

TOURISM
VICTORIA 

In Partnership with **bdc** 

**MAXIMIZE Your TripAdvisor
Presence**

 **tripadvisor**



TripAdvisor- Scale and Reach



455M
Average unique
monthly visitors



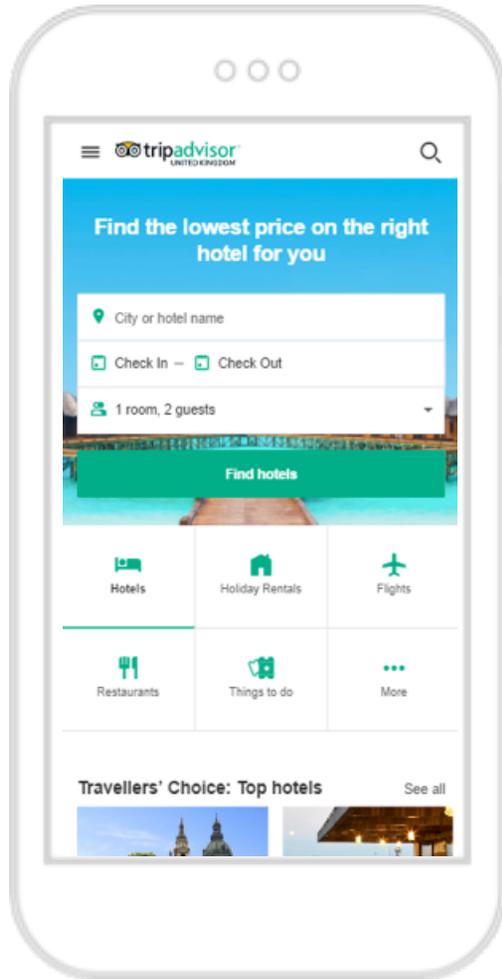
49
Markets
worldwide



600M
Reviews and
opinions



7.5M
Accommodations,
restaurants and attractions



The World's Most Downloaded Travel Apps

420+ Million Downloads

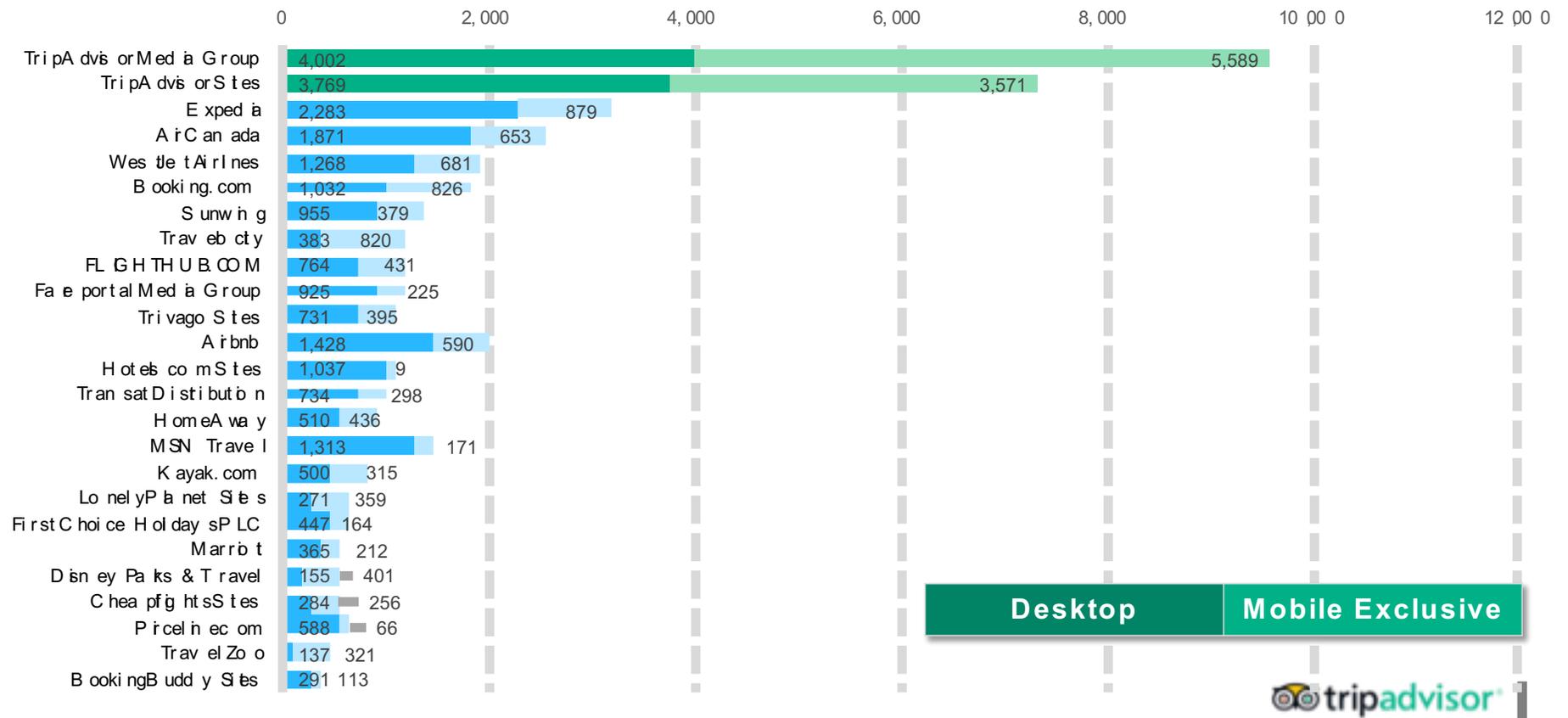
TripAdvisor Media Group

TripAdvisor, Inc. operates websites under 22 other travel media brands

TripAdvisor: Canada (including mobile)

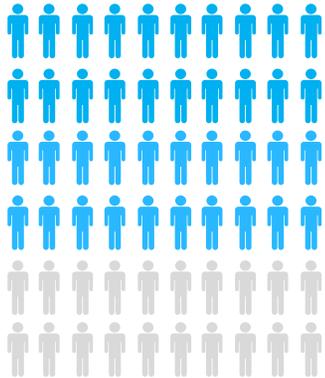
TripAdvisor remain in the top position in Canada's travel market



