




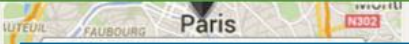
TripAdvisor Insights – best practices guides

tripadvisor.com.au/tripadvisorinsights



for business

TripAdvisor Insights | The essential hospitality marketing resource



Paris

“Things to Do” on TripAdvisor: FAQs about the new design

○○● <>

To make it easier for travellers to find the most iconic and popular attractions and activities, we have updated our “Things to Do” page. Learn more about how the new design works with these FAQs.

Click here

Days in Paris

One Day in Paris

Museum Guide for Paris

Ranking Book Online Friends First

Musee d'Orsay

#1 of 1,114 things to do in Paris

★★★★☆ 24,731 reviews

“While away time with the Impressionists” 03/17/2015

“Fantastic Artwork, Incredible Architecture” 03/17/2015

Travelers' Choice™ 2014 Winner Attractions

This beautiful museum, once a railroad station, now houses a staggering collection of Impressionist... [more](#)

Book a Tour \$48* and up >

Eiffel Tower

#2 of 1,114 things to do in Paris

★★★★☆ 43,155 reviews

Nightlife (331)

Outdoor Activities (71)

POPULAR

TripAdvisor Features

Showcase a five-bubble review – right on your website

>

SUGGESTED FOR YOU

Video

Part 1: Setting up Google Analytics

>



Personalisation – right guest, right room

Check In

Check Out

Show Prices

Enter dates for best prices

Save 10-30%

BOOK Direct & Save 10%

Free breakfast with your stay

Budget x

Best Value x

Hide filters ^

Price	Hotel class	Style	Hotel brand	Location	Amenities
Enter dates & see best prices	<input type="checkbox"/> ★★★★★ <input type="checkbox"/> ★★★★☆ <input type="checkbox"/> ★★★☆☆ <input type="checkbox"/> ★★☆☆☆	<input checked="" type="checkbox"/> Best Value <input checked="" type="checkbox"/> Budget <input type="checkbox"/> Luxury <input type="checkbox"/> Quiet See All v	<input type="checkbox"/> Independent Hotels <input type="checkbox"/> Novotel <input type="checkbox"/> ibis Hotels <input type="checkbox"/> Holiday Inn See All v	<input type="checkbox"/> City Centre <input type="checkbox"/> Manly Ferry <input type="checkbox"/> Sydney Ferries <input type="checkbox"/> Sydney Harbour See All v	<input type="checkbox"/> Concierge <input type="checkbox"/> Internet <input type="checkbox"/> Restaurant <input type="checkbox"/> Wheelchair access See All v

Sort by:

Just for You

 Ranking Price (low to high) Price (high to low) Distance

The Australian Heritage Hotel

★★★★☆ 132 reviews | #56 of 184 hotels in Sydney

#1 Just for You | Has a bar/lounge, Budget hotel

"avoid the coat of..." 26/03/2015 | "Best Pizza and our..." 27/03/2015

✓ Match:

Budget

Best Value

Check In

Check Out

Show Prices

The Mercantile Hotel

★★★★☆ 76 reviews | #109 of 184 hotels in Sydney

#2 Just for You | Close to Sydney Harbour Bridge

"Not too bad" 27/03/2015 | "Nice to stop for a drink" 05/04/2015

✓ Match:

Budget

Best Value

Check In

Check Out

Show Prices

Other hotels you may like

You can take control





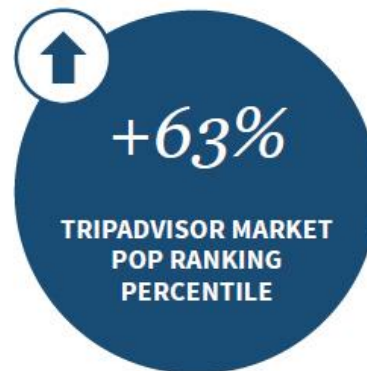
Highly engaged hotels see more results on TripAdvisor

Atmosphere Research Group study links engagement and performance

What makes a hotel highly engaged on TripAdvisor?

