Managing Your Online Reputation

Building your business with the world’s largest travel site

Who consumers trust

#1
92%
trust recommendations from people they know

#2
70%
trust online consumer opinion

Facebook has more than 1 billion active users

Source: Nielsen “Consumer Trust in Online, Social and Mobile Advertising Grows,” April 2012
U.S.: Highest Facebook population in the world!

The U.S. has 167,554,700 Facebook users. That is over 50% of the total U.S. population.

Source: Socialbakers.com, November 2012

How consumers use mobile: travel

- Mobile was responsible for $2.6 billion in travel booking value in 2011.¹
- By 2013, that number is projected to exceed $8 billion.¹
- 3 in 4 active travellers use a mobile device while on the move.²

¹ PhoCusWright January 2012
² mydestination.com

Where does TripAdvisor fit in?

The World’s Largest Travel Site

OUR GROWTH

75 million reviews and opinions
60 million Unique visitors a month
Over 1.8 million businesses listed, including over 655,000 hotels
Over 60 user contributions every minute
Growing together:

What you can do to improve your presence on TripAdvisor

1. Register with the Management Center
   - Utilize TripAdvisor reviews to increase booking conversion
   - Respond to reviews and provide potential customers with useful information
   - Track reviews and customer satisfaction of your property

2. Encourage guests to write a review
   - Respond to reviews and provide potential customers with useful information

7 TripAdvisor Tips

1. Register with the Management Center
2. Encourage reviews
3. Get notified of reviews and track reviews
4. Write a management response
5. Include a description of hotel and amenities
6. Add photos and videos
7. Add a widget from the Widget Center
TripAdvisor reviews are largely positive

Average Score is 4.01
Percentage of all ratings, February 2012

What affects your popularity?

1) How recent the reviews are

What affects your popularity?

2) How positive or negative the reviews are

What affects your popularity?

3) The number of reviews
3) Get notified and track reviews

- 3
- Get notified and track reviews

Track and manage your performance

- 4
- Track and manage your performance

- Manage recent reviews and see how travelers have rated your property, such as the service, cleanliness, location, etc.

- Management Dashboard

- Write a management response

- "I love, love, love this hotel!!"
- Lance Miller, Front Office Manager at The Chatham, responded to this review
- October 20, 2012

- Lance Miller, Front Office Manager at The Chatham, responded to this review
- October 20, 2012

- Dear Sandy,
- Thank you for taking the time to share your experiences from The Chatham NY.
- We were thrilled to read that you had a very pleasant stay with us. Above all at The Chatham NY, we pride ourselves on the intimate level of service each guest receives. We greatly appreciate your very kind and thoughtful words about our staff.
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- You indicated your interest in the history of the Lumber Club and Stanford White's involvement. This is something we can definitely discuss. It's a great honor to give you a brief tour of the historic landmarks incorporated throughout the hotel from Stanford White himself designed. Please do not hesitate to contact the directly at smiller@thechathamny.com if you have any further questions.
- Lance Miller
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- Lance Miller
**Update on your review of Kassandra Bay Hotel**

From EL Kastoria, Manager of Kassandra Bay Hotel:

"Dear Foggie, thank you very much for taking time to write such a detailed comment on your visit. We are delighted to know that you enjoyed your holiday overall and we sincerely hope to welcome you again at the Kassandra Bay Hotel in the future!\n
Thank you for reviewing it for our travel community!"

Revision ID: 5727285702

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**Management Response notification e-mails**

See what Kassandra Bay Hotel says about your review.

**Write a management response**

An appropriate management response to a bad review improves my impression of the hotel. Seeing a hotel management response to reviews makes me believe that it cares more about its guests.

84% Agree
17% Neutral
2% Disagree


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**Include a description and amenities**

**Eventi - a Kimpton Hotel**

**Amenities**
- Fitness center
- In-room safe
- Internet access
- WiFi

**Features**
- Suites

Source: All photos and text are provided by the hotel.

**Upload photos and videos**

**Hilton Garden Inn Times Square**

- Pet-friendly
- Free WiFi
- 24-hour fitness center
- 24-hour business center
- Meeting rooms
- Breakfast

Show more info for this hotel.
Add a widget from the Widget Center

Growing together:
What TripAdvisor is doing for you

NEW! Facebook App
Management Response improvements

- Filter by what language the review is written in
- Sortable content
- Response flag after you respond to a review

Facebook integration

- Personalized users: 120m
- More engaged: 27%
- 2x content contributions

Mobile: Powerful Extension of TripAdvisor Platform

- Find & contact hotels; find & reserve restaurants; find & book attractions and tours; find flights
- 50+ City Guides available off network
- Write reviews & participate in travel forums
- #2 ranked travel app in 2011

Videos, tips and guides

- 20 languages available
- 26M+ app downloads
- 35M+ monthly unique users
TripAdvisor Resources

• URL
  – www.tripadvisor.com/Owners

• Twitter
  – @TripAdvisor4Biz

• Blog
  – http://tripadvisor4biz.wordpress.com/