TripAdvisor's Share of Travel Bookers

67%

of people in the USA
visit travel sites



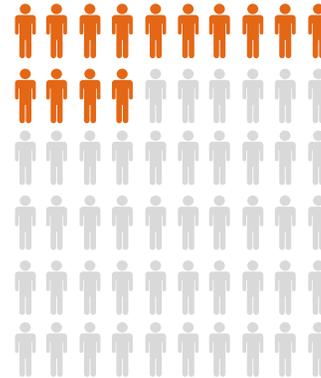
45%

of travel visitors are
reached by TripAdvisor



23%

of intenders end
up purchasing



66%

of purchasers
visit TripAdvisor

tripadvisor

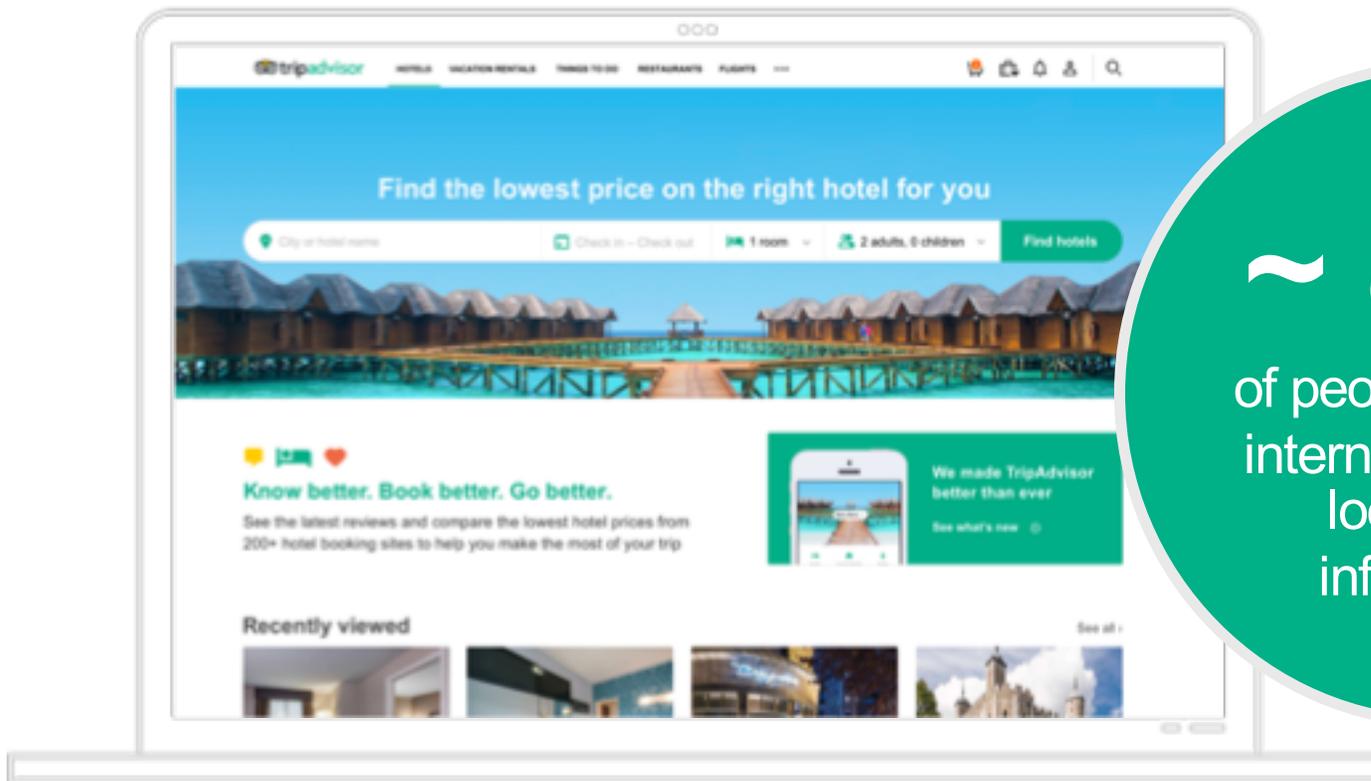




Impact of Reviews |

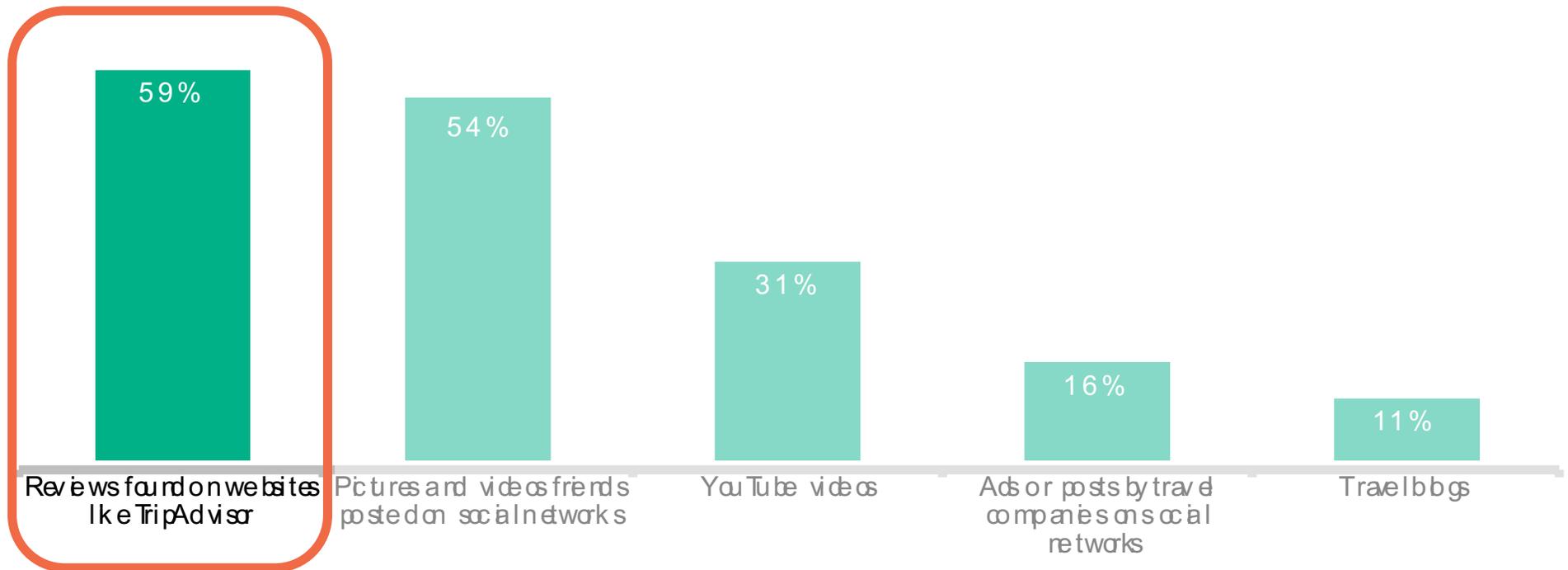


Research Begins Online



~ 80%
of people go to the
internet first when
looking for
information

The Most Influential Channels on Travel Decisions



Source: 2015 'Custom Survey Research Engagement' conducted by Phocuswright on behalf of TripAdvisor.

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

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

Understanding the Motivation to Share



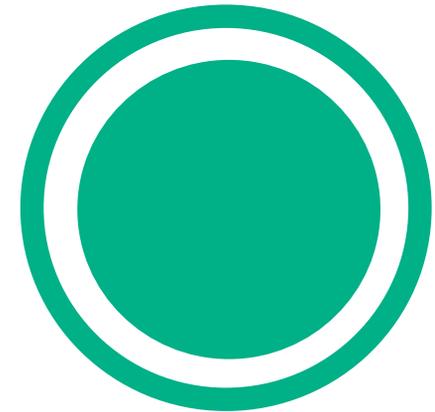
73%

Wrote a review in the past year because they wanted to share a good experience with travelers



70%

Because they received good advice from reviews and wanted to give back to the community

