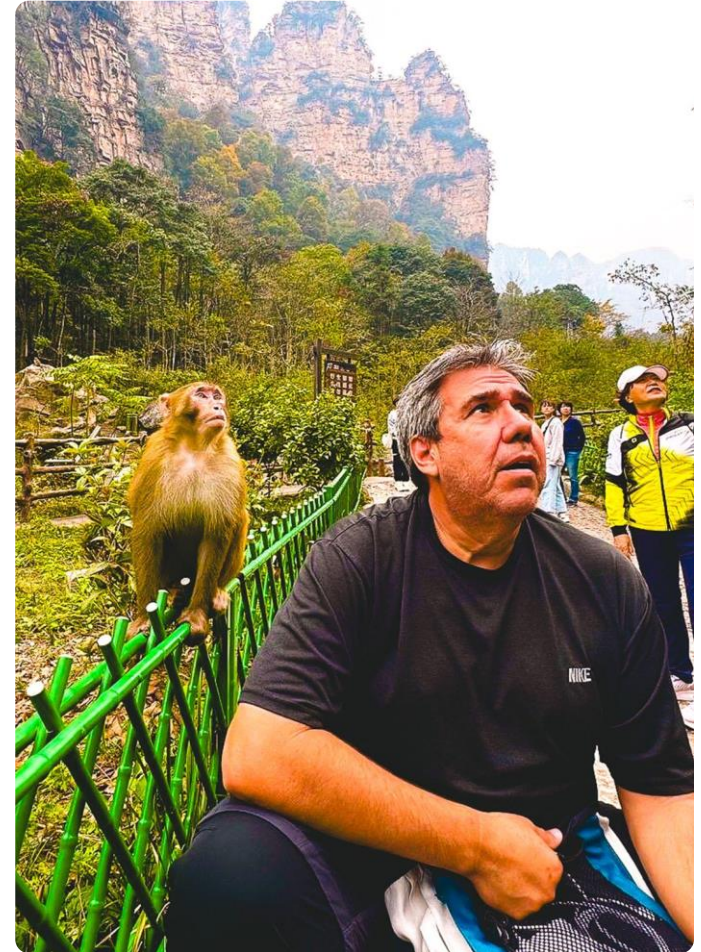


Shine Online: Reputation Management & AI Strategies



Agenda

01. Tripadvisor
02. Why Online Reputation Matters
03. A Tiered Approach to Reputation
04. Tripadvisor & Fraud Prevention
05. AI & Its Opportunities
06. Additional Tools & Resources



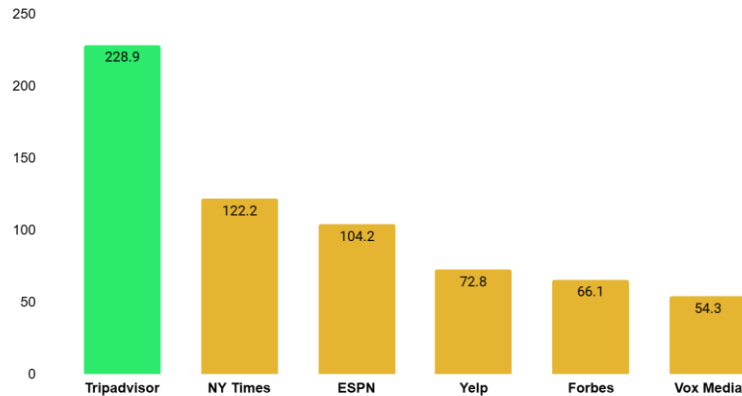
**Tripadvisor (still) exists
to make everyone a
better traveler.**



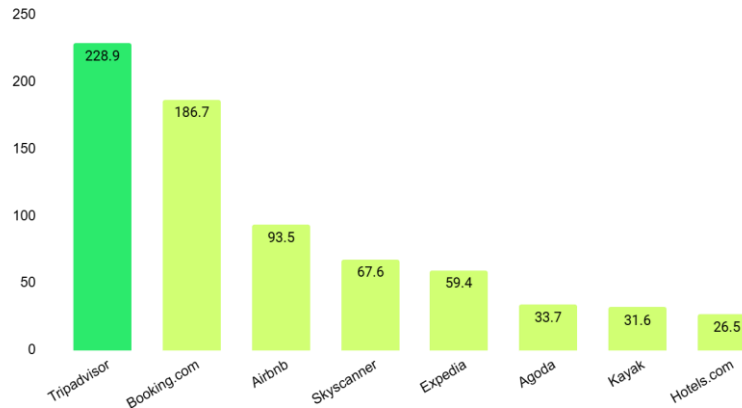
Globally, Tripadvisor sits on top

Dominating not only the travel landscape but the lifestyle landscape too.

Lifestyle



Travel



And we are catching the attention of the most influential generation


[See article here](#)

BRAND MARKETING

20 brands catching Gen Z's attention right now

Share



Rank	Brand	Change	Q2 2025	Q1 2025
10	 Tripadvisor	9.3	40.5	31.3



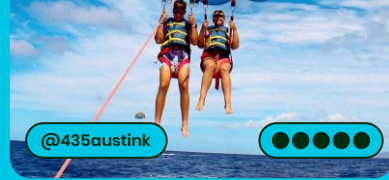


**Your online
reputation matters**

And reviews are a big part of that

3 out of 4

Travelers said online reviews were extremely or very important when making travel decisions



@435austink



From a real review of Honolulu Xtreme Parasail listed on Tripadvisor.



@blove1911



From a real review of Ultimate Island Jeep Safari with Natural Pool, Baby Beach, Lunch listed on Tripadvisor.



@arthurzchen



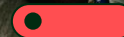
@409kathy



From a real review of Historic Center Food Tour in Mexico City listed on Tripadvisor.



@fiyink2024



From a real review of Playa del Carmen Walking Food Tour Mexico listed on Tripadvisor.



We get reviews from many sources, but the only ones we care about are the ones on Tripadvisor.

Hervé Houdré
H2 Sustainability Consulting



The power of reviews

76%

prefer long form reviews when booking accommodations

68%

are more likely to book after reading a long form review



Reviewed 3 weeks ago

Our guide Richard was extremely knowledgeable and had amazing stories to share with us.



Reviewed 2 weeks ago

In one word: Excellent!