- At least one active, verified owner
- 10+ Management Photos on their listings
- 25%+ of reviews receive a Management Response

How highly engaged hotels perform over others:







Hotels that ask for reviews perform even better

Systematic review collection amplifies “Virtuous Circle” benefits

Highly engaged hotels that prompt every guest to write a review with tools like the TripAdvisor Review Collection Platform (RCP) see:

- Up to 80% more reviews per month over previous numbers
- POP ranking visibility to 3 of every 4 travelers exploring their markets

Other key performance metrics of highly engaged hotels using RCP:



Top factors that drive the most traveler engagement on hotel pages:



Number of photos



Total number of reviews



Management responses in the past year



Number of reviews in the past year

Methodology


¹For the purpose of this study, TripAdvisor analyzed data for a sample of accommodation properties from the 25 most reviewed cities* on the site from 7 July to 7 August, 2014. The study reveals how review ratings change based on management response rates and the level of traveler engagement (defined as page views per session and booking enquiry clicks) relative to various content factors such as the number of reviews, photos, videos and rate of review responses from management.

**Cities included in study sample are: London, Rome, Paris, New York City, Las Vegas, Barcelona, Orlando, Milan, Florence, Bangkok, San Francisco, Istanbul, Amsterdam, Berlin, Madrid, Prague, Edinburgh, Venice, Chicago, Buenos Aires, Singapore, Dublin, Marrakech, New Orleans.*



Strong correlation between average review rating and rate of management responses

(data for attractions)

Management Response Rate	Ave Review Rating (out of 5 bubbles)
0%	4.27 
5%-45%	4.44 
45%-80%	4.50 
80+%	4.63 



Australian businesses are using Management Resources

Opportunities for some businesses to connect more closely

AUSTRALIA	Total Properties	% Total Properties w/ Registered Owners	% of Properties w/ Registered Owners using Management Center Resources
Accommodations	15,585	64.7%	83.6%
Attractions	12,184	35.3%	83.3%
Eateries	52,301	16.5%	79.3%
Total	80,070	28.8%	81.9%



Photos are essential

Adding photos on a TripAdvisor property page results **in 138% more engagement from travelers**

Properties with at least one photo see a **225% increase in the likelihood of a booking inquiry**

Those with 100+ pictures see an **increase of 151% in the level of engagement** compared to businesses with no pictures

Cap Juluca
566 Reviews | #6 of 13 Hotels in West End Village | Certificate of Excellence
Hotel website | Hotel packages | 1 (264) 497-6666 | Maundays Bay, West End Village AI - 2640, Anguilla
Offers & Announcements 5th Night Free

Best prices for your stay

Provider	Price	View Deal
Booking.com	\$495* \$101 taxes & fees	View Deal
Expedia	\$699* \$142 taxes & fees	View Deal
eDreams	\$495* \$101 taxes & fees	View Deal

Despegar.com \$699* Hotels.com \$699*
Jetsetter Orbitz.com *Disclaimer

Resort hotel | Luxury | Free Parking | Beach

Overview | Reviews (566) | Photos (474) | Location | Amenities | Q&A (13) | Room Tips (143) | Save

United States > Massachusetts (MA) > Sherborn > Sherborn B&Bs / Inns

Sherborn Inn
1 Review | #1 of 1 B&Bs / Inns in Sherborn
33 N Main St, Sherborn, MA 01770

We can't find prices for this accommodation
Our online travel partners don't provide prices for this accommodation, but we can search other options in Sherborn

05/28/2015 05/30/2015

Show Prices



Manage your TripAdvisor page

Take control of your TripAdvisor business page by actively managing the core details – such as updating listed features or adding new owner photos – and encouraging more reviews from travelers.

