

# TripAdvisor & The Social Media Revolution



The world's largest travel site | 11 November 2010



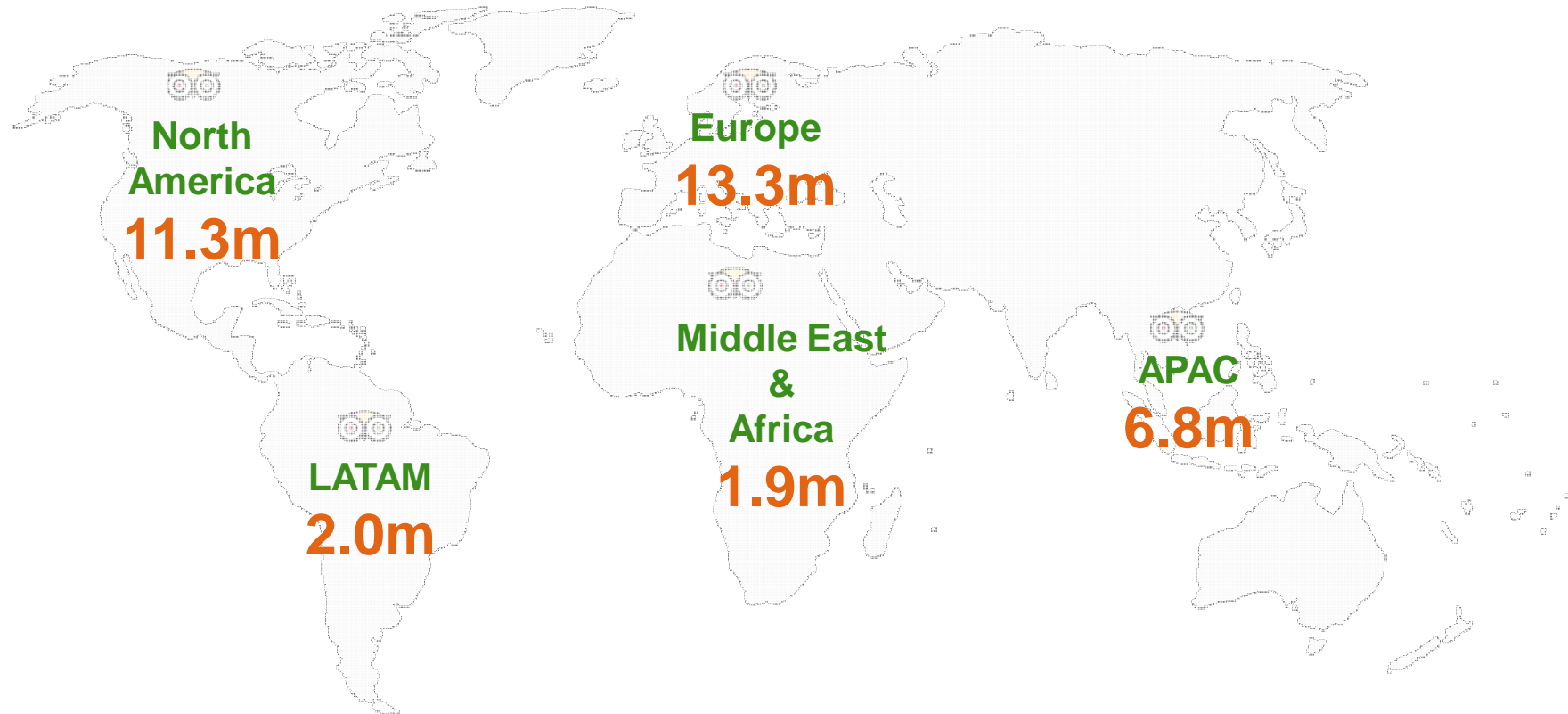
- Understanding TripAdvisor
- TripAdvisor Becoming More Social
- What Does This Mean For You?
- Summary

