



Reputation

Management



Itinerary

01


TripAdvisor Influence

02

Reputation Management Best Practices

03

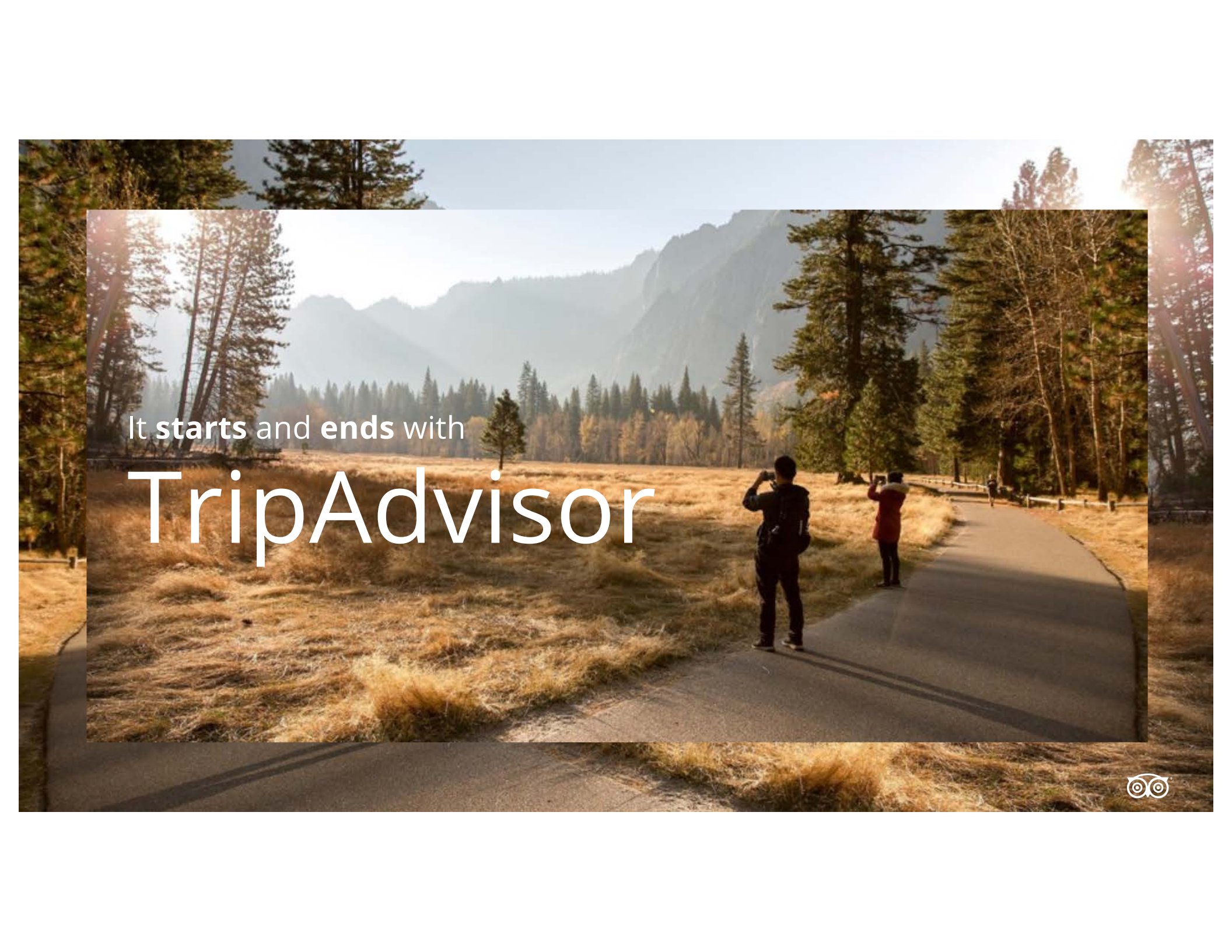
Where to Get Help



Brand **trust is essential** to consumers across diverse countries, from Brazil (91%) to France (63%), and across categories as disparate as banking (83%) and technology (80%). It's true for men and women, for all age groups, and income brackets.

— 2019 Edelman Trust Barometer Special Report



A scenic landscape of a mountain valley. In the foreground, a paved path curves through a field of dry, golden-brown grass. Two people are standing on the path, taking photos of the landscape. The background features a dense forest of evergreen trees, with a large, rugged mountain peak rising in the distance under a clear sky. The overall atmosphere is peaceful and scenic.