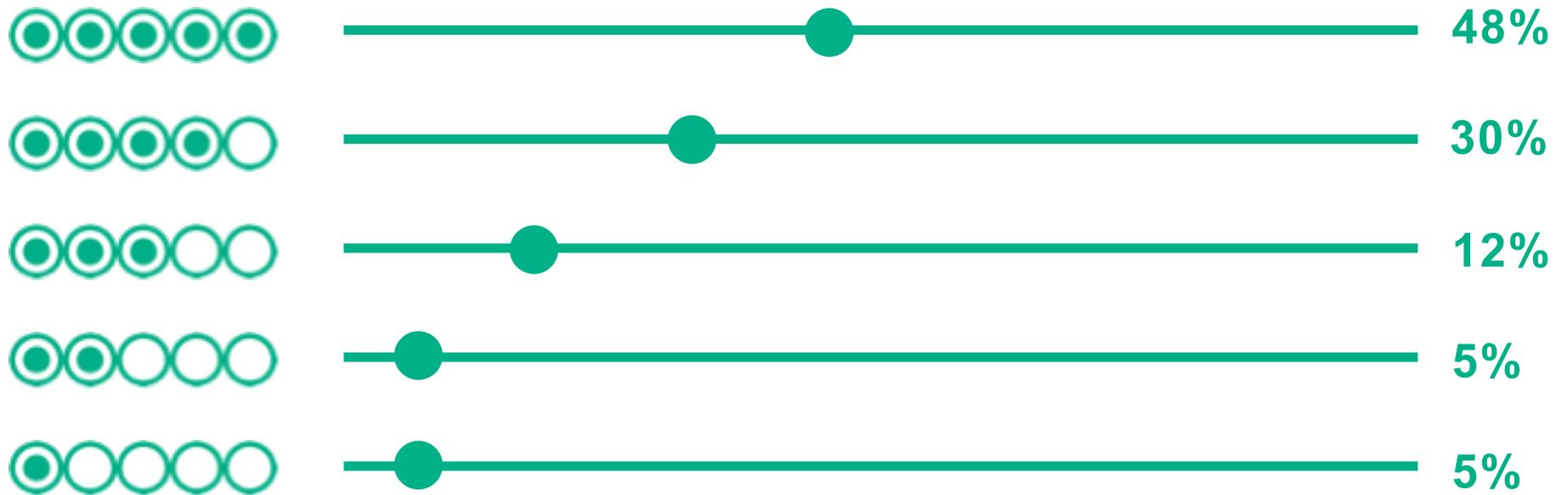


4 out of 5

Is the average bubble rating on TripAdvisor

TripAdvisor reviews are largely positive

Average review score: 4.12





How Travelers use reviews

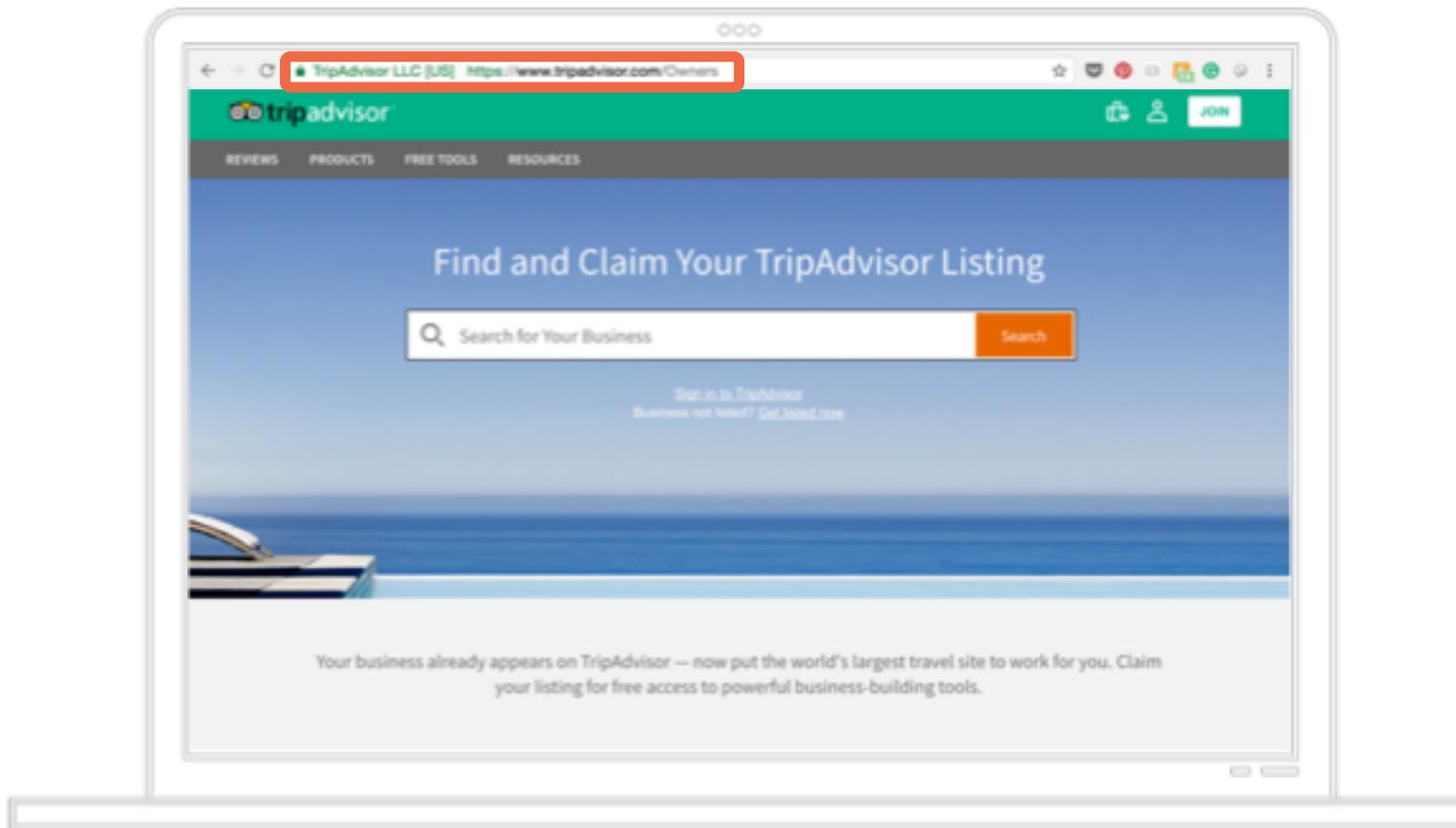
- 80% are most interested in recent reviews
- 80% read at least 6-12 reviews before booking
- 66% Ignore extreme comments
- 76% of Traveler will pay more for a property with a higher review score



Power Your TripAdvisor Presence |



Claim Your TripAdvisor Listing



Access the Management Center

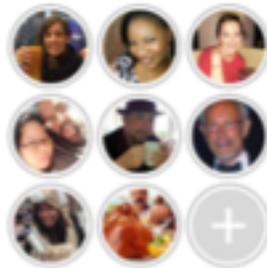
Claiming your listing gives you access to the Management Center where you can:

Optimize Your Listing



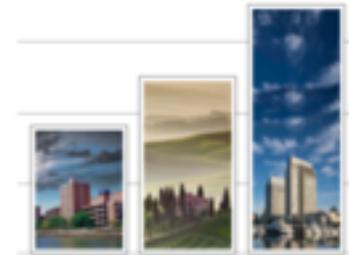
Update your business description, add photos, and highlight amenities to attract traveler's attention

Manage Your Reviews



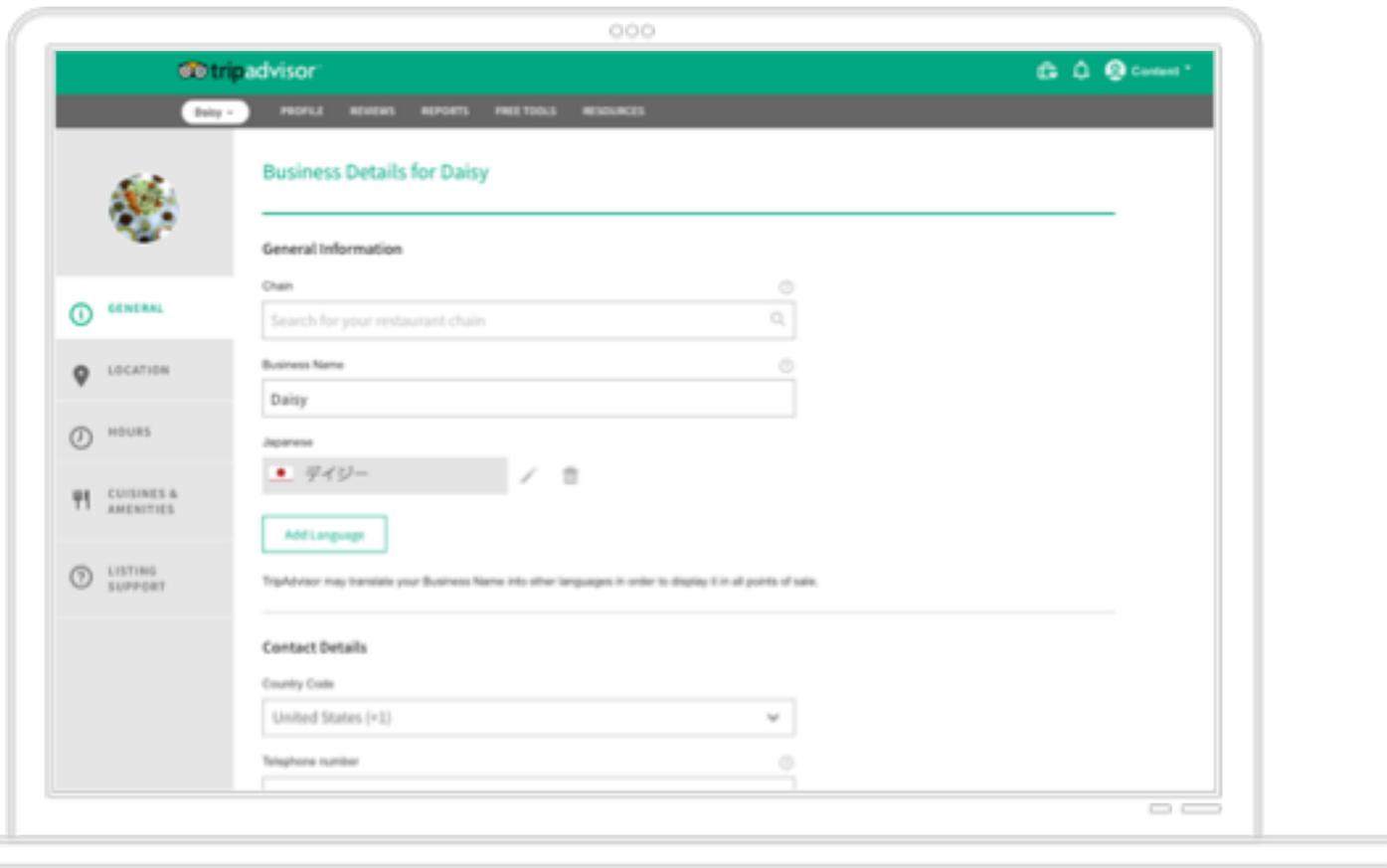
Generate more feedback with Review Express and join the conversation via Management Responses

