

# 40 Million Reasons to Get Involved

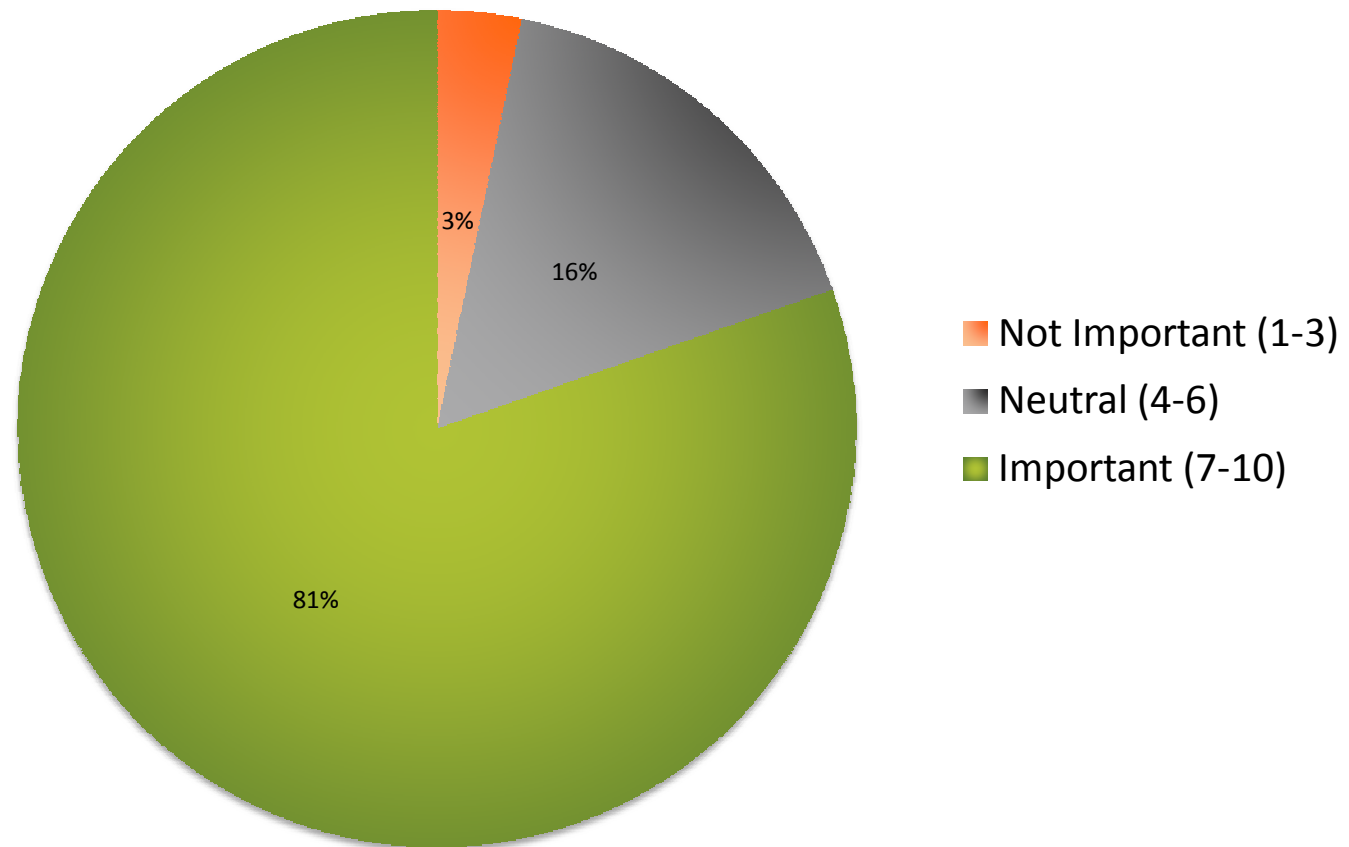
*Karen Plumb, Commercial Director  
Arabian Travel Mart, May 2011*

## Opportunity knocks...

Travel review web sites and hotel reviews on online travel agencies (OTAs) are among the most influential forces most frequently cited by travelers when shopping.

