

January 9, 2020



# Reputation Management



# Itinerary

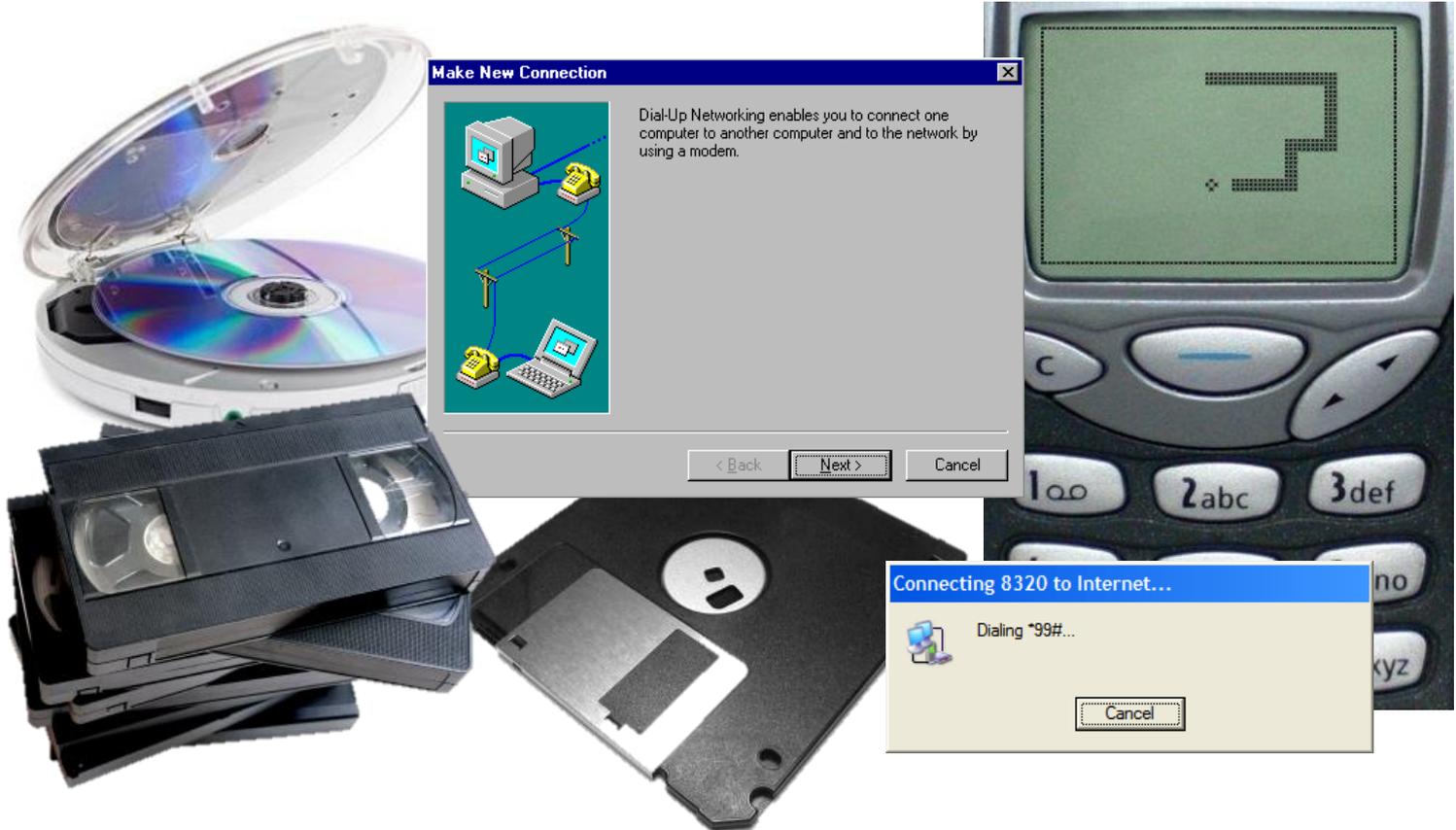
- 01** TripAdvisor Evolution
- 02** TripAdvisor Influence
- 03** Reputation Management Best Practices



