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Tutorial 46

TripAdvisor For Tourism

TripAdvisor is an excellent tool for tourism businesses as it allows for strong reputation management. Learn why you should have a TripAdvisor account and how to manage it.

Reading time: 25 minutes

Prerequisite: Online reputation management

tourism

navigation

online
marketing



TOURISM E-KIT

*Delivering clear e-knowledge
to the tourism industry*



TOURISM NT
NORTHERN TERRITORY
AUSTRALIA

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1. What is TripAdvisor and how can it help my tourism business?

Originally established in February 2000, TripAdvisor (www.tripadvisor.com) is billed as the “world’s largest travel community” according to its website. TripAdvisor contains advice, opinions, reviews and information on travel destinations and related products and services throughout the world.

One of the pioneers of user-generated content, the site publishes reviews and travel tips from registered users which is designed for the use of other travellers.

IT IS FREE TO USE AND VERY USER FRIENDLY!



Users who submit a review are asked to rank holiday sites, restaurants, hotels and other travel-related products and services according to a number of criteria. Users can also enter a personal review. The tourism product, service or attraction is ranked on the site within its category and location according to a complex algorithm based on the number of overall positive reviews.

Screen capture copyright: TripAdvisor.com

a) What are the benefits to my business?

A July 2011 study by comScore Media Metrix, Worldwide found that the site has an estimated **50 million unique monthly visitors**, with 20 million members who had collectively published over 50 million reviews and opinions.

There are numerous benefits of monitoring your TripAdvisor listing:

1. It gives your business exposure on one of the largest travel review website allowing you to connect to the 50 million visitors per month who use the site to plan their holidays
2. It is free (unless you upgrade to the paid listing)
3. You can respond to the reviews
4. It is super easy to use
5. It is very quick to set up.

b) In a few words, why is TripAdvisor so popular?

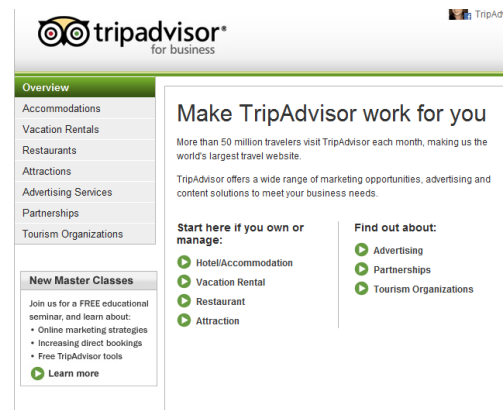
Simply put, people believe reviews from peers more than advertising. A Forrester Benchmark Survey has shown consumers place higher faith in reviews from peers than that provided by traditional forms of advertising such as television, radio, newspaper or magazines. A similar survey by the company in 2008 found that 87 percent of respondents said they preferred to read customer reviews before buying.

Therefore having a business listed on the travel site, which generates regular positive reviews, should be a cost effective, efficient and credible way to reach potential customers.

2. How to set up and claim your listing

Having decided that a listing on TripAdvisor is worthwhile you'll now want to go ahead and list your small tourism business on the travel site. It will only take you 5 minutes and is free.

1. First you'll need to go to the business pages of TripAdvisor (www.tripadvisor.com/Owners)
2. Click through on one of the four categories: Hotel/Accommodation; Vacation Rental; Restaurant or Attraction
3. Enter your small travel business on the site and follow the prompts to add your business as a free listing.



Alternatively you can go straight to the www.tripadvisor.com/pages/getlisted.html page.

Note: travellers can request that TripAdvisor adds your listing to TripAdvisor even if you haven't created it yet. Refer to http://www.tripadvisor.com/help/do_i_need_to_be_listed_already_for_someone_to_review_my_property.

Screen capture copyright: TripAdvisor.com

TRIPADVISOR ALSO NOW OFFERS A PAID BUSINESS LISTING WHICH ALLOWS COMPANIES TO DISPLAY CONTACT INFORMATION AND ADVERTISE SPECIAL OFFERS ON THE SITE. FOR MORE INFORMATION ON THIS VISIT THIS PAGE: WWW.TRIPADVISOR.COM.AU/BUSINESSLISTINGS.

a) Optimising your listing to get reviews

While you are setting up your listing it is important to make sure all details entered on TripAdvisor are correct and that customers are engaged by enhancing the listing with:

- photos
- video
- a clear description of the product or service.