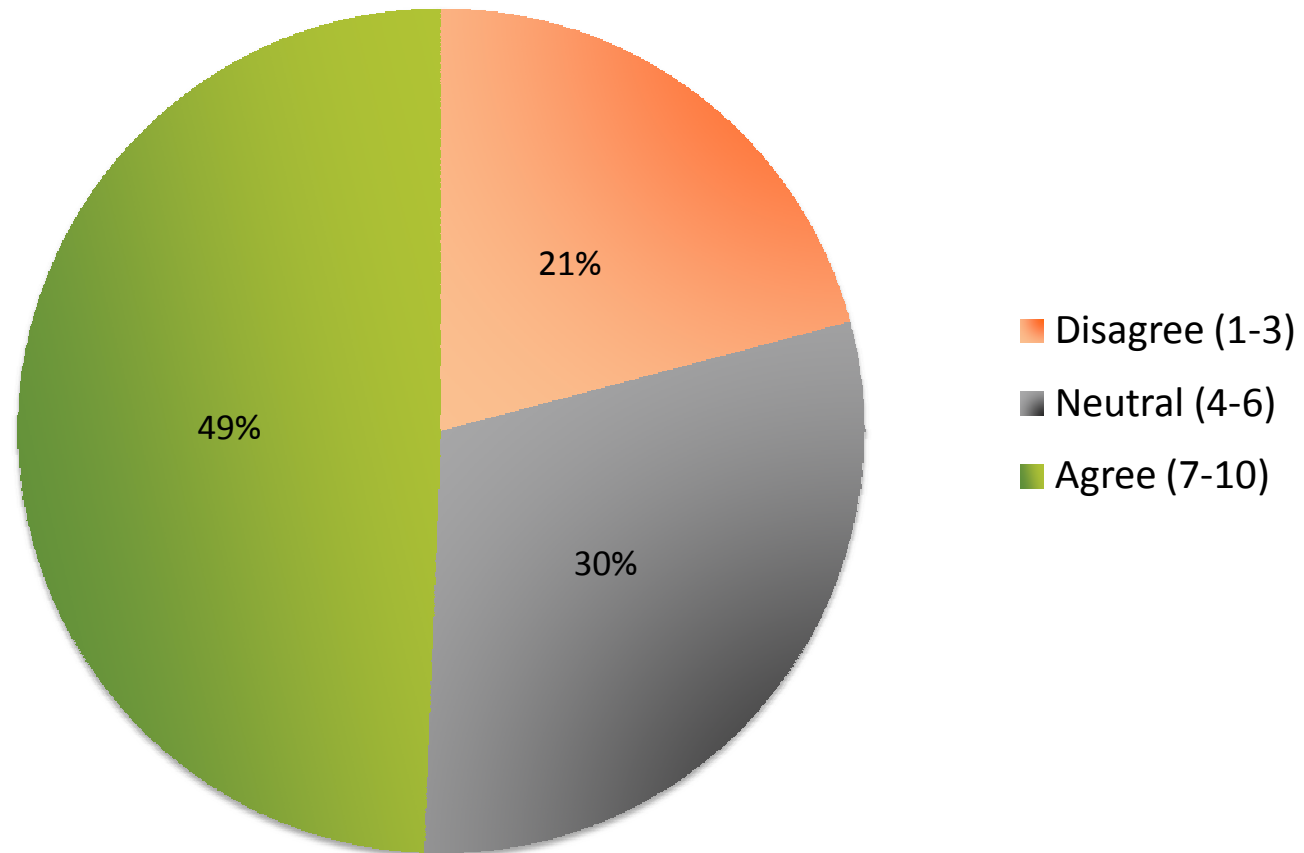
-PhoCusWright, Social Media in Travel, June 2010

