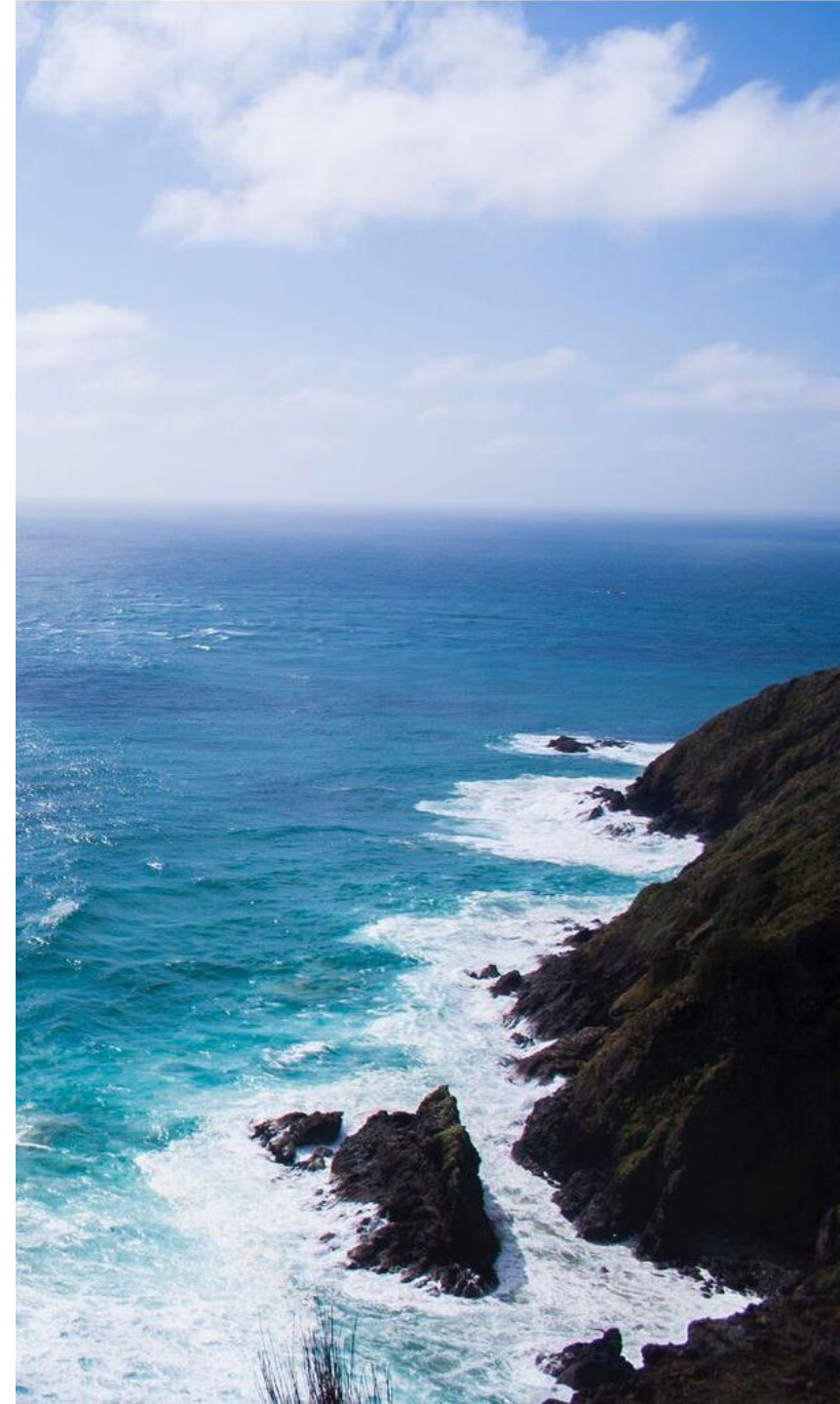




Managing Your Brand's Online Reputation on TripAdvisor

Scott Caufield

Destination Marketing Manager – Central & Southern US
TripAdvisor



Alabama on TripAdvisor



- **51.6 million** page views
- **15.3 million** user sessions
- **4.17 (of 5)** average review score

