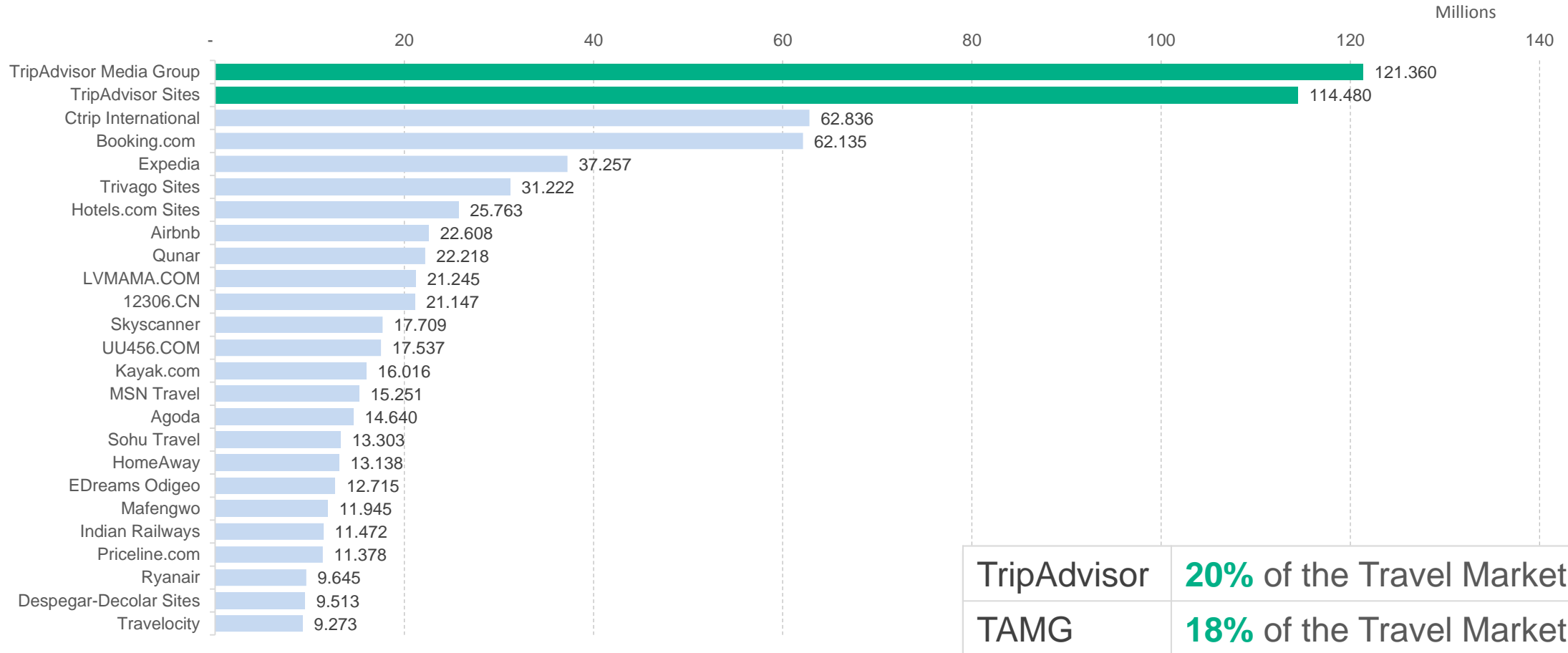


The World's Most Downloaded Travel Apps

420+ Million Downloads

TripAdvisor: Worldwide

TAMG remains as the largest travel player worldwide



Source: comScore May 2017
 Note: For comparison purposes data above reflects Desktop only

TripAdvisor Media Group

TripAdvisor, Inc. operates websites under 22 other travel media brands



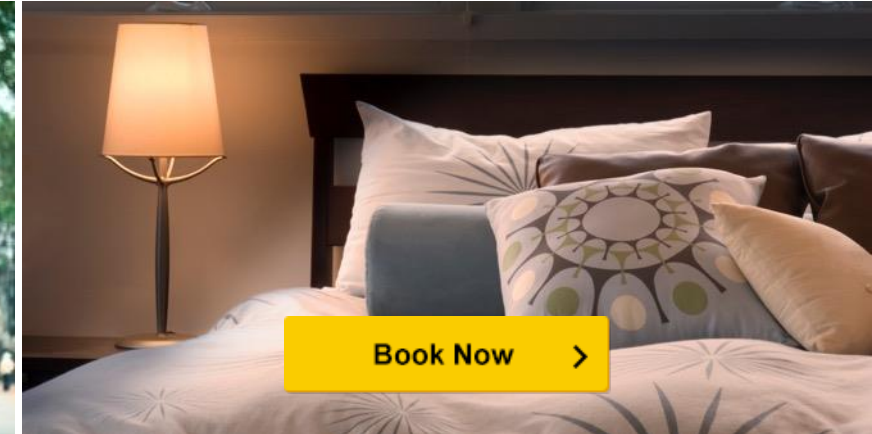
Now providing travelers with an end-to-end travel solution



218,000+ Restaurants
now bookable on TripAdvisor



32,000+ Attractions
now bookable on TripAdvisor



450,000+ Hotels
now bookable on TripAdvisor



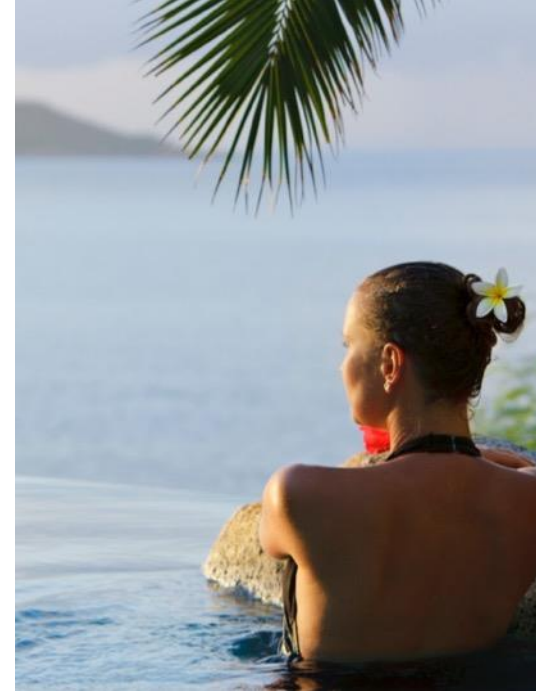
Content Integrity



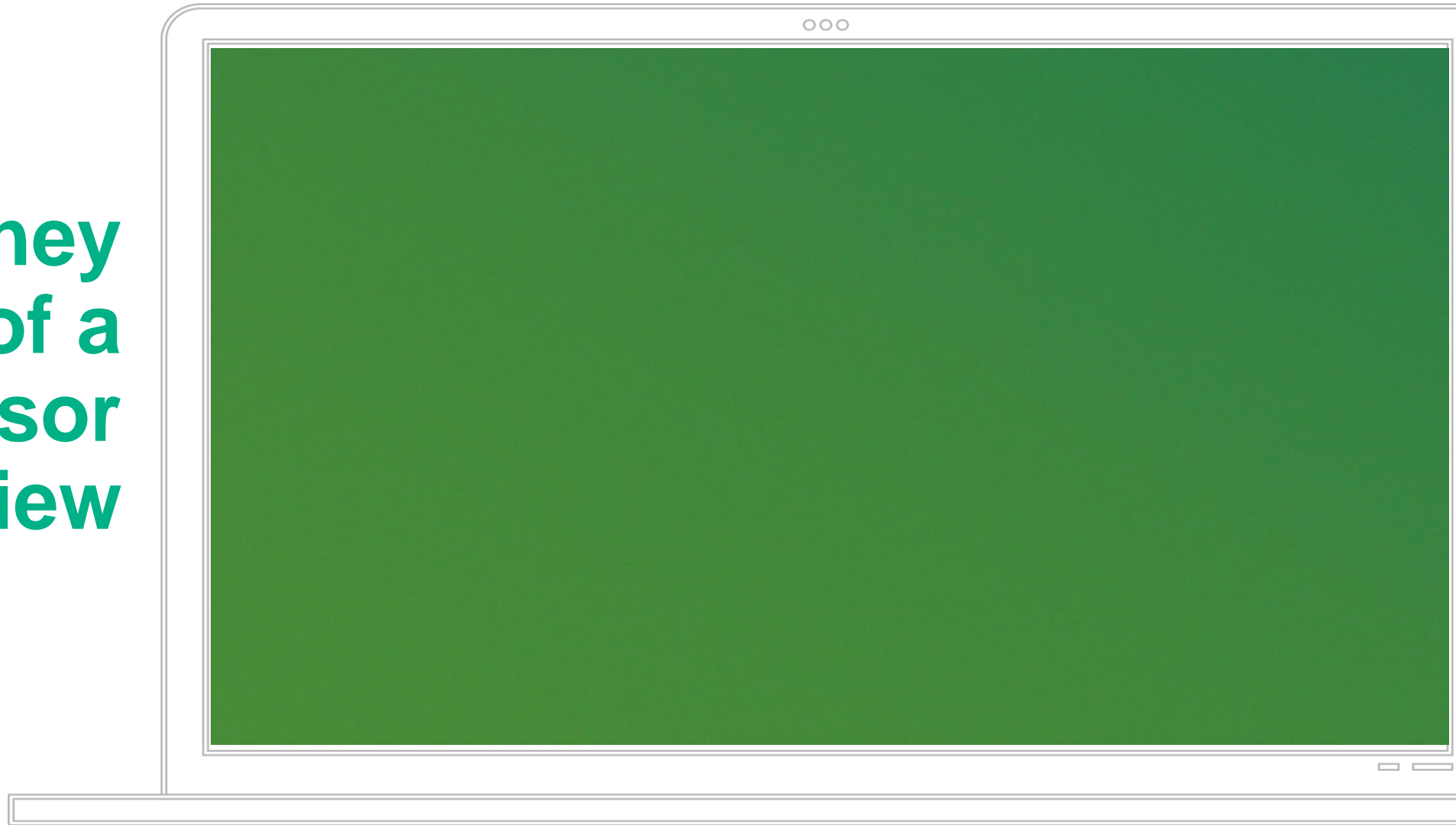


What We Believe

1. We believe we are the **industry leaders** in review fraud detection.
2. We believe traveler reviews have **revolutionized travel**.
3. We believe TripAdvisor has **levelled the playing field** for business small and large to compete.
4. We believe in customers' **right to write**.



