



## Seminar Day – HH&RA |

Buk 23rd November 2016

Helena Egan, Global Director Industry Relations



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# MISSION

HELP TRAVELERS  
PLAN AND BOOK  
THE BEST TRIP

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# TripAdvisor Today



over  
**6.8**  
**MILLION**  
businesses  
listed

over  
**280**  
user contributions  
every minute

**120**  
**MILLION**  
members



over  
**135,000**  
destinations

**390**  
**MILLION\*\***

Unique visitors  
a month



**48** markets in  
**28** languages

**435**

**MILLION**  
reviews &  
opinions



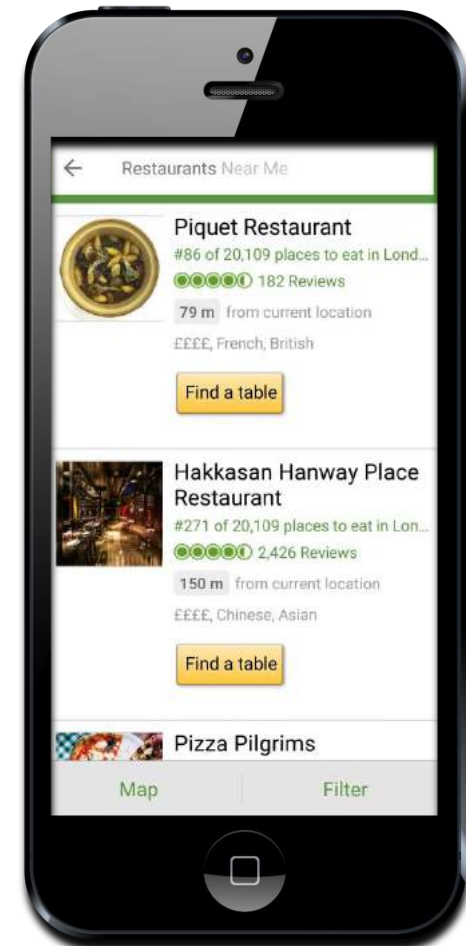




**TRIPADVISOR ON THE TRIP EXPERIENCE**



# Reserve a restaurant everywhere





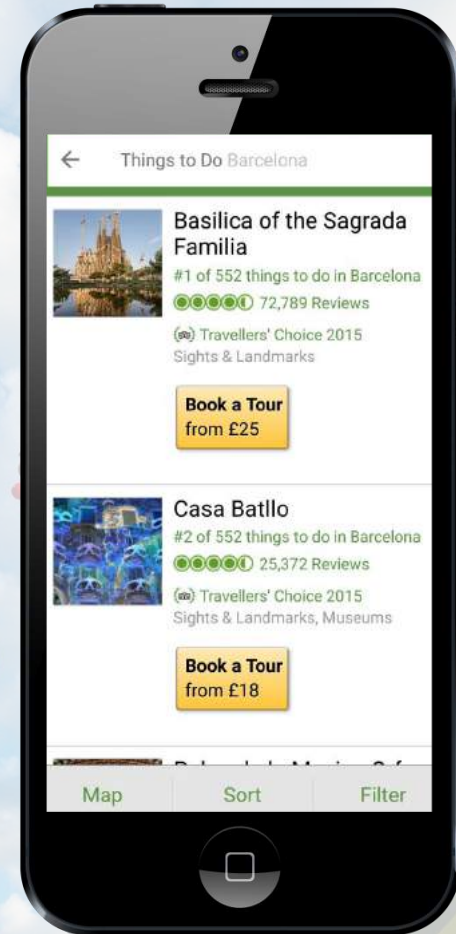


# Access to tours and attractions



viator

- The Viator acquisition positioned TripAdvisor as the world's largest tours & attractions marketplace
- Thousands of attractions are now bookable on TripAdvisor.





# Vacation Rental Expansion

TripAdvisor Vacation Rentals is a global leader in the space with over 800,000 rental properties listed – 70% of which are bookable online.



