

# FÁILTE IRELAND DUBLIN PROGRAMME

**“DIGITIZING DUBLIN”**

*“A Digital Tourism Conference for Dublin”*

# Alistair MacGregor

**Territory Manager Business Listings UKI, Nordics & MEA  
TRIP ADVISOR**

**25<sup>th</sup> NOVEMBER 2014  
THE GIBSON HOTEL  
DUBLIN 1**

# Managing your Reputation Online

Digital Conference Dublin 25<sup>th</sup> Nov 2014



Presented by  
Alistair MacGregor

Where it all began in 2000



**315**

**million**

unique monthly visitors\*

**70**

**million**

TripAdvisor members

**190**

**million**

reviews and opinions

**115+**

user contributions  
every minute



# 500 million

people view TripAdvisor content on sites other than TripAdvisor each month



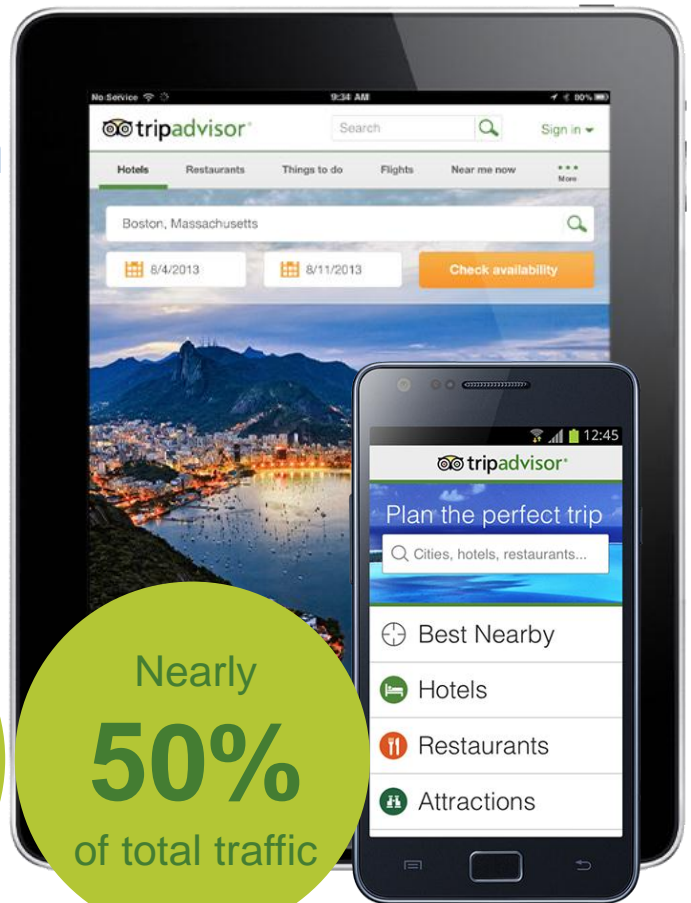
# TripAdvisor: Strong and growing audience

In Q2 2014, TripAdvisor averaged more than 140 million unique monthly visitors on mobile.

**22**  
languages

**150M+**  
app downloads

**82**  
city guides



Source: TripAdvisor log files. Downloads include TripAdvisor, City Guides, Jetsetter, Gate Guru and City Guru apps  
Traffic includes tablet and phone

# Reach potential guests worldwide

Every property appears on 44 domains and in 26 languages

	America	<a href="http://www.tripadvisor.com">www.tripadvisor.com</a>		Italy	<a href="http://www.tripadvisor.it">www.tripadvisor.it</a>
	Argentina	<a href="http://www.tripadvisor.com.ar">www.tripadvisor.com.ar</a>		Japan	<a href="http://www.tripadvisor.jp">www.tripadvisor.jp</a>
	Australia	<a href="http://www.tripadvisor.com.au">www.tripadvisor.com.au</a>		Korea	<a href="http://www.tripadvisor.co.kr">www.tripadvisor.co.kr</a>
	Brasil	<a href="http://www.tripadvisor.com.br">www.tripadvisor.com.br</a>		Malaysia	<a href="http://www.tripadvisor.com.my">www.tripadvisor.com.my</a>
	Canada	<a href="http://www.tripadvisor.ca">www.tripadvisor.ca</a>		Mexico	<a href="http://www.tripadvisor.com.mx">www.tripadvisor.com.mx</a>
	China	<a href="http://www.daodao.com">www.daodao.com</a>		Norway	<a href="http://no.tripadvisor.com">no.tripadvisor.com</a>
	Denmark	<a href="http://www.tripadvisor.dk">www.tripadvisor.dk</a>		Poland	<a href="http://pl.tripadvisor.com">pl.tripadvisor.com</a>
	Egypt	<a href="http://www.tripadvisor.com.eg">www.tripadvisor.com.eg</a>		Russia	<a href="http://www.tripadvisor.ru">www.tripadvisor.ru</a>
	France	<a href="http://www.tripadvisor.fr">www.tripadvisor.fr</a>		Singapore	<a href="http://www.tripadvisor.com.sg">www.tripadvisor.com.sg</a>
	Germany	<a href="http://www.tripadvisor.de">www.tripadvisor.de</a>		Spain	<a href="http://www.tripadvisor.es">www.tripadvisor.es</a>
	Greece	<a href="http://www.tripadvisor.com.gr">www.tripadvisor.com.gr</a>		Sweden	<a href="http://www.tripadvisor.se">www.tripadvisor.se</a>
	Holland	<a href="http://nl.tripadvisor.com">nl.tripadvisor.com</a>		Taiwan	<a href="http://www.tripadvisor.tw">www.tripadvisor.tw</a>
	India	<a href="http://www.tripadvisor.in">www.tripadvisor.in</a>		Thailand	<a href="http://th.tripadvisor.com">th.tripadvisor.com</a>
	Indonesia	<a href="http://www.tripadvisor.co.id">www.tripadvisor.co.id</a>		Turkey	<a href="http://www.tripadvisor.com.tr">www.tripadvisor.com.tr</a>
	Ireland	<a href="http://www.tripadvisor.ie">www.tripadvisor.ie</a>		UK	<a href="http://www.tripadvisor.co.uk">www.tripadvisor.co.uk</a>

