Reputation Management on TripAdvisor

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April 2017
HOW DID TRIPADVISOR BECOME THE WORLD’S LARGEST TRAVEL SITE?
Let’s rewind to 1999
When rewind was still a word we regularly used
Every site had the same information
Same description, same amenities, same photo

Hotel Casa del Mar Cozumel is a charming Mexican Hideaway facing the magnificent Caribbean Sea. Situated across the main boulevard with 98 comfortable rooms and eight recently restored Deluxe Cabañas, the property is surrounded by beautiful and exotic garden area with a Mexican town feeling.

Now a bit about the island...Cozumel is Mexico's largest island, nestled just 12 miles off the coast of the Yucatan Peninsula. Cozumel measures 28 miles long & 10 miles wide, and is world renowned for its dazzling white sandy beaches and the remarkable clarity of the multi-hued azure Caribbean ocean in which it rests. The climate is subtropical & the people native to Cozumel are of Mayan descent.

The Maya were a great culture of farmers, fisherman & warriors who ruled from Campeche to Guatemala for over 2000 years before the arrival of the Spanish Explorers in the 15th Century. They were quite an advanced civilization, and the legacy of their culture survives in the vestiges of the huge cities that they built during their reign. One of the lesser known, but very interesting sites is here on the island and is called San Gervacio.

Now a park with a restoration project to study the Mayan culture, this was once a sacred site where Mayan women journeyed to worship the goddess Ixchel, the goddess of fertility. Other fascinating sites such as Chichen Itza with its massive pyramids that rival those at Cheops, and Tulum, the only Mayan city built overlooking the sea, and even Tikal in its lush jungle settings where wild monkeys still can be seen, each are an easy one day excursion from Cozumel.
This is what a brochure promised…. 

VISIT MEXICO!

Hotel Casa del Mar Cozumel is a charming Mexican Hideaway facing the magnificent Caribbean Sea. Situated across the main boulevard with 98 comfortable rooms and eight recently restored Deluxe Cabanas, the property is surrounded by beautiful and exotic garden area with a Mexican town feeling.
This is what the traveler got…
AND SO...
THE IDEA FOR
tripadvisor®
WAS BORN
MISSION
HELP TRAVELERS
UNLEASH THE
POTENTIAL
OF EVERY TRIP
TripAdvisor headquarters in the year 2000
A small office above a pizza shop in Needham, Massachusetts
TripAdvisor website in 2000
Content was sourced from guidebooks and industry experts
Then TripAdvisor added a review button

Write a Review
TripAdvisor Highlights

- **First ever traveler review is posted on TripAdvisor**
- **2001**: Popularity Index launched, ranking properties according to traveler feedback
- **2002**: TripAdvisor forums are created
- **2004**: Restaurants added to the site for the first time
- **2009**: A flights search feature is launched on the site
- **2010**: TripAdvisor launches first iPhone app
- **2013**: Hotel price comparison launches
- **2014**: TripAdvisor acquires and
- **Today**: TripAdvisor reaches 390 million Unique monthly users
- **Book on tripadvisor**: TripAdvisor introduces instant booking
A lot has changed since 1999…
Today TripAdvisor provides an end-to-end experience for users

1. Research & Plan
2. Price Compare
3. Book
4. On the Trip
TripAdvisor Today

- **Over 7.0 million businesses listed**
- **Over 137,000 destinations**
- **123 million members**
- **287 user contributions every minute**
- **390 million** unique visitors a month
- **435 million reviews & opinions**
- **49 markets in 28 languages**
- **Over 123 million members**

Source: TripAdvisor log files, Q4 2016
HALF OF ALL TRIPADVISOR TRAFFIC IS MOBILE AND TABLET

LEADING THE INDUSTRY ON MOBILE

WORLD’S MOST DOWNLOADED TRAVEL APPS

390 MILLION

OPTIMIZED USER EXPERIENCE ON ALL DEVICES

Source: comScore Media Metrix for TripAdvisor Sites, worldwide, February 2016
Source: TripAdvisor log files, Q4 2016
ONLINE REPUTATION MANAGEMENT 101
Research Begins Online
The digital presence of a business is integral for success

When looking for information

~ 80%

of people will first go the internet

Source: The Connected Consumer Survey 2014 / 2015, "How digitally-savvy are people?"
Review Sites and Social Media are the Most Influential Channels on Travel Decisions

Source: Phocuswright’s U.S. traveller Technology Survey 2015

- Online travel reviews found on websites like TripAdvisor: 59%
- Vacation pictures and videos friends posted on social networks: 54%
- Videos on YouTube: 31%
- Ads or posts by travel companies on social networks: 16%
- Travel blogs: 11%
The Power of Reviews for Hotels

96% Of travellers 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 travellers 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.
Reputation = Revenue

Given equal prices, travellers are

**3.9 X more likely**
to choose a hotel with a

**higher review score**

76% of travellers
said they were willing to

**pay more** for a hotel with

**higher review scores**

Source: 2015 TrustYou/Accor Study “How to present review content for more conversions”
BUILDING A STRATEGY
Step 1: Build Your Strategy
A strategy will shape your focus and help to guide your efforts

1. Identify your Target Audience
   Know your business and who your key market is. Ask yourself honest questions such as; is my business ideal for families or couples?

