



# Managing Your Brand's Online Reputation on TripAdvisor

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TripAdvisor







**TripAdvisor Overview**







Jaylin cleaners  
SAME DAY SERVICE

Korea's  
PIZZA SEAFOOD

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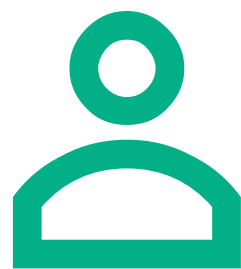
# YEAR 2000

WHERE IT ALL BEGAN

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# About TripAdvisor

TripAdvisor is the world's largest travel site\*



**455M**

Average unique  
monthly visitors\*\*



**49**

Markets  
worldwide



**661M**

Reviews and  
opinions



**7.5M**

Accommodations,  
restaurants and attractions

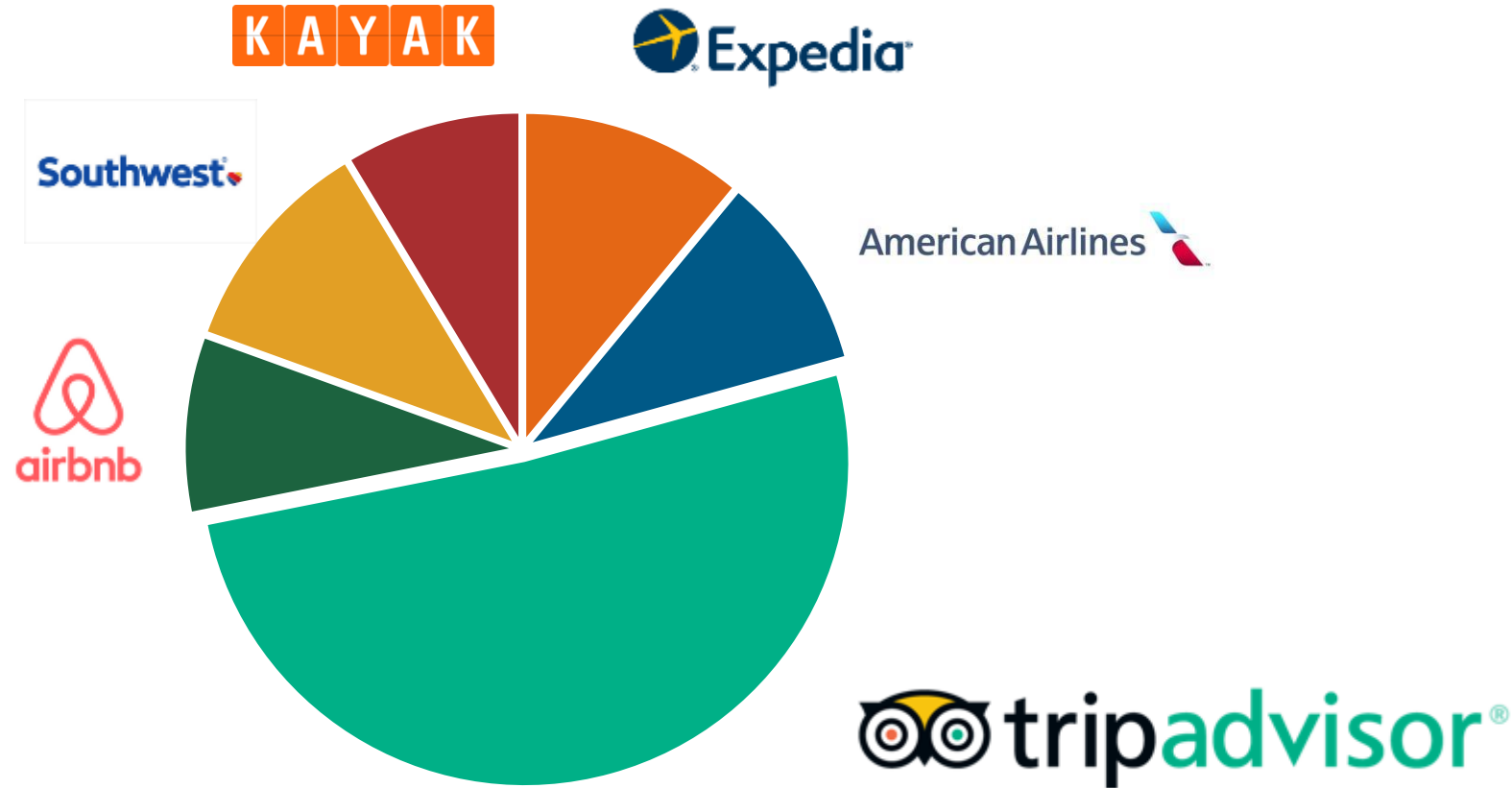
\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, October 2017