The Journey of a TripAdvisor Review



Examples of Reviews Which Violate Our Guidelines



K.H. D

📍 13 👍 3



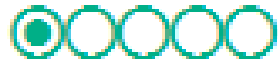
"There was a long wait, the food was cold and they refused to use my Promo Code #1234"

Reviews containing personal or exclusive information



Kevin G
Woodworth,
Louisiana

📍 21 👍 8



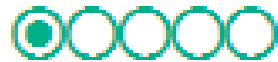
"I stayed here 5 years ago and still think about the terrible service we received."

Reviews from a non-recent trip



Memoirsofatr...
Dubai, United
Arab Emirates

📍 19 👍 12



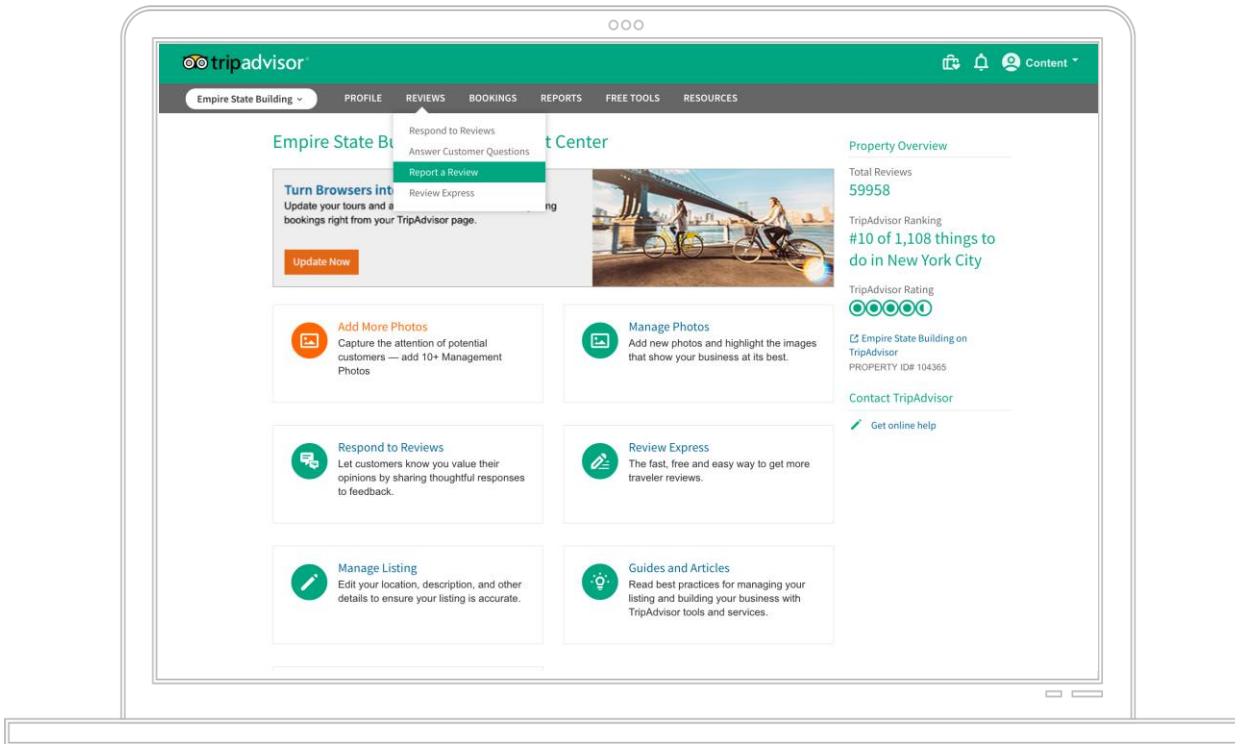
"A friend of mine rented a bike from this business recently and said the tires were flat and the staff were largely unhelpful."

Second-hand information

6 Facts About How We Moderate Reviews

1. Every review goes through a tracking system before it is published
2. If the system spots something suspicious, our team of content specialists step in to investigate
3. Our team has over 300 specialists covering all 28 languages supported on the site
4. We have over 15 years' experience moderating traveller reviews
5. The fraud detection techniques we use are adapted from industries such as banking
6. Anyone who uses the site – including business owners - can report a concern with a review, and every report is investigated by our content specialists

Reporting Fraud or Blackmail



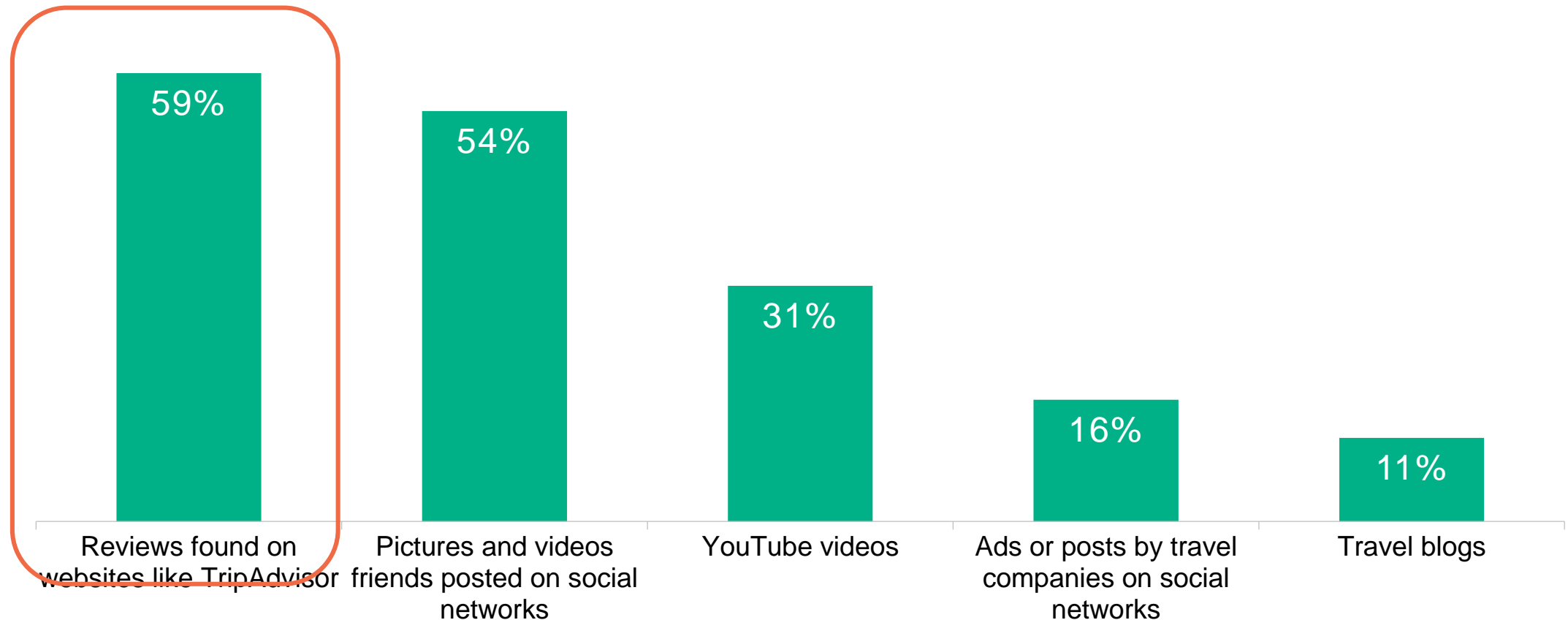
- Report blackmail threats immediately
- Provide as many details as possible - this information will help us identify the review if it's submitted at a later date
- Retain any relevant documentation that might be useful should you be contacted for additional information
- Post a Management Response so other travelers can read what you have to say



Impact of Reviews



The Most Influential Channels on Travel Decisions



The Power of Reviews for Hotels



96%

of travelers consider reviews important when planning & booking hotels

83%

will “usually” or “always” reference TripAdvisor reviews before making a booking decision on a hotel

The Power of Reviews for Restaurants and Attractions



85%

of travelers will "usually" or "always" reference TripAdvisor reviews before booking a restaurant

79%

will "usually" or "always" reference TripAdvisor reviews before deciding on an attraction to visit

Understanding the Motivation to Share



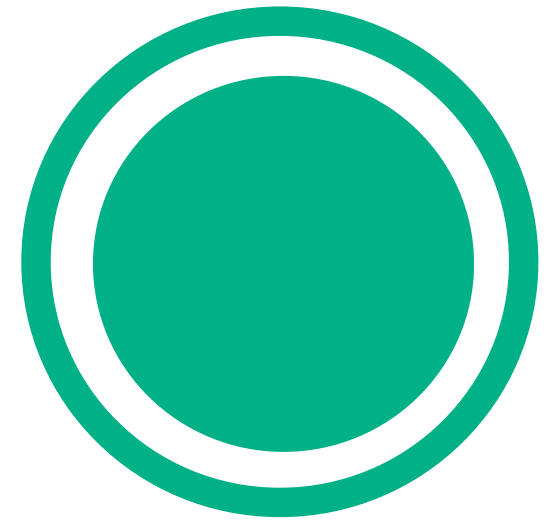
73%

Of TripAdvisor users reported that they wrote a review in the past year because they wanted to share a good experience with travelers