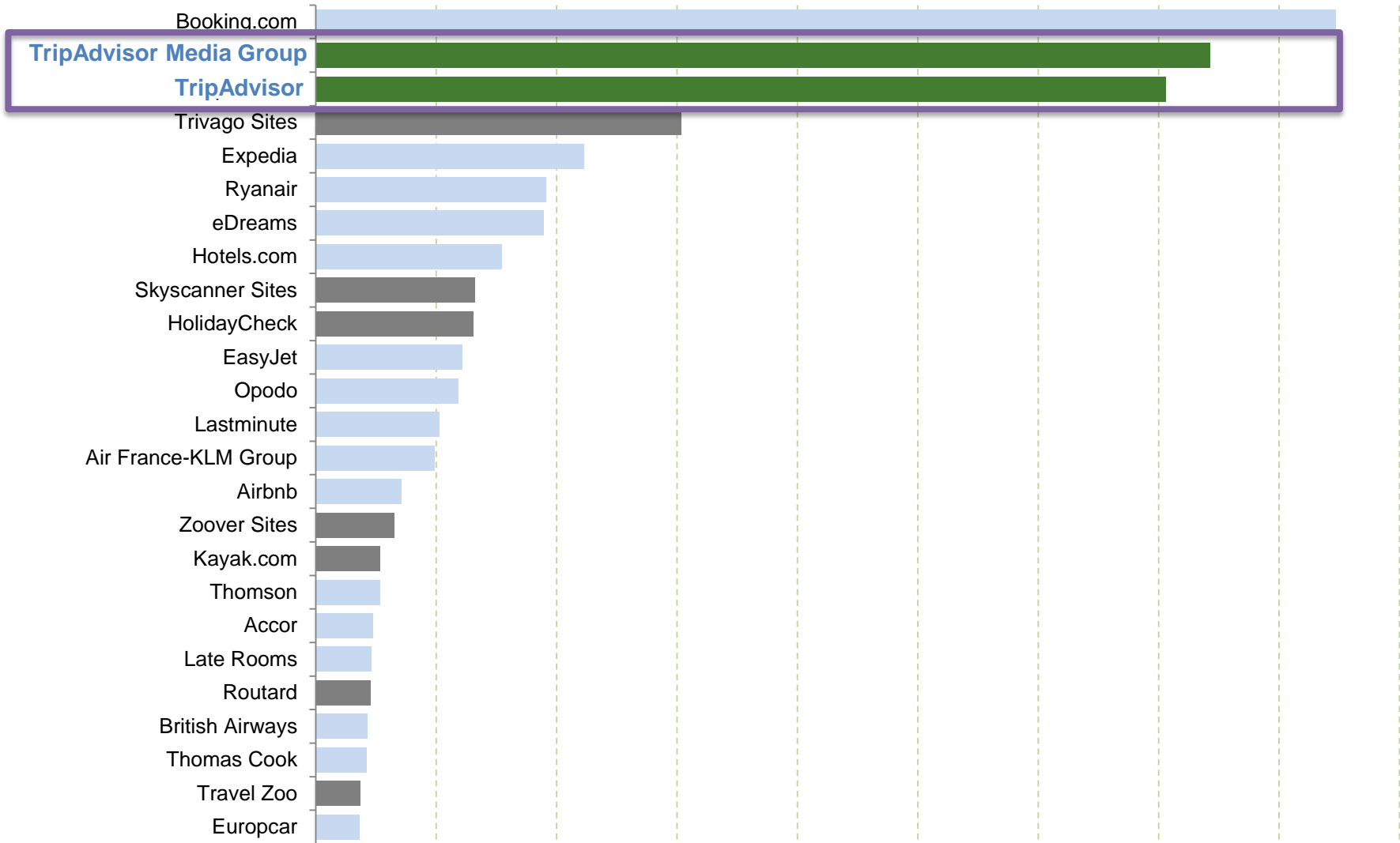
# Reach potential guests worldwide



Percentage of traffic (comScore, August 2014)			
Europe	44%	Latin America	9%
North America	39%	Middle East & Africa	4%
APAC	22%		



