



Greater Zion x Tripadvisor

May 2021

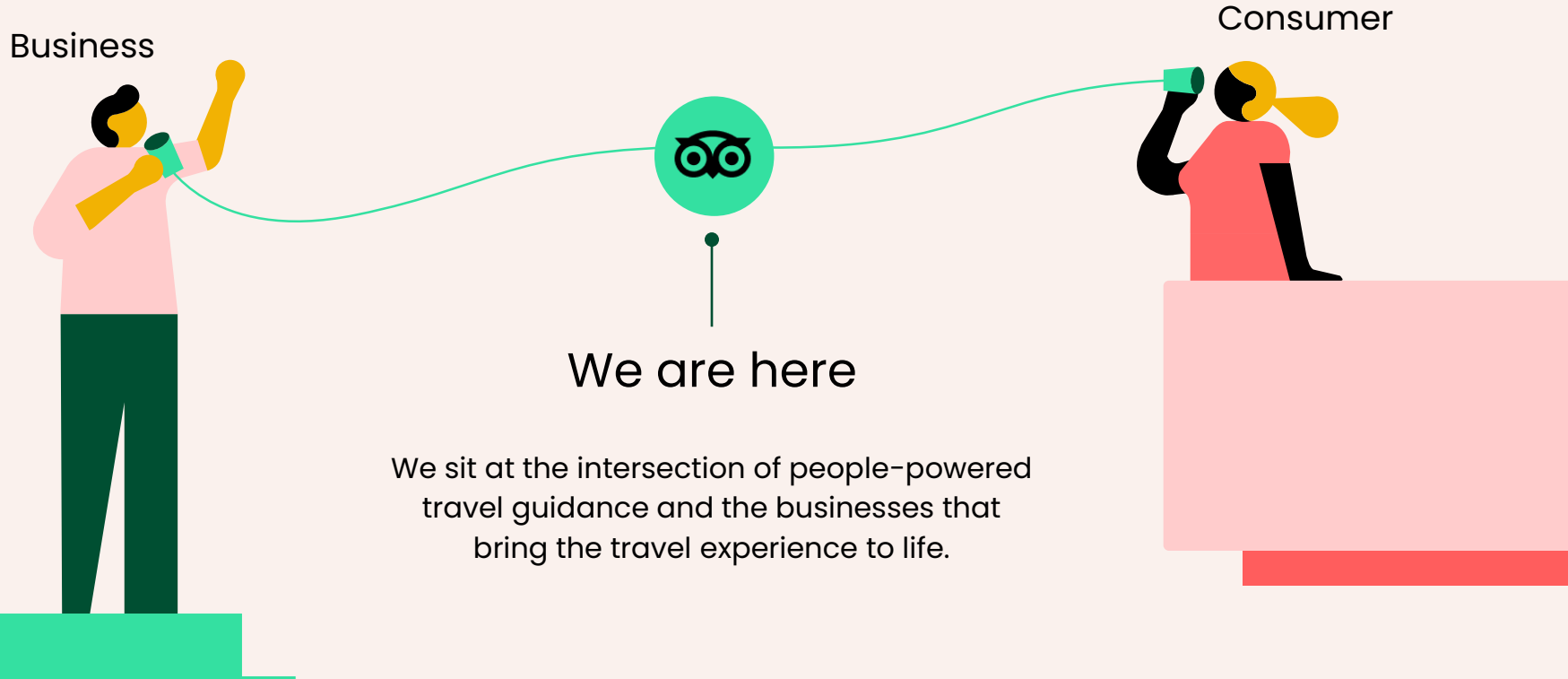


Give travelers the confidence to book with you

Managing your Online Reputation



A trusted voice in the conversation between travelers and experiences



Reach consumers at every stage of the journey



Why Tripadvisor?



Scale

With 463 million monthly active users, presence in over 190 countries and displayed in 28 languages, we are the world's preferred travel guidance company.

Trust

For 20 years, we have helped travel brands build their business. Even now and throughout the pandemic, we are #1 in trust for consumers searching for travel information.

Audience

Leverage Tripadvisor's data intelligence — a deep and real-time understanding of our audience of travelers — built on years of trust.

Impact

Leverage our insights to help make better investment decisions and guarantee ROAS.