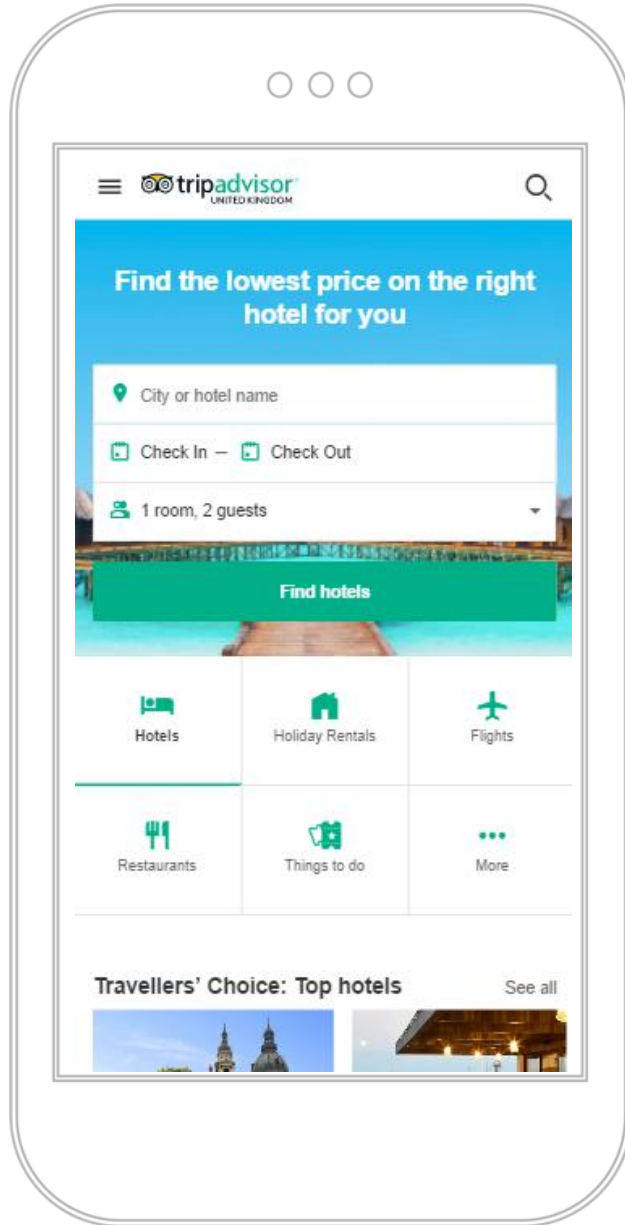
\*\* Source: TripAdvisor log files, 2018



# The World's Largest Travel Site

More traffic than the Combined Traffic of Next Top 5 Travel Sites





# The World's Most Downloaded Travel Apps

**420+ Million Downloads**



A person is lying down, using a laptop. The image is overlaid with a semi-transparent dark rectangle containing text. A large teal '67%' is centered in the background.

TripAdvisor users engage with more content than other before making a travel purchase:

260% more pages

238% more minutes

of US online Travel Buyers visited TripAdvisor prior to purchase



# Evolving to meet the needs of travelers:

## From:

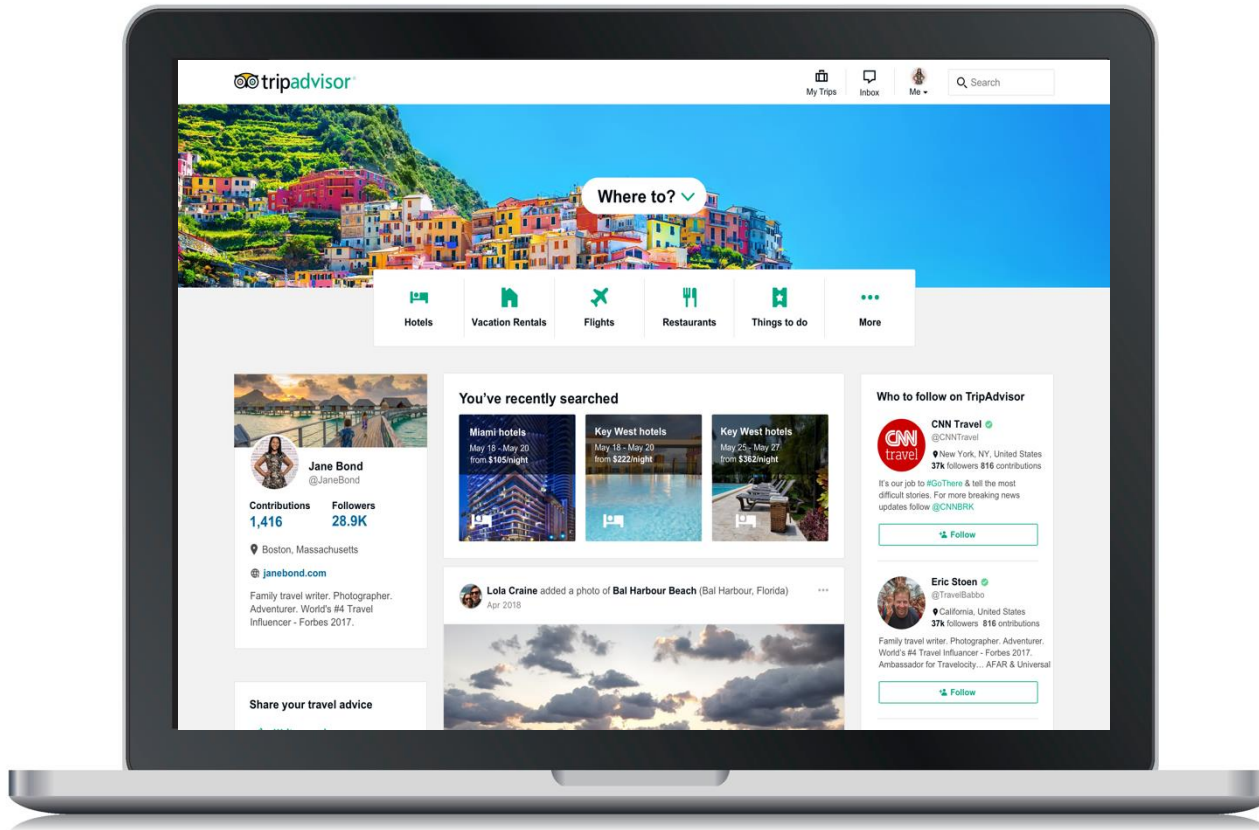
Anonymous advice...  
Writing reviews...  
Reviewing individual places...  
Searching and digging...  
Researching and planning...  
One size fits all...