Track Your Performance

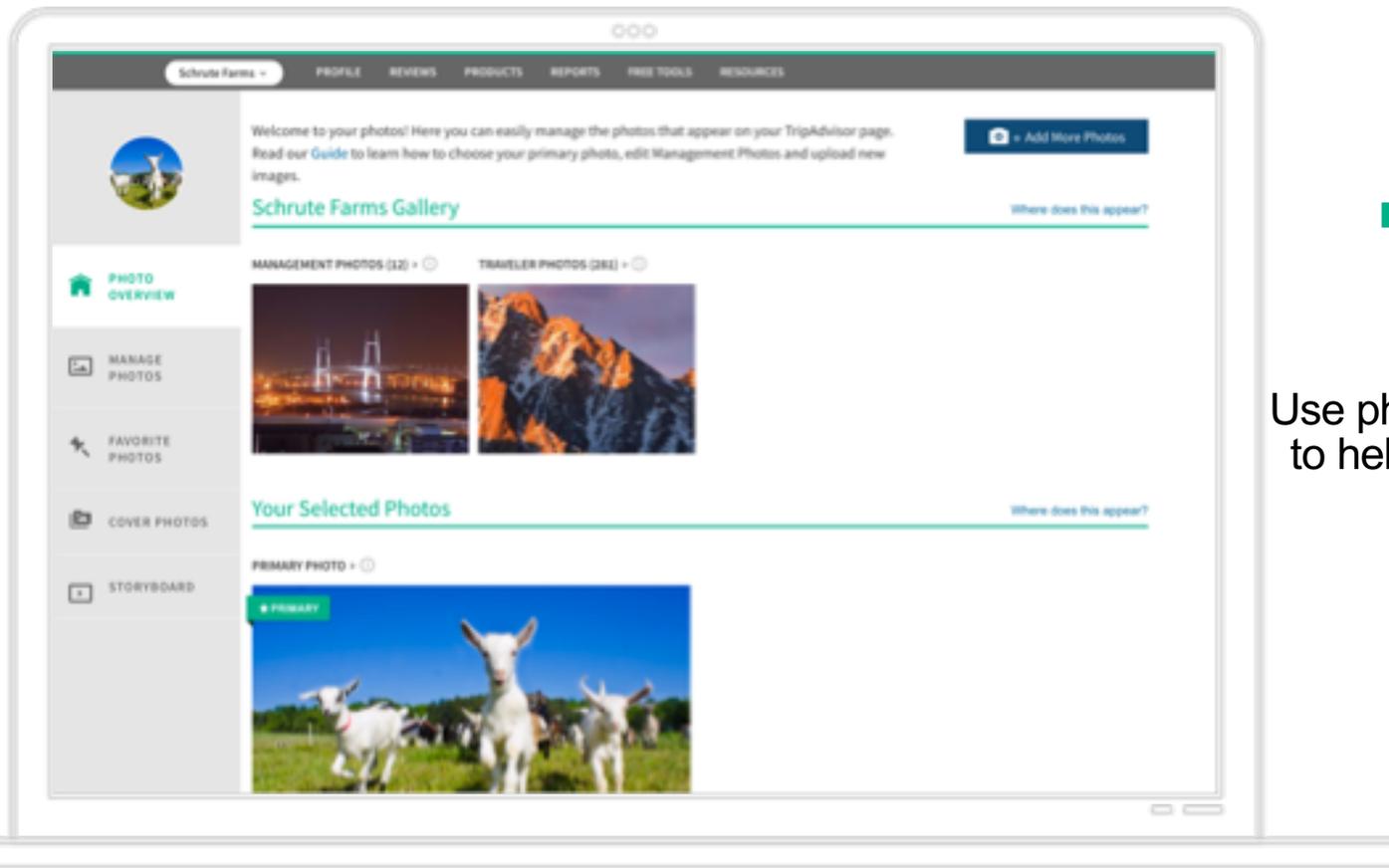


Analyze how you're engaging with travelers on TripAdvisor and how you measure up against competitors

