

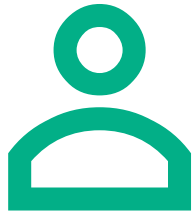
Digital Reputation Management



Andrew Wiens,
International Destination Manager- TripAdvisor



TripAdvisor- Scale and Reach



415M

Average unique
monthly visitors



49

Markets
worldwide



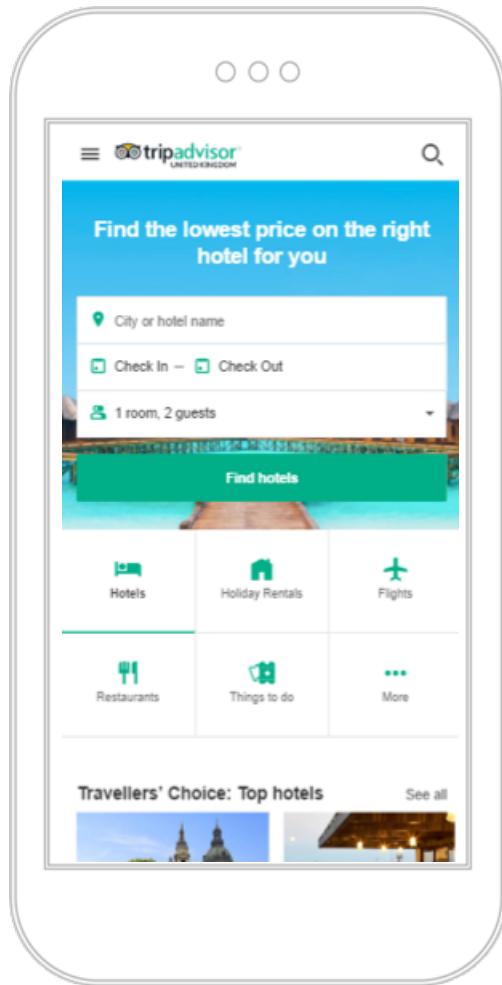
535M

Reviews and
opinions



7.1M

Accommodations,
restaurants and attractions



The World's Most Downloaded Travel Apps

420+ Million Downloads

TripAdvisor Media Group

SMARTERTRAVEL



viator
A TripAdvisor® Company

JETSETTER



GateGuru®
A TripAdvisor company

bookingbuddy®

holiday**lettings**™

Citymaps



cruisecritic™

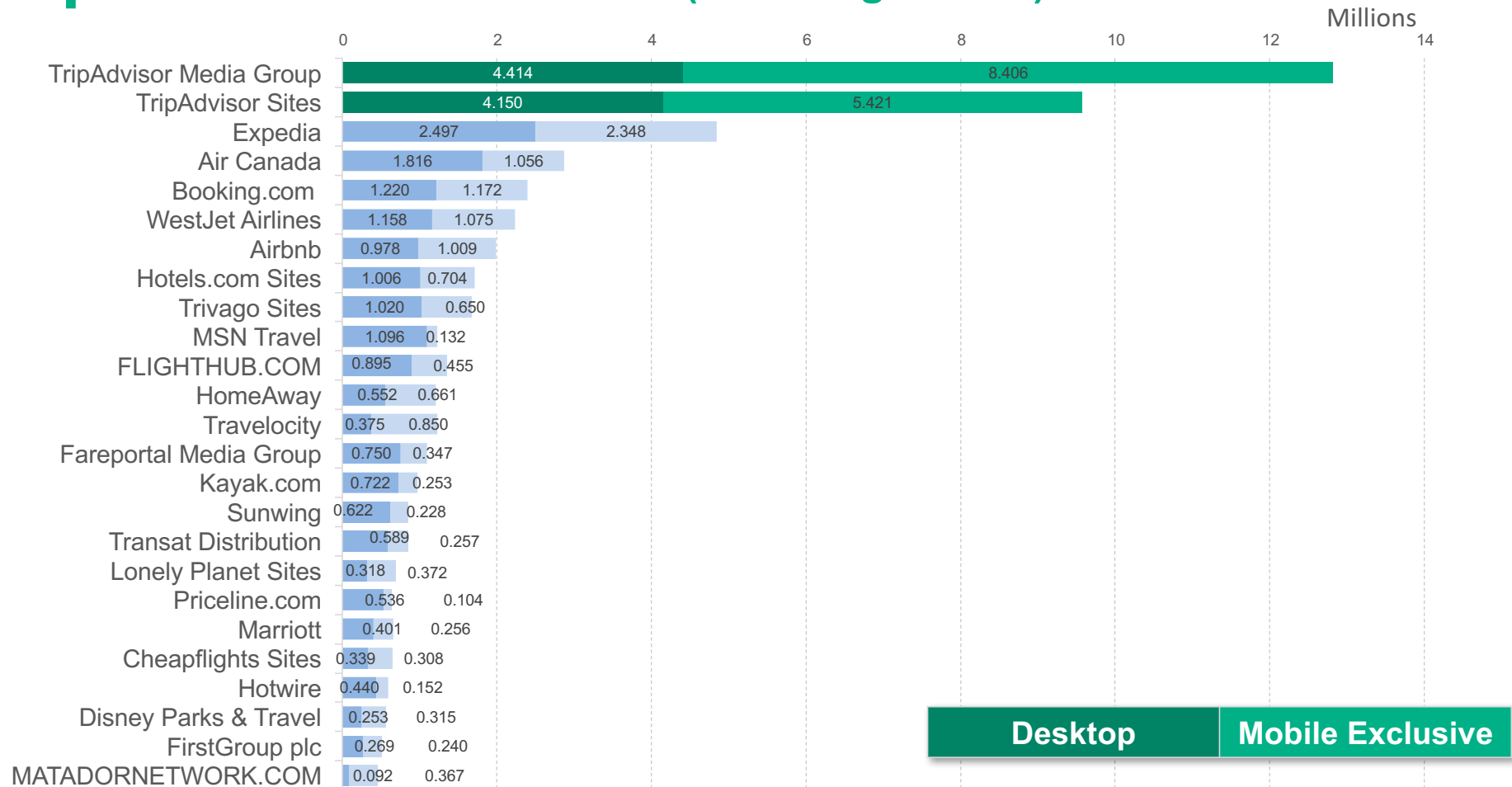


HOUSETRIP