# How important are user reviews to you when determining which hotel to stay at?



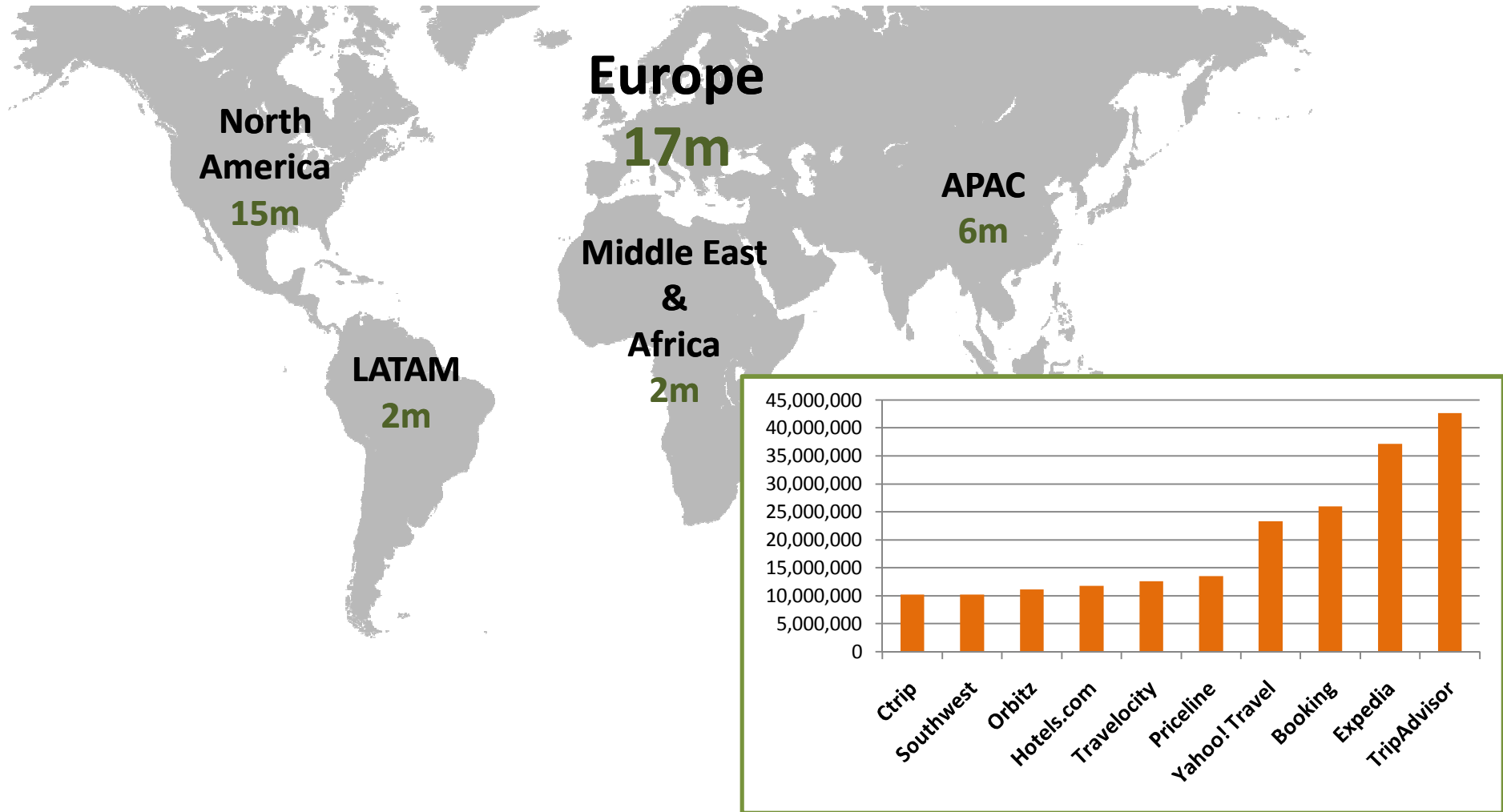
\*A commissioned survey conducted by Forrester Consulting on behalf of TripAdvisor, "2010 Q4 Forrester/TripAdvisor Custom Online Survey"

# I won't book a property unless it has reviews



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# World's Largest Travel Site with 40M+ UUs



Source: Comscore, July 2010

Shop All Departments

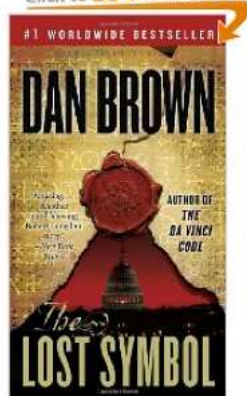
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Dan Brown (Author)

★★★★☆ (2,607 customer reviews)

Price: **\$9.99** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)[Special Offers Available](#)**In Stock.**Ships from and sold by **Amazon.com**. Gift-wrap available.**Want it delivered Friday, November 12?** Order it in the next 7 hours and 23 minutes, and choose **One-Day Shipping** at checkout. [Details](#)**55 new** from \$5.15 **22 used** from \$2.80Quantity: [Add to Cart](#)

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[Add to Cart with  
FREE Two-Day Shipping](#)**Amazon Prime Free Trial**  
required. **Sign up when you**  
check out. [Learn More](#)[Add to Wish List](#)**Customer Reviews**

2,607 Reviews

5 star:  (536)  
 4 star:  (384)  
 3 star:  (524)  
 2 star:  (592)  
 1 star:  (571)

**Average Customer Review**

★★★★☆ (2,607 customer reviews)

Share your thoughts with other customers:

[Create your own review](#)**Most Helpful Customer Reviews**

2,079 of 2,247 people found the following review helpful:

★★★★☆ **A Fair Review and Some Advice**, September 18, 2009By [Justin Lee](#) (New York, NY USA) - [See all my reviews](#)**This review is from:** [The Lost Symbol \(Robert Langdon, No. 3\) \(Hardcover\)](#)

I want to be fair to Dan Brown.