Edit Business Details



Upload & Manage Photos



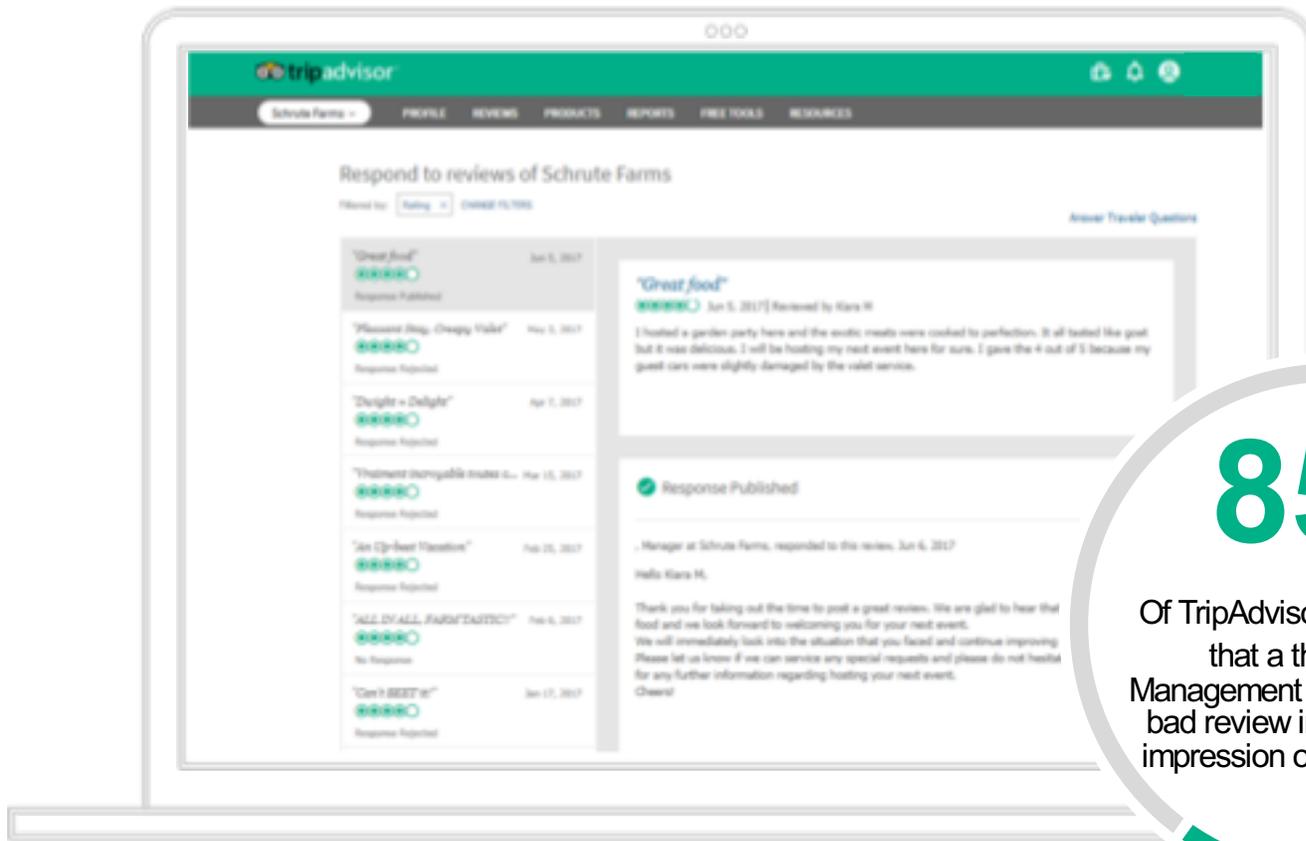
73%

Use photos from other travelers to help them make a decision

The TripAdvisor Popularity Ranking



Take Advantage of Management Responses



65%
Of TripAdvisor users are more likely to book with an operator which responds to travelers reviews versus a comparable operation which doesn't

85%
Of TripAdvisor users agree that a thoughtful Management Response to a bad review improves their impression of an attraction

The Anatomy of a Good Response

FairmontPacificRim, General Manager at Fairmont Pacific Rim, responded to this review, 3 days ago

THANKS → Thank you for taking the time to share your experience and feedback on your recent stay with us. **REINFORCES POSITIVE** → We are glad to hear you enjoyed our guestrooms, the fitness centre, and our complimentary BMW bikes for a ride around Stanley Park. We do, however, **APOLOGISES** → regret to hear we may have missed any opportunities to ensure your check-in was smooth and seamless. I would welcome you to **FOLLOWS UP** → contact me directly at Philip.Barnes@Fairmont.com should you wish to discuss your experience in further detail. We look forward to the opportunity to **INVITES BACK** → welcome you back to experience the high standard of service we have become known for.

Sincerely,
Philip M. Barnes
General Manager Fairmont Pacific Rim & Regional Vice President, Pacific Northwest
DEMONSTRATES IMPORTANCE OF GUEST FEEDBACK →

tripadvisor

Sometimes Negative Reviews Can Be Prevented



“We brought the issue to staff’s attention, but they did nothing.”



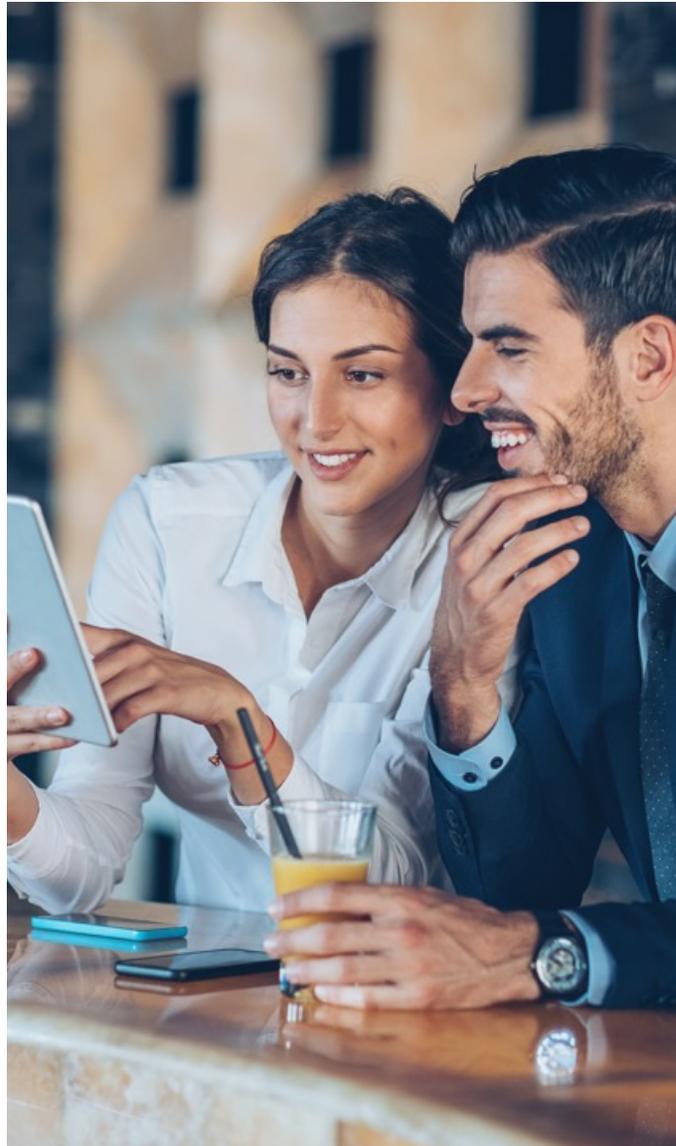
“They said they would try to fix it, but they obviously didn’t care.”



“They couldn’t fix it, but they really tried their best.”



“They resolved it right away and apologized profusely.”

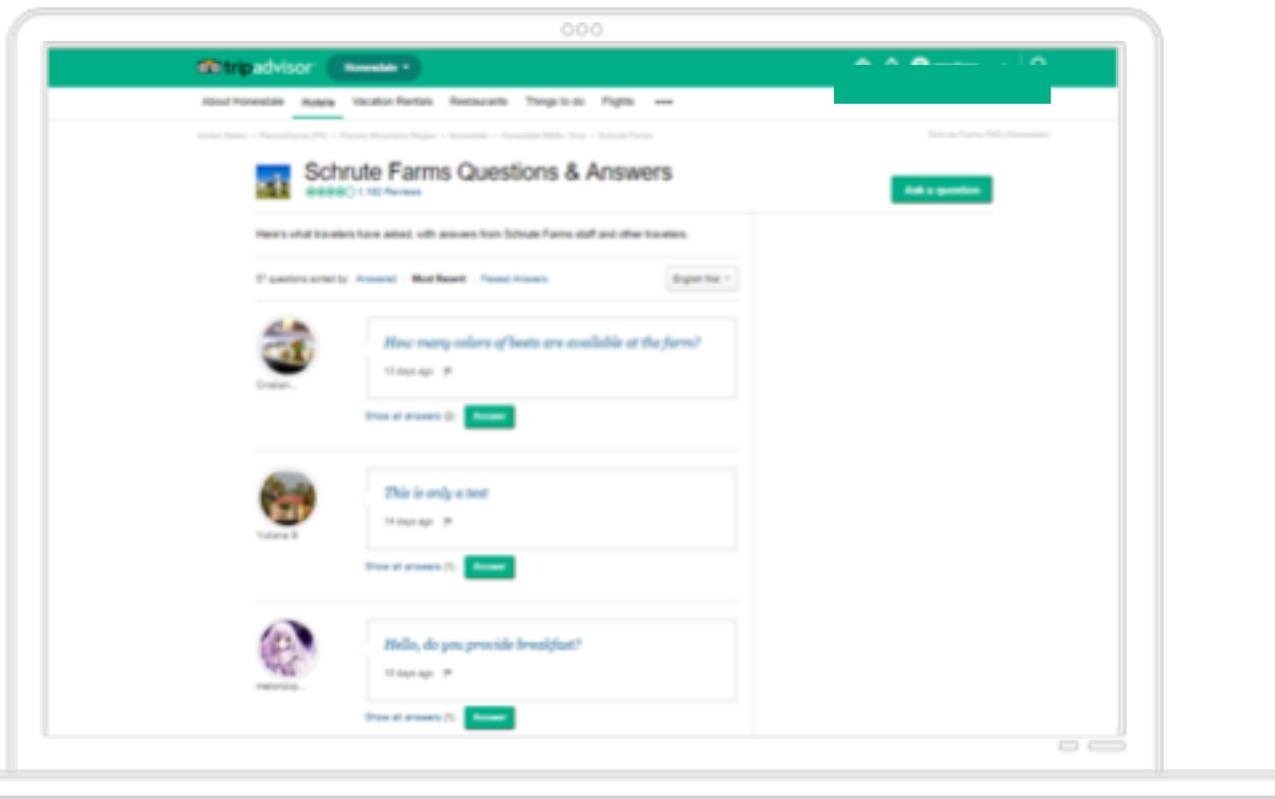


Best Practices for Responding

1. Sign up for review notification emails
2. Respond promptly
3. Say 'Thank you'
4. Be original in your replies
5. Highlight positives
6. Address any specific issues
7. Be polite and professional