**How did TripAdvisor become the world's largest travel site?**

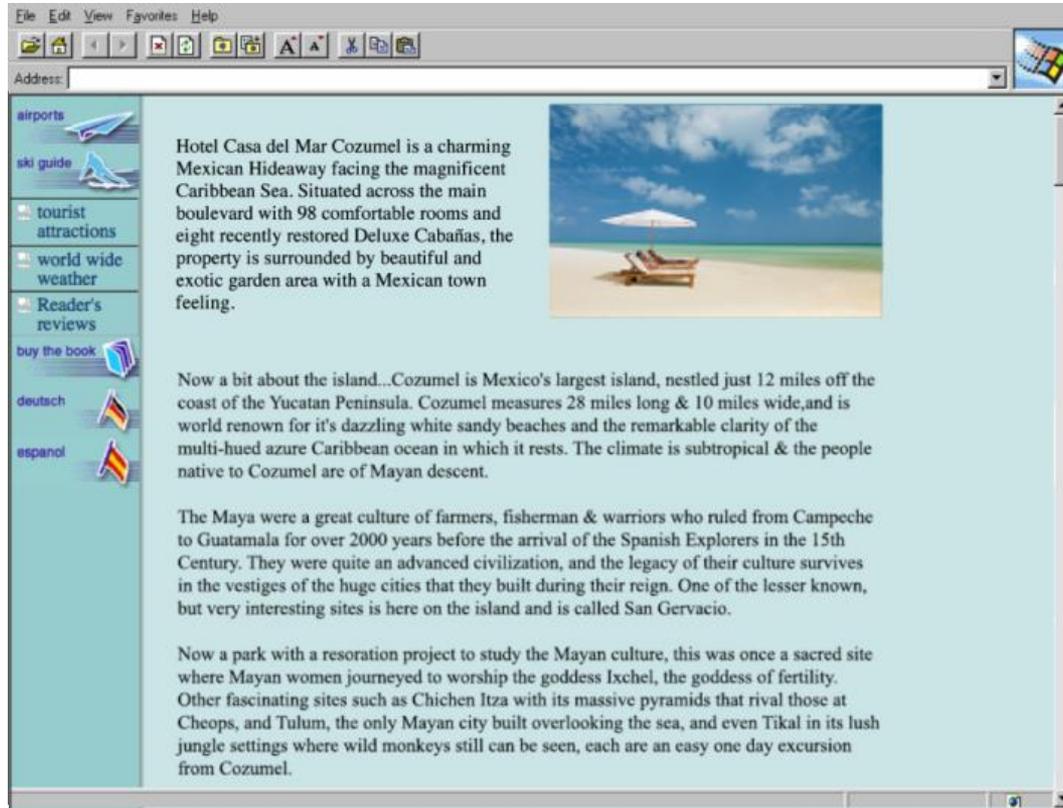
# Let's Rewind to 1999

When rewind was still a word we regularly used



# Every Site had the Same Information

Same description, same amenities, same photo



# This is What a Brochure Promised....



**This is what the traveler got...**





AND SO...  
THE IDEA FOR  
 tripadvisor®  
WAS BORN

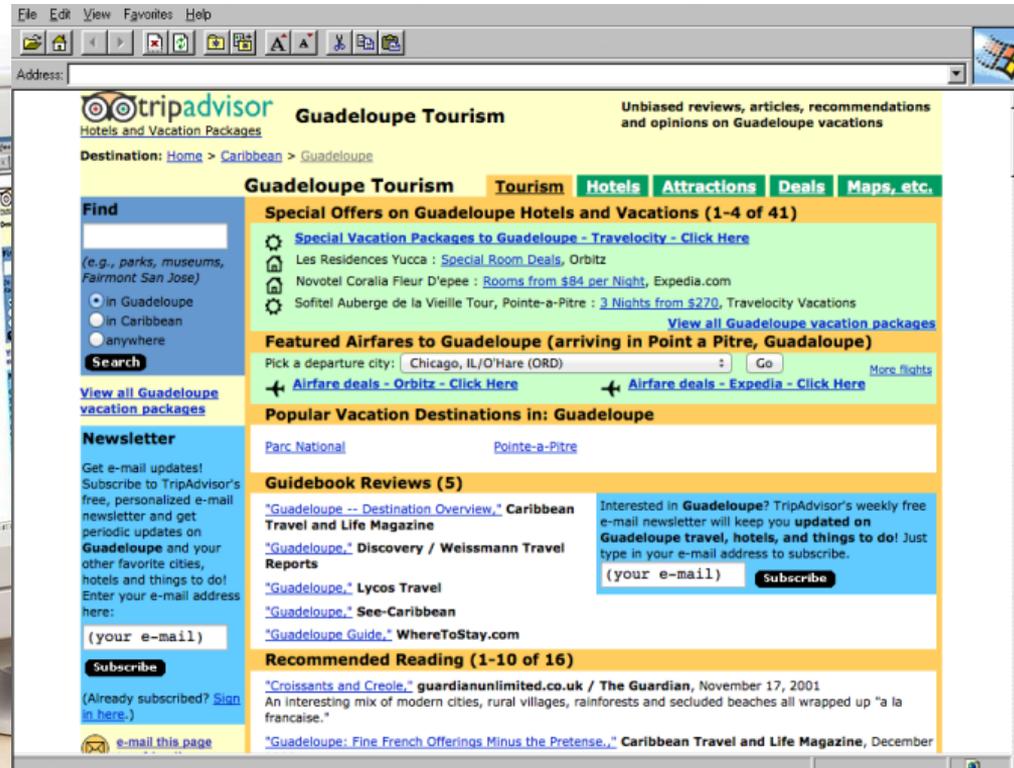
# TripAdvisor headquarters in the year 2000

A small office above a pizza shop in Needham, Massachusetts



# TripAdvisor Website in 2000

We started as a site for consumers, to help make a better travel experience



# Then TripAdvisor Added a Review Button



# Then Lee County Hotel Reviews Followed



## Annual Visit!

"We stumbled across this fabulous beach house 5 years ago and have returned for our "Christmas Trip" every year since! When we check out, we make our reservation for the next year before leaving! You will love this place! The accommodations are comfortable and clean. Fully stocked kitchen and washer/dryer combo are so convenient. The Staff is friendly and housekeeping is flexible and thorough. The grounds are kept immaculate! It's just a short walk to the square, pier and loads of shops and restaurants. The best part... walk down the stairs, out the door and in a few steps your feet are in the sand!"

[Read more](#) ▾

**Date of stay:** December 2019



Helpful



Share



Response from EdisonBeachHouse, General Manager at Edison Beach House



Responded 1 week ago

Thank you for the great review and comments. We are glad you enjoyed your stays with us and we can be a part of your family's Christmas.

[More](#) ▾

# And, Lee County Things to Do Reviews Followed



**msmeower** wrote a review Today  
Tennessee • 151 contributions • 49 helpful votes

5/5

**Fun!**

Took the tour with my 70-ish parents and my teen sons. We all enjoyed it. Other tour participants and guides were friendly and talkative. Rum and vodka samples were creative and generous (and mostly very good!). My only complaint is the main tour guide was a bit snarky (in a fun way). We took home a bottle of key lime and it is very good in Bloody Marys!