[holidaylettings.co.uk](http://holidaylettings.co.uk)

**Niumba**

 **FLIPKEY**

 **VACATION  
HOME  
RENTALS.com**

**HOUSE  
TRIP**

 **tripadvisor**





**MOBILE**







# Smartphones are the #1 travel essential globally

75%

of global travelers **will not** leave home without their **smartphones**





 tripadvisor

**LEADING THE INDUSTRY  
ON MOBILE**

WORLD'S MOST DOWNLOADED TRAVEL APPS

**370 MILLION**

**OPTIMISED**  
USER EXPERIENCE ON  
**ALL DEVICES**

**HALF**  
OF ALL TRIPADVISOR TRAFFIC IS  
**MOBILE AND TABLET**





# The In-Destination Use Case Is Huge

Mobile is driving fantastic user growth, media companies faster to move in travel



**72%**

Looking for  
restaurants



**67%**

Looking for  
things to do



**64%**

Reading  
reviews



**50%**

Looking for  
hotels



**ONLINE REVIEWS**





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





# Understanding the motivation to share

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



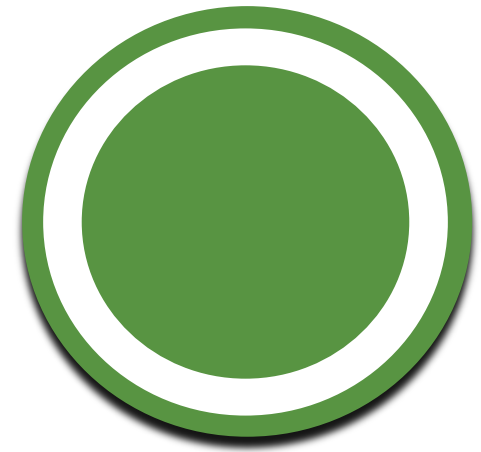
**73%**

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**

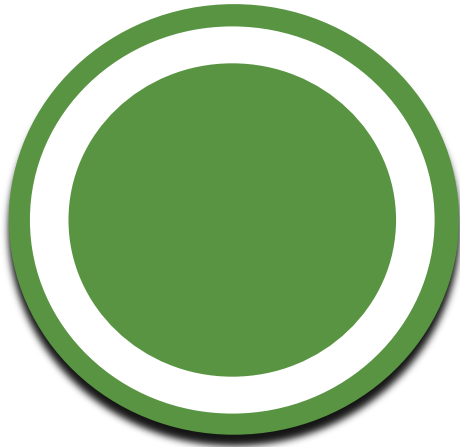
is the average bubble rating on TripAdvisor