Top States Viewing Alabama: Texas, Tennessee, Louisiana, Georgia

Top Countries Viewing Alabama: UK, Canada, Germany, India



TripAdvisor Overview





Jaylin cleaners
SAME DAY SERVICE

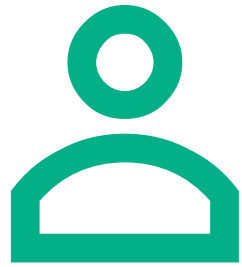
Kostas
PIZZA SEAFOOD

YEAR 2000

WHERE IT ALL BEGAN

About TripAdvisor

TripAdvisor is the world's largest travel site*



415M

Average unique
monthly visitors**



49

Markets
worldwide



600M

Reviews and
opinions

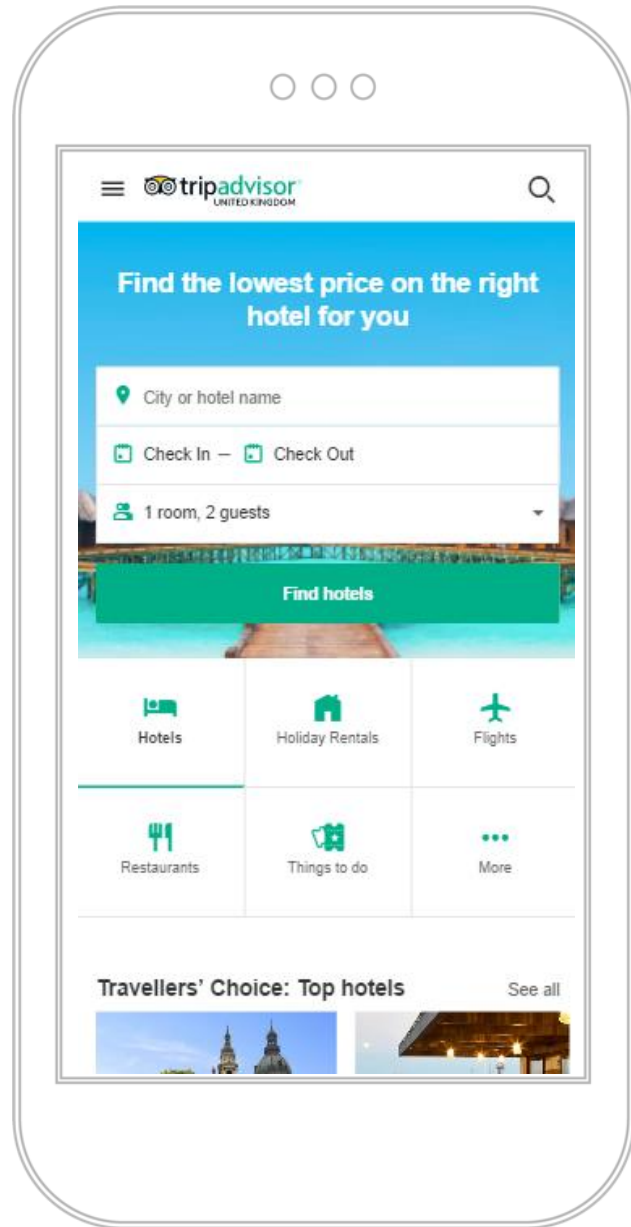


7.1M

Accommodations,
restaurants and attractions

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

** Source: TripAdvisor log files, Q2 2017

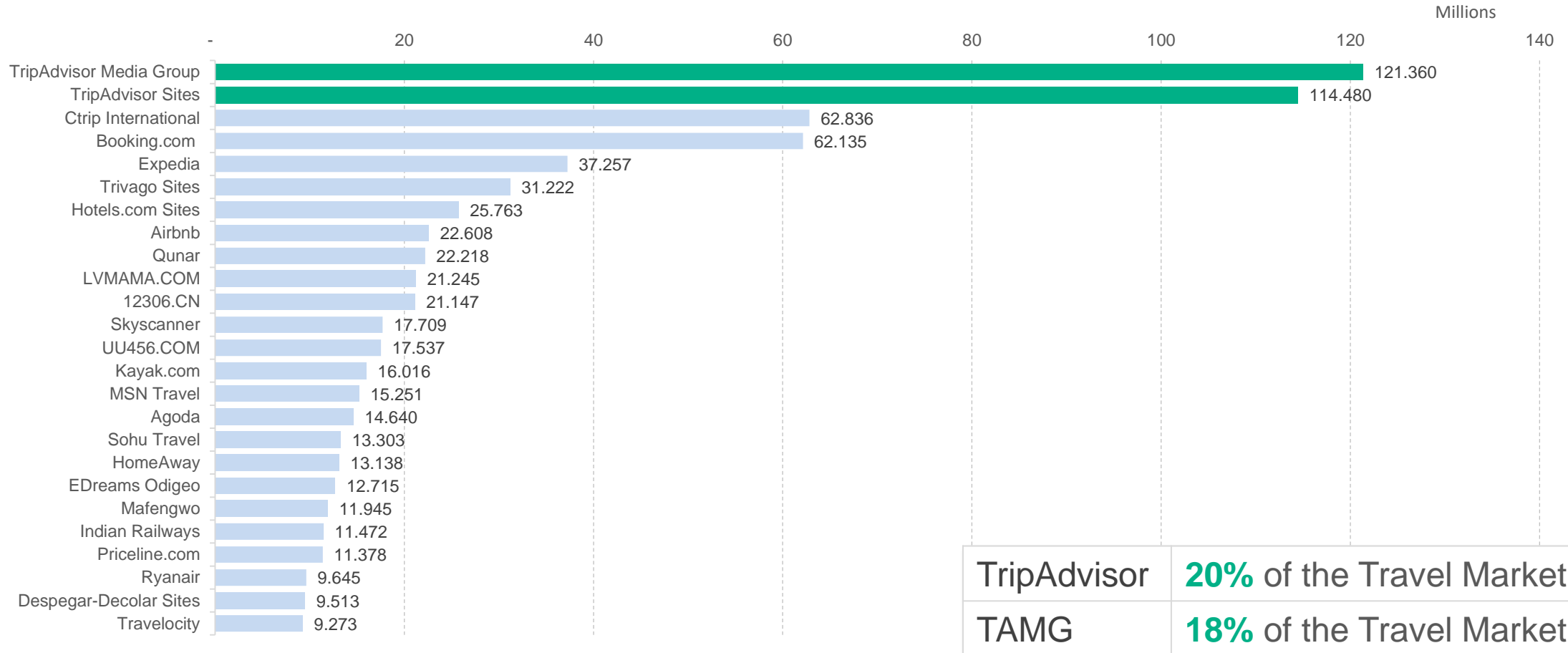


The World's Most Downloaded Travel Apps

420+ Million Downloads

TripAdvisor: Worlds Largest Travel Site

TAMG remains as the largest travel player worldwide



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

TripAdvisor users engage with more content than other before making a travel purchase:

