Five Travel Trends That Matter

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World’s Largest Travel Site*

200 million unique monthly visitors**

100 million reviews and opinions

2.5+ million businesses listed

60+ user contributions every minute

*Source: comScore, January 2013. **Source: Google Analytics, worldwide data, January 2013
Overall Reputation Management Impacts your Bottom Line

Guests are visiting TripAdvisor more frequently prior to booking

Higher review scores on OTA sites allow hotels to charge more while maintaining occupancy rates.

If a property can increase its review score by one point (on a five-point scale) on OTA channels, it could increase its prices by about 11.2% and still maintain the same occupancy rates.

Properties with stronger reputations across all channels perform better overall.

Reviews are Highly Influential

93% of global travelers say their booking decisions are impacted by online reviews.

96% of global hotels say reviews are important for bookings.

Source: TripBarometer by TripAdvisor, an online survey conducted in Dec. 2012 – Jan. 2013 with 35,042 participants from 26 countries.
Costa Rica: Reviews in last 30 days

94% of accommodations in Costa Rica reviewed in the past 30 days having a rating of 3.5 or higher (out of 5)
Costa Rica: 2011-2012 YoY Page Views

37% year-over-year growth in page views for accommodations in Costa Rica
The Wisdom of Friends is Most Valuable

35% of new reviews come from Facebook-connected users

92% trust recommendations from people they know*

*Source: Nielsen “Consumer Trust in Online, Social and Mobile Advertising Grows,” April 2012
Social Media: Changing the face of travel

- Monthly uniques
- Reviews & opinions
- Members
- Photos
- Restaurants
- Accommodations
- Hotels
- Destinations

Millions of uniques and members from various platforms:
- Pinnable content
- Reviews and opinions
- Memberships
- Photos
Mobile is Unstoppable

By 2014, US mobile bookings will grow to $25.8 billion.

Only 2% of US travelers DO NOT own a mobile phone.

Source: PhoCusWright’s “Social Media and Travel.” September 2012.
TripAdvisor App pre-loaded on new Samsung Galaxy S4

- Your property is pre-loaded
- You’re click-to-call, available to all
- You’re twice as easy to reach
- You’re on their calendar
- You can catch the attention of millions
Deals, deals, deals

“Consumer desire to uncover the best values is unabated.”

5 Deals, deals, deals

Hotel Commonwealth

Hotel Commonwealth

Offer details

Free room upgrade

Must present unexpired coupon at check-in. Subject to availability. Upgrades will be to the next category of room and exclude Suites.

How to redeem this offer: Online

Code - TRIP

Redeem this offer

Offer valid on the following days: Mon, Thu, Fri, Sat, Sun.


Special Offer for this hotel

Fenway Fanatic Package

UNWTO - a Specialized Agency of the United Nations
Notes to self:
1. Develop an overall strategy for monitoring your reputation on review and social media sites.
2. Encourage reviews for a steady stream of fresh content.
3. Develop a Facebook presence and keep tabs on Facebook chatter.
4. Mobile optimize your site; consider a Business Listing and Mobile Upgrade.
5. Create appealing promotions and strategically place them to entice travelers to book.
Thank you!

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