70%

Of TripAdvisor users wrote a review in the past year because they received good advice from reviews and wanted to give back to the community






4 out of 5

Is the average bubble rating on TripAdvisor

Understanding the Motivation to Share

The drive to share positive experiences far outweighs that of negative or average experiences

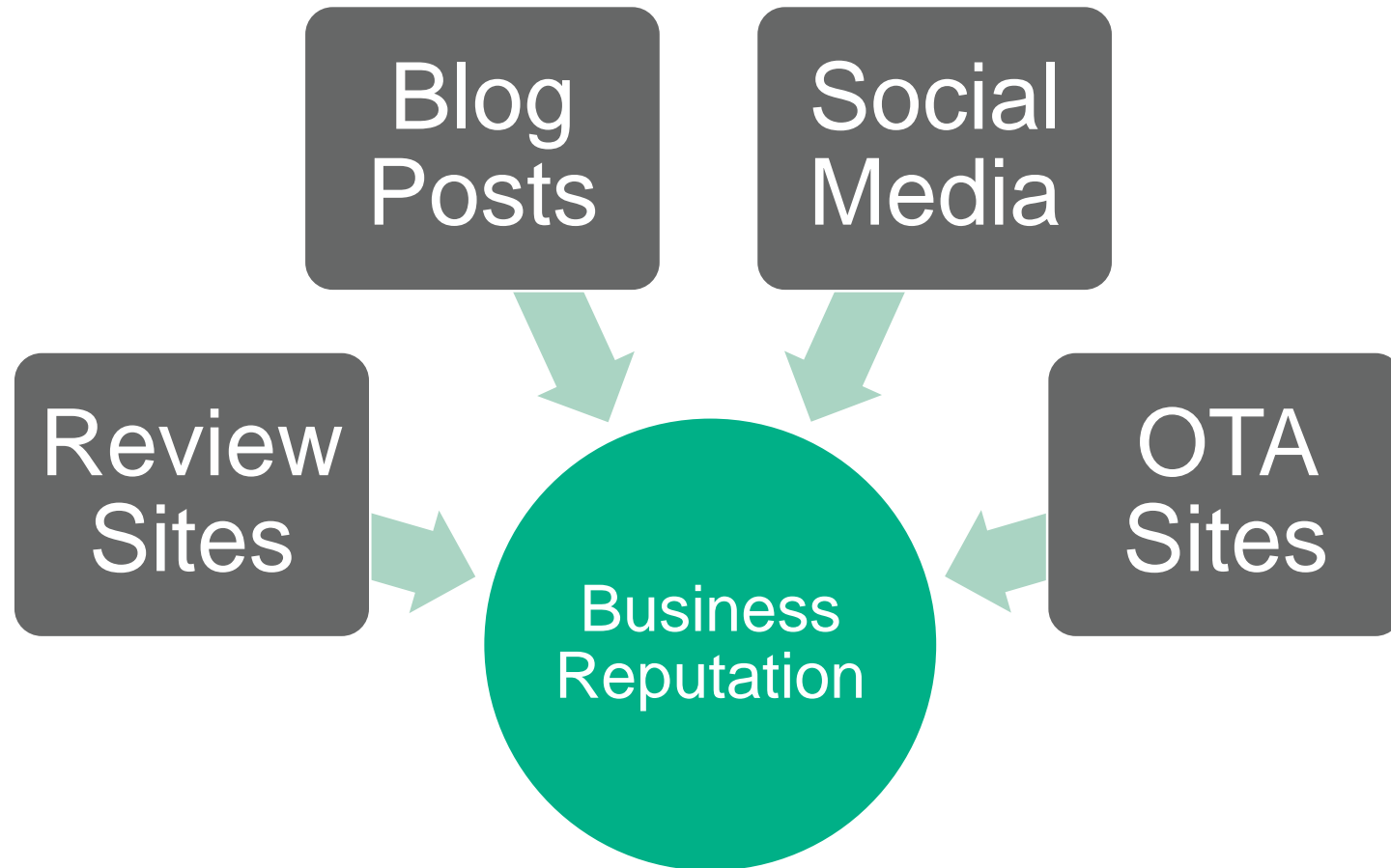
			
Restaurants	93%	3%	4%
Local Attractions and Destination Activities	91%	5%	4%
Hotels	84%	7%	9%
Airlines	84%	9%	7%
Home or Apartment Rentals	80%	16%	4%
Car Rental Companies	72%	15%	13%



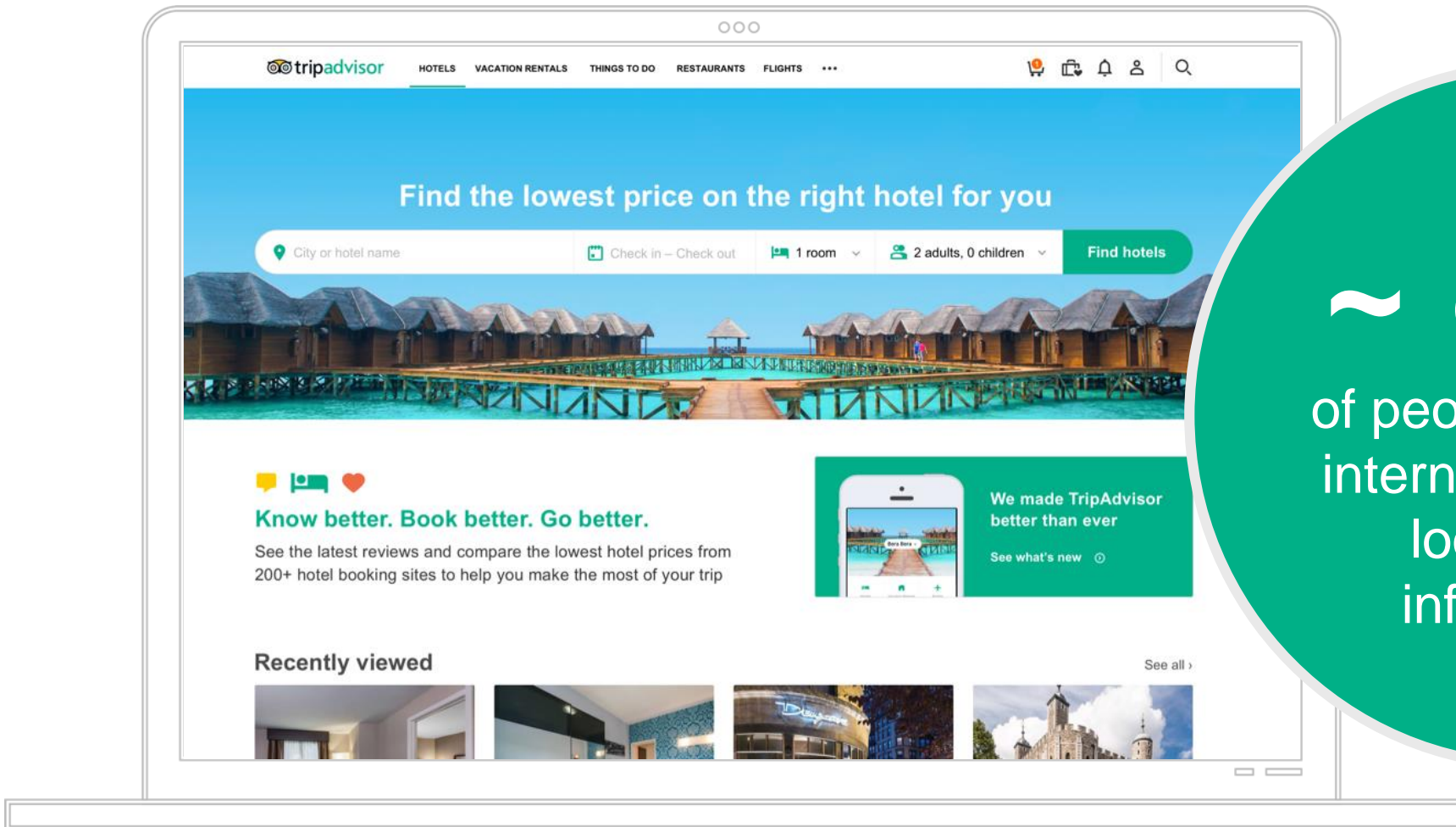
Managing Your Online Reputation



The Challenge: A Business' Online Reputation is Created by the Perceptions of Others



Research Begins Online



~ 80%
of people go to the
internet first when
looking for
information

A Snapshot of a Business' Online Reputation

The screenshot shows a Google search for "Le Dream Boutique Hotel". The search results on the left are highlighted with red boxes. The right side of the screen shows a detailed listing for the hotel, including a map, photos, and booking options.

Search Results:

- Le Dream Boutique Hotel (Penang/George Town) - Best Time to Book ...**
www.tripadvisor.co.uk > ... > Penang Island > George Town > George Town Hotels
★★★★★ Rating: 5 - 247 reviews - Price range: £41 - £67 (Based on Average Rates for a Standard Room)
Book **Le Dream Boutique Hotel**, Penang on TripAdvisor: See 222 traveller reviews, 189 candid photos and great deals for **Le Dream Boutique Hotel**, ranked #2 ...
- Le Dream Boutique Hotel**
ledreamhotel.com/
We have chosen to specialize within the **hotel** industry by only operating **hotels** providing the highest level of professional hospitality to all people who stay with ...
- Book Le Dream Boutique Hotel Penang, Malaysia : Agoda.com**
www.agoda.com > Malaysia > Penang State > Penang
★★★★★ Rating: 9.1/10 - 185 reviews
Special rates on **Le Dream Boutique Hotel** Penang. Read real guest reviews, find great deals at a bes rate guarantee.Big discounts online with Agoda.com.
- Le Dream Boutique Hotel, George Town, Malaysia - Booking.com**
www.booking.com > Malaysia > Penang > George Town hotels
★★★★★ Rating: 9.3/10 - 416 reviews
Le Dream Boutique Hotel is located in George Town, 200 metres from Prangin Mall and 300 metres from Komtar. Guests can enjoy the on-site restaurant.