Reviewed 2 weeks ago

Amazing tour, enjoyed the stories and the historical facts.



Reviewed 1 week ago

Me and my sister had the best time on this trip!



Reviewed 3 week ago

Great place for safe outdoor dining!



Reviewed 1 week ago

The best hidden gem - great food & cocktails!



**Our tools help you
maintain & maximize
your reputation**



Business listings on Tripadvisor with a review response rate above 30% –

5.5x more impressions



Business listings on Tripadvisor with 10+ photos -

**9x more impressions
& 8x more clicks**



Business listings on Tripadvisor with up-to-date address and map pin –

**160% more impressions
and 70% more clicks**



Business listings on Tripadvisor that use free tools like our QR code stickers and review collection emails –

1.6x more reviews



Introducing, Gen AI Reviews

+30%

Lift in clicks to direct hotel offers on listings with GenAI reviews

+9%

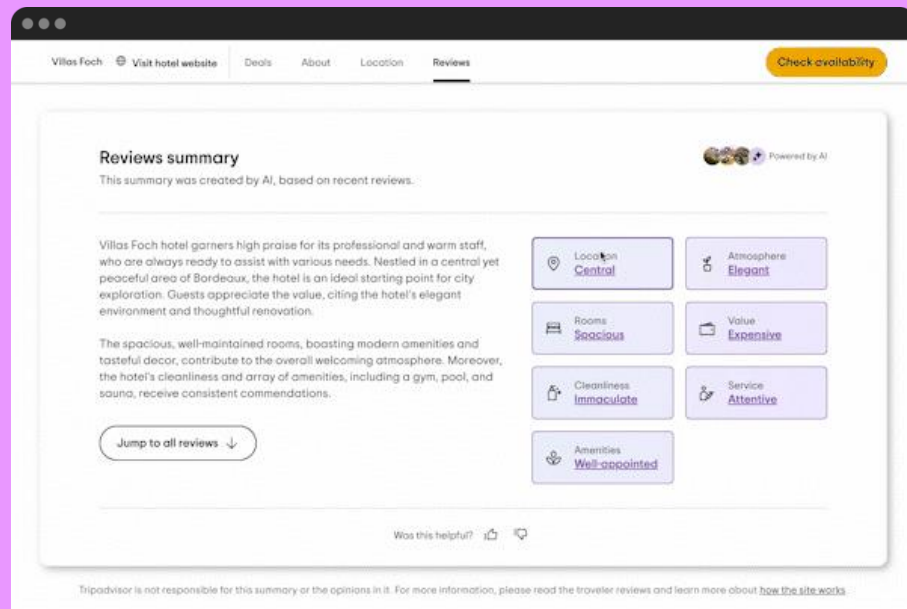
Lift in number of reviews read

-8%

Traveler interaction with negative reviews

31%

Of travelers are finding review attributes that matter most to them



We now have an even better understanding of what travelers really care about...

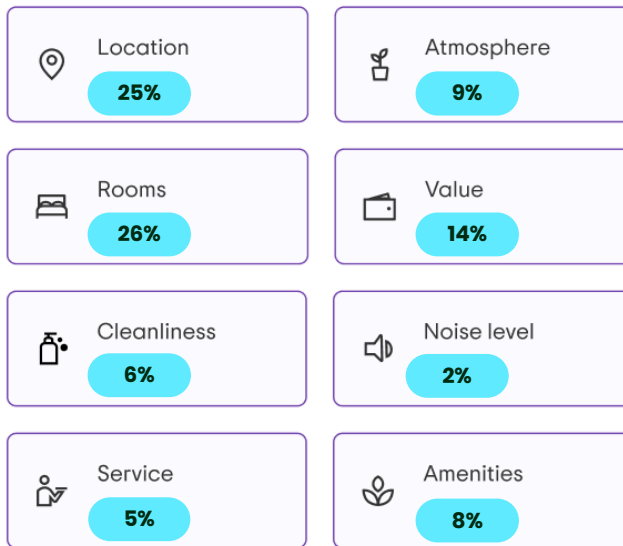
5.0  208 reviews

Reviews Summary

This summary was created by AI, based on recent reviews.

The Hilton San Diego Gaslamp Quarter garners praise for its attentive service and the cleanliness that guests often rave about, ensuring a modern and well-kept environment. Its prime location is frequently celebrated, offering easy access to the city's attractions and vibrant nightlife.

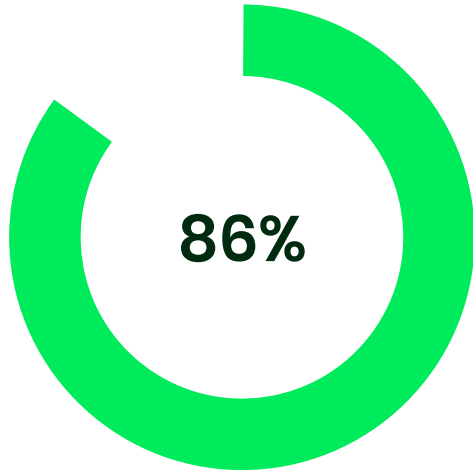
While the hotel's atmosphere and chic decor are admired, some guests feel that the value is compromised by steep prices and additional fees. Despite this, the stylishly appointed rooms with contemporary amenities continue to draw positive attention, albeit with a few mentions of maintenance issues.



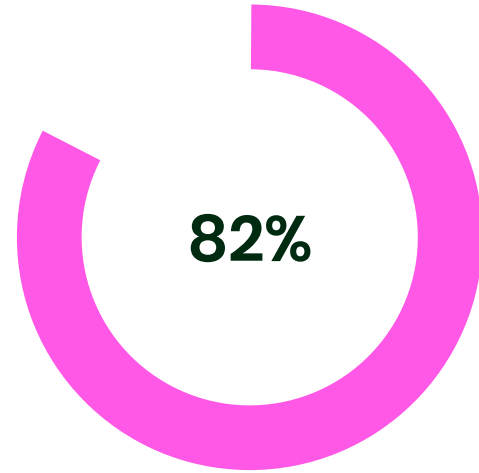
Reflects % of clicks



And reviews = influence



Rely on community input like reviews and forums to guide their planning and research



More likely to find **reviews as an important factor influencing** choice of destination





Factors driving engagement for your brand

01.