2. Set Realistic Goals
   Set goals that help you target your best customers. Think about the platforms your customers use and align your resources to those that will benefit your business the most.

3. Define your Measures of Success
   Determine how you will define success so that you can track your progress. Will it be achieving a 25% response rate on your social media comments? Or perhaps increasing your total review count?

4. Schedule Time to Review
   Your strategy will shift and change as your business does so it’s important to schedule time to reassess and reshape if required.
Step 2: Create an Online Reputation Culture

“People often want a quick fix, but the best results come from a cultural shift that includes every employee in the process of earning positive reviews. This means setting clear goals and strategies, closely tracking reviews, and providing the training, empowerment and recognition employees need to achieve their potential.”

Daniel Craig - Founder, ReKnown
Step 3: Assess your Current Online Presence

• Search for your business using a search engine. Don’t forget to search for images as well.

• Familiarise yourself with conversations that are happening on social media sites

• Build a list of the most popular websites that you appear on and get into the habit of checking regularly

HOT TIP

There are a number of free software programs that can help you find and track your online mentions.
Step 4: Update Information on Sites Important for the Success of your Business

- **REGISTER & UPDATE BUSINESS INFORMATION**
- **UPLOAD CURRENT IMAGES OF YOUR BUSINESS**
- **READ AND RESPOND TO ANY RECENT COMMENTS**
- **TAKE NOTE OF ANY TRENDS**
- **CONTINUE TO MONITOR THE MOST IMPORTANT PLATFORMS**
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
The "Virtuous Circle" of Guest Engagement

1. Traveler books hotel
2. Review solicited from every guest
3. Hotel reviews guest feedback
4. Improvements to hotel based on feedback
5. Better reviews and more visibility on TripAdvisor
6. More travelers find hotel on TripAdvisor

Source: "Using Guest Reviews to Pave the Path To Greater Engagement," Atmosphere Research Group, September 2015
Take ownership of your free TripAdvisor listing

https://www.tripadvisor.com/Owners
Claiming your listing gives you access to the Management Centre

Three core features available to all businesses through the TripAdvisor Management Centre

**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.
How to Use the Management Centre: Upload Photos

Welcome! Manage photos that appear on your TripAdvisor Page. You can upload new photos, edit existing photos, and choose your primary photo. View the guide

Manage Photos for The Grand Budapest Hotel

 MANAGEMENT PHOTOS (2) › TRAVELER PHOTOS (50) ›

 PRIMARY PHOTO ›
How to Use the Management Centre:
Edit Business Information

Accommodation Details

To add or edit the name, address, or description in a language other than English, close this box and select a flag in the upper-right corner of the page.

General Information

Name of business (in English): The Grand Budapest Hotel

Fax number: +36

Telephone number:

Property e-mail address:

Your Website Address:
http://

Address and map

Street address (in English):

Address continued (in English):
Key factors influencing Popularity Ranking on TripAdvisor

- QUALITY
- QUANTITY
- RECENCY

CONSISTENCY OVER TIME
TripAdvisor Tools to Help Businesses Manage Online Reputation

- Collect Reviews and Customer Feedback
- Monitor Review and Performance Activity
- Respond to and Engage with Customer Feedback
- Promote Recognition and Customer Feedback
COLLECTING REVIEWS AND FEEDBACK
Understanding the motivation to share

Most TripAdvisor users write reviews because they want to share a positive experience

73% of TripAdvisor users report that they wrote a review in the past year because they wanted to share a good experience with travellers.

70% of TripAdvisor users wrote a review in the past year 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.

