



TripAdvisor
Manage Your Brand
Make More Money

TripAdvisor is the largest travel site in the U.S. and the world. On average 500 million people view TripAdvisor content outside of the TripAdvisor site and 350 million search Trip Advisor every month. 62% of online travel buyers visit TripAdvisor one or more times in the weeks leading up to their purchase.

Did you know that the higher your review scores the more money people are willing to pay to stay?

Properties with higher scores get more business. 89% of travelers say reviews are influential to where they book. 76% of travelers are willing to pay 11.2%+ for a hotel with a higher review score. On average 76% of people read 11+ reviews before making a decision. People often pick an attraction or a destination and then choose where to stay. In addition, 73% of travelers use photo's posted from other travelers to make their decision.

6 steps to manage your reputation on Trip Advisor

1) **Take Control** of your listing – It's already out there, you need to claim it www.Tripadvisor.com/owners

2) **Embrace Feedback** – Don't Fear Feedback

Key Factors that influence your popularity

a. Recent Reviews

b. Quantity of Reviews

3) **Encourage Feedback** – More Reviews = Higher Scores

Trip Advisor offers "Customer Reminder Cards" the first 100 are Free, "How was your visit?"

*Website Widgets

*Link to your sight

*Trip Advisor Facebook App with Ollie the Owl symbol

4) **Speak Up** – 77% say seeing an appropriate response to a negative review works in your favor.

What do you do when you have a negative review? Apologize, be polite, and encourage them to contact you personally. Offer a free night. Highlight positives and address specific complaints. Be objective, take a step back because it feels personal. Promptly respond to questions and answers on your TripAdvisor listing.

Don't be overwhelmed. If you have 100's of reviews, just start responding today. Too much response might be too much. Take a pass if it was just a good normal review. Be original don't use the same canned message for every person. Sign up for review notification e-mail. The sooner you respond the better.

5) **Paint your Picture** - Complete your listing by adding your own photos, correct address & contact information, amenities, menus and hours of operation.

6) **Sing your Praises** – Display your "Reviewed on Trip Advisor" decal and use e-mail messaging, press releases, social media and more to brag about your review score or an TripAdvisor awards you receive.

People stay because of the Trip Advisor tag. If you are not utilizing Trip Advisor, you are definitely missing out on a free tool. Also, if you are not engaging Trip Advisor it is still affecting your business. Trip advisor has a certificate of excellence. Start working toward yours today and get more stays!