



Discovering Tourism Delights |

WTC Penang 18th of October 2016

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MISSION

HELP TRAVELERS
PLAN AND BOOK
THE BEST TRIP



TripAdvisor Today



over
6.6
MILLION
businesses
listed

over
255
user contributions
every minute

110
MILLION
members



over
135,000
destinations

350
MILLION**

Unique visitors
a month



48 markets in
28 languages

385

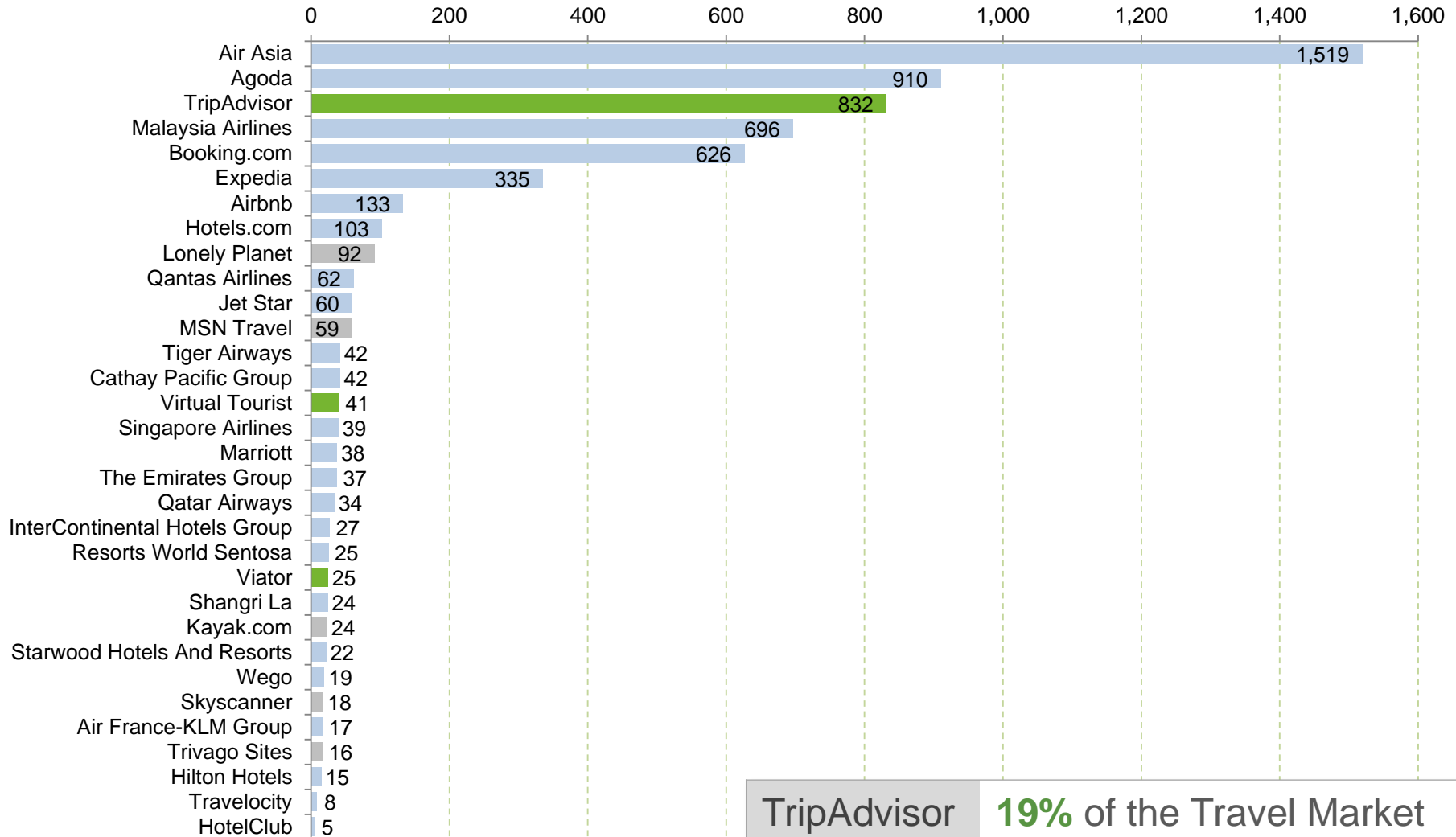
MILLION
reviews &
opinions





TripAdvisor – Malaysia

TripAdvisor is the 3rd largest travel site in the Malaysian travel market





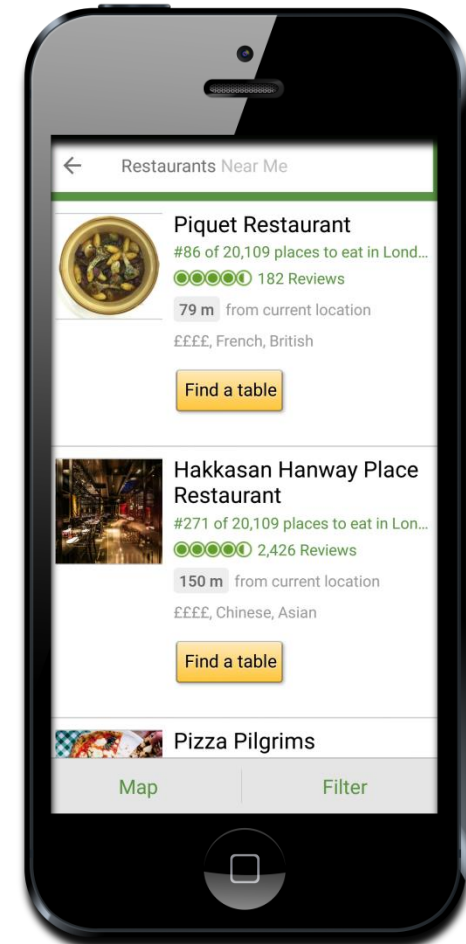
TRIPADVISOR ON THE TRIP EXPERIENCE



Reserve a restaurant everywhere

over 200,000 restaurants bookable through TripAdvisor.

Recent investment in Eatigo – online restaurant booking platform in Thailand & Singapore

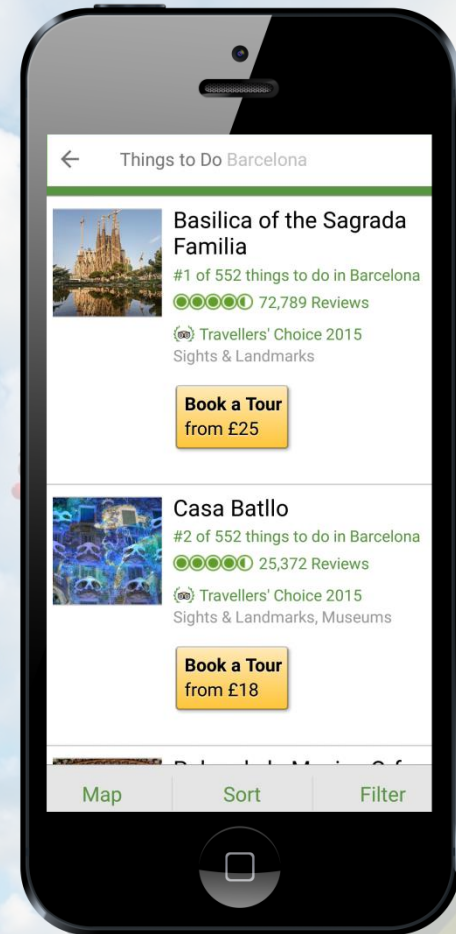




Access to tours and attractions

viator

- The Viator acquisition positioned TripAdvisor as the world's largest tours & attractions marketplace
- Over 32,000 attractions are now bookable on TripAdvisor.





Vacation Rental Expansion

TripAdvisor Vacation Rentals is a global leader in the space with over 800,000 rental properties listed – 70% of which are bookable online.



holidaylettings.co.uk

Niumba

 **FLIPKEY**

 **VACATION
HOME
RENTALS.com**

**HOUSE
TRIP**

 **tripadvisor**



MOBILE





Smartphones are the #1 travel essential globally

75%

of global travelers **will not** leave home without their **smartphones**





 tripadvisor

**LEADING THE INDUSTRY
ON MOBILE**

WORLD'S MOST DOWNLOADED TRAVEL APPS

340 MILLION

OPTIMISED
USER EXPERIENCE ON
ALL DEVICES

HALF
OF ALL TRIPADVISOR TRAFFIC IS
MOBILE AND TABLET



The In-Destination Use Case Is Huge

Mobile is driving fantastic user growth, media companies faster to move in travel