Number of photos

02.

Total numbers of reviews

03.

Management responses in the past year

04.

Number of reviews in the past year

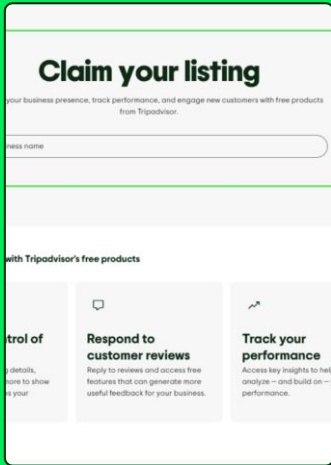
05.

Promotion of inclusivity

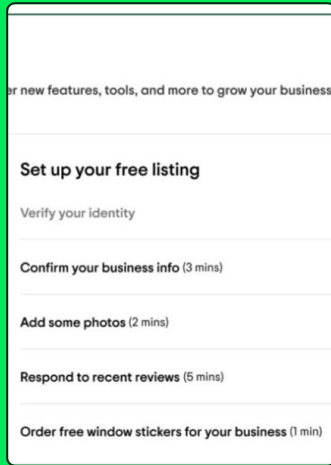
A tropical resort pool with a modern building and lush greenery. The pool is filled with clear blue water and has a metal grate ramp leading into it. The building in the background has a unique, angular design with white walls and dark frames. The surrounding area is filled with various tropical plants, including palm trees and large-leafed plants. The overall scene is bright and sunny, suggesting a warm climate.

A tiered approach to managing your online reputation

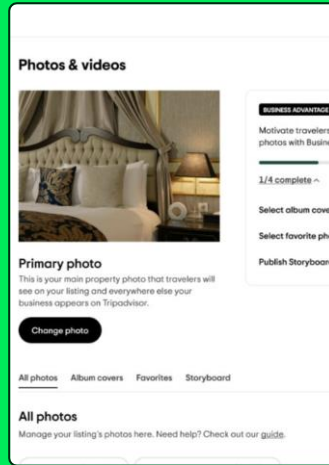
A tiered approach to managing your online reputation



1. Claim your listing



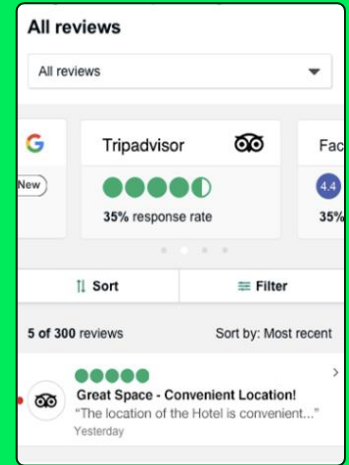
2. Review & enhance business details



3. Upload & manage photos



4. Encourage guests to write reviews



5. Track reviews in one place



01. Claim your Tripadvisor listing

www.tripadvisor.de/Owners

Claim your listing

Manage your business presence, track performance, and engage new customers with free products from Tripadvisor.

🔍 Business name

Grow your business with Tripadvisor's free products



Take full control of your listing

Customize your listing details, upload photos, and more to show customers what makes your business special.



Respond to customer reviews

Reply to reviews and access free features that can generate more useful feedback for your business.




Track your performance

Access key insights to help you analyze – and build on – your performance.



01.

Claim your Tripadvisor listing (cont)

Rewards Discover Trips Review USD

[Hotels](#) [Things to Do](#) [Restaurants](#) [Flights](#) [Cruises](#) [Vacation Rentals](#) [Forums](#)

Add a place

1 Location details 2 Contact & hours

Location details

Name

Which category best describes this place?

Accommodation Restaurant Things to do

[Read the complete Tripadvisor Listing Policies](#)

Adding something else?

[Own a tour company](#) [Own a vacation rental](#)

Address

02.

Review & enhance business details

The screenshot displays the TripAdvisor for Business dashboard. On the left is a navigation menu with the following items: "Your Hotel" (with a dropdown arrow and "Venice, Italy" below it), "Overview" (highlighted), "Business info", "Photos & videos", "Reviews", "Advertising", "Special offers", "Analytics", "User permissions", and "Promo tools & awards". The main content area features the TripAdvisor logo and navigation links for "Help", "Cart", and "Billing" at the top right. Below the logo, it says "Your Hotel Venice, Italy" and "Give feedback". A small image of a hotel room is shown next to the text "Your Hotel" with a 4.21 rating (4 green circles, 1 white circle) and "Listing ID: 730099". A link "View your listing" is provided. A message reads "Good morning, Welcome to the new Management Center! Discover new features, tools, and more to grow your business." Below this is a large image of a hotel room. To the right of the image is a section titled "Set up your free listing" with a checklist of tasks: "Verify your identity" (checked), "Confirm your business info (3 mins)", "Add some photos (2 mins)", "Respond to recent reviews (5 mins)", and "Order free window stickers for your business (1 min)".

Tripadvisor
for Business

Help Cart Billing

Your Hotel
Venice, Italy

Overview

Business info

Photos & videos

Reviews

Advertising

Special offers

Analytics

User permissions

Promo tools & awards

Your Hotel
Venice, Italy

Your Hotel
4.21
Listing ID: 730099
[View your listing](#)

Give feedback

Good morning,
Welcome to the new Management Center! Discover new features, tools, and more to grow your business.

Set up your free listing

- Verify your identity ✓
- Confirm your business info (3 mins) >
- Add some photos (2 mins) >
- Respond to recent reviews (5 mins) >
- Order free window stickers for your business (1 min) >



03.

Upload and manage photos

Tripadvisor
for Business

Help Cart Billing

Your Hotel
Paris, France

Overview

Business info

Photos & videos

Reviews

Advertising

Special offers

Analytics

User permissions

Promo tools & awards

Photos & videos

[Give feedback](#)

Primary photo

This is your main property photo that travelers will see on your listing and everywhere else your business appears on Tripadvisor.

[Change photo](#)

BUSINESS ADVANTAGE

Motivate travelers to book your property by showcasing your best photos with Business Advantage

1/4 complete ^

Select album covers →

Select favorite photos →

Publish Storyboard →

All photos Album covers Favorites Storyboard

All photos

Manage your listing's photos here. Need help? Check out our [guide](#).

