



WTM November 2007

The Impact Of Social Media

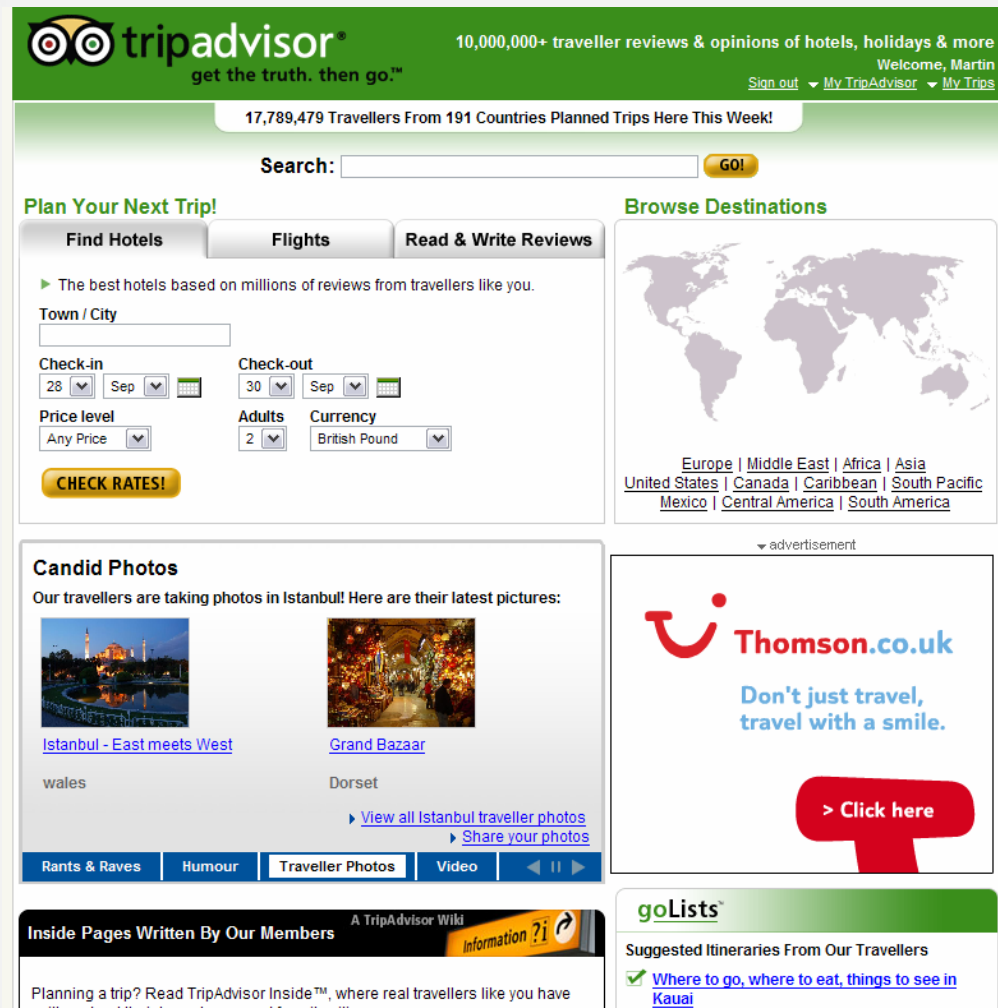
# TripAdvisor

## Helping Drive Social Media Online

## TripAdvisor Driving Consumer Confidence



# TripAdvisor Overview



The screenshot shows the TripAdvisor homepage with the following elements:

- Header:** TripAdvisor logo, "10,000,000+ traveller reviews & opinions of hotels, holidays & more", and a user greeting "Welcome, Martin" with links for "Sign out", "My TripAdvisor", and "My Trips".
- Search Bar:** A search input field with a "GO!" button and a notification that "17,789,479 Travellers From 191 Countries Planned Trips Here This Week!".
- Plan Your Next Trip!:** A section with tabs for "Find Hotels", "Flights", and "Read & Write Reviews". It includes a search for "Town / City", "Check-in" (28 Sep), "Check-out" (30 Sep), "Price level" (Any Price), "Adults" (2), and "Currency" (British Pound). A "CHECK RATES!" button is present.
- Browse Destinations:** A world map with links for "Europe", "Middle East", "Africa", "Asia", "United States", "Canada", "Caribbean", "South Pacific", "Mexico", "Central America", and "South America".
- Candid Photos:** A section titled "Our travellers are taking photos in Istanbul! Here are their latest pictures:" featuring two photos: "Istanbul - East meets West" (wales) and "Grand Bazaar" (Dorset). A link to "View all Istanbul traveller photos" and "Share your photos" is provided.
- Advertisement:** A Thomson.co.uk advertisement with the slogan "Don't just travel, travel with a smile." and a "Click here" button.
- Navigation:** A menu with "Rants & Raves", "Humour", "Traveller Photos", and "Video".
- Footer:** A "goLists" section titled "Suggested Itineraries From Our Travellers" with a link to "Where to go, where to eat, things to see in Kauai".

