

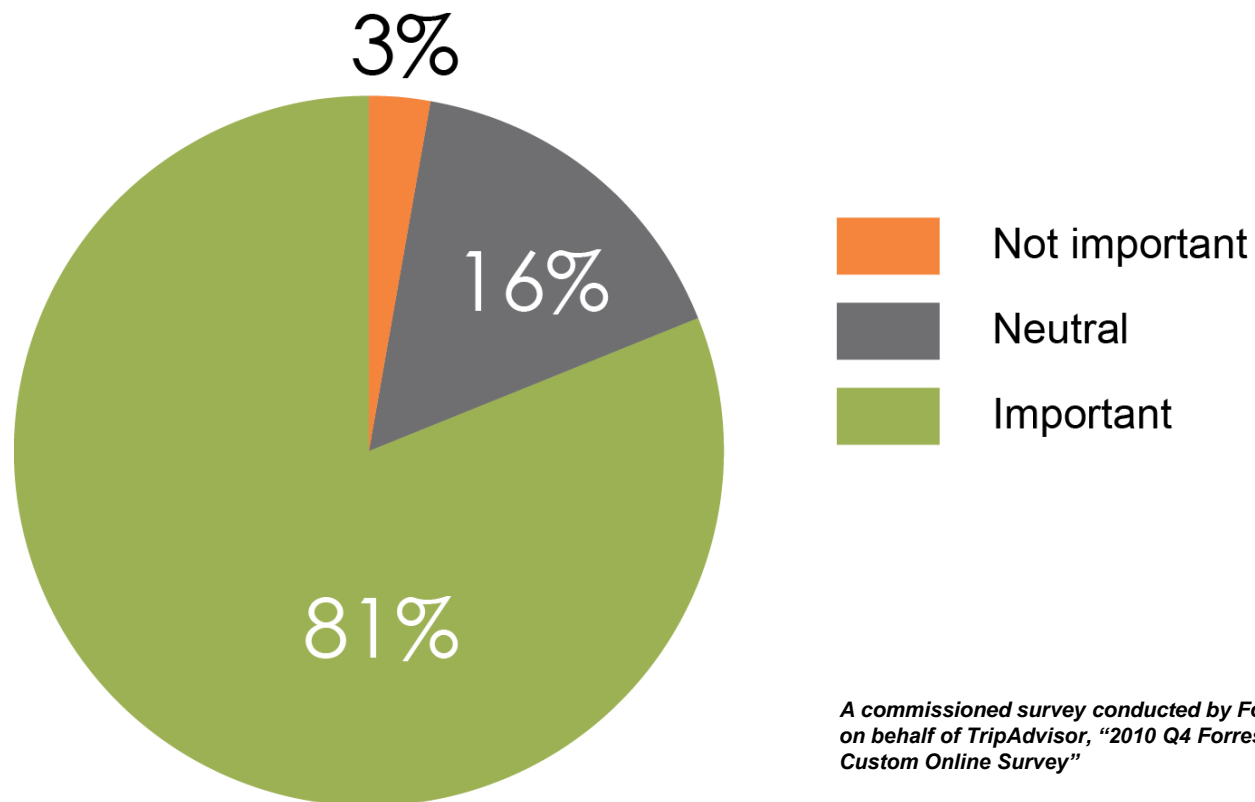
## Opportunity knocks...

*“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"*

# World's largest travel site



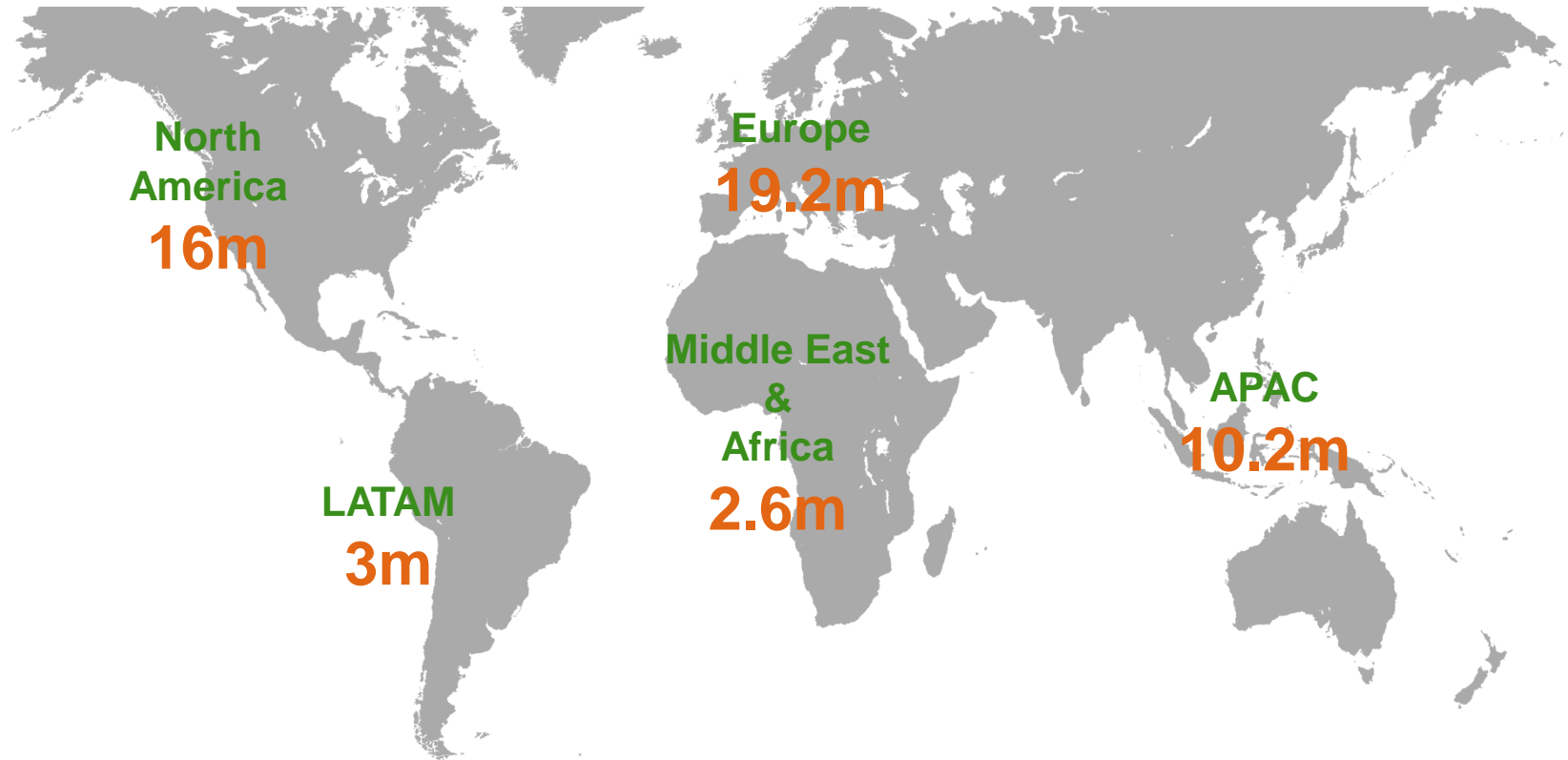
- Over 50 million unique monthly visitors worldwide and 20 million members
- Over 50 million unbiased reviews and opinions of hotels, restaurants, and attractions worldwide
- 25 new contributions every minute of every day
- 1 million+ hotels, restaurants and attractions reviewed in over 93,000 destinations
- Over 8 million traveller photos