Source: Phocuswright’s TripAdvisor Custom Survey 2015: Global
Understanding the motivation to share

The drive to share positive experiences far outweighs that of negative or average experiences

<table>
<thead>
<tr>
<th>Service</th>
<th>Happy (%)</th>
<th>Neutral (%)</th>
<th>Sad (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>93%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Local attractions and destination activities</td>
<td>91%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Hotels</td>
<td>84%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Airlines</td>
<td>84%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Home or apartment rentals</td>
<td>80%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>Car Rental Companies</td>
<td>72%</td>
<td>15%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: Phocuswright's U.S. traveller Technology Survey 2015
Encourage guests to write reviews

Review Collection Tools:
- Review Express
- Widgets
- Reminder cards, downloadable assets & stickers
- TripAdvisor app for Facebook
Increasing the number of recent reviews using the Review Express Tool

Choose your preferred language

Easy to edit template. Create your own custom message

Send up to 1,000 email address per day
Review express drives positive results
More reviews, higher ratings, positive increase in Popularity Ranking

“With Review Express, we’re getting more reviews than our competitors. Some weeks we get hundreds of reviews coming through.”

Marketing Manager, Codie Beard
Collect reviews and guest feedback at the same time with review express + private surveys
TripAdvisor App for Facebook

Drive More Reviews
Give previous visitors an easy way to submit a valuable TripAdvisor review — without leaving Facebook.

Spotlight Your Photos (optional)
Let professional and traveller photos tell your story to friends and fans.

Showcase Your Awards (optional)
Let the world know about your TripAdvisor accomplishments, and give potential guests more reason to book.

Share Your Reviews (optional)
Let travellers know that their opinion matters to your business by sharing reviews from previous visitors.
Promotional Tools for businesses

Located in the “Free Tools” section of your Management Center
MONITORING REVIEWS AND PERFORMANCE
Monitor review activity through the free review performance report

### Review Performance Report for Schrute Farms

<table>
<thead>
<tr>
<th>Rating</th>
<th>Ranking</th>
<th>Reviews</th>
<th>Management Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>overall</td>
<td>#6</td>
<td>1,096 total</td>
<td>148 total</td>
</tr>
<tr>
<td>of 518 hotels</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Easily track your review count and rating over time
Engage with potential customers through the free questions & answers feature

Enhance sense of transparency and encourage past guests to advocate for your brand by introducing a Q&A feature.
Take advantage of Management Responses

“Brilliant!”
Reviewed 4 days ago

A perfect retreat for a couple of days to unwind. A gem of a b&B. Our wonderful hosts, Angela and Dave couldn’t have done more for us. We were made to feel totally at home...and what a beautiful home.

Stayed March 2016, travelled as a couple

Sleep Quality Rooms Service

Helpful? Thank 31jandj Report

Ask 31jandj about Maxwell’s Piece Bed and Breakfast

Dave H, Owner at Maxwell’s Piece Bed and Breakfast, responded to this review, 4 days ago

Wow, thanks for taking the time to post a review about your stay with us.

Great to meet you both, and thank you for your kind comments about our home, we think it is nice, and it is grand when our guests share the same view...!

I love it when our guests comment on Maxwell’s Piece being a home from home - it is what we are trying to achieve. If you feel as relaxed as you would at home, that’s the ultimate compliment to Angela and I, and you can better enjoy your break in the Cotswolds.

Thanks again, and we hope to see you again soon.....

Report response as inappropriate

This response is the subjective opinion of the management representative and not of TripAdvisor LLC
Management Responses Influence Traveller Decisions

65% of TripAdvisor users are more likely to book a hotel which responds to traveller reviews versus a comparable hotel which doesn’t provide management responses.

85% of TripAdvisor users agree that a thoughtful management response to a bad review improves their impression of a hotel.
Management Responses: Best practices

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
The anatomy of a good response

Thank you for taking the time to share your experience and feedback on your recent stay with us. 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, regret to hear we may have missed any opportunities to ensure your check in was smooth and seamless. I would welcome you to 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 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

THANKS
REINFORCES POSITIVE
FOLLOWS UP
APOLOGIZES
INVITES BACK
DEMONSTRATES IMPORTANCE OF GUEST FEEDBACK
PROMOTING RECOGNITION & CUSTOMER FEEDBACK
Promote the feedback you receive

Display your reviews and promote the feedback you receive

Review Snippets

![Review Snippets]

Your Rating

**The Grand Budapest Hotel**

313 Reviews

Read Reviews

![Read Reviews]

https://www.tripadvisor.com_Widgets
Certificate of Excellence

An achievement that celebrates businesses who have consistently achieved glowing traveller reviews on TripAdvisor
The prestigious Travellers’ Choice Awards
The very best of travel chosen by millions of travellers

The hallmarks of Travellers’ Choice winners are remarkable service, quality and value
Business Advantage

ATTRACT
Market to potential guests on the world's largest travel site

ENGAGE
Differentiate from competition & impact booking decisions

INFLUENCE
Use exclusive analytics to measure & improve online reputation
Business Advantage includes:

**Photo Tools**

Capture the attention of guests – and stand apart from competitors – with enhanced photo tools that showcase your business at its best.