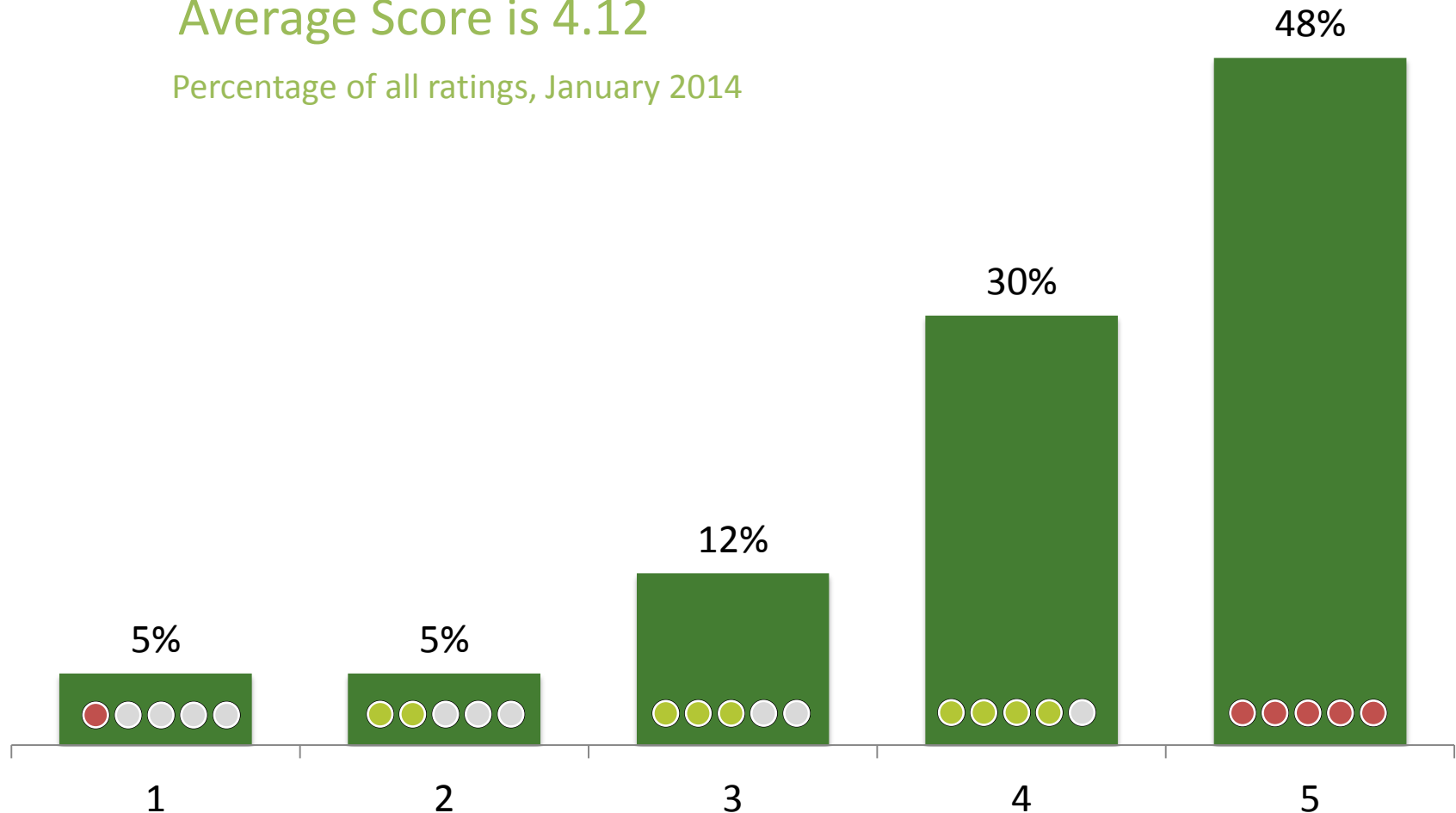
# Unique monthly users - Europe



# TripAdvisor reviews are largely positive

Average Score is 4.12

Percentage of all ratings, January 2014



# Globally, half of TripAdvisor users reference TripAdvisor reviews before booking a hotel

80% read at least 6-12 reviews before making a decision



Respondents are most likely to focus on recent reviews to get the freshest perspective

# How often survey respondents use TripAdvisor



A few times  
a month

29%




At least  
once a week

12%



More than  
once a week

26%



More than 80% of TripAdvisor travellers feel that  
TripAdvisor reviews help them  
feel more confident in their  
travel decisions and  
have a better trip