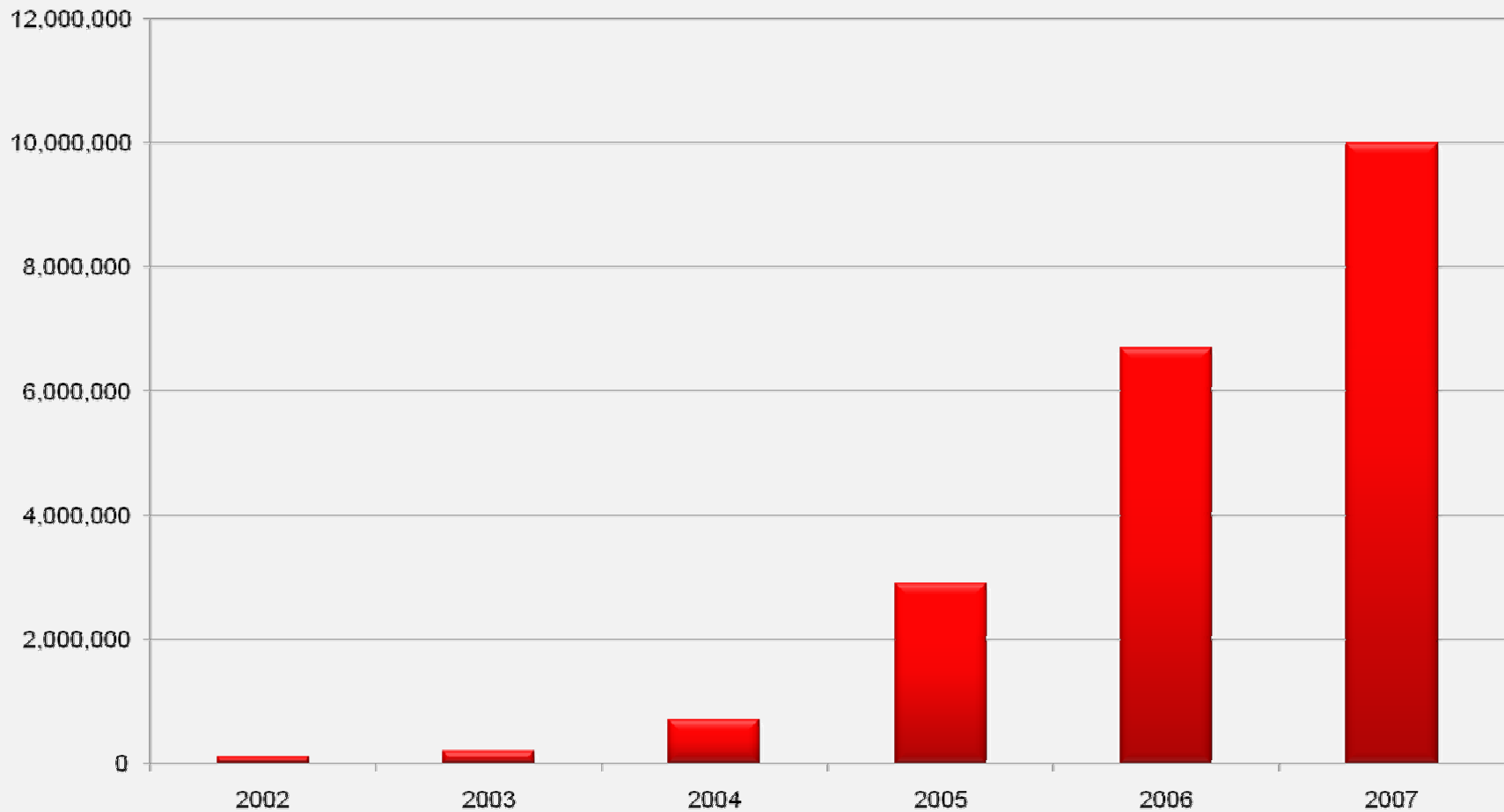
24m Users A Month

7 different domains

5 different languages

All UGC

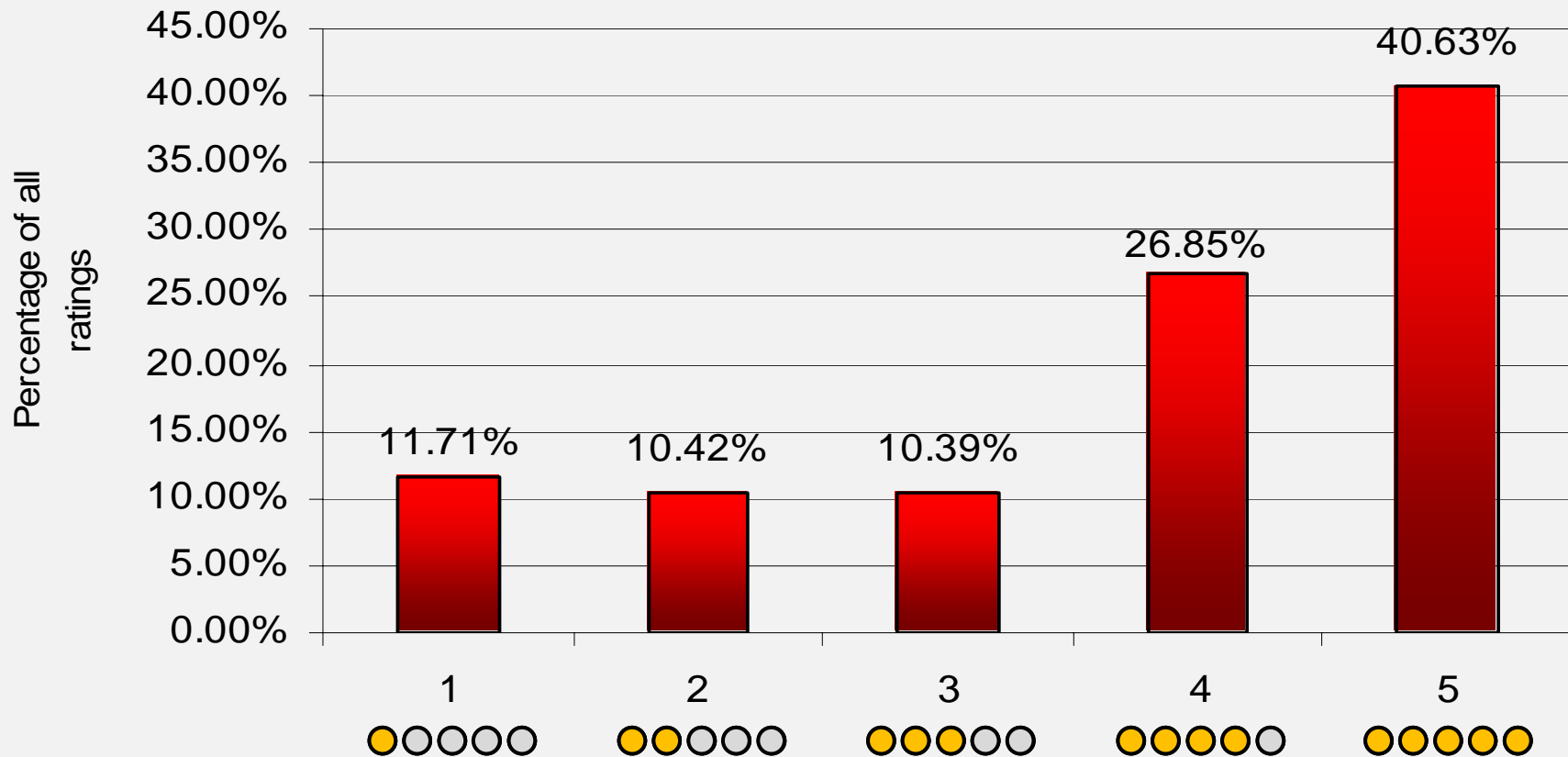
## TripAdvisor Review Content Growth Over Time



Source: TripAdvisor LLC  
\* Forrester Research Inc. and Intelliseek.

