

REVIEWS, REPUTATION AND ROI

Getting the Most out of TripAdvisor
and Your Online Presence

Presented by
Dan Cross
Territory Manager, MEA



WHAT IS THE ROI OF SOCIAL MEDIA?

The Center for Hospitality Research

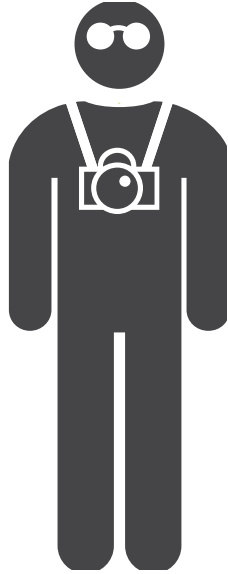
 Hospitality Leadership Through Learning

Key Findings:

- 1** Guests are visiting TripAdvisor more frequently prior to booking
- 2** Properties with stronger reputations across all channels perform better overall
- 3** Higher review scores on OTA sites allow hotels to charge more while maintaining occupancy rates.

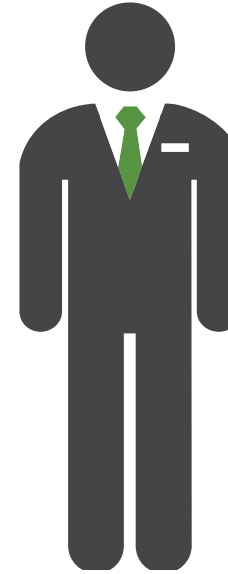
Source: "The Impact of Social Media on Lodging Performance." Chris K. Anderson, The Center for Hospitality Research. Cornell University. December 2012.

Do Online Reviews Impact Bookings?



93%

of global travellers say their booking decisions are impacted by online reviews

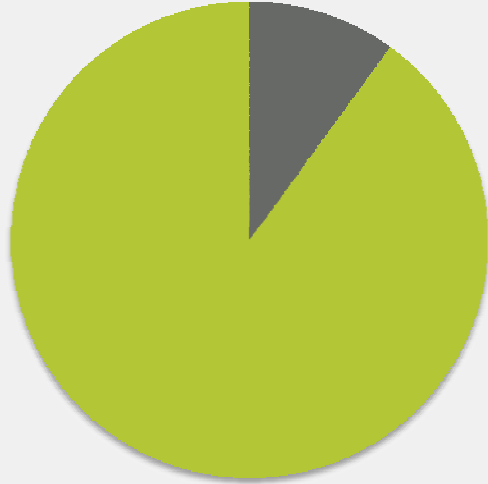


96%

of global hotels say reviews are important for bookings

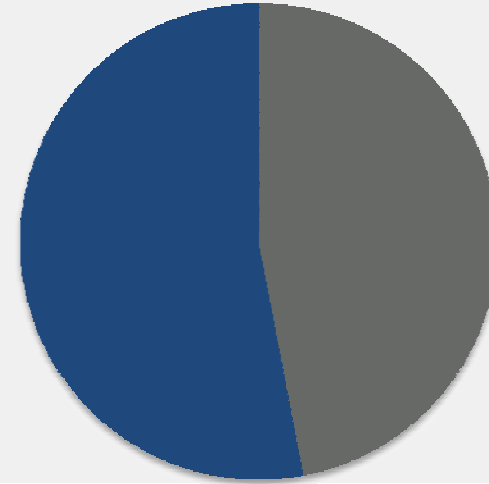
The TripBarometer by TripAdvisor is based upon an online survey conducted in Dec. 2012 – Jan. 2013. A total of 35,042 people participated in the online survey from 26 countries spanning 7 regions. The sample is made up of 15,595 consumers and 19,447 businesses, making it the world's largest combined accommodation and traveler survey.

Reviews influence traveller decisions



81%

**of travellers usually or
always reference
TripAdvisor hotel reviews
before making their
selection**



53%

**of travellers say they
will not book a hotel
that doesn't have
any reviews**

Source: PhoCusWright's "Custom Survey Research Engagement," prepared for TripAdvisor. September 2012.