# Why are reviews important?



**89%** of global travellers say reviews are influential when choosing where to book



**96%** of global hoteliers say reviews are influential in generating bookings

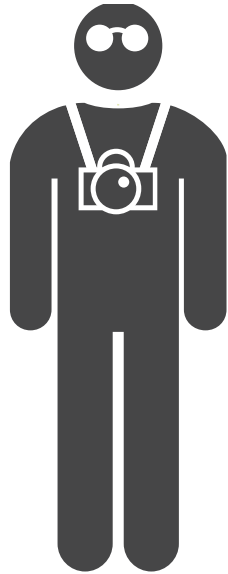
Source: TripBarometer by TripAdvisor, April 2014

\* Data was collected February – March 2014, based on an online survey of 10,370 representatives from accommodations in the TripAdvisor database, weighted equally by country, and 50,637 TripAdvisor website users and Ipsos online panelists who have researched their travel plans online in the last year, weighted to the known profile of the online population. Further details can be found in the TripBarometer global report.

**TAKE CONTROL**

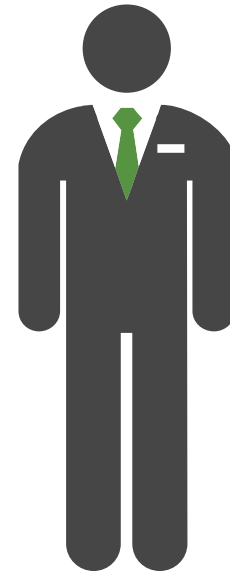


# Do Online Reviews Impact Booking?



93%

of global travellers say their  
booking decisions are impacted  
by online reviews



96%

of global hotels say  
reviews are important for  
bookings

*The TripBarometer by TripAdvisor is based upon an online survey conducted in Dec. 2012 – Jan. 2013. A total of 35,042 people participated in the online survey from 26 countries spanning 7 regions. The sample is made up of 15,595 consumers and 19,447 businesses, making it the world's largest combined accommodation and traveler survey.*



# Register in TripAdvisor Management Centre

[www.tripadvisor.co.uk/Owners](http://www.tripadvisor.co.uk/Owners)

tripadvisor® for business

Sign in with Facebook | Sign in | Register Now! | FREE Mobile App

TRIPADVISOR CO

Overview

**Accommodations**

Vacation Rentals

Restaurants

Attractions

Advertising Services

Partnerships

Tourism Organizations

## Accommodations (Hotels, B&Bs, Inns, etc.)

More than 260 million travelers visit TripAdvisor each month, making us the world's largest travel website.

Sign up for a free business account and you can:

- Update your business details
- Showcase your business with great photos
- Receive e-mail notification of new reviews
- Respond to guest reviews
- Promote your business with free widgets and badges
- Compare your business with competitors by tracking your performance

Enter your business name and city

### Business Management Registration

#### Step 1 — Sign in to TripAdvisor

Sign up using your Facebook account (Recommended) - Why?

The easier way to sign in to TripAdvisor

...or fill out the form below

E-mail address

Choose your password

First name

Last name

Your name displays as

Current city

Keep me signed in on this computer

## Step 1

Search for and find your property.

## Step 2

Fill in details and sign in.

# Take control of your reputation on TripAdvisor

## The Management Center

- Encourage and respond to reviews
- Manage your TripAdvisor page
- Download free widgets to add to your website and Facebook page
- Properties with stronger reputations across all channels perform better overall\*
- Properties that increase their review score by 1 point on OTA channels could increase prices by about 11.2% and still maintain the same occupancy rates\*

The screenshot shows the TripAdvisor Management Center interface for 'Schrute Farms Management Centre'. At the top, there are navigation links for 'JOIN', 'LOG IN', and social media icons for Facebook, USD, and a flag icon. The main header includes the TripAdvisor logo and the text 'for business'. Below the header, the page title is 'Schrute Farms Management Centre'. A section titled 'Are you affiliated with Schrute Farms?' includes a 'Register now' button. A prominent banner encourages users to 'Share Reviews, Photos & More With Your Fans on Facebook' and provides a 'Get Free App' button. The main content area is divided into several sections: 'Manage your TripAdvisor page' (enhance listing, upload photos), 'Manage your reviews' (know what customers are saying), 'Free marketing tools' (downloadable badges), 'TripAdvisor Insights' (new section of the site), and 'Get help with your questions' (FAQs). A 'Check out our newest products below:' section features 'Review Express' and 'TripConnect™'. On the right side, there are 'Quick Links' (Manage TripConnect Campaign, Write a management response, Update property details, Add photos, Get more reviews, New Instructional Videos, Get your TripAdvisor Facebook App, Promote your awards), 'Your property overview' (Schrute Farms on TripAdvisor, Total Reviews: 1022, Ranking: --, Rating: 4.5 stars, Snapshot, Property Dashboard, Review Dashboard), and 'Contact TripAdvisor' (Email us, TripAdvisor Property ID: 730099).