# Reach potential guests worldwide

	America	<a href="http://www.tripadvisor.com">www.tripadvisor.com</a>		Italy	<a href="http://www.tripadvisor.it">www.tripadvisor.it</a>
	Argentina	<a href="http://www.tripadvisor.com.ar">www.tripadvisor.com.ar</a>		Japan	<a href="http://www.tripadvisor.jp">www.tripadvisor.jp</a>
	Australia	<a href="http://www.tripadvisor.com.au">www.tripadvisor.com.au</a>		Korea	<a href="http://www.tripadvisor.co.kr">www.tripadvisor.co.kr</a>
	Brasil	<a href="http://www.tripadvisor.com.br">www.tripadvisor.com.br</a>		Malaysia	<a href="http://www.tripadvisor.com.my">www.tripadvisor.com.my</a>
	Canada	<a href="http://www.tripadvisor.ca">www.tripadvisor.ca</a>		Mexico	<a href="http://www.tripadvisor.com.mx">www.tripadvisor.com.mx</a>
	China	<a href="http://www.daodao.com">www.daodao.com</a>		Norway	<a href="http://no.tripadvisor.com">no.tripadvisor.com</a>
	Denmark	<a href="http://www.tripadvisor.dk">www.tripadvisor.dk</a>		Poland	<a href="http://pl.tripadvisor.com">pl.tripadvisor.com</a>
	Egypt	<a href="http://www.tripadvisor.com.eg">www.tripadvisor.com.eg</a>		Russia	<a href="http://www.tripadvisor.ru">www.tripadvisor.ru</a>
	France	<a href="http://www.tripadvisor.fr">www.tripadvisor.fr</a>		Singapore	<a href="http://www.tripadvisor.com.sg">www.tripadvisor.com.sg</a>
	Germany	<a href="http://www.tripadvisor.de">www.tripadvisor.de</a>		Spain	<a href="http://www.tripadvisor.es">www.tripadvisor.es</a>
	Greece	<a href="http://www.tripadvisor.com.gr">www.tripadvisor.com.gr</a>		Sweden	<a href="http://www.tripadvisor.se">www.tripadvisor.se</a>
	Holland	<a href="http://nl.tripadvisor.com">nl.tripadvisor.com</a>		Taiwan	<a href="http://www.tripadvisor.tw">www.tripadvisor.tw</a>
	India	<a href="http://www.tripadvisor.in">www.tripadvisor.in</a>		Thailand	<a href="http://th.tripadvisor.com">th.tripadvisor.com</a>
	Indonesia	<a href="http://www.tripadvisor.co.id">www.tripadvisor.co.id</a>		Turkey	<a href="http://www.tripadvisor.com.tr">www.tripadvisor.com.tr</a>
	Ireland	<a href="http://www.tripadvisor.ie">www.tripadvisor.ie</a>		UK	<a href="http://www.tripadvisor.co.uk">www.tripadvisor.co.uk</a>



# 50M+ unique users a month



Source: Comscore, August 2011





## TripWatch



Your weekly e-mail update with deals, reviews and news for:

- Boston
- Update your destinations
- **Add Chatham** to your TripWatch list.

▼ advertisement



SELECT DISNEY  
VALUE RESORTS



## TripAdvisor Traveler Reviews

Language:

English first

Sort by:

Date: Oldest first

Reviews of Captain's House Inn ( 1-5 of 81 )

[next »](#)

### "British Hospitality on Cape Cod" Captain's House Inn



A TripAdvisor Member

[Save Review](#)

Feb 28, 2001

3/3 found this review helpful

A small "compound" of buildings, each housing unique guest rooms, most with fireplaces, all well-appointed. The all-British staff was courteous and went out of their way to satisfy a special request. The bed was so high it had steps! Breakfast was the most elegant and gourmet I've had on the Cape. Part of the Distinctive Inns of New England network -- stay at all 12 and get a free weekend.

A bit pricey -- in the \$200 to \$300 range, but a most pleasant experience.

*This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.*

## Friends who I

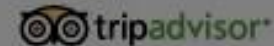
[► Their Hotel Rev](#)[► Favorite Destin](#)[► Can Advise Me](#)[▼ Been There \(4\)](#)

Rachel Kraus

Claire Dienhart

Karen Kirsten

Zoe Wakefield

[► Going There \(0\)](#)