## To Also:

Personal connections & recommendations  
Expressing myself with photos & videos  
Sharing my collective travel story  
Assistance in finding just what I want  
Exploration and discovery  
Personalized experience



# The World's Largest Travel Site is Becoming the World's Most Personalized & Connected Travel Community



- **New homepage:** Combines industry-leading review content with relevant, useful advice from each member's handpicked community
- **Travel feed:** Machine learning personalizes each traveler's feed based on the friends, experts and influencers they follow
- **Enhanced consumer experience:** Designed to power the travel community so each member can connect, share and find exactly what they need to make the right choices for them

# What the new experience means for you



- TripAdvisor listing page continues to be where travelers learn about your organization and view your photos and reviews
- Management Center remains your hub to manage your listing page
- **ACTION:** As a traveler, poke around and get to know the new experience

▪ Follow me @Kentuxan



# What is Not Changing

The screenshot displays the TripAdvisor page for Hermitage Bay in Saint Mary's, Antigua. The page features a green header with the TripAdvisor logo and navigation links. The main content area includes a large photo of a resort building and a sidebar with filters and a list of reviews. The reviews section shows a table of guest feedback with ratings, dates, and responses.

Review	Rating	Date	Response
Wonderful	5.0	Sep 9, 2018	No Response
Traditional bought up to date	5.0	Sep 9, 2018	No Response
Fantastisch	5.0	Sep 4, 2018	No Response
A warm welcome	5.0	Aug 31, 2018	No Response
Home from home	5.0	Aug 28, 2018	No Response
Porridge from heaven!	5.0	Aug 28, 2018	No Response
Wonderful gem!	5.0	Aug 27, 2018	No Response
Perfect Stay	5.0	Aug 19, 2018	No Response
Lovely B&B	5.0	Aug 18, 2018	No Response
Excellent	5.0	Aug 16, 2018	No Response

- **Management Center:** This continues to be the place to manage your TripAdvisor listings
- **Review & Photo Moderation:** These will continue to be moderated prior to posting on individual listing pages
- **Notifications:** Review & Photo notifications will continue; Future Phase will include notifications for new content types
- **Responses:** Question & Answers, Management Responses and Review / Photo Reporting remain the same; Direct Messaging now more prominent
- **Content Policies:** All content must meet TripAdvisor policies and can be reported if it does not





**Coastal Mississippi on TripAdvisor**





# Coastal Mississippi on TripAdvisor – 2018


**8.69 million** page views

**2.76 million** user sessions

**Top States Viewing Coastal Mississippi:** Mississippi, Louisiana, Texas, Georgia

**Top Cities Viewing Coastal Mississippi:** Houston, Dallas, Atlanta, Memphis

# What kind of trips do TripAdvisor users take to Coastal Mississippi?

A romantic couple is shown from behind, embracing on a balcony. The man, wearing a plaid shirt, has his arms around the woman. The woman, with long dark hair, is holding a smartphone. They are looking out over a scenic harbor filled with boats and colorful buildings under a bright sky. A brown messenger bag sits on the woman's lap, and a red suitcase is on the ground to the right.

**Couples  
42%**



A photograph of a family of four (father, mother, and two children) smiling and hugging on a beach. The father is in the center, holding a young child. The mother is on the right, and another child is on the left. They are all smiling and appear to be enjoying their time together. The background shows a sandy beach and the ocean under a bright sky.

# Family Travel

# 32%



A group of four friends are dining at a restaurant at night. They are seated around a table with plates of food, including salads and pasta, and glasses of beer. The man on the right is smiling and looking towards the camera. The woman next to him is eating. The man on the left is also smiling and looking towards the camera. The woman next to him is looking down at her food. The background is blurred, showing the interior of the restaurant and some outdoor lighting.

**Friends**  
**14%**

# Solo

# 6%





A man in a white shirt and tie is sitting on a bed, smiling while using a laptop. A black suitcase and a dark jacket are on the bed next to him. The background shows a hotel room with a white headboard, yellow pillows, and bedside lamps.

# Business

# 5%

# Coastal Mississippi Reviews – 2018

4.22

***Overall Average Review Score***





Impact of Reviews





A photograph of four people sitting in kayaks on a body of water, viewed from behind. They are looking out at a sunset where the sun is low on the horizon, creating a bright orange glow. The sky is filled with dark, dramatic clouds. The water is dark with some ripples. The overall mood is peaceful and scenic.

More than **80%** feel that

**TripAdvisor reviews help them  
feel more confident in their  
travel decisions and have a better trip**

# The Power of Reviews for Hotels



96%

of travelers consider reviews important when planning & booking hotels

83%

will “usually” or “always” reference TripAdvisor reviews before making a booking decision on a hotel



# The Power of Reviews for Restaurants and Attractions



85%

of travelers will "usually" or "always" reference TripAdvisor reviews before booking a restaurant

79%

will "usually" or "always" reference TripAdvisor reviews before deciding on an attraction to visit

# Reputation Leads to Revenue

Given equal prices, travelers are **3.9x more likely to choose a hotel** with a higher review score