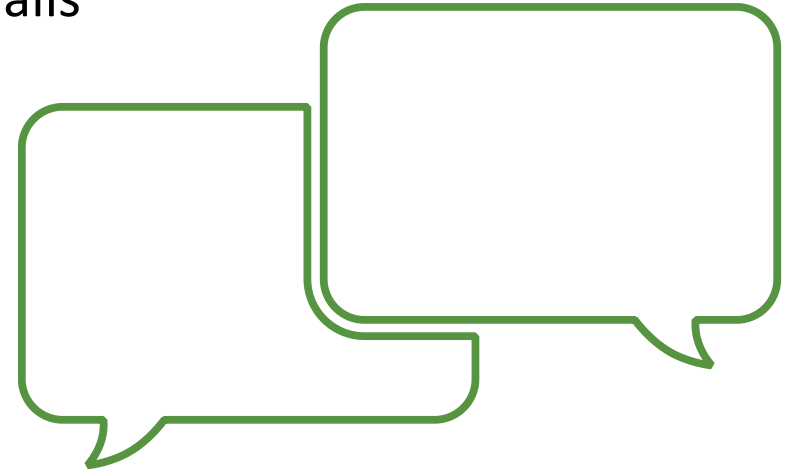
\* Source: "The Impact of Social Media on Lodging Performance." Chris K. Anderson, The Center for Hospitality Research. Cornell University. December 2012.

# EMBRACE FEEDBACK



# Management Responses: Best Practices

1. Sign up for review notification emails
2. Read our guidelines
3. Respond promptly
4. Say “thank you”
5. Be original in reply
6. Highlight positives
7. Address specific complaints
8. Be polite and professional

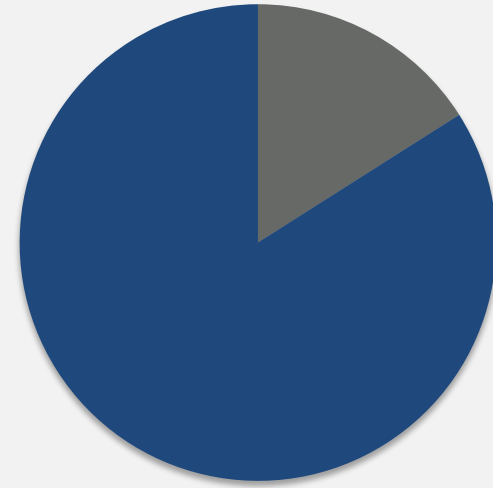


## Management Responses influence traveler decisions



**78%**

**of respondents say seeing a hotel management response to reviews makes me believe that it cares more about its guests.**

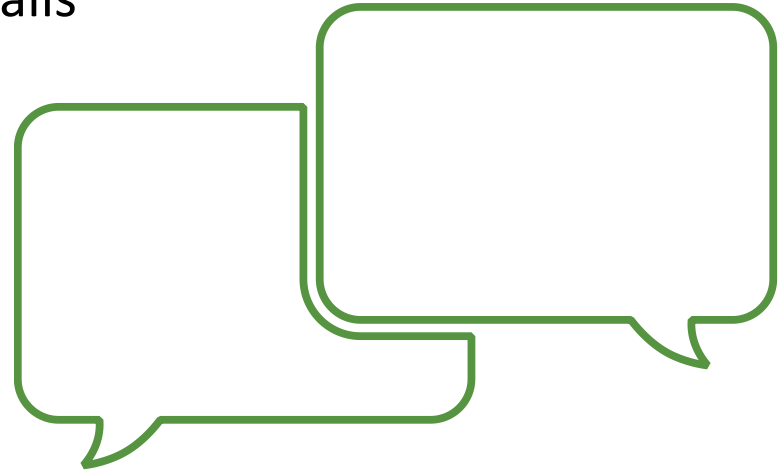


**84%**

**of respondents say an appropriate management response to a bad review improves my impression of the hotel.**

# Management Responses: Best Practices

1. Sign up for review notification emails
2. Read our guidelines
3. Respond promptly
4. Say “thank you”
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6. Highlight positives
7. Address specific complaints
8. Be polite and professional



# NEW! TripAdvisor Insights

[www.TripAdvisor.co.uk/TripAdvisorInsights](http://www.TripAdvisor.co.uk/TripAdvisorInsights)



# NEW! Big Photo display

## Showcase your property


The screenshot displays a hotel listing for Hotel 41. At the top left, the hotel name 'Hotel 41' is shown with a 5-star rating and the address '41 Buckingham Palace Road, London SW1W 0PS, England'. To the right, it states '#1 of 1,066 hotels in London' and '1,603 Reviews'. Below this, there are links for 'Hotel website', 'E-mail hotel', and a phone number '020 7300 0041', along with a 'Special Offer 3 nights for 2'. The main visual is a large, high-quality photo of a grand, wood-paneled hallway with a checkered floor. Overlaid on the left is a booking widget with 'Enter dates for best prices', 'Check In', 'Check Out' fields, a 'Show Prices' button, and logos for Orbitz, Expedia, and Hotels.com. On the right side of the photo, there is a 'Travellers' Choice 2014 Winner' badge and a list of categories: 'Luxury', 'Small Hotels', 'Service', and 'Romance'. Below the photo, there are tags for 'Luxury', 'Mayfair / St James's / Piccadilly / Green Park', and 'Pets Allowed'. On the far right, there are sections for 'Traveller photos' (888 photos), 'Professional photos', and 'Browse nearby'.