67%

262% more pages

248% more minutes

of US online travel buyers visited TripAdvisor prior to purchase **165% more searches**



Impact of Reviews



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

Reviews Encourage Travelers to Spend More

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





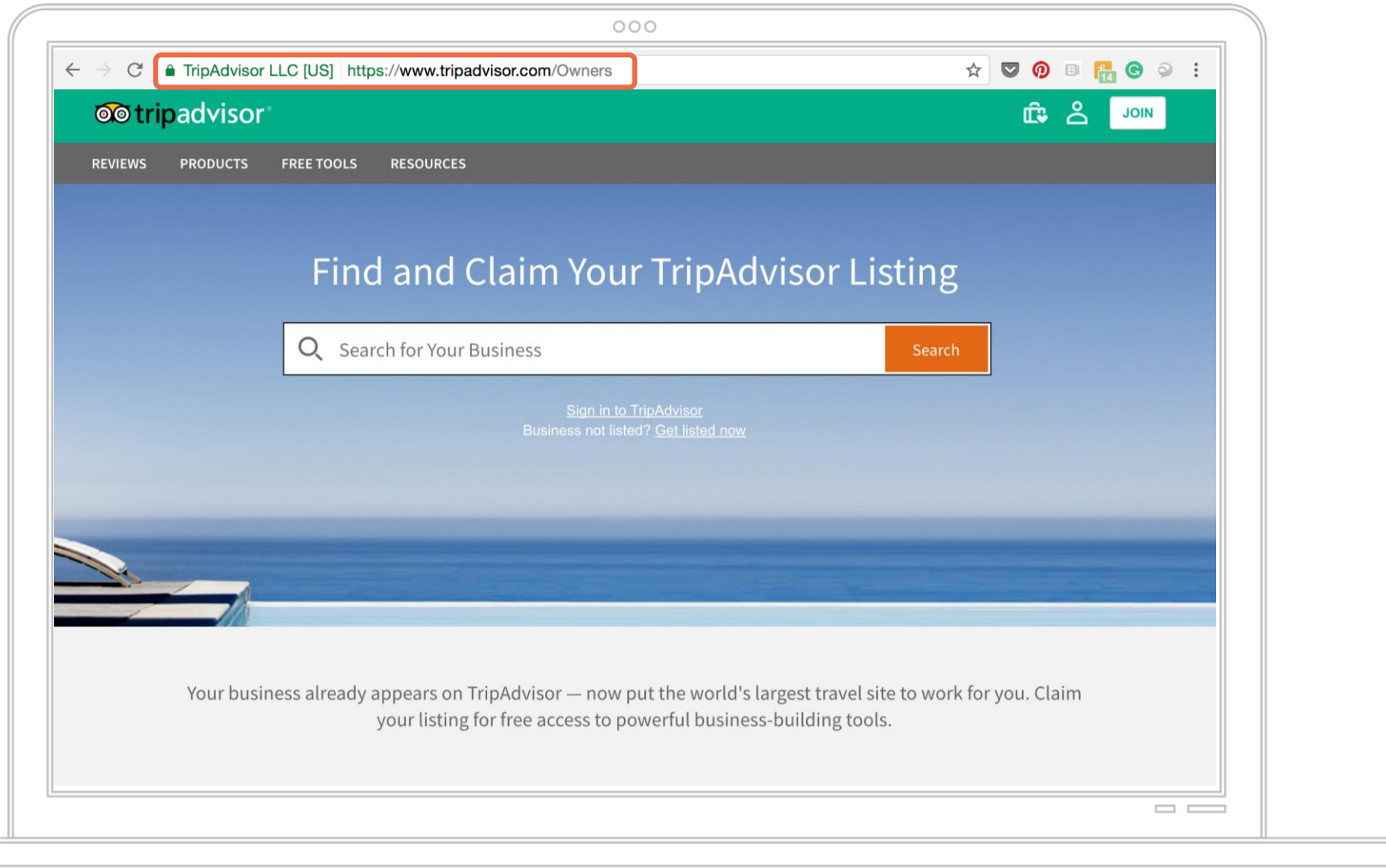
6 Steps to Managing Your Online Reputation



TAKE CONTROL



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

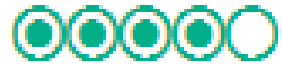
EMBRACE FEEDBACK



TripAdvisor Reviews Are Largely Positive



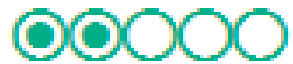
43%



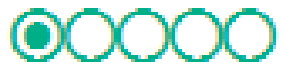
35%



14%



5%



4%



Overall Reputation Management Impacts your Bottom Line

The Center for Hospitality Research
Hospitality Leadership Through Learning

- 1** Encouraging Reviews leads to an increase in review score and ranking on TripAdvisor
- 2** Responding to reviews leads to improved sales & revenue
- 3** Higher review scores allow hotels to charge up to 11.2% more while maintaining occupancy rates