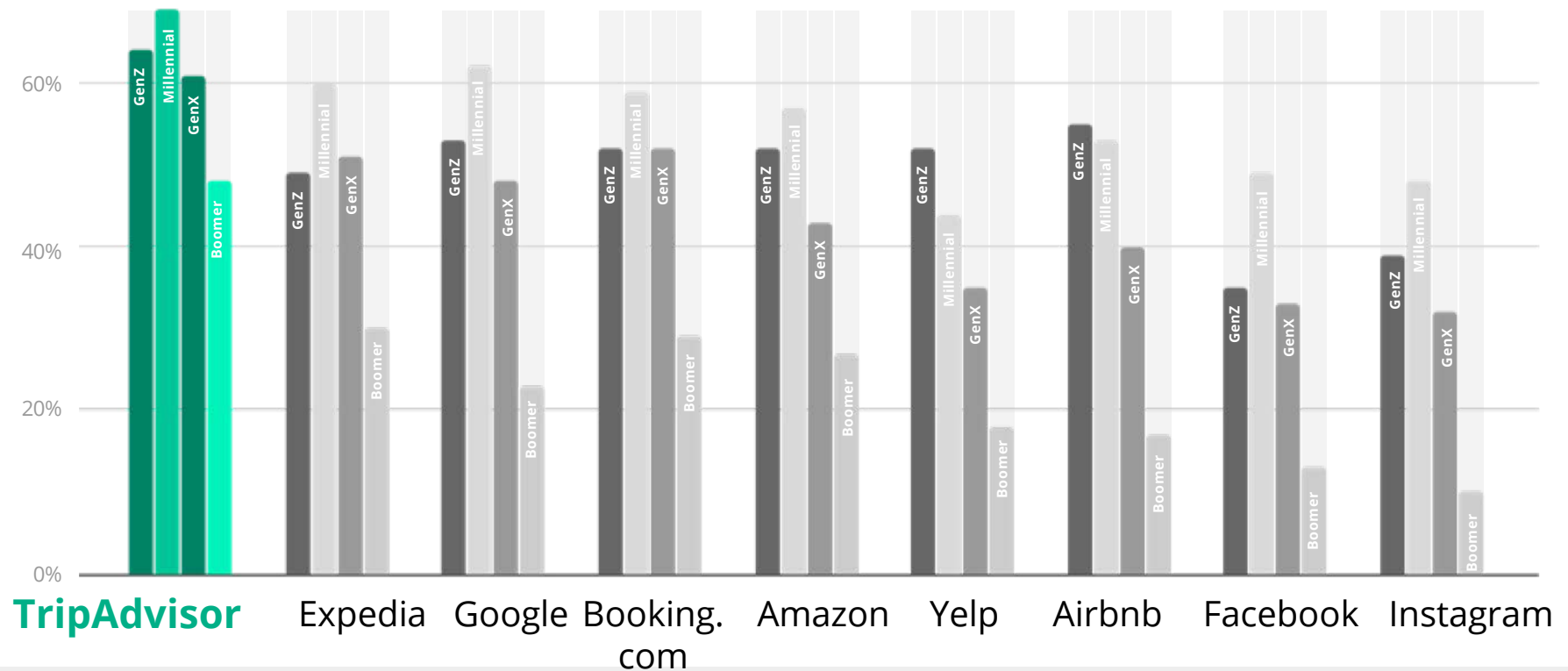
It **starts** and **ends** with

TripAdvisor



Trusted more than any other brand

Comfort Rating to Share Personal Information in Order to Receive Personalized Travel Information