oyster.com

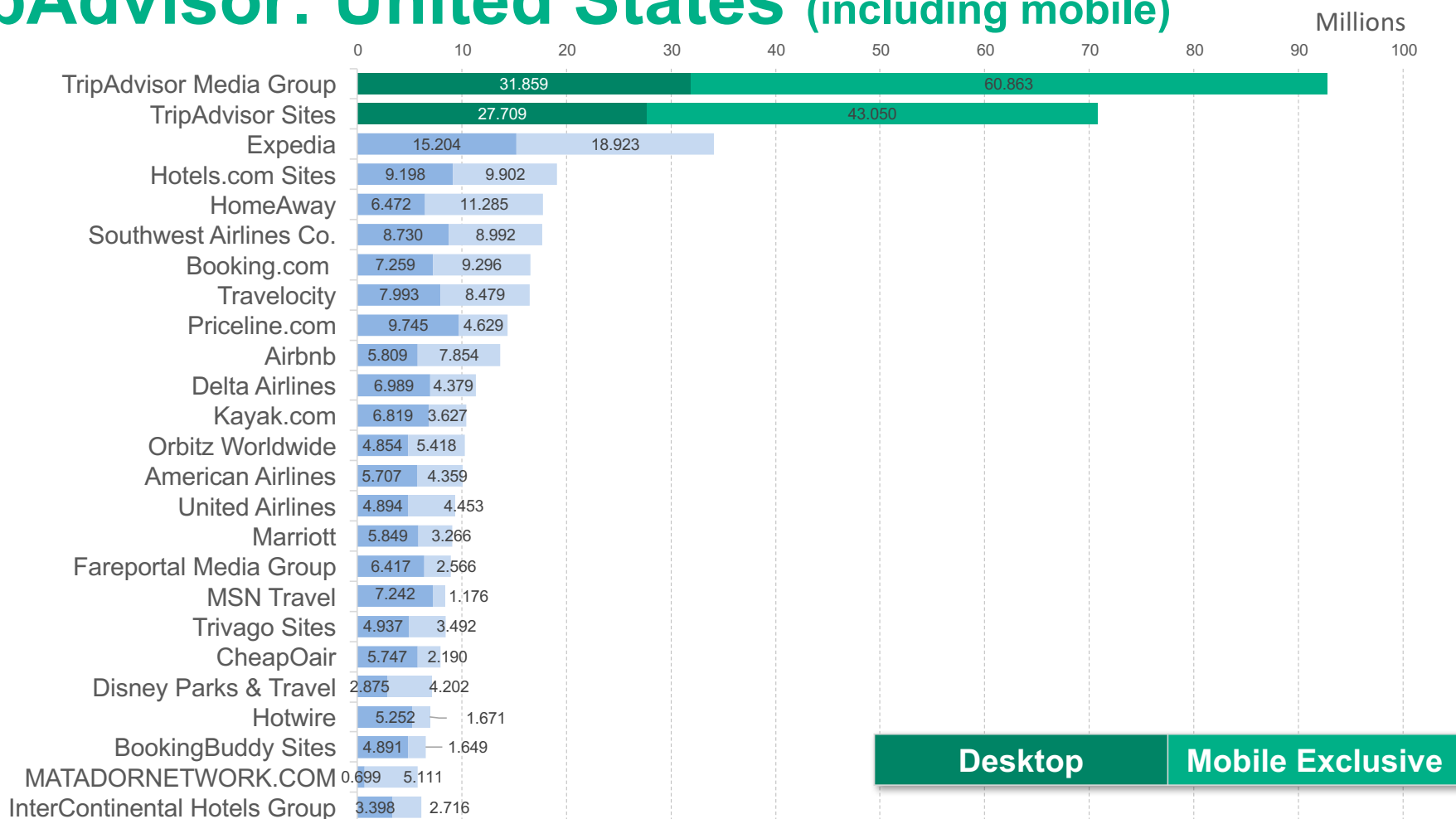


TripAdvisor: Canada (including mobile)



Source: comScore May 2017

TripAdvisor: United States (including mobile)



Source: comScore May 2017

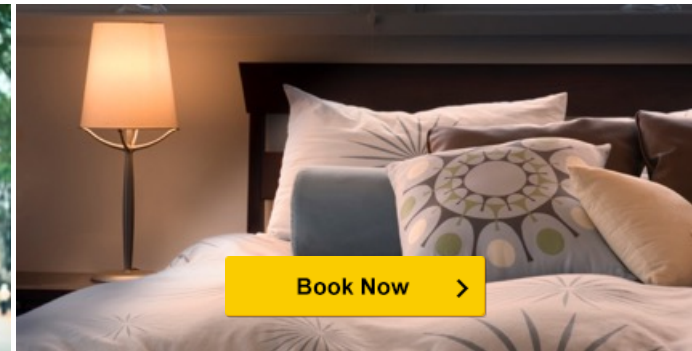
Now providing travelers with an end-to-end travel solution



218,000+ Restaurants
now bookable on TripAdvisor



32,000+ Attractions
now bookable on TripAdvisor



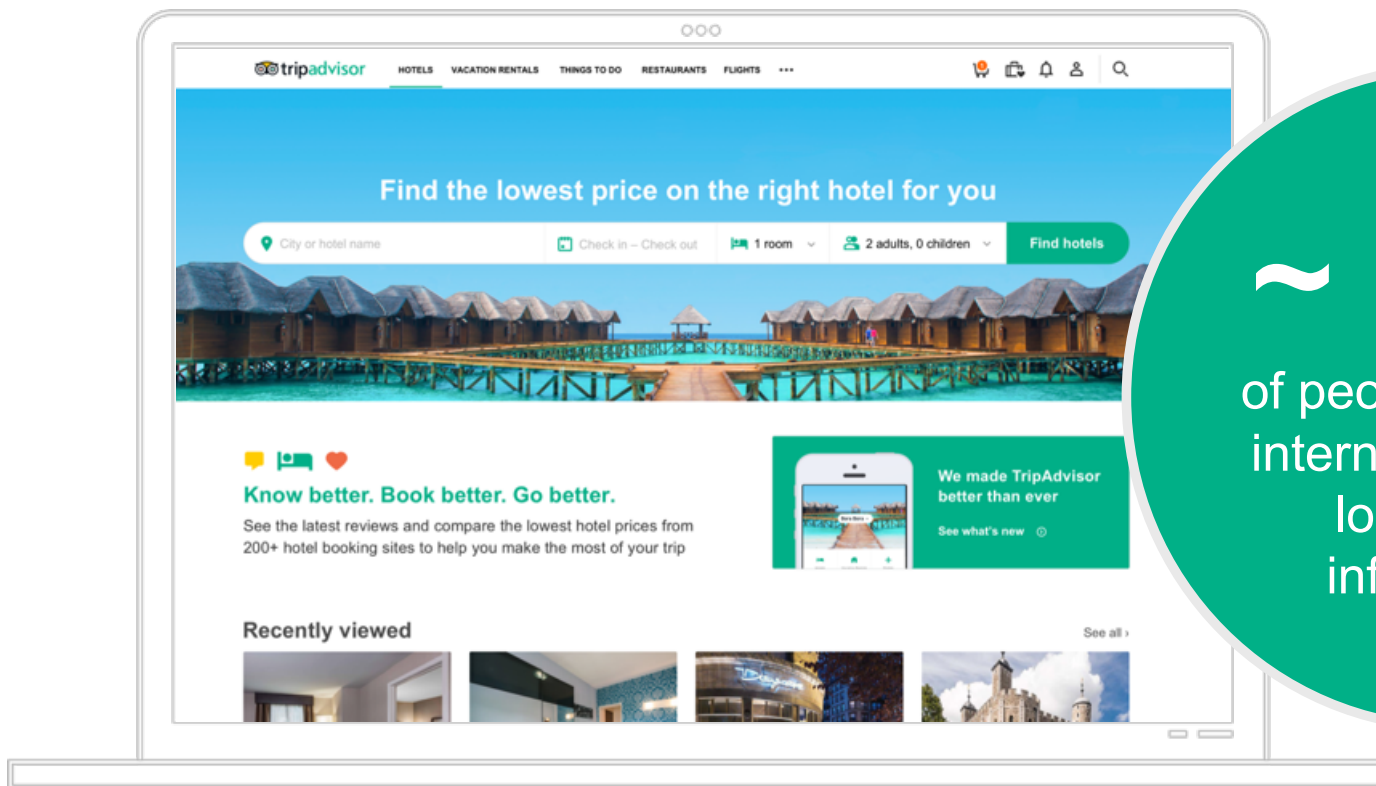
450,000+ Hotels
now bookable on TripAdvisor



Impact of Reviews

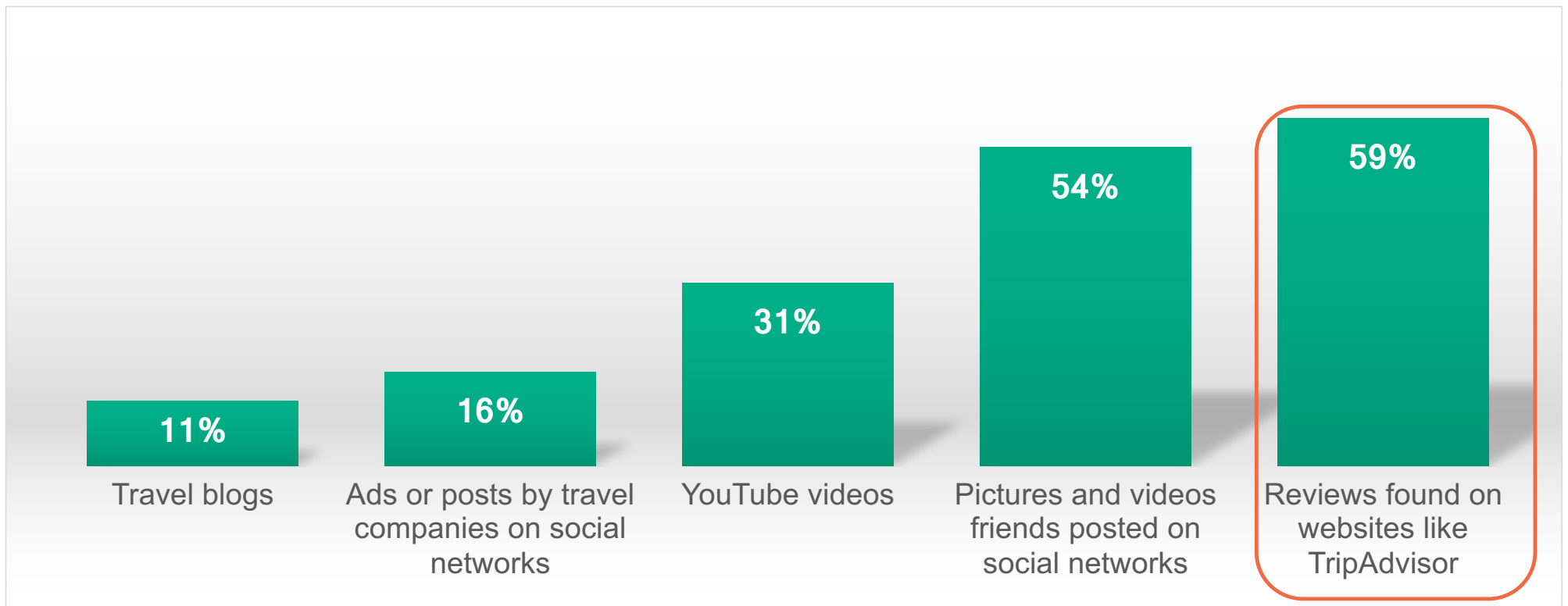


Research Begins Online



Source: The Connected Consumer Survey 2014 / 2015, "How digitally-savvy are people?"