World's largest travel site⁽¹⁾

**200
million**

**Unique
monthly
visitors⁽²⁾**

2.5+

million

businesses listed,
including **1.1+ million**
accommodations

60+

user contributions
every minute

14+

million

candid traveller
photos

(1) comScore, worldwide data, January 2013

(2) Source: Google Analytics, worldwide data, January 2013



“ Well worth a visit. ”

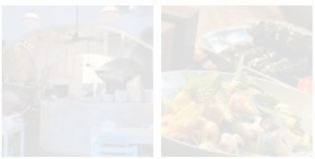


“ A true gem. ”

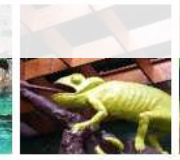
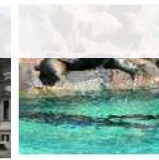
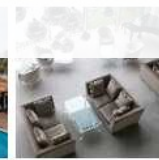
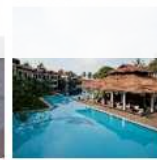


“ Amazing building and tour. ”

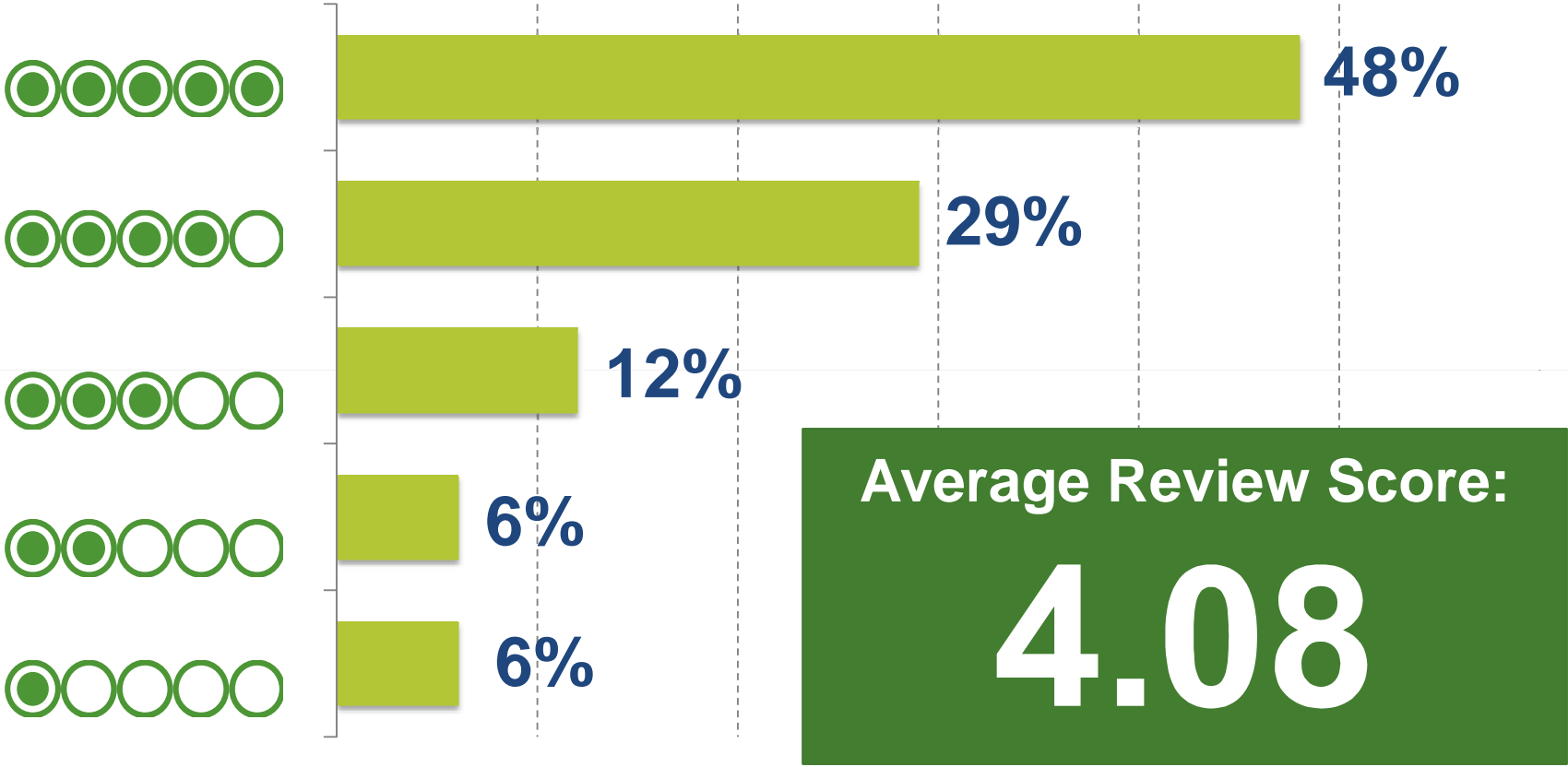
100 MILLION REVIEWS AND OPINIONS



Congratulations on yours!