Weekend ge

Overnight es

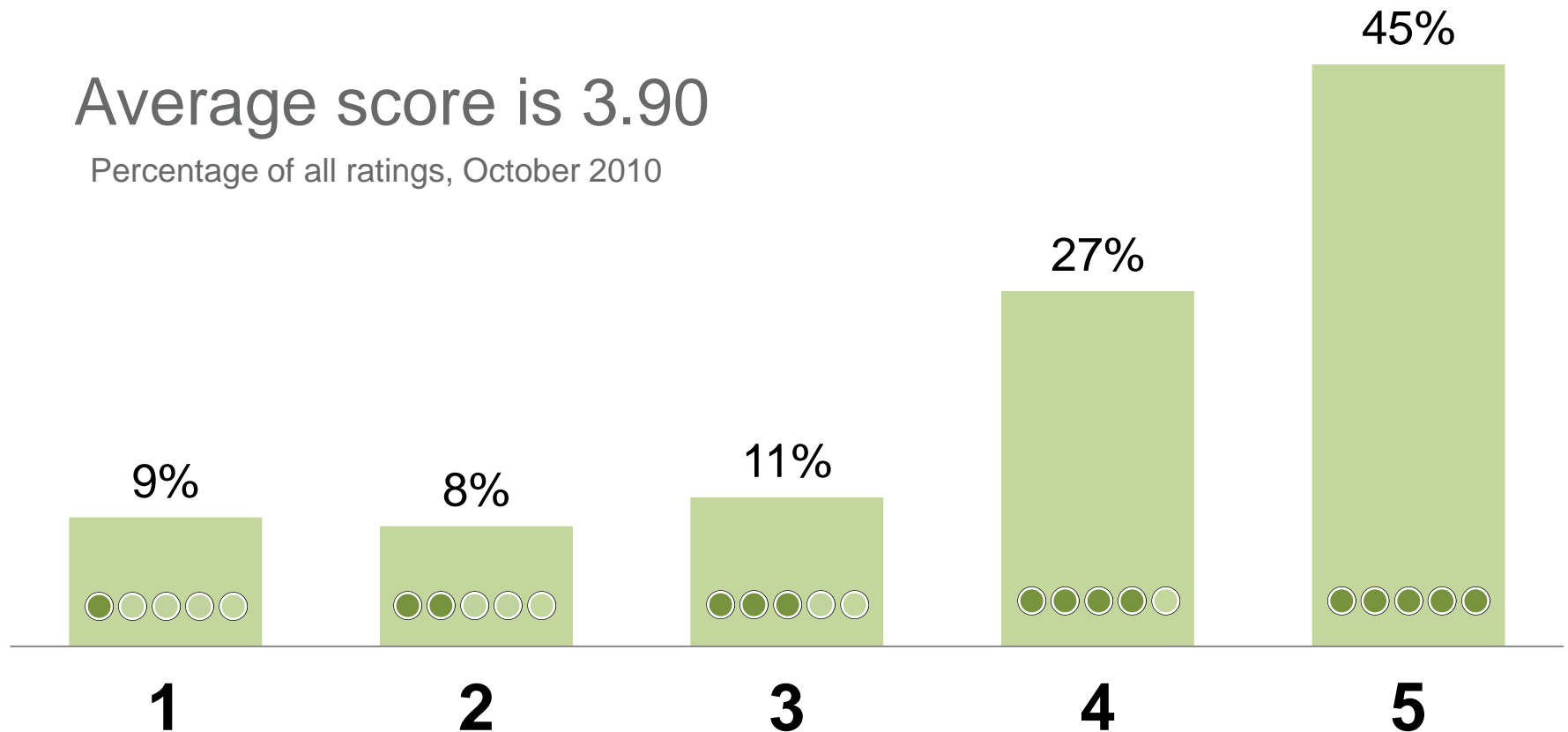
7

Exciting day

# TripAdvisor reviews are largely positive

Average score is 3.90

Percentage of all ratings, October 2010





# TripAdvisor on the go



The screenshot shows the TripAdvisor.co.uk website with a focus on the mobile app. At the top, there's a navigation bar with links for 'Sign in with Facebook', 'Sign in', 'Register Now!', 'FREE Mobile App', and a language selector. Below this is a search bar with the placeholder text 'City, hotel name, etc.' and a 'SEARCH' button. A green navigation bar contains links for 'Home', 'Hotels', 'Flights', 'Holiday Rentals', 'Restaurants', 'Best of 2011', 'More', and 'Write a Review'. The main content area features a large green banner with the text 'Get your FREE TripAdvisor app' and 'Browse millions of real travellers' reviews & opinions of hotels, restaurants & attractions.' To the left of this banner is an image of an iPhone displaying the app's interface. Below the banner, there's a section titled 'Get it from your app store' with links to the App Store, Android, Nokia, Windows Mobile, and Palm, each with a 'GO >' button. A final link for 'Other Phones' directs users to Visit TripAdvisor.com on your handset.

tripadvisor.co.uk

City, hotel name, etc. **SEARCH**

Home Hotels Flights Holiday Rentals Restaurants Best of 2011 More Write a Review

Mobile iPad

**Get your FREE TripAdvisor app**  
Browse millions of real travellers' reviews & opinions of hotels, restaurants & attractions.

**Get it from your app store**

Available on the App Store **GO >**

ANDROID **GO >**

NOKIA **GO >**

Windows Mobile **GO >**

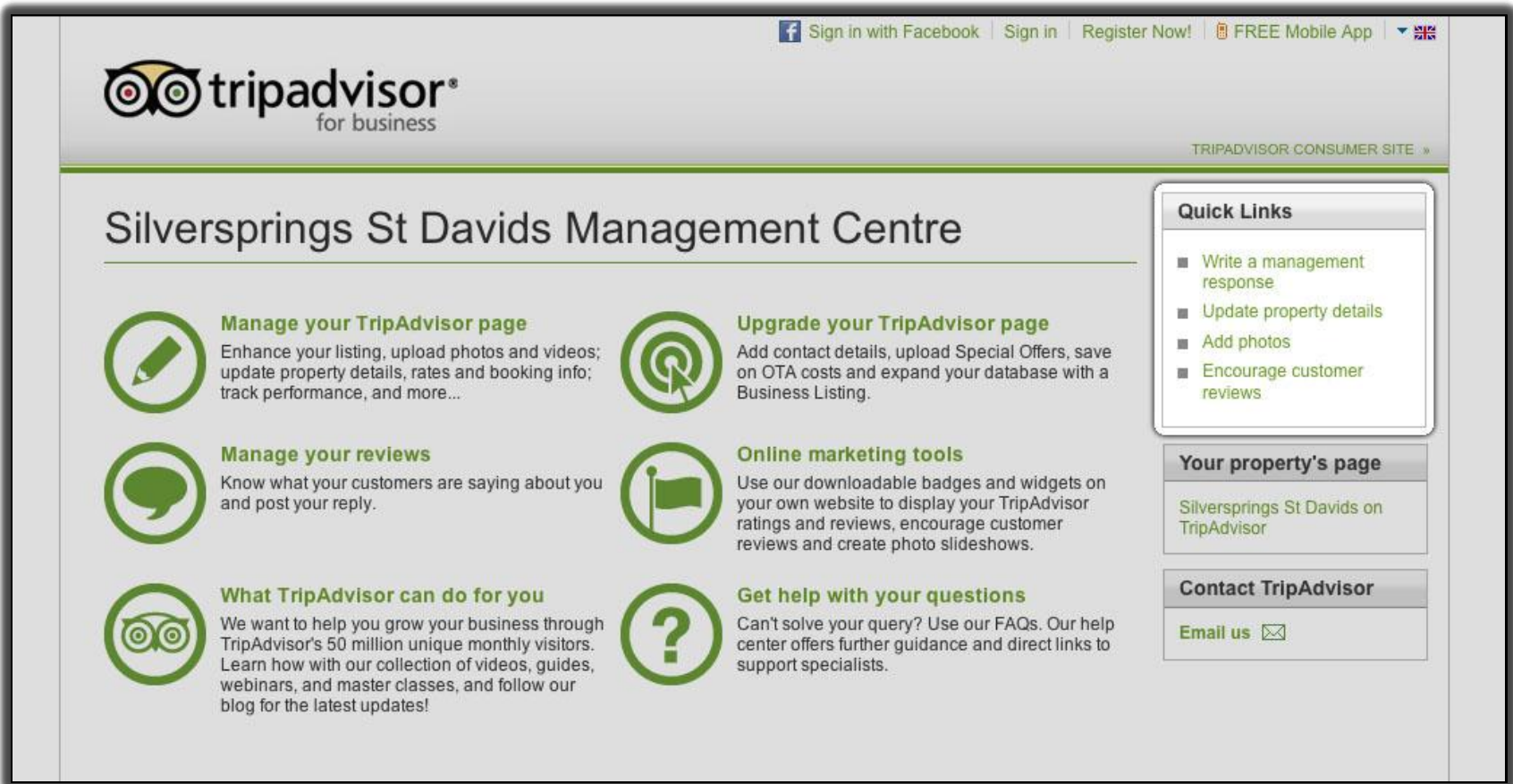
palm **GO >**

Other Phones  
Visit TripAdvisor.com on your handset

# Your TripAdvisor Management Centre




# All the familiar tools, just easier to find




The screenshot shows the TripAdvisor for business dashboard for the property "Silversprings St Davids Management Centre". The top navigation bar includes the TripAdvisor logo, a link to the consumer site, and options to sign in with Facebook, sign in, register now, and download the free mobile app. The main content area is divided into two columns of tool cards. The left column contains cards for "Manage your TripAdvisor page", "Manage your reviews", and "What TripAdvisor can do for you". The right column contains cards for "Upgrade your TripAdvisor page", "Online marketing tools", and "Get help with your questions". A sidebar on the right side of the dashboard contains a "Quick Links" section with four links: "Write a management response", "Update property details", "Add photos", and "Encourage customer reviews". Below this is a section for "Your property's page" with a link to "Silversprings St Davids on TripAdvisor". At the bottom of the sidebar is a "Contact TripAdvisor" section with an "Email us" link and an envelope icon.