Hotel Listing Details:

- Le Dream Boutique Hotel**
- 4.6 ★★★★★ 26 Google reviews
- Boutique Hotel
- Address:** 139, Jalan Pintal Tali, George Town, 10100 George Town, Pulau Pinang, Malaysia
- Phone:** +60 4-251 9370
- Suggest an edit
- Ads **Book a room**
- Check in: Sun, 7 Aug | Check out: Mon, 8 Aug
- priceline.com: Best Price Guaranteed - 24/7 Customer Service | £62 >
- kayak.co.uk | £54 >
- View more rates
- Reviews: 26 Google reviews | Write a review | Add a photo

Step 1. Build Your Strategy

A strategy will shape your focus and help to guide your efforts

Identify your Target Audience

Know your business and who your key market(s) are

Set Realistic Goals

Set goals that help you target your best customers

Define Your Measures of Success

Determine how you will define success so that you can track your progress

Schedule Time to Review

Your strategy will shift and change as your business does so schedule time to reassess and reshape if required

Step 2. Create an Online Reputation Culture

“People often want a quick fix, but the best results come from a cultural shift that includes every employee in the process of earning positive reviews. This means setting clear goals and strategies, closely tracking reviews, and providing the training, empowerment and recognition employees need to achieve their potential.”

Daniel Craig - Founder, ReKnown





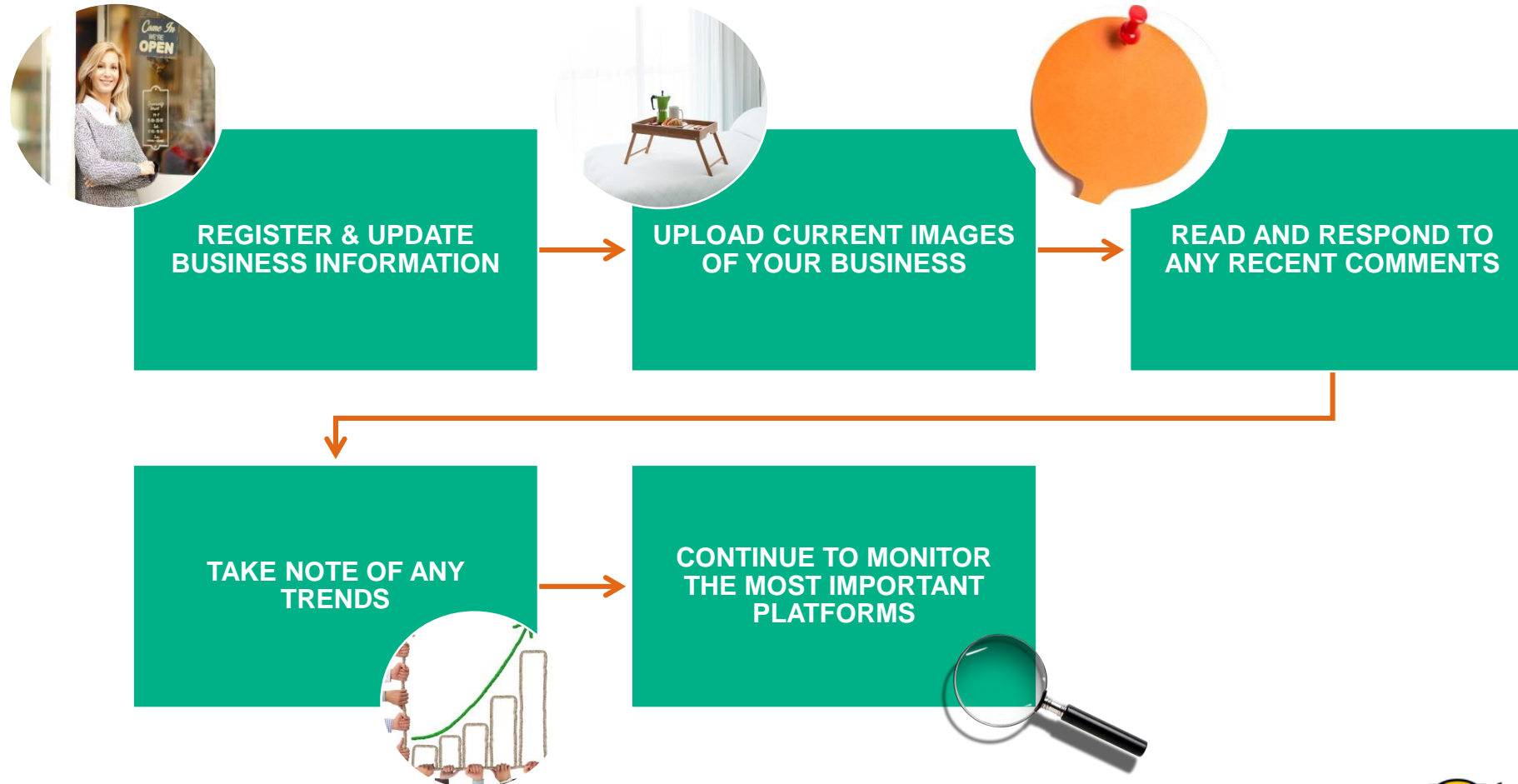
Step 3: Assess Your Current Online Presence

- Search for your business using a search engine. Don't forget to search for images as well.
- Familiarise yourself with conversations that are happening on social media sites.
- Build a list of the most popular websites that you appear on and get into the habit of checking regularly.

Hot Tip:

There are a number of free software programs that can help you find and track your online mentions

Step 4: Update Your Information Across All Sites





Things to Always Keep in Mind...

1. Commit to listening

2. Don't fear the feedback

3. Treat reviews like precious gems

4. Track the trends

5. Respond with a (virtual) smile

TripAdvisor Tools to Help Manage Your Online Reputation

Monitor Review and Performance Activity

Collect Reviews and Customer Feedback

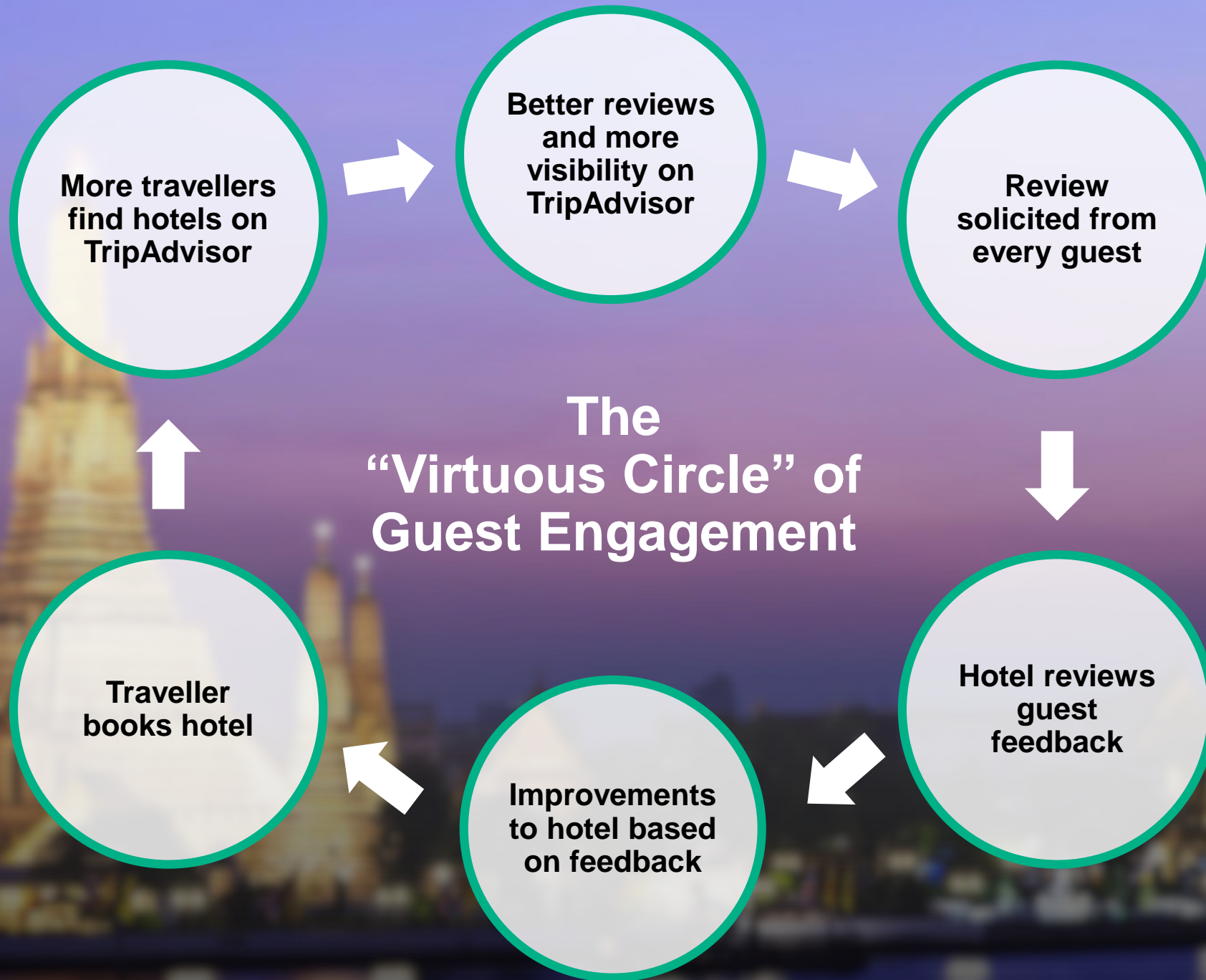
Promote Recognition and Customer Feedback

