



Winning In The Digital Travel Age

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TripAdvisor for Business

5th May, 2014

all



Help travelers around the world plan and have the perfect trip



Brochure photo



What travelers saw

260

million

unique monthly visitors*

150

million

reviews and opinions

3.7+

million

Businesses listed

60

million

TripAdvisor members

90+

user contributions every minute

*Source: Google Analytics, worldwide data, July 2013

More than **3.7 million** businesses and properties in 139,000+ destinations



2,000,000+
Restaurants



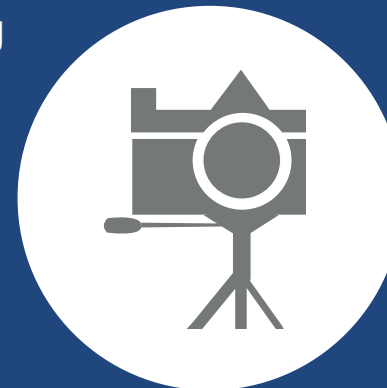
775,000+
Hotels, B&Bs and
specialty lodging



400,000+
Attractions



550,000+
vacation rentals



19,000,000+
candid photos

The world's largest travel site

Traffic Sources (comScore 11/13)	
Europe	41%
North America	2%
APAC	21%
Latin America	9%
Middle East & Africa	5%



TripBarometer

The world's largest accommodation and traveler survey*

2014

- Launched this month!
- Received responses from more than 61,000 travelers and hoteliers from around the world
- Reveals changes in consumer spending plans and worldwide travel patterns
- Reports behavioral differences in planning and booking habits of travellers at different life stages
- Conducted on behalf of TripAdvisor by independent research firm
- Twice-annual study

www.tripadvisor.com/TripBarometer



Where are global travelers planning to go?

NEAR OR FAR, TRAVEL IS WITHIN REACH

Globally, the percentage of travelers is expected to increase in 2014.



74% of TripBarometer global respondents cite TripAdvisor as their preferred source of **inspiration** when planning travel

Price is key... but only coupled with positive experiences



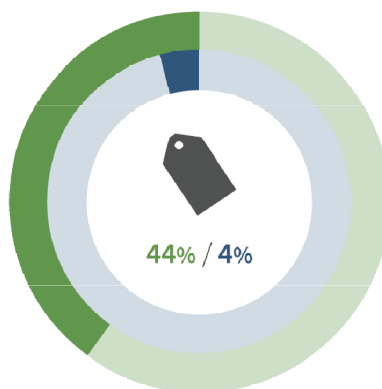
95% of global travelers say price is important when booking an accommodation.



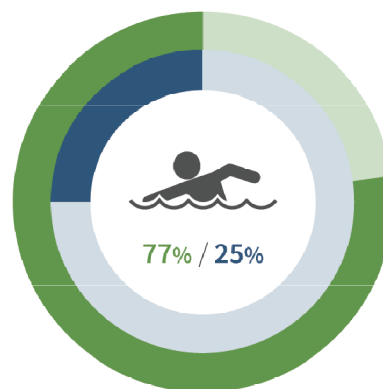
Meanwhile, **only 50% of global hoteliers** say price has the biggest impact when travelers book.

What else is important when choosing an accommodation?

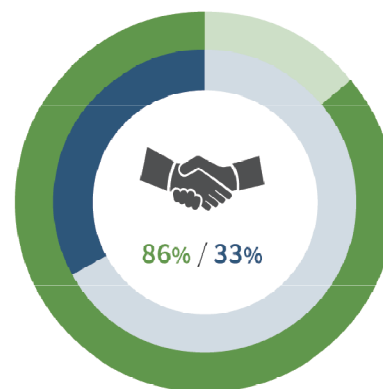
Important to global travelers / Biggest impact to global hoteliers



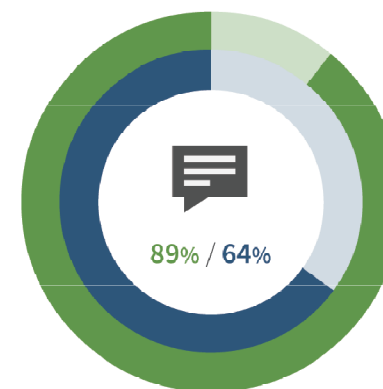
Special offers



Amenities



Previous experience



Online travel reviews

Globally, travelers are spending more...