# Understanding the motivation to share

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



**4.1** out of **5**

is the average  
bubble rating on  
TripAdvisor for  
accommodation in  
Hungary



**4.4** out of **5**

is the average  
bubble rating on  
TripAdvisor for  
attractions in  
Hungary



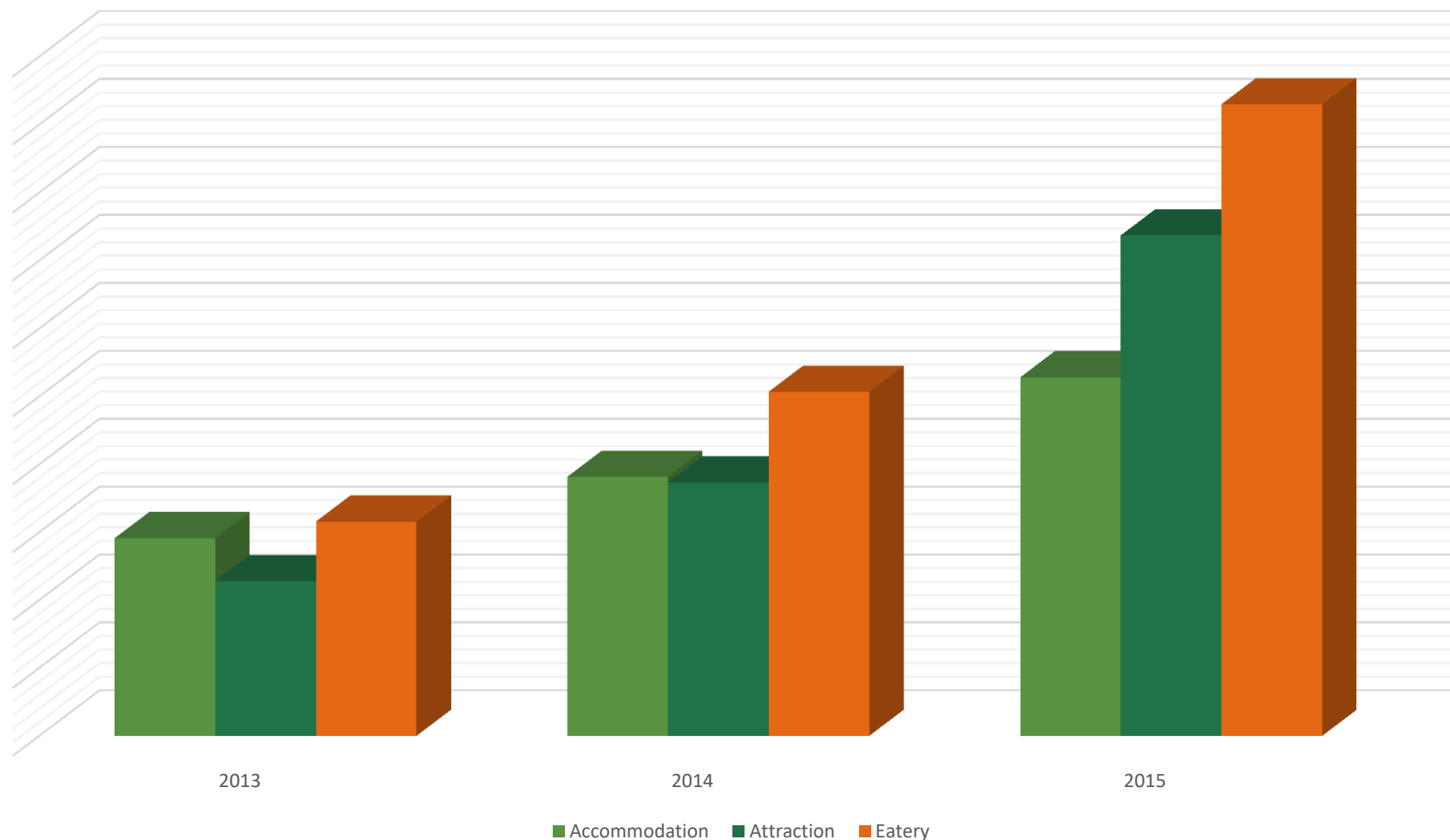
**4.2** out of **5**

is the average  
bubble rating on  
TripAdvisor for  
restaurants in  
Hungary



# Growing number of reviews!

## Reviews for Hungary










# Understanding the motivation to share

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

			
Restaurants	93%	3%	4%
Local attractions and destination activities	91%	5%	4%
Hotels	84%	7%	9%
Airlines	84%	9%	7%
Home or apartment rentals	80%	16%	4%
Car Rental Companies	72%	15%	13%





# 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





# Engagement in Hungary



ONLY

24%

of accommodations in Hungary have registered owners



ONLY

38%

of restaurants in Hungary have registered owners

ONLY

48%

of Hungarian accommodations with registered owner have uploaded management photos





# Hungary

## Top 10 countries researching Hungary:

Hungary, United Kingdom, United States, Italy, Germany, France, Russia, Spain, Austria, Poland