[Add photos](#)



04.

Encourage guests to write reviews

As you see, **reviews matter**. Consider how your business is creating a safe and welcoming environment for community members and visitors from different background and abilities.

Fresh reviews matter

What are things like today at your property?

Improvements matter

How have you adapted to the current environment?

Rankings matter

What makes your property the best and safest option for potential guests?

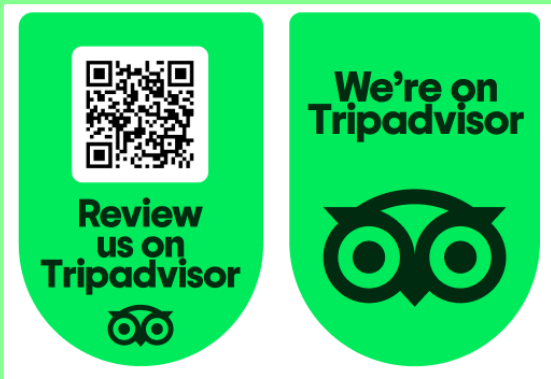
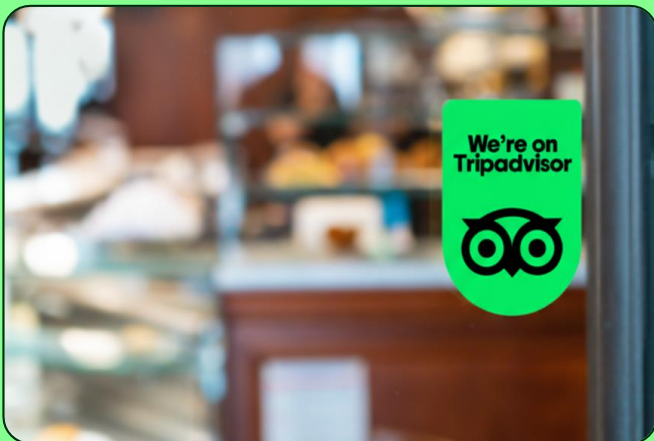
How to encourage guests to write reviews:



Promotional tools for businesses

Access free promotional tools directly in the management center that can help you collect more reviews, like:

- Window stickers
- Website widgets
- Printed branding
- Digital branding



Provide prompts

How did we create a welcoming atmosphere for you?

How did we accommodate your needs?

Is there anything exceptional or special about your experience that you can share?



Tripadvisor gives you more than visibility - We provide tools to transform reputation into revenue

New Tripadvisor Management Center Overview Page

- Single, intuitive dashboard to:
 - Manage reviews,
 - Engage with travelers, and
 - Track performance with fresh analytics.
- Offering:
 - Faster insights,
 - Smarter benchmarks, and
 - Scalable tools.

Together, allow you to shape reputation, build trust, and convert travelers into customers – right where travel decisions happen.

Hôtel La Residence du Vieux Port [View your listing](#)

4.5 ★★★★☆ (1,299) #3 of 146 hotels in Marseille

Verify that your business info is correct
Is your hotel's address and map pin up to date? Take 30 seconds to make sure travelers know where to find you.

[Verify business info](#)

Traveler contributions
View and manage reviews, photos, tips and questions posted by travelers

danielेमod Aug 2025 [Review](#)
●○○○○
Bad.... for what costs 350 euros per night one expects on top instead the decline Room with carpeted low ceiling I touched it raising the shower arm tied with the scotch sinks that nn drained the water. They...

farhad d Aug 2025 [Review](#)
★★★★★
All I can say about this hotel is: This establishment enjoys a

JLoup42 Aug 2025 [Review](#)
★★★★○

[Respond](#)

Analytics Show data for Last 30 days

Appearances in search Shares Saves New reviews

2500
1950
1300
650
0

9/1 9/3 9/5 9/7 9/9 9/11 9/13 9/15 9/17 9/19 9/21 9/23 9/25 9/27 9/28

• Your property • Competitor average

Is this data helpful? [Yes](#) [No](#)

Page visits

160
120
80
40
0

9/1 9/4 9/7 9/10 9/13 9/16 9/19 9/22 9/25 9/28

• Your property • Competitor average

Is this data helpful? [Yes](#) [No](#)

Booking clicks

28
21
14
7
0

9/1 9/4 9/7 9/10 9/13 9/16 9/19 9/22 9/25 9/28

• Your property • Competitor average

Is this data helpful? [Yes](#) [No](#)

Best practices for responding to reviews



01 Check for new reviews regularly

02 Respond promptly

03 Say 'Thank you'

04 Be original and empathetic

05 Highlight positives

06 Address any specific issues

07 Be polite and professional

08 Invite outreach by phone or email if relevant

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 guest rooms, 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 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



And what a not so good response looks like...



georgianhouse1000, Owner at The Georgian House, responded to this review, December 30, 2013

If you want a good breakfast go to the hilton and pay £100.00 a night. **You pay little you get little.**

georgianhouse1000, Manager at The Georgian House, responded to this review, May 26, 2012

Everything said in this review is a fabrication. These two guests had two non paying female guests in there room after midnight and were disturbing other guests. When we asked these two non paying guests to leave. These men got upset. Therefore the bad review.

georgianhouse1000, Manager at The Georgian House, responded to this review,

Sadly this couple were not the normal standard of guest we have (Thank goodness).

....

All in all I am sure potential guests will understand the type of personality that these guests had. **How glad we are they will not be returning.**



The importance of management response

+16%

Increased propensity to click a price offer on the property when there are management responses to reviews



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 guest rooms, 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 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



Tips to remember

01. Claim your listing

Manage your business listing and self-identify (US & Canada)

02. Include a thorough description of your business

Include detailed features of your business (i.e. accessibility accommodations), consider different traveler perspectives & languages.

03. Add photos and videos

Make sure they address accessibility concerns and include visitors of different backgrounds, body sizes, age groups (as applicable)

04. Encourage reviews

Encourage consumers to leave reviews; welcoming service also encourages positive reviews

05. Track reviews and respond in a timely fashion

Manage reviews and responses in real time





**More Reviews.
More Visibility.
More Booking.**



Help Center

For Travelers

For Business owners

How can we help?