The TripAdvisor Popularity Ranking



ENCOURAGE FEEDBACK



Cornell Research: More Reviews Lead to Higher Ratings



“Online Customer Reviews of Hotels: As Participation Increases, Better Evaluation Is Obtained”

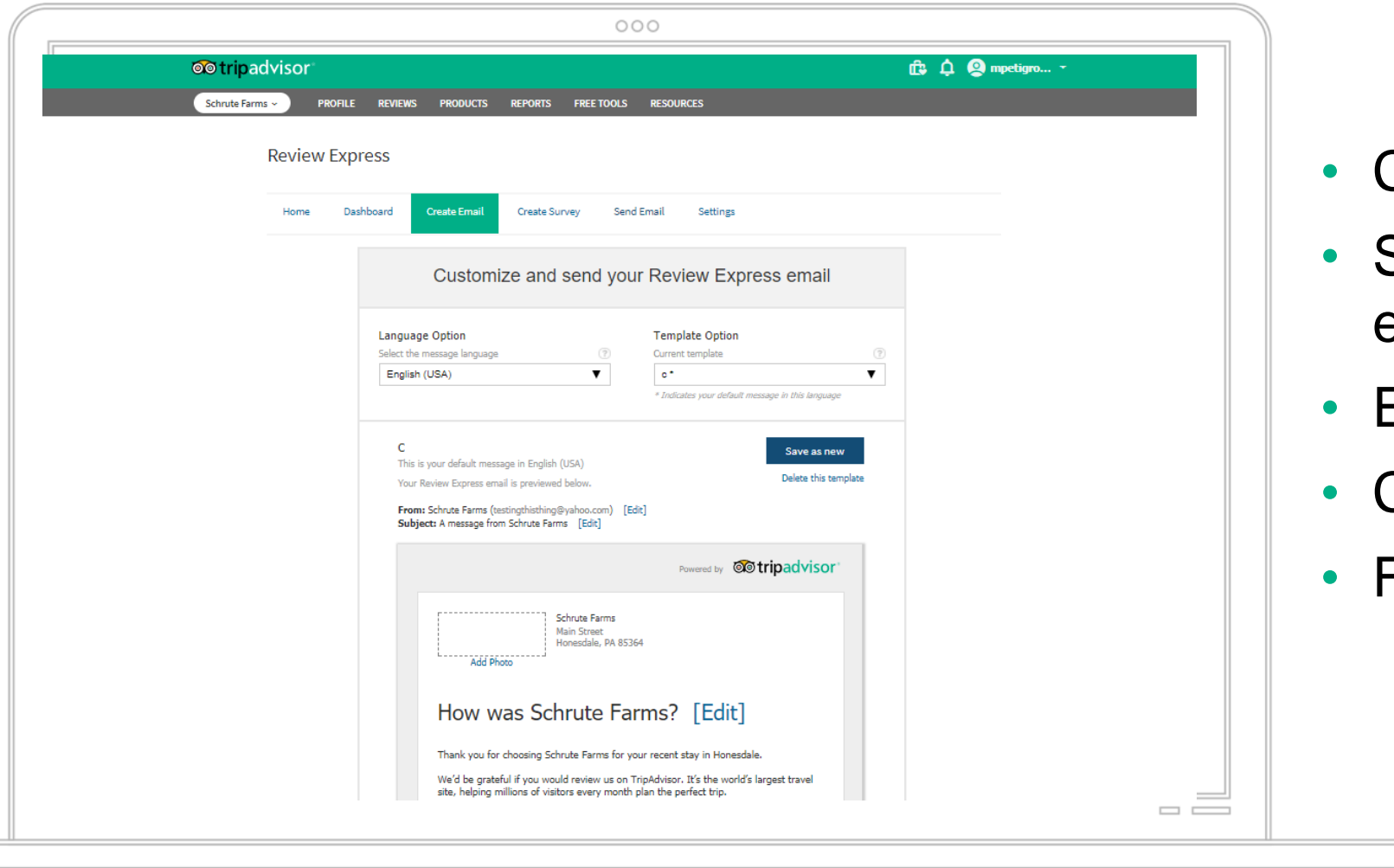
**As reviews increase,
ratings become more
positive**

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



- CRM Tool
- Send up to 1,000 emails per day
- Easy to edit template
- Campaign Dashboard
- FREE

Promotional Tools for Businesses

The screenshot shows a web browser window with the URL 'Schrute Farms' in the address bar. The navigation menu includes 'PROFILE', 'REVIEWS', 'PRODUCTS', 'REPORTS', 'FREE TOOLS' (highlighted with a red box), and 'RESOURCES'. The main heading is 'Promotional Tools for Your Business'. Below this is a sub-heading: 'Put our brand to work for you! Use these eye-catching items to attract travelers' attention, boost reviews and bring in new business.'