Elitist literary critics say that Brown is not a good writer, and that his stories are bland. I personally think that if you manage to genuinely entertain and awe your audiences, then you have accomplished something worthy of reading. I also think that "The Da Vinci Code" was nearly an impossible act to follow. People will have all sorts of crazy expectations for your next book that you won't be able to fulfill. As such, I write this review as fair as I can, trying to assess it on its own merits, but comparisons are inevitable.

The Lost Symbol isn't a bad book, but it is a letdown. I didn't like this one for the same reason I didn't like Angels and Demons as much. Also, Brown doesn't advance the story at a good pace. A good two-thirds of the book (I'm not

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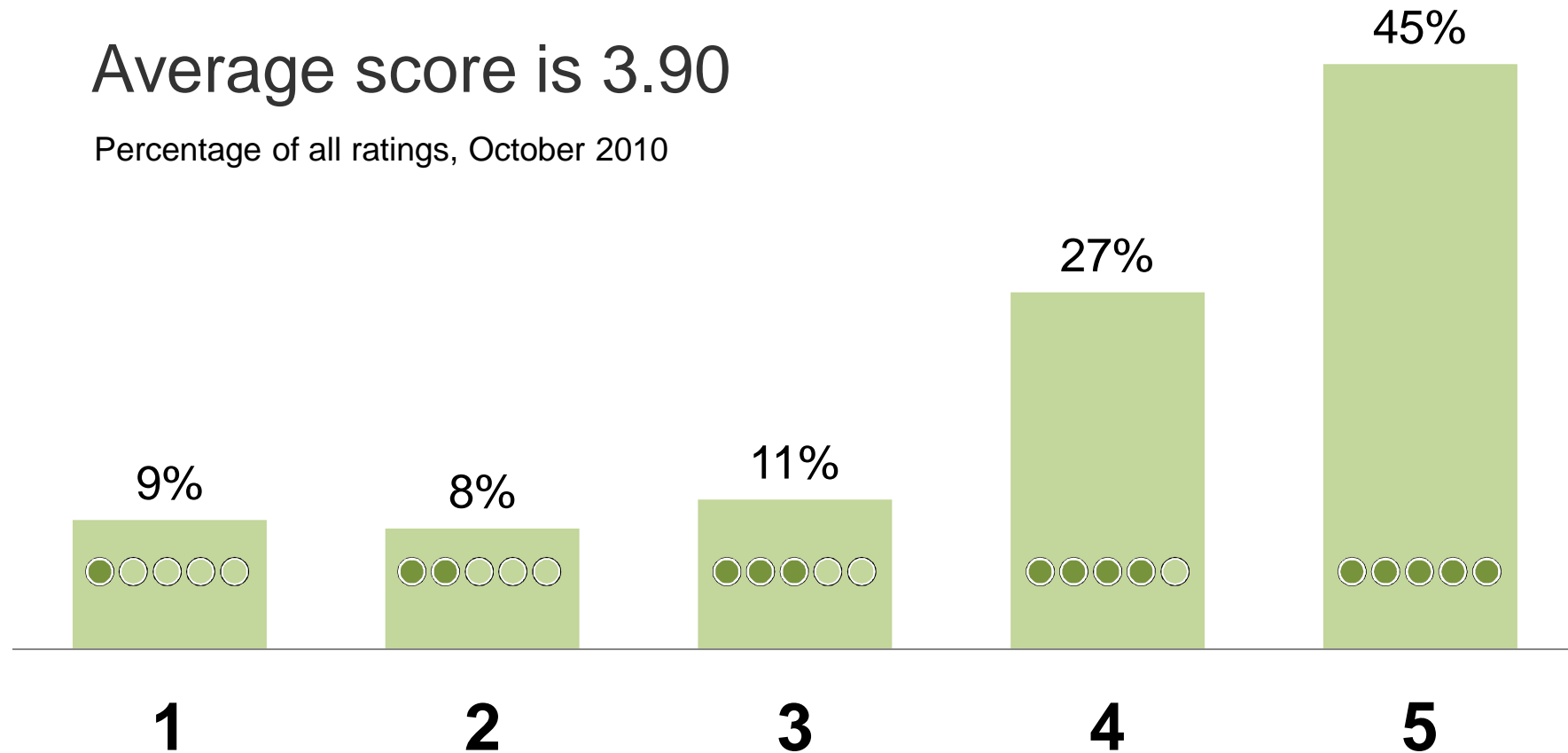
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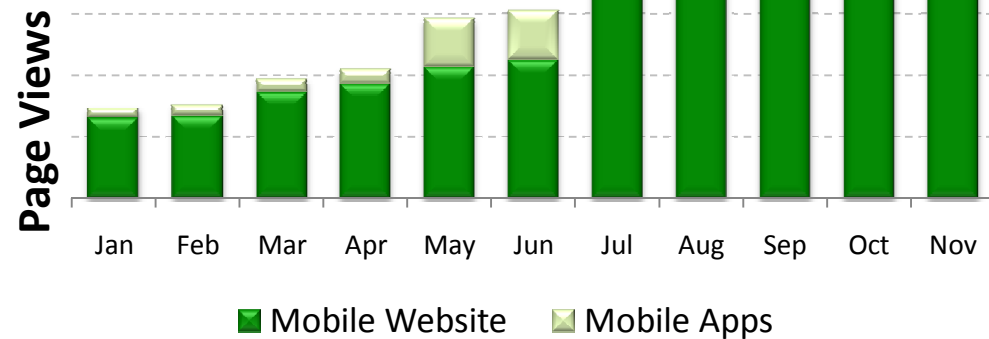
# TripAdvisor reviews are largely positive