**76% of travelers** said they were willing to pay more for a hotel with higher review scores





# 6 Steps to Managing Your Online Reputation



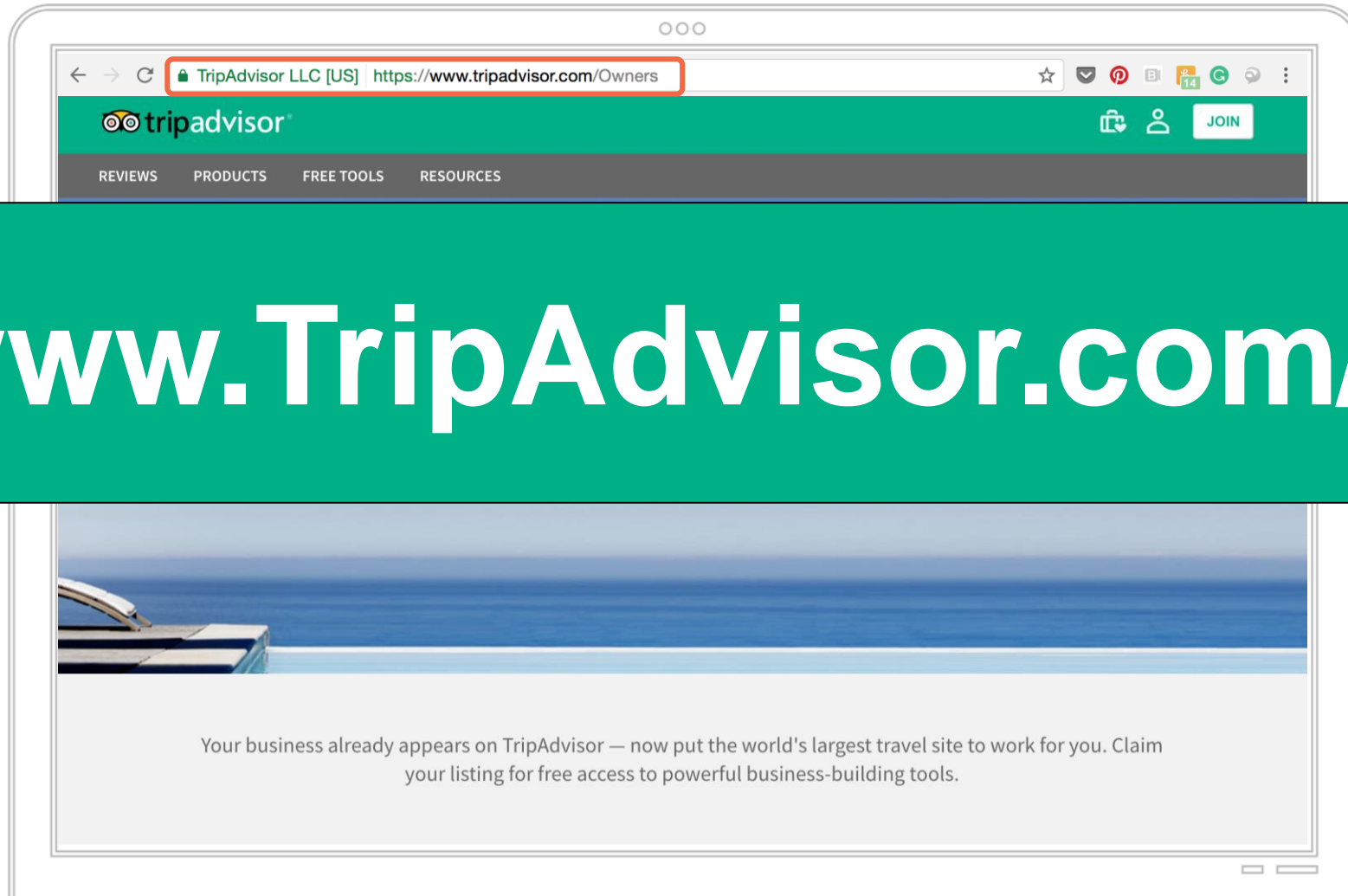




# TAKE CONTROL



# Claim Your TripAdvisor Listing



[www.TripAdvisor.com/Owners](https://www.TripAdvisor.com/Owners)



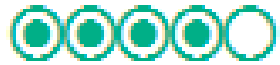
# EMBRACE FEEDBACK



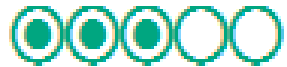
# TripAdvisor Reviews Are Largely Positive



43%



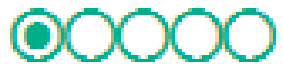
34%



14%



5%



4%





# Overall Reputation Management Impacts your Bottom Line

*The Center for Hospitality Research*  
Hospitality Leadership Through Learning

- 1 Encouraging Reviews leads to an increase in review score and ranking on TripAdvisor
- 2 Responding to reviews leads to improved sales & revenue
- 3 Higher review scores allow hotels to charge up to 11.2% more while maintaining occupancy rates