**tripadvisor®**  
for business


Sign in with Facebook | Sign in | Register Now! | FREE Mobile App | 


TRIPADVISOR CONSUMER SITE »


## Silversprings St Davids Management Centre


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

**Upgrade your TripAdvisor page**  
Add contact details, upload Special Offers, save on OTA costs and expand your database with a Business Listing.

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

**Online 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.

**What TripAdvisor can do for you**  
We want to help you grow your business through TripAdvisor's 50 million unique monthly visitors. Learn how with our collection of videos, guides, webinars, and master classes, and follow our blog for the latest updates!

**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.


**Quick Links**


- Write a management response
- Update property details
- Add photos
- Encourage customer reviews

**Your property's page**

Silversprings St Davids on TripAdvisor

**Contact TripAdvisor**


Email us 



**tripadvisor®**  
for business


TRIPADVISOR CONSUMER SITE »

Management Center home  
Manage your page  
Manage your reviews  
Online marketing tools  
**What TripAdvisor can do for you**  
Get help with your questions




## What TripAdvisor can do for you

TripAdvisor is the world's largest travel site with more than 50 million unique visitors each month. At TripAdvisor for Business, we are dedicated to helping the tourism industry connect with these potential customers. We've built a resource library to help you optimize your listing and create the best possible impression on travelers who are researching their trips and making booking decisions. Explore our collection and leave a comment below if there is something else you would like to see.



**tripadvisor®**

Sep 7




### Using video to showcase your business

Videos are a great way to give potential guests an additional perspective on your property. A good video can convey the atmosphere of a place better than photos or descriptions.

The success of a video is all about capturing what makes your property special. Is it the convenient location, the beautiful scenery, the wide range of amenities or the rustic charm?

READ MORE

Webinars/Master classes



**SUBSCRIBE**

LATEST TWEETS

e TripAdvisor for Business  
 am is at [@BostonLogan](#)  
 rport, en route to TravelMart  
 tin America in [#Florianopolis](#),  
 azil. Que ótimo!  
[hours ago](#)

case you missed it: [Blog]  
 ing video to showcase your  
 siness: <http://t.co/Y52OF5e>  
[otelmarketing](#)  
[ospitalitymarketing](#)  
[day ago](#)

# Taking a closer look at your listing

## The Levin

28 Basil Street | Knightsbridge, London SW3 1AS, England

[Hotel website](#) [E-mail hotel](#)

**TripAdvisor ranking**  
**#3** of 1,066 hotels in London  
**136 Reviews**

Check in: 10/21/2011 Check out: 10/23/2011 Adults: 2


**Show Prices**


☒ Collection-Hotels ☒ Splendia.com  
☒ ORBITZ.com ☒ Expedia.com  
☒ Hotels.com ☒ Hotelsclick.com

\*from our partners

### Browse nearby

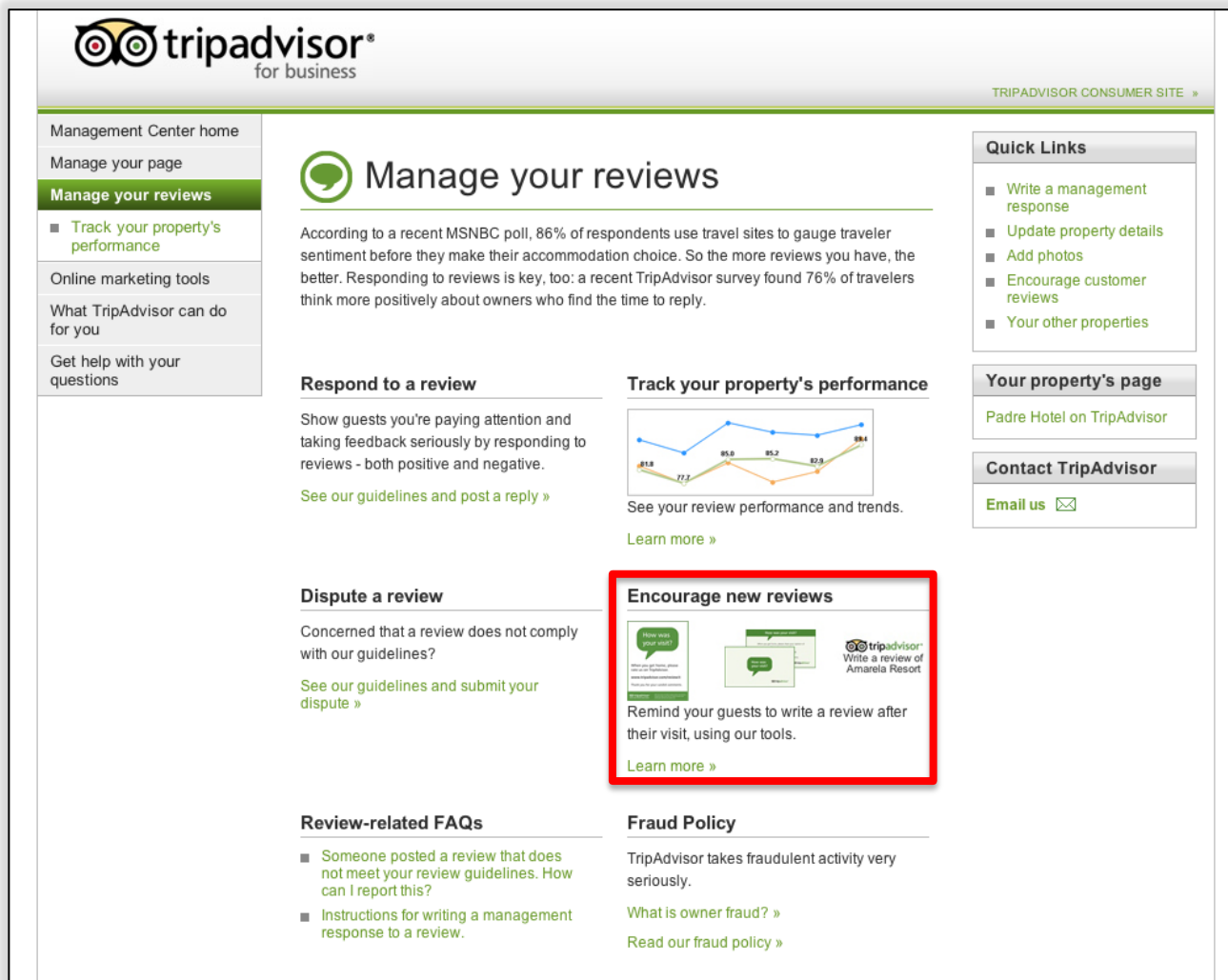
[Hotels \(1066\)](#) | [Restaurants \(8605\)](#) | [Things to Do \(1468\)](#)



[Map of The Levin](#) Sponsored by: 

# How to encourage reviews

- Widgets
- Links for your e-mails
- Links for your website
- Reminder cards and flyers



The screenshot shows the TripAdvisor for business dashboard. The left sidebar contains navigation links: Management Center home, Manage your page, Manage your reviews (highlighted), Track your property's performance, Online marketing tools, What TripAdvisor can do for you, and Get help with your questions. The main content area is titled 'Manage your reviews' and includes sections for 'Respond to a review', 'Track your property's performance' (with a line graph), 'Dispute a review', 'Encourage new reviews' (highlighted with a red box), 'Review-related FAQs', and 'Fraud Policy'. The right sidebar contains 'Quick Links' (Write a management response, Update property details, Add photos, Encourage customer reviews, Your other properties), 'Your property's page' (Padre Hotel on TripAdvisor), and 'Contact TripAdvisor' (Email us).