# I Understanding TripAdvisor

# TripAdvisor Expanding All The Time

TripAdvisor is the Worlds largest travel site with **35.3m Unique Users**

TripAdvisor.com



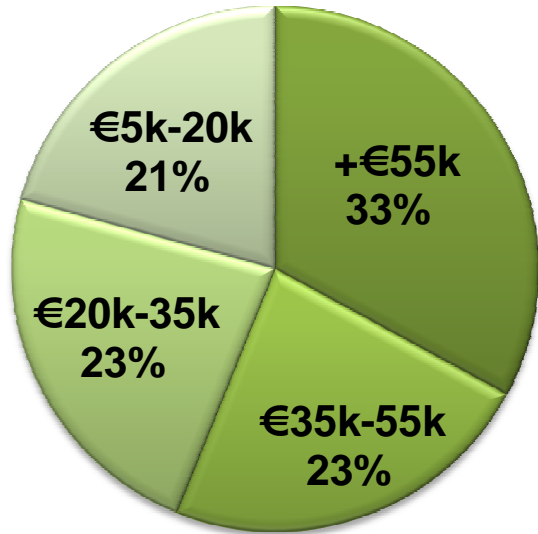
Source: Comscore September 2010

London | 11 November 2010 | Martin Verdon-Roe

 **tripadvisor**  
The world's largest travel site

# Understanding Who Are Our Users?

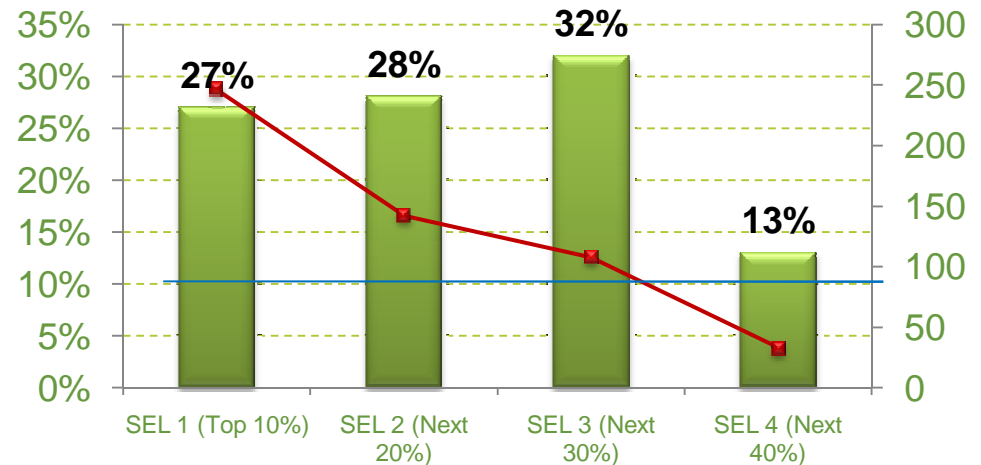
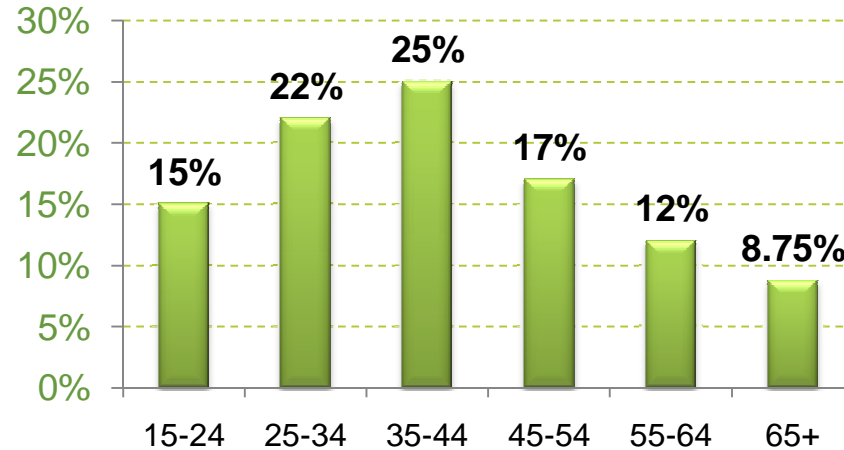
## Annual Salary by Household