We are the **world's largest** travel site



431M

Unique Users
Monthly



795M

Reviews &
Opinions



310+

New Contributions
Every Minute



49

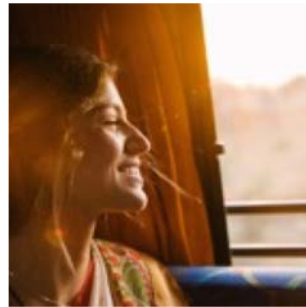
Markets Across
The Globe

and the **most influential** travel community



2.2B

Vacation Nights
Influenced



+\$520B

Influence On All
Global Travel



433M

Annual Trips
Influenced

at **every stage** of the decision journey



From **inspiration** to **action**



6 in 10

TripAdvisor reach
against online
travel bookers



89

Average number of
days users spend on
research before
booking



7 in 10

TripAdvisor reach
against travellers
who book on
hotel sites

Understanding the Motivation to Share



73%

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

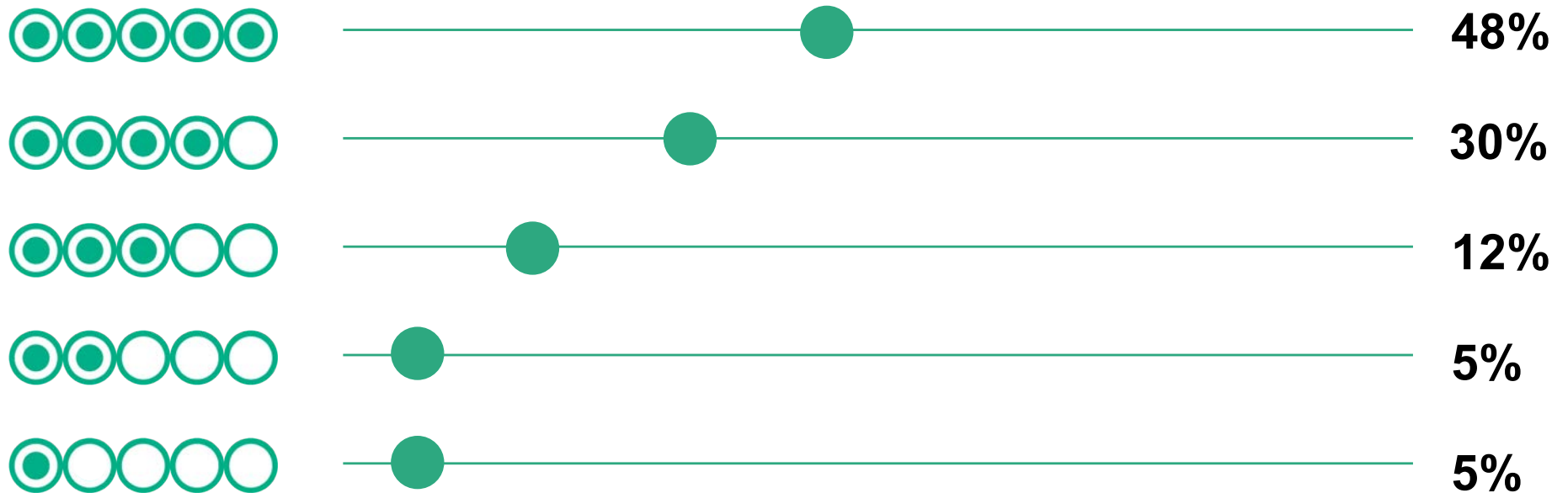


70%

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

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

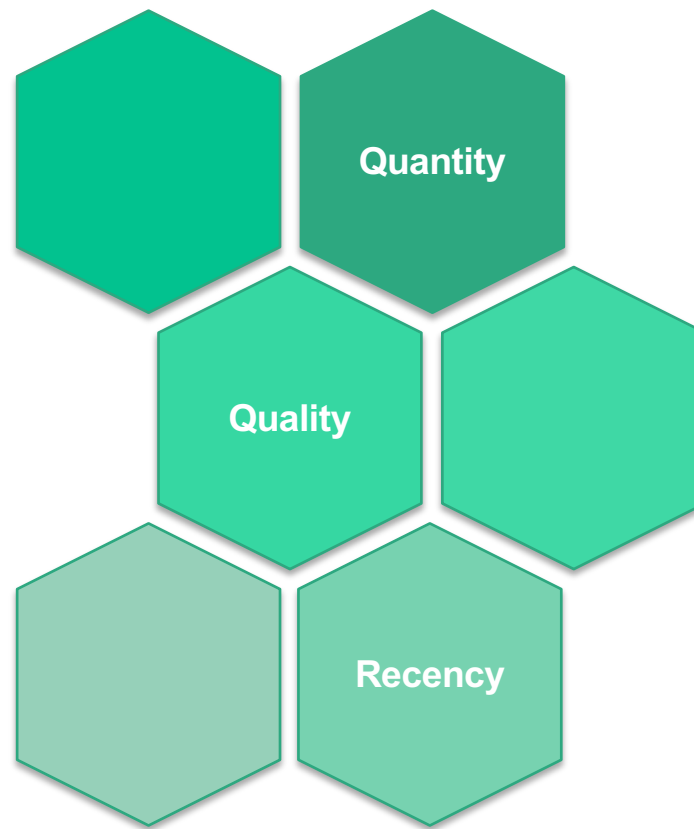
An aerial photograph of a vast, green valley at dawn or dusk. Several hot air balloons are floating in the sky above the valley. The landscape is a patchwork of green fields, roads, and small settlements. In the distance, a range of mountains is visible under a clear sky.