463M

Travelers guided every month

878M

Contributions

190

Countries

28

Languages



Source: Tripadvisor Internal Data, November 2020



The only destination you need to plan your best trip

Nearly 8M listings across 190 countries



4.2M
restaurants



2.3M
accommodations



1.3M
attractions



#1 In Trust

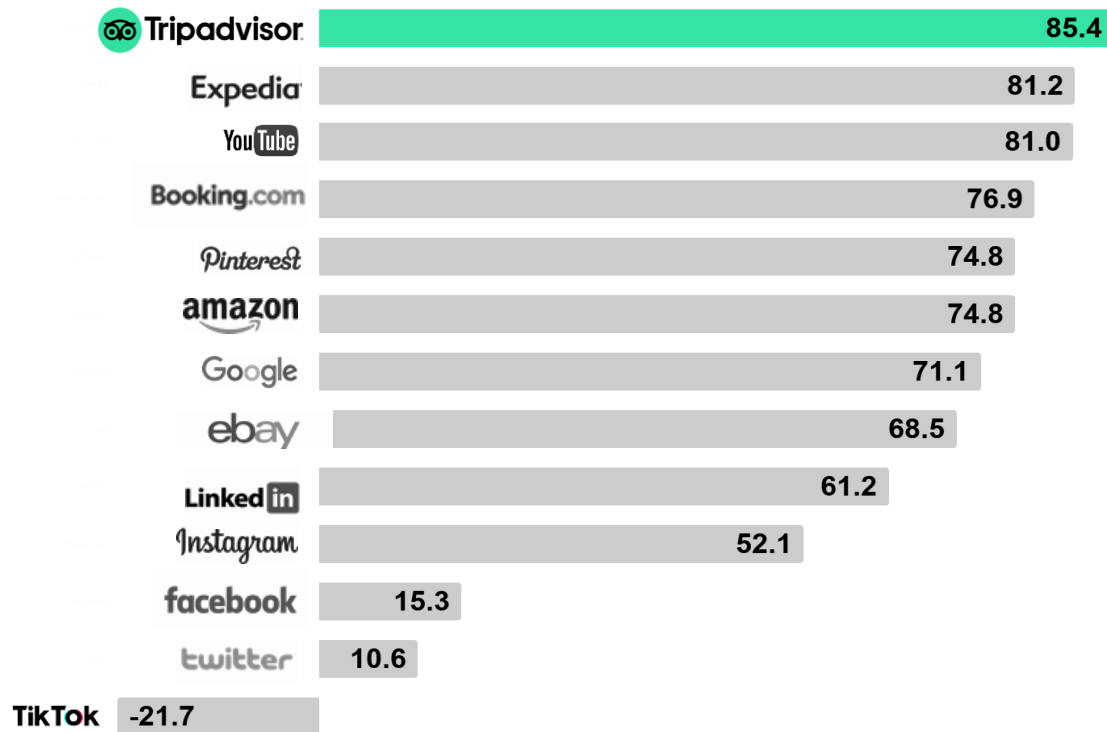
for consumers searching for travel information
throughout the pandemic, ahead of other travel,
media and social sites.



Tripadvisor Traveler Sentiment Study, 6/19-6/28/20; 2,300 Respondents across US, UK, Japan, Italy, Australia, Singapore. As compared to Travel: Booking.com, Expedia, Airbnb, Yelp; Social Media: Facebook, Instagram, Twitter; Traditional media: TV, Newspaper and Radio



Net Positive Perception of Tripadvisor vs Competitor Set: YTD 2020



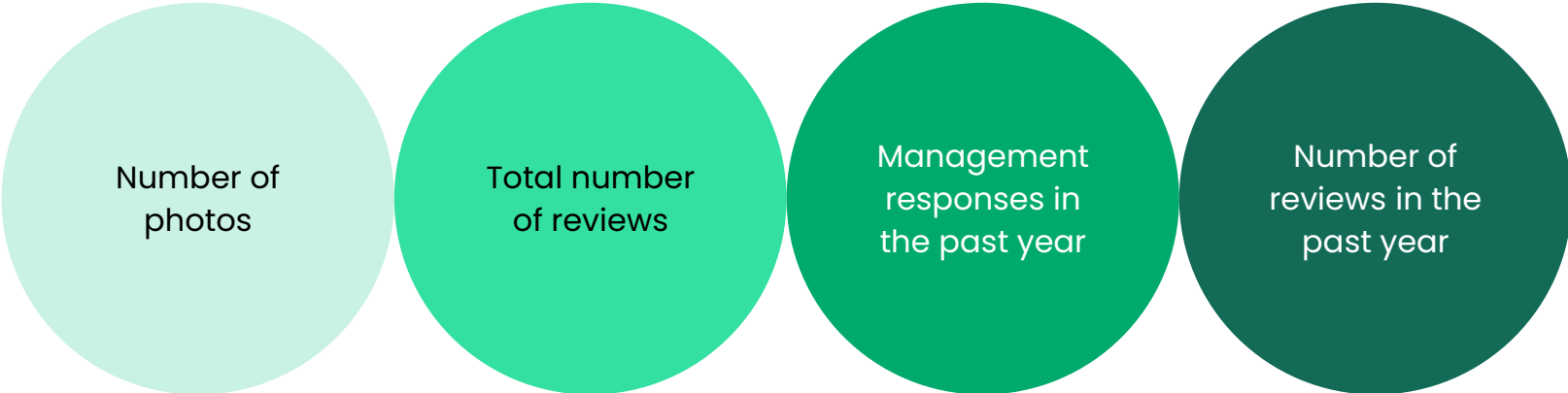
Why Tripadvisor?

In this difficult time, Tripadvisor is perceived more positively by the general population than any other major media brand

Source: YouGov Brand Index; **Scoring Population:** Respondents with opinion; **Metric:** NET Impression Rankings = %Positive Impression/100 - %Negative Impression/100 Data weighted to be representative of the total US population; includes only respondents aware of brands & with an opinion; **Metric Question:** "Overall, of which of the following brands do you have a POSITIVE impression? / Now which of the following brands do you have an overall NEGATIVE impression?"