21% of global travelers
plan to spend more on
travel in 2014.

The economy is not a significant factor when it comes to global travelers spending more in 2014.



I'm saving up for travel: **40%**



I would never spend less: **20%**



I'm more confident about the economy: **11%**

Average global traveler spend in 2014 (USD)¹



...and they're influenced by reviews!

89%

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

96%

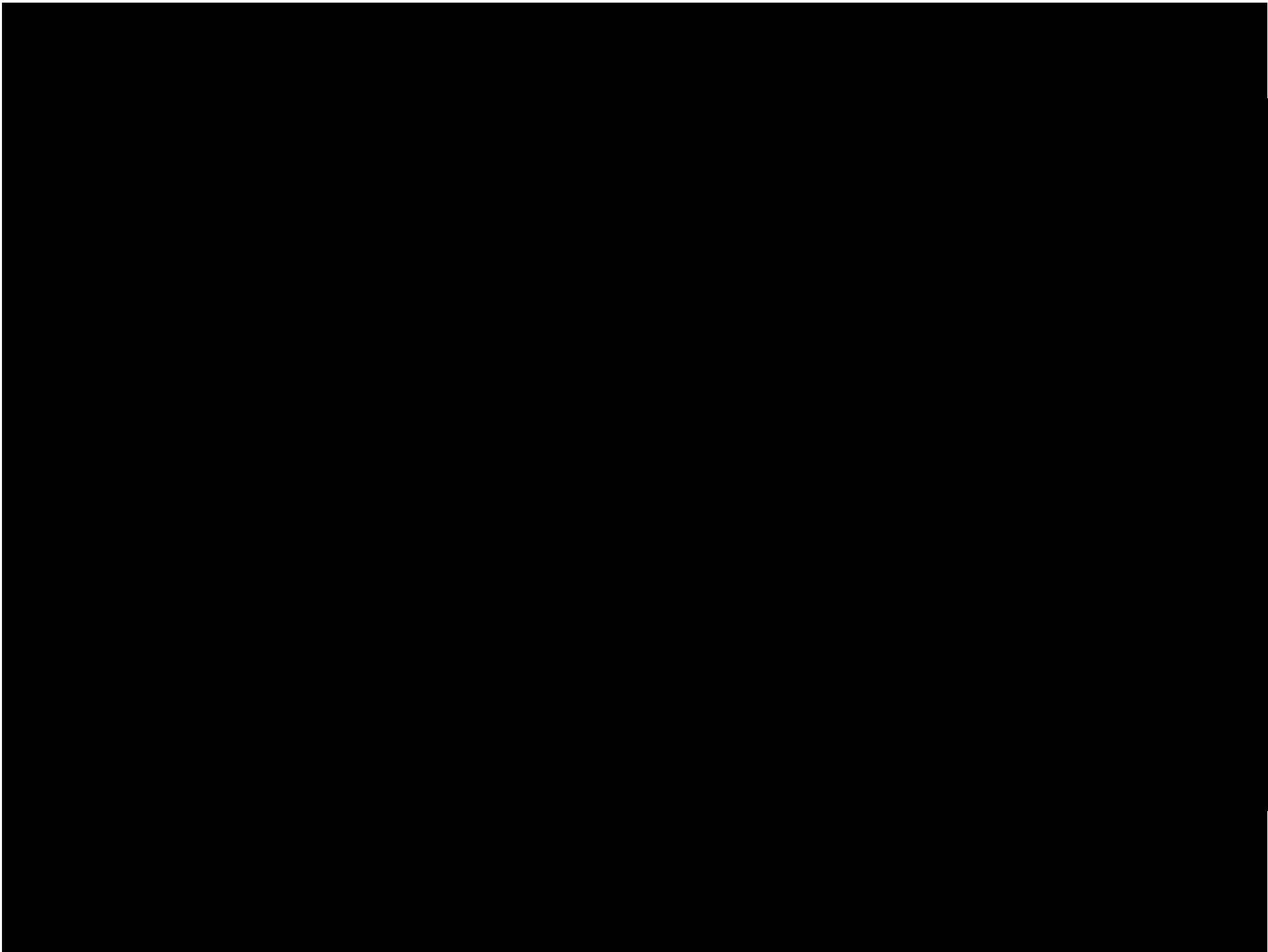
of global hoteliers say
reviews are influential in
generating bookings.