Respond to and Engage with Customer Feedback

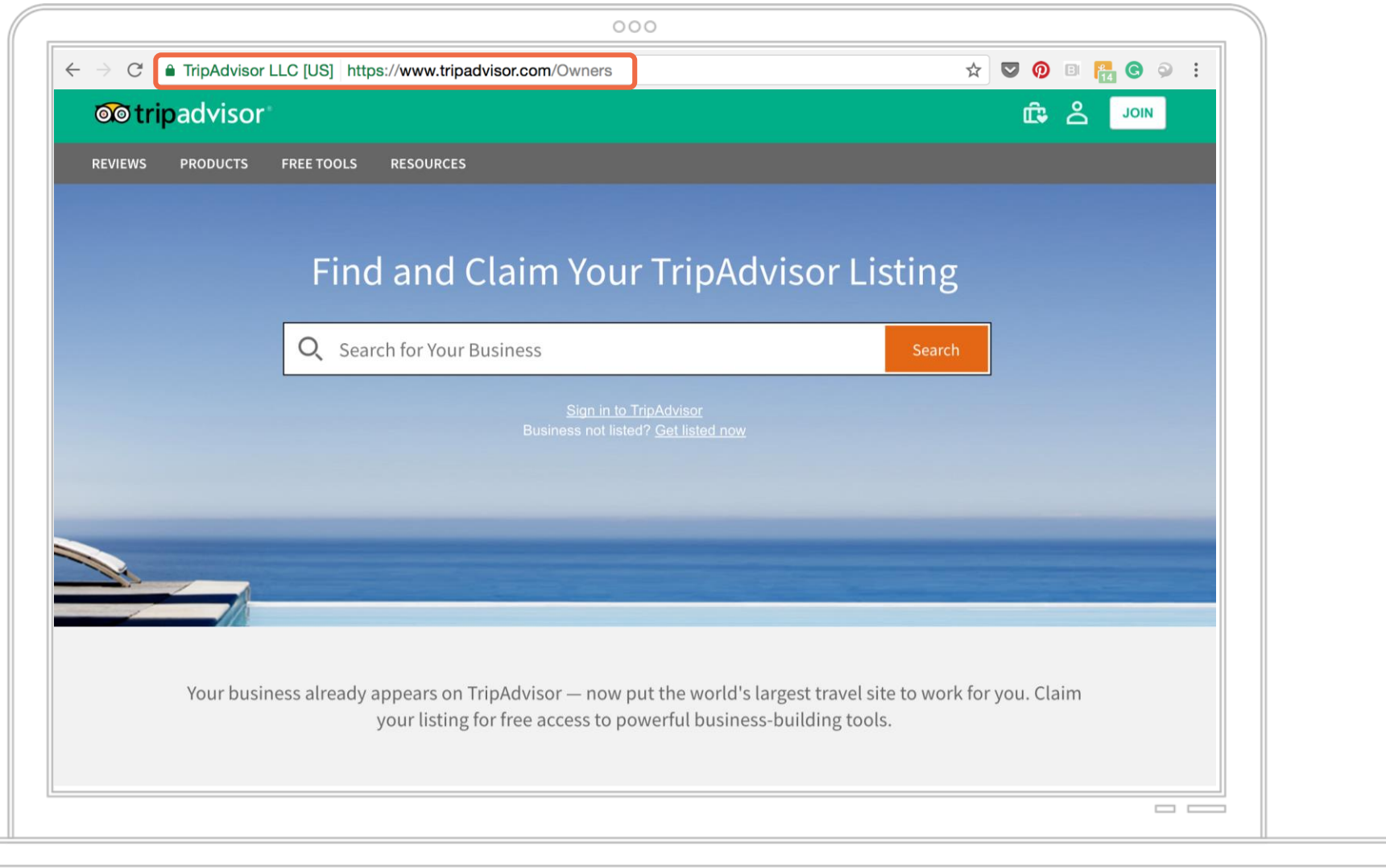


Power Your TripAdvisor Presence





Claim Your TripAdvisor Listing



Access the Management Center

Claiming your listing gives you access to the Management Center where you can:

Optimize Your Listing



Update your business description, add photos, and highlight amenities to attract traveler's attention

Manage Your Reviews



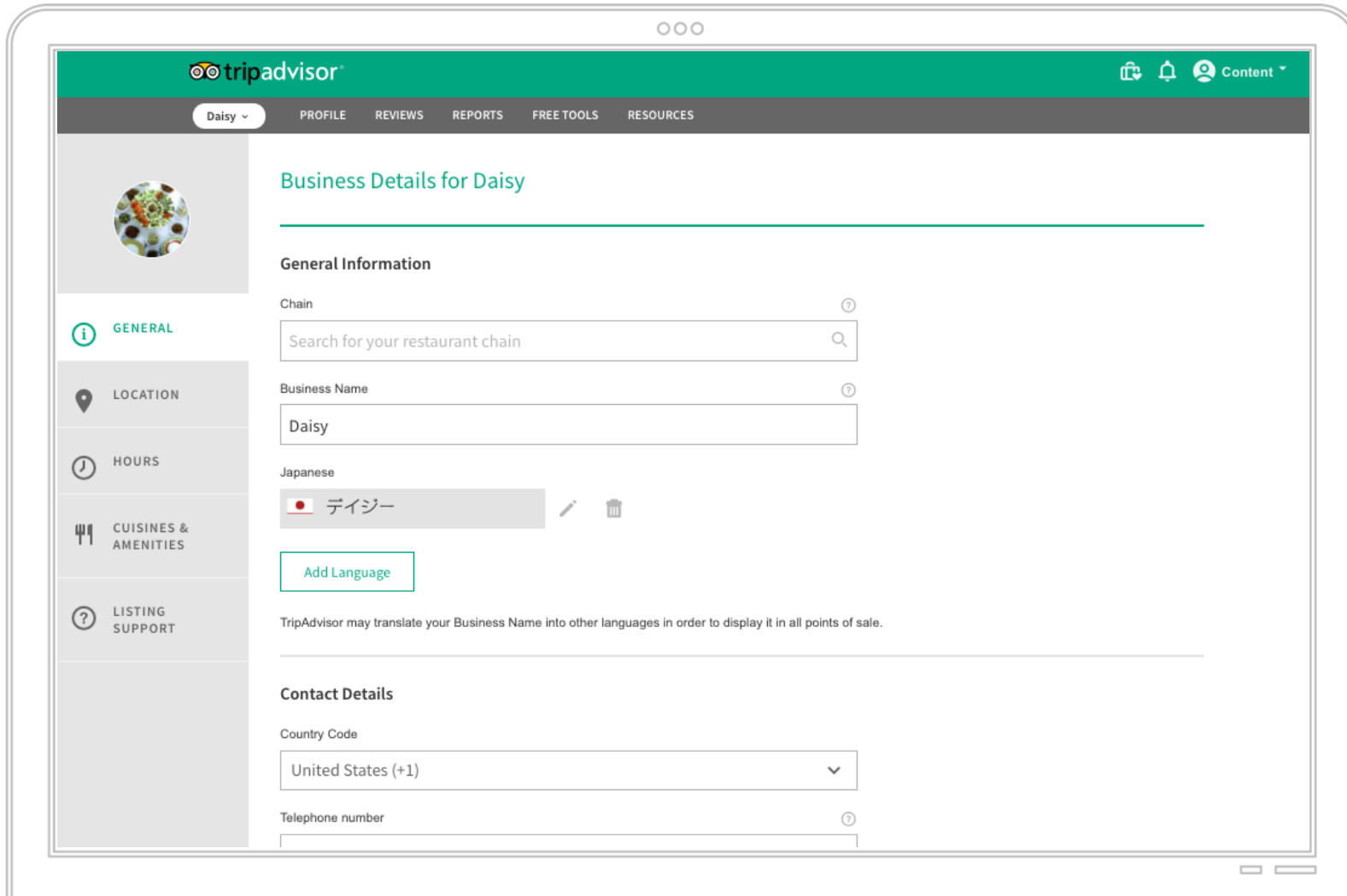
Generate more feedback with Review Express and join the conversation via Management Responses

Track Your Performance



Analyze how you're engaging with travelers on TripAdvisor and how you measure up against competitors