- Photo-centric page layout engages potential guests
- Easy upload process
- Big Photo must be at least 1024 x 340 pixels
- Image can be updated regularly to provide travellers with fresh content



# NEW! Review Express

Easier than ever to ask guests to write a review on TripAdvisor!

Powered by 



Schrute Farms  
Main Street  
Honesdale, PA 18431

## How was Schrute Farm

Thank you for choosing Schrute Farms for your re

It would be wonderful if you would review us on Tr travel site, helping millions of visitors every month

Our guests often tell us how helpful it is to read pe their own visits. And we're always eager to hear w improve.

Thanks again, and we hope you'll choose Schrute Honesdale.

### How would you rate us overall?

○ ○ ○ ○ ○

[Click to begin your](#)

*This Review Express email is sent on behalf of Schru comments or questions.*

**Unsubscribe from Review Express emails**

This Review Express email has been sent by a property owner affiliated with this business and this email does not reflect any business. TripAdvisor is not responsible for the sending or cont

If you have questions or need assistance, [ask us here](#).

## Review Express

Review Express Dashboard | Send Emails Manually | Send Emails Automatically

### Review Express Campaign Dashboard

Invite more guests to write a review


Last updated: December 22, 2013

Total Campaigns	Total Emails Sent	Total Opens	Total Clicks
412	452	250	83

#### Top Review Express Tips

- Use short, simple messaging
- Confirm guest email addresses
- Tell guests to expect an email
- Don't wait - connect with guests after checkout
- Target Mondays/Tuesdays, avoid weekends

#### More tips



Tip Sheet  
Review Express  
Best Practices

#### Recent email campaigns

Date	Campaign Id (Language)	Sent	Clicks	Opens	Bounced	Suppressed
12/20/2013	457954 (en_UK)	1	0	0	0	0
12/18/2013	454976 (pt)	2	0	2	0	0
12/18/2013	454836 (it)	2	1	2	0	0
12/18/2013	454069 (en_US)	1	0	1	0	0
12/13/2013	446850 (en_US)	-	-	-	-	-
12/13/2013	446675 (en_US)	1	1	1	0	0
12/13/2013	446469 (fr)	1	0	0	0	0
12/12/2013	444910 (en_US)	1	0	1	0	0
12/12/2013	444212 (en_UK)	2	0	0	0	0
12/11/2013	442579 (fr)	1	0	0	0	1

- Engage with guests after they have stayed to encourage valuable feedback for your business
- Use customisable templates to easily email recent guests
- Use campaign dashboard to monitor incoming reviews and optimise campaigns
- It's FREE!

# Nine Zero Hotel - a Kimpton Hotel

#12 of 77 Hotels in Boston

1,633 Reviews

★★★★★ 90 Tremont St., Boston, MA 02108

617-772-5800 Hotel website Hotel packages Offers & Announcements Parking Package

Best prices for your stay

10/23/2014 10/24/2014

Book on <b>\$429*</b> \$62 taxes & fees
<b>\$429*</b> \$62 taxes & fees
<b>\$429*</b> \$60 taxes & fees

Travelocity \$429\* Priceline.com \$399\*  
Tingo.com \$429\* 5 more sites  
\*Disclaimer

Certificate of Excellence 2014

GreenLeaders Silver level

Traveler photos 572

Professional photos

Browse nearby

- Luxury
- Green
- Free internet
- Pets Allowed

Overview | Reviews (927) | Photos (387) | Similar Hotels | Location | Amenities | Q&A | More | Save

1,633 reviews from our community

Write a Review

Related hotels...

Hotel Commonwealth

# TripConnect™ Instant Booking

## How travelers book directly on TripAdvisor

United States  
**Nine Zero**  
★★★★☆ 90 Trem  
617-772-5800

Book on  


**\$429\***  
\$62 taxes & fees

Be  
10/23/2014  
Book on  
venere  
Lorem Ip  
Travelocity  
Tingo.com

  
**venere.com**

**\$429\***  
\$62 taxes & fees

 *Lorem Ipsum Travel*

**\$429**  
\$62 taxes & fees

\$429\* 5 more sites \*Disclaimer  
Luxury Green Free internet Pets Allowed

**The “Book on TripAdvisor” Button**  
Every button appearance = 1 traveler view

Overview Reviews (927) Photos (387) Similar Hotels Location Amenities Q&A More Save  
1,633 reviews from our community Write a Review Related hotels...  
Hotel Commonwealth 2,515 Reviews

# Nine Zero

★★★★★ 90 Trem

617-772-5800

Book on  
tripadvisor

**\$429\***  
\$62 taxes & fees



venera.com

**\$429\***  
\$62 taxes & fees



Lorem Ipsum Travel

**\$429\***  
\$62 taxes & fees

# Cost-Per-Click Advertising

Bottom two buttons are exclusively CPC

1,633 reviews from our community

Write a Review

Related hotels...