Manage your page content



Add/update photos

See our [guide](#) on managing photo content



Edit business description/amenities



Add/update videos

See our [guide](#) on creating videos



Track your review performance



Get more reviews



Snapshot

Property administration tasks

- [Change business location](#)
- [Change accommodation type](#)
- [Report ownership change](#)
- [Report duplicate listing](#)
- [Report business closure](#)
- [Manage your email notifications/sign-ups](#)
- [Update rates and booking info](#)
- [Report major renovation](#)

Quick Links

- [Write a management response](#)
- [Update business details](#)
- [Add photos](#)
- [Get more reviews](#)
- [New Instructional Videos](#)
- [Your other businesses](#)
- [Get your TripAdvisor Facebook App](#)

Your property overview

Thompson Chicago, a Thompson Hotel on TripAdvisor

Total Reviews	685
Ranking	4/177
Rating	

[Snapshot](#)

[Property Dashboard](#)

[Review Dashboard](#)

Contact TripAdvisor

[Email us](#)

[TripAdvisor Property ID 4749314](#)

Administrative tasks for managing your listing

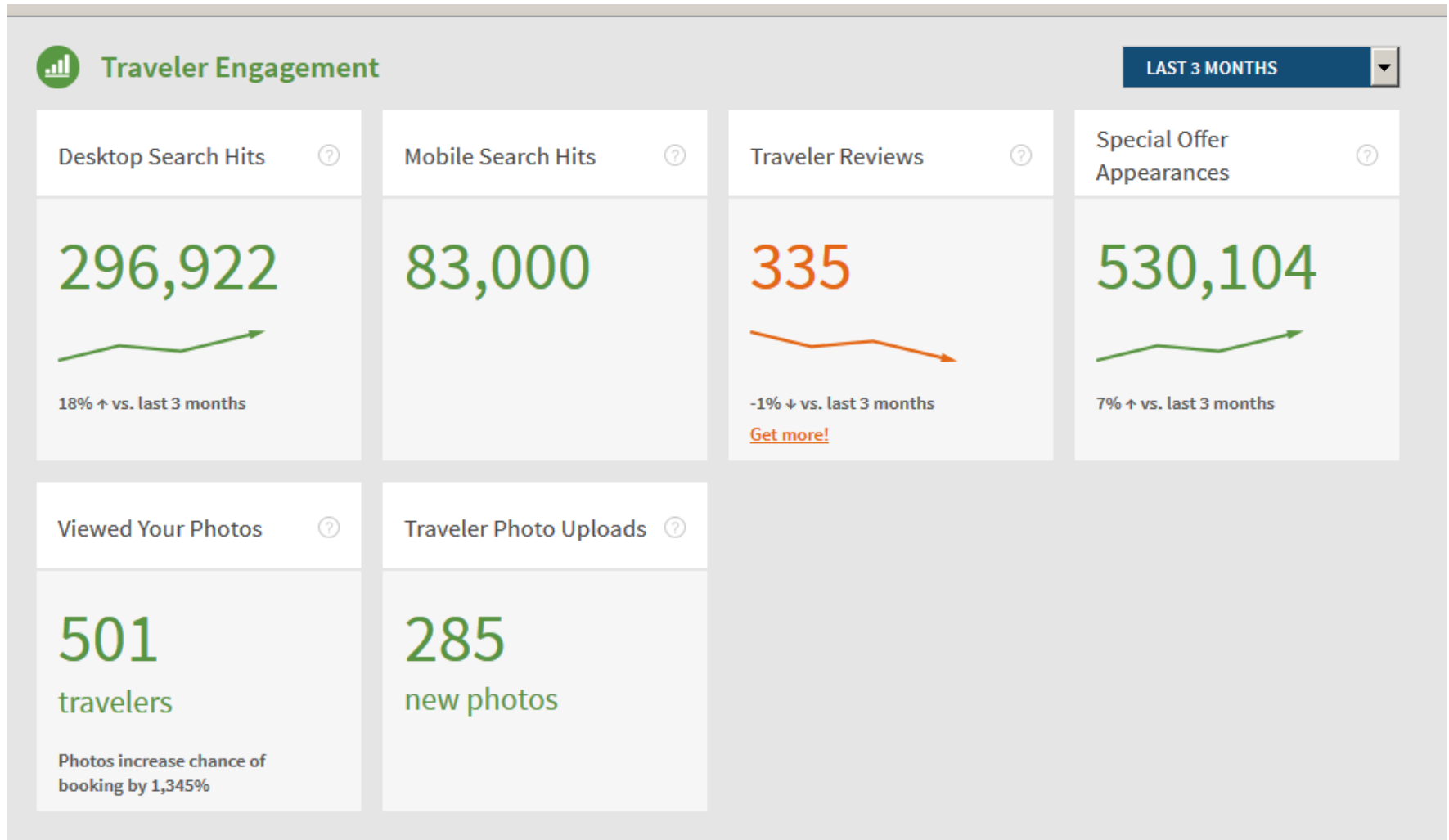
Property administration tasks

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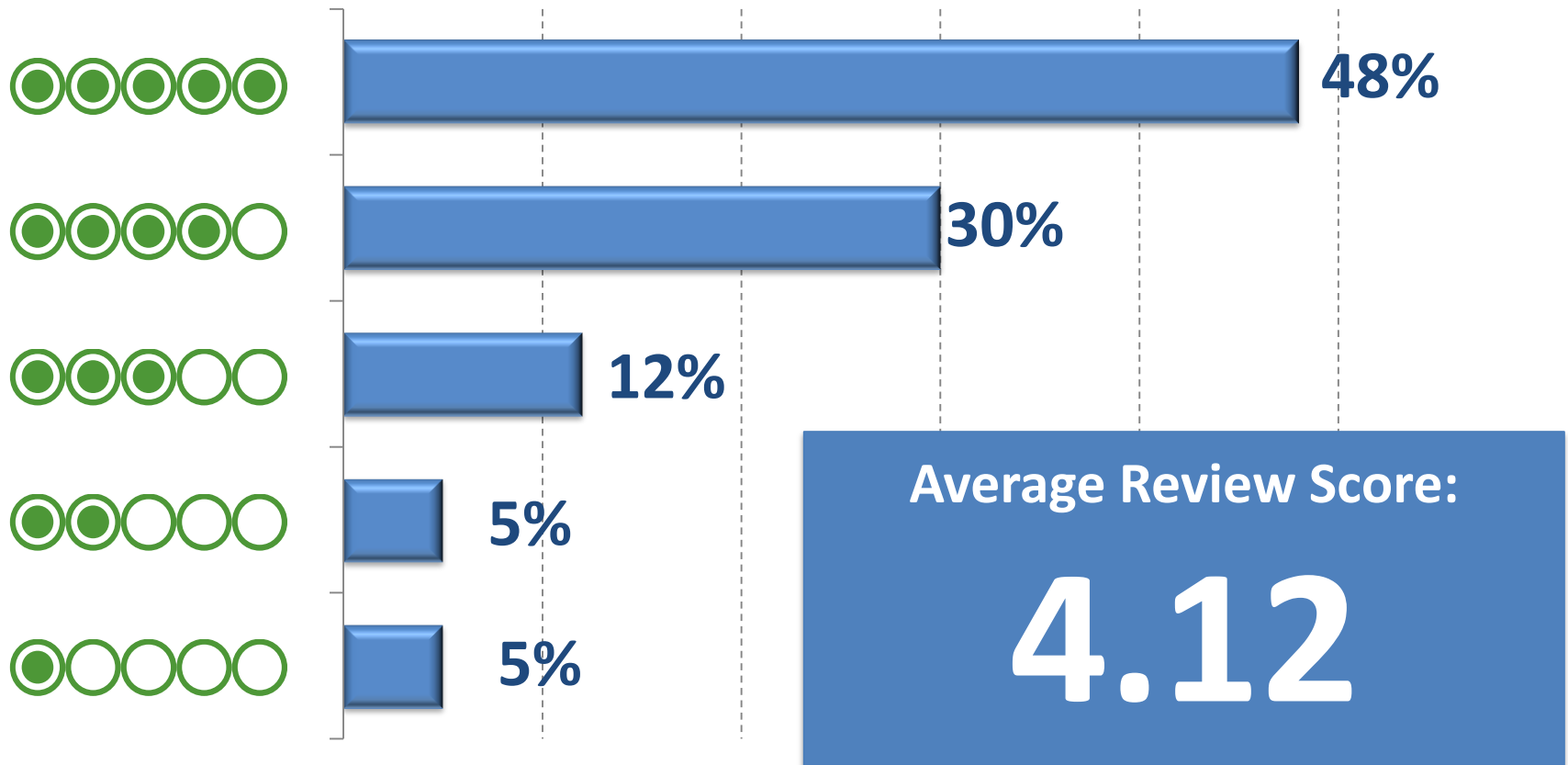
Performance management



