Managing Your Brand’s Online Reputation on TripAdvisor

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Alabama on TripAdvisor

- 51.6 million page views
- 15.3 million user sessions
- 4.17 (of 5) average review score

**Top States Viewing Alabama:** Texas, Tennessee, Louisiana, Georgia

**Top Countries Viewing Alabama:** UK, Canada, Germany, India

Source: TripAdvisor Internal Stats.
YEAR 2000
WHERE IT ALL BEGAN
About TripAdvisor
TripAdvisor is the world’s largest travel site*

415M
Average unique monthly visitors**

49
Markets worldwide

600M
Reviews and opinions

7.1M
Accommodations, restaurants and attractions

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, May 2017
** Source: TripAdvisor log files, Q2 2017
The World’s Most Downloaded Travel Apps

420+ Million Downloads

Source: TripAdvisor log files, Q2 2017
TripAdvisor: Worlds Largest Travel Site

TAMG remains as the largest travel player worldwide

Source: comScore May 2017
Note: For comparison purposes data above reflects Desktop only
TripAdvisor users engage with more content than other before making a travel purchase:

- 67% of US online Travel Buyers visited TripAdvisor prior to purchase.
- 262% more pages
- 248% more minutes
- 165% more searches

Source: comScore, 2017
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

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.

Source: 2015 'Custom Survey Research Engagement' conducted by Phocuswright on behalf of TripAdvisor.
Reviews Encourage Travelers to Spend More

• If prices are the same, users are 3.9 times more likely to choose a hotel with higher review scores.

• 76% of customers 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

Find and Claim Your TripAdvisor Listing

Search for Your Business

Sign in to TripAdvisor
Business not listed? Get listed now

Your business already appears on TripAdvisor — now put the world's largest travel site to work for you. Claim your listing for free access to powerful business-building tools.
**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
EMBRACE FEEDBACK
TripAdvisor Reviews Are Largely Positive

4.16
Average Review Score
Overall Reputation Management Impacts your Bottom Line

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


"Hotel Performance Impact of Socially Engaging with Consumers", Chris Anderson and Saram Han, The Center for Hospitality Research. Cornell University. May 2016
The TripAdvisor Popularity Ranking

Once we’ve reached a critical mass of reviews, we’re able to more accurately predict that property’s ranking.

The bubble ratings provided by travelers contribute to your ranking.

Recent reviews carry more weight than older ones.
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

Promotional Tools for Your Business

Put our brand to work for you! Use these eye-catching items to attract travelers’ attention, boost reviews, and bring in new business.

Free Stickers
Our popular, attention-getting stickers can help bring more people through your door.

Business Cards
Showcase your brand – and your presence on the world’s largest travel site – with customizable cards.

Magnets & Stamps
Remind visitors to review you on TripAdvisor, show
SPEAK UP
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

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

6. Address any specific comments

7. Be polite and professional
Edit Business Details
Upload & Manage Photos

Welcome to your photos! Here you can easily manage the photos that appear on your TripAdvisor page. Read our Guide to learn how to choose your primary photo, edit Management Photos and upload new images.

Schrute Farms Gallery

Your Selected Photos

Primary Photo
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 communications
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!
tripadvisor®
know better ○ book better ○ go better
Visit TripAdvisor Insights for Guides & Best Practices

TripAdvisor Insights | The essential hospitality marketing resource

MANAGE YOUR LISTING

Let us help you with: Getting Started, Add or Edit Photos, Add/Update Listing Information, Change Property Location and Report Ownership Change.

BUILD YOUR BUSINESS


RESEARCH & TRENDS

See Content for:
- Accommodations

How reviews help your business

Collect TripAdvisor reviews

A Small B&B with Big Potential

TripAdvisor.com/Insights

@TripAdvisorB2B
Customer Service and Support

Resources:
- Help Center
- Owners Forum
- TripAdvisor Insights

Contacting Customer Support:
- Log into the Management Center
- Submit a ticket
- Record the ticket number