Free Stickers
Our popular, attention-getting stickers can help bring more people through your door.
[Order Now](#)

Business Cards
Showcase your brand – and your presence on the world's largest travel site – with customizable cards.
[Order Now](#)

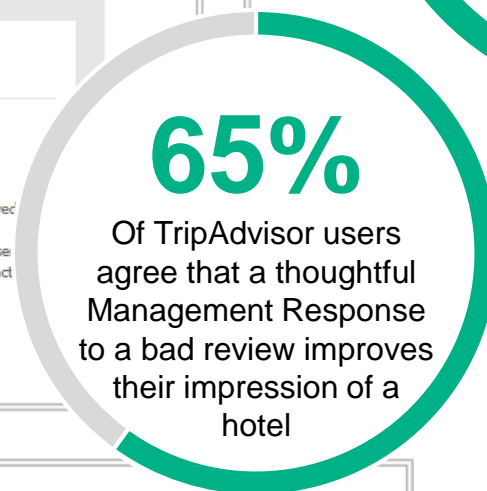
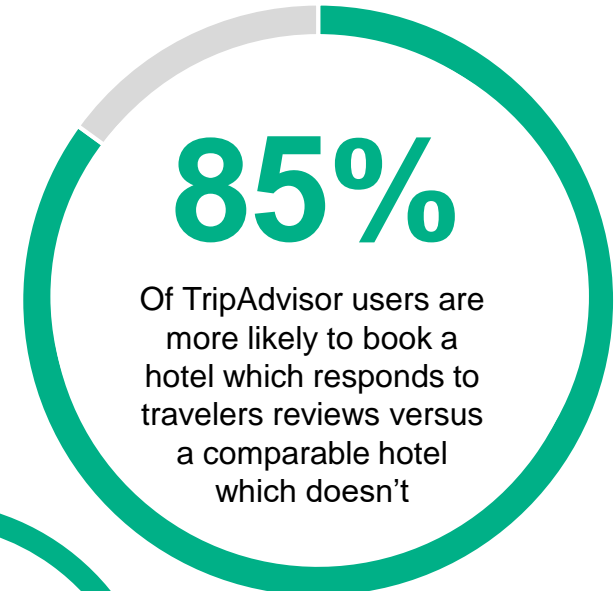
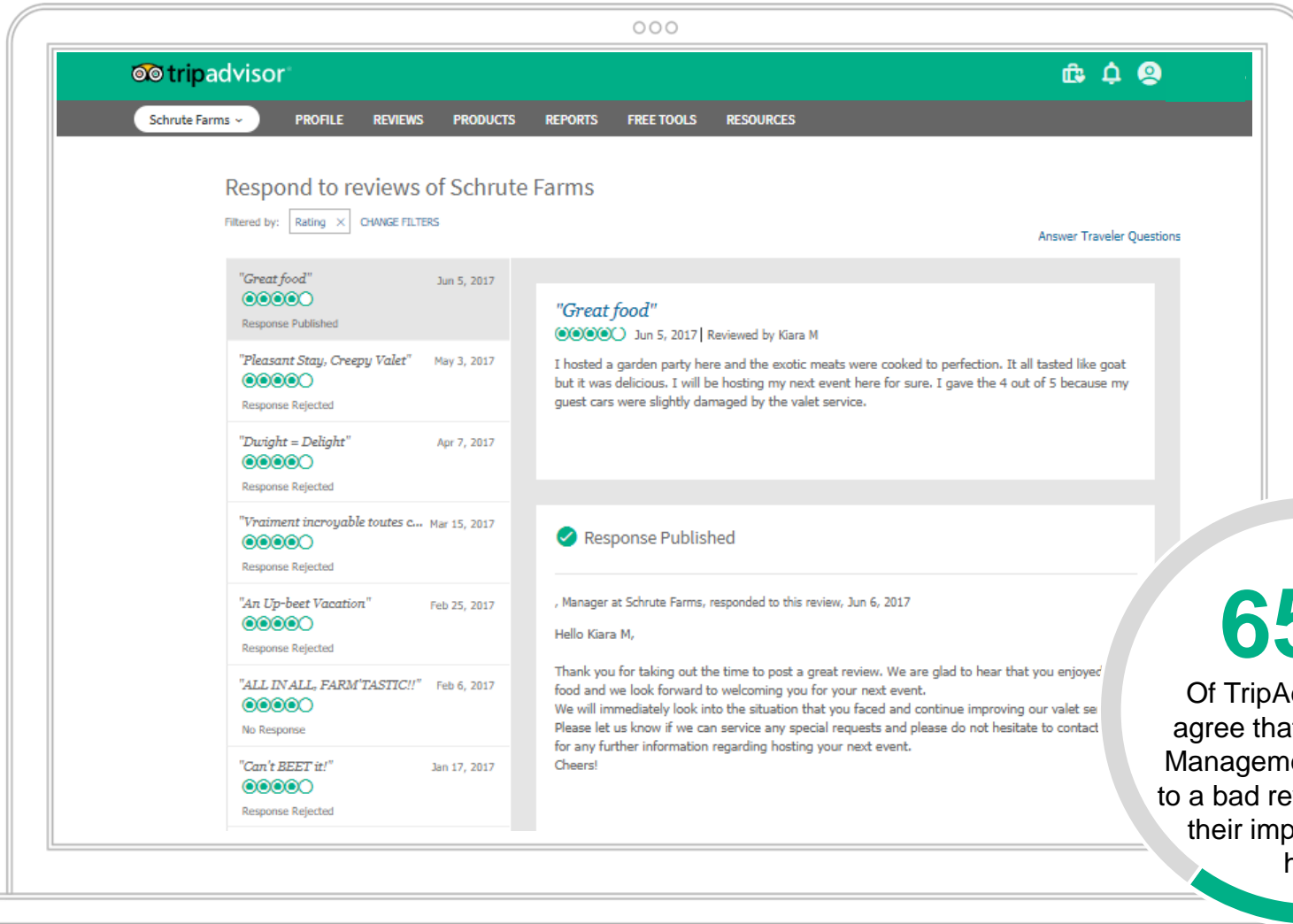
Magnets & Stamps
Remind visitors to review you on TripAdvisor. show