Management Center Resources




TripAdvisor reviews are largely positive



Review Express

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

Powered by tripadvisor®

Review Express

[Review Express Dashboard](#) [Send Emails Manually](#) [Send Emails Automatically](#)

Review Express Campaign Dashboard

Last updated: December 22, 2013

Invite more guests to write a review [➔](#)

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

How would you like to receive our emails?

Thank you for choosing our site, helping our business improve.

We'd be grateful if you could leave a review on TripAdvisor.

Our guests often leave reviews on TripAdvisor. We'd be grateful if you could leave a review on TripAdvisor.

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

How would you like to receive our emails?

○○○

This Review Express campaign is affiliated with this business, TripAdvisor.

Unsubscribe from this Review Express campaign

If you have questions, please contact us at t4bcontent@tripadvisor.com

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](#)

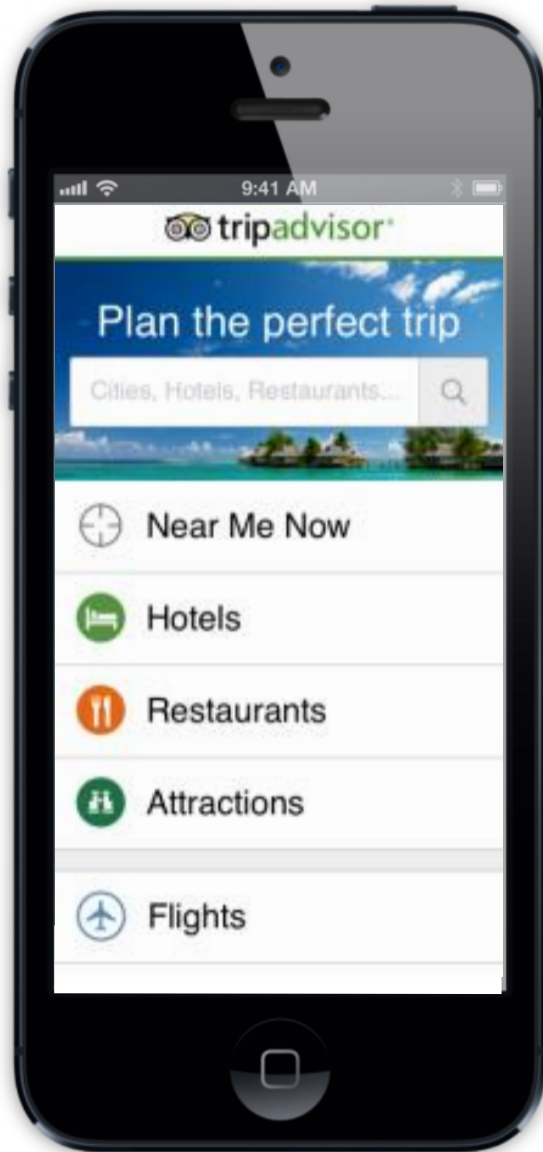
Recent email campaigns

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 customizable templates to easily email recent guests
- Use campaign dashboard to monitor incoming reviews and optimize campaigns
- It's FREE!