# The TripAdvisor Popularity Ranking







**ENCOURAGE  
FEEDBACK**

# Cornell Research: More Reviews Lead to Higher Ratings



**“Online Customer Reviews of Hotels: As Participation Increases, Better Evaluation Is Obtained”**

**As reviews increase,  
ratings become more  
positive**

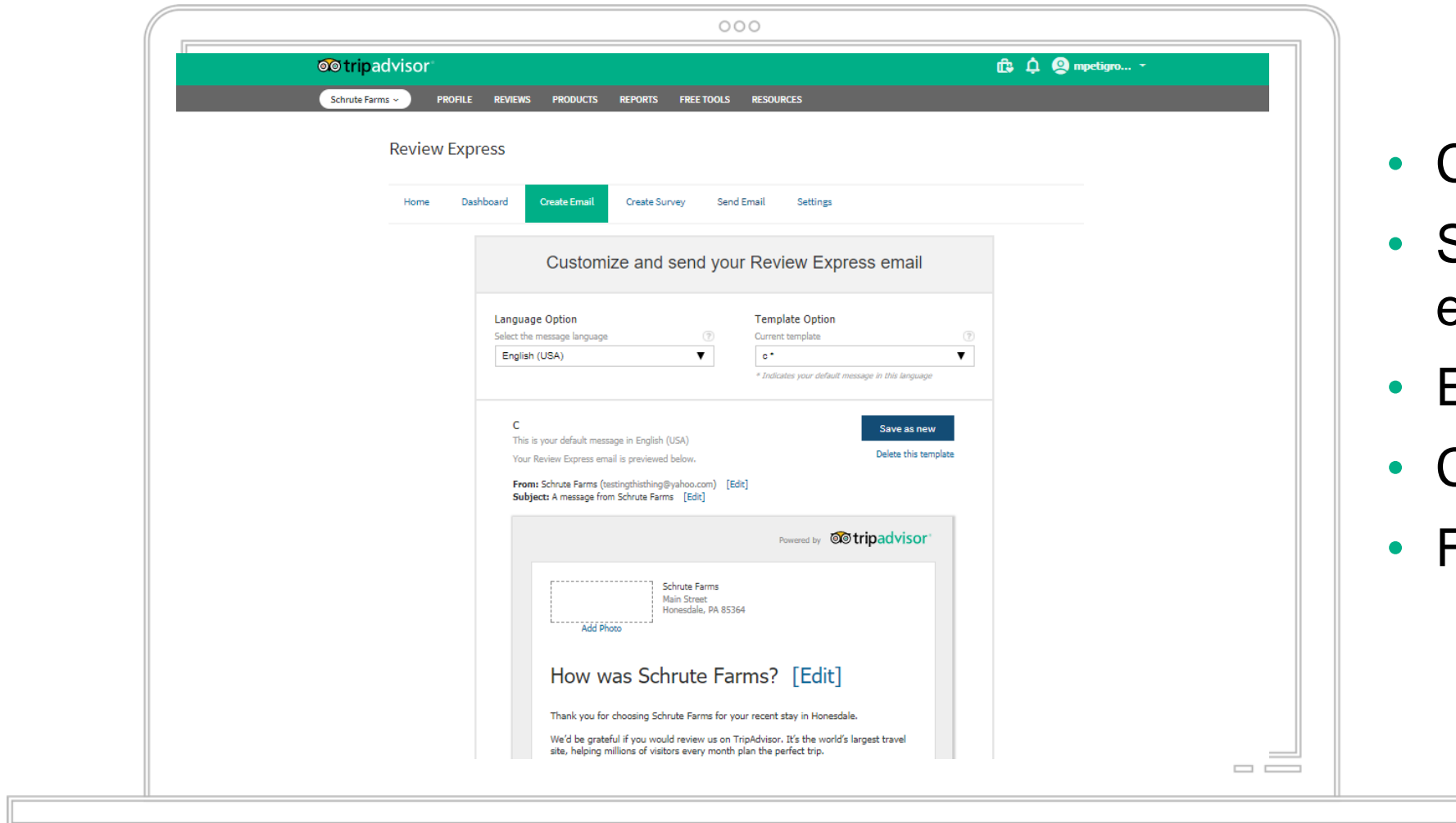
# Encourage Guests to Write Reviews with Review Collection Tools

- Review Express
- Widgets
- Reminder cards
- Downloadable assets
- Stickers
- TripAdvisor app for Facebook