Questions and Answers on TripAdvisor

Engage with potential customers and create a sense of transparency with Questions & Answers

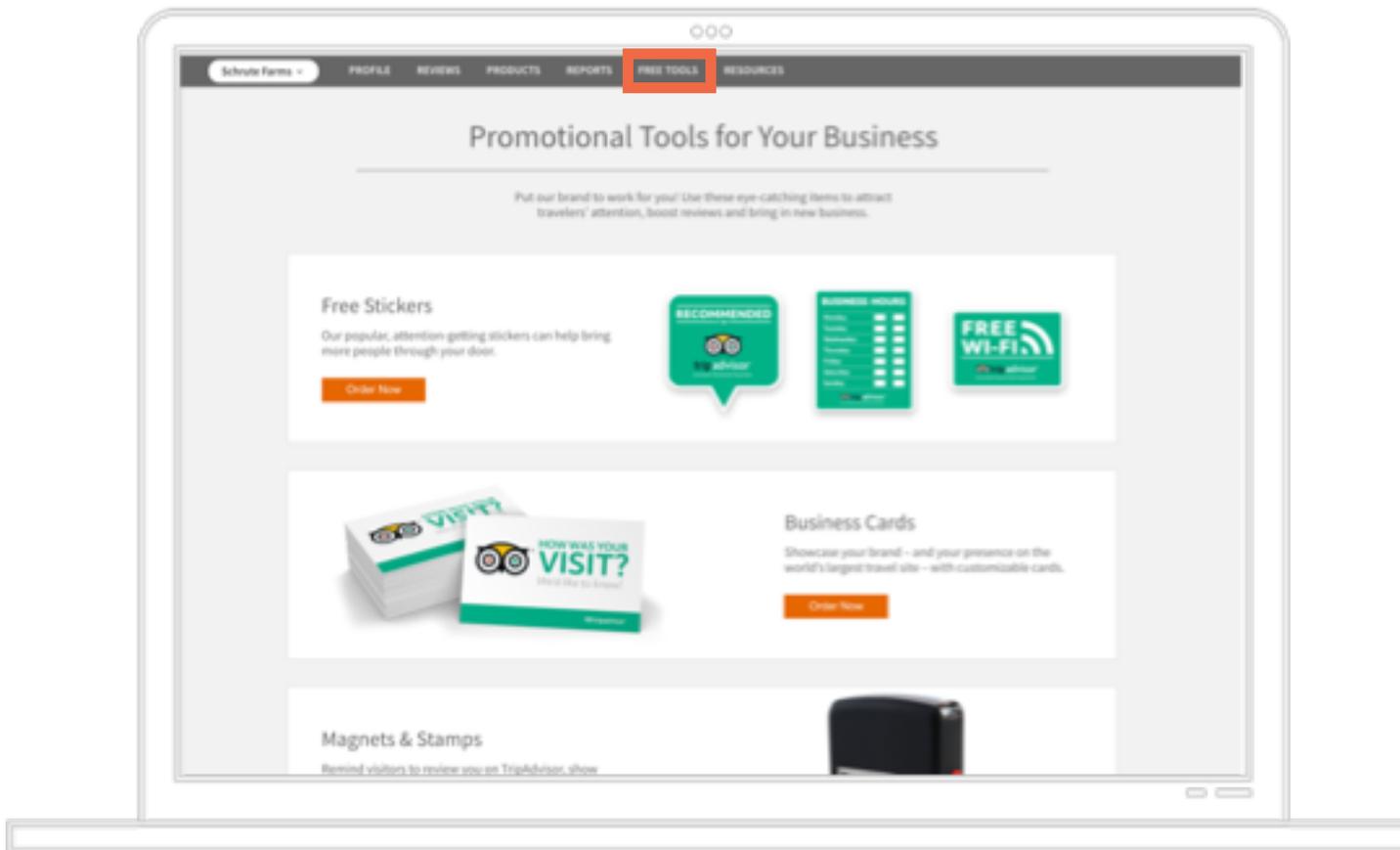


Encourage Guests to Write Reviews with Review Collection Tools

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

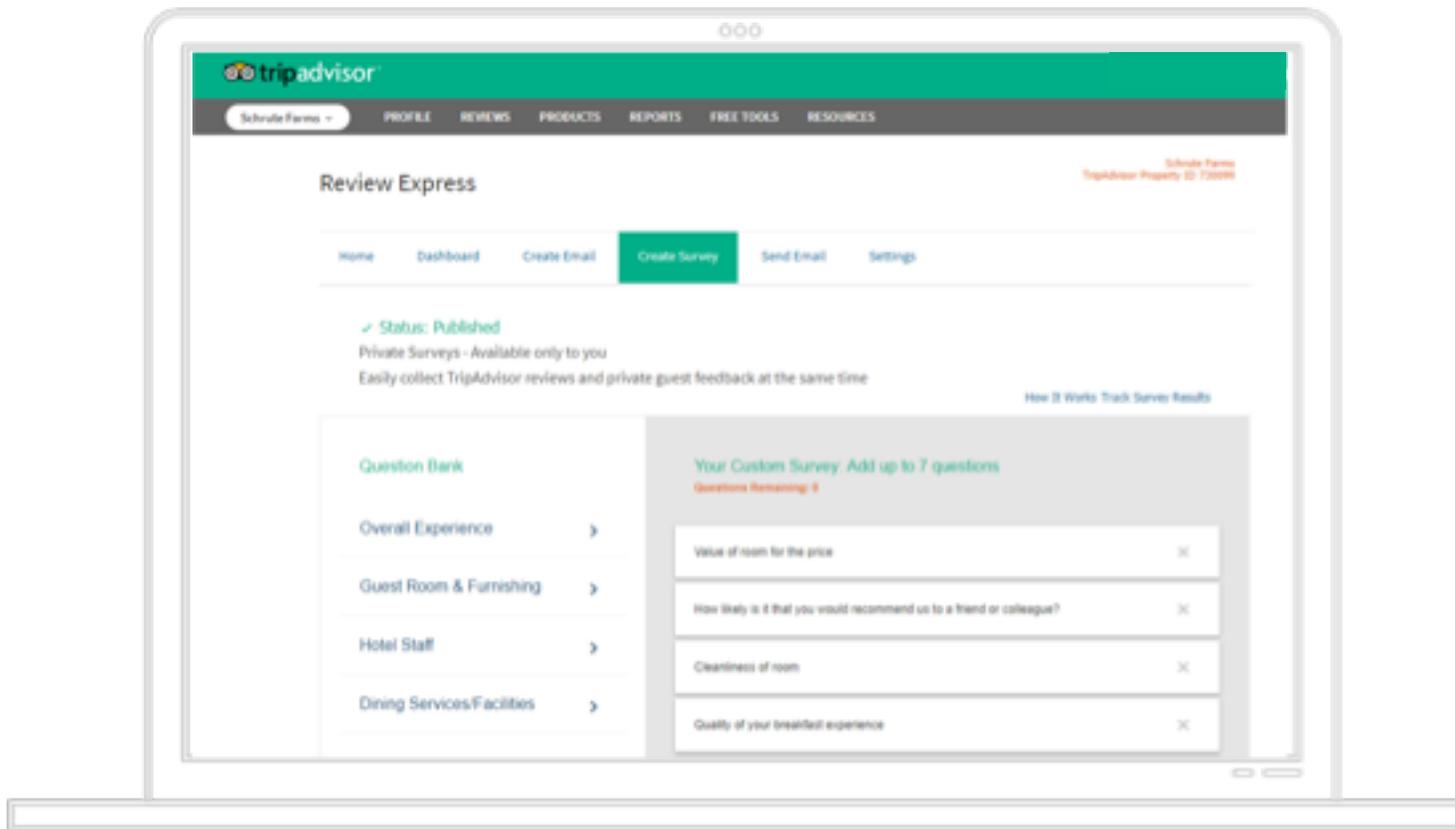


Promotional Tools for Businesses

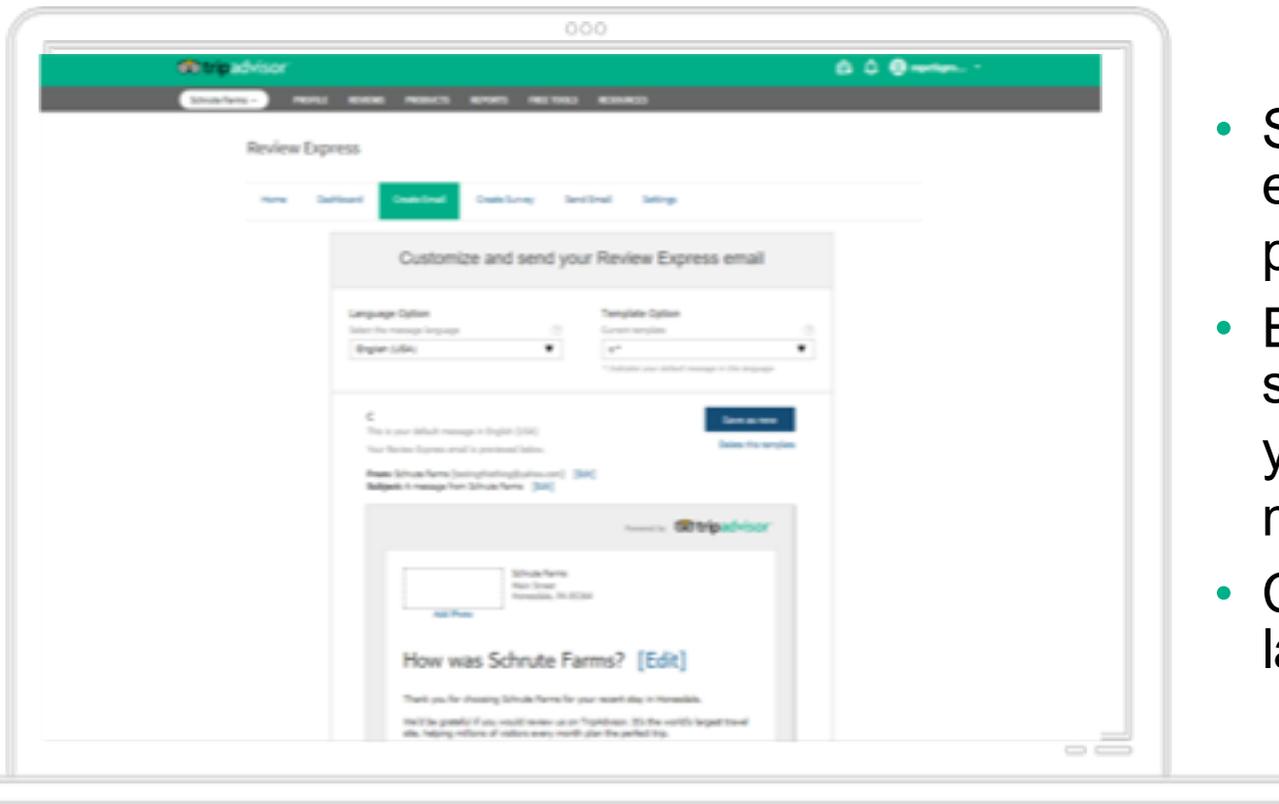


Review Express & Private Surveys

Collect reviews and guest feedback at the same time



Collect Recent Reviews with Review Express



- Send up to 1,000 email addresses per day
- Easy to edit template so you can create your own custom message
- Choose your preferred language



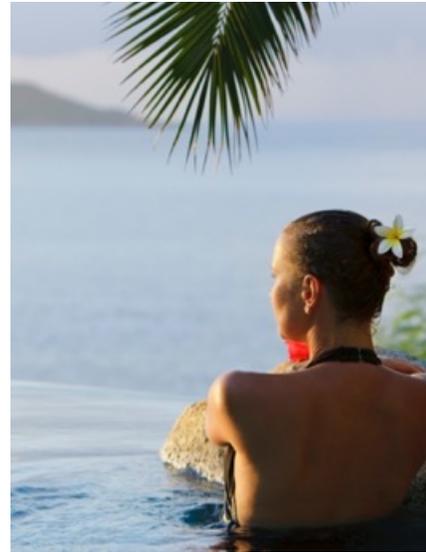
Content Integrity |





What We Believe

1. We believe we are the **industry leaders** in review fraud detection.