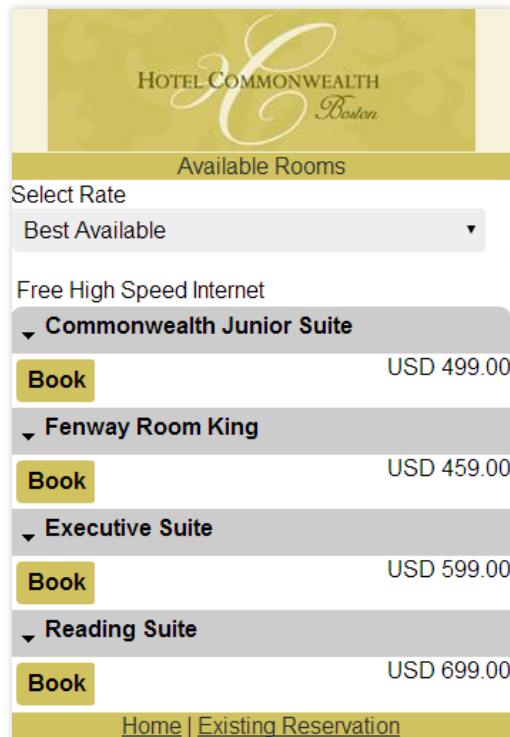
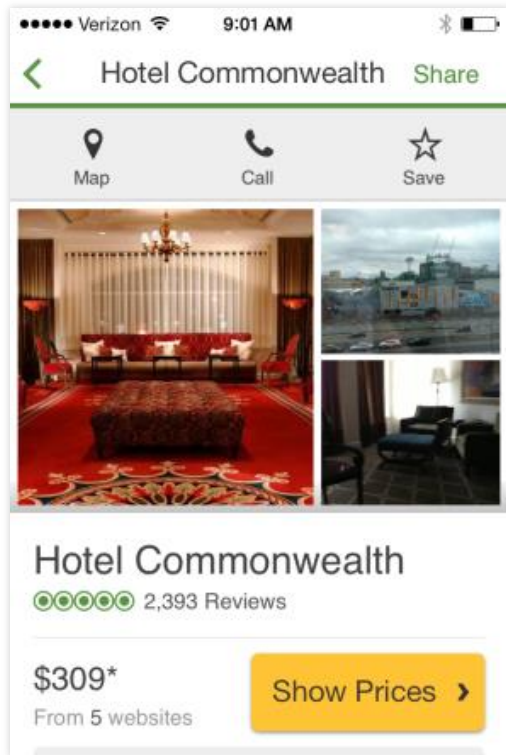
How did we arrive at Instant Booking?



- TRIP Mobile traffic growing **200% YoY**
- **195MM App Downloads**
- Mobile now **half** of all TripAdvisor traffic



How did we arrive at Instant Booking?



- Users lose momentum when leaving TRIP mobile web/app to book on partner sites.
- Different UI experiences in handoff leads to high bounce rates.
- We asked - “Is there a better way?”



Meta Search

Le Consulat, Ascend Collection Hotel

231 Reviews | #34 of 45 Hotels in San Juan

[Hotel website](#) | [Hotel deals](#) | +1 855-849-1513 | 1149 Magdalena Ave Condado, San Juan 00907, Puerto Rico

[Special Offer](#) [Choice Privileges Points](#)

PriceFinder

Best prices for your stay

11/22/2015



11/28/2015



\$134*

+\$15 taxes & fees

[View Deal >](#)



\$134*

+\$15 taxes & fees

[View Deal >](#)



\$134*

+\$19 taxes & fees

[View Deal >](#)

[Despegar.com](#) **\$134***

*Disclaimer



[Mid-range >](#)

[Pool >](#)



DESKTOP INSTANT BOOKING

- Target motivated desktop users with a simple and efficient booking flow