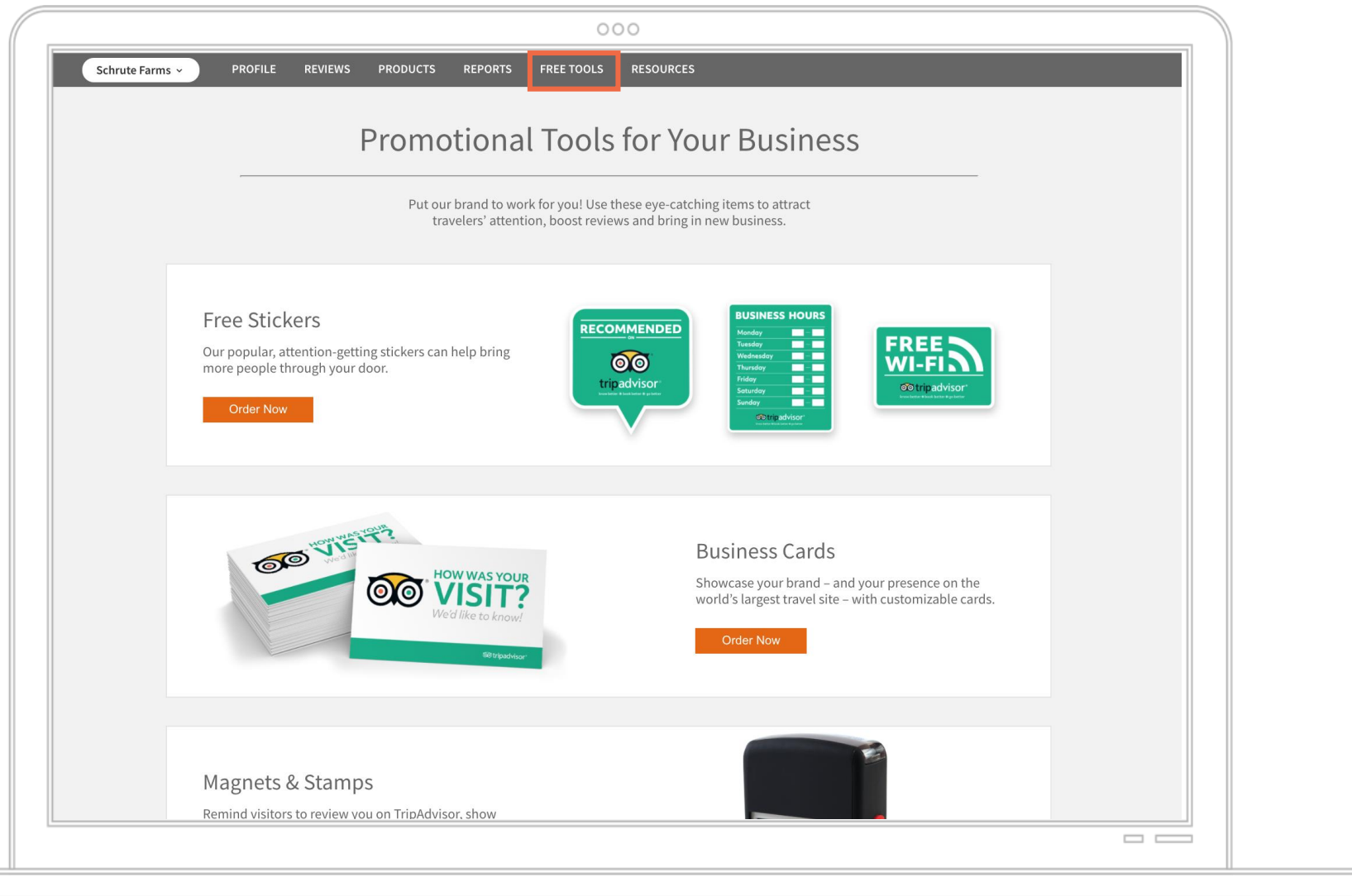


# Collect Recent Reviews with Review Express



- CRM Tool
- Send up to 1,000 emails per day
- Easy to edit template
- Campaign Dashboard
- FREE

# Promotional Tools for Businesses







# SPEAK UP



# How One Hotelier Chose to Respond...



**georgianhouse1000, Manager at The Georgian House, responded to this review, November 2, 2012**

This review is totally made up from start to finish.

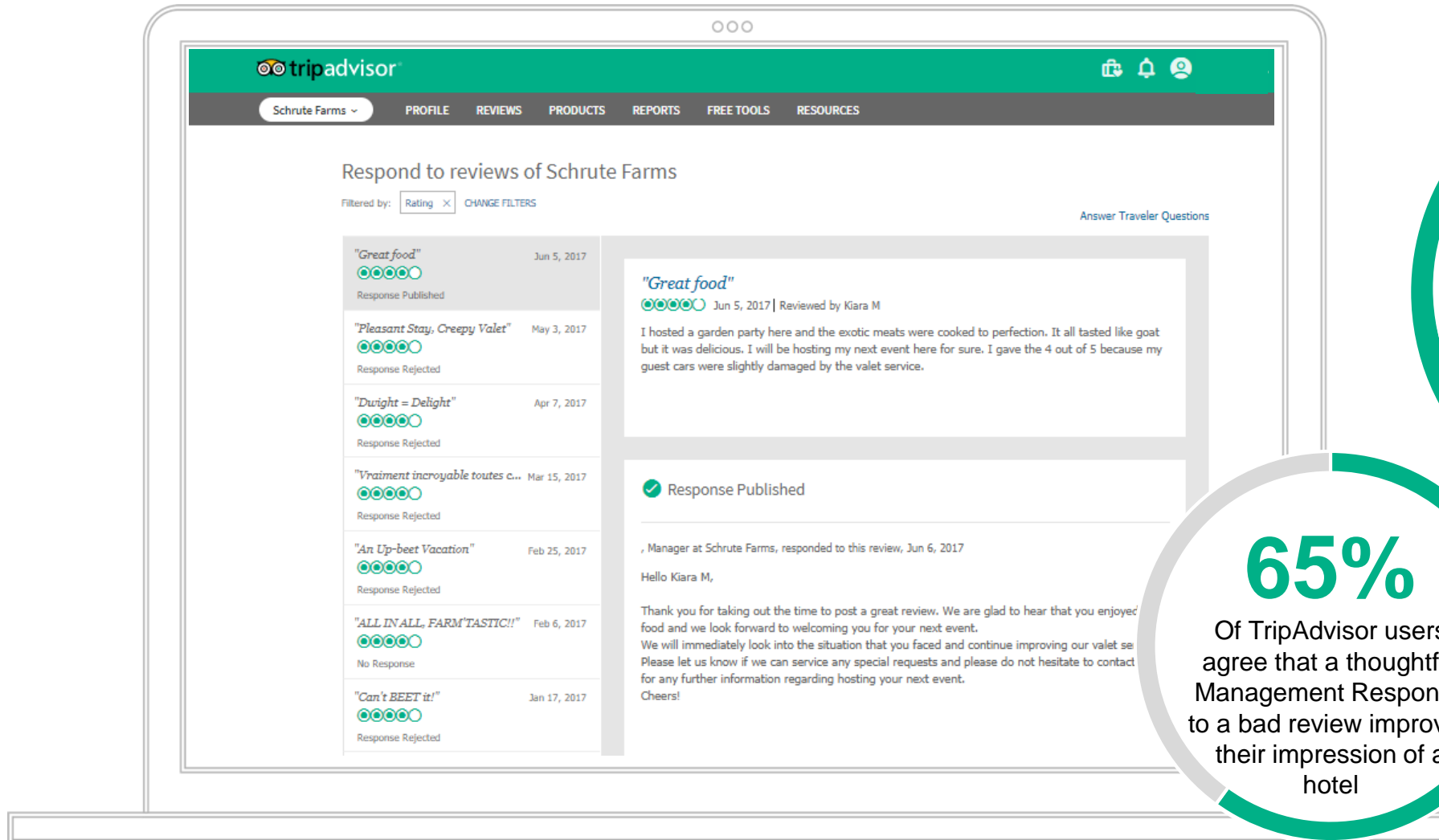
The room was tidy and clean on arrival and the receptionist informed the guests of the check out time. I know this because i was around the corner writing something down for another guest.