## Is it all negative?

Actually Reviews Are Largely Positive – Average Score is 3.74



# TripAdvisor

## Social Media & The Travel Industry Working Together

## Hoteliers Are Seeing Great Success By

1. Find out what is being said about their brand / property
2. Responding openly
3. Encourage contributions and feedback

## Example – Affinia Hotels

**Tom Brady**

**General Manager of the Affinia Chicago**

**Interviewed in the New York Times, April 8<sup>th</sup>, 2007**

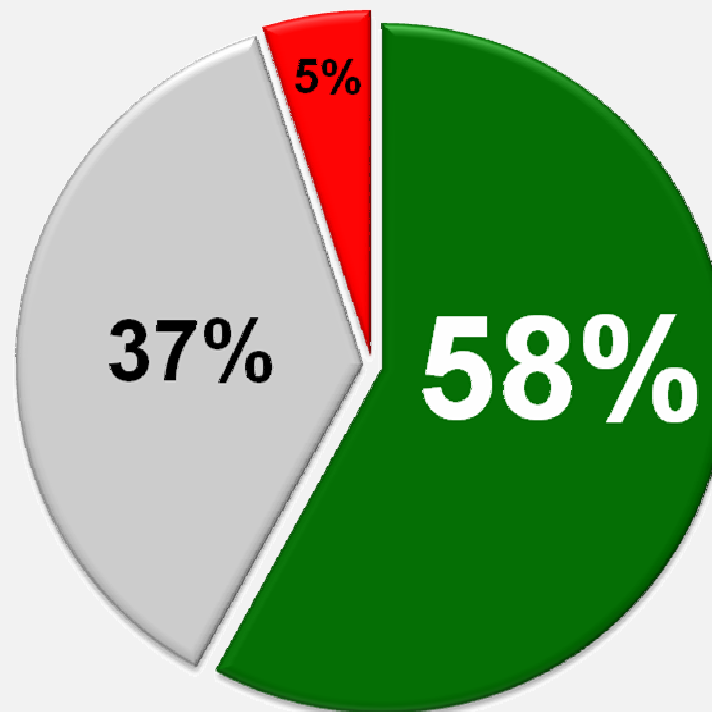
“It’s an obsession”

“This is all over the world”

“Everyone is looking at this. I’ve got to make sure it’s solved quickly, so God forbid someone else doesn’t have the same problem”