Edit Business Details



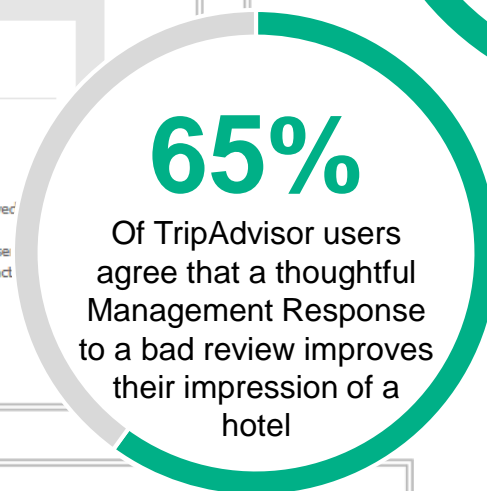
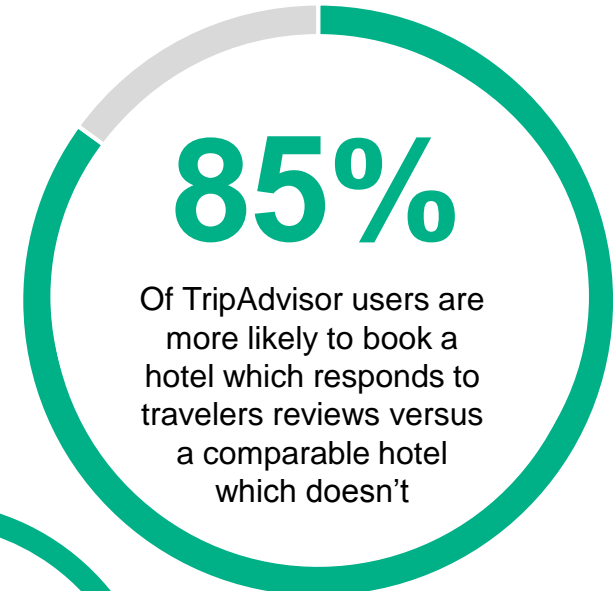
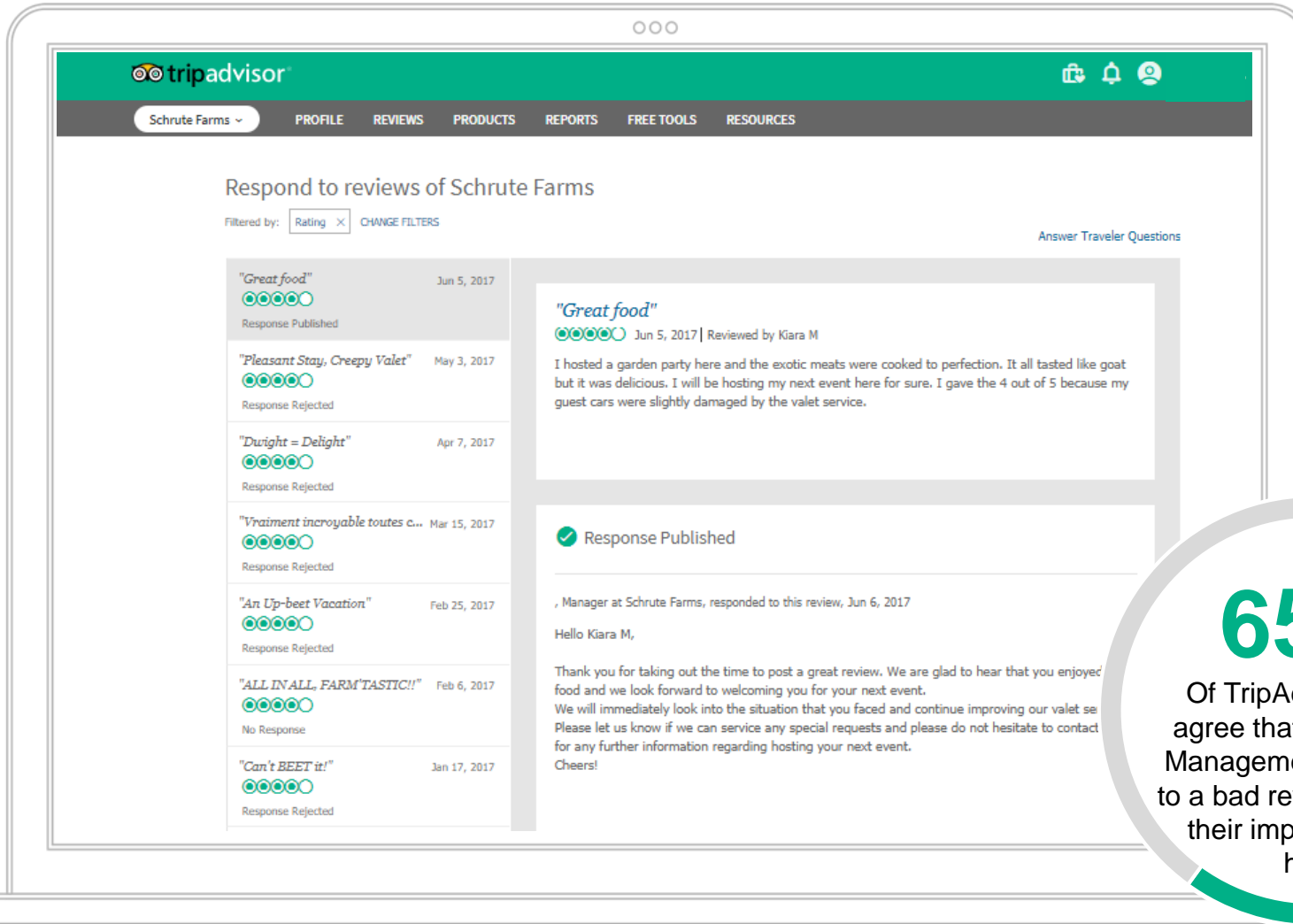
Upload & Manage Photos

The screenshot shows the TripAdvisor photo management interface for a user named 'Schrute Farms'. At the top, there is a navigation bar with links for PROFILE, REVIEWS, PRODUCTS, REPORTS, FREE TOOLS, and RESOURCES. Below this, a welcome message states: 'Welcome to your photos! Here you can easily manage the photos that appear on your TripAdvisor page. Read our Guide to learn how to choose your primary photo, edit Management Photos and upload new images.' A '+ Add More Photos' button is visible. The main content area is titled 'Schrute Farms Gallery' and includes a 'Where does this appear?' link. Below the title, there are two sections: 'MANAGEMENT PHOTOS (12)' and 'TRAVELER PHOTOS (281)'. The 'MANAGEMENT PHOTOS' section displays two images: a bridge at night and a snow-capped mountain. The 'TRAVELER PHOTOS' section is currently empty. Below these sections is 'Your Selected Photos', which includes a 'Where does this appear?' link and a 'PRIMARY PHOTO' section. The primary photo is a white goat in a field, marked with a '★ PRIMARY' badge. On the left side of the interface, there is a sidebar with navigation options: PHOTO OVERVIEW (selected), MANAGE PHOTOS, FAVORITE PHOTOS, COVER PHOTOS, and STORYBOARD.

The TripAdvisor Popularity Ranking



Take Advantage of Management Responses





Best Practices for Management Responses

1. Sign up for review notification emails

2. Respond promptly

3. Say 'thank you' for the feedback

4. Be original in your reply

5. Highlight the positive

6. Address any specific comments

7. Be polite and professional

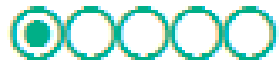
The Anatomy of a Good Response

FairmontPacificRim, General Manager at Fairmont Pacific Rim, responded to this review, 3 days ago

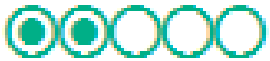
THANKS → Thank you for taking the time to share your experience and feedback on your recent stay with us. **REINFORCES POSITIVE** → We are glad to hear you enjoyed our guestrooms, the fitness centre, and our complimentary BMW bikes for a ride around Stanley Park. We do, however, regret to hear we may have missed any opportunities to ensure your check in was smooth and seamless. I would welcome you to **FOLLOWS UP** → contact me directly at Philip.Barnes@Fairmont.com should you wish to discuss your experience in further detail. We look forward to the opportunity to **INVITES BACK** → welcome you back to experience the high standard of service we have become known for.

Sincerely,
Philip M. Barnes
DEMONSTRATES IMPORTANCE OF GUEST FEEDBACK → General Manager Fairmont Pacific Rim & Regional Vice President, Pacific Northwest

Sometimes Negative Reviews Can Be Prevented



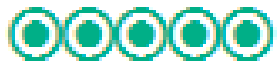
“We brought the issue to staff’s attention, but they did nothing.”



“They said they would try to fix it, but they obviously didn’t care.”



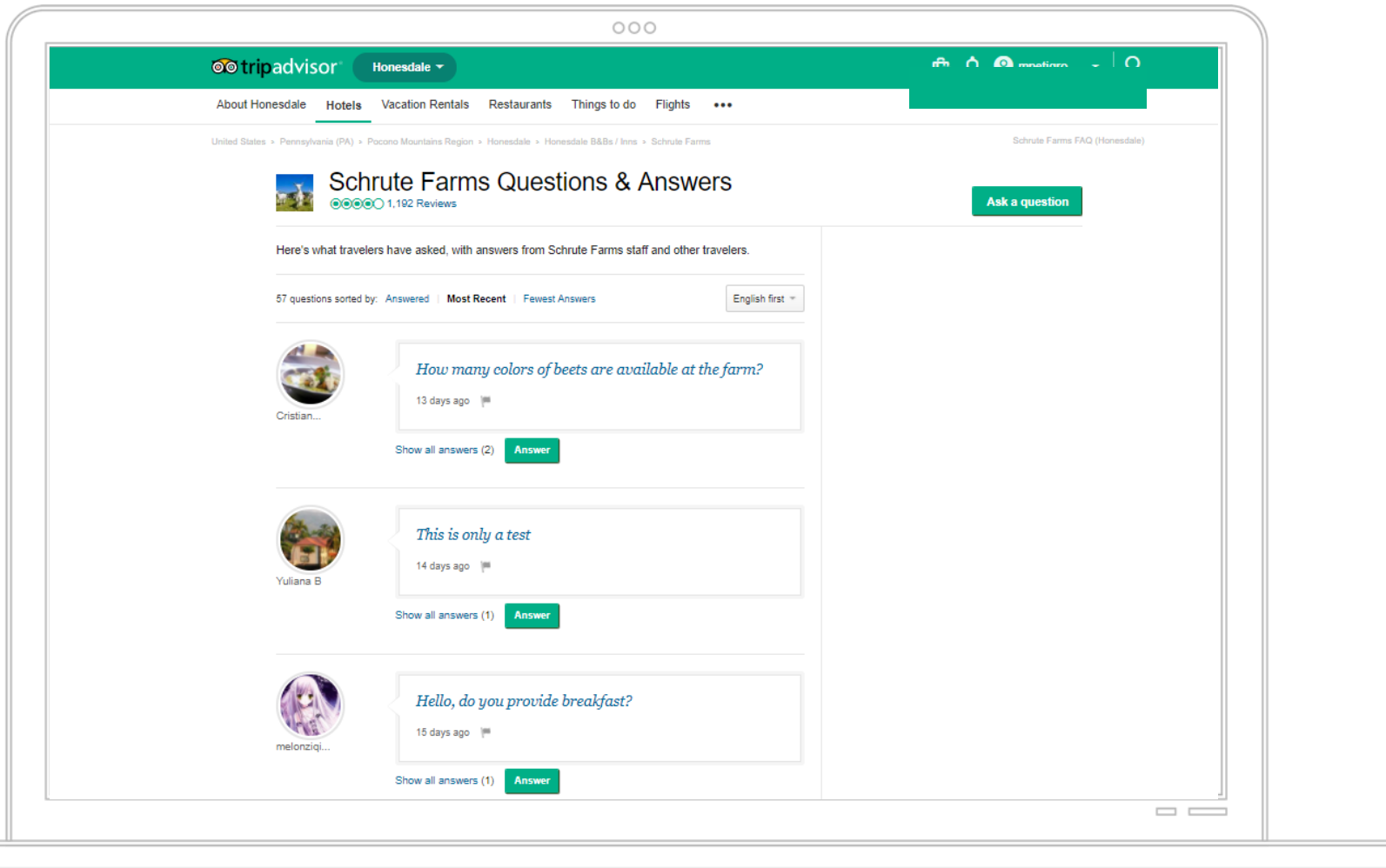
“They couldn’t fix it, but they really tried their best.”