The Most Influential Channels on Travel Decisions



The Power of Reviews for Hotels



96%

of travelers consider reviews important when planning & booking hotels

83%

will “usually” or “always” reference TripAdvisor reviews before making a booking decision on a hotel

Source: 2015 'Custom Survey Research Engagement' conducted by Phocuswright on behalf of TripAdvisor.

The Power of Reviews for Restaurants and Attractions



85%

of travelers will "usually" or "always" reference TripAdvisor reviews before booking a restaurant

79%

will "usually" or "always" reference TripAdvisor reviews before deciding on an attraction to visit

Source: 2015 'Custom Survey Research Engagement' conducted by Phocuswright on behalf of TripAdvisor.

Understanding the Motivation to Share



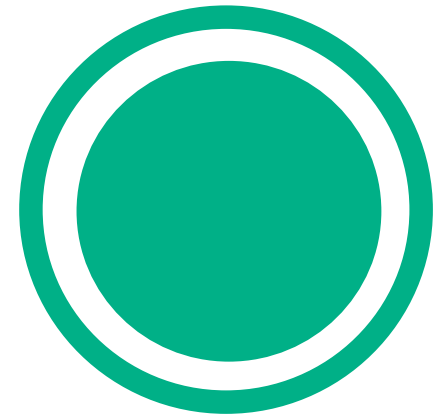
73%

Report that they wrote a review in the past year because they wanted to share a good experience with travelers



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

The TripAdvisor Popularity Ranking



Understanding the Motivation to Share

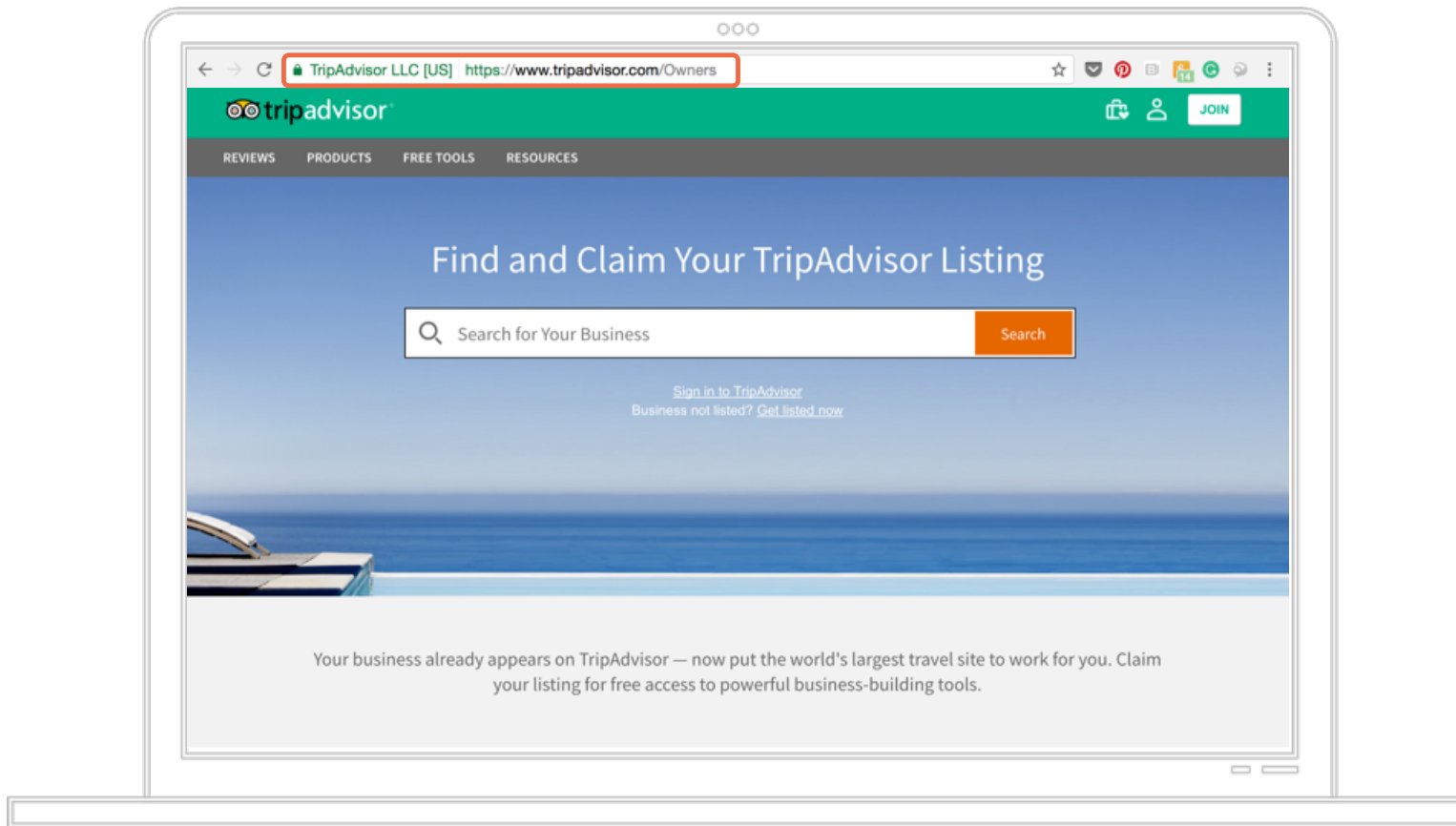
| |  |  |  |
|-------------------------------------|---|---|---|
| Restaurants | 93% | 3% | 4% |
| Local Attractions & Dest Activities | 91% | 5% | 4% |
| Hotels | 84% | 7% | 9% |
| Airlines | 84% | 9% | 7% |
| Home or Apartment Rentals | 80% | 16% | 4% |
| Car Rental Companies | 72% | 15% | 13% |



Power Your TripAdvisor Presence



Claim Your TripAdvisor Listing



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

Edit Business Details

The screenshot shows the TripAdvisor 'Edit Business Details' interface for a business named 'Daisy'. The page is displayed on a laptop screen. The top navigation bar is green with the TripAdvisor logo and user icons. Below it, a dark grey bar contains the business name 'Daisy' and a menu with options: PROFILE, REVIEWS, REPORTS, FREE TOOLS, and RESOURCES. The main content area is titled 'Business Details for Daisy' and is divided into two sections: 'General Information' and 'Contact Details'. The left sidebar contains a profile picture and a menu with options: GENERAL (selected), LOCATION, HOURS, CUISINES & AMENITIES, and LISTING SUPPORT. The 'General Information' section includes fields for 'Chain' (a search box), 'Business Name' (filled with 'Daisy'), and 'Japanese' (filled with 'デイジー'). There is an 'Add Language' button and a note about translation. The 'Contact Details' section includes a 'Country Code' dropdown (filled with 'United States (+1)') and a 'Telephone number' field.

tripadvisor

Daisy

PROFILE REVIEWS REPORTS FREE TOOLS RESOURCES

Business Details for Daisy

General Information

Chain

Search for your restaurant chain

Business Name

Daisy

Japanese

デイジー

Add Language

TripAdvisor may translate your Business Name into other languages in order to display it in all points of sale.