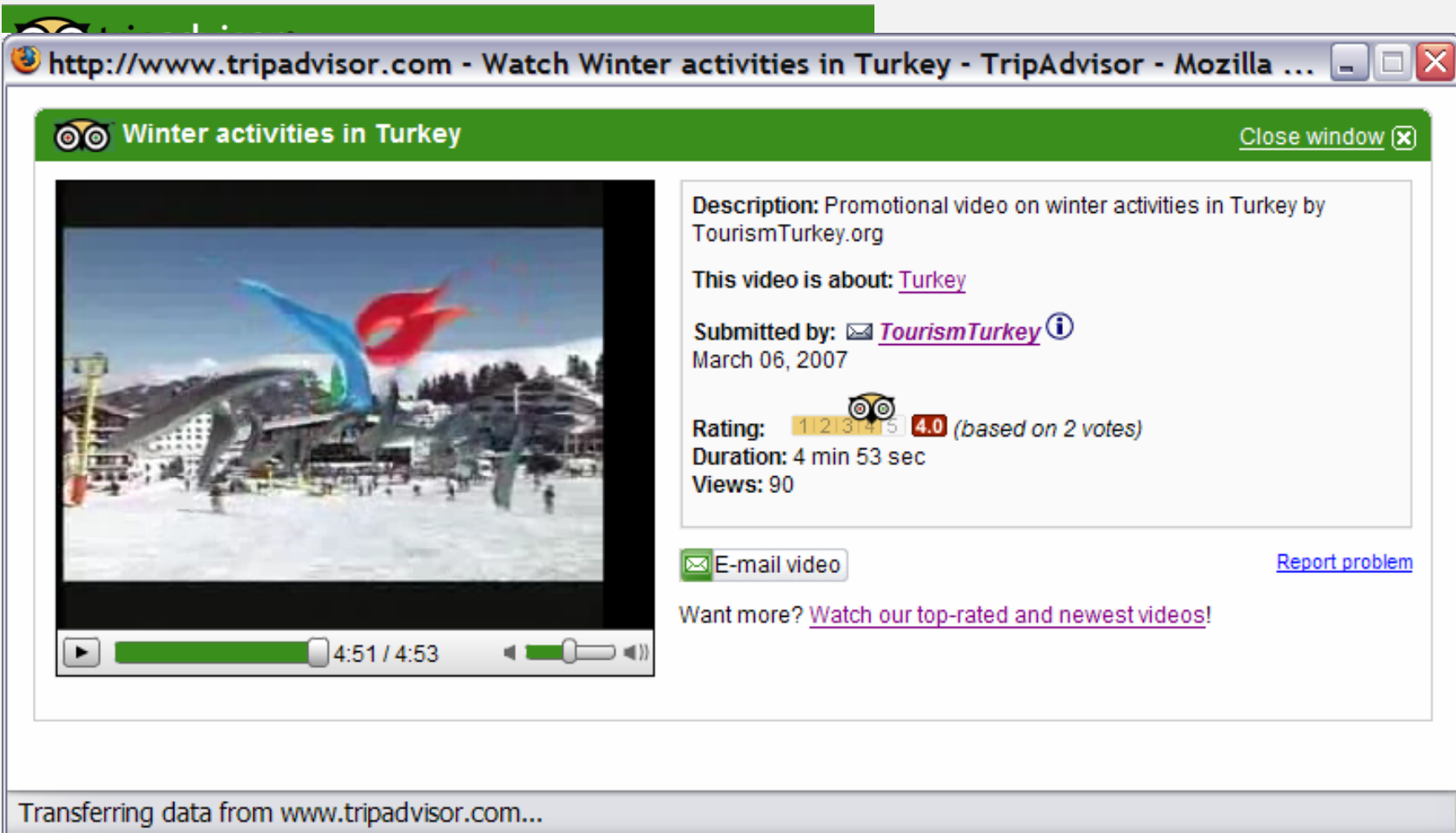
## Consumers welcome a brand's involvement in the dialogue

### Change in Opinion if Content Added to TripAdvisor "Supplier Response To Consumer Reviews"



■ Positive Influence    ■ No Influence    ■ Negative Influence


## Tourist Boards – Improving Content For Your Regions



The screenshot shows a web browser window displaying a video player on the TripAdvisor website. The browser's address bar shows the URL: <http://www.tripadvisor.com> - Watch Winter activities in Turkey - TripAdvisor - Mozilla ...

The video player interface includes a title bar: **Winter activities in Turkey** with a "Close window" button. The video itself shows a snowy mountain landscape with a large, colorful sculpture of a bird or dragon. The video player controls at the bottom show a progress bar at 4:51 / 4:53.

Metadata for the video is displayed on the right side of the player:

- Description:** Promotional video on winter activities in Turkey by TourismTurkey.org
- This video is about:** [Turkey](#)
- Submitted by:** [TourismTurkey](#) ⓘ
- Submitted:** March 06, 2007
- Rating:**  **4.0** (based on 2 votes)
- Duration:** 4 min 53 sec
- Views:** 90

Below the video player, there is an "E-mail video" button and a "Report problem" link. At the bottom of the player area, there is a link: "Want more? [Watch our top-rated and newest videos!](#)"

A status bar at the bottom of the browser window reads: "Transferring data from www.tripadvisor.com..."