## Countries with a similar search popularity to Hungary :

Sri Lanka, Tunisia, Sweden, Malta, Norway, Denmark, Bahamas, Israel

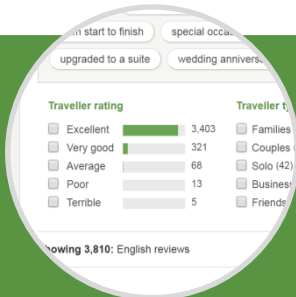
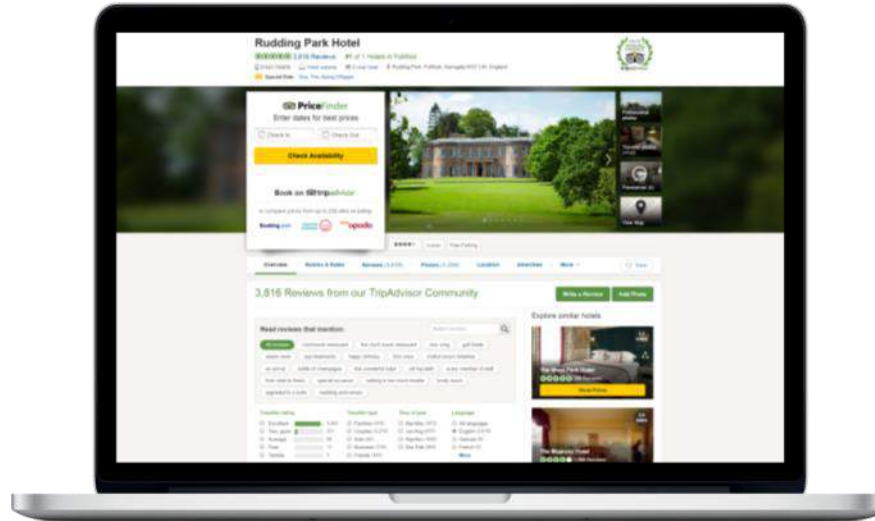
**Budapest** has over 703,000 reviews

**Budapest** – 340 hotels, 2,934 restaurants, 1,182 things to do

18,456 forum topics for Hungary, recent topics (last few days): *New Hungarian Wine and Cheese Festival*, *Danube Christmas Markets Cruise* (12 replies) and *Free transport for over-65s* (66 replies!)



# Key factors influencing Popularity Ranking on TripAdvisor



QUALITY

3,816 Reviews

QUANTITY

NEW

RECENCY

CONSISTENCY OVER TIME



**SO HOW CAN YOU GET INVOLVED?**







# Sign-up to manage your business

[www.tripadvisor.hu/owners](http://www.tripadvisor.hu/owners)



## Manage your TripAdvisor page

Enhance your listing, upload photos and videos; request updates to your business details, rates and booking info; track performance, and more...



## Manage your reviews

Know what your customers are saying about you and post your reply.



## Widgets for your Website

Use our downloadable badges and widgets on your own website to display your TripAdvisor ratings and reviews, encourage customer reviews and create photo slideshows.



## TripAdvisor Insights

Think of this new section of the site as part daily herald, part content portal, part hospitality marketing university. Basically, it's your essential hospitality marketing resource.



## Review Express

Encourage more reviews! Review Express makes it easier than ever to remind recent visitors to write reviews.



## Get your TripAdvisor Facebook App

Engage your fans by adding TripAdvisor traveller reviews and photos to your Facebook page with our newly redesigned app



## TripAdvisor Green Leaders

Our Green Leaders programme recognizes hotels and B&Bs that successfully integrate environmentally preferable practices into their everyday business. Learn how to participate!



# 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 travellers.

## Manage your page content

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### Property administration tasks

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- Change property location
- Change accommodation type
- Report ownership change
- Report duplicate listing
- Report property closure
- Manage your email notifications/sign-ups
- Update rates and booking info
- Report major renovation





## 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



Address and  
map



Amenities



Description

### Description

Description of your business (in English):

The Schrute Farms (HOTEL) is conveniently located where an 7-minute walk from JR Shinkansen Okayama Station. The hotel is ideal for wedding, banquet, business conference and perfect place to stay for leisure and business. Our in-house restaurant 'MIZAR' serves variety of food, however you can enjoy fresh seafood and local Okayama's food at restaurants near the hotel. There are also many things to do / to see in Okayama. It is easy access to Okayama Korakuen Garden, Okayama Castle from the hotel. It is about 1 hour from JR Okayama station to Naoshima Island. Schrute farms doesn't exist. You will live happily ever after.





# Respond and monitor

All through your management centre

## Respond to a review

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Show guests you're paying attention and taking feedback seriously by responding to reviews - both positive and negative.

See our [video](#) or [guide](#) on how to respond

[See our guidelines and post a reply »](#)

## Concerned about a review?

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Let us know if you think a review doesn't comply with our guidelines, is suspicious, or is posted to the wrong location.