72%

Looking for
restaurants



67%

Looking for
things to do



64%

Reading
reviews



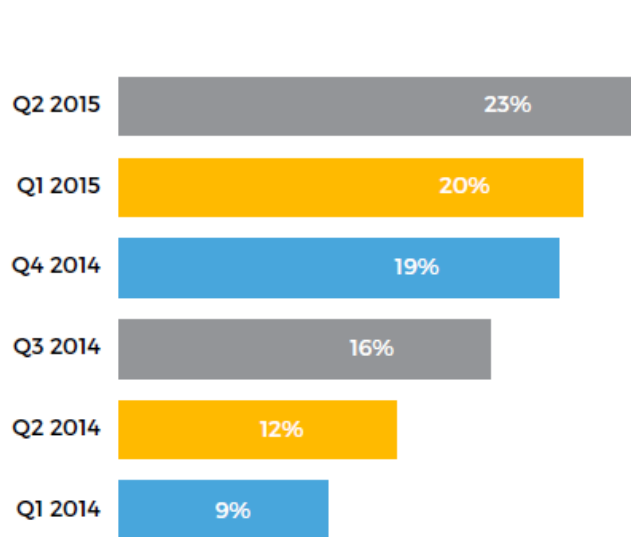
50%

Looking for
hotels



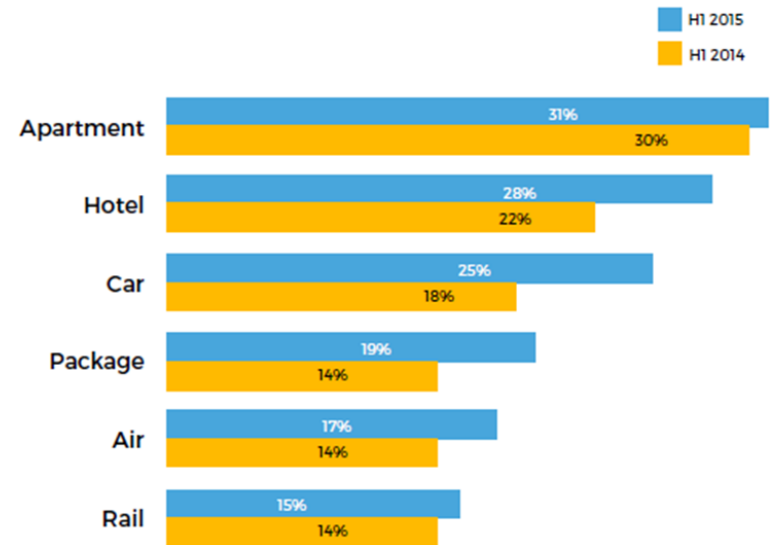
Mobile usage in bookings

MOBILE SHARE OF WORLDWIDE TRAVEL BOOKINGS



Worldwide|all travel sub-categories, OTAs, and suppliers, excluding apps

MOBILE SHARE OF BOOKINGS BY SUB-CATEGORY

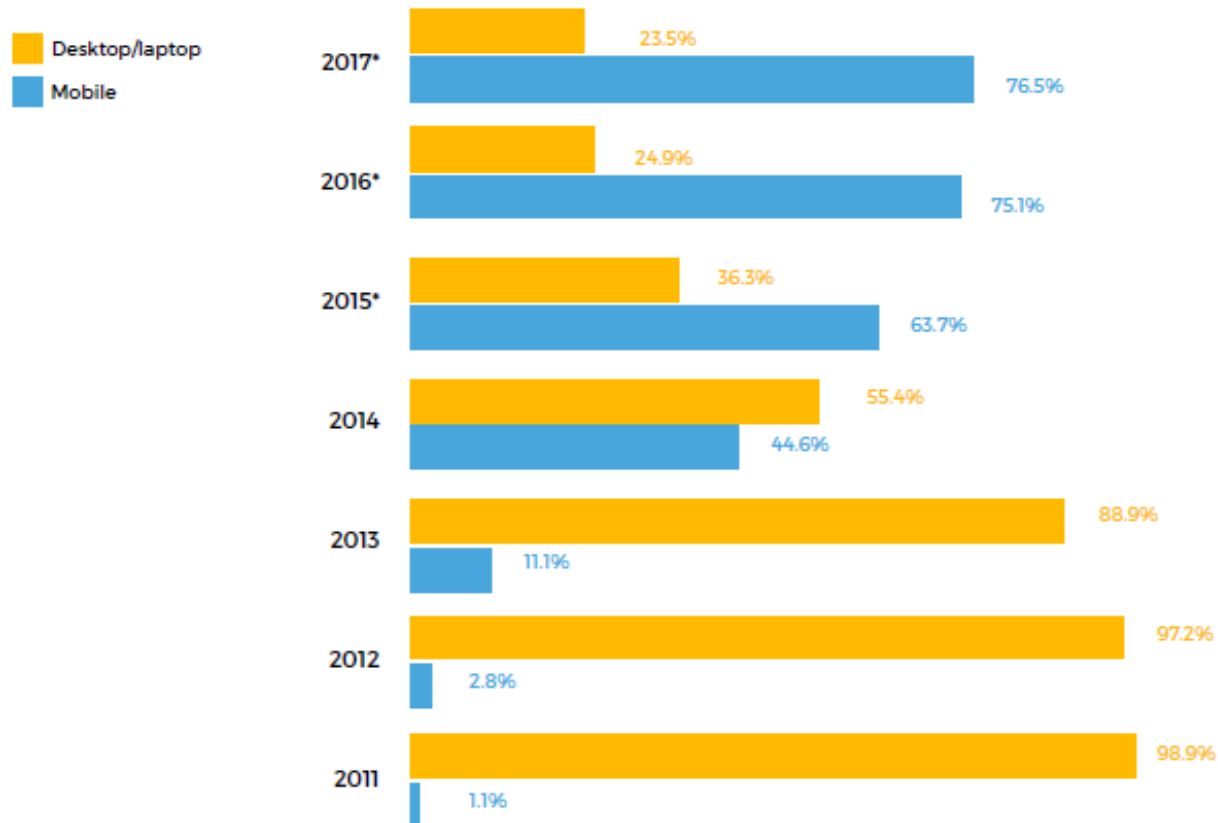


Worldwide, OTAs, and suppliers, excluding apps



Mobile in China

DIGITAL TRAVEL SALES IN CHINA BY DEVICE



*The 2016 and 2017 numbers for digital travel sales in China are forecasts and 2015 figures are an estimate.

SOURCE: [eMarketer/Analysys International Enfodesk: 2015 China Mobile Travel Transportation Booking Market report](#)



ONLINE REVIEWS



More than **80% of users** feel that TripAdvisor reviews help them **feel more confident in their travel decisions and have a better trip**





Understanding the motivation to share

Most TripAdvisor users write reviews because they want to share a positive experience



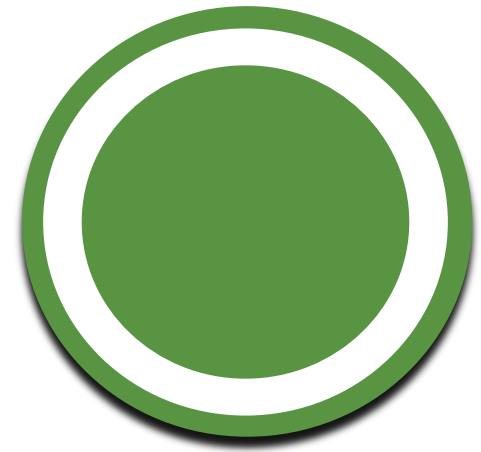
73%

of TripAdvisor users report that they wrote a review in the past year because they wanted to share a good experience with travellers



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



Understanding the motivation to share

The drive to share positive experiences far outweighs that of negative or average experiences

			
Restaurants	93%	3%	4%
Local attractions and destination 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%





The Power of Reviews for Hotels