Factors driving traveler engagement



Number of
photos

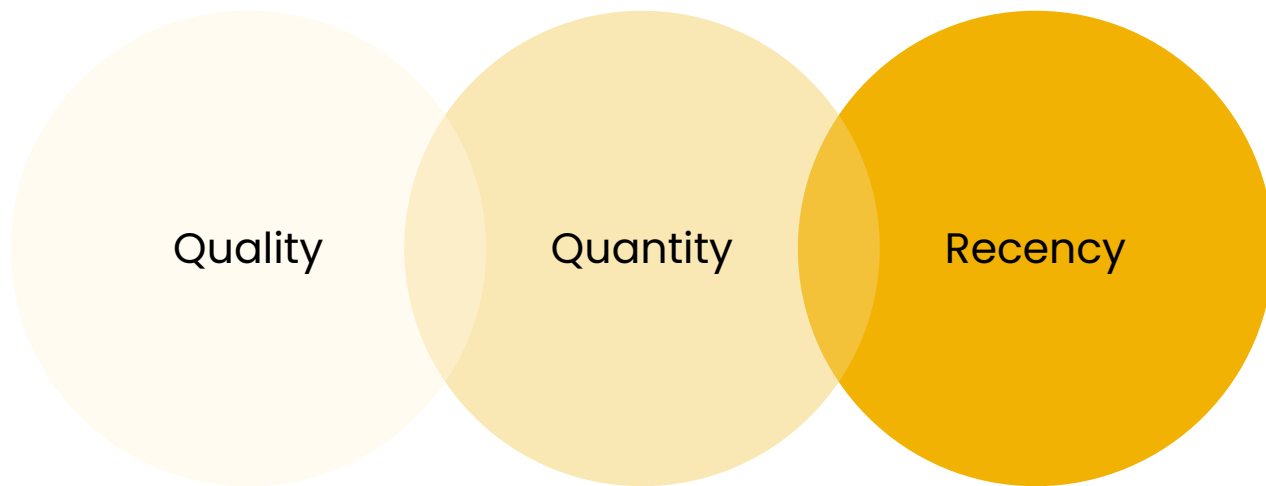
Total number
of reviews

Management
responses in
the past year

Number of
reviews in the
past year



The Tripadvisor popularity ranking



Tripadvisor tools to help manage your online reputation



Collect reviews
and customer
feedback



Monitor review
and performance
activity



Promote
recognition and
customer feedback



Respond to and
engage with
customer feedback



6 tips to keep top of mind

1

Register and claim your listing

2

Include a description of your business

3

Add photos and videos

4

Encourage reviews

5

Get notified and track reviews

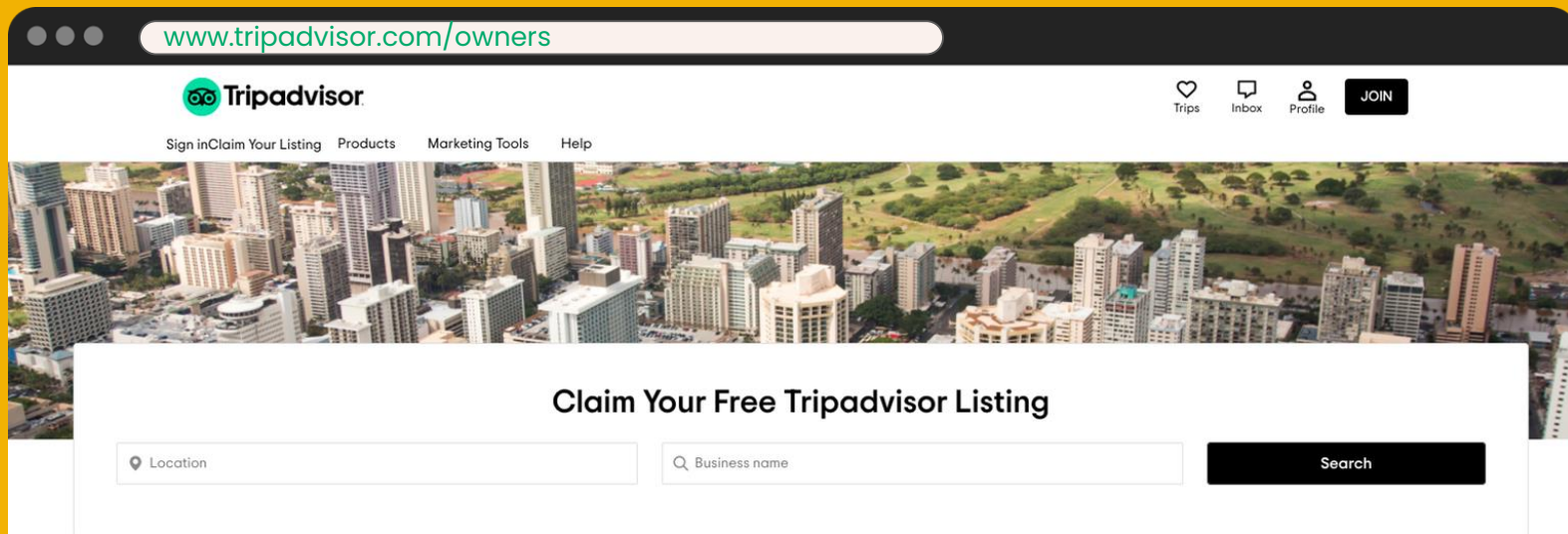
6

Take advantage of management responses



1

Claim your Tripadvisor listing



www.tripadvisor.com/owners

Tripadvisor

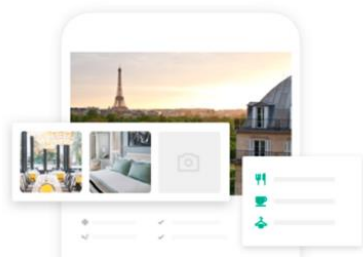
Sign in Claim Your Listing Products Marketing Tools Help