TripAdvisor also provides a number of tools in the Management Centre on the site including badges and widgets (little applications to display your listing on your website), email links, custom cards and flyers to assist in reminding clients to write a review of the business once they leave.

To review a few ideas on how to set up your listing to encourage reviews visit your TripAdvisor

owner centre on www.tripadvisor.com/Owners.

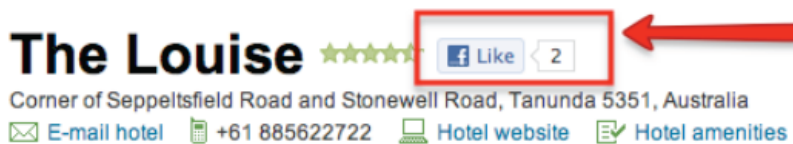
b) Additional opportunities with a Business Listing and the Facebook “like” button

Business listing

As well as tapping into the huge number of TripAdvisor site users, a business listing may also give you the chance of being listed in other top travel sites. More information and cost: www.tripadvisor.com/vpages/business_listings_faq.html and www.tripadvisor.com.au/BusinessListings.

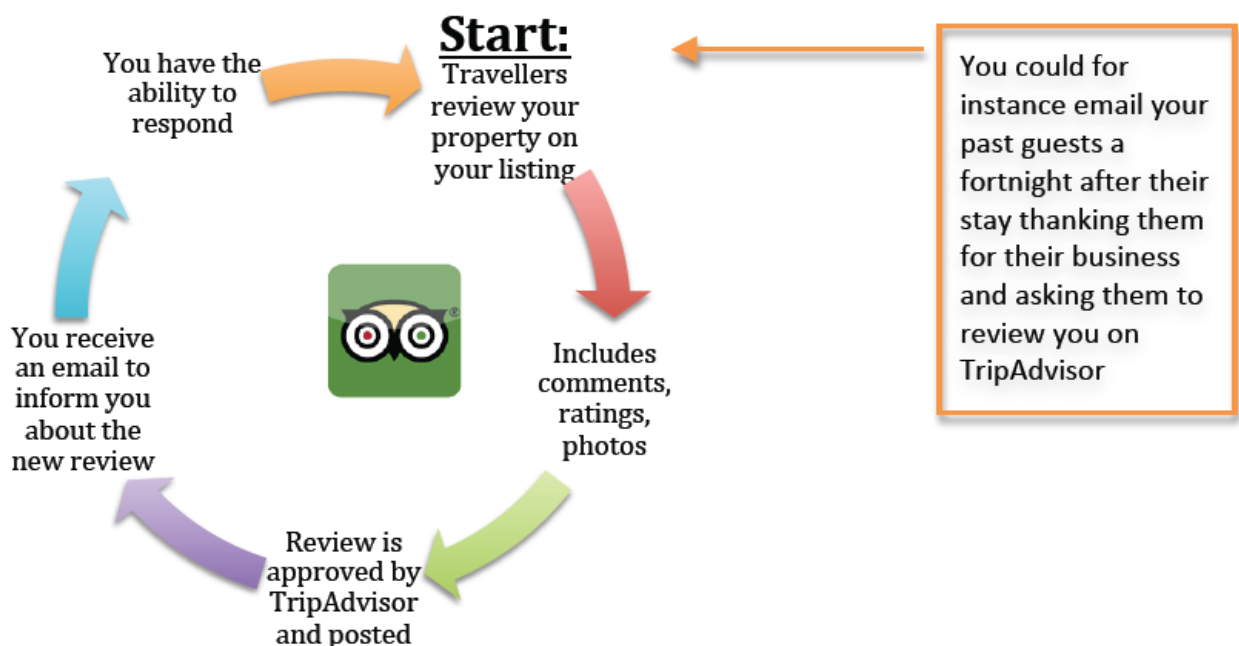
Facebook “like” button

As the key to this form of communication is sharing and interactivity, many users who have enjoyed the experience of using your small tourism business may take advantage of the **Facebook “like” button** located at the top of your TripAdvisor listing to recommend your operation to their friends.



3. What is the process for your guests to leave you a review?

Your listing allows your guests to leave you reviews. The simple diagram below illustrates the process.



4. Benefits of maximising the usage of the simple review process

a) Direct reputation management opportunities

TripAdvisor is great as it allows you to easily monitor your online reviews. The fact that all reviews are located in one convenient place under your business listing will save you a lot of time.