96%

Of travellers consider reviews important when planning & booking hotels

83%

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





Hotel Engagement in Malaysia



ONLY

37%

of accommodations in Malaysia have registered owners

ONLY

20%

of accommodations with registered owners in Malaysia have provided management response to a review



ONLY

66%

of Malaysian accommodations with registered owner have uploaded management photos



Malaysia

Top 10 countries researching Malaysia:

Malaysia, Singapore, UK, Australia, USA, India, Japan, Indonesia, China, Germany, Thailand, Hong Kong, France, Italy, Saudi Arabia

2015 awards:

204 Travellers' Choice Awards: 193 hotels, 1 island, 10 destinations

888 Certificate of Excellence winners

Penang – 144,000 reviews

Penang Island – 114 hotels, 1,469 restaurants, 313 things to do

3,174 forum topics – recent topics (last few days) Tailoring in Penang (54 replies!), Penang Bridges and Bus connections (3 replies)



Management responses influence decisions

65%


of TripAdvisor users are more likely to book a hotel which responds to traveller reviews versus a comparable hotel which doesn't provide management responses



"I want to live here" NEW

★★★★★ Reviewed 5 days ago

We stayed for two night in June, (I am seriously behind in my reviews) in a quaintly named 'Delightful' room. Well the whole experience was more than 'Delightful'. Upon arrival, we were treated like house guests, - you are referred to here by all the staff by your name, amazing, I don't know how they do it! I expressed interested...