“They resolved it right away and apologized profusely.”

Questions and Answers on TripAdvisor

Engage with potential customers and create a sense of transparency with Questions & Answers

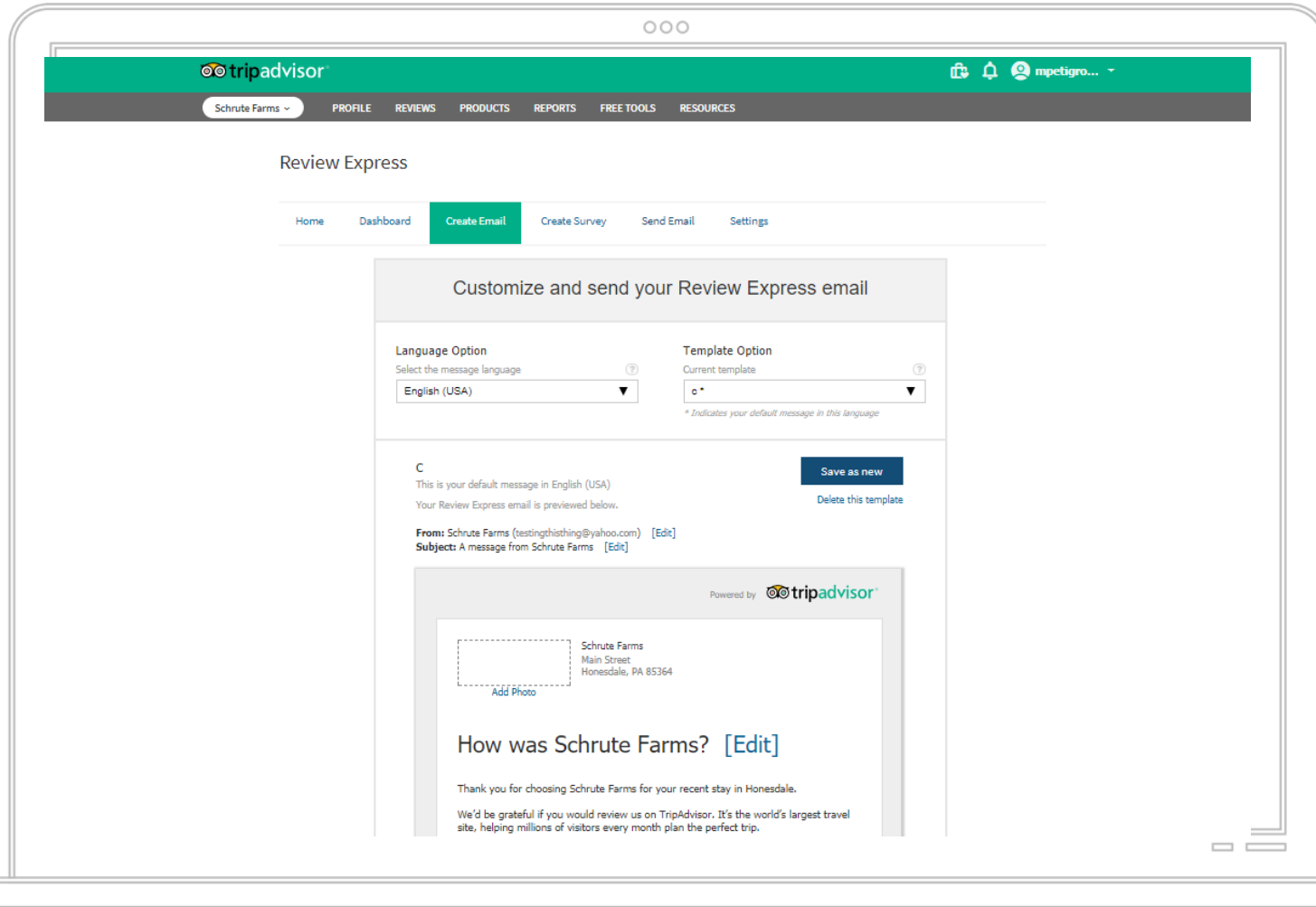


Encourage Guests to Write Reviews with Review Collection Tools

- Review Express
- Widgets
- Reminder cards
- Downloadable assets
- Stickers
- TripAdvisor app for Facebook



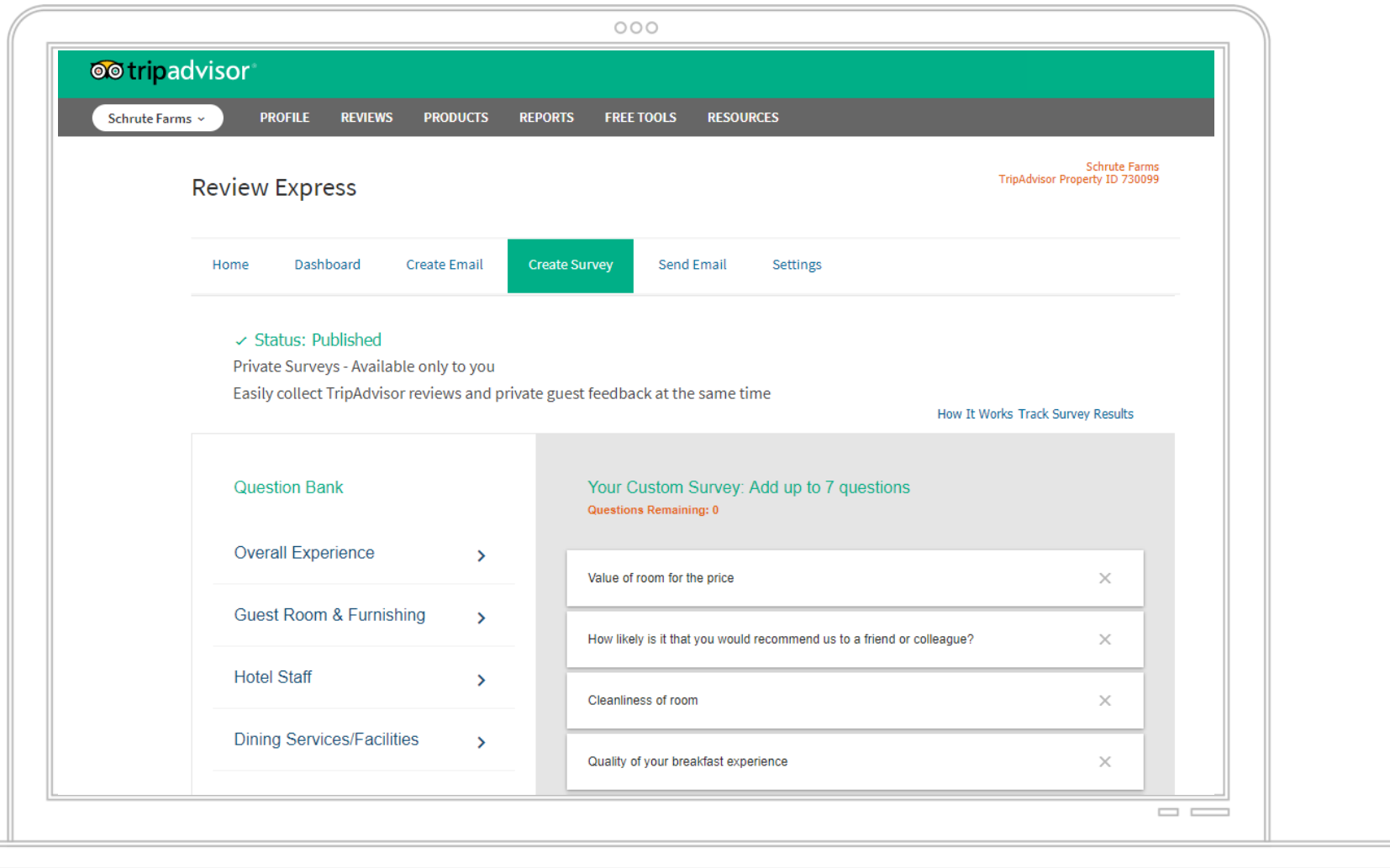
Collect Recent Reviews with Review Express