TripAdvisor family income

**+€75k Index 207**

## Upmarket SEL1-2 Adults 25-54



■ % of TripAdvisor EU    ■ Index

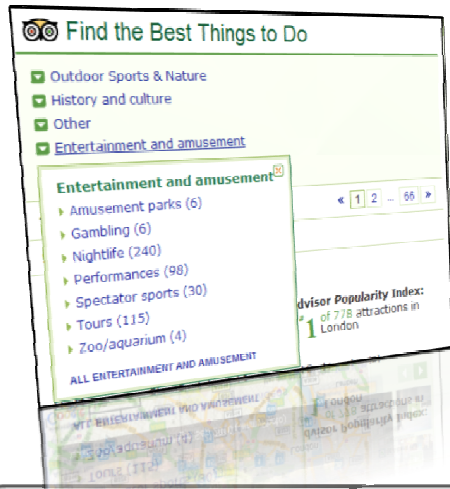
# Our Travellers

It is all about the user journey

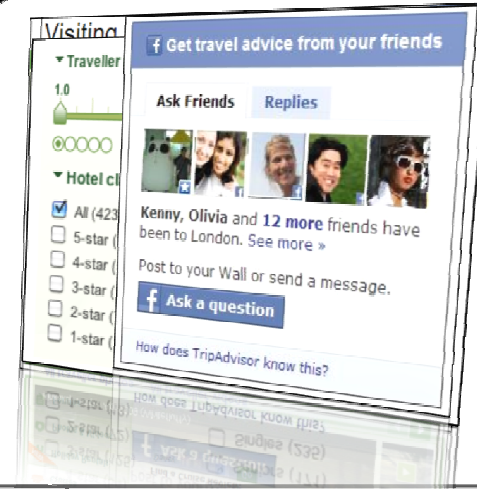
TripAdvisor.com



Big Street Map



Your TripAdvisor



# I TripAdvisor Going More Social

# TripAdvisor Working With Facebook

TripAdvisor.com

**+5m** monthly active users

**+1 billion** pins!

**+5m** new pins every day

**Cities I've Visited** by TripAdvisor

My Travel Map | My Travel Photos | My Friends | Quizzes | Invite | Customize | Join TripAdvisor

I've pinned 44 cities in 19 countries Language: English (United States)

Enter a city name to add

**Cities I've Visited** by TripAdvisor

GOING THERE  
CAN ADVISE FRIENDS  
BEEN THERE

Varadero, Cuba	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puerto Plata, Dominican Republic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Miami Beach, FL, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cabo San Lucas, Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Montego Bay, Jamaica	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hong Kong, China	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Florence, Italy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Akumal, Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Istanbul, Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
San Diego, CA, USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next 10

Home: (map my location)

POWERED BY Google

Antarctica Terms of Use

Been :  Can advise friends :  Favorite :  Going :

Source: TripAdvisor Internal data Q3 2010

London | 11 November 2010 | Martin Verdon-Roe

**tripadvisor**  
The world's largest travel site



# Exposing New Content - TripFriends

Opening up the wisdom of your friends

TripAdvisor.com

**Post to Wall** | **Send Private Message**

**Send a private message**


 To:    
Been to New York City

Subject:

Message:

Your message will be sent to Victoria by e-mail.

Want to ask all of your friends at once? [Post to your Wall](#)

 **Victoria Delany** Hi Martin,  
 How exciting - I love NYC.

We stayed at the Hotel Mela, which was in a fantastic location just off Times Square and always has good offers.

As for things to do, there is just so much. If you are going in winter you have to go ice-skating in Central Park and wrap up warm and jump on the Circle Line boat trip to get a good feel of the island.

For evenings I love heading down to the Soho/Greenwich districts as they are much more laid back and relaxed. There is a really cool bar located at Grand Central station though (another must see) called the Campbell Apartments. It featured in Gossip Girl and has a fantastic cocktail list.

Let me know if you need any more specifics.

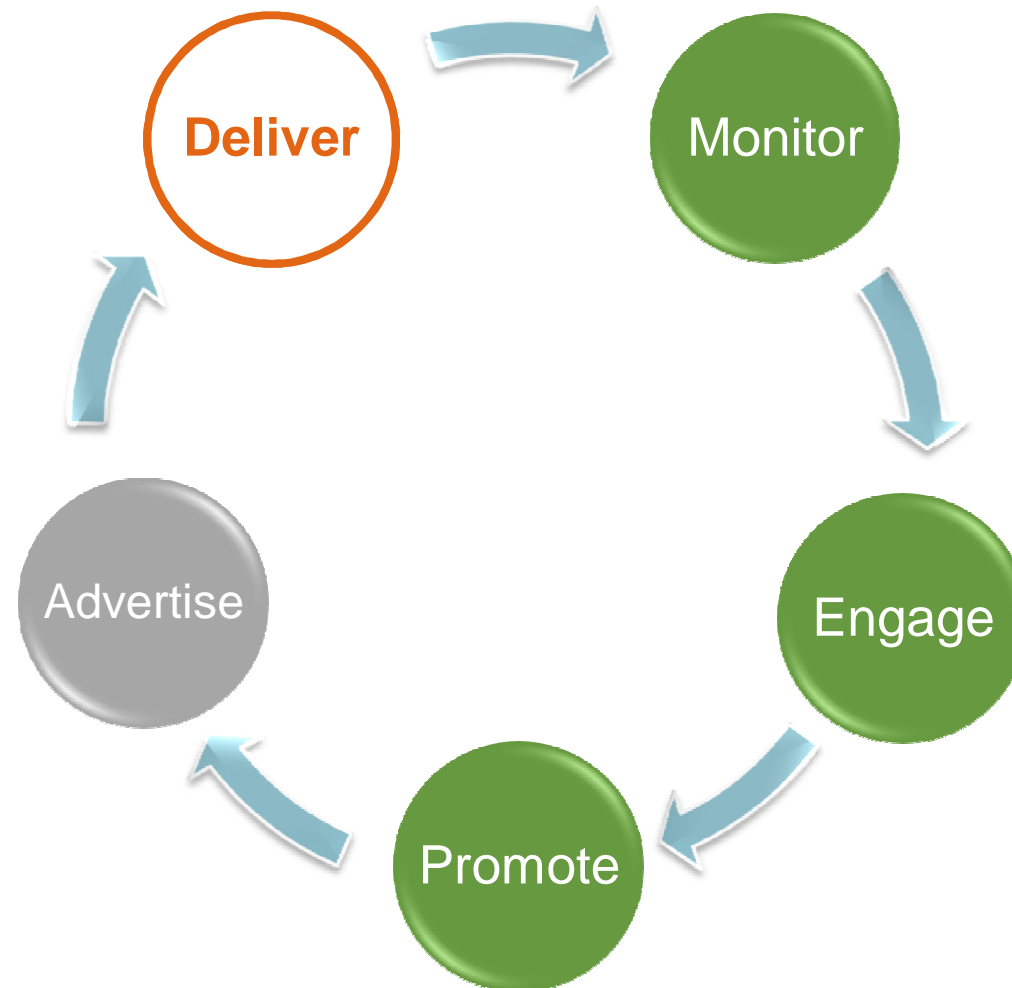
Have a great trip!