More ▾



Helpful?  1 [Thank debswestsussex](#)  Report

Stuart_Geddes, General Manager at The Goring, responded to this review

Dear debswestsussex, Thank you for taking the time to share such a detailed review on your stay at The Goring. I am pleased to read that you and your husband found every aspect of your stay memorable, and more importantly, felt you could have stayed with us forever. We do hope to welcome you back to your London 'home' in...

More ▾

85%

of TripAdvisor 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

REINFORCES POSITIVE

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

FOLLOWS UP

APOLOGIZES

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.

Sincerely,

Philip M. Barnes





General Manager Fairmont Pacific Rim & Regional Vice President, Pacific Northwest

INVITES BACK

DEMONSTRATES IMPORTANCE OF GUEST FEEDBACK



Sometimes Negative Reviews Can be Prevented

1. “We brought the issue to staff’s attention, but they did nothing.” 
2. “They said they would try to fix it, but they obviously didn’t care.” 
3. “They couldn’t fix it, but they really tried their best.” 
4. “They resolved it right away and apologized profusely.” 



Avoiding escalation

Listen

Empathize

Apologize

Find a solution

Follow up





Reputation = Revenue

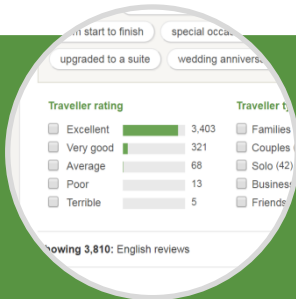
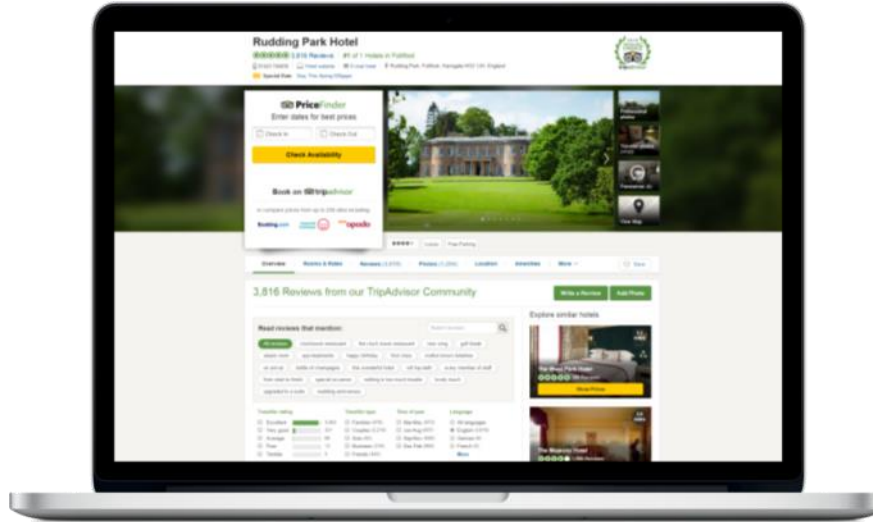
Given equal prices, travellers are
3.9 X more likely
to choose a hotel with a
higher review score



76% of travellers
said they were willing to
pay more for a hotel with
higher review scores