ISO 100

REVIEWS MATTER

→ 11111111

1A





500 million

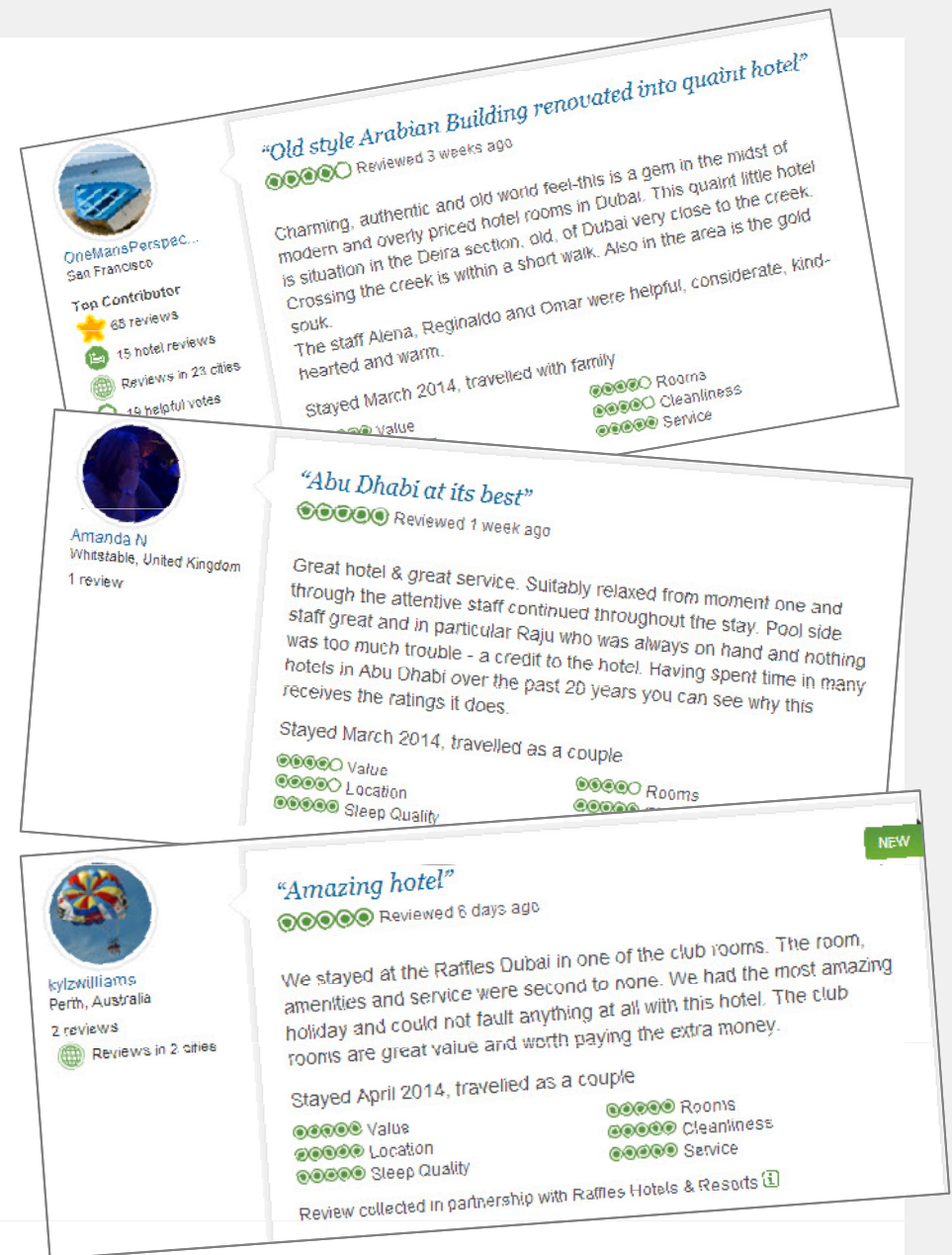
people view TripAdvisor content on sites
other than TripAdvisor each month



55%

of UAE accommodations reviewed in the last 30 days have a rating of 3.5 or higher.