TripAdvisor

Best Practices of Reputation Management



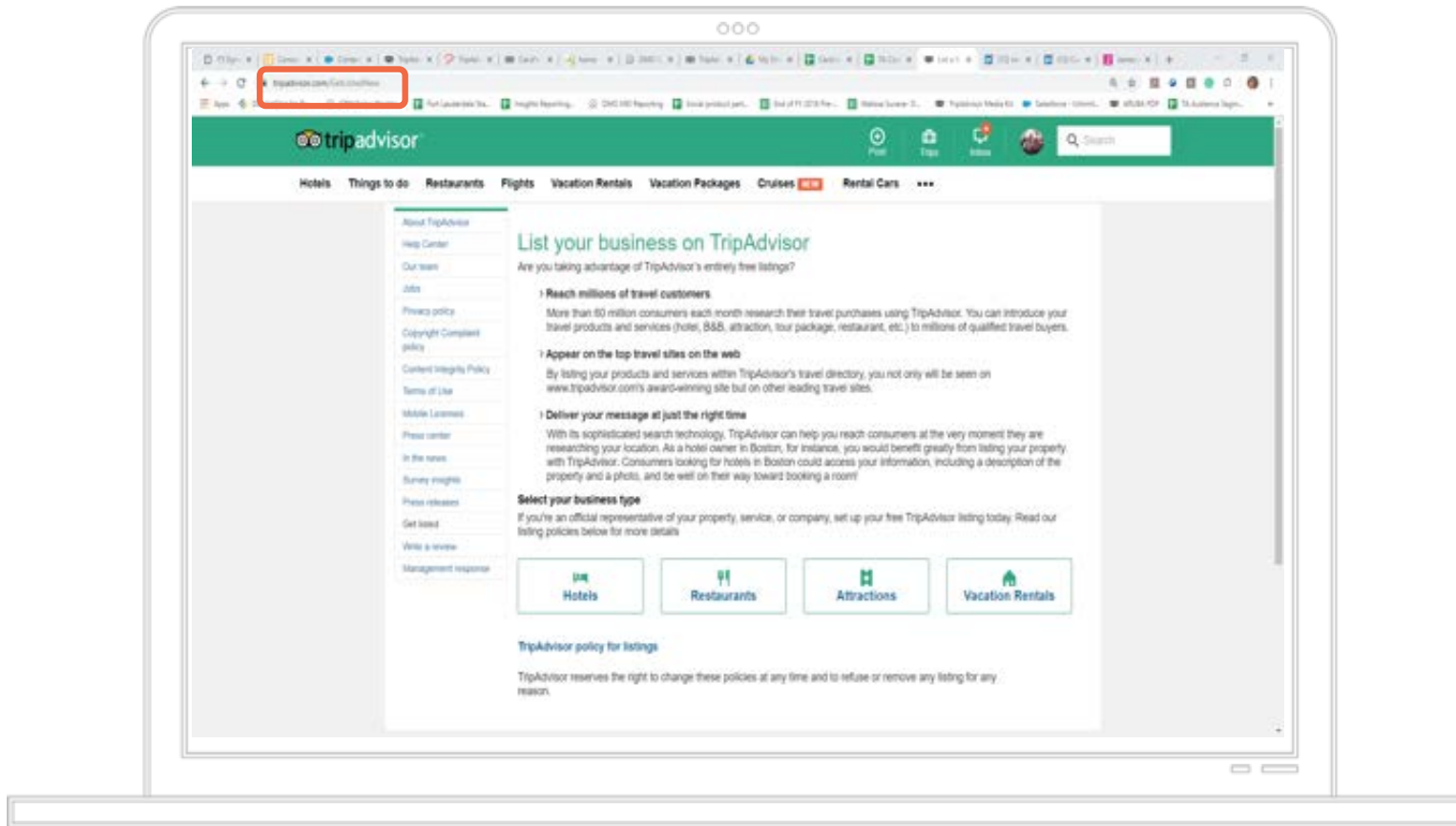
The TripAdvisor Popularity Ranking



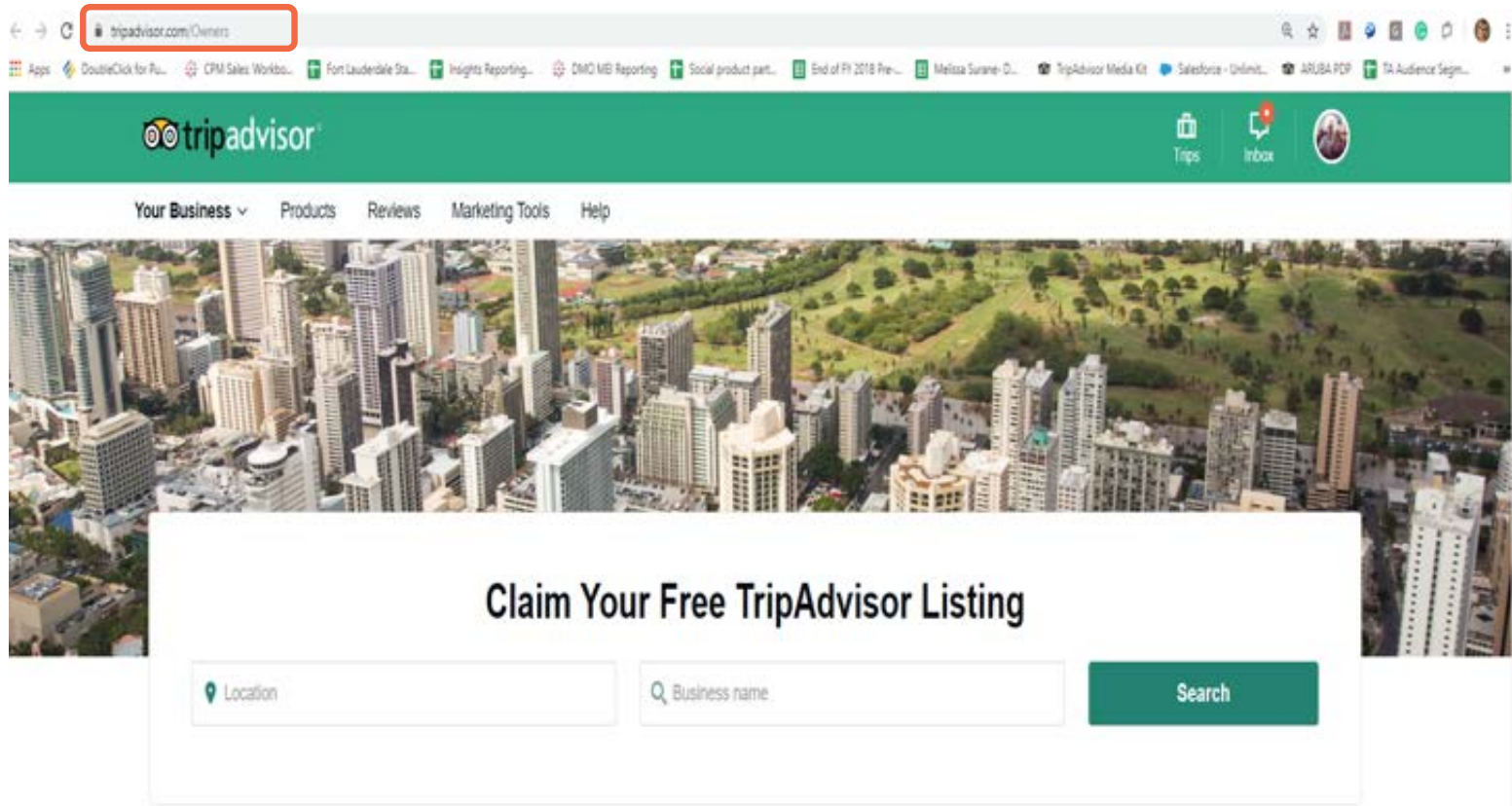
Step 1: Take Control



Step 2: Claim Your Listing



Step 2: Claim Your Listing



The screenshot shows the TripAdvisor Owners page. The browser's address bar is highlighted with a red box, showing the URL `tripadvisor.com/Owners`. The page features a green header with the TripAdvisor logo and navigation links for 'Your Business', 'Products', 'Reviews', 'Marketing Tools', and 'Help'. Below the header is a large banner image of a city skyline. Overlaid on the banner is a white box containing the heading 'Claim Your Free TripAdvisor Listing'. Below this heading are two input fields: 'Location' with a location pin icon and 'Business name' with a magnifying glass icon. A green 'Search' button is positioned to the right of the 'Business name' field.

tripadvisor.com/Owners

tripadvisor

Trips Inbox

Your Business Products Reviews Marketing Tools Help

Claim Your Free TripAdvisor Listing

Location Business name Search

List Your Business... Complete

The screenshot shows the TripAdvisor website's form for listing a restaurant. The form is titled 'List a restaurant on TripAdvisor' and includes a link to the complete policy for restaurants. It is divided into several sections: 'Your information' with fields for Name, Email, and a dropdown for 'What is your role at this business?'; 'Listing information for your restaurant' with fields for Restaurant business name, Capacity, City/Town, State/Province/Region, and a checkbox for 'Has city or town listed'; 'By restaurant name' with a text input; 'Street address' and 'Additional address information' with text inputs; and a 'Map location' section with a map and a 'Map location (drag and drop the map marker as needed)' instruction. A 'Next' button is at the bottom right.

tripadvisor

Home Things to do Restaurants Flights Vacation Rentals Vacation Packages Cruises Member Cars

List a restaurant on TripAdvisor

Read the complete TripAdvisor policy for restaurants.

Your information

Name Email Have you created an existing listing?
This page is for adding new listings. To update an existing listing, please visit the [Management Center](#).

What is your role at this business?

Listing information for your restaurant

Restaurant business name Capacity

City/Town, State/Province/Region ☐ Has city or town listed

By restaurant name

Street address Additional address information

Map location (drag and drop the map marker as needed)
When possible, it is best to place the map marker at the main entrance of the business. If there is not a main entrance, place the marker in the geographic center.