Key factors influencing Popularity Ranking on TripAdvisor



QUALITY

3,816 Reviews

QUANTITY

NEW

RECENCY

CONSISTENCY OVER TIME



DESTINATIONS



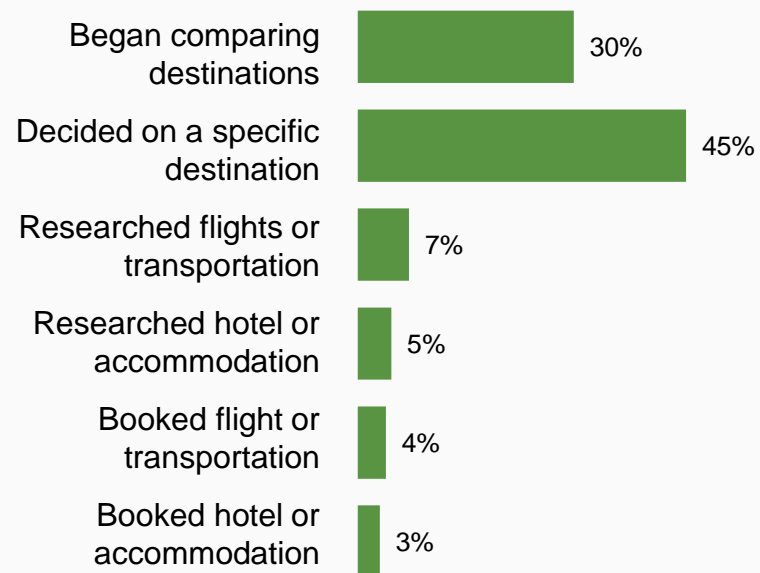


Most trips are destination-led



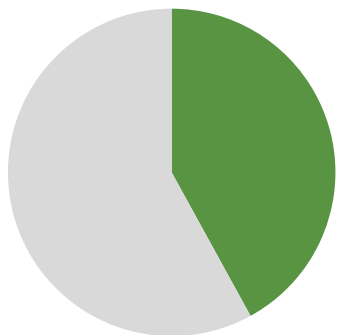
74% of travelers begin by researching and choosing their destination

How did you start planning for your trip?



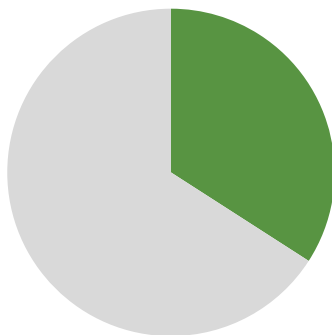


Of those who don't start with destination...



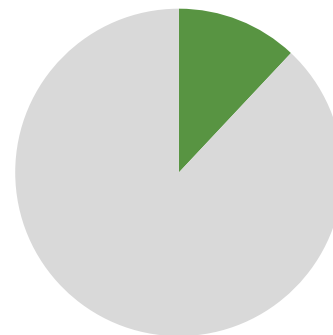
42%

Start by looking at
or booking flights



30%

Start by looking at or
booking accommodation



12%

Just travelled to
their destination



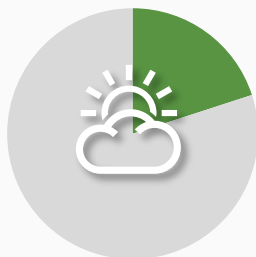
Culture, cost and climate are key draws when choosing a destination



31% of travelers select a destination for its culture

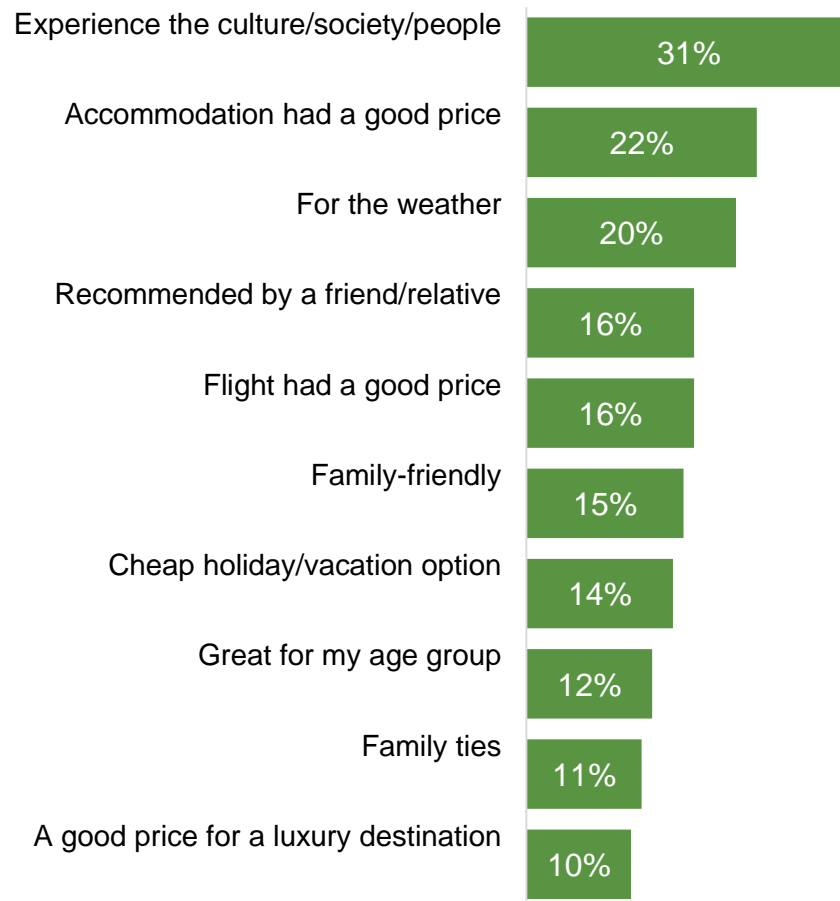


Almost half (47%) of travelers choose a destination because of price



One in five travelers state that weather was an important factor in choosing their destination