[Read less](#) ▲

**Date of experience:** January 2020

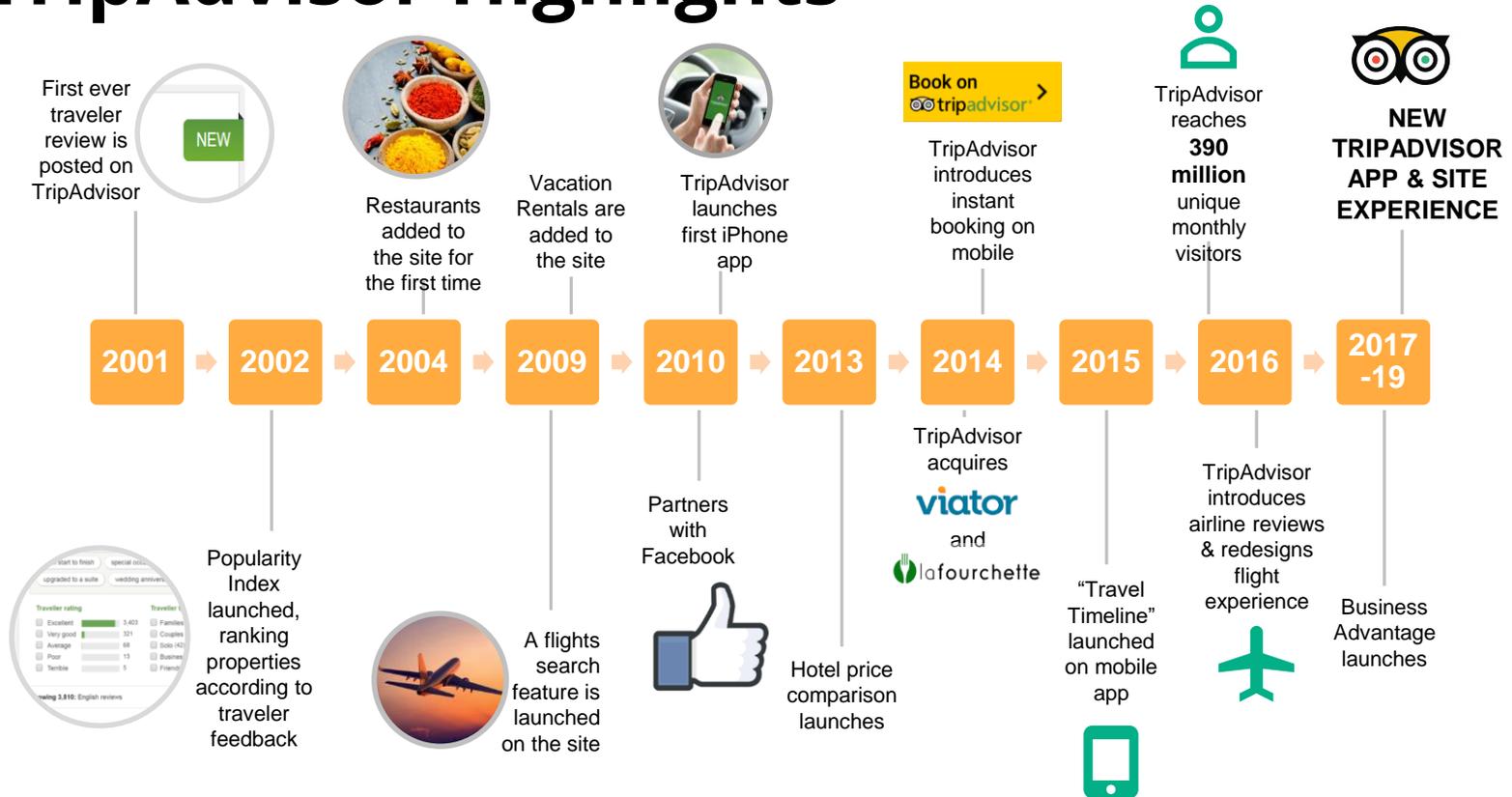
**Trip type:** Traveled with family

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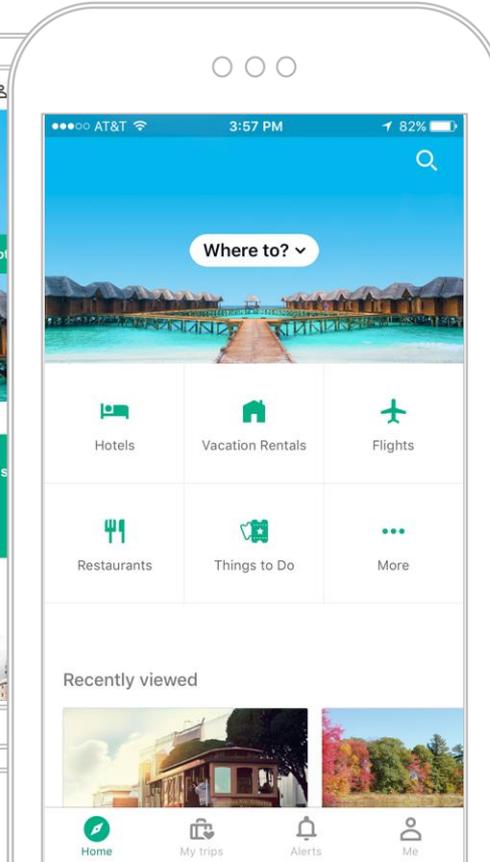
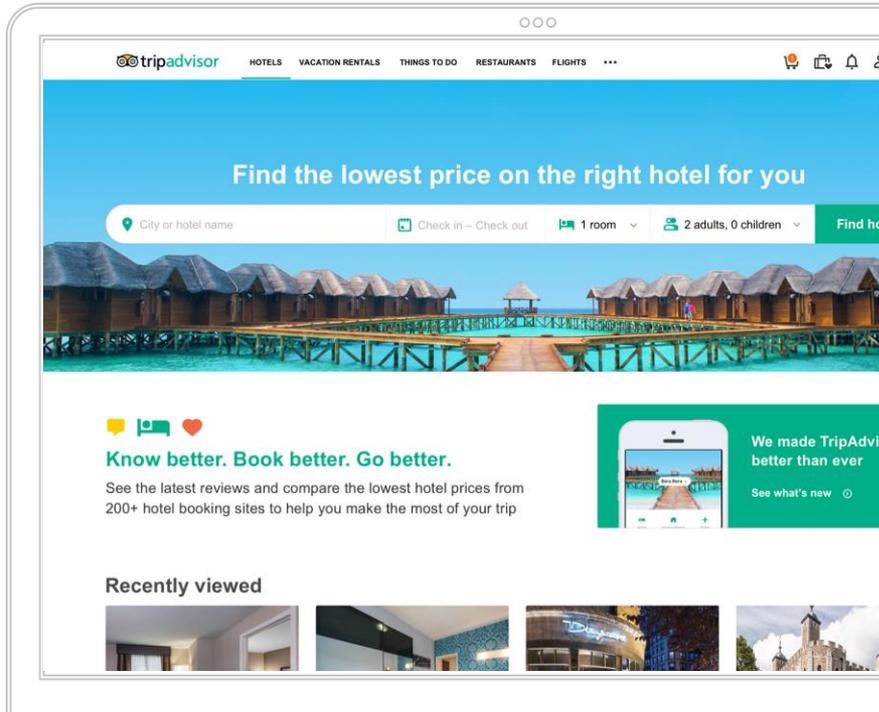
*This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.*