Trips Inbox Profile JOIN

Claim Your Free Tripadvisor Listing

Location Business name Search

Grow your business with free tools from Tripadvisor



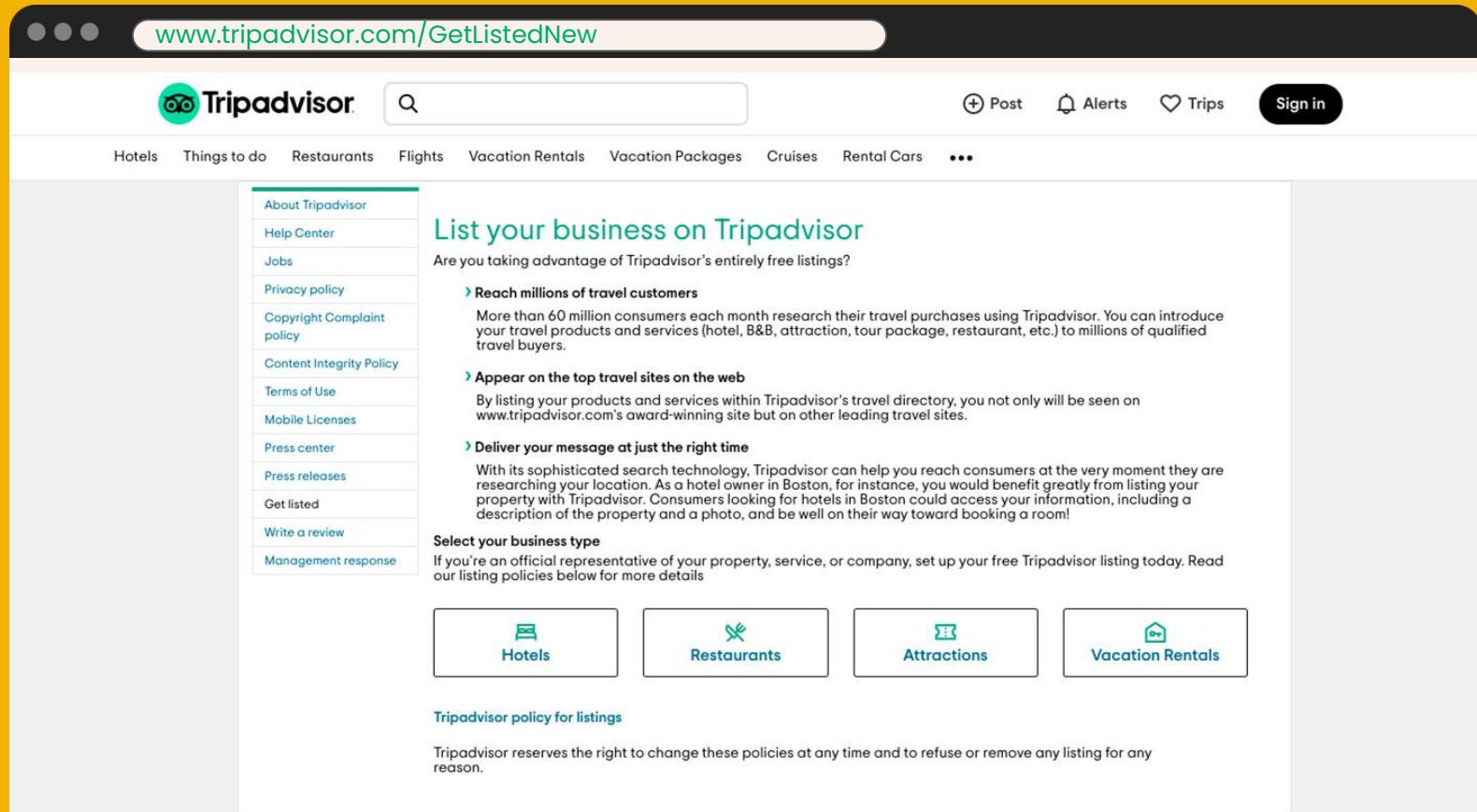
MANAGE

Take control of your listing

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



Claim your Tripadvisor listing, con't.



The screenshot shows the Tripadvisor website's 'Get Listed New' page. The browser's address bar displays 'www.tripadvisor.com/GetListedNew'. The page features a navigation bar with the Tripadvisor logo, a search bar, and links for 'Post', 'Alerts', 'Trips', and 'Sign in'. Below the navigation bar, a horizontal menu lists various travel categories: Hotels, Things to do, Restaurants, Flights, Vacation Rentals, Vacation Packages, Cruises, and Rental Cars. On the left side, a vertical sidebar contains links to 'About Tripadvisor', 'Help Center', 'Jobs', 'Privacy policy', 'Copyright Complaint policy', 'Content Integrity Policy', 'Terms of Use', 'Mobile Licenses', 'Press center', 'Press releases', 'Get listed', 'Write a review', and 'Management response'. The main content area is titled 'List your business on Tripadvisor' and includes the question 'Are you taking advantage of Tripadvisor's entirely free listings?'. It lists three benefits: reaching millions of travel customers, appearing on top travel sites, and delivering messages at the right time. A section titled 'Select your business type' provides instructions on how to claim a listing and lists four categories: Hotels, Restaurants, Attractions, and Vacation Rentals. At the bottom, a section titled 'Tripadvisor policy for listings' states that Tripadvisor reserves the right to change policies or remove listings at any time.

www.tripadvisor.com/GetListedNew

Tripadvisor

[Post](#) [Alerts](#) [Trips](#) [Sign in](#)

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


[About Tripadvisor](#)
[Help Center](#)
[Jobs](#)
[Privacy policy](#)
[Copyright Complaint policy](#)
[Content Integrity Policy](#)
[Terms of Use](#)
[Mobile Licenses](#)
[Press center](#)
[Press releases](#)
[Get listed](#)
[Write a review](#)
[Management response](#)


List your business on Tripadvisor


Are you taking advantage of Tripadvisor's entirely free listings?