🔍 Search help topics



Topics for Business owners



Managing your business listing



Growing your business



Managing reviews, photos, and other content



Rentals Owner support ↗



Things to do Operator support ↗



The Fork Manager support ↗



Contact Us



Your Business ▾ Products Marketing Tools Help

Business Representative Support

Search Help Center

Please fill out the form below so that we can help you more readily.

All messages are confidential, but for security, please do not include payment information (like credit cards or account numbers) or login information (like passwords).

*Property Owner Name:

Brittany Gonzalez

*Property Name:

--Choose one-- ▾

*Please tell us what the issue is:

--Choose one-- ▾

Additional Resources

[Management Center home](#)

[Help Center](#)

[Tripadvisor Forums](#)

[Tripadvisor Support Forum](#)

[Help Us Make Tripadvisor Better](#)

[Owners' Forum](#)

Log into the owner
Management Center
Click "Contact us"
from the navigation
Complete and
submit the form

Accessibility-related note: The customer service associated with the phone number that is listed to provide more information about accessibility-related topics cannot answer questions beyond what is listed on the business listing





Fraud prevention

31



Four ways we're fighting review fraud

1

Analyze Incoming Reviews:

All reviews are analyzed by a dedicated fraud detection system and suspicious activity is flagged for additional investigation.

2

Listen to the Community:

If a company has offered to boost your ranking, we want to hear from you. All reports made will be investigated by our Content Integrity team and kept confidential.

3

Identify Unscrupulous Businesses:

The Tripadvisor fraud investigation team regularly sets up dummy optimization accounts on sites where users are paid to write reviews. The goal is to identify and penalize property owners who try to purchase these fraudulent services.

4

Take Action:

When a business engages in fraudulent activity, Tripadvisor not only removes the fraudulent reviews but also imposes a variety of penalties, including dropping the offending business in the popularity ranking and adding a notification to the business' profile. Tripadvisor may also pursue legal action.



AI & Its Opportunities



Gen AI's role in trip planning is growing considerably

100%

YoY Increase in the share of travelers using AI for planning travel



21%

of travelers, excluding Boomers, have used AI for trip planning

And AI usage doesn't stop with experimentation...

GenAI travel queries are translating to action.

43%

of those who've used GenAI for travel planning have booked an accommodation recommended to them by AI



38%

of those who've used GenAI for travel planning have visited a destination recommended to them by AI

30%

of those who've used GenAI used for travel planning have booked a restaurant recommended to them by AI



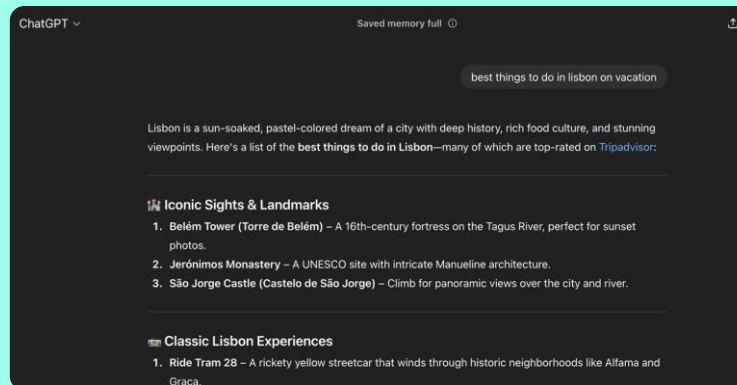
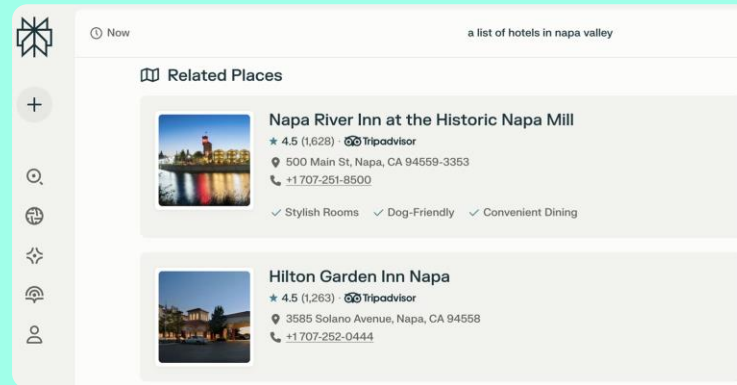
This growing adoption of AI has led to real behavior change

Traffic Volume Growth from AI Chatbots to Tripadvisor, 2024–2025

+670%

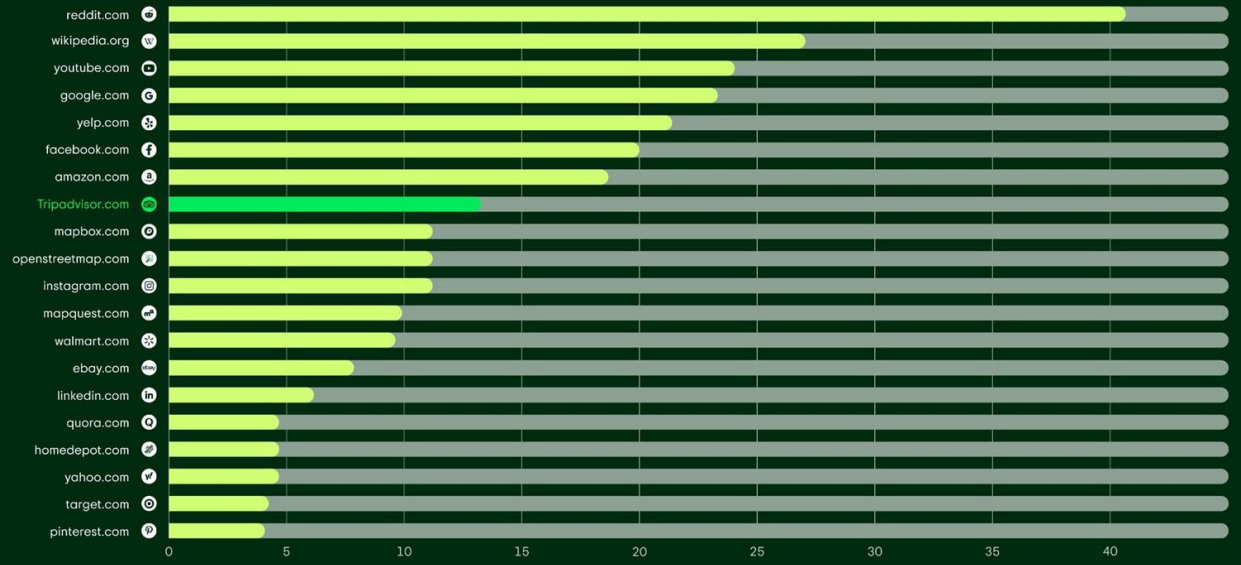
YoY increase in referral traffic from AI Chatbots

Source: Similarweb, 2024–2025



Tripadvisor: the #1 travel source shaping AI search

Tripadvisor is the most popular travel-focused information provider in AI search citations



New third-party research highlights TripAdvisor's influence in the AI landscape, ranking us #8 among the most-cited websites by large language models (LLMs).