Average score is 3.90

Percentage of all ratings, October 2010



# Hotel & travel search on the go



# Management Responses

# Your right to reply

St. David's Hotel and Spa  
★★★★☆ 373 Reviews  
Last reviewed 4 Oct 2010  
#14 of 90 hotels in Cardiff

Sky Plaza Hotel  
★★★★☆ 15 Reviews  
Last reviewed 2 Sep 2010  
#55 of 90 hotels in Cardiff

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Plunkets in York

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Belek

Mariano Cubi Aparthotel  
Barcelona

Rasa Sentosa Resort by  
Shangri-La in Sentosa  
Island, Singapore

Monte Carlo Resort &

bedrooms, excellent breakfast, good late bar. Recommend staying here.  
[more](#)

## “ overall good value for a city hotel ”



mau19512003  6 contributions  
gloucester

Save Review

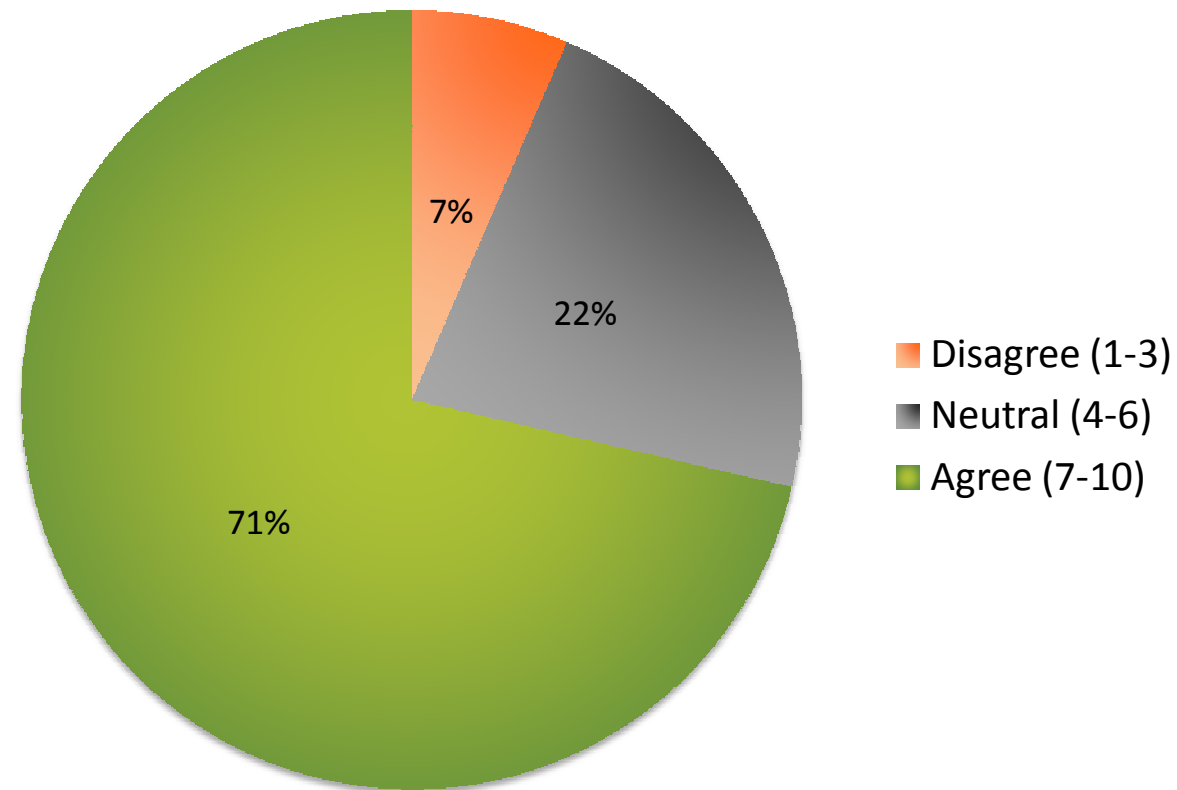
27 Sep 2010 | Trip type: Couples