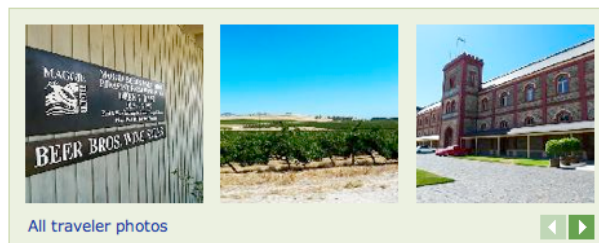
There are a number of tools supplied by TripAdvisor to help track and measure this vital information which include **the ability to sign up to be notified by email whenever a user review is generated**. Close monitoring of negative feedback should alert the business owner to any problems, which can be dealt with to ensure ongoing good service. Good feedback left as reviews should also be followed up, not only to thank the reviewer but also to show other potential customers that management takes its customer relationships seriously.

b) Improved rankings in TripAdvisor

While “controlling the message” is always an issue with social media, having a listing on TripAdvisor which continually generates good customer reviews may be rewarding as well as cost effective.

For example a guesthouse which receives good user reviews and high scores would be given a high ranking by the travel website for the search result for the location in which it operates.

Visiting Barossa Valley, Australia Like



Top-rated B&Bs

[All 28 B&Bs](#)

- 1 Blickinstal Barossa Valley Retreat ★★★★★ 23 reviews
- 2 Country Pleasures B & B ★★★★★ 11 reviews
- 3 Collingrove Homestead ★★★★★ 13 reviews
- 4 The Louise ★★★★★ 59 reviews
- 5 Jacobs Creek Retreat ★★★★★ 81 reviews

c) Increased confidence for website visitors

A listing on TripAdvisor also gives your tourism business the opportunity to add the site’s traveller review badges on your own site, helping to encourage people to book your service as they browse through your site. In a 2007 survey carried out by ecommerce/Bazaar, adding guest reviews to sites lifted conversion rates by 56 percent; increased traffic by 77 percent and increased the average shopping basket by 42 percent.

5. Responding to reviews

MONITORING FEEDBACK AND RESPONDING TO USER REVIEWS, WHETHER POSITIVE OR NEGATIVE, IS MOST CRUCIAL AS IT DEMONSTRATES TO CUSTOMERS THAT MANAGEMENT VALUES CUSTOMER OPINIONS.

TripAdvisor allows company management to add their own reply to a review of their product or service. The reply appears directly under original review. **Only one response is allowed per review so the response should be co-ordinated between company management and well considered before being posted.**

Every review should ideally be responded to if times permits. Every business owner should at least respond to all negative reviews. Remember, you are not only responding to the reviewer but to all the people that are likely to see your response.

Responses to negative reviews should be polite, informative, contain factual original content and be within the guidelines set out in your company's customer relations policy. Make sure you abide by the guidelines: http://www.tripadvisor.com/help/management_response_guidelines or your response may not be published.

Many times a negative review offers the business a chance to clarify the facts and provide a fantastic answer that will totally change the perception given by the negative review (see the example below for a negative review and a response).





welltrave...
Brisbane
★ 8 reviews
👤 3 helpful votes

“Dirty & Dusty”

●●○○○○ Reviewed May 28, 2009

1 person found this review helpful

We didn't have the pleasure of meeting David during our stay, but found Danilella to be friendly and helpful. Upon being led to our cottage the first thing that I noticed were the shabby curtains at the windows. Upon entering the cottage the musty smell was quite over whelming, and upon further inspection found the windows to be covered with dead spiders and cobweds. The chimney was full of dust as was the ceiling fan. The groves in the furniture were covered in a thick grey dust, and there were cobwebs in the bedside drawers. The bathroom was pleasant but far from spotlessly clean. The bed lined was of very poor quality and the duvet cover hadn't even been ironed. The lighting to the paths had still to be fixed, and we had to take a torch when we went out for dinner, to navigate our way back to the cottage. The presentaion of breakfast hamper left a lot to be desired! Milk , yoghurt, butter, jam, mustard all served in the single serve plastic containers napkins weren't supplded. The cottages are in a lovely location, and the concept is very nice. Unfortunately the standard and the cleanliness are not. We won't be returning

Stayed May 2009, traveled as a couple

●●○○○○ Value
●●●●●● Location

●○○○○○ Rooms
●○○○○○ Cleanliness
●●○○○○ Service

Was this review helpful?