TripAdvisor reviews are largely positive



Source: TripAdvisor. Percentage of all ratings, December 2012



MORE THAN HALF

say they write hotel reviews
because they feel like they
are a part of the TripAdvisor
travel social community.

Source: PhoCusWright's "Custom Survey Research Engagement," prepared for TripAdvisor. September 2012.

How important is it to you that your staff monitors and responds to online user review sites, like TripAdvisor?

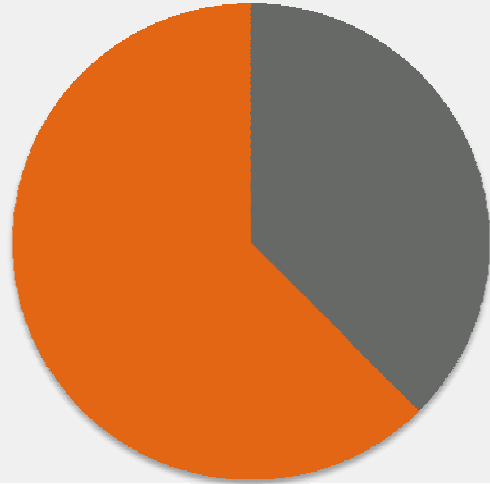


90% of hotel general managers surveyed said it is 'important' or 'very important'



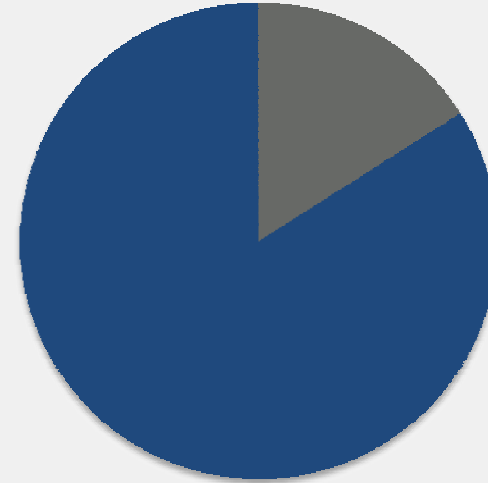
Source: *Hotel Management Voice of the GM Annual Survey, 2012*

Reviews influence traveller decisions



78%

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



84%

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

Source: PhoCusWright's "Custom Survey Research Engagement," prepared for TripAdvisor. September 2012.

Management Responses



Lisa H
Mexico City, Mexico

“Great location!”

★★★★★ Reviewed 2 April 2013

We spent four nights in February at the One and Only Cape Town with a large group of friends - location, location, location!

The hotel is very nice and the concierge was excellent - we asked him to

Senior C



45



14



Re



16

Bridgit P, Training and Quality Assurance Manager at One&Only Cape Town, responded to this review

3 April 2013

We hope that you managed to enjoy your favorite restaurant whilst you were visiting us! We are very proud of housing the only Nobu in Africa at our beautiful resort.

Thank you for the special mention regarding our Concierge team; they always aim to go above and beyond and they are very pleased that they were able to add to your experience.