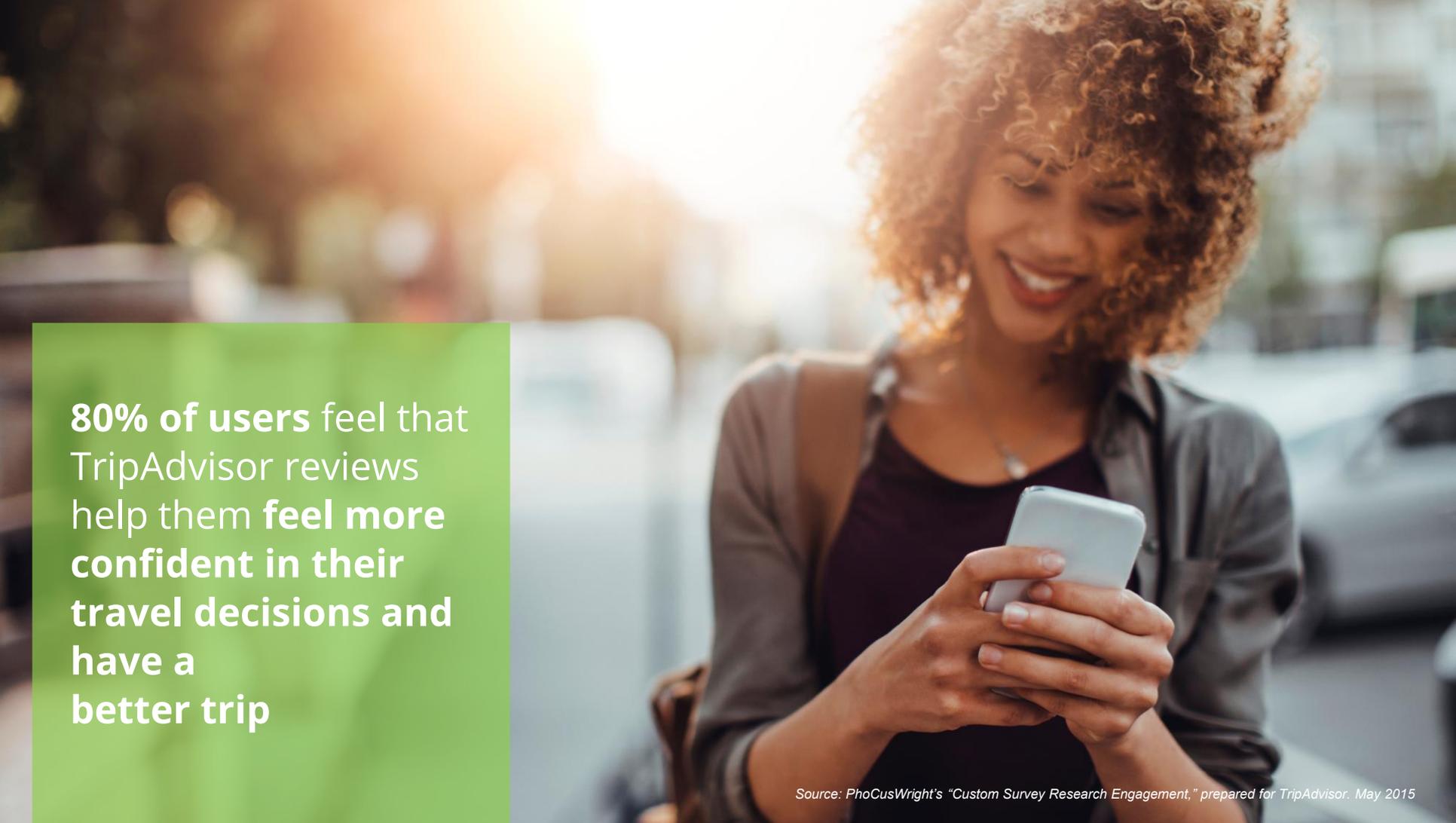
 **Helpful**  **Share**

# TripAdvisor Highlights



# A Lot has Changed...



A young woman with voluminous, curly brown hair is smiling warmly while looking down at a white smartphone she is holding with both hands. She is wearing a dark purple top under a grey cardigan. The background is a bright, out-of-focus outdoor scene, possibly a street or park, with sunlight creating a warm, golden glow. A green rectangular box is overlaid on the left side of the image, containing white text.

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

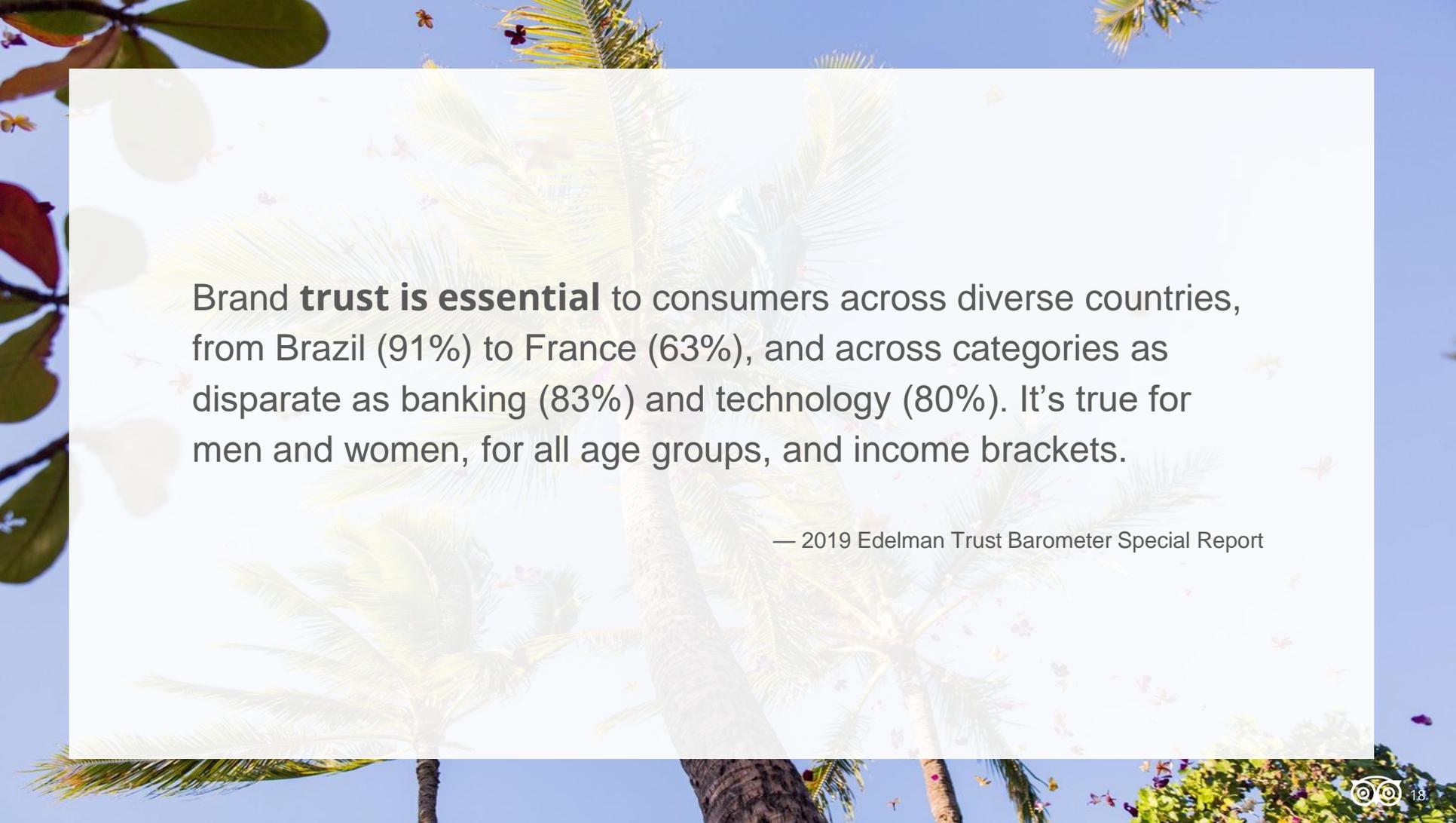
*Source: PhoCusWright's "Custom Survey Research Engagement," prepared for TripAdvisor. May 2015*