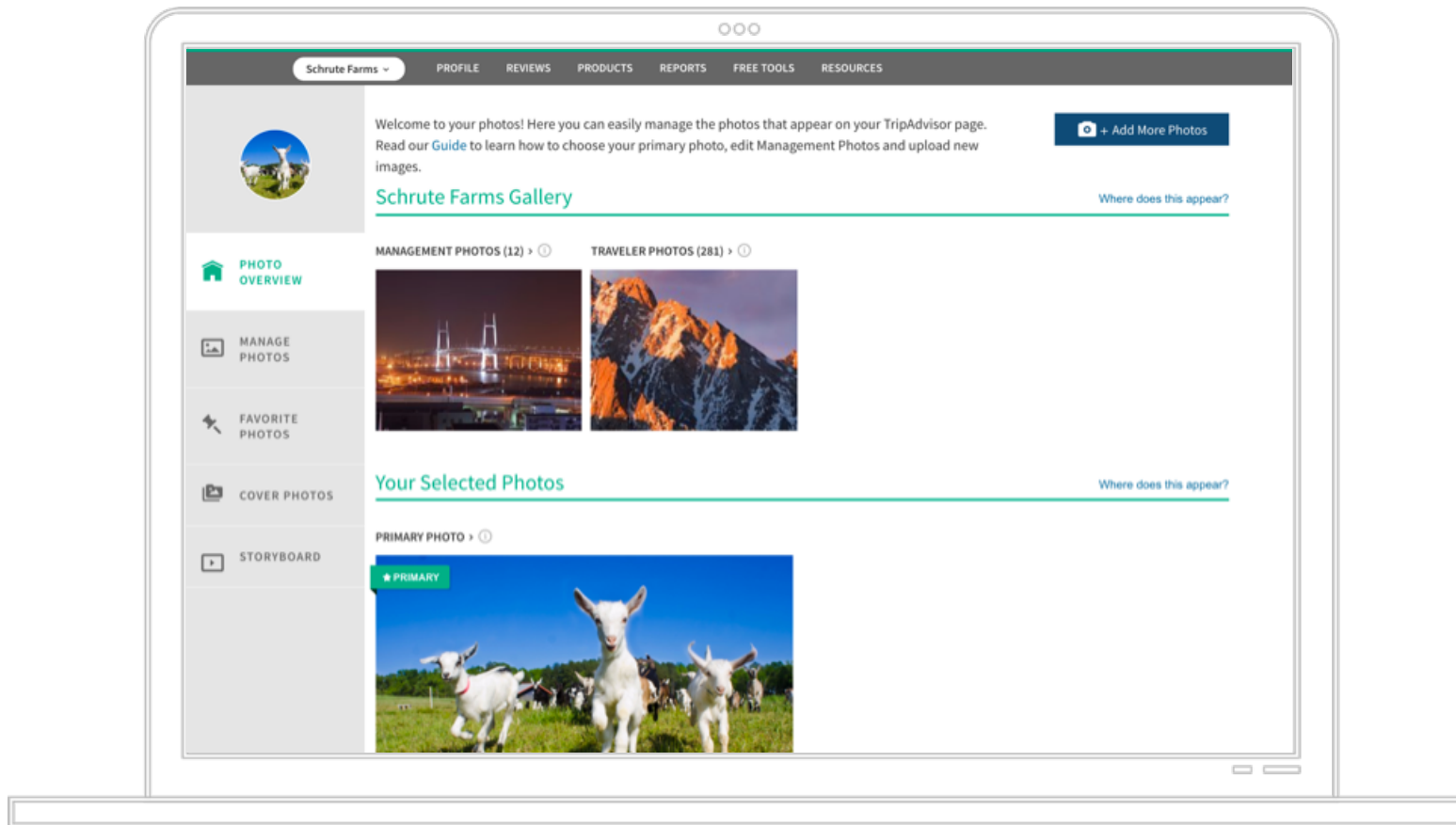
Contact Details

Country Code

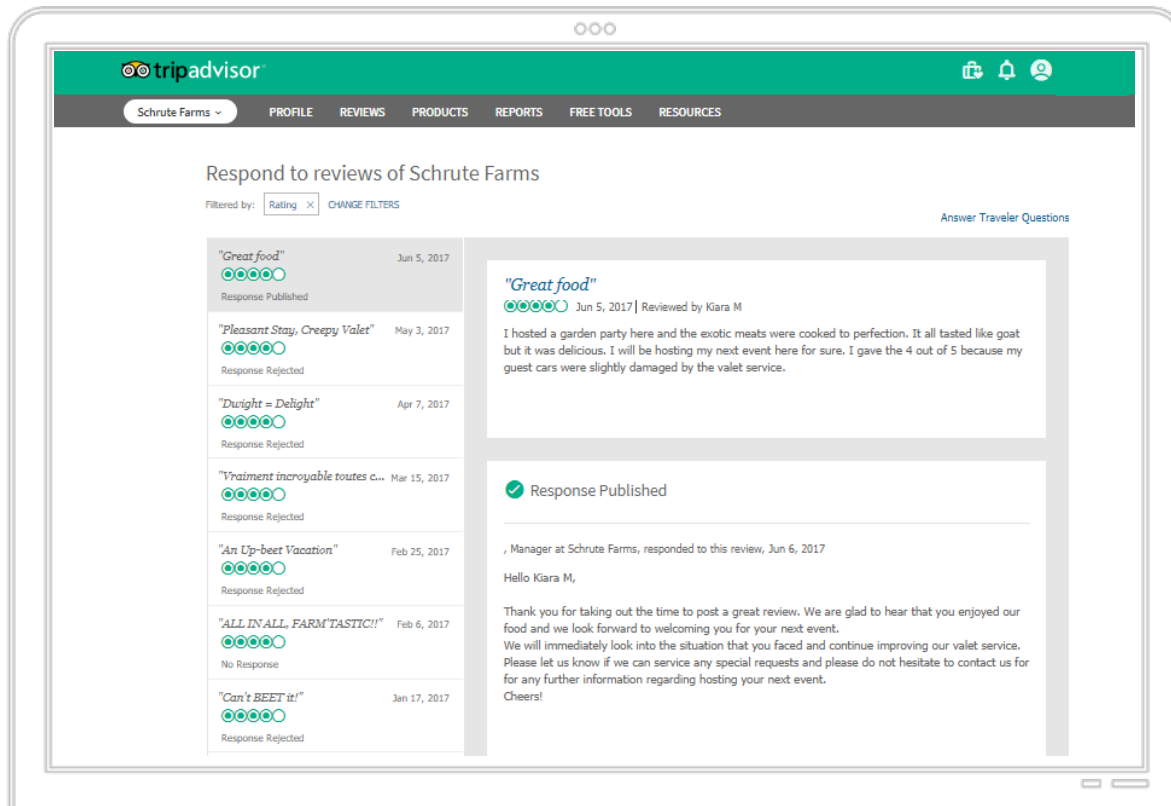
United States (+1)

Telephone number

Upload & Manage Photos



Take Advantage of Management Responses



65%

Of users are more likely to book a hotel which responds to travelers reviews

85%

Users agree that a thoughtful Management Response to a bad review improves their impression of a hotel

The Anatomy of a Good Response

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

THANKS → 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 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.

REINFORCES POSITIVE → (points to the underlined positive feedback section)

OWN IT → (points to the underlined apology and contact information)

APOLOGISES → (points to the underlined apology)

BE REAL → (points to the signature)

DEMONSTRATE COMMITMENT → (points to the underlined commitment to service)

Sincerely,
Philip M. Barnes
General Manager Fairmont Pacific Rim & Regional Vice President, Pacific Northwest