This guest was at all times obnoxious and threatening towards female staff members. He attempted to be a bully but was in fact a coward who was aggressive only to females. These guests in fact damaged the room and actually broke the door window on departure(receipt available for viewing).

All in all i am sure potential guests will understand the type of personality that these guests had. How glad we are they will not be returning.

In addition to this we asked these two guests every evening if there were any problems and they every day answered no.

# Take Advantage of Management Responses



85%

Of TripAdvisor users are more likely to book a hotel which responds to travelers reviews versus a comparable hotel which doesn't

65%

Of TripAdvisor users agree that a thoughtful Management Response to a bad review improves their impression of a hotel





## How often Should I Respond to Reviews...and to Which Ones?





# Best Practices for Management Responses

1. Sign up for review notification emails

---

2. Respond promptly

---

3. Say 'thank you' for the feedback

---

4. Be original in your reply

---

5. Highlight the positive

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6. Address any specific comments

---

7. Be polite and professional

# Make Goods

Dear Valued Guest,

Thank you for taking the time to provide feedback in regards to your recent stay at the [REDACTED]

As we pride ourselves on delivering a memorable hotel experience during your travels, we have unfortunately fallen short of our goal during your recent stay. Please accept our sincere apology for the issues you experienced during your stay. We have shared your feedback with the appropriate hotel team to ensure that this was an isolated issue that is corrected moving forward. We have awarded 50,000 points to your [REDACTED] for the issues you experienced. Those points are valid for a few nights with [REDACTED]. We truly value you as a guest and would love to invite you back once our renovations are completed to show you the true meaning of [REDACTED].





# Best Practices for Management Responses

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---

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---

6. Address any specific comments

---

7. Be polite and professional



**PAIN**T YOUR PICTURE



# Access the Management Center

Claiming your listing gives you access to the Management Center where you can:

## Optimize Your Listing



Update your business description, add photos, and highlight amenities to attract traveler's attention

## Manage Your Reviews



Generate more feedback with Review Express and join the conversation via Management Responses

## Track Your Performance



Analyze how you're engaging with travelers on TripAdvisor and how you measure up against competitors



# Edit Business Details

The screenshot shows the TripAdvisor 'Edit Business Details' interface for a business named 'Daisy'. The page is displayed on a laptop screen. At the top, there's a green header with the TripAdvisor logo and navigation links: PROFILE, REVIEWS, REPORTS, FREE TOOLS, and RESOURCES. Below this is a dark grey bar with the business name 'Daisy' and a dropdown menu. The main content area is titled 'Business Details for Daisy'. On the left, there's a sidebar with a circular profile picture and five menu items: GENERAL (selected), LOCATION, HOURS, CUISINES & AMENITIES, and LISTING SUPPORT. The main content area is divided into two sections: 'General Information' and 'Contact Details'. The 'General Information' section includes fields for 'Chain' (with a search bar), 'Business Name' (filled with 'Daisy'), and 'Japanese' (with a dropdown showing 'デイジー' and an 'Add Language' button). Below this, a note states: 'TripAdvisor may translate your Business Name into other languages in order to display it in all points of sale.' The 'Contact Details' section includes a 'Country Code' dropdown (filled with 'United States (+1)') and a 'Telephone number' field.

tripadvisor

Daisy

PROFILE REVIEWS REPORTS FREE TOOLS RESOURCES

Business Details for Daisy

**General Information**

Chain

Search for your restaurant chain

Business Name

Daisy

Japanese

デイジー

Add Language

TripAdvisor may translate your Business Name into other languages in order to display it in all points of sale.