## But you abuse that trust at your peril

**WHAT DO YOU CALL** a phony blog that's actually a front for a huge corporation? A "flog"?



The image shows a screenshot of a travel blog post. The title is "WAL-MARTING across America" in a stylized font. The main text is titled "The Final Word" and discusses a travel experience in Arizona, mentioning Wal-Mart Supercenters and RVs. On the right side, there is a "SPONSORED BY" section featuring a photo of a family and the text "WORKING FAMILIES FOR WALMART". Below that, it says "THE FINE PRINT" and "Copyright © 2006 Working Families for Wal-Mart. All rights reserved".

**WAL-MARTING** across America

*The Final Word*

Our blog was about the people we met and the stories they told. As a storyteller, I should have done a better job beginning at the beginning with our tale.

In April 2006, Jim and I hiked the Grand Canyon, Bryce and Slot Canyons in Escalante. During our trip we ended up in Page, Arizona. Not only are we early risers, we are East Coasters, which meant at 5 a.m. we were up and ready to go, although not much else is in Page. Except, of course the Wal-Mart Supercenter. We pulled into the parking lot and at least a dozen RVs. Not sure what was up, we asked why? We learned Wal-Mart allows RVs to stay in store parking lots over night. For free. As we hiked up Bright Angel Trail from Phantom Ranch in the Grand Canyon a new adventure was born.

I started thinking about all the other amazing things there are to see in this vast country of ours. And then I started thinking about how Wal-Mart — one in every town, practically — lets you park overnight for free. The idea just sort of came together. We would take vacation from our full-time jobs and drive across the country in a rented RV, from city to city, spending the night in a different Wal-Mart parking lot every night.

**SELECT A STYLE**

**SPONSORED BY**

**WORKING FAMILIES FOR WALMART**

**THE FINE PRINT**

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Working Families for Wal-Mart.  
All rights reserved

# Social Media

## The Future...

### Increasing Relevance

## Can There Ever Be Too Much Content?

### [Bellagio, Las Vegas](#)

3600 S Las Vegas Blvd  
Las Vegas, NV 89109



**1,400 Reviews**

### [Excellence Punta Cana](#)

Playas Uvero Alto  
Punta Cana  
Dominican Republic



**1,000 Reviews**

### [Argonaut Hotel, San Francisco](#)

495 Jefferson Street at Hy  
Fisherman's Wharf  
San Francisco, CA 94109



**550 Reviews**

# TripAdvisor Traveller Network

**Someone you know has been where you're going!**

**Only a TripAdvisor traveller network lets you:**

- Find friends & family who are already members of TripAdvisor
- Quickly get insider tips and travel advice from people you know
- Create a network of contacts who can help you plan your trips

Create your traveller network

**GET STARTED NOW!** →

## 1. Set Up Your Profile

Location

Age

Gender

Travel Style

Travel For


A Great Holiday Includes

I Travel With

## 2. Create Your Map

### My Travel Map: 0 destinations

Add a new location by city name:

 Pick My Favourites



	Been there	Can advise friends	Going there
Las Vegas, NV, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New York City, NY, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punta Cana, Dominican Republic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cancun, Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paris, France	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playa del Carmen, Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
London, England	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orlando, FL, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rome, Italy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
San Francisco, CA, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Next 10](#)

Home: [\(map my location\)](#)

Been (0): 
 Can advise friends (0): 
 Favourite (0): 
 Going (0): 