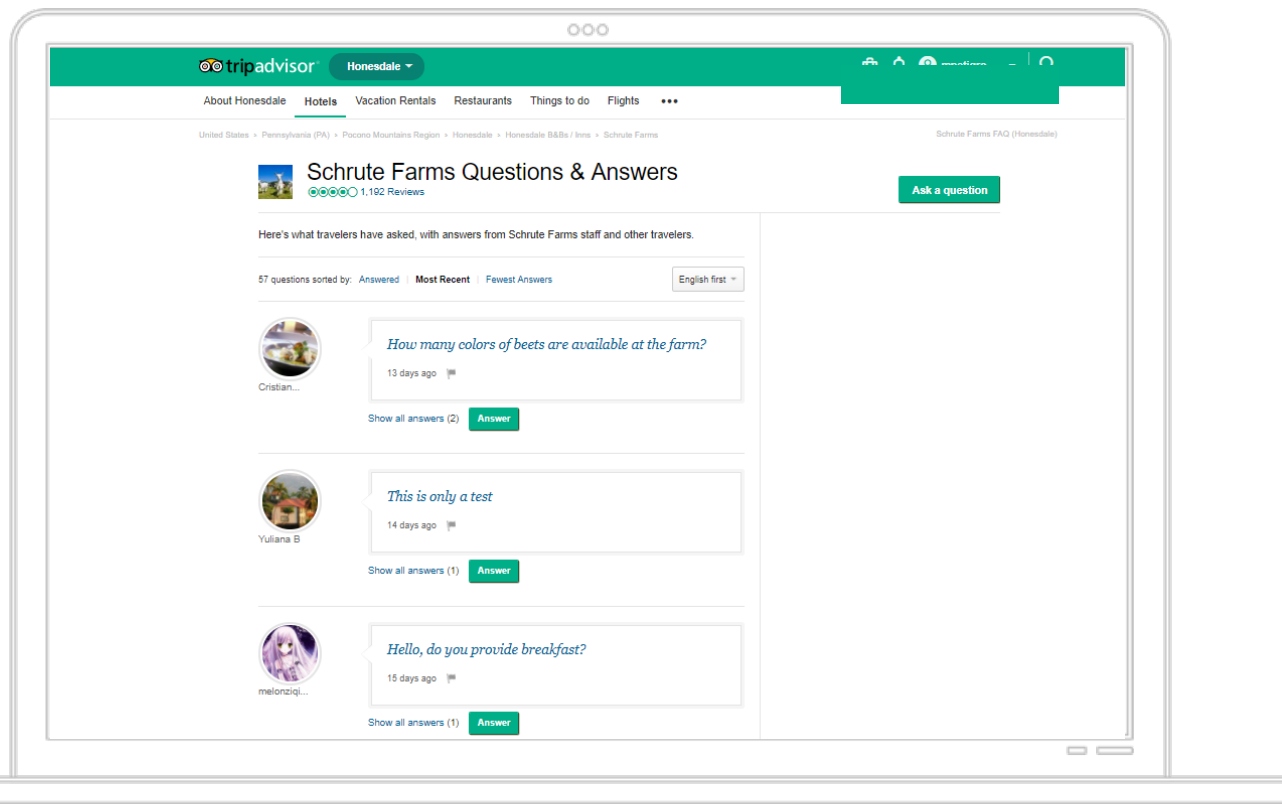


Best Practices for Responding

1. Sign up for review notification emails
2. Respond promptly
3. Say 'Thank you'
4. Be original in your replies
5. Highlight positives
6. Address any specific issues
7. Be polite and professional

Questions and Answers on TripAdvisor

Engage with potential customers and create a sense of transparency with Questions & Answers