2. We believe traveler reviews have **revolutionized travel**.
3. We believe TripAdvisor has **levelled the playing field** for business small and large to compete.
4. We believe in customers' **right to write**.



Examples of Reviews Which Violate Our Guidelines



K.H. D

13 3



"There was a long wait, the food was cold and they refused to use my Promo Code #1234

Reviews containing personal or exclusive information



Kevin G
Woodworth,
Louisiana

21 5



"I stayed here 5 years ago and still think about the terrible service we received."

Reviews from a non-recent trip



Memoirs of...
Dubai, United
Arab Emirates

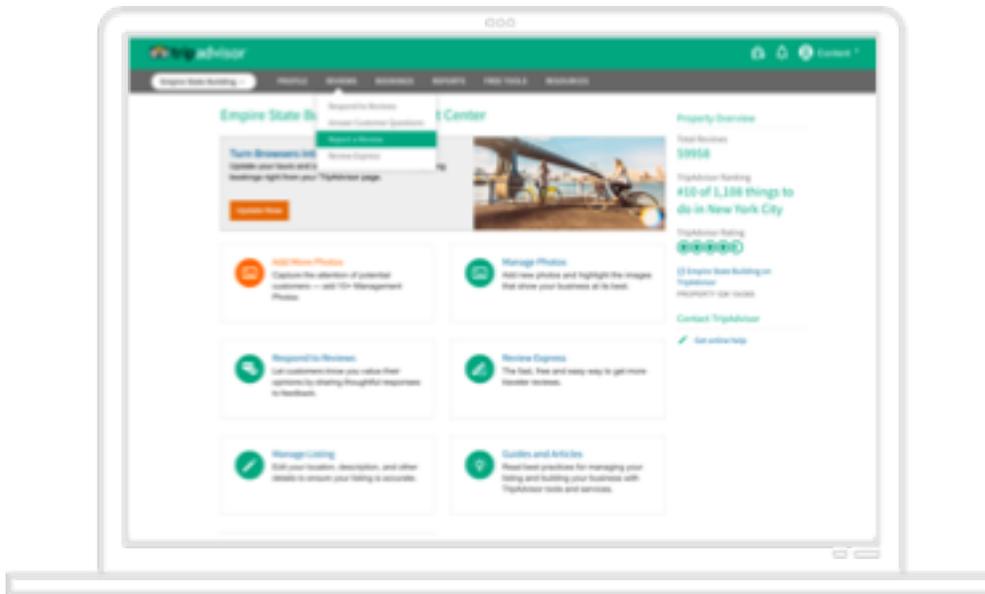
19 12



"A friend of mine rented a bike from this business recently and said the tires were flat and the staff were largely unhelpful."