[See our guidelines and submit your comments »](#)



# Respond to pre-stay questions



Reviewed this property  
SanjaySon...

Hi Jim, you and your wife will enjoy this hotel, they have lifts to all floors and they make you feel sooo happy and welcome. They are not like your typical hotel chain, they really give you the personal touch.

0  
Votes

TRUST ME - book the hotel, its fantastic

1 month ago

## Answer a traveller's question

You can respond to a traveller's question on the Answers page for your property [here](#).

For more information about Questions and Answers, [see our help centre topic](#).



Reviewed this property  
Bill P  
Playa del Carmen, Mexico

Jim V - You and your wife will love the Palazzo Zichy. Easy access to all floors via elevators. Great Russian restaurant right across the street. Enjoy!

0  
Votes

2 months ago



Reviewed this property  
Jon-S-UK  
Buntingford, United Kingdom

Dear Jim, regarding your question, I don't recollect any steps leading to the reception area from the pavement outside and there are two accessible elevators giving access to all floors.

0  
Votes

I don't think you will have any issues at Palazzo Zichy but the hotel is located away from the main tourist area which is 10 minute walk away.

2 months ago



# Management responses influence 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



*"I want to live here"* NEW

★★★★★ Reviewed 5 days ago

We stayed for two night in June, (I am seriously behind in my reviews) in a quaintly named 'Delightful' room. Well the whole experience was more than 'Delightful'. Upon arrival, we were treated like house guests, - you are referred to here by all the staff by your name, amazing, I don't know how they do it! I expressed interested...

More ▾



Helpful?  1 [Thank debswestsussex](#)  Report

**Stuart\_Geddes, General Manager at The Goring, responded to this review**

Dear debswestsussex, Thank you for taking the time to share such a detailed review on your stay at The Goring. I am pleased to read that you and your husband found every aspect of your stay memorable, and more importantly, felt you could have stayed with us forever. We do hope to welcome you back to your London 'home' in...

More ▾

85%

of TripAdvisor users agree that a thoughtful management response to a bad review improves their impression of a hotel





# The Anatomy of a Good Response

And you can also upsell – all just in few sentences!

FairmontPacificRim, General Manager at Fairmont Pacific Rim, responded to this review, 3 days ago

THANKS

REINFORCES POSITIVE

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

FOLLOWS UP

APOLOGIZES

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

INVITES BACK

DEMONSTRATES IMPORTANCE OF GUEST FEEDBACK



# Sometimes Negative Reviews Can be Prevented

1. “We brought the issue to staff’s attention, but they did nothing.” 
2. “They said they would try to fix it, but they obviously didn’t care.” 
3. “They couldn’t fix it, but they really tried their best.” 
4. “They resolved it right away and apologized profusely.” 



## So you can avoiding escalation

**L**isten

**E**mpathize

**A**pologize

**F**ind a solution

**F**ollow up







# 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**



# What reviewer profiles look like on TripAdvisor



LasttimelsawRichard

Level **4** Contributor

Since Oct 2011

25-34 year old female

London, United Kingdom

Update Your Information

26 Reviews

3 Ratings

18 Photos

16 Helpful votes

Travel Style

Edit

Foodie

Vegetarian

Trendsetter

Like a Local


Peace and Quiet Seeker

Art and Architecture Lover

My TripCollective Dashboard

Next Achievement

Restaurant Expert Level 4: 1 review to go



Total Points

3,171

Current Level

4

Next Level


5

1,829 points to go

My Badges (17 total)

View Collection


Current Badge



Senior Contributor


20 Reviews

Next Up



Hotel Expert

Level 5



Luxury Hotel Expert

Level 4



# How to write a review

## Hotel Ratings

Service



Click to rate

Cleanliness



Click to rate

Rooms



Click to rate

## How expensive is this hotel?

Budget

Mid-range

Luxury

## Add a tip to help travellers choose a good room

E.g., best views, quieter floors, accessibility, etc.

## Do you have photos to share? (optional)

Add a photo



## The Old Brewery

Old Royal Navy College | Greenwich, London SE10 9LW, England

Your first-hand experiences really help other travellers. Thanks!