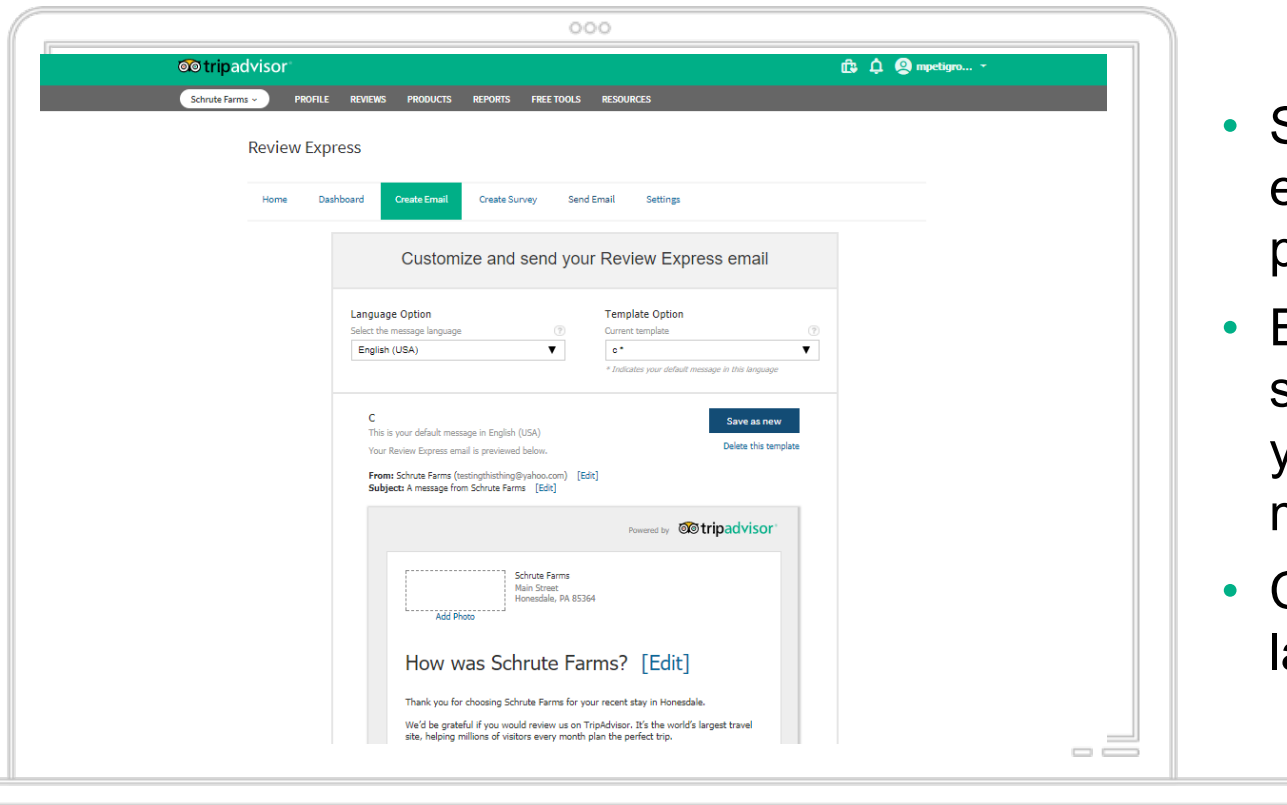


Encourage Guests to Write Reviews with Review Collection Tools

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



Collect Recent Reviews with Review Express

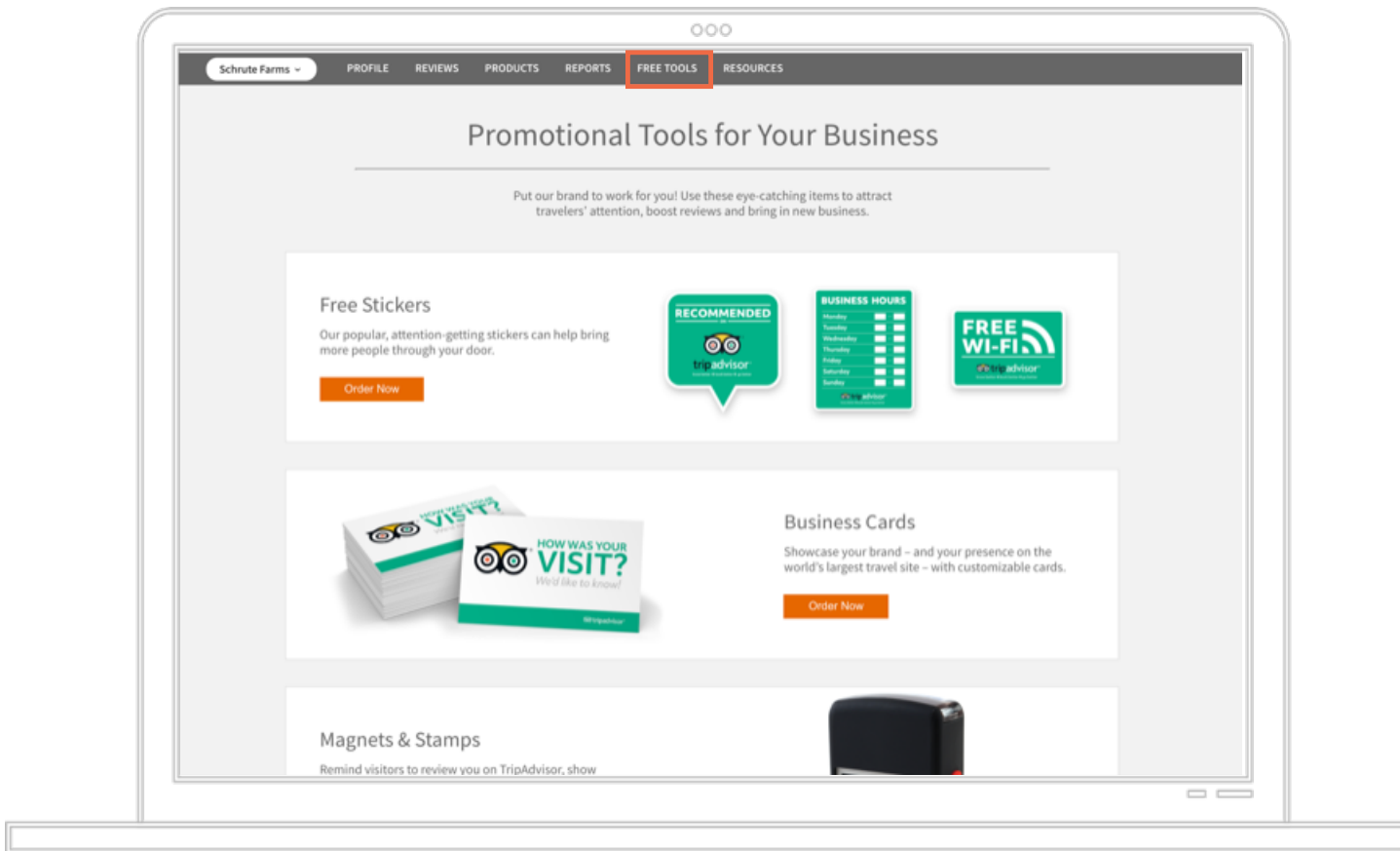


The screenshot shows the TripAdvisor Review Express interface. At the top is the TripAdvisor logo and a navigation bar with links: Schrote Farms, PROFILE, REVIEWS, PRODUCTS, REPORTS, FREE TOOLS, and RESOURCES. Below this is a sub-header 'Review Express' and a navigation bar with links: Home, Dashboard, Create Email (highlighted), Create Survey, Send Email, and Settings.

The main content area is titled 'Customize and send your Review Express email'. It contains two sections: 'Language Option' and 'Template Option'. The 'Language Option' section has a dropdown menu set to 'English (USA)'. The 'Template Option' section has a dropdown menu set to 'c*'. Below these sections is a preview of the email template. The preview shows the email header with 'From: Schrote Farms (tastingthething@yahoo.com)' and 'Subject: A message from Schrote Farms'. The body of the email includes a photo placeholder for 'Schrote Farms' and the text 'How was Schrote Farms? [Edit]'. The footer of the email says 'Thank you for choosing Schrote Farms for your recent stay in Honesdale. We'd be grateful if you would review us on TripAdvisor. It's the world's largest travel site, helping millions of visitors every month plan the perfect trip.'

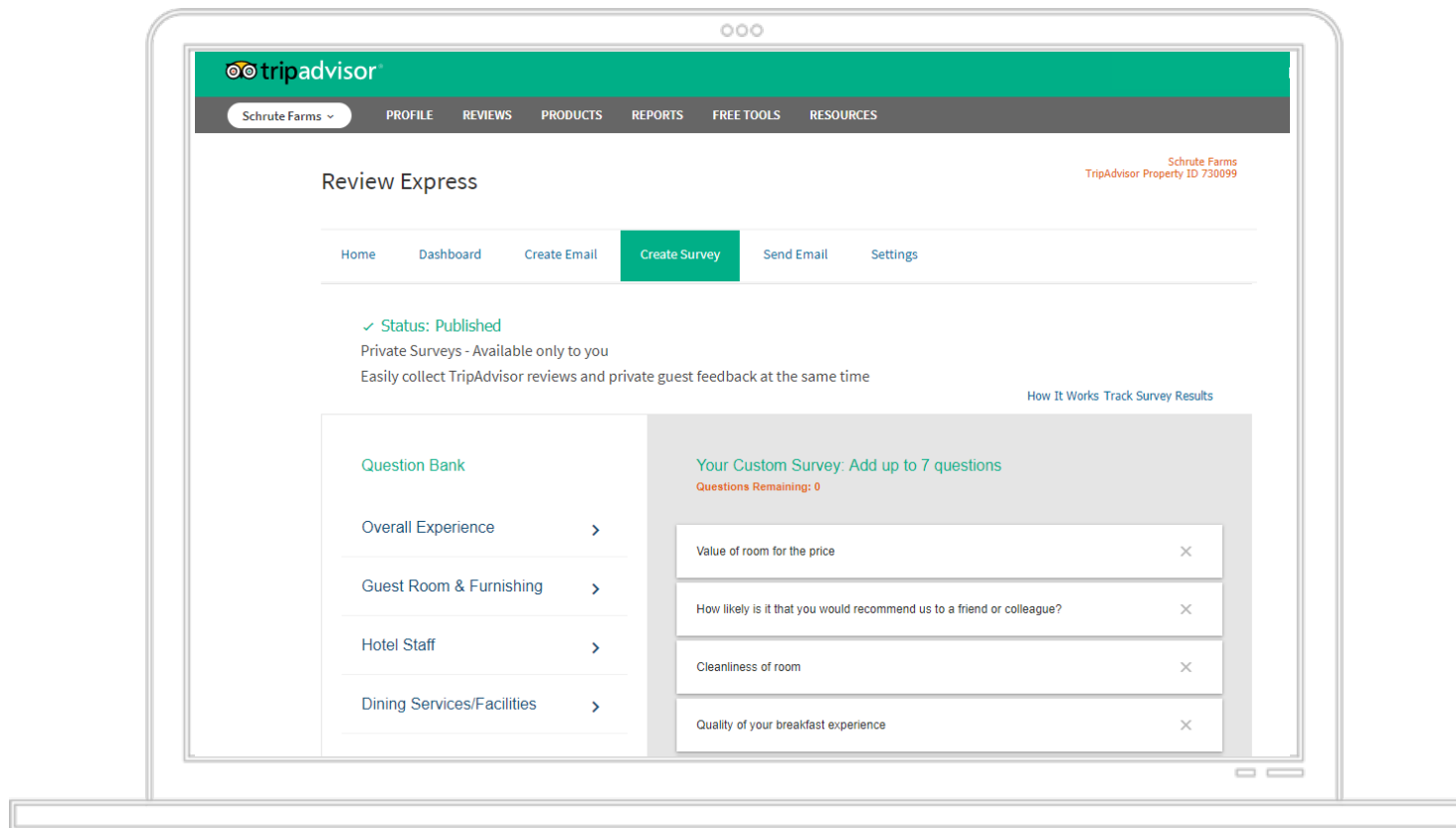
- Send up to 1,000 email addresses per day
- Easy to edit template so you can create your own custom message
- Choose your preferred language

Promotional Tools for Businesses

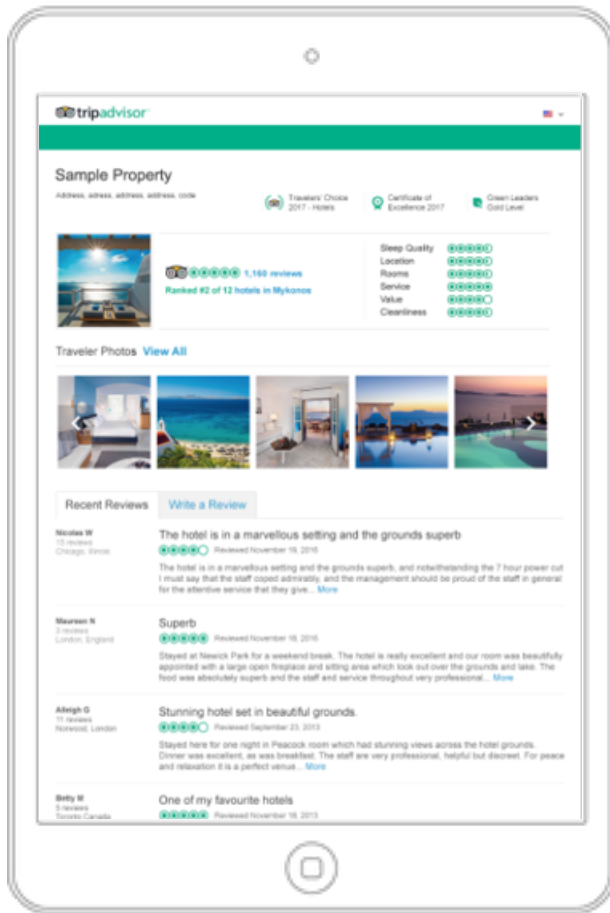


Review Express & Private Surveys

Collect reviews and guest feedback at the same time



TripAdvisor App for Facebook



Drive More Reviews

Give previous visitors an easy way to submit a valuable TripAdvisor review — without leaving Facebook.

Spotlight Your Photos *(optional)*

Let professional and traveler photos tell your story to friends and fans.

Showcase Your Awards *(optional)*

Let the world know about your TripAdvisor accomplishments, and give potential guests more reason to book.

Share Your Reviews *(optional)*

Let travelers know that their opinion matters to your business by sharing reviews from previous visitors.