We were upgraded to a Junior Suite, huge bed, fantastic shower and good quality towels and toiletries. We asked for room service breakfast , this was delivered on time, wonderful choice, continental and full Welsh Breakfast. Supplement of £3.00, but well worth it. No parking at the hotel, we had to park across from the hotel in NCP Parking at... [more](#)

### Management response from ParkPlazaCardiff, Manager

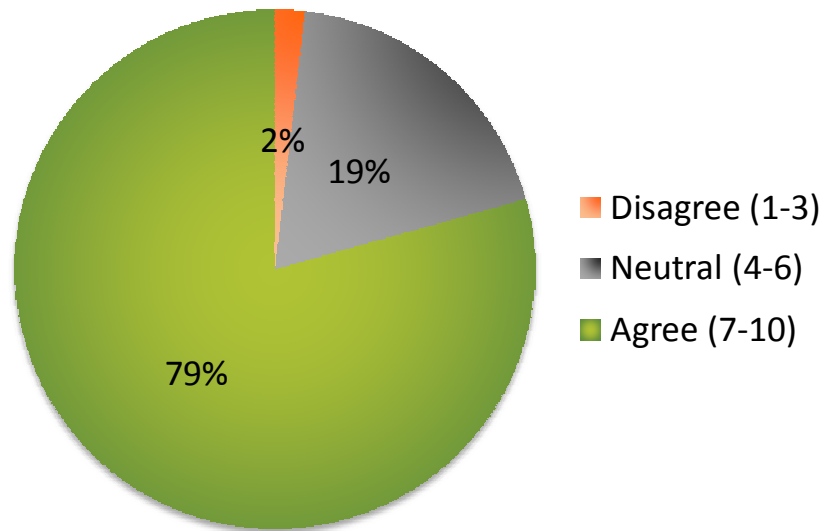
Thank you so much for your review and we are delighted that you enjoyed your stay at the Park Plaza. In regard to the car parking discount the hotel have negotiated this discount on behalf of our guests and the 20% discount is currently the maximum discount that we able to obtain from NCP for our guests. I do hope...

## Seeing a management response to reviews it important to me

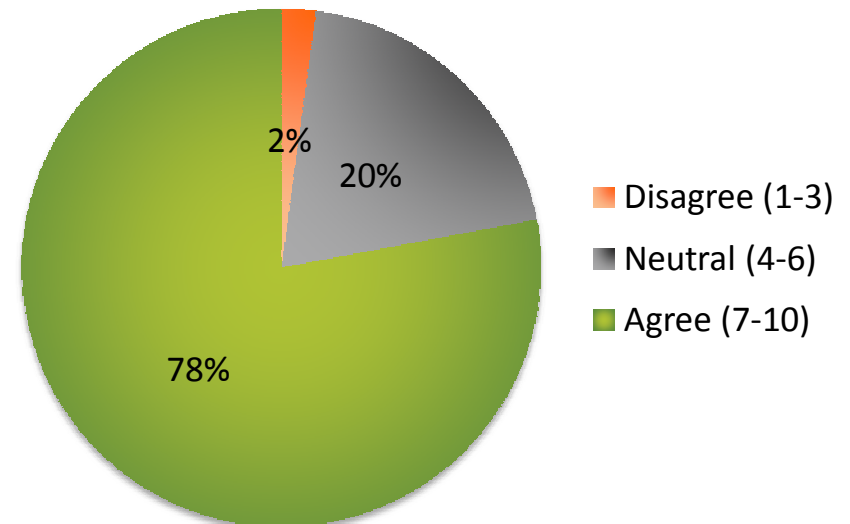


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A management response to a bad review reassures me