## 2. Create Your Map

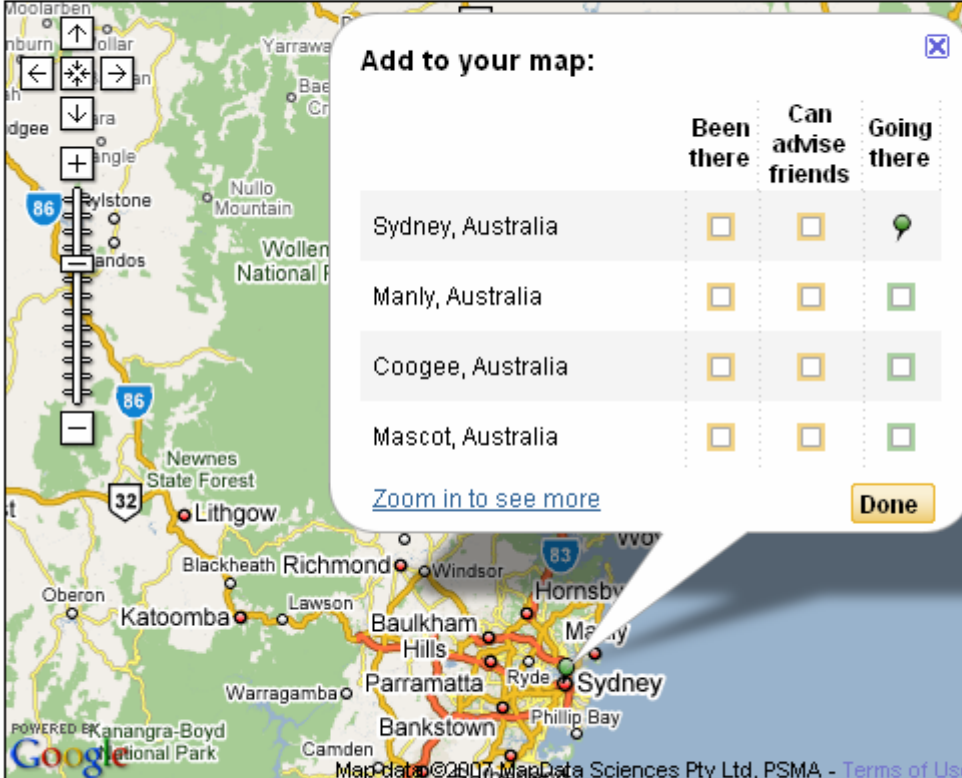
### My Travel Map: 231 destinations

Add a new location by city name:

**Add to your map:**

	Been there	Can advise friends	Going there
Sydney, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Manly, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coogee, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mascot, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Zoom in to see more](#)



Map data ©2017 MapData Sciences Pty Ltd, PSMA - [Terms of Use](#)

	Been there	Can advise friends	Going there
Sydney, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Katoomba, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manly, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wollongong, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leura, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coogee, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mascot, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
North Ryde, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Woy Woy, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Goulburn, Australia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Been (228): 
 Can advise friends (0): 
 Favourite (0): 
 Going (3):

[Next 10](#)

Home: [\(map my location\)](#)

## 2. Create Your Map

My Travel Map: 231 destinations

Add a new location by city name:

 Pick My Favourites



	Been there	Can advise friends	Going there
Punta Cana, Dominican Republic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cancun, Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Playa del Carmen, Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puerto Plata, Dominican Republic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sharm el Sheikh, Egypt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Negril, Jamaica	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puerto Vallarta, Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chicago, IL, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dubai, United Arab Emirates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honolulu, HI, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Next 10](#)


Been (228): 
 Can advise friends (0): 
 Favourite (0): 
 Going (3): 

Home: [\(map my location\)](#)

## 3. Invite Your Friends To Do The Same

Profile | Contributions (25) | **Traveler Network (45)** | Subscriptions | Messages | Trips (1)

Traveler Network (45) | Invite Friends | Sent Invitations (105) | Received Invitations [Continue browsing »](#)



[Edit Photo](#)

### Welcome, mvr [Not you?](#)











Information on this page is public.  
[View my public profile as others will see it](#)

Location: London  
Joined: Jun 4, 2007  
Profile views: 15  
URL: <http://www.tripadvisor.com/members/mvr>

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### My traveler network on TripAdvisor INVITE MORE FRIENDS →

Sort by: Nickname ▾ 1 [next >](#) Search my friend list:

 <p>✉ Aaron (in the... :: <a href="#">Edit</a> <a href="#">starseeker59</a> Boston</p> <p>📍 Cities visited (184) ✍ Contributions (22)</p>	 <p>✉ Alice Mallick :: <a href="#">Edit</a> <a href="#">sundance2007</a> London</p> <p>📍 Cities visited (32) ✍ Contributions (0)</p>
 <p>✉ alimsinaei :: <a href="#">Edit</a> <a href="#">alimo1234</a> dubai</p> <p>📍 Cities visited (0) ✍ Contributions (0)</p>	 <p>✉ Amelia Elston :: <a href="#">Edit</a> <a href="#">AJane82</a> London</p> <p>📍 Cities visited (44) ✍ Contributions (0)</p>
 <p>✉ Beanie Willson :: <a href="#">Edit</a> <a href="#">Beanie22</a> London</p> <p>📍 Cities visited (20) ✍ Contributions (0)</p>	 <p>✉ Ben Buxton :: <a href="#">Edit</a> <a href="#">benbux</a> benbux</p> <p>📍 Cities visited (22) ✍ Contributions (0)</p>
 <p>✉ Catherine Gibson :: <a href="#">Edit</a> <a href="#">ooki</a> London</p> <p>📍 Cities visited (11) ✍ Contributions (0)</p>	 <p>✉ Chris Solomi :: <a href="#">Edit</a> <a href="#">Solomi</a> London</p> <p>📍 Cities visited (0) ✍ Contributions (0)</p>
 <p>✉ Dave Katz :: <a href="#">Edit</a> <a href="#">shedzy</a> london</p> <p>📍 Cities visited (88) ✍ Contributions (0)</p>	 <p>✉ donandres142 :: <a href="#">Edit</a> <a href="#">donandres142</a> Boston...</p> <p>📍 Cities visited (72) ✍ Contributions (0)</p>

## 4. The Result - Truly Tailored Content

 **Advice about New York City from my traveler network**

 **My traveler network knows about Barcelona**

 **Advice about Auckland from my traveler network**

 **Advice about Cape Town from my traveler network**

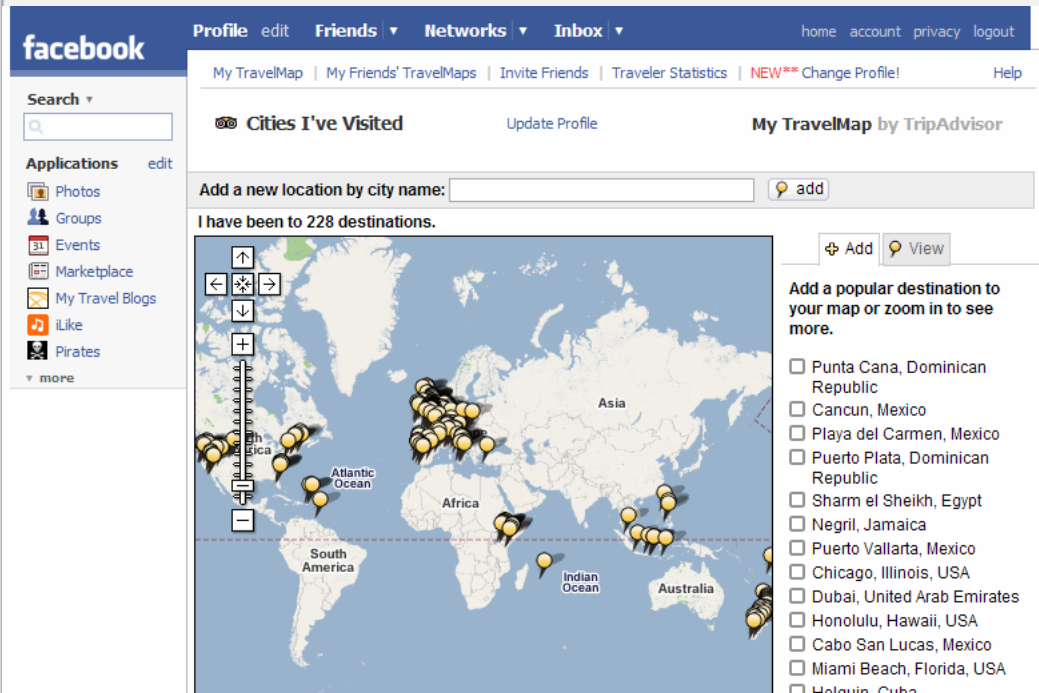
 **My traveller network knows about Masai Mara National Reserve**

 **My traveller network knows about Bali**

Friends who have  
been here (1)

 [Warren O'Kane](#)

# But Does It Work?



4m Users World Wide  
150k per week

## Cities I've Visited

## Cities I've Visited Statistics on TripAdvisor

Cities I've Visited users have pinned 125,299,596 times, in 48,856 cities in 196 countries. (updated daily)

## Social Media - Conclusion



- More power to the consumer
- Driving higher consumer confidence
- The demand continues to grow
- Relevance is the key
- We can work together

# Thank You

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