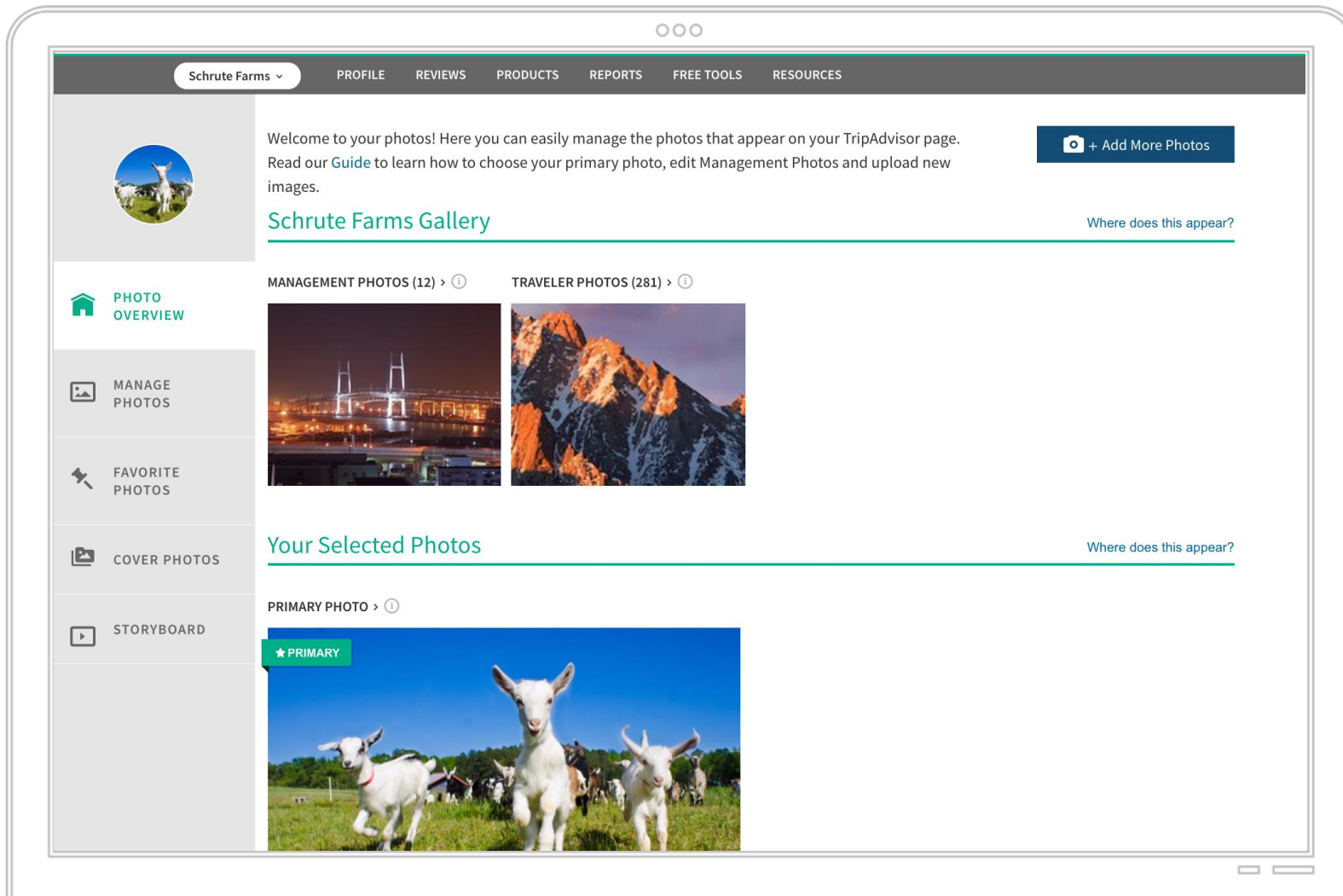
**Contact Details**

Country Code

United States (+1)

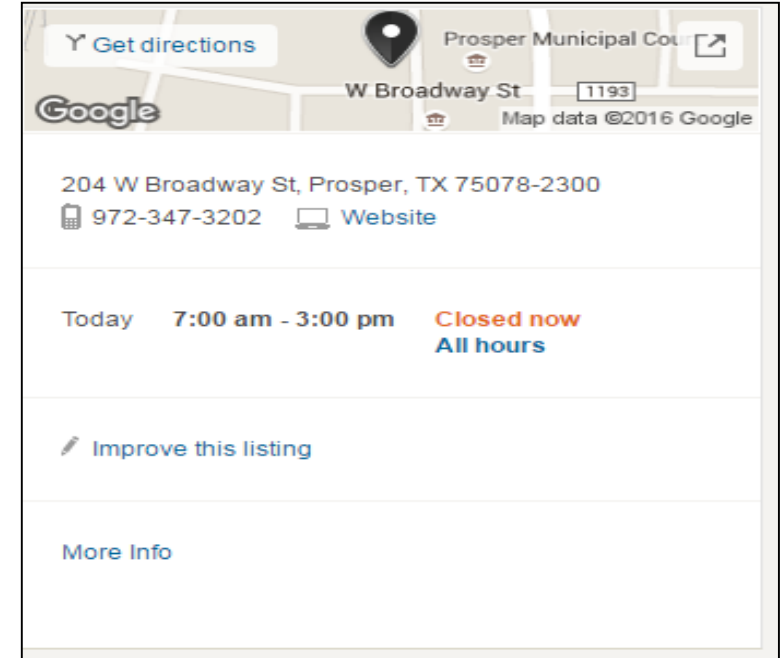
Telephone number

# Upload & Manage Photos



# Set Aside a Regular Time to Audit Your Listing for Accuracy

- Is the address where you want customers to show up?
- Is the contact information current?
- Are the hours of operation correct?
- Are all amenities listed?
- Is the menu current?



***Outdated information is a surefire way to get a negative review!***





**SING YOUR  
PRAISES**

# Order Your TripAdvisor Sticker



# 75%

**of TripAdvisor  
members surveyed  
say they are more  
likely to use a  
business with a  
TripAdvisor  
endorsement on  
display**



# Certificate of Excellence

- Add the emblem to your website
- Display your award at your business
- Add to your ad creative
- Press release
- Social Media
- Incorporate into customer communication





# In Summary....

## Effectively Manage Your Reputation in 6 Steps

- **TAKE CONTROL:** own your listing
- **EMBRACE FEEDBACK:** it's better than you might think!
- **ENCOURAGE FEEDBACK:** the more you get, the better it's likely to be
- **SPEAK UP:** guests are more likely to come back when you respond to reviews
- **PAINT YOUR PICTURE:** complete your listing – photos, amenities and other features draw more visitors!
- **SING YOUR PRAISES:** let the world know you're proud of your feedback!



know better ● book better ● go better