Source: TripAdvisor internal data, April 2014



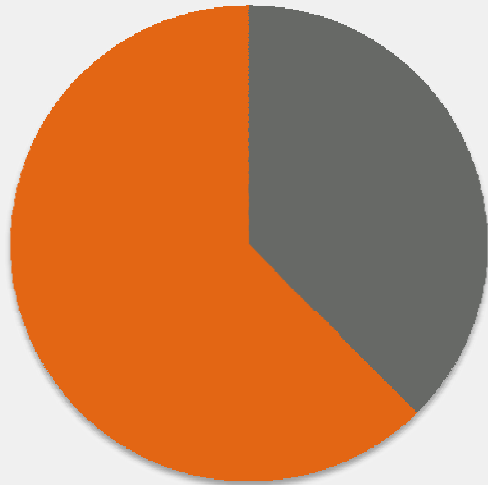
Overall reputation management impacts your bottom line

The Center for Hospitality Research
 Hospitality Leadership Through Learning

- 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.

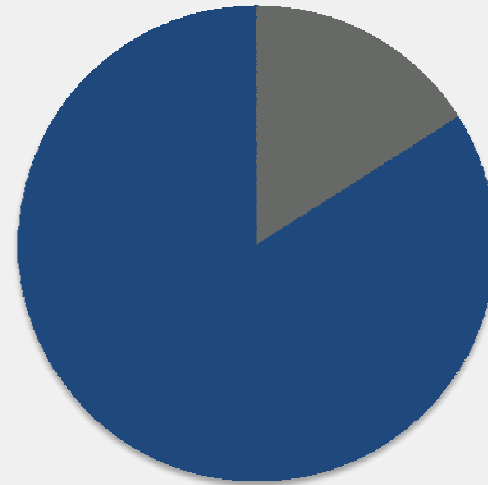
How can businesses leverage TripAdvisor?

Management Responses influence traveler decisions



77%

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




87%


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. December 2013


Businesses are starting to proactively ask for reviews

Review Express is there to help

Powered by  tripadvisor®


 Review Express

[Review Express Dashboard](#) [Send Emails Manually](#) [Send Emails Automatically](#)



Review Express Campaign Dashboard

Last updated: December 22, 2013

Invite more guests to write a review 

Hov

Total Campaigns

412

Total Emails Sent

452

Total Opens

250

Total Clicks

83


Thank y

We'd be site, hel

Our gue their ow improve

Thanks Honesd

How w




This Rev t4bconte

Unsubscr This Revl affiliated y the busin If you hav

Top Review Express Tips

More tips



Tip Sheet
Review Express
Best Practices

- Use short, simple messaging
- Confirm guest email addresses
- Tell guests to expect an email
- Don't wait - connect with guests after checkout
- Target Mondays/Tuesdays, avoid weekends

Recent email campaigns

?

Date	Campaign Id (Language)	Sent	Clicks	Opens	Bounced	Suppressed
12/20/2013	457954 (en_UK)	1	0	0	0	0
12/18/2013	454976 (pt)	2	0	2	0	0
12/18/2013	454836 (it)	2	1	2	0	0
12/18/2013	454069 (en_US)	1	0	1	0	0
12/13/2013	446850 (en_US)	-	-	-	-	-
12/13/2013	446675 (en_US)	1	1	1	0	0
12/13/2013	446469 (fr)	1	0	0	0	0
12/12/2013	444910 (en_US)	1	0	1	0	0
12/12/2013	444212 (en_UK)	2	0	0	0	0
12/11/2013	442579 (fr)	1	0	0	0	1

- Free tool to encourage reviews, launched in May 2013
- Use customizable templates to easily email recent guests at once
- Use campaign dashboard to monitor incoming reviews and optimize campaigns
- 47,000 properties have already used it
- + 33% increase in reviews!