- › **Reach millions of travel customers**
More than 60 million consumers each month research their travel purchases using Tripadvisor. You can introduce your travel products and services (hotel, B&B, attraction, tour package, restaurant, etc.) to millions of qualified travel buyers.
- › **Appear on the top travel sites on the web**
By listing your products and services within Tripadvisor's travel directory, you not only will be seen on www.tripadvisor.com's award-winning site but on other leading travel sites.
- › **Deliver your message at just the right time**
With its sophisticated search technology, Tripadvisor can help you reach consumers at the very moment they are researching your location. As a hotel owner in Boston, for instance, you would benefit greatly from listing your property with Tripadvisor. Consumers looking for hotels in Boston could access your information, including a description of the property and a photo, and be well on their way toward booking a room!

Select your business type
If you're an official representative of your property, service, or company, set up your free Tripadvisor listing today. Read our listing policies below for more details


Hotels


Restaurants


Attractions


Vacation Rentals

Tripadvisor policy for listings
Tripadvisor reserves the right to change these policies at any time and to refuse or remove any listing for any reason.



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 Reputation Pro, get real-time review notifications and save time responding to guests.

Track your performance

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



Tripadvisor

Finca Victoria Overview Manage Listing Drive Bookings **NEW!** Marketing Tools Reviews Spotlight ↗ Help & Settings

Trips Inbox

General details for Finca Victoria

Mark your property as temporarily closed ☐

Let travelers know when your property is temporarily closed. When this setting is turned on, the following message will display on your listing within 24 hours: This business is temporarily closed until [specified date].

General information

Property name

Finca Victoria

We may translate your property's name into other languages so we can display it in all points of sale.

Add a Language

Brand

Describe your property

Finca Victoria
ID# 151965
[View on Tripadvisor ↗](#)

General

Location

Amenities

Listing Support





73% of Tripadvisor users use photos from other travelers to help them make a decision

The screenshot shows the Tripadvisor Management Photos interface. At the top, the Tripadvisor logo is on the left, and navigation links for Trips, Inbox, and a profile icon are on the right. Below the logo, a menu bar includes 'Finca Victoria' (with a dropdown arrow), 'Overview', 'Manage Listing', 'Drive Bookings' (with a 'NEW!' badge), 'Marketing Tools', 'Reviews', 'Spotlight' (with an external link icon), and 'Help & Settings'.

The main content area is titled 'Management Photos' in green. Below the title, a text block explains: 'Management Photos appear on your Tripadvisor Page. You can add new photos, edit captions and categories, or reorder how they appear. [View the Guide](#)'. A link 'Where does this appear?' is located to the right of this text.

On the left side of the main area, there is a sidebar with a circular profile picture of a pool. Below it, a 'MEDIA SUITE' section contains a 'MANAGE PHOTOS' button with a camera icon. Under this button, a list shows 'Primary Photo', 'Management Photos' (highlighted in green), and 'Traveler Photos'.

The main photo grid features a dropdown menu set to 'All Photos' and a '+ Add More Photos' button. The grid displays 12 photos of a property, including outdoor pools, interior living spaces, and exterior views. The bottom-left photo is marked with a '★ PRIMARY' label.



4

Encourage guests to write reviews

Fresh reviews matter

What are things like today at your property?

Improvements matter

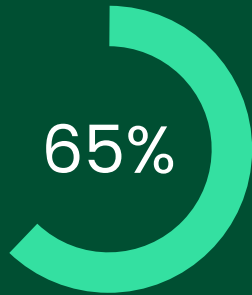
How have you adapted to the current environment?

Rankings matter

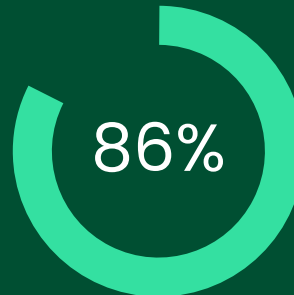
What makes your property the best, safest option for potential guests?



New reviews help assure travelers.



Will not travel until they
see physical changes that
make them feel safer.



Say that Tripadvisor reviews
help them feel more confident
in their decisions.

Source: Tripadvisor Sentiment Research, Wave 3, May 2020.
Source: Power of Reviews, by Tripadvisor, in partnership with Ipsos MORI