**tripadvisor® for business**

TRIPADVISOR CONSUMER SITE »

Management Center home  
Manage your page  
**Manage your reviews**  
■ Track your property's performance  
Online marketing tools  
What TripAdvisor can do for you  
Get help with your questions

**Manage your reviews**

According to a recent MSNBC poll, 86% of respondents use travel sites to gauge traveler sentiment before they make their accommodation choice. So the more reviews you have, the better. Responding to reviews is key, too: a recent TripAdvisor survey found 76% of travelers think more positively about owners who find the time to reply.

**Respond to a review**

Show guests you're paying attention and taking feedback seriously by responding to reviews - both positive and negative.

[See our guidelines and post a reply »](#)

**Track your property's performance**

See your review performance and trends.

[Learn more »](#)

**Dispute a review**

Concerned that a review does not comply with our guidelines?

[See our guidelines and submit your dispute »](#)

**Encourage new reviews**

Remind your guests to write a review after their visit, using our tools.

[Learn more »](#)

**Review-related FAQs**

- Someone posted a review that does not meet your review guidelines. How can I report this?
- Instructions for writing a management response to a review.

**Fraud Policy**

TripAdvisor takes fraudulent activity very seriously.

[What is owner fraud? »](#)  
[Read our fraud policy »](#)

**Quick Links**

- Write a management response
- Update property details
- Add photos
- Encourage customer reviews
- Your other properties

**Your property's page**

Padre Hotel on TripAdvisor

**Contact TripAdvisor**

Email us ✉



# Get notified of new reviews

## Subscriptions

[Continue browsing »](#)

Information on this page is private. | [Not you?](#)

Preferred e-mail address: | [Update](#)

Newsletter Format ☒ HTML ☐ Text

Owners' products	Subscribed	Unsubscribed
Owner Update: The latest news and information for property owners and managers	<input checked="" type="radio"/>	<input type="radio"/>

**TripAdvisor Review Report:** Review reports for property owners and managers

☒ ☐

### Trip planning alerts


	Subscribed	Unsubscribed
<b>TripWatch:</b> Weekly deals, articles, and reviews for any destination you choose Destinations you are watching <a href="#">Add</a> London, England, United Kingdom <a href="#">Remove</a>	<input checked="" type="radio"/>	<input type="radio"/>
<b>Air Watch:</b> Track prices on any air route you choose (up to 10 routes) Watched routes      Alert when <a href="#">Add</a> Boston, MA (BOS) to London, GB (LON)      price goes below \$700 <a href="#">Edit</a>   <a href="#">Remove</a> Boston, MA (BOS) to Phoenix, AZ (PHX)      price goes below \$300 <a href="#">Edit</a>   <a href="#">Remove</a>	<input checked="" type="radio"/>	<input type="radio"/>

### Travel inspiration and deals

	Subscribed	Unsubscribed
<b>Member Update:</b> Monthly updates on the latest TripAdvisor resources	<input type="radio"/>	<input checked="" type="radio"/>
<b>Weekly Travel Deals</b>	<input type="radio"/>	<input checked="" type="radio"/>
<b>Special Updates &amp; Free Giveaways:</b> Find out about contests, giveaways and more	<input type="radio"/>	<input checked="" type="radio"/>
<b>Vacation Rental Deals</b>	<input type="radio"/>	<input checked="" type="radio"/>


[Manage your email notifications/sign-ups](#)


# Your description: An opportunity to differentiate





**WATCH THE MOVIES**  
ORIENT-EXPRESS.COM/JOURNEYLIKENOOTHER


## The Arch London


 **Business Center**


 **Free High-Speed Internet**


 **Restaurant**

 **Suites**

 **Fitness Center**

 **Pets Allowed**

 **Room Service**




 **Wheelchair access**

Number of rooms: 82

The Arch Hotel London is a luxury lifestyle hotel just a stone's throw from Marble Arch. Spanning 7 Georgian townhouses, this urban hideaway offers a unique combination of English heritage and contemporary style. With 82 individually designed guestrooms and an inspiring restaurant and bar, The Arch London provides the best in comfort and service. Imaginative British art, rich fabrics and colours and honest, hearty food, add to the spirit of this creative new hotel.

This description is provided by the hotel.

### Check Rates and Availability

Check In	Check Out	Adults
10/21/2011 	10/23/2011 	2 

**CHECK RATES!**

- ☒ TabletHotels.com
- ☒ Expedia.com
- ☒ Hotels.com
- ☐ Travelocity

# Photos & video – the more, the better

## Hotel Indigo Liverpool

 6

10 Chapel Street, Liverpool L3 9AG, England

 [Hotel website](#)  [Hotel deals](#)  0871 423 4917  [Hotel amenities](#)

 **Special offer** [Book & Save at Least 20%](#)



[See professional photos](#)



[See traveller photos](#) (48)

### TripAdvisor ranking

#5 of 95  
hotels in Liverpool

 113 Reviews

### Show the lowest price for this hotel

Check In   Check Out   Adults  

### Show Prices

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Expedia.com     | <input checked="" type="checkbox"/> Booking.com |
| <input checked="" type="checkbox"/> HotelIndigo.com | <input checked="" type="checkbox"/> Hotels.com  |
| <input type="checkbox"/> Travelocity                |   |

### Recently viewed

[Holiday Inn Express Exeter](#)

[Exeter](#)

[Lower Thornton Farm](#)

[Southernhay House Hotel](#)

[Raffles](#)

[Save](#) | [E-mail](#) | [Clear](#)

▼ advertisement



LIMITED EDITION  
**LONDON**

MORE MAGICAL  
THAN EVER BEFORE

Enter now 

Terms & conditions apply

[visitationlondon.com](#)

Primary  
photo

# Performance tracking

Management Center home  
 Manage your page  
**Manage your reviews**  
 ■ Track your property's performance  
 Online marketing tools  
 What TripAdvisor can do for you  
 Get help with your questions


**Manage:** Most Recent Reviews
 

	Review Date	Bus. / Leis.	Overall	Value	Service	Cleanliness	Rooms	Location	CSI
Great Place for Nice Geta...	9/29/2011	--	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	100
A Great Weekend Getaway	9/25/2011	--	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	85
Loved it	9/23/2011	--	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	86
Setting lovely, staff ama...	9/23/2011	--	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	100
Intimate and relaxing	9/16/2011	--	●●●●●	●●●●●	●●●●●	--	●●●●●	●●●●●	90
Overlooking the small thi...	9/15/2011	--	●●●●●	●●●●●	●●●●●	--	●●●●●	●●●●●	87
Peace and Quiet at Rancho...	9/13/2011	--	●●●●●	●●●●●	●●●●●	--	●●●●●	●●●●●	100
A romantic getaway in a r...	9/12/2011	--	●●●●●	●●●●●	●●●●●	--	●●●●●	●●●●●	100

> Understand and manage your reviews  
 > Respond to a review.