Top ten reasons for choosing a destination





Motivations for choosing a destination

APAC

VS

EUROPE

43%

Chose to visit a country
because of its culture and
people

54%

27%

Visited a destination
because it was
recommended by a friend
or relative

28%

25%

Chose to visit a country
because of a cheap flight

22%

25%

Chose to visit a
destination because they
saw it on TV

15%



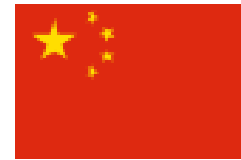


TV & movies influence destination choice

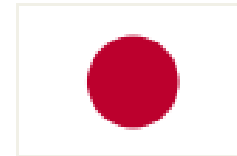


20%

visited a destination because they
saw it on a TV show



20% of Chinese
travelers are
influenced by a
movie/film



TV shows influence
33% of holiday
makers from Japan



Almost one-quarter (24%) of
Italians decide on their
destination based on a
documentary



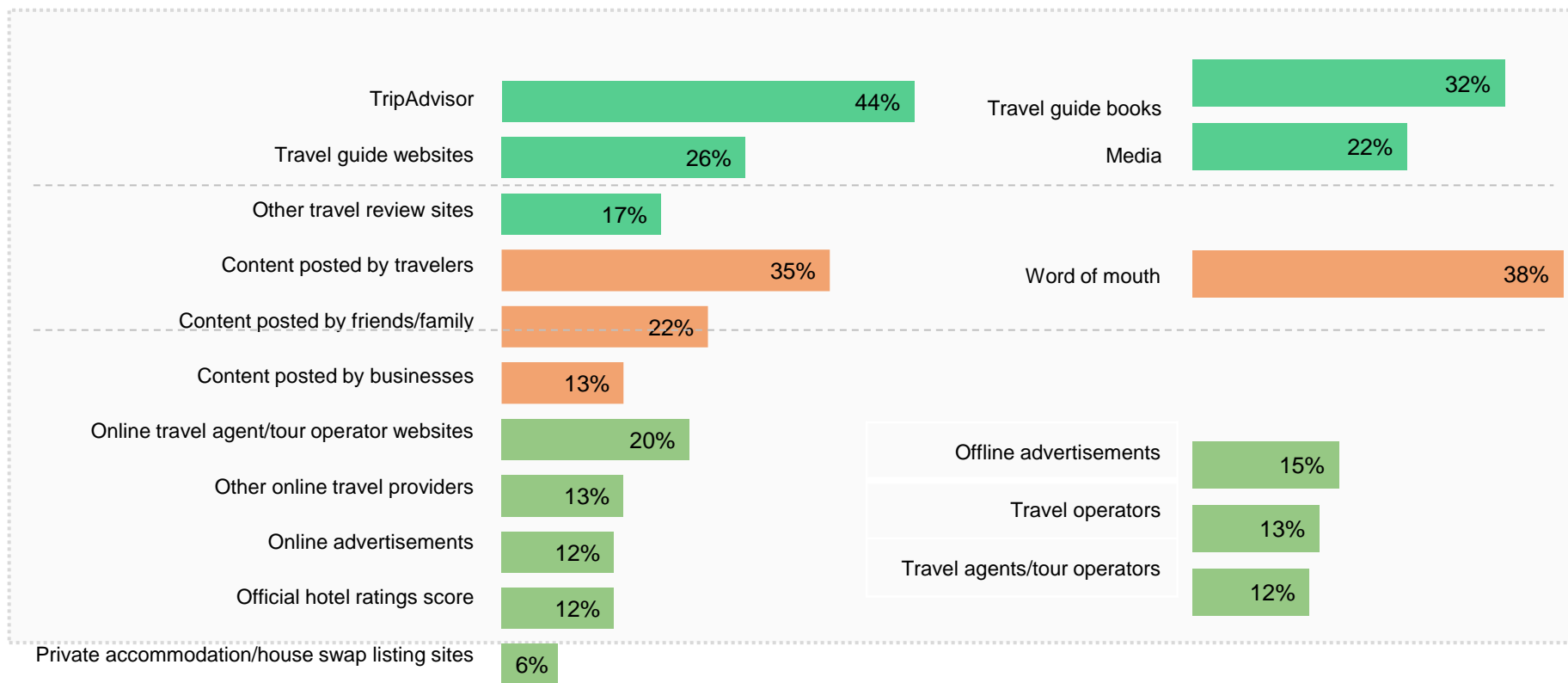
Mix of online and offline channels are used when travelers select their destination