With a 12.5% citation frequency, TripAdvisor is not only shaping how AI learns and responds, but also stands out as the *only* travel brand to appear in the top 20 list.

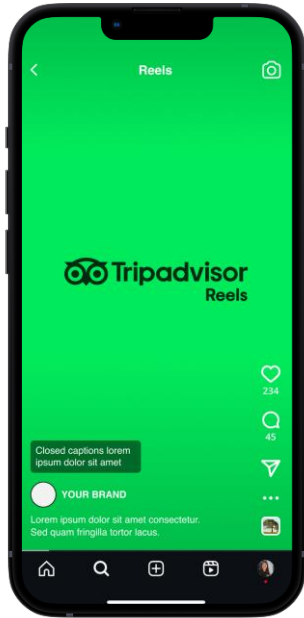


We can now tap into positive review sentiment to produce relevant content at scale with the help of AI.

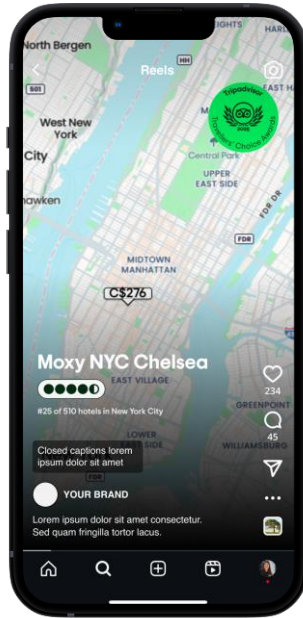


We can mine all the wonderful things said about POIs, brands and/or destinations and turn these into Unique Selling Points (USPs) that we feature in social videos - pulling in relevant visuals and review snippets from the Tripadvisor feed to support each attribute featured.

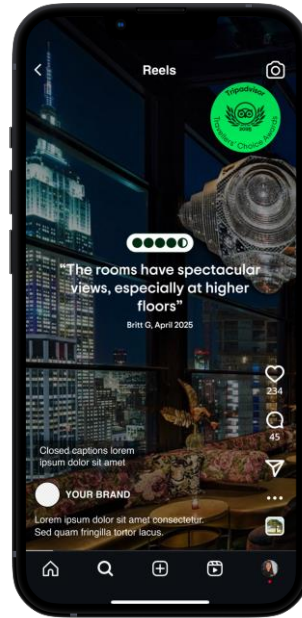
15-Second Social Video Structure



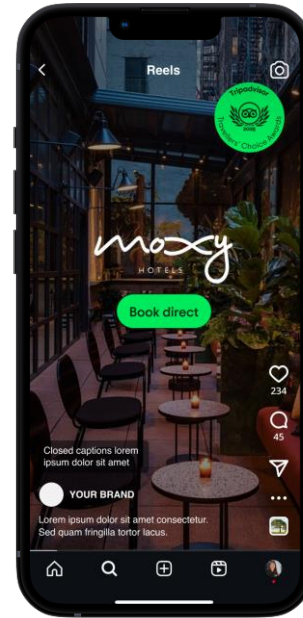
Tripadvisor opening frame to drive trust and advocacy



Introduction to hotel, attraction, destination, or theme

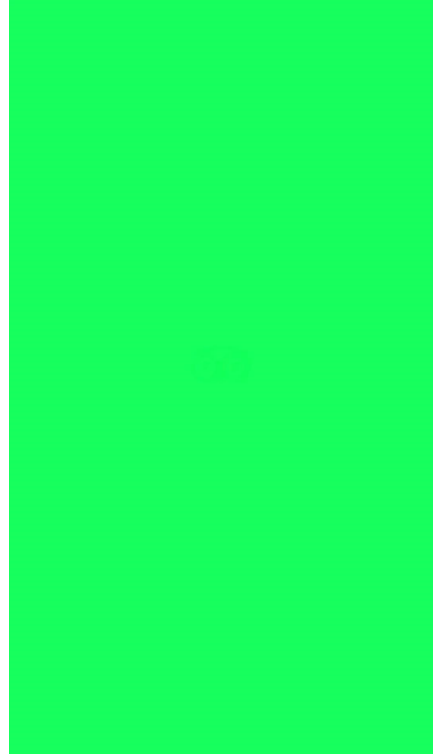
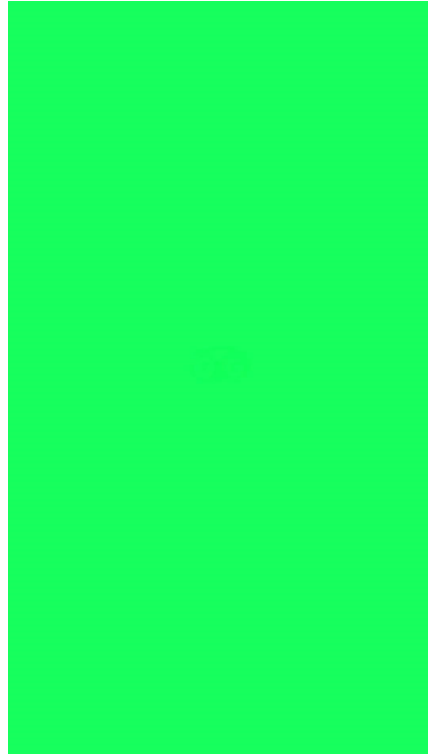
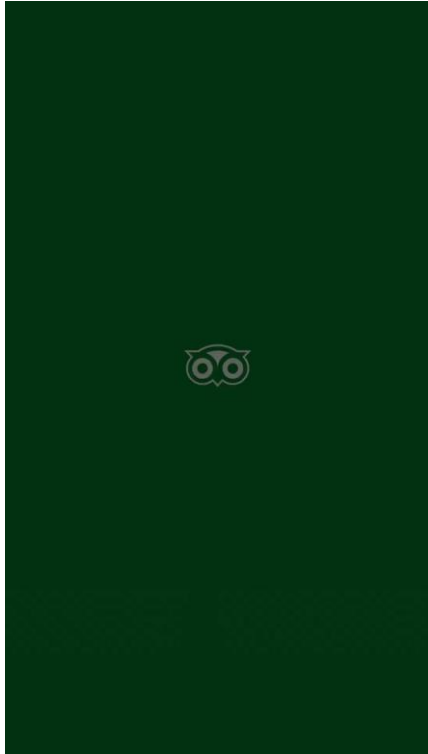