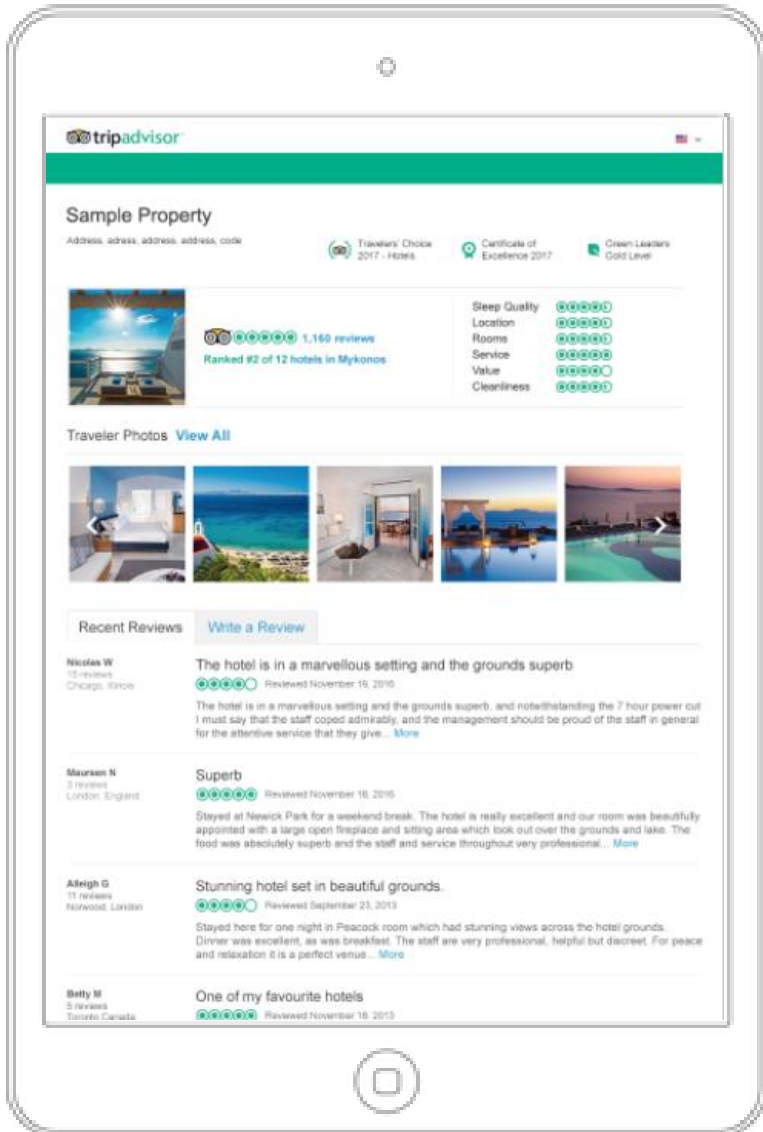
- Send up to 1,000 email addresses per day
- Easy to edit template so you can create your own custom message
- Choose your preferred language

Review Express & Private Surveys

Collect reviews and guest feedback at the same time



TripAdvisor App for Facebook



Drive More Reviews

Give previous visitors an easy way to submit a valuable TripAdvisor review — without leaving Facebook.

Spotlight Your Photos *(optional)*

Let professional and traveler photos tell your story to friends and fans.

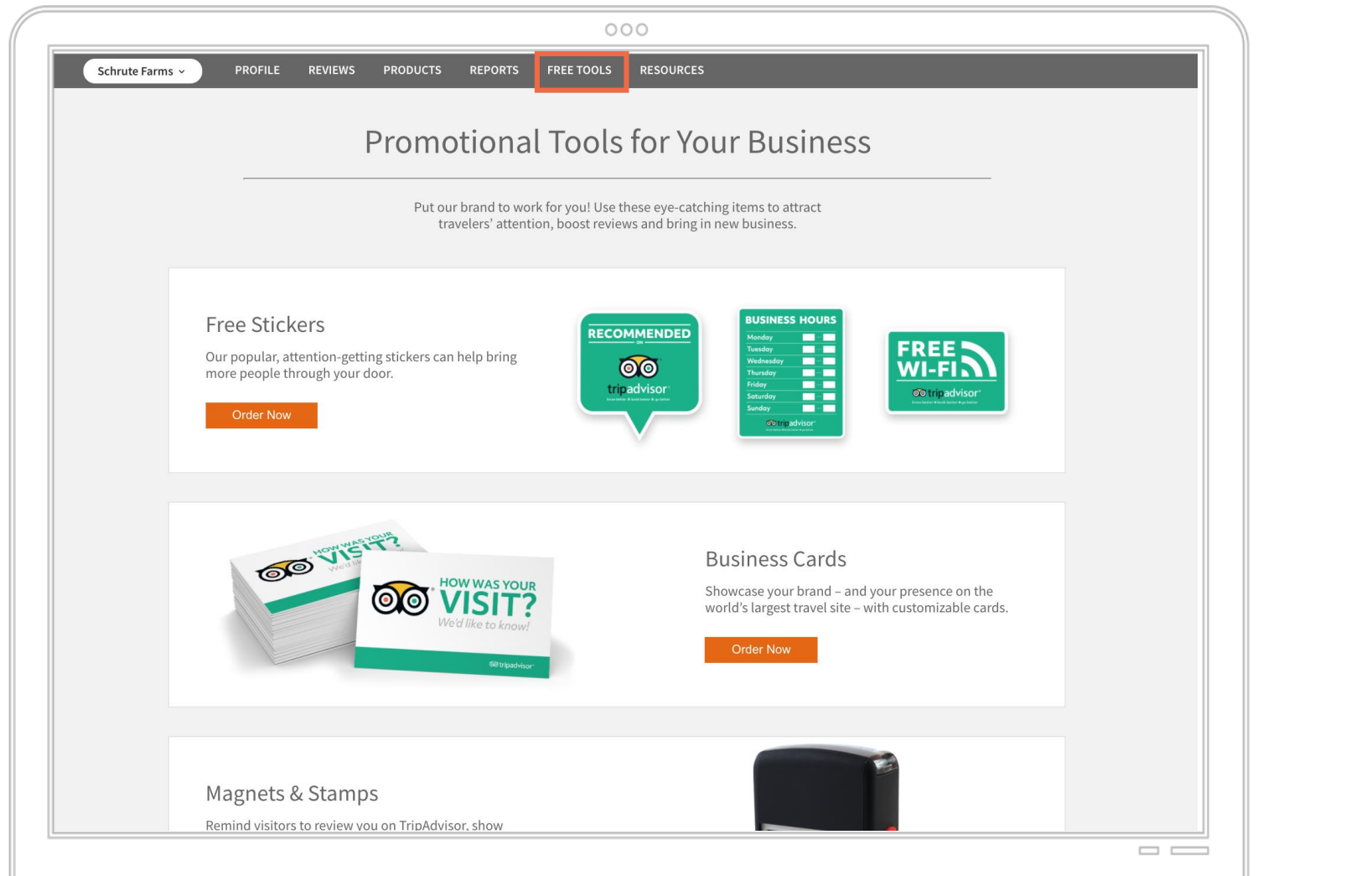
Showcase Your Awards *(optional)*

Let the world know about your TripAdvisor accomplishments, and give potential guests more reason to book.

Share Your Reviews *(optional)*

Let travelers know that their opinion matters to your business by sharing reviews from previous visitors.

Promotional Tools for Businesses





[More Resources](#)



Visit TripAdvisor Insights for Guides & Best Practices

The screenshot shows the TripAdvisor Insights website. At the top, there is a navigation bar with the TripAdvisor logo and menu items: TripAdvisor Insights, MANAGE LISTING, BUILD YOUR BUSINESS, REVIEWS, PERFORMANCE, and RESEARCH & TRENDS. Below the navigation bar is a large banner with the text "TripAdvisor Insights | The essential hospitality marketing resource" and a search bar containing the text "What can we help you find?" and a "Search" button. The main content area is divided into several sections: "MANAGE YOUR LISTING" with a photo of a hotel lobby and text about getting started and updating listing information; "BUILD YOUR BUSINESS" with a photo of a person at a counter and text about instant booking and business advantage; "REVIEWS" with a photo of a person and text about how reviews help business and collecting reviews; and "RESEARCH & TRENDS" with a photo of a B&B and text about a small B&B with big potential. There is also a dropdown menu for "See Content for:" set to "Accommodations".

 @TripAdvisorB2B

Customer Service and Support

The screenshot displays the Schrute Farms Management Center dashboard. The navigation bar includes 'Schrute Farms', 'PROFILE', 'REVIEWS', 'PRODUCTS', 'REPORTS', 'FREE TOOLS', and 'RESOURCES'. The 'RESOURCES' dropdown menu is open, listing 'TripAdvisor Insights', 'Help Center', 'Owners' Forum', and 'Contact TripAdvisor'. The main content area features a 'Property Overview' section with 'Total Reviews: 1192' and 'TripAdvisor Ranking'. Below this are several management tiles: 'Respond to Reviews', 'Manage your Business Listing', 'Update Business Details', 'Manage Photos', 'View Performance Dashboard', and 'Review Express'. A 'Contact TripAdvisor' section at the bottom right provides 'Get online help' and 'Phone Support 1-866-322-5942'. A 'Business Listings' section shows '3 Features Active!' with 'Contact Details Active', 'Special Offers Active', 'Slideshow Active', and 'Announcements Inactive'.

Resources:

- Help Center
- Owners Forum
- TripAdvisor Insights

Contacting Customer Support:

- Log into the Management Center
- Submit a ticket
- Record the ticket number



Summary



Key Takeaways on TripAdvisor

- **TAKE CONTROL:** own your listing
- **EMBRACE FEEDBACK:** it's better than you might think!
- **ENCOURAGE FEEDBACK:** the more you get, the better it's likely to be
- **SPEAK UP:** guests are more likely to come back when you respond to reviews
- **PAINT YOUR PICTURE:** complete your listing – photos, amenities and other features draw more visitors!
- **SING YOUR PRAISES:** let the world know you're proud of your feedback!



know better ● book better ● go better