It starts and ends with

TripAdvisor



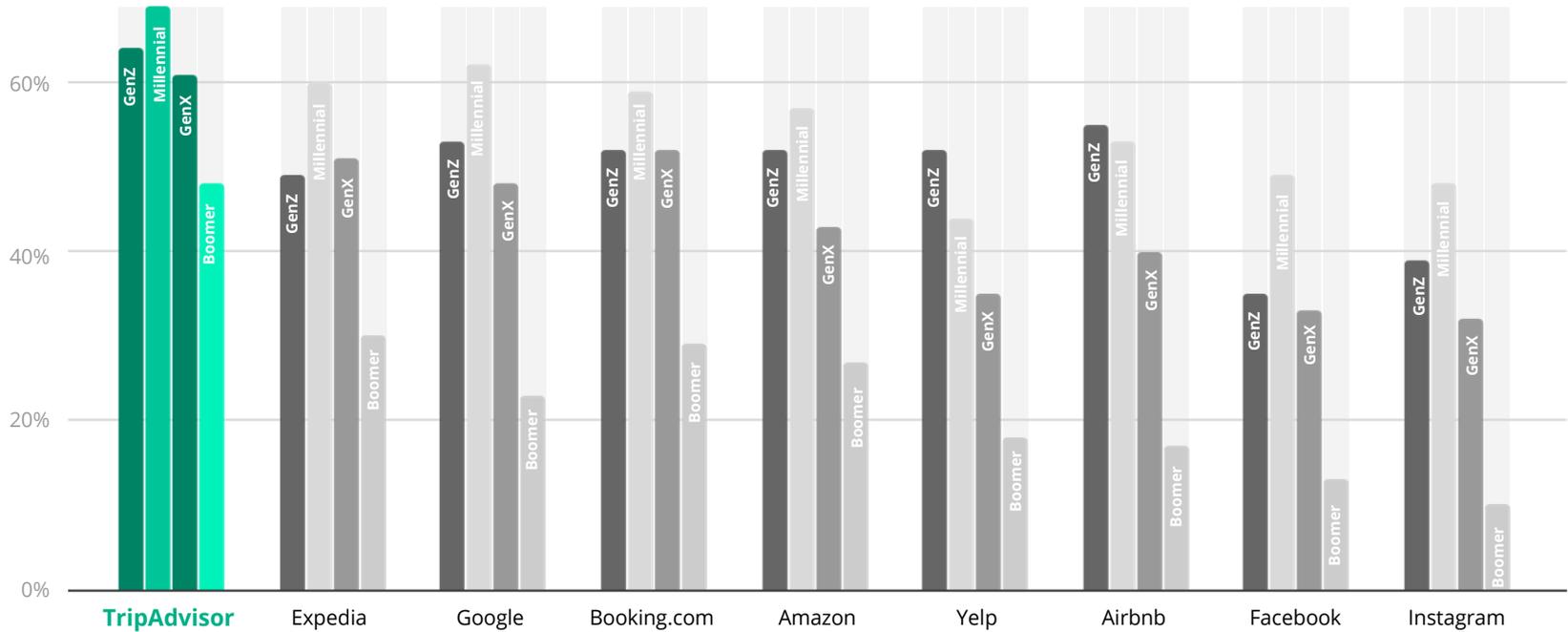


Brand **trust is essential** to consumers across diverse countries, from Brazil (91%) to France (63%), and across categories as disparate as banking (83%) and technology (80%). It's true for men and women, for all age groups, and income brackets.

— 2019 Edelman Trust Barometer Special Report

# Trusted more than any other brand

Comfort Rating to Share Personal Information in Order to Receive Personalized Travel Information



# We are the **world's largest** travel site



**431M**

Unique Users  
Monthly



**795M**

Reviews &  
Opinions



**310+**

New Contributions  
Every Minute



**49**

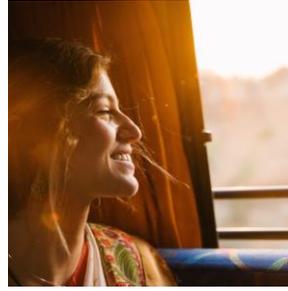
Markets Across  
The Globe

# and the **most influential** travel community



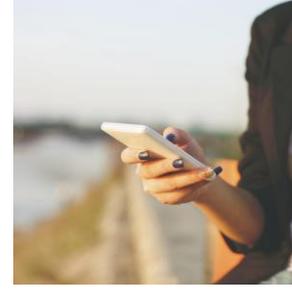
**2.2B**

Vacation Nights  
Influenced



**+\$520B**

Influence On All  
Global Travel



**433M**

Annual Trips  
Influenced

# at every stage of the decision journey

**70%**

seek social  
recommendations  
*before* booking

DREAMING



**57%**

book attractions  
*while* on vacation

EXPERIENCING

BOOKING



PLANNING

**4 in 5**

book with providers who  
they've had a *prior*  
positive experience with

**86%**

won't book without  
reading reviews *first*

# From **inspiration** to **action**



**6 in 10**

TripAdvisor reach against  
online travel bookers



**89**

Average number of days  
users spend on research  
before booking



**7 in 10**

TripAdvisor reach against  
travellers who book on  
hotel sites

An aerial photograph of a valley during sunrise or sunset. The landscape is a patchwork of green fields, roads, and small towns. In the distance, there are rolling hills and mountains under a clear sky. Three hot air balloons are visible in the sky, one larger and more colorful than the others.

TripAdvisor

# Best Practices of Reputation Management



# Why TripAdvisor?



"Our TripAdvisor page has been such an essential asset to help us stand out from the crowd, ensuring we are able to generate bookings all year round."

**John Stamp**  
Owner, Makars Gourmet Mash Bar



"We've always used TripAdvisor extensively. It's one of the best things that could have ever happened for our business."

**Katarina Elez**  
General Manager, Berkeley Hotel & Spa



"By being on TripAdvisor and having great reviews, people [can] discover our company where they may not have before."

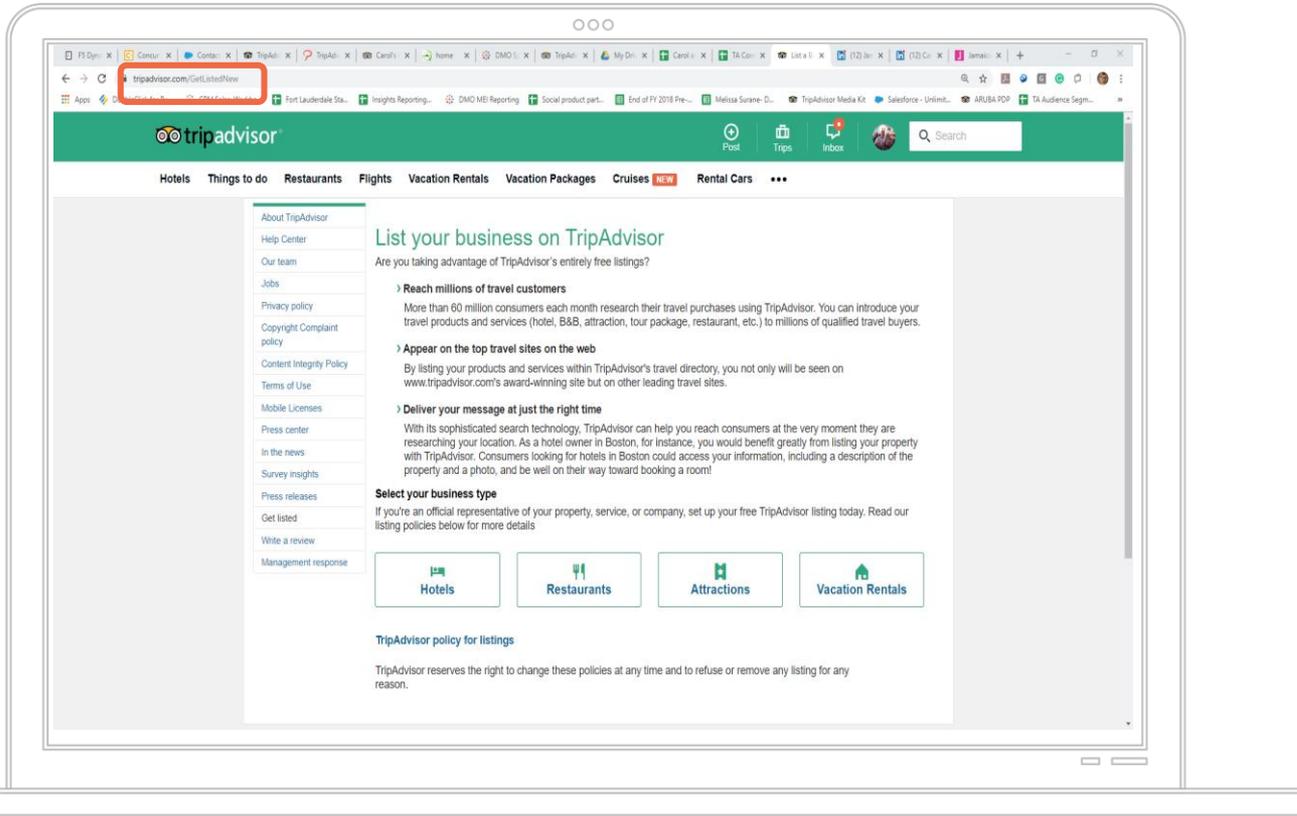
**Avital Ungarme**  
Founder, Avital Food Tours