3 reviews of a POI or 3 POIs tied to a destination or theme



End frame with a CTA of choice linking to client site

Let's see some in action



Property

Thematic



Resources to help manage your online reputation

- [The Power of Reviews](#)
- [2023 Tripadvisor Review Transparency Report](#)
- [Boost your business reputation with online stickers](#)
- [5 reasons online reputation management is essential](#)
- [How to respond to negative reviews](#)

& much more in the Tripadvisor learning center:
<https://www.tripadvisor.com/business/insights/tag/learning-center>

Option for QR Code Contact Info:
<https://www.hihello.com/>

Our latest research:



Tripadvisor Trendcast

Micro-trends for years to come



Brands We Travel With

Annual report on how travelers consider brands



Travelers' Favorites

the top trusted brands we travel with at every step of our journey.



Tripadvisor Insights

Connect to the travel industry with helpful guides and resources





Thank you.

Appendix

Reviews are critical to a brand's reputation

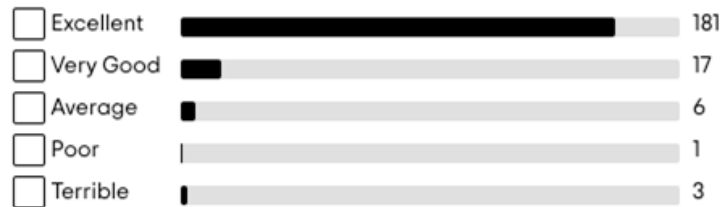
85%

of rating filter interactions are with "poor and terrible" reviews despite making up only 2% of reviews



Most popular rating filters

Traveler rating



Share ownership identification details

The screenshot shows the TripAdvisor for Business website. At the top, there is a navigation bar with the TripAdvisor logo, links for Solutions, Success Stories, and Resources, and buttons for Log in and Claim my listing. Below the navigation bar, there is a section for Insights with filters for Hotels, Resources, Industry insights, Insights, and More. A search bar for Insights is also present. The main content area features a news article titled "Hotels can now highlight their identity attributes on Tripadvisor" with a "RESOURCES" tag and a "5 min read" indicator. To the right of the article, there are ten colorful buttons representing different ownership attributes: LGBTQIA+ owned, Veteran owned, Black owned, Hispanic/Latinx owned, Disability owned, Women owned, Asian owned, and Indigenous owned. Below the article, there is a section titled "It's as simple as List, Claim and Self-Identify" and a "Related Posts" section with similar ownership attribute buttons.

Tripadvisor for Business

Solutions ▾ Success Stories Resources ▾ Log in Claim my listing

Insights Hotels Resources Industry insights Insights More ▾ Search Insights

RESOURCES 5 min read

Hotels can now highlight their identity attributes on Tripadvisor

Tripadvisor

in f t g+

It's as simple as List, Claim and Self-Identify

Guidance is the core mission of Tripadvisor. In an effort to deliver more relevant and meaningful guidance to both the hospitality businesses and travelers we serve, Tripadvisor, the world's largest travel guidance company, has launched new

Related Posts

LGBTQIA+ owned Veteran owned

Black owned Hispanic/Latinx owned

Business owners can now select the following attributes within the management center (optional):

- Black-owned
- Asian-owned
- Disability-owned
- Hispanic/Latinx-owned
- Indigenous-owned
- LGBTQIA+-owned
- Veteran-owned
- Woman-owned

Anatomy of a strong business listing

To optimize your listing, consider how to attract visitors of different backgrounds, experiences, and abilities.

Review **features** of your business

Consider **different traveler perspectives, experiences and languages** within your target audience

Provide **as much information as possible** to different identified audiences in 'accessibility,' 'additional information,' or 'FAQ' section

Use **inclusive language**, such as, "We welcome all identities and experiences"

Include **imagery** representing different types of travelers, ethnicities, abilities, sizes, age ranges, life stages, etc.

Highlight how you can **connect with people of different backgrounds and experiences**

Examples of welcoming & inclusive reviews



dragonshewolf420
Davenport, Iowa
👍1

Amazing empathy!

Review of Embassy Suites by Hilton St. Louis Downtown

●●●●○ Reviewed April 19, 2021

Front service desk had amazing empathy for their guests. Valet parking was wonderful. Fast, patient, and efficient! Everyone was very friendly. They did not hesitate to help you if you needed it. Definitely would recommend....

Date of stay: April 2021

●●●●○ Value
●●●●○ Location
●●●●● Sleep Quality
●●●●○ Rooms
●●●●○ Cleanliness
●●●●○ Service

Review collected in partnership with Embassy Suites Hotels



B56NDmoniqueh
👍2

Perfect!

Review of Arlo Midtown

●●●●● Reviewed February 11, 2023

The smell as soon as you walk in? Impeccable. Atmosphere? Warm & welcoming. It's a biggy vibe. Will probably be our go to hotel when we come to the city. And Alex, the front desk person that checked us in was so sweet and accommodating! We got there a whole two hours early and he made sure our room was ready and waiting. Can't wait to come back. [More](#)

Date of stay: February 2023

Trip type: Traveled as a couple

[Ask B56NDmoniqueh about Arlo Midtown](#)



wavyseb
👍1 🍷1

●●●●● Reviewed September 7, 2020

An amazing experience throughout

Ohmygoodness the service here was incredible and being a tourist without having ever had swedish food before, it was nice to have encountered this immigrant and BIPOC owned restaurant with friendly service and great to interact with staff. The server knew which food to recommend that would increase a group dining experience and would taste delicious of course. 11/10 would recommend

Date of visit: November 2019



BrendaM2565
👍2 🍷3

Happy customers.