How to encourage guests to write reviews

Reputation Pro

Widgets

Stickers

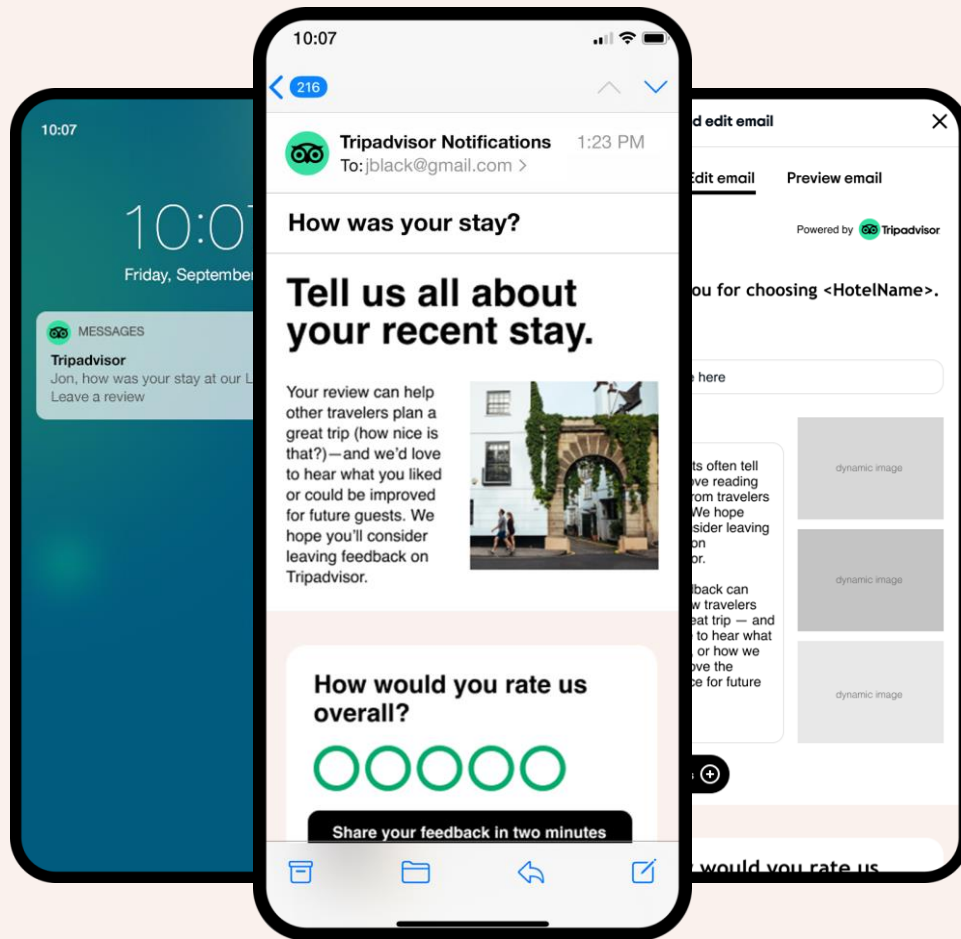
Reminder cards

Downloadable assets


Collect recent reviews with Reputation Pro

- **Lean on us to deliver** automated review requests on your behalf.
- **Collect more reviews** across email, text*, and app.
- **Customize** the message and photos in your **email templates** to make them your own.
- **Add private surveys** to get more detailed feedback.


*For eligible Property Management Systems



Promotional tools for business

 **Tripadvisor**

[Your Business](#) ▾ [Products](#) [Marketing Tools](#) [Help](#)

[Trips](#) [Inbox](#) 

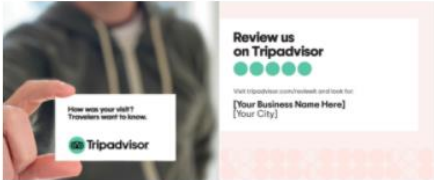
Promotional Tools for Your Business

Put our brand to work for you! These eye-catching items make it easy to attract travelers' attention, boost reviews, and bring in new business.

Write a Review Cards

Remind customers to review their experience with you on Tripadvisor.


[Order cards](#)



Digital Branding

Drive more reviews by adding our logo (and more!) to your website and printed marketing materials.

[Start downloading](#)

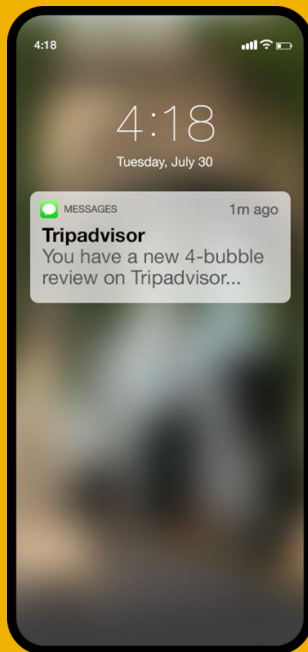




5

Respond to reviews

- Get **real-time review notifications** so you can deal with issues as they arise and thank travelers for positive reviews.
- Choose **when** and **how** you're notified so you can act quickly on guest feedback.
- **Showcase your customer service** to past and future guests by **responding to new reviews faster**.

A screenshot of the TripAdvisor Management Center Notifications page. The page has a header with the TripAdvisor logo and navigation links: Management Center > Reputation Management > Notifications. The main heading is "Notifications". On the left is a sidebar menu with options: Dashboard, Review response, Premium review collection, and Real-time alerts. The main content area is titled "Review notification" and contains a "New reviews" table. The table has columns: Send by, Notify me, Frequency, and Contact. It lists three notification methods: Email (checked), SMS / Text (unchecked), and Tripadvisor website / app (unchecked). Below the table is a "Partner alerts" section with the text "Select which platforms you would like us to include in your review notifications". It shows checkboxes for TripAdvisor (checked) and Google (unchecked).

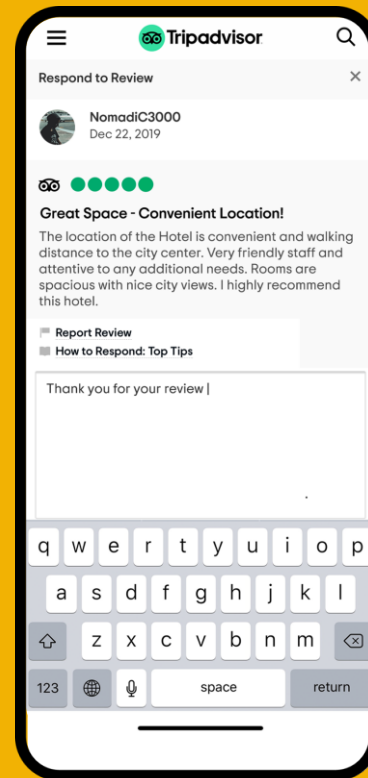
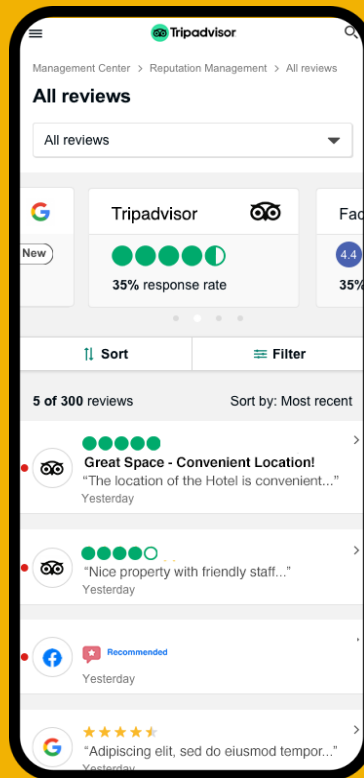
Send by	Notify me	Frequency	Contact
Email	<input checked="" type="checkbox"/>	Daily	brgonzo
SMS / Text	<input type="checkbox"/>	Daily	+440522
Tripadvisor website / app	<input type="checkbox"/>	Daily	Inbox