# Step 1: Take Control

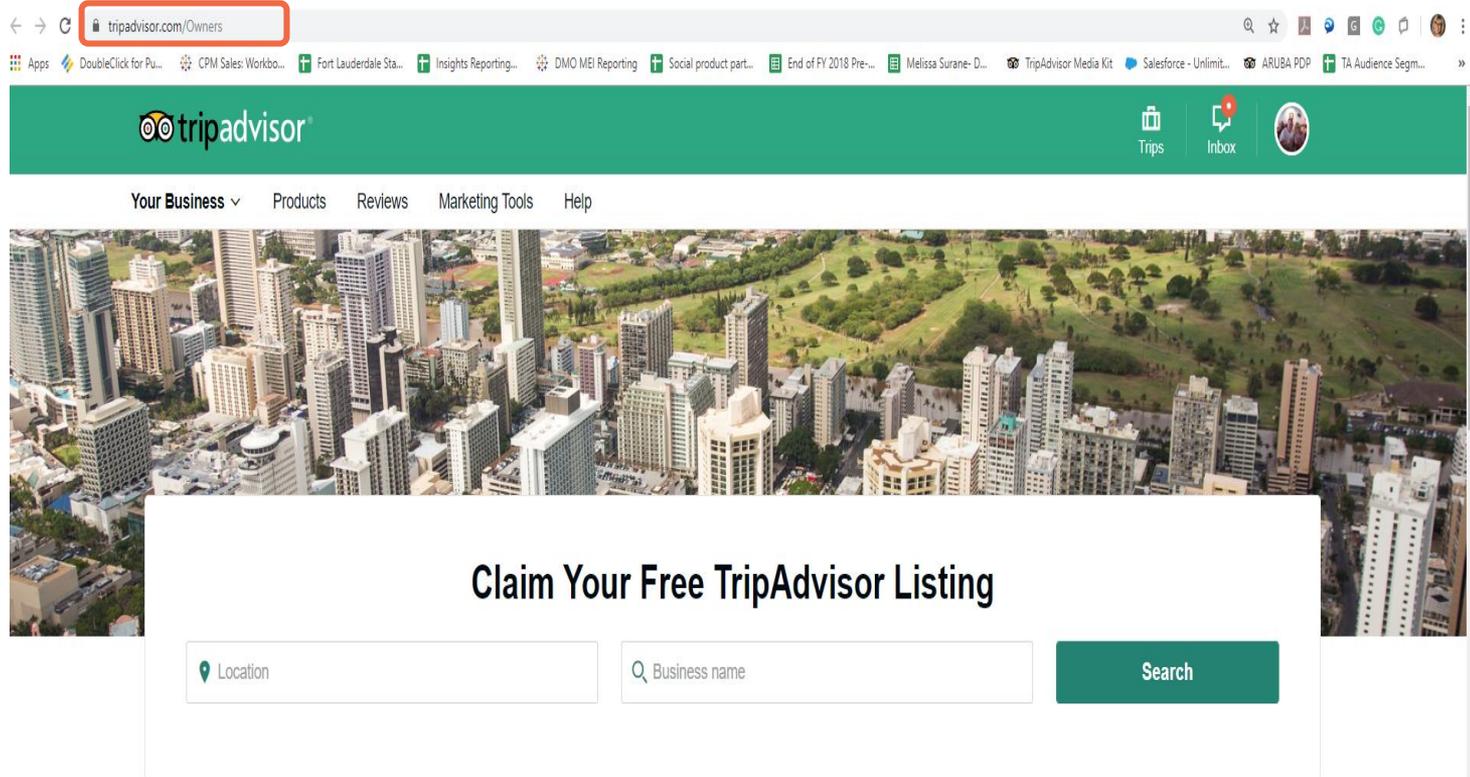




# Step 2: Claim Your Listing



# Step 2: Claim Your Listing



The screenshot shows the TripAdvisor Owners interface. At the top, the browser address bar displays "tripadvisor.com/Owners" with a red box around it. The page header is green and contains the TripAdvisor logo, navigation links for "Trips" and "Inbox", and a user profile picture. Below the header, a navigation menu includes "Your Business", "Products", "Reviews", "Marketing Tools", and "Help". The main content area features a large aerial photograph of a city with a central green park. Overlaid on this image is a white box with the heading "Claim Your Free TripAdvisor Listing". Below the heading are two input fields: "Location" with a location pin icon and "Business name" with a magnifying glass icon. To the right of these fields is a green "Search" button.

tripadvisor

Trips Inbox

Your Business Products Reviews Marketing Tools Help

## Claim Your Free TripAdvisor Listing

Location

Business name

Search

# List Your Business... Complete

**tripadvisor** Post Log In Sign Up Search

[Hotels](#) [Things to do](#) [Restaurants](#) [Flights](#) [Vacation Rentals](#) [Vacation Packages](#) [Cruises](#) [Rental Cars](#) [...](#)

## List a restaurant on TripAdvisor

Read the complete TripAdvisor policy for restaurants.

**Your information**

Name \*  Email \*  Need to correct an existing listing? This page is for adding new listings. To update or manage an existing listing, please visit the Management Center.

What is your role at this business? \*  
Select one

**Listing information for your restaurant**

Official business name \*  Country \*

City/Town, State/Province/Region \*   Your city is not listed

Zip code/postal code   
Geographic postal code only (not country codes)

Street address \*  Additional address information   
Building number and street name, example: 123 Main St. Scale number, intersection, plaza, square

Map Location (drag and drop the map marker as needed)  
When possible, it is best to place the map marker at the main entrance of the business. If there is not a main entrance, place the marker in the geographic center.



**tripadvisor** know better [book better](#) [go better](#) [EXPLORE](#) [CURRENCY/REGION](#)  
About Us

# Access the Management Center

Claiming your listing gives you access to the Management Center where you can:

## Optimize Your Listing



Update your business description, add photos, and highlight amenities to attract traveler's attention

## Manage Your Reviews



Generate more feedback with Review Express and join the conversation via Management Responses