Hotel Commonwealth

2,515 Reviews

# Nine Zero

★★★★★ 90 Tremont

617-772-5800

Book on  
tripadvisor

**\$429\***  
\$62 taxes & fees

venere.com

Lorem Ipsum Travel

Best  
10/23/2014

Book on  
tripadvisor

venere.com

Lorem Ipsum

Travelocity  
Tingo.com

\$429\*

5 more sites  
\*Disclaimer

- Luxury
- Green
- Free internet
- Pets Allowed

# Instant Booking

Top placement gets majority of clicks

1,633 reviews from our community

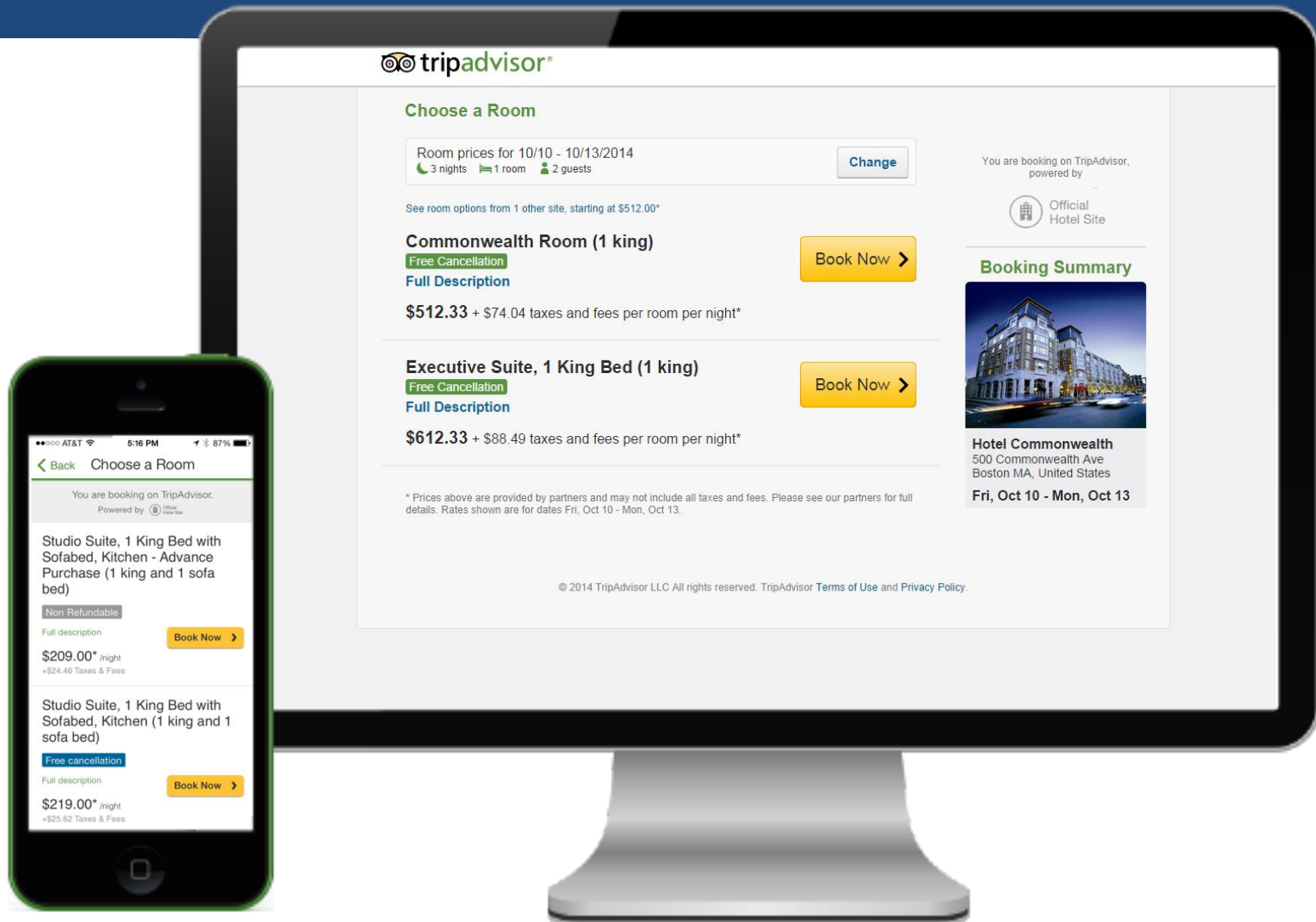
Write a Review

Related hotels...