Map Satellite

Google

Next

tripadvisor About Us Feedback Go to footer

© 2014 TripAdvisor LLC

Customer Support

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

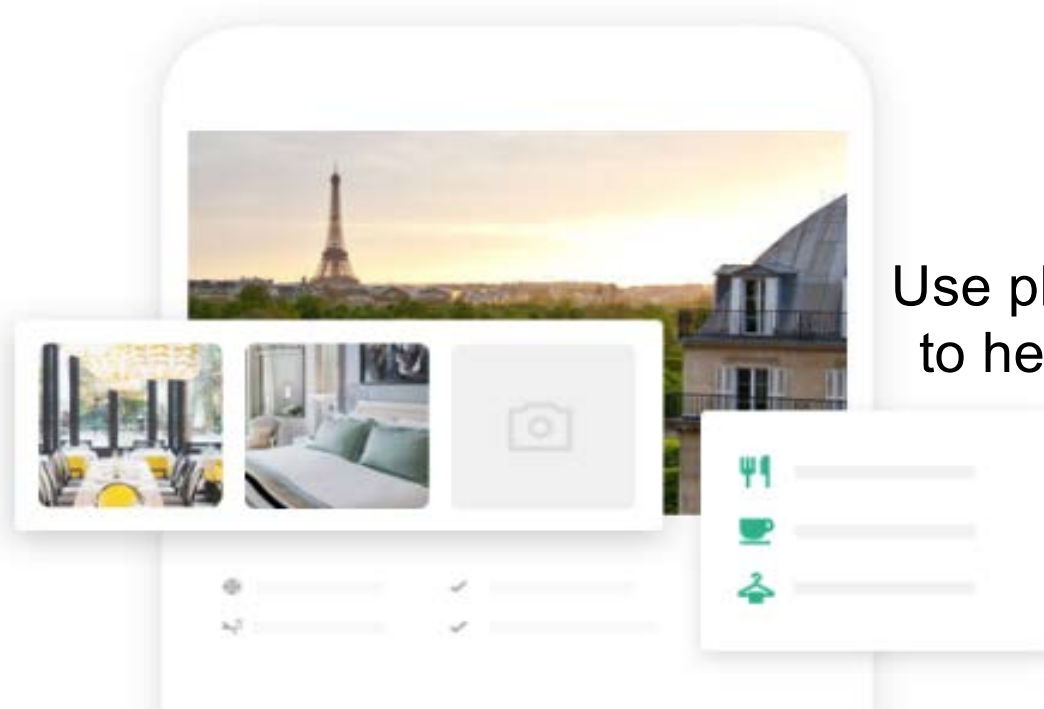
Track Your Performance



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

Step 3: Customize Your Listing

Customize your listing details, upload photos, and more to show customers what makes your business special.



73%

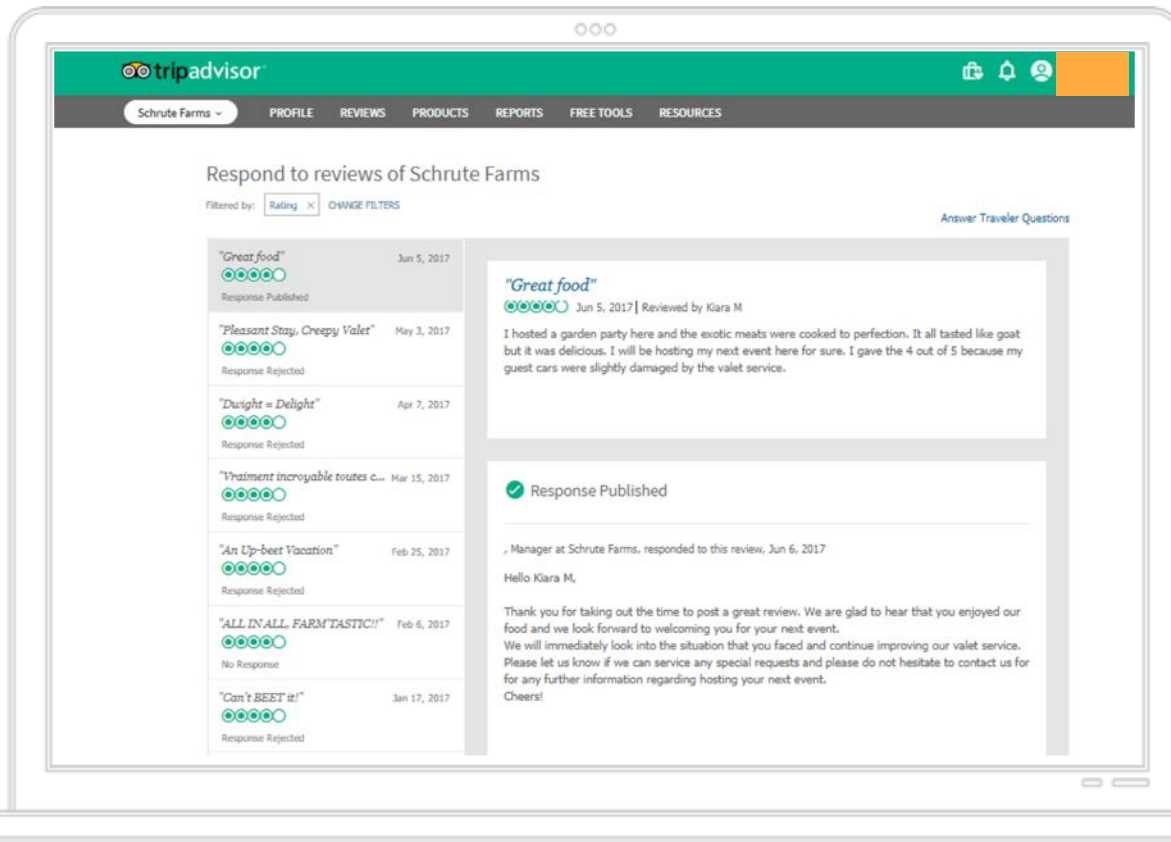
Use photos from other travelers to help them make a decision

Step 4. Respond to Reviews - *Carefully*

Join the Conversation—
respond to reviews and
access free tools to
generate more
feedback for your
business.



Why?