The 'FREE TOOLS' section displays three promotional items: a 'RECOMMENDED' sticker, a 'BUSINESS HOURS' sign, and a 'FREE WI-FI' sign. The 'BUSINESS HOURS' sign lists days from Monday to Sunday with checkboxes for each. The 'FREE WI-FI' sign features the TripAdvisor logo and the text 'FREE WI-FI' with a Wi-Fi symbol.

SPEAK UP



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

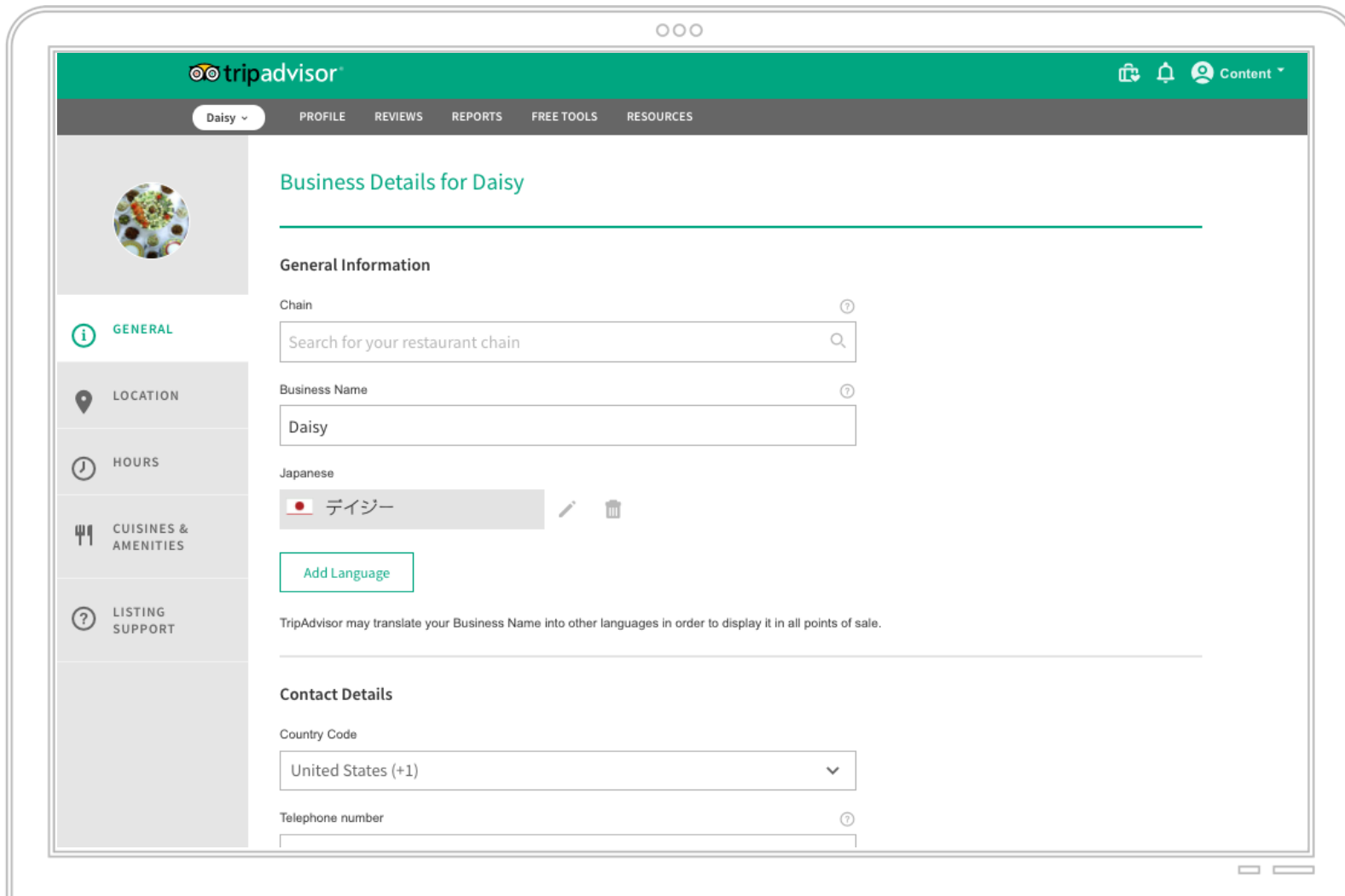
6. Address any specific comments