Tori

# I What Does This Mean For You?

# What Does This All Mean To You?

TripAdvisor.com



What are the competition doing right and wrong?

Home → Europe → France → Ile-de-France → Paris → Hotels & Accommodations → Sofitel Paris La Defense

## Sofitel Paris La Defense - Owners' Center

Engage the power of the TripAdvisor community


[Get started](#)
[Promote your business](#)
[Track performance](#)
[Get more reviews](#)
[Manage your listing](#)

Welcome to your metrics page, created by MarketMetrix in partnership with TripAdvisor. These statistics aggregate data from TripAdvisor reviews about your customers' satisfaction and are the most up-to-date information available for your property. Track customer satisfaction trends, decide which reviews need a response and assess how you compare to your competition.

**ReviewMetrix™**

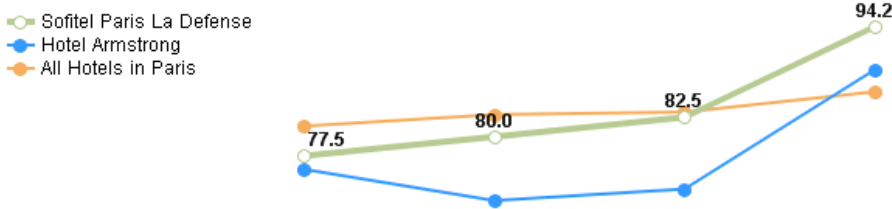
CSI: Customer Satisfaction Index (CSI) is a new scoring system that rates each review from 0-100 based on 7 key TripAdvisor ratings. [more...](#)

[Print this page](#)

 **Analyze:** CSI Score Comparison to a Competitor and Your City  
Score ➔ **87.3** 3 ◀ Review Count

View results by:

Show: CSI   Difference	2006	2007	2008	2009	Average
Sofitel Paris La Defense	77.5 7	80.0 8	82.5 5	94.2 19	86.8 39
Hotel Armstrong <span>Change</span>	75.8 14	71.8 14	73.3 32	88.6 69	81.6 129
All Hotels in Paris	81.4 9612	82.9 12772	83.2 14069	85.8 14968	83.5 51421



> [Compare to multiple hotels](#)