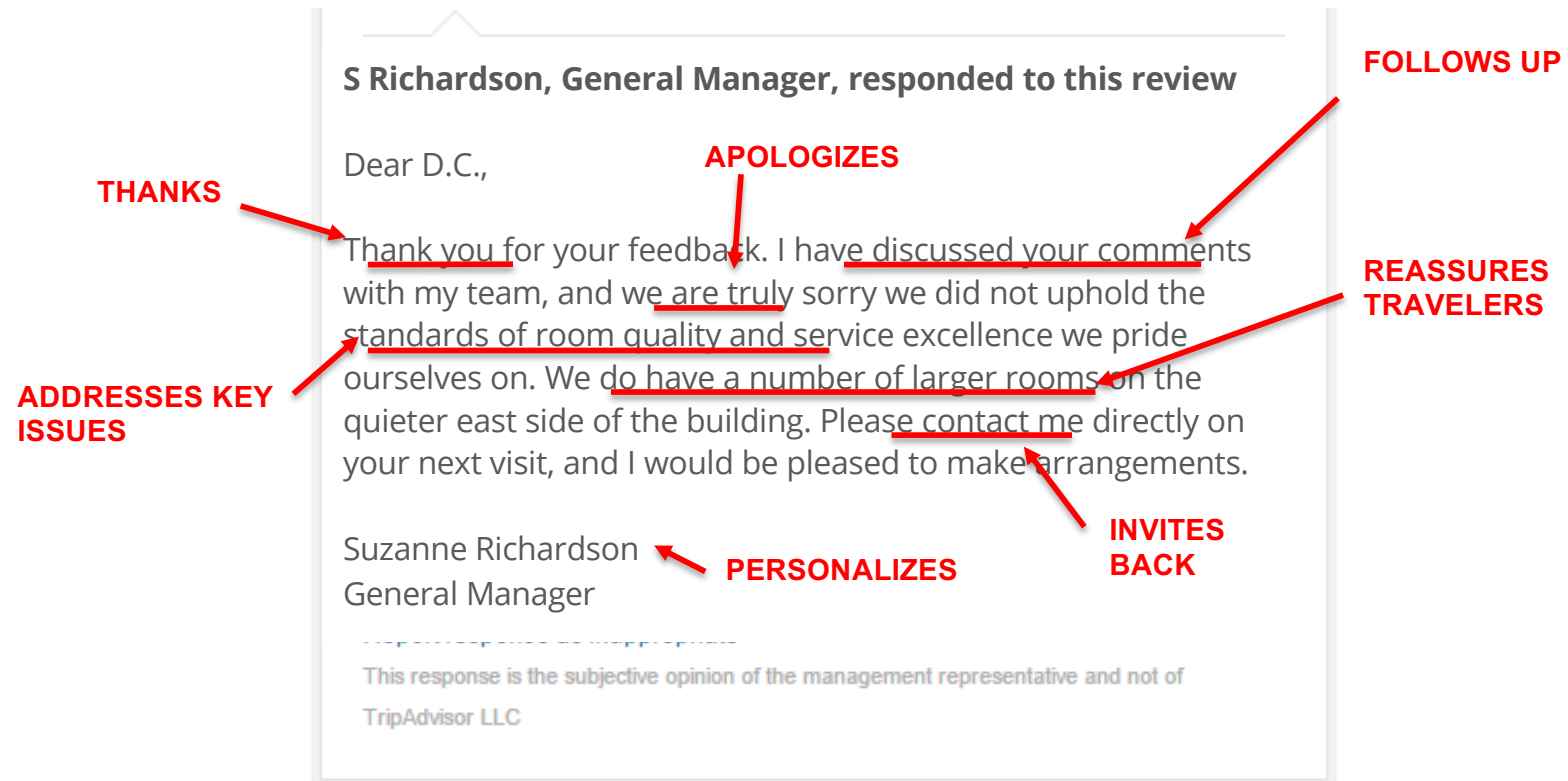
85%

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

Anatomy of a Good Response



Sometime 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.”

Watch Your Words

WORDS TO AVOID	WHY AVOID?	BETTER WORDS
"your problem/issues/complaint"	Negative labels can make the situation sound worse than it is.	"your feedback/comments/experience"
"We can't/won't"; "You should/shouldn't"; "Sorry but ..."	Too negative and sounds like a lecture. Instead, show understanding and empathy, and say what you <i>can</i> or <i>will</i> do.	"I can"; "We will"; "I completely understand"; "We appreciate your feedback"; "I'll be sure to follow up with staff to avoid a recurrence."
"rude", "dirty", "noisy", "odor", "bedbugs", "overcharged", "theft," hotel brand name, etc.	Repetition reinforces negative impressions, and responses are searchable content online. Instead, apologize and focus on the solution.	"I am sorry we were not up to our usual standards." Or "We found no evidence of the issue but have taken the following precautions ..."



