

Develop a TripAdvisor strategy that drives traffic and sales



## FACTS AND FIGURES: How TripAdvisor influences travel

- ✓ TripAdvisor attracts 350 million unique visitors every month (Q4 2015).
- ✓ Over 320 million reviews and opinions of more than 4.4 million businesses have been posted on the site.
- ✓ TripAdvisor ranks ahead of personal recommendations, tourist board websites, and guidebooks as the most trusted source for travel planning.
- ✓ 89 percent of all global travelers consider reviews as influential when making booking decisions.
- ✓ 83 percent say TripAdvisor reviews make them feel more confident in their travel decisions.
- ✓ 96 percent of hotels and hospitality brands worldwide say reviews are influential in generating bookings.

## GET STARTED: Building your brand on TripAdvisor

### CREATE OR CLAIM YOUR PAGE.

Take control of your TripAdvisor page by visiting [tripadvisor.com/owners](http://tripadvisor.com/owners). Or if you don't have a listing yet, create one at [tripadvisor.com/GetListedNew](http://tripadvisor.com/GetListedNew).



### JOIN THE CONVERSATION.

Build credibility by using the [TripAdvisor Questions and Answers](#) feature to respond to questions posted by travelers.



### PROMOTE YOUR PRESENCE.

Drive travelers to your TripAdvisor page by adding [website widgets](#), [window stickers](#), and [comment cards](#).



### ENGAGE ON SOCIAL.

Display your TripAdvisor content on your Facebook page by activating the [TripAdvisor Facebook app](#).



### KEEP UP WITH TRENDS.

Learn industry best practices and gain key insights by following the [TripAdvisor Insights](#) blog.



### GET MORE AND BETTER REVIEWS.

Encourage happy customers to submit reviews and customer feedback using the [Review Express tool](#).



### GO GREEN.

Sign up for the [GreenLeaders Program](#) to showcase your business' commitment to green practices.



## TRIPADVISOR TACTICS:

## Keys to protecting your brand reputation



### DO

**Respond to reviews.**

Managers that respond to TripAdvisor reviews [see](#) 17 percent higher engagement levels and are 21 percent more likely to receive a booking inquiry.

**Say thank you.**

These two words go a long way in showing travelers that your brand values customer feedback.

**Add photos.**

TripAdvisor pages with at least one photo [enjoy](#) a 138 percent increase in engagement levels.

**Delete old reviews.**

Underwent major renovations? TripAdvisor lets you give your page a clean slate by requesting for the removal of old, outdated reviews.

**Fight blackmail.**

Report negative review threats by [requesting](#) business representative support.

### DON'T

**Lose your cool.**

Bad reviews hurt. But you can protect your brand reputation by responding politely and professionally to TripAdvisor users and by solving customer experience issues.

**Give yourself 5 stars.**

It's not worth it. The cons of faking your reviews and reputation far outweigh the pros.

**Ignore wrong local data.**

Proactively manage your TripAdvisor page and ensure that your business info is correct, complete, and up to date.