6

Get notified and track reviews

- See your reviews across **Tripadvisor, Google, Facebook and the largest OTA's** — all on the same page
- **Use one centralized dashboard** to respond to reviews.
- Save your review responses as **templates for future use** and personalize each one by automatically adding the traveler name.
- Manage reviews and responses at **any time on any device type**.



65%

of users are more likely to
book a hotel which responds
to traveler reviews

85%

of users agree that a
thoughtful owner response
to a bad review improves
their impression of a
business

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



Best practices for responding

1

Sign up for review notification emails

2

Respond promptly

3

Say 'thank you'

4

Be original

5

Highlight positives

6

Address any specific issues

7

Be polite and professional

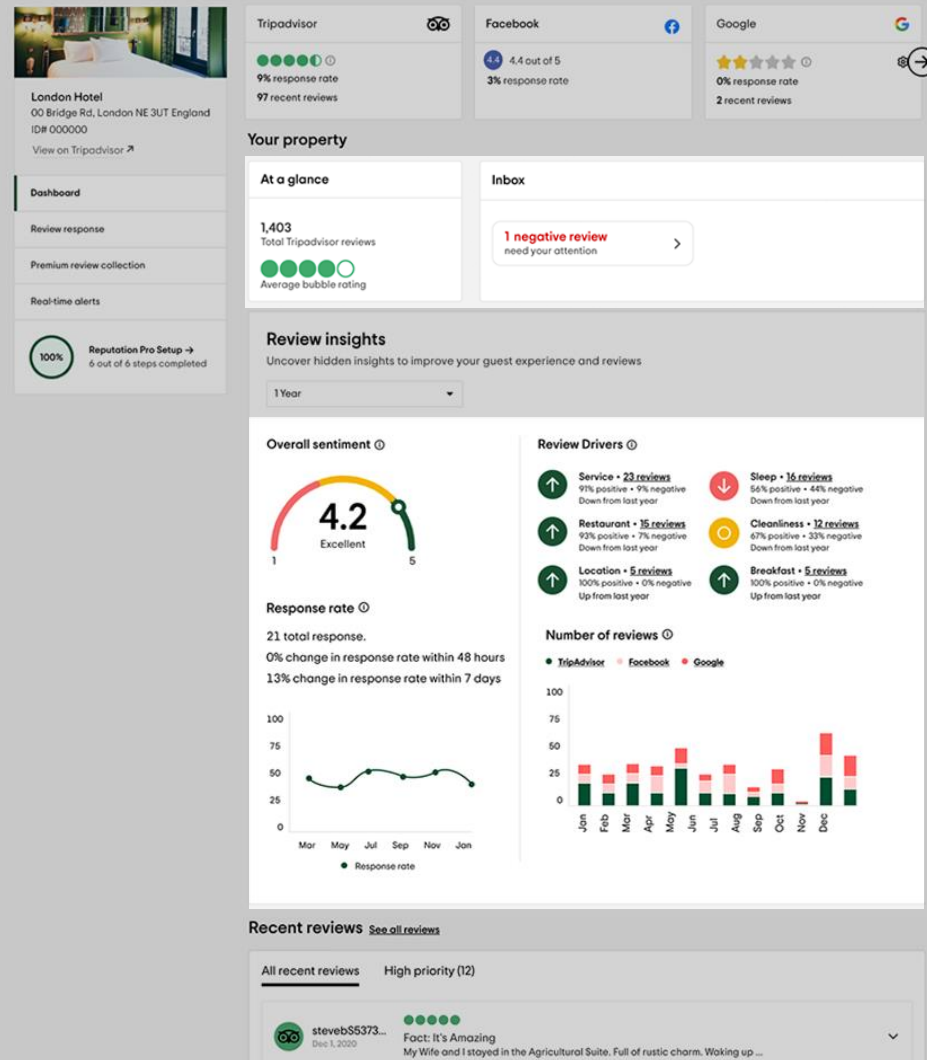
8

Invite outreach by phone or email, if relevant



Monitor review activity and insights over time

- **Use Tripadvisor's industry-leading review insights** — and take actionable steps to make guests love you even more.
- **Discover what's driving** both positive and negative **guest feedback**.
- **Prioritize crucial tasks** that are automatically flagged on your dashboard.
- **Guide data-driven decisions** with reports featuring rich graphic visualizations.