Your overall rating of this restaurant

Draft saved at 13:54

### Recent reviews of this restaurant



bender88

*"good beer and nice place"*

located inside of the museum, nice place offers big range of beers and has tasting course so you can enjoy their variety of beers.



Ian J

*"Good Quality Without Fuss"*

Very good quality food without any fuss. Place your

### Submit your review

☐ I certify that this review is based on my own experience and is my genuine opinion of this restaurant, and that I have no personal or business relationship with this establishment, and have not been offered any incentive or payment originating from the establishment to write this review. I understand that TripAdvisor has a zero-tolerance policy on fake reviews. [Learn more](#)

**Submit your review**

[Preview your review](#)

✕

TripAdvisor wishes to ensure that reviewers are not affiliated in any way with the establishment they are reviewing. By checking this box, you certify that you are not employed by the establishment, are not related to anyone employed there, and do not otherwise have a business or personal relationship with the owners or managers of this establishment or a competitor that might bias your review. In addition to being a violation of our terms of service and an unethical practice, committing fraud on reviews is also prohibited by the law and regulations in many jurisdictions [see (UCP 2005/29/EC) and (FTC 16CFR Part 255)]. Please see our [Content Integrity Policy](#) for more information.

What sort of visit was this?

Couples

Family

Friends

Business

Solo

Were you here for...

Select one ▼

When did you visit?

Select one ▼





## Often asked questions

- **What is TripAdvisor's business model**
  - We are a media company and our revenue comes from advertising; cost per click, display, annual listings and commission based instant booking, where actual booking is fulfilled by the partner
- **Content integrity & moderation**
  - Content moderation and content integrity are critical to our company's success
  - We have great combination of best-in-class fraud identification and filtration technology with a content team of 300+ employees in 28 languages
  - No-one has greater incentive than us to protect the quality and accuracy of content on our site



## Celebrate and share your awards



**St George Ho**

25 January · Buc

We are happy to anno  
2016 Tripadvisor Trav  
TOP LUXURY HOTEL  
#TopSmallHotels #Top



**Daily News Hungary**

17 Septem

Check out the mc

<http://dailynewshungary.com>



**Hungary's n**  
**TripAdvisor**

The list of the mos  
some interesting r

DAILYNEWSHUNG.

143

Like Page



**Residence Baron Budapest**

26 January · Budapest, Hungary ·

Like Page

2016 **Travellers' Choice** - Top-10 small hotels **Hungary** / A top 10  
kisméretű hotel – Magyarország

<http://www.tripadvisor.com/TravelersChoice-Hotels-cSmall-g2...>



3 out of 4  
TripAdvisor  
users want to  
see a  
TripAdvisor  
endorsement  
on display



# For research and tips do visit our insights

[TripAdvisor.com/TripAdvisorInsights](https://TripAdvisor.com/TripAdvisorInsights)

TripAdvisor Insights

MANAGE LISTING

BUILD YOUR BUSINESS

REVIEWS

PERFORMANCE

RESEARCH & TRENDS



TripAdvisor Insights | The essential hospitality marketing resource



What can we help you find?

Search

## 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](#).

## PERFORMANCE



[TripAdvisor Popularity Ranking](#)

[TripAdvisor statistics](#)

[Tips for better performance](#)

[SEE ALL](#) >



# Key take-aways

Use the **free** tools. This is what 390million monthly TripAdvisor travelers want:

- ✓ Sign up as the owner
- ✓ Upload your photos
- ✓ Choose your main photo
- ✓ Write your description
- ✓ Add your amenities
- ✓ Add location
- ✓ Respond to reviews
- ✓ Encourage more reviews
- ✓ Showcase your awards

## Resources:

- ✓ Management Centre:
  - ✓ [www.tripadvisor.hu/owners](http://www.tripadvisor.hu/owners)
- ✓ TripAdvisor Insights:
  - ✓ <https://www.tripadvisor.co.hu/TripAdvisorInsights>
- ✓ And you can always email me or Gavin:
  - ✓ [hegan@tripadvisor.com](mailto:hegan@tripadvisor.com)
  - ✓ [ggreene@tripadvisor.com](mailto:ggreene@tripadvisor.com)