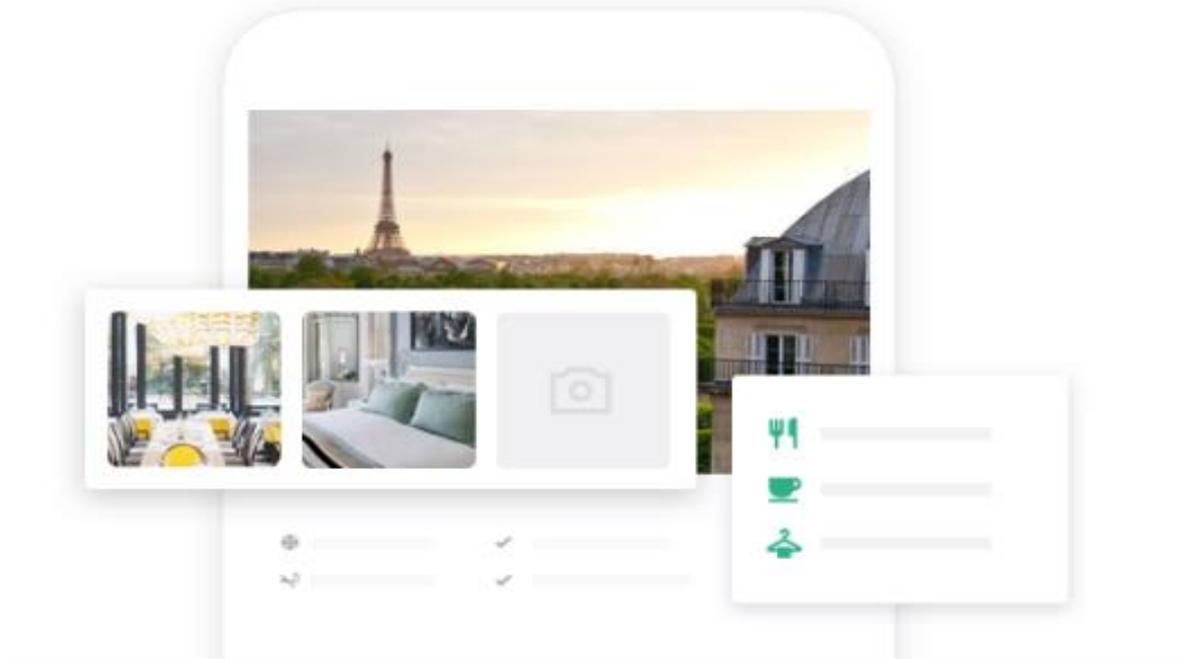
## Track Your Performance



Analyze how you're engaging with travelers on TripAdvisor and how you measure up against competitors

# Step 3: Customize Your Listing

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



# Step 4. Respond to Reviews - Carefully

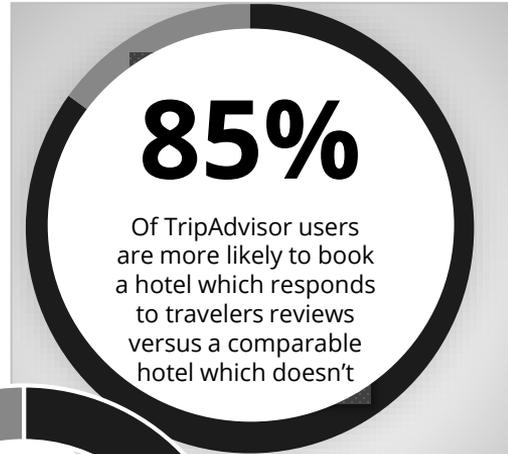
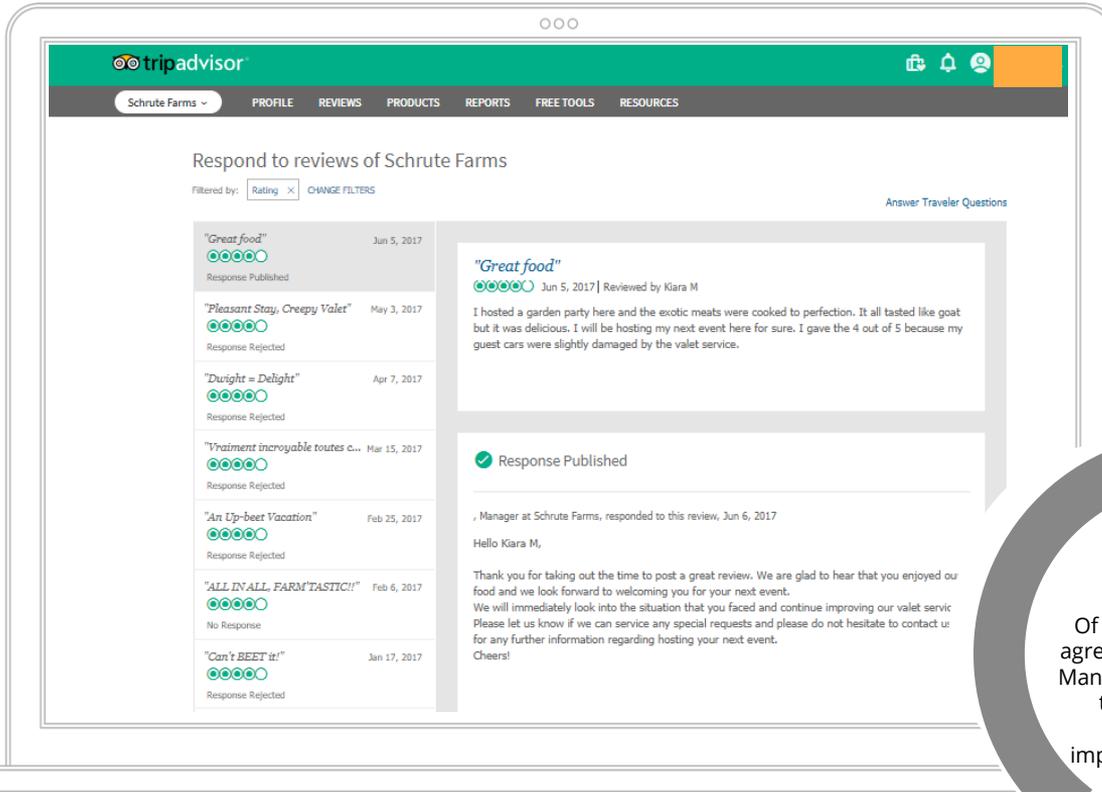
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Join the Conversation—  
respond to reviews and  
access free tools to  
generate more  
feedback for your  
business.

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# Why?



# Anatomy of a Good Response

The diagram shows a response from S Richardson, General Manager, with red arrows pointing to specific parts of the text. The annotations are: THANKS (pointing to 'Thank you'), ADDRESSES KEY ISSUES (pointing to 'standards of room quality and service excellence'), APOLOGIZES (pointing to 'we are truly sorry'), INVITES BACK (pointing to 'Please contact me'), PERSONALIZES (pointing to 'Suzanne Richardson'), REASSURES TRAVELERS (pointing to 'do have a number of larger rooms'), and FOLLOWS UP (pointing to 'I have discussed your comments').

**S Richardson, General Manager, responded to this review**

Dear D.C.,

**THANKS** → Thank you for your feedback. I have discussed your comments with my team, and we are truly sorry we did not uphold the standards of room quality and service excellence we pride ourselves on. We do have a number of larger rooms on the quieter east side of the building. Please contact me directly on your next visit, and I would be pleased to make arrangements.

**ADDRESSES KEY ISSUES** →

**APOLOGIZES** →

**INVITES BACK** →

**PERSONALIZES** → Suzanne Richardson  
General Manager

**REASSURES TRAVELERS** →

**FOLLOWS UP** →

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This response is the subjective opinion of the management representative and not of TripAdvisor LLC

# Watch Your Words

WORDS TO AVOID	WHY AVOID?	BETTER WORDS
“your problem/issues/complaint”	Negative labels can make the situation sound worse than it is.	“your feedback/comments/experience“
“We can’t/won’t”; “You should/shouldn’t”; “Sorry but ...”	Too negative and sounds like a lecture. Instead, show understanding and empathy, and say what you <i>can</i> or <i>will</i> do.	“I can”; “We will”; “I completely understand”; “We appreciate your feedback”; “I’ll be sure to follow up with staff to avoid a recurrence.”
“rude”, “dirty”, “noisy”, “odor”, “bedbugs”, “overcharged”, “theft,” hotel brand name, etc.	Repetition reinforces negative impressions, and responses are searchable content online. Instead, apologize and focus on the solution.	“I am sorry we were not up to our usual standards.” Or “We found no evidence of the issue but have taken the following precautions ...”