7. Be polite and professional

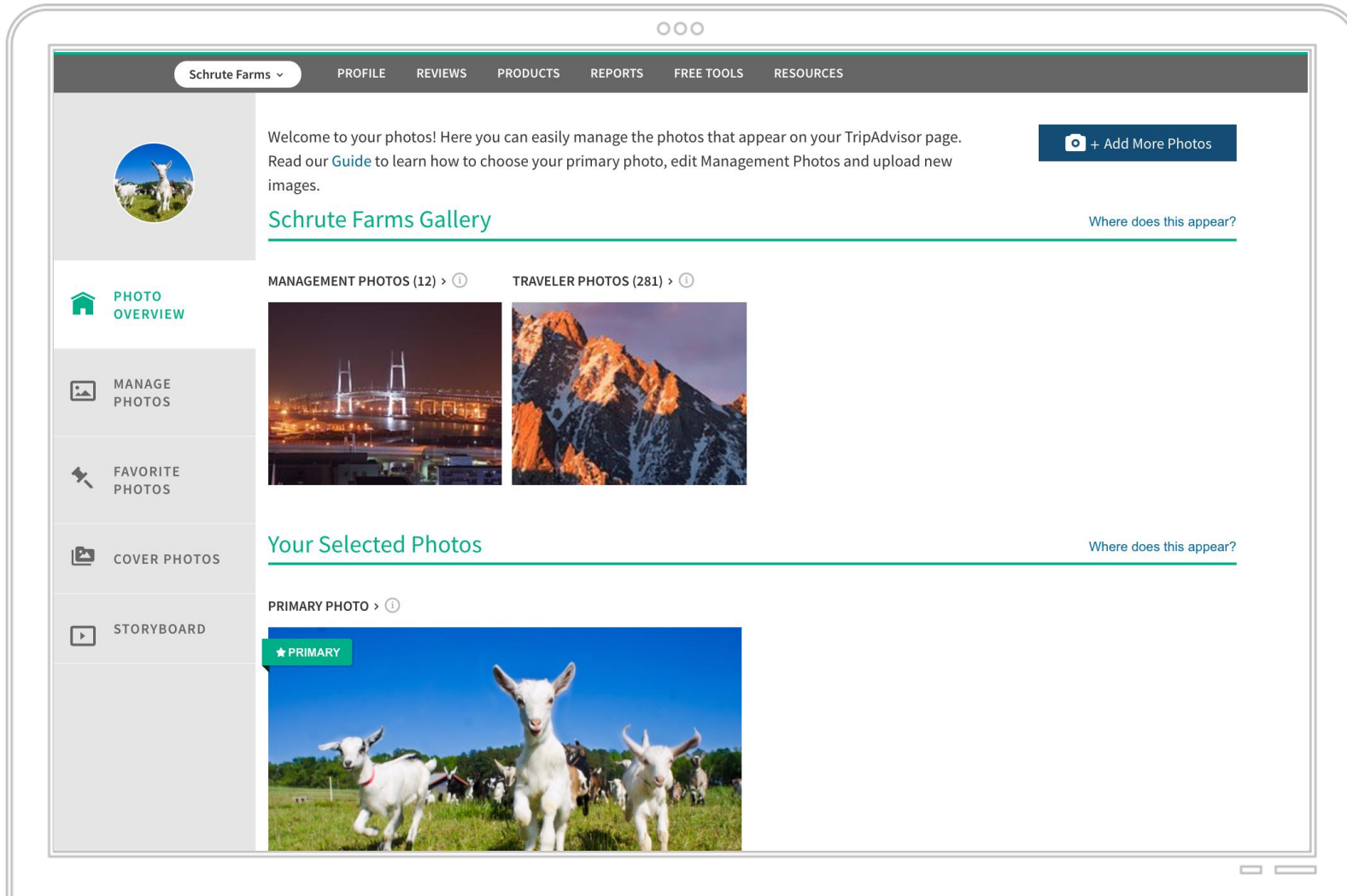


PAIN T YOUR PICTURE

Edit Business Details

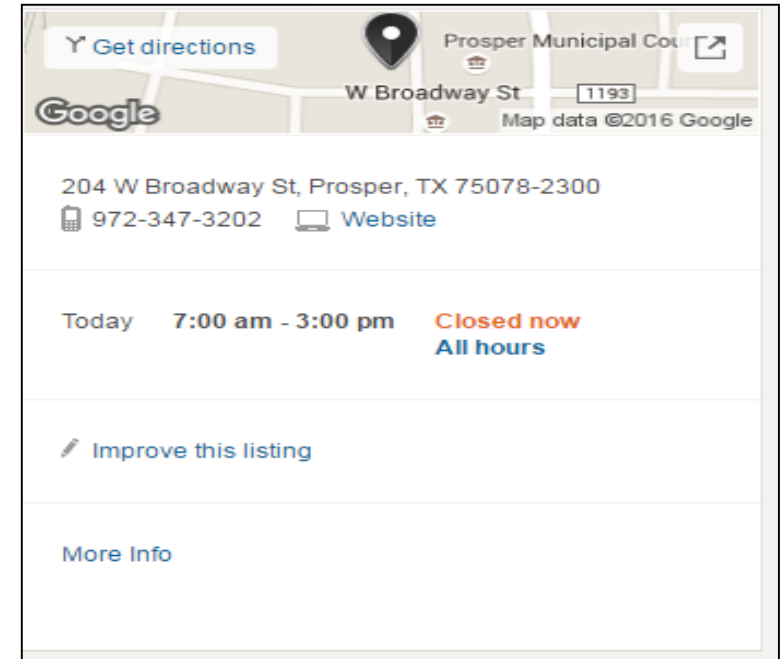


Upload & Manage Photos



Set Aside a Regular Time to Audit Your Listing for Accuracy

- Is the address where you want customers to show up?
- Is the contact information current?
- Are the hours of operation correct?
- Are all amenities listed?
- Is the menu current?