 Would Recommend
  Would Not Recommend


**Monitor:** Distribution of CSI Scores and Counts of Recent Reviews  
 CSI Score ➔ ### # ⬅ Review Count Click on Scores To Display Reviews

View results by: Month

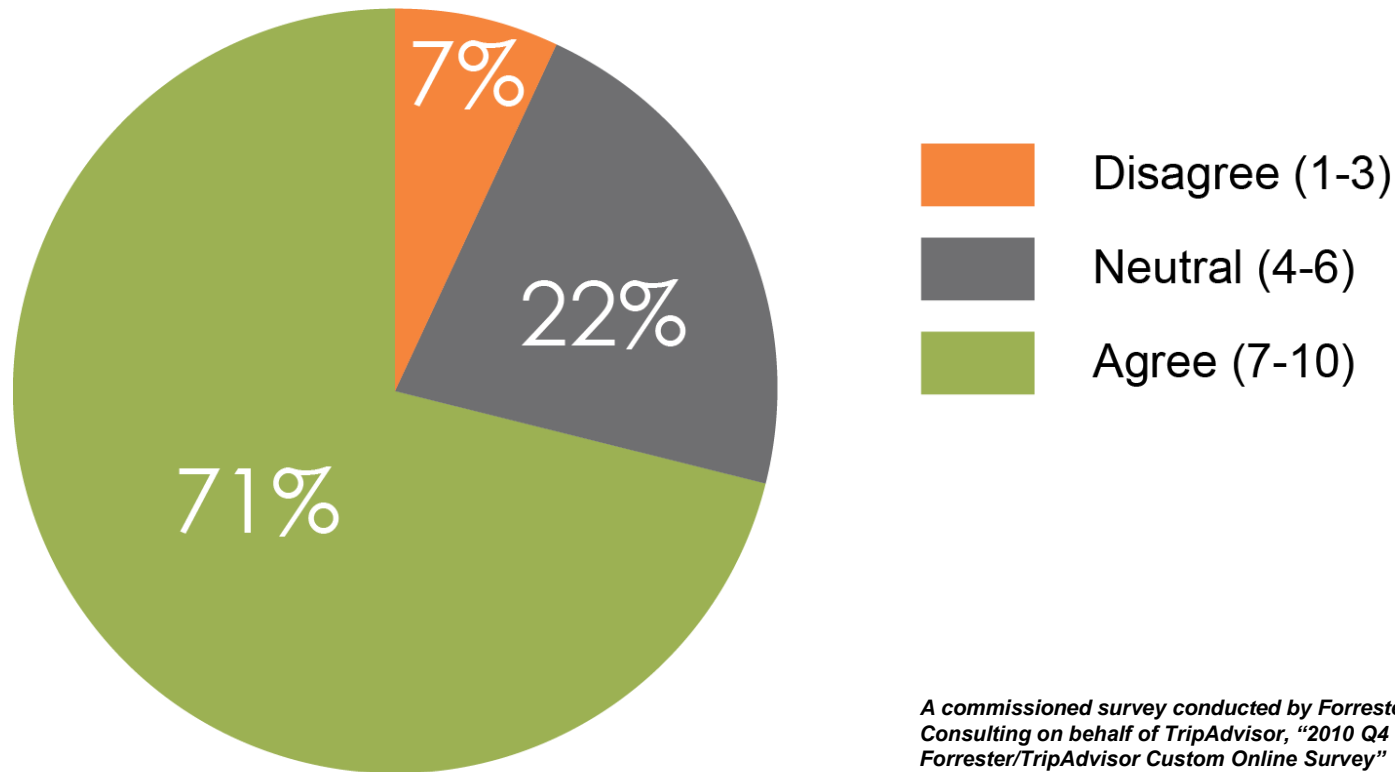
May 2011	Jun 2011	Jul 2011	Aug 2011	Sep 2011	Oct 2011
99.9 9	98.7 11	99.7 10	99.9 21	99.7 5	
89.1 1	87.1 1	87.0 2	87.7 2	88.4 6	
	83.0 1	77.8 1			
		70.4 2	72.7 3		
			68.0 1	67.5 1	

Benchmark  
against local  
competition

# Management Responses



## Seeing a management response to reviews is important to me.



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



# Hotels right of 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

**Explore the world!**  
TripAdvisor has reviews  
and information on over  
400,000 locations,  
including:

### Restaurants

Plunkets in York

### Hotels

Calista Luxury Resort in  
Belek

Mariano Cubi Aparthotel  
Barcelona

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

Monte Carlo Resort &

ideal location, near the castle, shops and bars, lovely big well furnished 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...

## But not *this* way...

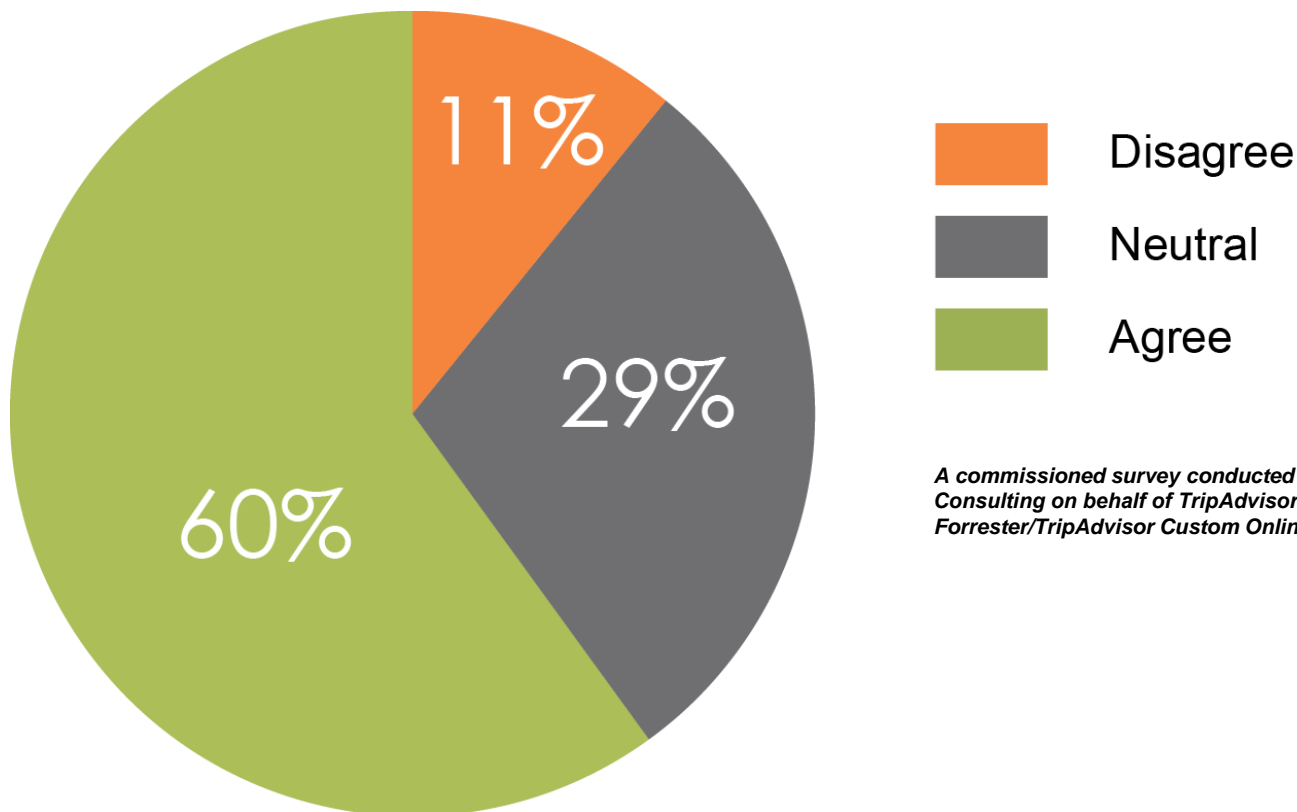


**“People that lack taste and a life of their own should try to venture out into the real world instead of hiding behind a computer spewing meaningless factless verbiage.”**