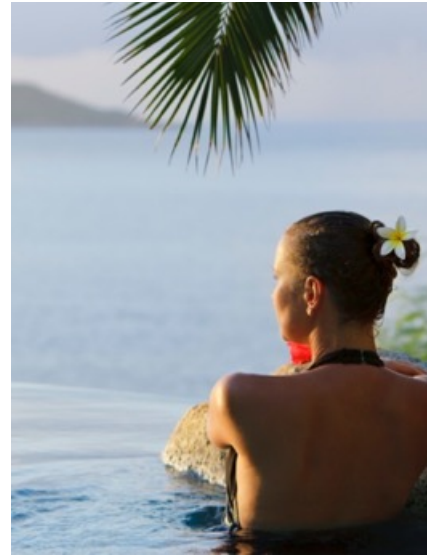
Content Integrity





What We Believe

1. We believe we are the **industry leaders** in review fraud detection.
2. We believe traveler reviews have **revolutionized travel**.
3. We believe TripAdvisor has **levelled the playing field** for business small and large to compete.
4. We believe in customers' **right to write**.



Examples of Reviews Which Violate Our Guidelines



K.H. D

📝 13 🌟 3



"There was a long wait, the food was cold and they refused to use my Promo Code #1234"

Reviews containing personal or exclusive information



Kevin G
Woodworth,
Louisiana

📝 21 🌟 8



"I stayed here 5 years ago and still think about the terrible service we received."

Reviews from a non-recent trip



Memoirs of a Traveler...
Dubai, United Arab Emirates

📝 19 🌟 12



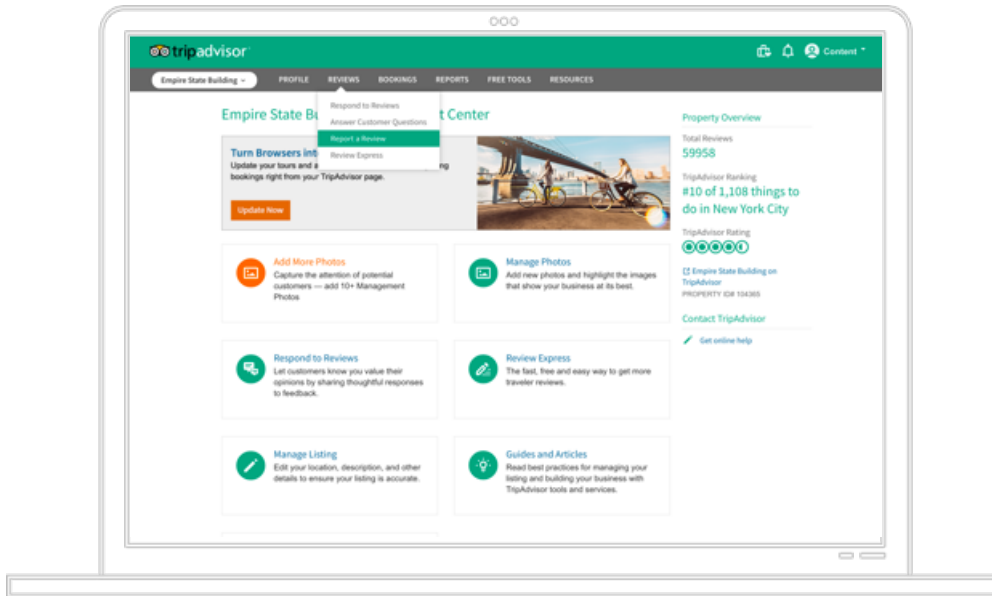
"A friend of mine rented a bike from this business recently and said the tires were flat and the staff were largely unhelpful."

Second-hand information

6 Facts About How We Moderate Reviews

1. Every review goes through a tracking system before it is published
2. If the system spots something suspicious, our team of content specialists step in to investigate
3. Our team has over 300 specialists covering all 28 languages supported on the site
4. We have over 15 years' experience moderating traveller reviews
5. The fraud detection techniques we use are adapted from industries such as banking
6. Anyone who uses the site – including business owners - can report a concern with a review, and every report is investigated by our content specialists

Fraud or Blackmail



- Report blackmail threats immediately
- Provide as many details as possible - this information will help us identify the review if it's submitted at a later date
- Retain any relevant documentation that might be useful should you be contacted for additional information
- Post a Management Response so other travelers can read what you have to say



Action Items





Immediate items

1. Commit to listening
2. Don't fear the feedback/relax
3. Respond with a virtual smile
4. Demonstrate your commitment



Longer term action items

1. Engage the WHOLE team
2. Track reviews for business intelligence
3. Consider participating/reviewing forum postings

Step 1. Build Your Strategy

A strategy will shape your focus and help to guide your efforts

Identify your Target Audience

*Know your business and who your
key market(s) are*

Set Realistic Goals

*Set goals that help you target
your best customers*

Define Your Measures of Success

*Determine how you will define
success so that you can track
your progress*

Schedule Time to Review

*Your strategy will shift and change as
your business does so schedule time to
reassess and reshape if required*

Step 2. Create an Online Reputation Culture

“The best results come from a cultural shift that includes every employee in the process of earning positive reviews.”

Daniel Craig - Founder, ReKnown





Step 3: Assess Your Current Online Presence

- Search for your business using a search engine. Don't forget to search for images as well.
- Familiarise yourself with conversations that are happening on social media sites.
- Build a list of the most popular websites that you appear on and get into the habit of checking regularly.

Hot Tip:

There are a number of free software programs that can help you find and track your online mentions



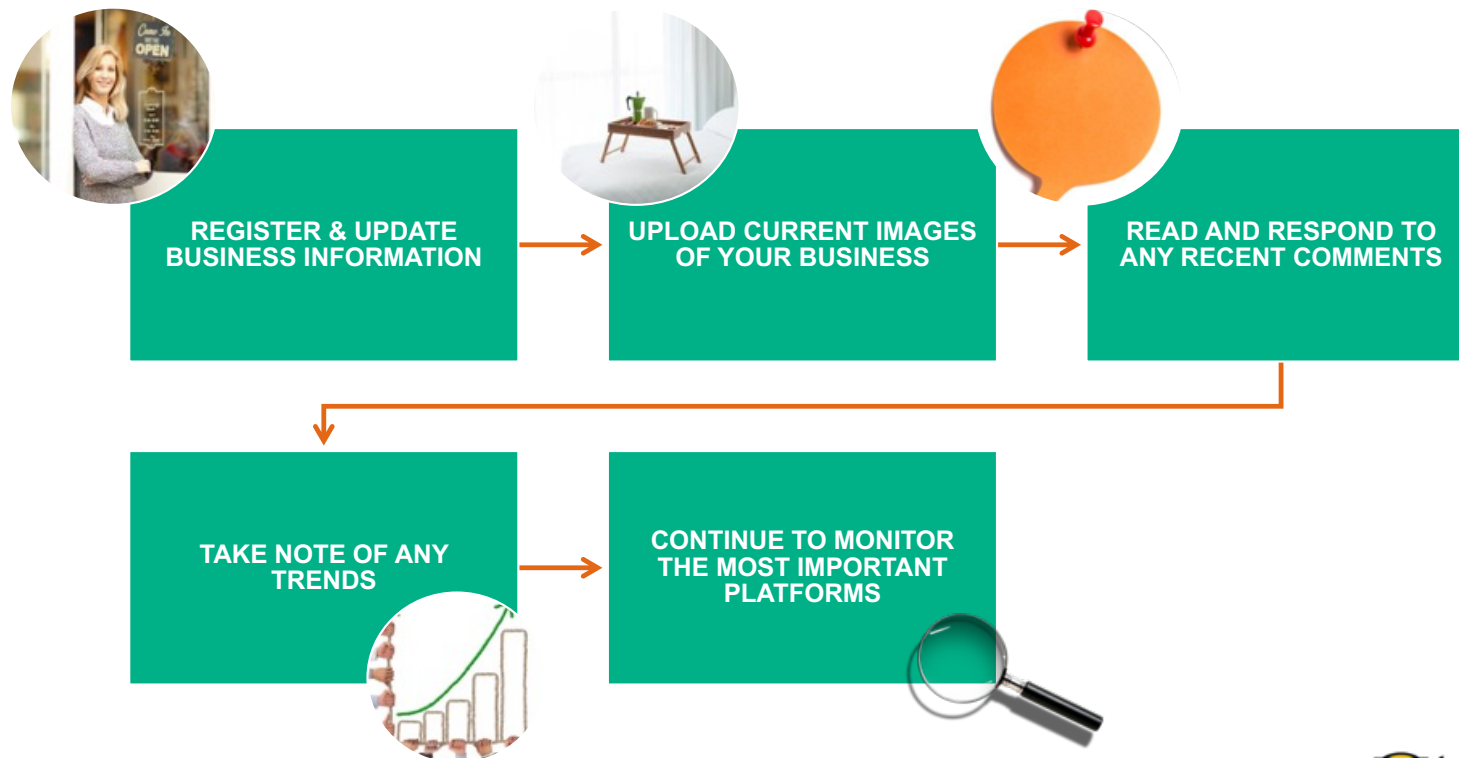
Step 3: Assess Your Current Online Presence

- Search for your business using a search engine.
- What conversations are happening?
- Where are your guests gathering? What site are popular?