Hotel Commonwealth

2,515 Reviews

# Instant Booking – Booking Process



# Instant Booking – Booking Process

**tripadvisor**

## Agree and Book

**1 Guest Info** \*All Fields Required

Customer service provided by  
Official Hotel Site

**Booking Summary**



**Hotel Commonwealth**  
500 Commonwealth Ave  
Boston MA, United States  
**Fri, Oct 10 - Mon, Oct 13**  
**Commonwealth Room (1 king)**  
**Free Cancellation**  
Subtotal: (1 room, 3 nights) \$1,537.00  
Taxes and Fees: \$222.11  
**Total: \$1,759.11**

First Name\* Last Name\*  
Email\* Phone Number\*  
+1

**2 Credit Card** \*All Fields Required

Credit Card\* Accepted Cards  
VISA MasterCard AMERICAN EXPRESS DISCOVER NETWORK  
MM/YY\* Security Code\* Name on Card\*  
MM/YY

**3 Billing Address** \*All Fields Required

Address\* City\*  
State/Province\* Postal/Zip Code\*  
State/Province  
Country\*  
United States

Back Book Now

Customer service provided by  
Official Hotel Site

**Member Info**

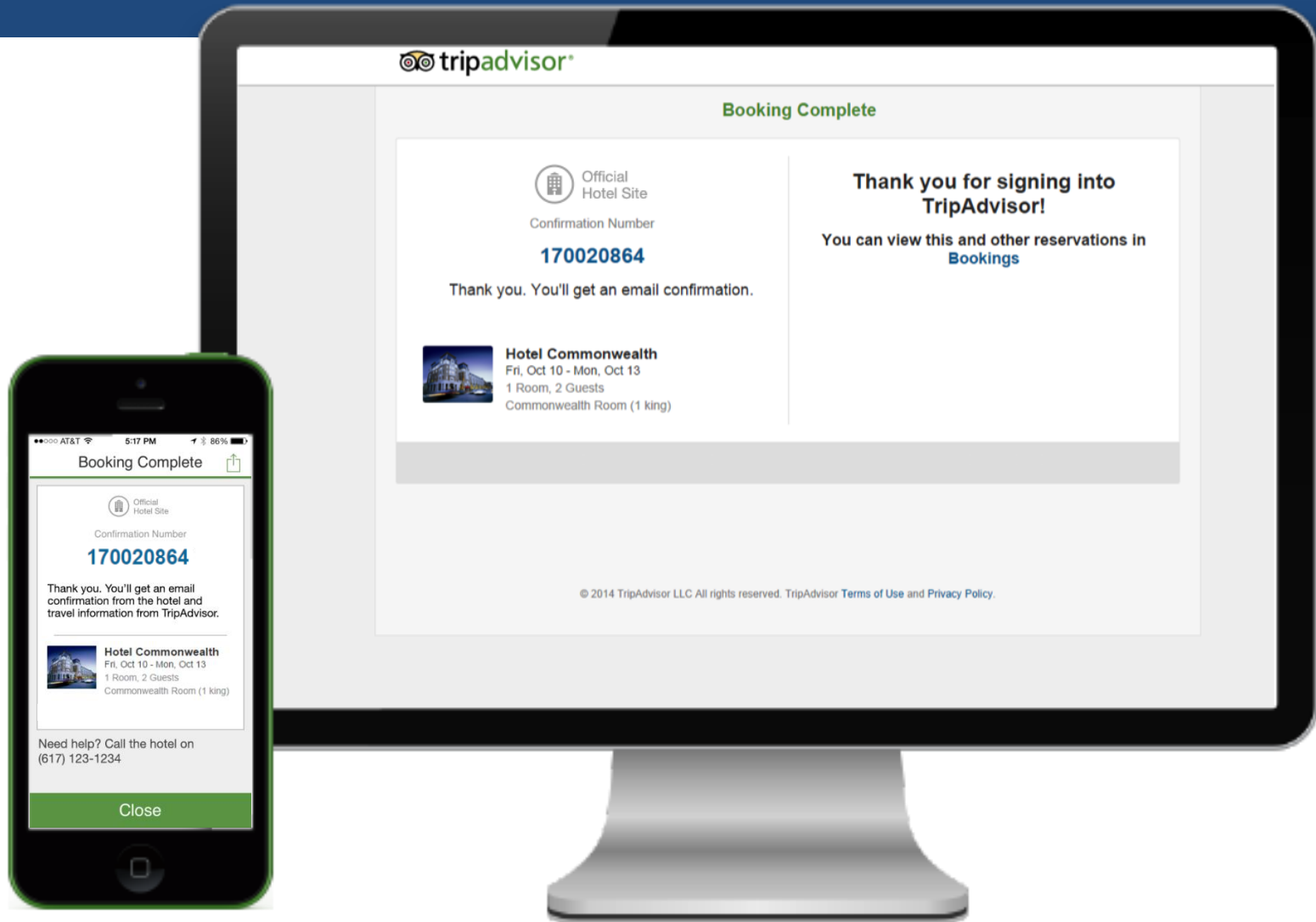
First Name  
Surname  
+1 Phone Number

**Credit Card**

Credit Card Number  
MM/YY Security Code  
Cardholder name

**Agree and Book**

# Instant Booking – Booking Process







**Thank You!**