Additional tools
and resources

www.tripadvisor.com/insights

BUSINESS TYPE

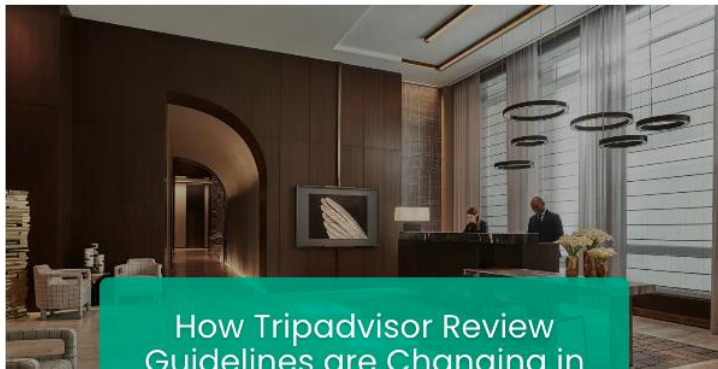


Get Started ▾ Build Your Business ▾ Manage Reviews ▾ Research & Trends ▾

Tripadvisor Insights

Get the latest best practices and research on how to build your business on the world's largest travel site.

COVID-19: Resources for Tripadvisor Partners



Popular



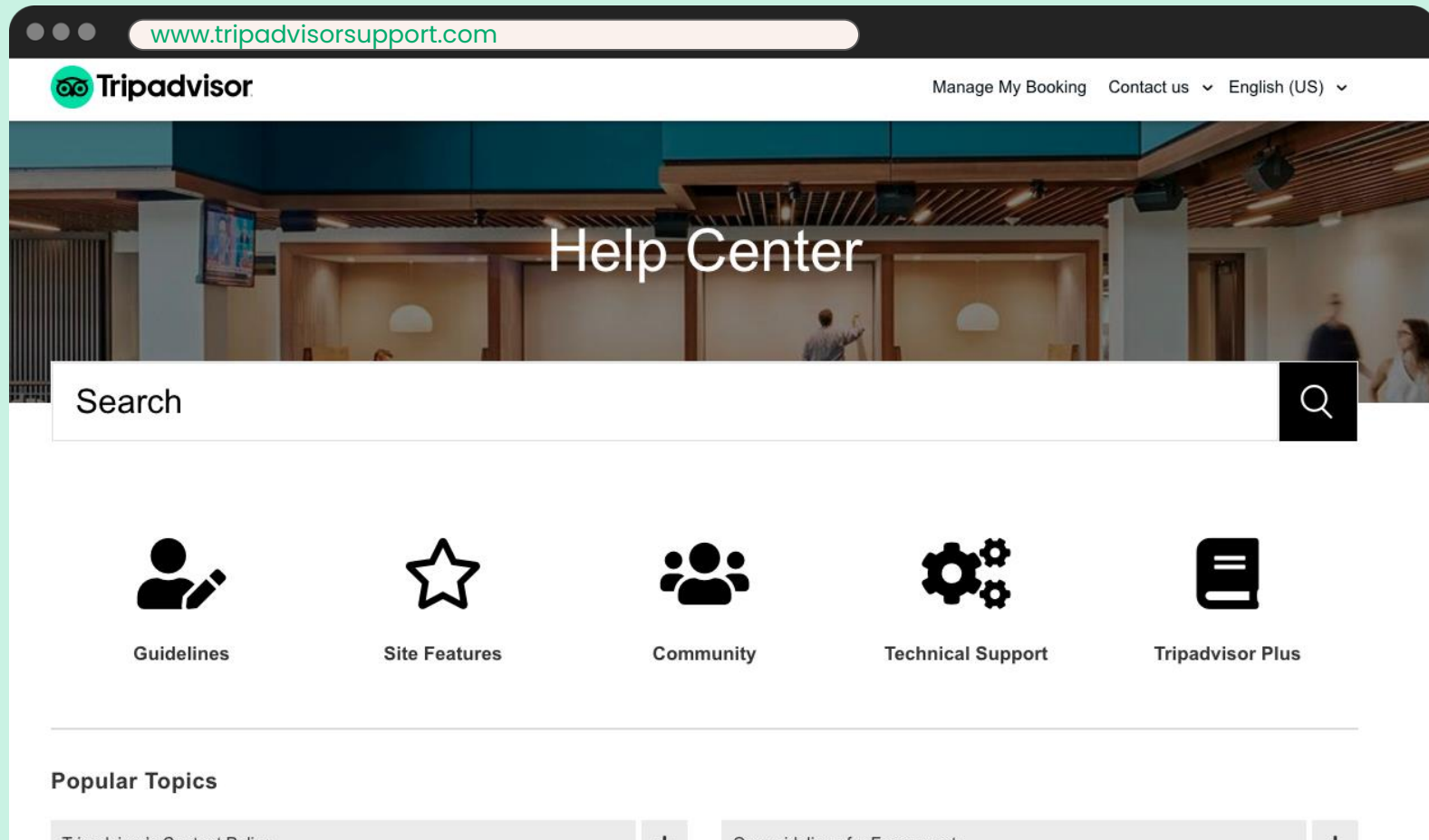
7 Tips for Making the Most of Your Sponsored Placements



Manage Who Has Access to Your Tripadvisor Listing




Help Center



Contact Us

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


 **Tripadvisor.**


Your Business ▾


Products

Marketing Tools

Help

 Trips

 Inbox



Business Representative Support

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:

*Property Name:

--Choose one--

▼

*Please tell us what the issue is:

--Choose one--

▼

Search Help Center

Additional Resources

Management Center home


Help Center

Tripadvisor Forums

Tripadvisor Support Forum

Help Us Make Tripadvisor Better

Owners' Forum



More reviews.
More visibility.
More bookings.