[Problem with this review?](#)

[Ask welltravelled039 about Witches Falls Cottages](#)

David Kennedy, owner at Witches Falls Cottages, responded to this review

June 9, 2009

It is a rude awakening when you have a guest whose expectations you failed to meet and while it has not happened before in the 18 months since we renovated it certainly was the case with these guests. We don't much like a lousy review on trip advisor but more importantly it's our guests that we want to enjoy both Witches Falls Cottages and Mount Tamborine.

In this case it was apparent from the beginning that we might not be the right for them and they really had booked at the wrong place. They needed a weekend of being pampered and everything done for them. breakfast made, not a hamper to make your own breakfast, not in an organic, humid, living rain forest but a sterile environment with no spiders, leaves or dusty fireplaces. The concept of our place might have been attractive but the reality certainly was not, being pampered and having everything done for them at Palazzo Versace was what this couple needed and we certainly are not that.

We want everyone to enjoy being with us and for the first time ever Daniela felt it appropriate to offer these guests their money back so they could enjoy somewhere more suited to their needs. They declined this offer. We did get the cleaners to come in again to remove some spiders webs from around the chimney (yes we have lots of spiders here on Tamborine and especially in the forested areas) and like all good spiders they can rebuild their web in an hour! Yes, the curtain had been marked where it gets trapped in the sliding aluminum door. Yes, we had been hit with a storm and the garden pathway lights were not fixed till later that same afternoon. (we do give each cottage a flashlight as our car park and pathways are only softly lit and you need one up here anyway as Mt Tamborine has next to no street lighting, which makes it great for watching the stars but not too good for getting back from the Irish Bar!)

We do meet (and often exceed) most of our guests' expectations as can be seen on other trip advisor reviews both before and after this stay.

We hope this guests critic and our response will help other guests understand we have a living, breathing, rain forest cottage environment and this will help you decide if we are the right place for you to "Relax, rejuvenate and reconnect"

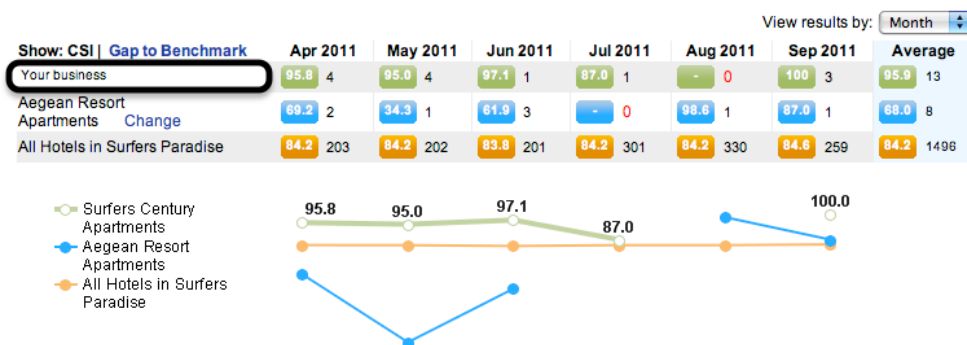
Chief Wizard – June2009

To respond to reviews visit your Management Centre by clicking on "manage my listing" in the top right corner of the window when you are logged in.

6. How do I assess if what I am doing is working?

There are a few ways to assess your TripAdvisor presence:

1. Your number of reviews and their breakdown (positive vs. negative)
2. Your TripAdvisor ranking
3. In your TripAdvisor account you are able to track your property's performance **against your local competitors**. This is located under the Manage your review's section.



7. Key learning outcomes

- TripAdvisor is the most popular reputation management tool for tourism businesses as it allows both sides of the story to be told.
- There are multiple business tools available for those who use TripAdvisor, including badges on your website as well as competitor performance monitoring.
- All negative reviews should be responded to promptly.

8. Related material

a) Related tutorials

- Social media for tourism
- Online reputation management

b) Related websites

- TripAdvisor Owner Page: www.tripadvisor.com/help/owners#c0
- TripAdvisor Getting listed: <http://www.tripadvisor.com/pages/getlisted.html>
- TripAdvisor 101 for your business: <http://www.untanglemyweb.com/language/en-US/About/Blog/articleID/187/Tourism-Strategy-Promote-your-tourism-business-on-TripAdvisor>
- Online reviews for tourism organisations and associations: <http://www.untanglemyweb.com/tourism-internet-marketing/social-media-and-online-reviews-for-your-tourism-and-destination-management-organisation/>