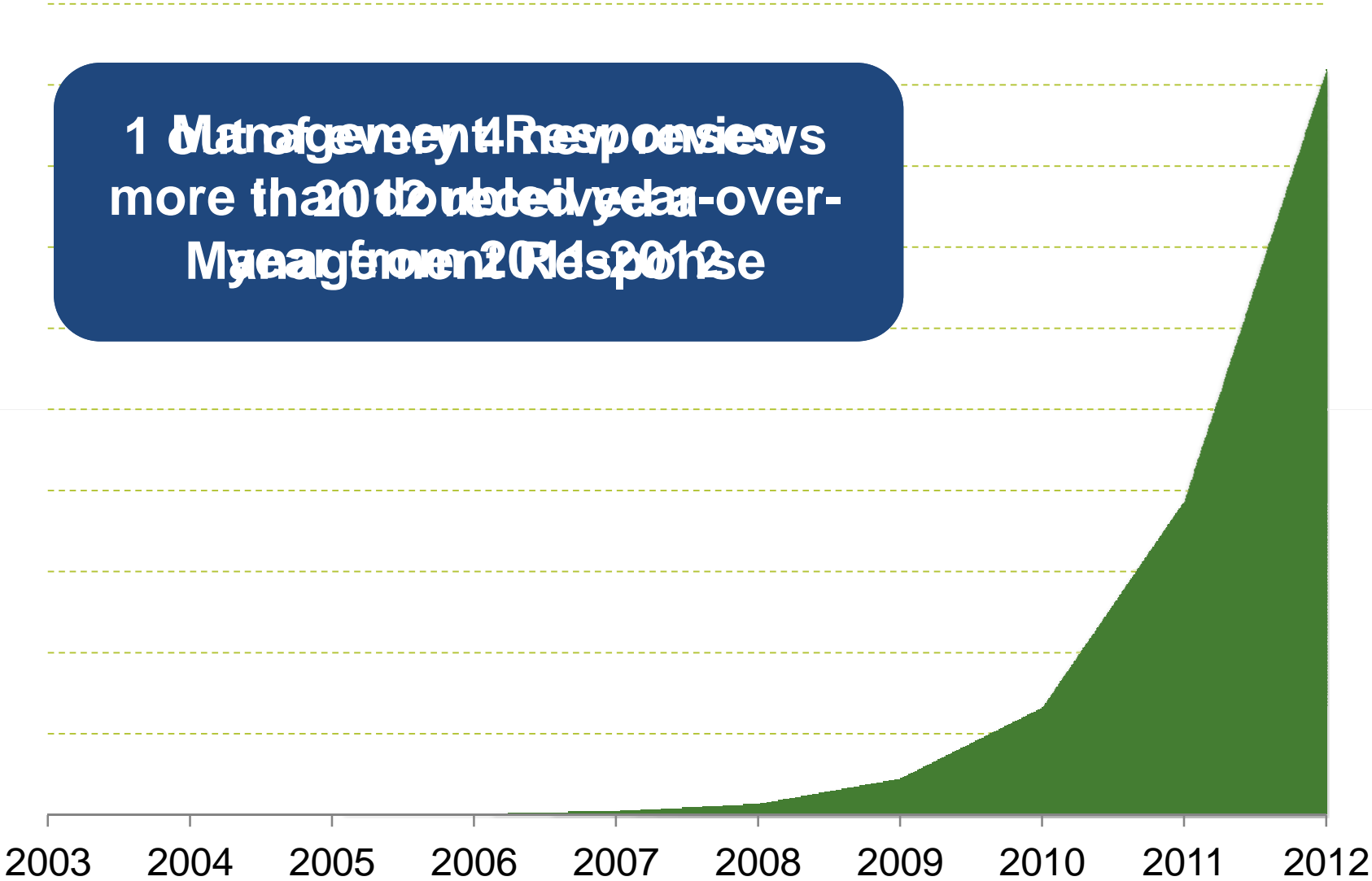
Best regards,

Madeleen van Lill

Training and Quality Assurance Manager

TripAdvisor Management Response Growth: 2003-2012

1 Management Response vs
more than 2012 needed year-over-
year growth in 2012



Source: Internal TripAdvisor data

Facebook integration

40m

monthly
Facebook visitors

35%

of new reviews come
from Facebook-
connected users

The screenshot shows the TripAdvisor website interface. At the top, the TripAdvisor logo is visible, along with a search bar and navigation links. The main content area is titled "Your friends" and displays a grid of user avatars. Below this, statistics are shown: 243 Reviews, 103 Countries, 2,960 Cities, 406 Likes, and 691 Checkins. The "Your friends' activity" section lists three recent reviews:

- Julie** reviewed **Dempsey's Muffins, Bagels** - NEW, 8 days ago. Rating: 4 stars. Comment: "Great food; friendly waitresses and staff".
- Brian** reviewed **The Sebel Surry Hills** - NEW, 10 days ago. Rating: 5 stars. Comment: "great location, look out for extra charges".
- Dianne** reviewed **Rattlesnake Bar** - NEW, 16 days ago. Rating: 4 stars. Comment: "Great event at Venom Lounge".

Each review includes a photo of the location, the address, and options to "Been there", "Want to go", or "Rate this restaurant".

Mobile: Powerful extension of TripAdvisor platform

- Find and contact hotels; find and reserve restaurants; find and book attractions and tours; find flights
- 80 City Guides available off network
- Write reviews & participate in travel forums