# Things to Always Keep in Mind...

1. Commit to listening

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2. Don't fear the feedback

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3. Treat reviews like precious gems

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4. Track the trends

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5. Respond with a (virtual) smile

# Step 5: Encourage Guests to Write Reviews with Review Collection Tools

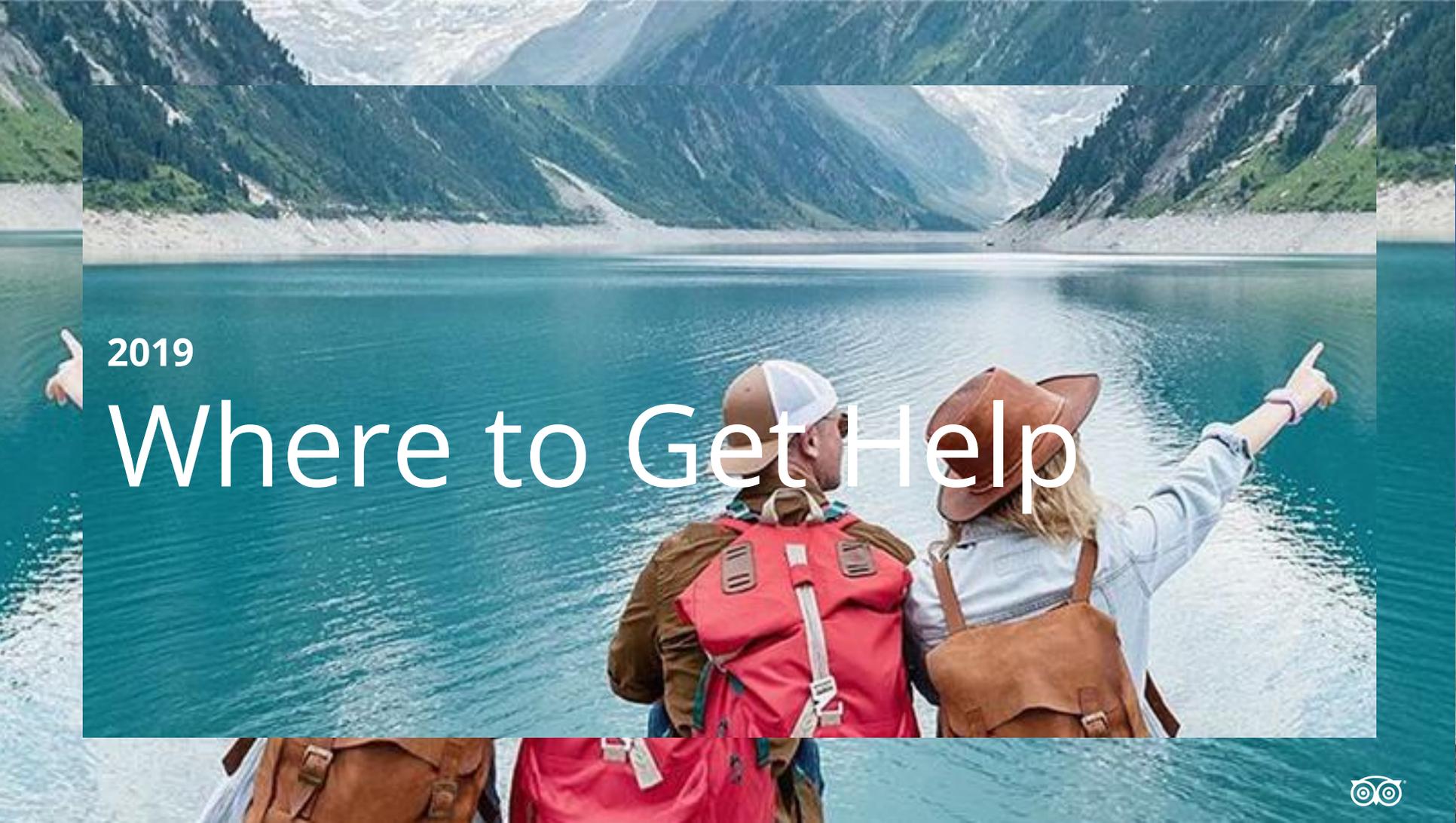
- Review Express
- Widgets
- Reminder cards
- Downloadable assets
- Stickers
- TripAdvisor app for Facebook





# Remember Your C's:

- Control
- Claim & Complete
- Customize
- Carefully Respond
- Collection Tools



2019

# Where to Get Help



# Home Page

The screenshot displays the TripAdvisor website interface. At the top, the TripAdvisor logo is on the left, and navigation icons for Post, Trips, and Inbox are on the right. A search bar is also present. The main banner features a night view of the Abu Dhabi Palace with a "Where to?" search prompt and a "Sponsored by Visit Abu Dhabi" badge. Below the banner is a horizontal menu with icons and labels for Hotels, Things to do, Restaurants, Flights, Vacation Rentals, Cruises, and More. A vertical sidebar on the right lists categories like Rental Cars, Travel Forum, Airlines, Best of 2019, Trip Inspiration, Road Trips, and Help Center. The main content area includes a user profile for "CJ Goes" and a "Pick up where you left off" section with three travel recommendations: "Blog Hotel Shenzhen S...", "Coral Sands Hotel", and "Ill Forks".

tripadvisor®

Where to? ▾

Abu Dhabi

Sponsored by Visit Abu Dhabi Learn more

Hotels Things to do Restaurants Flights Vacation Rentals Cruises More

Rental Cars

Travel Forum

Airlines

Best of 2019

Trip Inspiration

Road Trips

Help Center

**CJ Goes**  
@CJDMOTrip

Contributions 113 Followers 55

Jupiter, Florida

An avid traveler and traveling professional who has a thirst for all

**Pick up where you left off**

Recently viewed

**Blog Hotel Shenzhen S...**  
2 reviews  
Shenzhen

**Coral Sands Hotel**  
524 reviews  
Harbour Island

**Ill Forks**  
279 reviews  
Palm Beach Gardens

# Sideways

The screenshot shows the TripAdvisor Help Center page. At the top, the TripAdvisor logo is on the left, and navigation links for "Manage My Booking", "Contact us", and "English (US)" are on the right. The main header features a large background image of a modern interior space with the text "Help Center" centered. Below this is a green search bar with the word "Search" and a magnifying glass icon. Underneath the search bar are four green icons representing different support categories: a person with a pencil for "Guidelines", a star for "Site Features", a group of people for "Community", and three gears for "Technical Support". At the bottom, a section titled "Popular Topics" contains two grey buttons: "TripAdvisor's Content Policy" and "Our guidelines for Forum posts", each with a plus sign to its right.



Q&A