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

Step 5: Encourage Guests to Write Reviews with Review Collection Tools

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





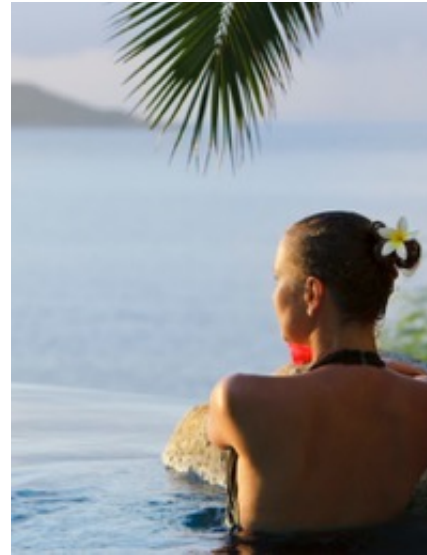
Content Integrity





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 🌟8



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

Reviews from a non-recent trip



Memoirsofai...
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



Remember Your C's:

- Control
- Claim & Complete
- Customize
- Carefully Respond
- Collection Tools

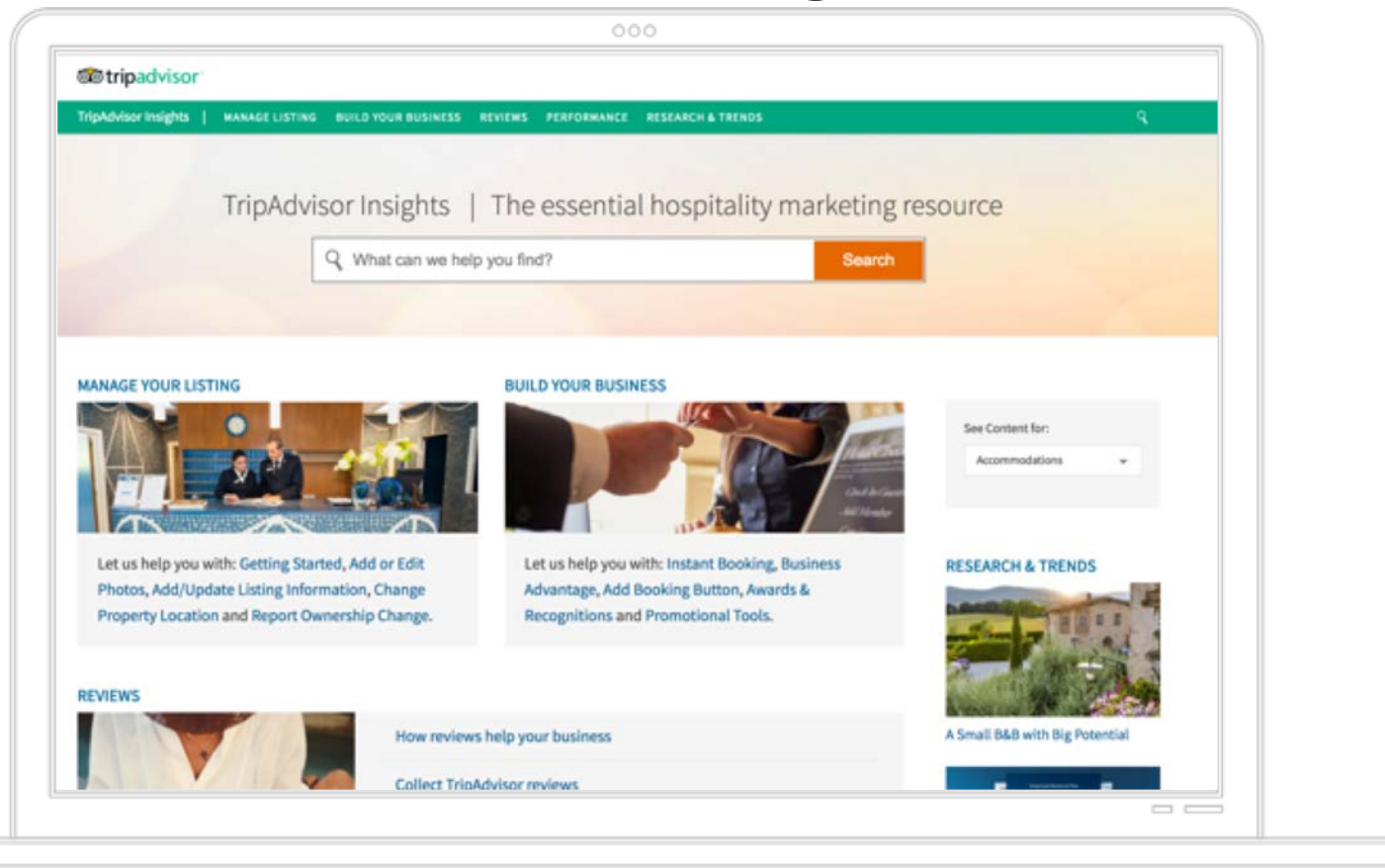
A photograph of a man and a woman from behind, sitting in a boat on a vibrant turquoise lake. The man is wearing a red life vest and a white cap, while the woman is wearing a brown hat and a light blue shirt. They are both pointing towards the far shore of the lake. The background features steep, forested mountains and a small boat in the distance. The text "Where to Get Help" is overlaid in white on the left side of the image.

Where to Get Help



TripAdvisor Insights: Guides & Best Practices

www.tripadvisor.ca/insights



Owners Help Center

<https://www.tripadvisor.com/hc/en-us>