73% of travelers use online sources when deciding on their destination



62% of travelers look offline when deciding on their destination

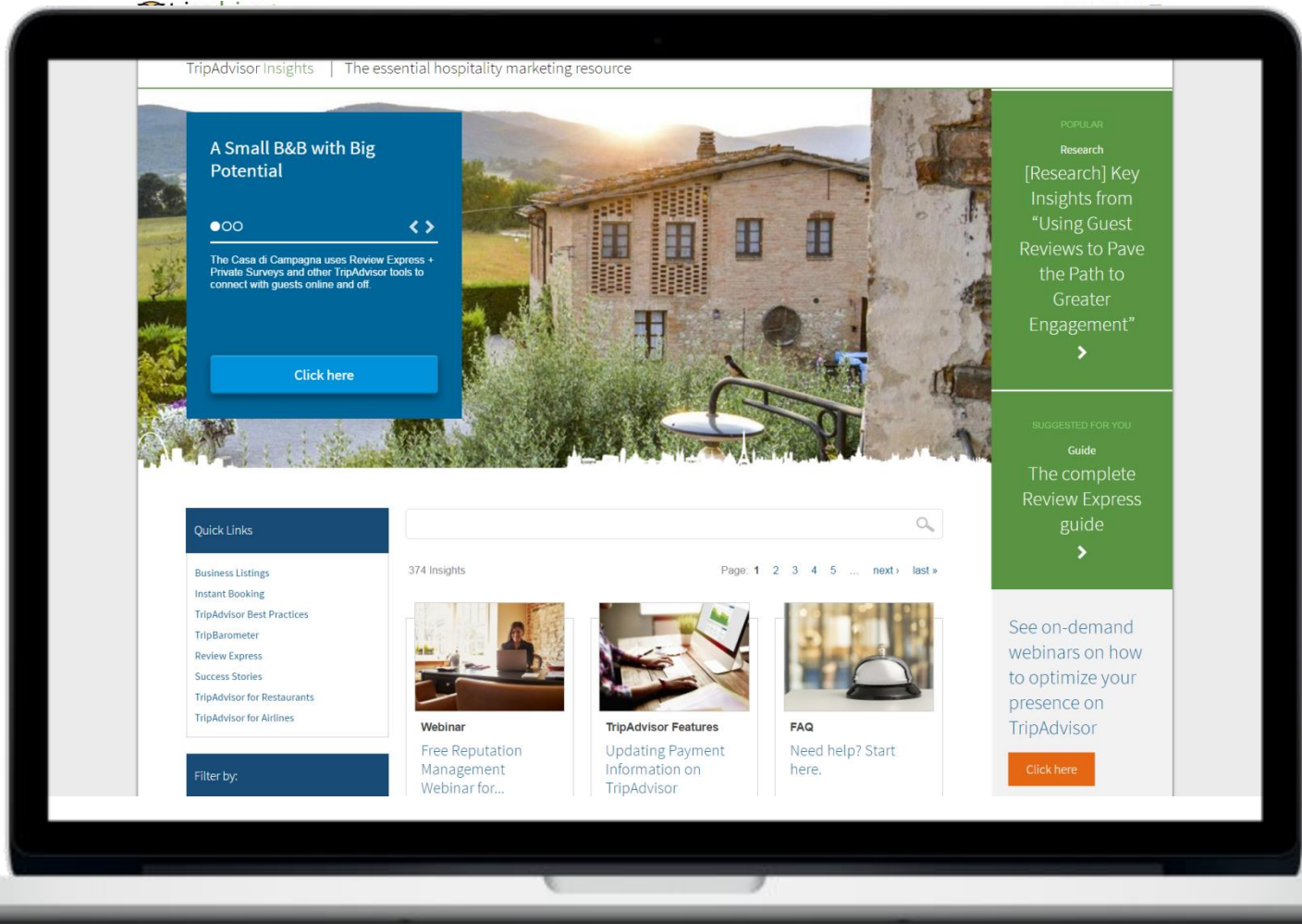


● Active research ● Social channels ● Passive consumption



For research and tips do visit our insights

TripAdvisor.com/TripAdvisorInsights





Support & customer service

Resources:

- Help Center
- Management Centre:
- www.tripadvisor.com/owners
- Owners Forum

Contacting Customer Support:

- Log into the Management Centre
- Submit a ticket
- Record the ticket number
- If you need urgent response:
 - Toll Free Number in Malaysia:
1 800 814 476