**“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.”**



# An aggressive management response to a bad review makes the hotel look worse.




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

# Get TripAdvisor to work for you:

*Keep customers on your site with the help  
of TripAdvisor information*



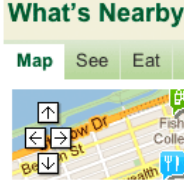
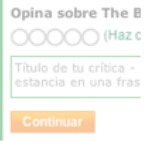



# Add a widget from our new Widget Center

 **tripadvisor®**  
for business

TRIPADVISOR CONSUMER SITE »

## Welcome to TripAdvisor's Widget Centre

TripAdvisor widgets available in English and 20 other languages

**Search for your business or destination to see available widgets for your website.**

**Queens Court, Exeter, England**
[Hotels](#)

**What are TripAdvisor widgets?**

Widgets allow you to add TripAdvisor content to your own website. Some widgets display your latest reviews and awards, while others promote the best of your local area, link to your TripAdvisor page, or encourage customers to review your business.

**Who uses the widgets?**

Hotels, attractions, restaurants, destination marketers and bloggers all use our widgets to promote their business or location.

**What types of widgets are there?**

[Sign Up](#)

Facebook helps you connect and share with the people in your life.



- Wall
- Info
- Check Rates
- Photos
- ★ **TripAdvisor Reviews**
- Questions

#### About

Adjacent to Hyde Park, Lancaster London is a 4-star deluxe hotel with 2 awa...

[More](#)**629**

like this

**70**

talking about this

**1,515**

were here

Likes

[See All](#)

Winter  
Wonderland

## Lancaster London ▶ TripAdvisor Reviews

Hotel · [London, United Kingdom](#)[Like](#)[Create a Page](#)*813 reviews of Lancaster London in London*

### Lancaster London

#### TripAdvisor Traveller Rating:



Based on 813 traveller reviews

#### TripAdvisor Popularity Index:

# **111** of 1066 hotels in London

#### Most Recent Traveller Reviews:

10 Oct 2011: "The Lancaster is in a great location that feels safe and has easy access to the..." [more](#)

9 Oct 2011: "I've been to this hotel for business. At first, I thought it was a good..." [more](#)

5 Oct 2011: "We stayed 2 nights in a City view room and were not disappointed. The room was..." [more](#)

5 Oct 2011: "Stayed for one night and paid £166 for a park view superior room. Our actual main..." [more](#)

[Read reviews](#) | [Write a review](#)

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powered by TripAdvisor



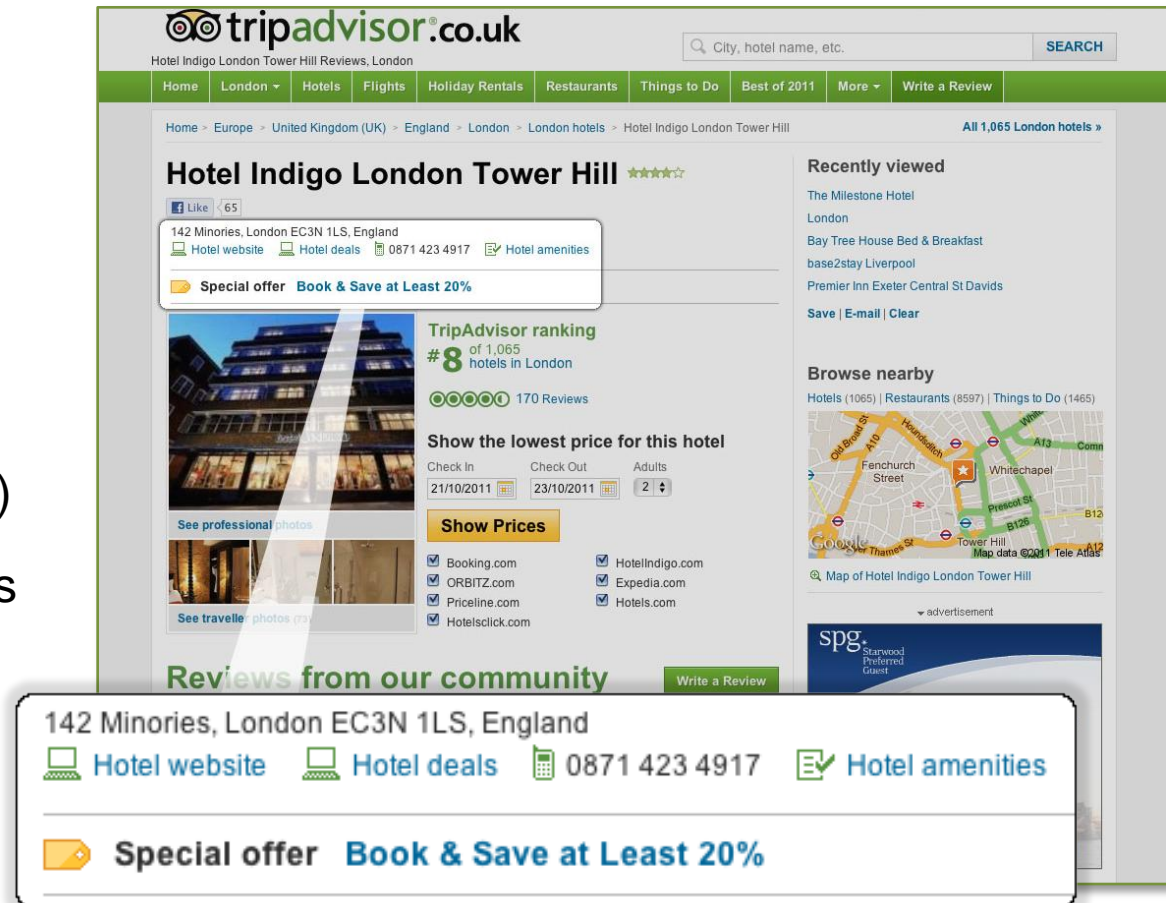
# Business Listings

*A keystroke away from converting  
browsers to paying guests*



# A unique advertising opportunity

- Reaches in-market browsers
- Capped annual fee
- Pro-rated refund if not satisfied
- Allow performance tracking (telephone, email and web results)
- Incremental customers
- Flexible display options



The screenshot shows the TripAdvisor.co.uk website interface. The main listing is for Hotel Indigo London Tower Hill, which has a 4-star rating and is ranked #8 out of 1,065 hotels in London. The listing includes a photo of the hotel, a special offer to 'Book & Save at Least 20%', and a list of booking partners. A callout box at the bottom of the screenshot provides a detailed view of the hotel's address, contact information, and the same special offer.