With our site and our users

TripAdvisor.com

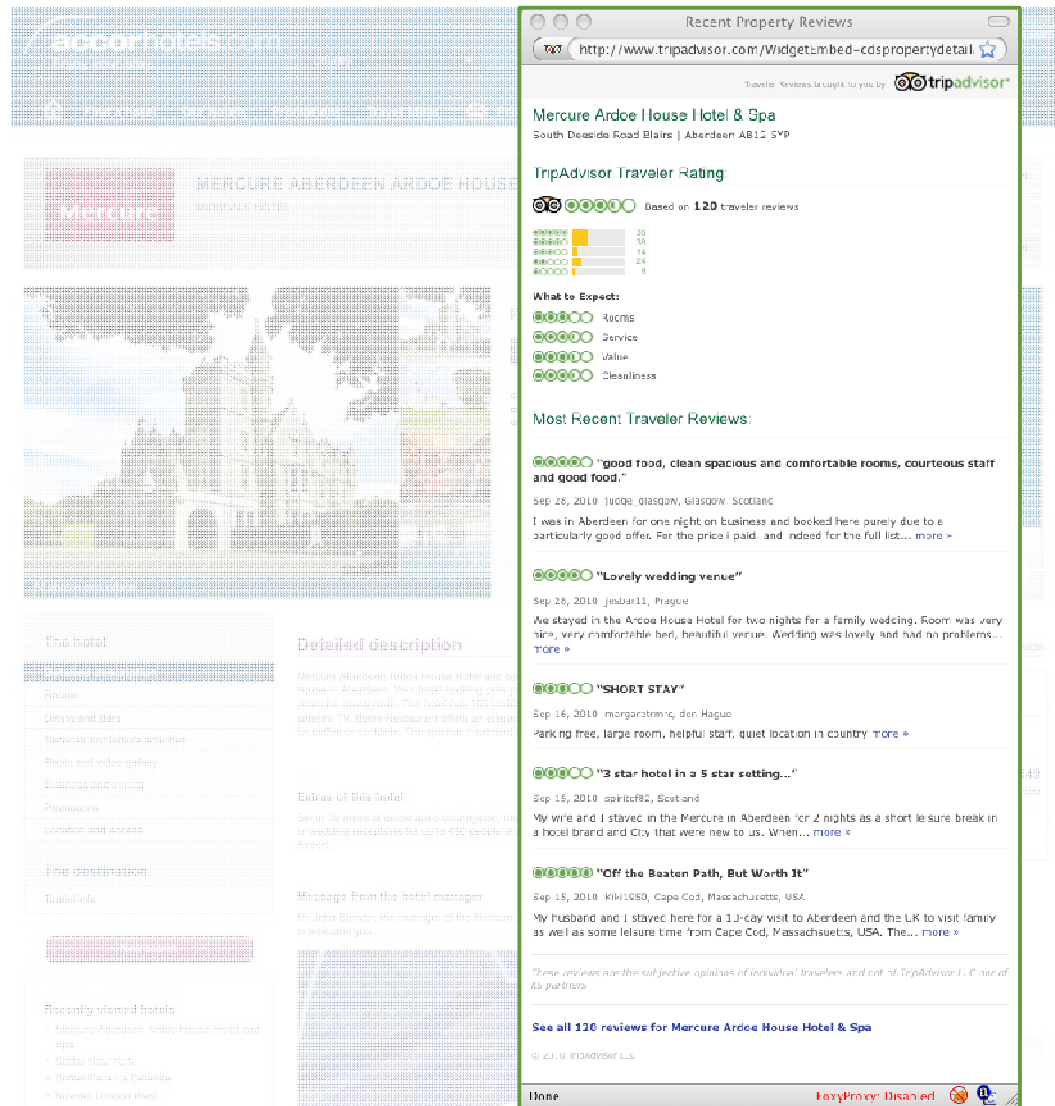
## Passive Engagement

- Load up new photo and video content
- Update your property information

## Active Engagement

- Management Response Tool
- Solicit more reviews
- Engage users in the TripAdvisor Forums & Tripfriends

Broadcast the fact that travellers enjoy your product



The screenshot displays the TripAdvisor website for the Mercure Ardoe House Hotel & Spa. The main content area features a large image of the hotel building and a detailed description. To the right, there is a 'Recent Property Reviews' section with a rating of 4.0 based on 120 traveler reviews. The reviews are categorized by rating: 5 stars (28), 4 stars (58), 3 stars (14), 2 stars (24), and 1 star (9). Below the rating, there are sections for 'What to Expect' (Rooms, Service, Value, Cleanliness) and 'Most Recent Traveler Reviews'. The reviews include dates, user names, and snippets of text, such as 'good food, clean spacious and comfortable rooms, courteous staff and good food.' and 'Lovely wedding venue'. At the bottom of the reviews, there is a link to 'See all 120 reviews for Mercure Ardoe House Hotel & Spa'.

# I Summary



- Travellers trust UGC sites like TripAdvisor
- New features are making travel more personal and more relevant
- Travel companies can really work in this space to help the travellers and so in turn help your brands
- When you combine what we have discussed today with the ever growing usage of mobile you will see even more new ways to engage with the traveller
- You can strategically work with TripAdvisor to help build your business now and for the long-term



The world's largest travel site