Review of Jeff Wayne's The War Of The Worlds: The Immersive Experience

●●●●● Reviewed January 9, 2023 📱 via mobile

On arrival the staff get straight in to looking after you. Table service for drinks and food was efficient, again staff were polite and friendly.

The tour was fantastic, the actors were just brilliant the more interaction they received the more they gave.

Vr headsets were well taken care of. Clean and easy to use.

Decent size free lockers to put your bags and coats in.

Gender neutral toilet facilities were clean and well stocked.

Excellent experience overall.

Date of experience: January 2023



Only 6% are “bad reviews”

Compared to 92% in excellent or very good standing and 2% average.

4.2

average
review score

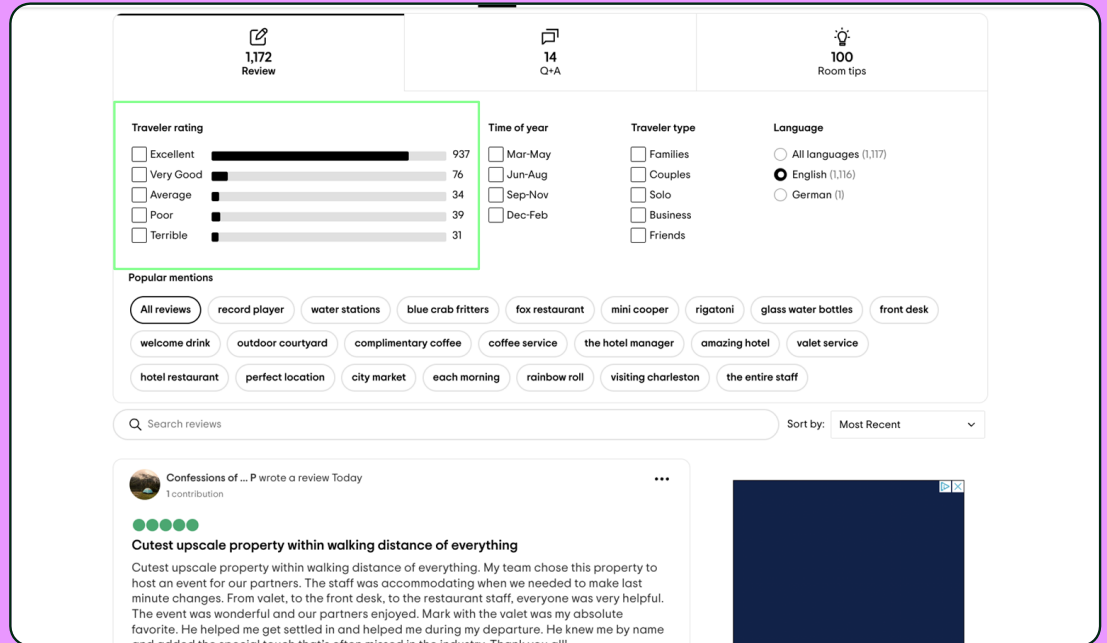
5.0



4.5



4.0

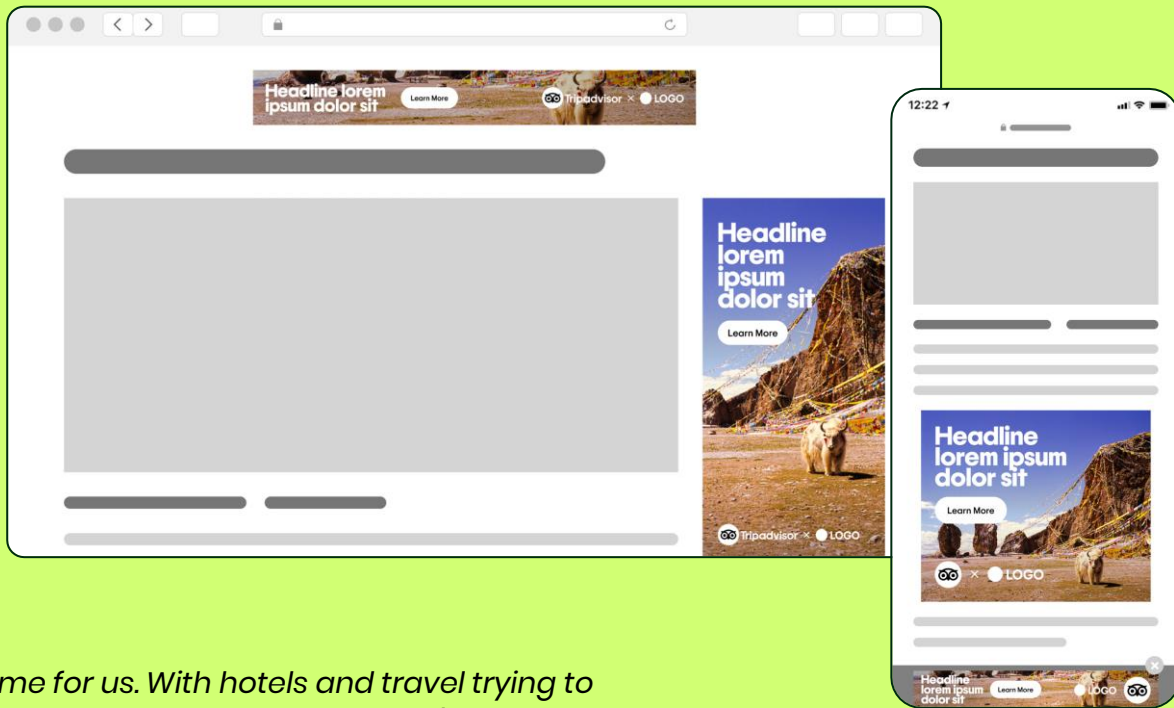


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– Matthew Hamilton-Dale, Principal Advertising Strategist, Crafted