Outdated information is a surefire way to get a negative review!



**SING YOUR
PRAISES**

Order Your TripAdvisor Sticker



75%

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

Certificate of Excellence

- Add the emblem to your website
- Display your award at your business
- Add to your ad creative
- Press release
- Social Media
- Incorporate into customer communication



In Summary....

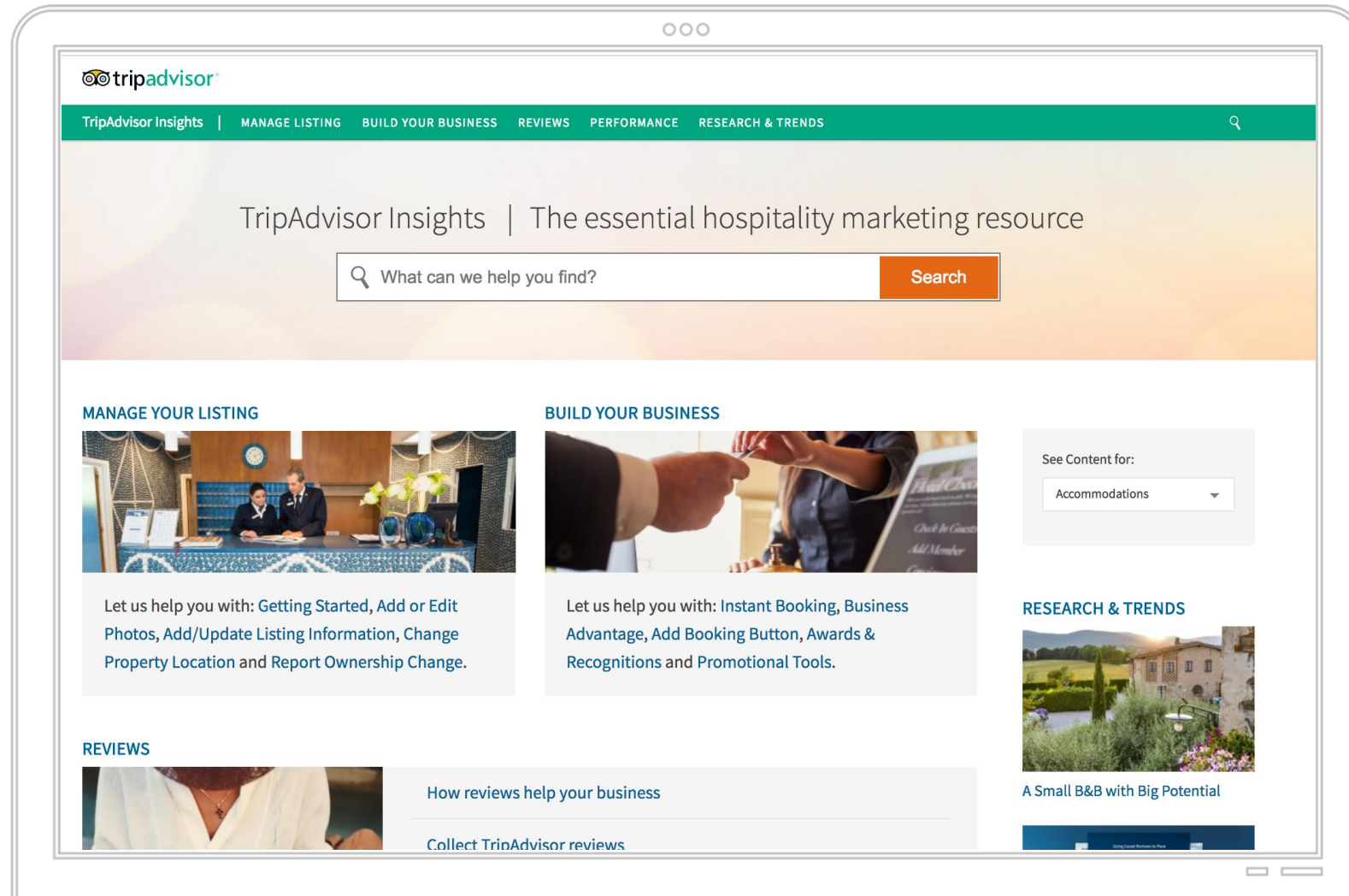
Effectively Manage Your Reputation in 6 Steps

- **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

Visit TripAdvisor Insights for Guides & Best Practices



 [TripAdvisor.com/Insights](https://www.tripadvisor.com/insights)

 [@TripAdvisorB2B](https://twitter.com/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 metrics: Total Reviews (1192), TripAdvisor Ranking, and TripAdvisor Rating (4.5 stars). Below this are sections for 'Business Listings' (3 Features Active) and 'Contact TripAdvisor' (Get online help, Phone Support: 1-866-322-5942). The dashboard also includes several action cards: Respond to Reviews, Manage your Business Listing, Update Business Details, Manage Photos, View Performance Dashboard, and Review Express.

Resources:

- Help Center
- Owners Forum
- TripAdvisor Insights

Contacting Customer Support:

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