Includes: Favorite Photos, Cover Photos and Slideshow

**Promotional Features**

Instantly share Contact Details and influence booking decisions with guests online and on-the-go.

Includes: Contact Details, Special Offers, Announcements, Favorite Reviews and Mobile Click-to-Call

**Analytics Suite**

Leverage in-depth TripAdvisor data on your property, competitors and online visitors to drive key business decisions – and create better guest experiences.

Includes: Exclusive TripAdvisor data, Customizable Competitor Sets and Data Download
Business Advantage: What’s new

- Favorite Photos
- Cover Photos
- Favorite Reviews
- Download Data
- Competitor Sets
- Analytics Suite
INSTANT BOOKING: GET BOOKINGS DIRECTLY ON TRIPADVISOR
Instant Booking: the Key to Relationship Building
Convert qualified TripAdvisor traffic into a long term customer base

ATTRACT
Leverage your listing on the world’s largest travel site

CONVERT
traveller books your hotel through instant booking

ENGAGE
Relationship established between you and customer

MAINTAIN
Own customer relationship now and into the future
The Instant Booking Customer Advantage

You own the guest relationship now....

- Access guest information upon booking
- Communicate with customers leading up to the stay to build excitement and brand loyalty
- Begin upsell campaigns to drive more revenue per booking

And into the future....

- Use integrated tools to collect guest reviews and increase visibility on the world’s largest travel site
- Send guests post-trip communications to continue fostering relationships
- Convert one-time visitors into lifetime guests
“Having access to the guest information is vital to our business. It allows us to provide great customer service as well as value-added offers to guests. We’ve found that we can convert more instant booking customers into returning business travellers, which is so important in our market. It’s easier to convert guests already familiar with TripAdvisor, and develop them into the perfect clients.”

- Michelle Nelson, Owner at the Arbuckle Lodge
TripAdvisor Instant Booking

Build Customer Loyalty
Own the relationship with the customer from the start

‘Pay for Stays’ Commission Model
Cost-efficient ‘Pay for Stays’ commission model with no commitment & no upfront investment

Multi-Platform Presence
Optimized for desktop, tablet, and mobile devices

Direct Bookings Path
Drive bookings from your property listing on TripAdvisor

Seamless User Experience
Faster, more reliable booking path for the customer using a familiar and trusted site
Instant Booking: How Users Book Directly on TripAdvisor
The Instant Booking Flow: 3 Simple Steps
Optimized, seamless experience for users to book your hotel on TripAdvisor

1. Click “Book Now”
2. Select Room
3. Checkout
“It’s a direct way to capitalize on TripAdvisor traffic. Signing up was a no-brainer – I thought we’d be crazy not to try it.”

Randy Parker, Director of Sales | Makena Beach & Golf Resort, Hawaii
Where The ‘Book Now’ Button Appears on TripAdvisor

Every button appearance = 1 traveller view
The Opportunity Cost of Not Signing up

Lost share of the “Book Now” button

HOTEL NOT SIGNED UP FOR INSTANT BOOKING

100% OTA

Book Now

HOTEL SIGNED UP FOR INSTANT BOOKING

50% HOTEL

50% OTA

Book Now
The ‘Pay for Stays’ Commission Model

Choose the model that’s right for you. No upfront cost or investment

**Option A**
15% Commission

Get the booking opportunity for every **one in two** travellers who see
on your listing

**Option B**
12% Commission

Get the booking opportunity for every **one in four** travellers who see
on your listing

**CAPTURE 50% OF VIEWS**

**CAPTURE 25% OF VIEWS**

Book Now
Check Your Eligibility Today
www.tripadvisor.com/InstantBooking

Capture TripAdvisor Bookings with
Instant Booking

- Own the guest relationship from the beginning
- No risk with simple “Pay for Stays” commission model
- No commitment and no up-front investment

Check Eligibility  Watch Video
Want to Learn More?
Visit: www.tripadvisor.com/TripAdvisorInsights/InstantBooking
For TripAdvisor tools and best practices visit TripAdvisor Insights
TripAdvisor.com/TripAdvisorInsights
Customer Service and Support

Resources:
• TripAdvisor Insights
• Help Centre
• Owners’ Forum
• Contact TripAdvisor link

Contacting Customer Support:
• Log into the Management Centre
• Submit a ticket
• Record the ticket number
• If no response after 24 hours, please call the number listed on the right rail of your Management Centre.