20

languages
available

31m+

mobile app
Downloads⁽¹⁾

45m+

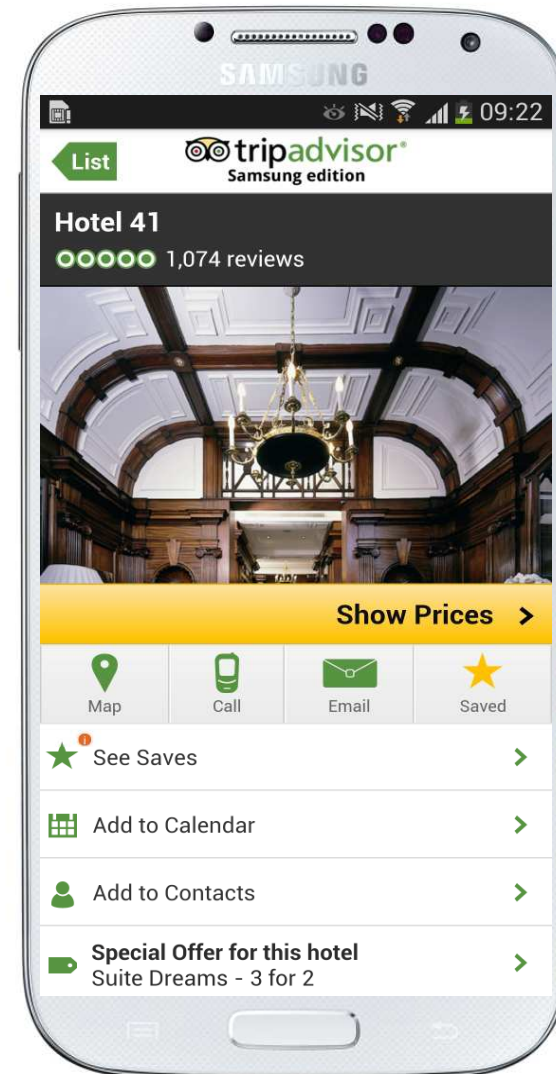
monthly
unique users⁽²⁾

(1) Includes TripAdvisor, City Guides, and SeatGuru apps

(2) Monthly unique users on mobile devices according to TripAdvisor log files

TripAdvisor App pre-loaded on new Samsung Galaxy S4

- **YOUR PROPERTY IS PRE-LOADED**
Every Galaxy S4 comes with the popular TripAdvisor app already installed.
- **YOU'RE CLICK-TO-CALL, AVAILABLE TO ALL**
If you're a Business Listing subscriber, your contact details are included.
- **YOU'RE TWICE AS EASY TO REACH**
Travellers can load your contact information into their phone with a single tap.
- **YOU'RE ON THEIR CALENDAR JUST LIKE THAT**
Travellers can load details of hotels found on TripAdvisor into the Galaxy S4's calendar app.
- **YOU CAN CATCH THE ATTENTION OF MILLIONS**
A Mobile Upgrade lets you put Special Offers on our app to reach a huge audience.



TripAdvisor for Business resources

- **Management Centre**
 - www.TripAdvisor.com/Owners
- **Twitter**
 - @TripAdvisor4Biz
- **Blog**
 - www.TripAdvisor4Biz.wordpress.com

The collage features three overlapping images:

- Management Center:** A screenshot of the 'Schrute Farms Management Center' dashboard. It includes a welcome message, sections for 'Manage your TripAdvisor page', 'Free marketing tools', 'Get help with your questions', and a 'Property Dashboard'.
- Twitter Profile:** A screenshot of the @TripAdvisor4Biz Twitter profile. It shows 1,510 tweets, 3,128 following, and 6,376 followers. Recent tweets discuss hotel amenities, mobile app optimization, and online reviews.
- Myths Document:** A document titled 'TOP 10 TRIPADVISOR MYTHS' with the TripAdvisor logo. It lists common misconceptions and provides the reality behind them.

TOP 10 TRIPADVISOR MYTHS
Below are 10 common misconceptions about TripAdvisor -- and the real story behind the myths.

MYTH 1: Reviews on TripAdvisor are usually negative.
REALITY: In fact, the majority are positive! Three-quarters of reviews are rated "very good" or "excellent."

MYTH 2: You can't trust TripAdvisor reviews.
REALITY: We have a lot of research showing that travelers find that their experience generally reflects the reviews they've read. Travelers take a balanced view of reviews and are not persuaded by one review alone. They tend to appreciate the wisdom of crowds and look to the majority opinion for guidance. TripAdvisor takes review integrity seriously, which is why we've developed a multi-tiered approach to content screening that includes a dedicated team, sophisticated technology and our loyal community. If you think a review is suspicious or fraudulent, let us know!

MYTH 3: Nothing is free on TripAdvisor.
REALITY: Thousands of property owners and managers worldwide take full advantage of our free Management Center tools. It doesn't cost you anything to track your performance against competitors, sign up for notification of new reviews, or post a management response. You can also take advantage of additional promotional opportunities by purchasing a Business Listing.

MYTH 4: I have no control over my TripAdvisor listing.
REALITY: Just complete the free registration in the Management Center and you can start adding a property description, photos, videos and more.

MYTH 5: Businesses can't share their side of the story on TripAdvisor.
REALITY: We strongly encourage you to add management responses to reviews. These not only show guests that you take their feedback seriously, but also gives you the last word.