**Hotel Indigo London Tower Hill** ★★★★★

142 Minories, London EC3N 1LS, England  
[Hotel website](#) [Hotel deals](#) 0871 423 4917 [Hotel amenities](#)

**Special offer Book & Save at Least 20%**

**TripAdvisor ranking**  
 #8 of 1,065 hotels in London  
 170 Reviews

**Show the lowest price for this hotel**  
 Check In: 21/10/2011 Check Out: 23/10/2011 Adults: 2  
**Show Prices**

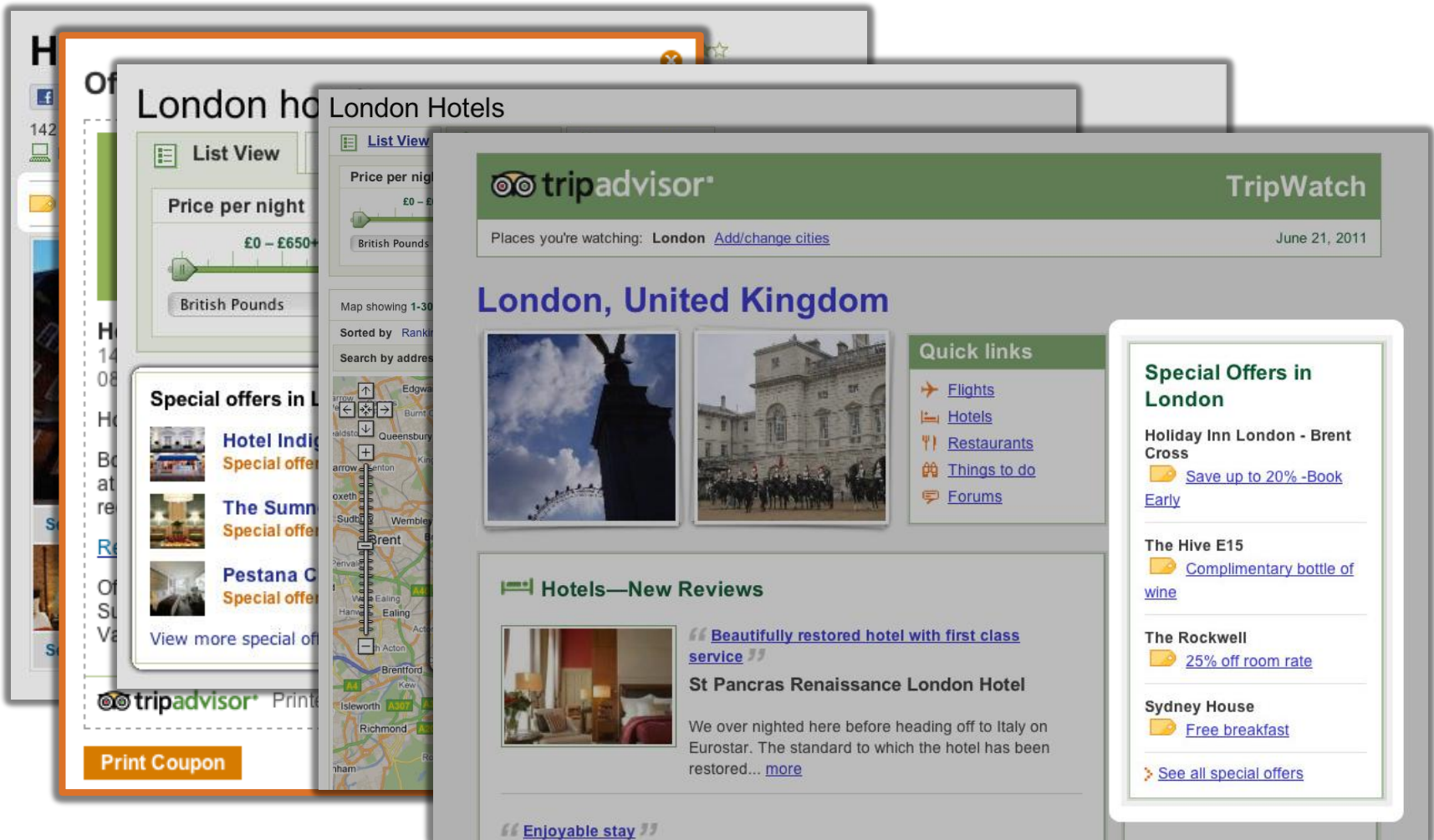
Booking.com HotelIndigo.com  
 ORBITZ.com Expedia.com  
 Priceline.com Hotels.com  
 Hotelsclick.com

**Reviews from our community** Write a Review

142 Minories, London EC3N 1LS, England  
[Hotel website](#) [Hotel deals](#) 0871 423 4917 [Hotel amenities](#)

**Special offer Book & Save at Least 20%**

# Special Offers – Your chance to rise to the top



The image is a collage of overlapping screenshots from the TripAdvisor website, specifically focusing on travel information for London. The top-most screenshot shows the 'London Hotels' page with a 'List View' of hotels, a price filter set to '£0 - £650+', and a map showing the area around Brent. Below this, another screenshot shows a 'Special offers in London' section with three featured offers: 'Hotel Indigo', 'The Sumner', and 'Pestana Cascais'. A third screenshot shows a 'Special Offers in London' sidebar with a list of offers: 'Holiday Inn London - Brent Cross' (Save up to 20% - Book Early), 'The Hive E15' (Complimentary bottle of wine), 'The Rockwell' (25% off room rate), and 'Sydney House' (Free breakfast). A fourth screenshot shows a 'Hotels—New Reviews' section for the 'St Pancras Renaissance London Hotel', featuring a quote: '“ Beautifully restored hotel with first class service ”' and a description: 'We over nighted here before heading off to Italy on Eurostar. The standard to which the hotel has been restored... [more](#)'. A fifth screenshot shows a 'Print Coupon' button. The background of the collage is a green and white pattern with a stylized airplane icon in the bottom right corner.

London Hotels

List View

Price per night

£0 - £650+

British Pounds

Map showing 1-30

Sorted by Rank

Search by address

Special offers in London

Hotel Indigo  
Special offer

The Sumner  
Special offer

Pestana Cascais  
Special offer

View more special offers

tripadvisor® Print

Print Coupon

tripadvisor®

TripWatch

Places you're watching: London [Add/change cities](#)

June 21, 2011

London, United Kingdom

Quick links

- [Flights](#)
- [Hotels](#)
- [Restaurants](#)
- [Things to do](#)
- [Forums](#)

Hotels—New Reviews

“ Beautifully restored hotel with first class service ”

St Pancras Renaissance London Hotel

We over nighted here before heading off to Italy on Eurostar. The standard to which the hotel has been restored... [more](#)

“ Enjoyable stay ”

Special Offers in London

Holiday Inn London - Brent Cross

[Save up to 20% - Book Early](#)

The Hive E15

[Complimentary bottle of wine](#)

The Rockwell

[25% off room rate](#)

Sydney House

[Free breakfast](#)

[See all special offers](#)

# The future is digital:

*Be a part of it!*



**Note to self:**

1. Join property representatives and register with the new Management Center today- **FREE!**
2. Upload photos and video to TripAdvisor listing - **FREE!**
3. Use reminder tools to encourage guests to write reviews - **FREE!**
4. Sign up for new review notification and respond to select reviews - **FREE!**
5. Add TripAdvisor content to your website with badges and widgets - **FREE!**
6. Consider subscribing to Business Listings

**Thank you!**

**We are at stand GV 585**