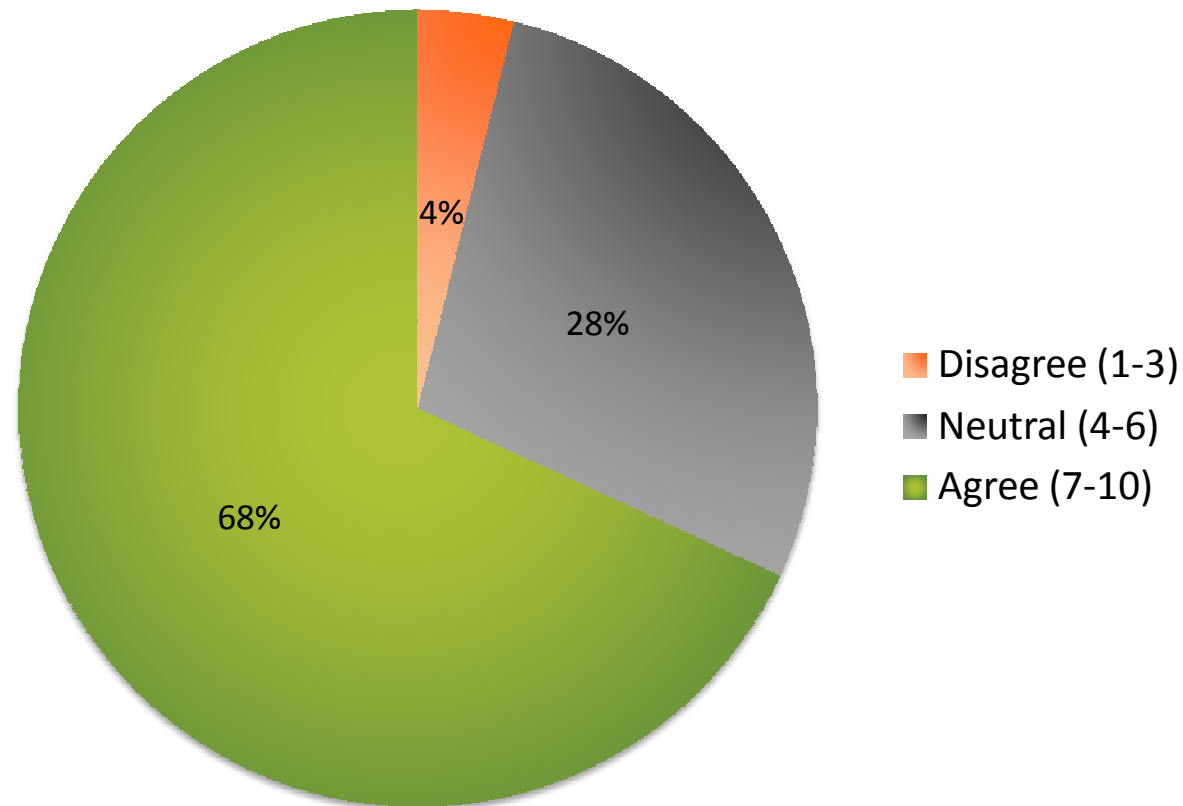


A management response to a good review makes me think highly of the hotel



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If I was considering two comparable properties, the presence of management responses on one would sway me in its favor



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## There is a right way and a wrong way...



**“People that lack taste and a life of their own should try to venture out into the real world instead of hiding behind a computer spewing meaningless factless verbiage.”**




**“Prove the date of your stay because such an incident has never been recorded in the archives of our Hotel. We regret that some customers spoil the time by writing negative comments for Hotels.”**



# Travellers also moderate reviews

We stayed there with our 2 kids for 2 nights in September, 2010. The rooms were of pretty poor quality. The room was noisy, the windows wouldn't close properly, it had a kettle but no mugs or cups. more

**“ GREAT VALUE FORGET THE NEGATIVES WE LOVED IT ”**

 **5**  **superlexia**  31 contributions  
leigh-on-sea




5 Oct 2010 | Trip type: Family

**1** person found this review helpful

We stayed in this hotel friday 01/10/10 to monday 04/10/10, 2 adults and 2 teenagers. We had a truly superb time. We arrived at the train station, and as you come outside, the first few bus stops on the left are for the disney hotels. The shuttle busses run every 12 minutes, so you won't have to wait very long.... more