Hot Tip:

There are a number of free software programs that can help you find and track your online mentions

Step 4: Update Your Information Across All Sites



TripAdvisor Tools to Help Manage Your Online Reputation

Monitor Review and
Performance
Activity

Collect Reviews
and Customer
Feedback

Promote
Recognition and
Customer
Feedback

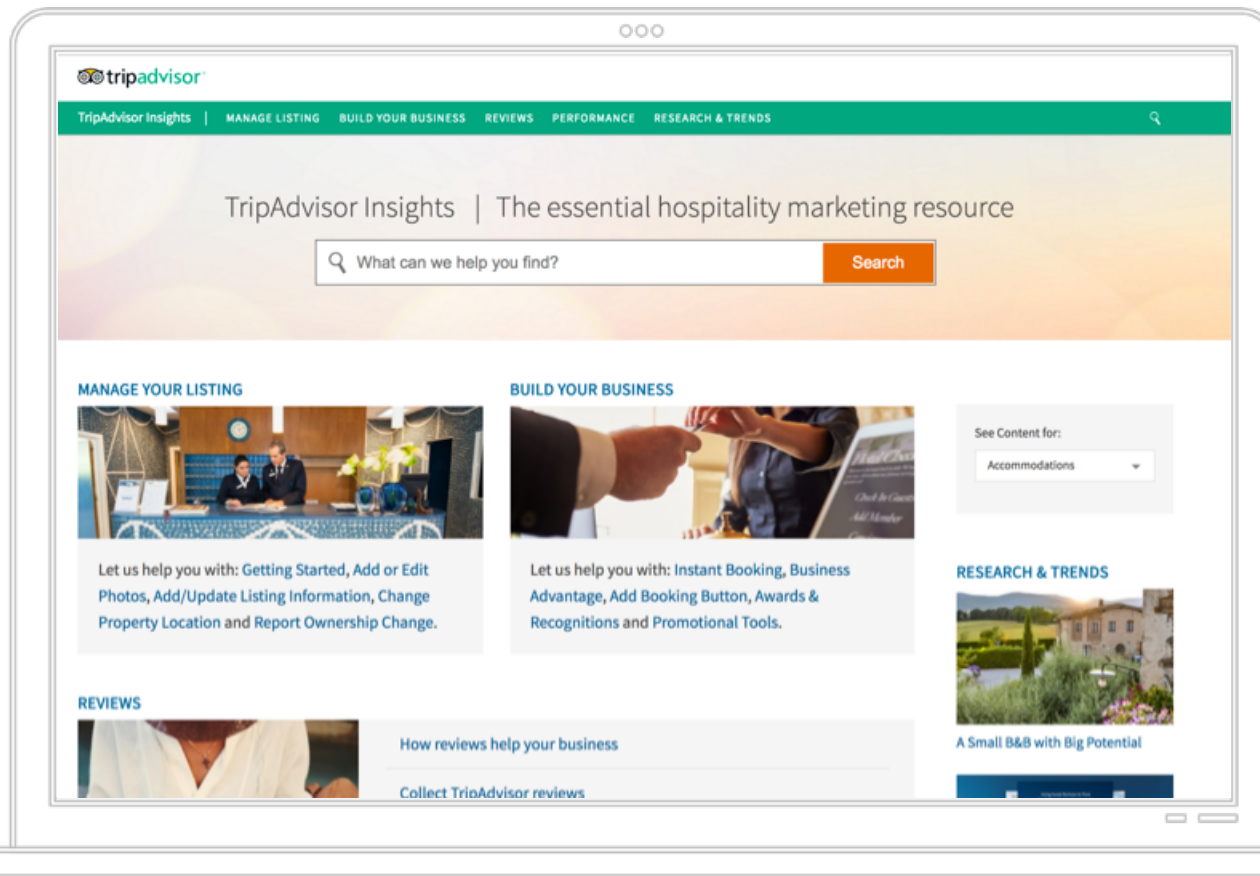
Respond to and
Engage with
Customer
Feedback



[More Resources](#)

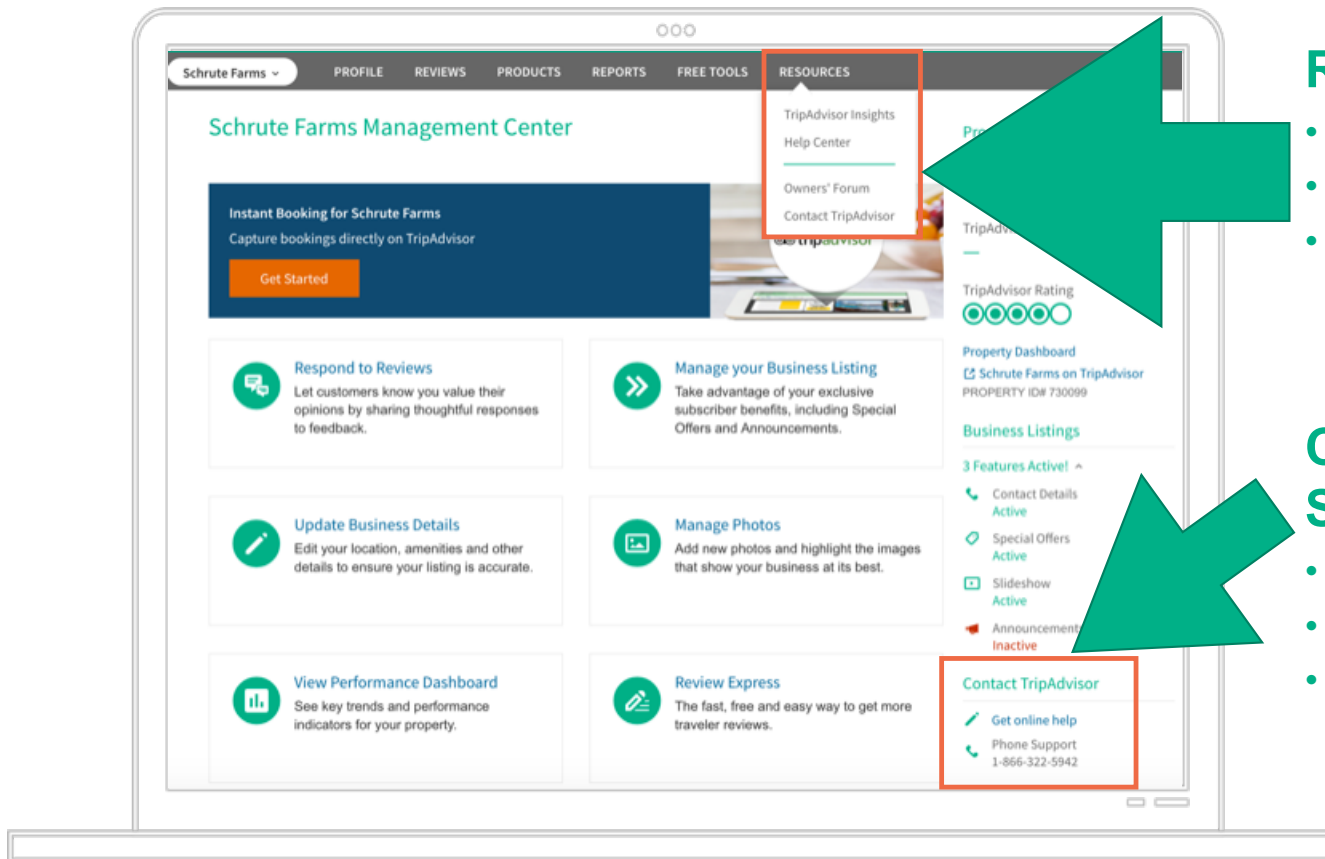


www.TripAdvisor.CA/insights



@TripAdvisorB2B

Customer Service and Support



Resources:

- Help Center
- Owners Forum
- TripAdvisor Insights

Contacting Customer Support:

- Log into the Management Center
- Submit a ticket
- Record the ticket number

