

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. Or if you don't have a listing yet, create one at 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 TripAdvisor lets you give your page a clean slate by requesting for the removal of old, outdated reviews.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.