**4** Photos

**“ Great value for money ”**


 **5**  **Jimmy1876**  1 contribution  
2 Oct 2010


**Save Review**

**Save Review**

**EURO TUNNEL**

la-Vallee Hotels  
Similar Rankings

eyland Hotel  
 343 Reviews  
viewed 16 Oct 2010  
V of Disney's Hotel  
nne

Inn Mame La Vallee  
 121 Reviews  
viewed 8 Oct 2010

VIEW MAP OF DISNEY'S H

What's Near Di  
Cheyenne

**Top-Rated Nearby**

**HOTEL**  
Disney's Hotel New  
York

Disneyland Hotel

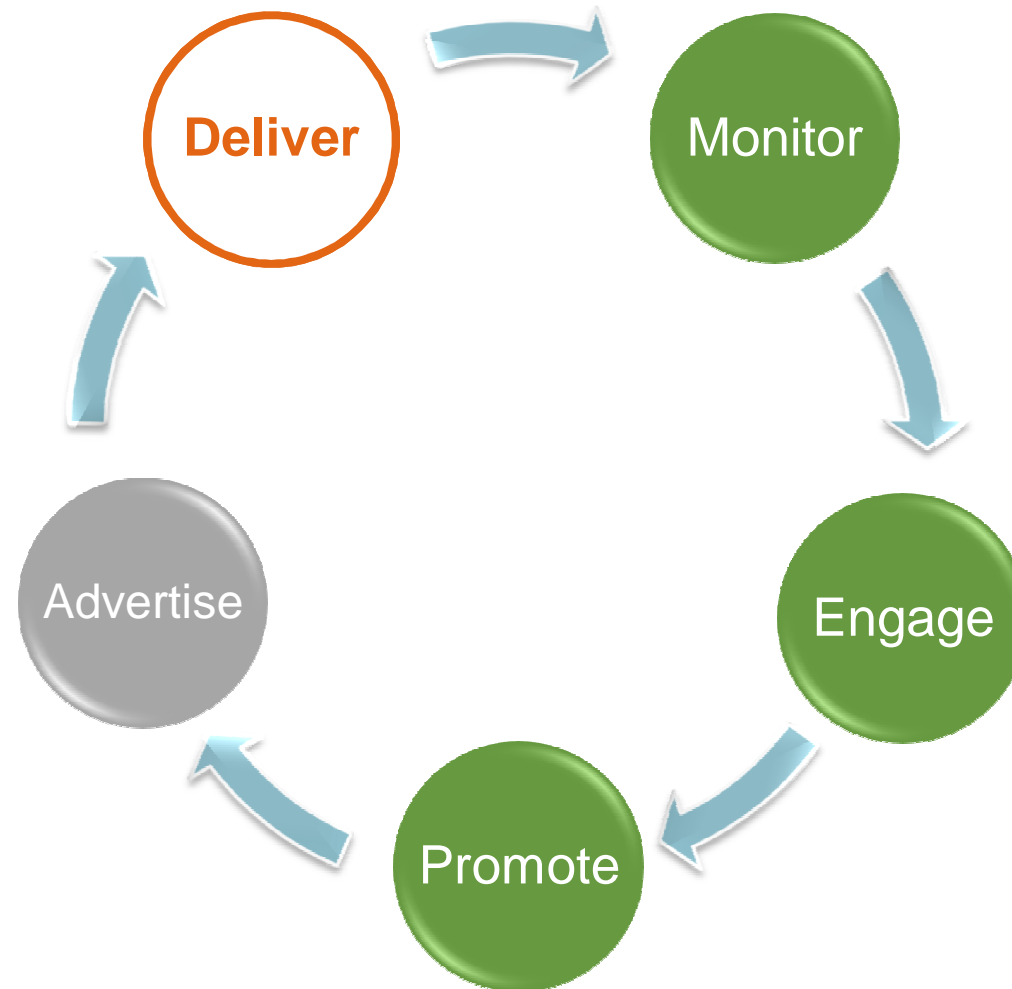
Dream Castle  
Hotel at  
Disneyland Paris

Kyriad Disneyland  
Resort Paris

# Don't ignore the F Factor

*Be a part of it!*

# What does this all mean for hoteliers?




Make sure you register in the  
**free** TripAdvisor Owners' Centre

*[www.tripadvisor.com/owners](http://www.tripadvisor.com/owners)*

# Free tools and resources

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Show the world what people on TripAdvisor are saying about **InterContinental The Clement Monterey**. [See all badges »](#)



**InterContinental The Clement Monterey**

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**TripAdvisor Traveler Rating:**  
★★★★★  
Based on 488 traveler reviews

**Most Recent Traveler Reviews:**  
Jun 24, 2009: "friendly and comfortable"  
Jun 19, 2009: "No control over thermostat - otherwise attentive..."

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