TripAdvisor Management Center

ONLY 1 OF 4 OF HOTELIERS ARE TAKING
ADVANTAGE OF THIS IMPORTANT TOOL

The screenshot shows the TripAdvisor Management Center interface for 'Schrute Farms Management Centre'. The top navigation bar includes the TripAdvisor logo, user information (HI, Content), currency (USD), and a link to the consumer site. The main content area is titled 'Welcome to your Management Centre!' and provides a brief overview of the tools available. A prominent banner for 'INTRODUCING TRIPCONNECT™' highlights direct bookings. Below this, there are sections for 'Your Special Offer' and 'Your Announcement', both currently inactive. The dashboard is organized into several functional blocks: 'Manage your TripAdvisor page' (enhance listing, upload photos), 'Manage your Business Listing' (add contact details, post special offers), 'Manage your reviews' (know what customers are saying), 'Free marketing tools' (downloadable badges), 'TripAdvisor Insights' (new section for hospitality marketing), 'Get help with your questions' (FAQs, support specialists), 'Check out our newest products below:' (Review Express, TripConnect), and a 'Quick Links' sidebar (write response, update details, add photos, get reviews, instructional videos, other properties). The 'Your property overview' sidebar shows statistics for Schrute Farms on TripAdvisor: 1006 total reviews, a ranking of --, and a rating of 4.5/5. The 'Business Listing status' sidebar shows the special offer is inactive, announcement is inactive, slideshow is active, and weekly digest is subscribed. The 'Contact TripAdvisor' sidebar provides telephone and email contact information.

Schrute Farms Management Centre

Welcome to your Management Centre!

This is where you will find free tools and content resources to manage your business' online reputation, engage the TripAdvisor traveller community, and attract guests. See our [video](#) and [guide](#) on how to market your business on TripAdvisor for free and get started today!

INTRODUCING TRIPCONNECT™
Direct Bookings Made Simple [Learn more >](#)

Your Special Offer is not active | [Create one now >](#)
Your Announcement is not active | [Create one now >](#)

Manage your TripAdvisor page
Enhance your listing, upload photos and videos; update property details, rates and booking info; track performance, and more...

Manage your Business Listing
Add contact details and post Special Offers on your TripAdvisor page to drive direct bookings and increase your property's exposure.

Manage your reviews
Know what your customers are saying about you and post your reply.

Free marketing tools
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
Think of this new section of the site as part daily herald, part content portal, part hospitality marketing university. Basically, it's your essential hospitality marketing resource.

Get help with your questions
Can't solve your query? Use our FAQs. Our help center offers further guidance and direct links to support specialists.

Check out our newest products below:

Review Express
Encourage more reviews! Review Express makes it easier than ever to remind recent visitors to write reviews.

TripConnect™
Share your direct rates and availability with travellers who are ready to book – and send them straight to your online booking engine!

Quick Links

- Write a management response
- Update property details
- Add photos
- Get more reviews
- New instructional Videos
- Your other properties

Your property overview

Schrute Farms on TripAdvisor

Total Reviews	1006
Ranking	--
Rating	4.5/5

Snapshot
Property Dashboard
Review Dashboard

Business Listing status

Special Offer: **Inactive**
Announcement: **Inactive**
Slideshow: **Active**
Weekly Digest: **Subscribed**

Contact TripAdvisor

Telephone
Monday-Friday
9:00 - 16:00
0-800-088-8460
(Toll-Free)
+44(0) 203 319 5019
Email us

Source: TripAdvisor internal data

Property Snapshot

Key metrics to measure day-to-day performance

- Ratings
- Rankings
- Review, photo and top comments activity

Snapshot

Sample Hotel

Last updated March 3, 2013

307

Total Reviews

103

Total Management Responses

22

of 79 hotels in Sample City



TripAdvisor Rating

Review Activity

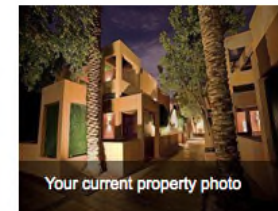
10	Reviews in the last 30 days
25	Reviews in 2013
17	Management responses in the last 30 days
27	Management responses in 2013

Top Comments from Your Reviews

"Pool area"	8 Reviews
"Parking lot"	5 Reviews
"Very nice"	5 Reviews
"Living room"	3 Reviews

Photo Activity

69	Total traveler photos
4	Photos in the last 30 days
15%	Visitors viewing photos
5	Owner photos
1/24/2013	Last owner photo update



Share TripAdvisor content on your website

Use our free marketing tools to display your TripAdvisor rating and reviews, promote your area, and encourage more guests to write reviews. [Learn more](#)

[Browse Free Tools](#)

The Center for Hospitality Research

 Hospitality Leadership Through Learning



Properties with stronger
reputations across all channels
perform better overall

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

THANK YOU!