Second-hand information

Fraud or Blackmail



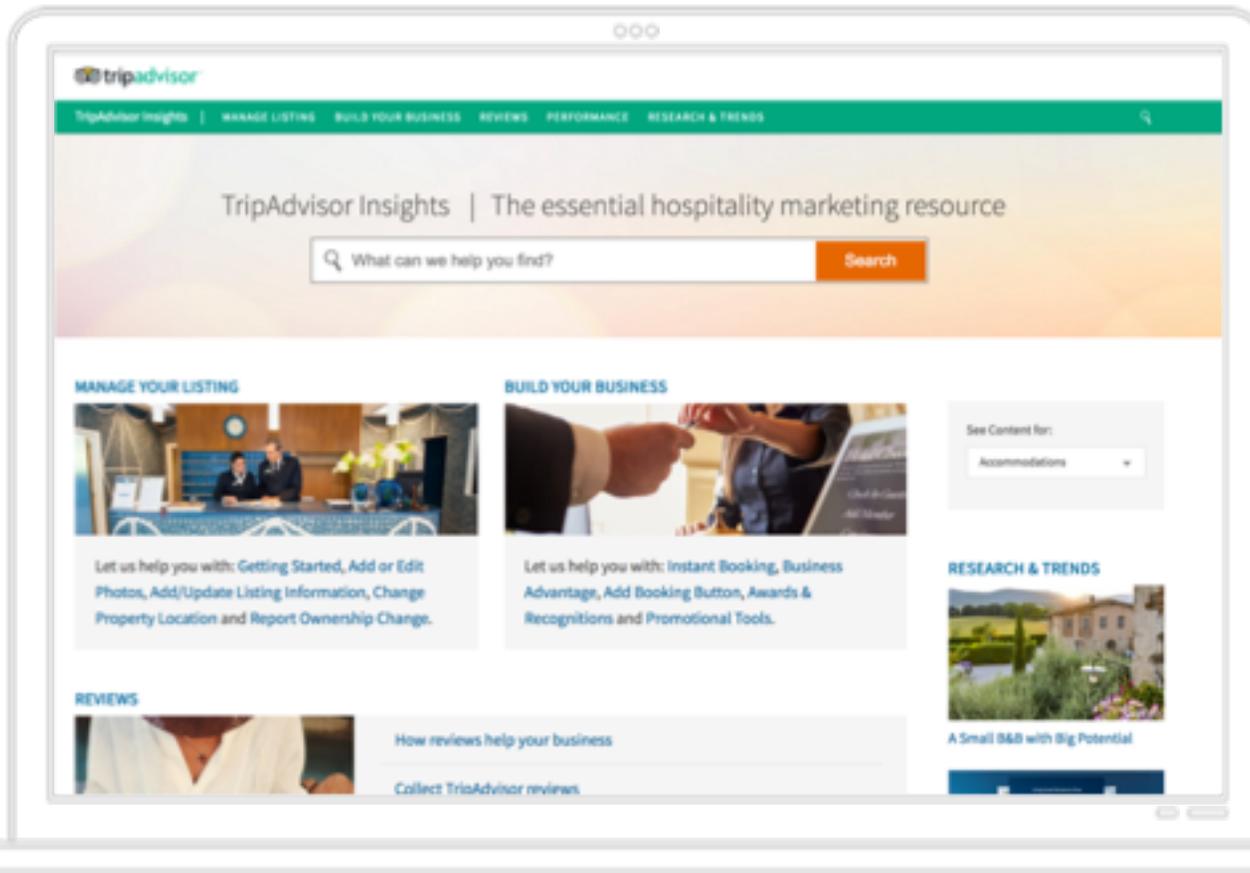
- Report blackmail threats immediately
- Provide as many details as possible - this information will help us identify the review if it's submitted at a later date
- Retain any relevant documentation that might be useful should you be contacted for additional information
- Post a Management Response so other travelers can read what you have to say



[More Resources](#) |

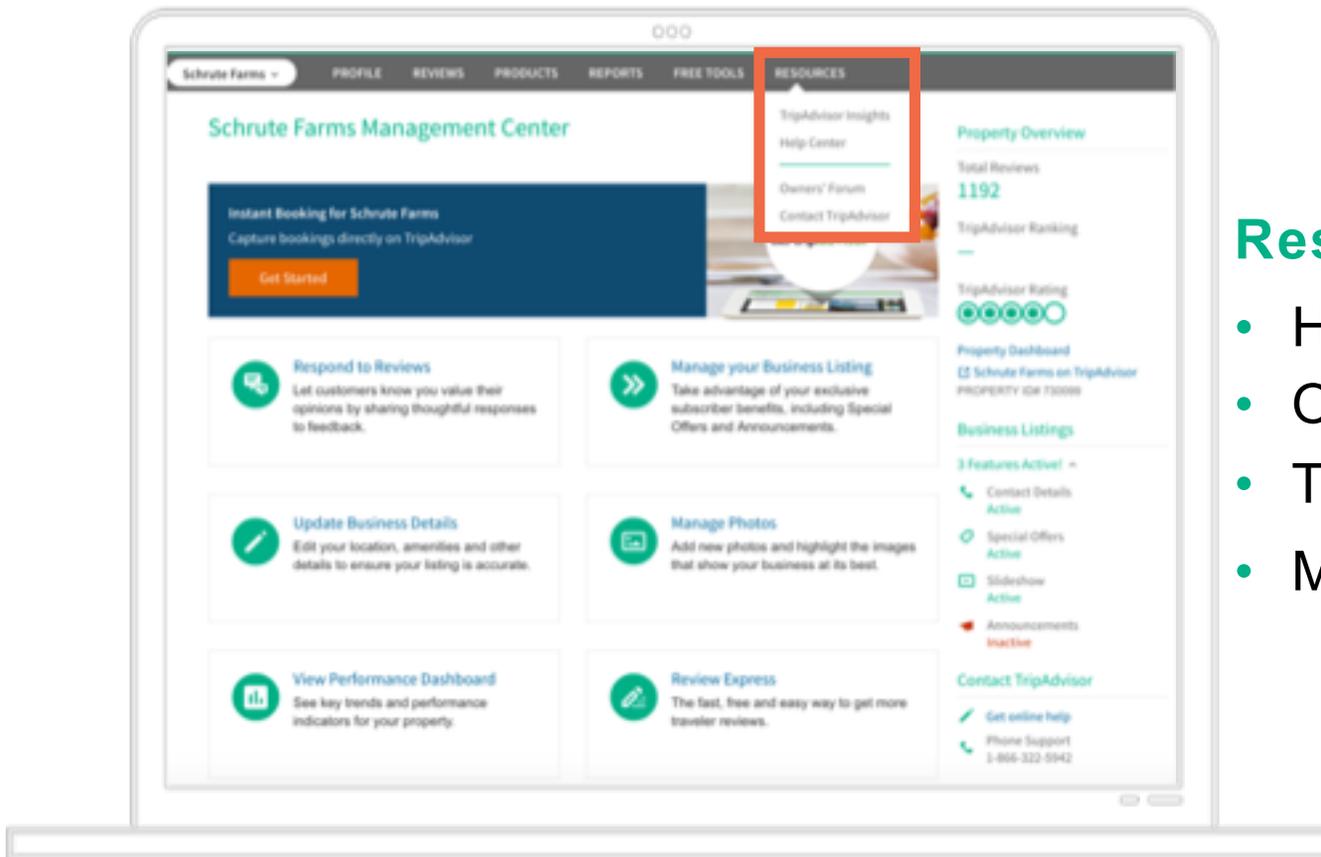


Visit TripAdvisor Insights for Guides & Best Practices



@TripAdvisorB2B

Customer Service and Support



Resources:

- Help Center
- Owners Forum
- TripAdvisor Insights
- Management Center



Things to Always Keep in Mind...

1. Commit to listening
2. Don't fear the feedback
3. Treat reviews like precious gems
4. Track the trends
5. Respond with a virtual smile

