

Loading Special Offers

– Hotels

Tourism NT in partnership with TripAdvisor are running a campaign to promote Tropical Light and bookable product in Darwin. As part of this campaign, you have the opportunity to include your hotel on the 'Special Offers' page on TripAdvisor.

To create a Special Offer, you can follow the below instructions –please note, you must be a Business Advantage* subscriber to access the special offer functionality on your listing.

1. Log into the Management Center by visiting www.tripadvisor.com/Owners. Then, from the "Drive Bookings" menu at the top, click "Post Special Offers". Click the "Create a new offer" button —or if this is your first time setting up a Special Offer, click "Create one now"
2. Choose a special offer category –there are four categories to choose from –Room Rate, Food & Beverage, Local Offers and Package
3. Add the details for your offer;
 - Image: We recommend that you include an image of your property on your Special Offer coupon.
 - Headline: Choose whether you would like to use a suggested headline or customize your own. If you create your Special Offer on www.tripadvisor.com, the custom headline will only appear on that domain. The suggested headline will be used for all other domains.
 - Description: Write a description. Include terms, conditions, blackout dates, and instructions on redemption process.
 - Redemption instructions: Select how guests can redeem the offer: at check-in, via email, by phone or online (select all that apply). Please note if you select "Online" you will be required to provide a URL. Similarly, if you select "Email" you must provide an email address and subject line.
 - Offer code: We recommend using an "Offer Code" if possible to help facilitate tracking.
 - Valid days of the week: Select which days of the week the Special Offer is valid.
 - Redemption dates: Select the dates this Special Offer can be redeemed.
 - Dates to display on TripAdvisor: Schedule exactly when your Special Offer should be visible. You can even schedule it to start in the future —anytime within the next year.
4. Review and post your special offer
5. Your special offer will be posted within 24 hours

***Business Advantage subscription information - see overleaf**

Introducing Business Advantage

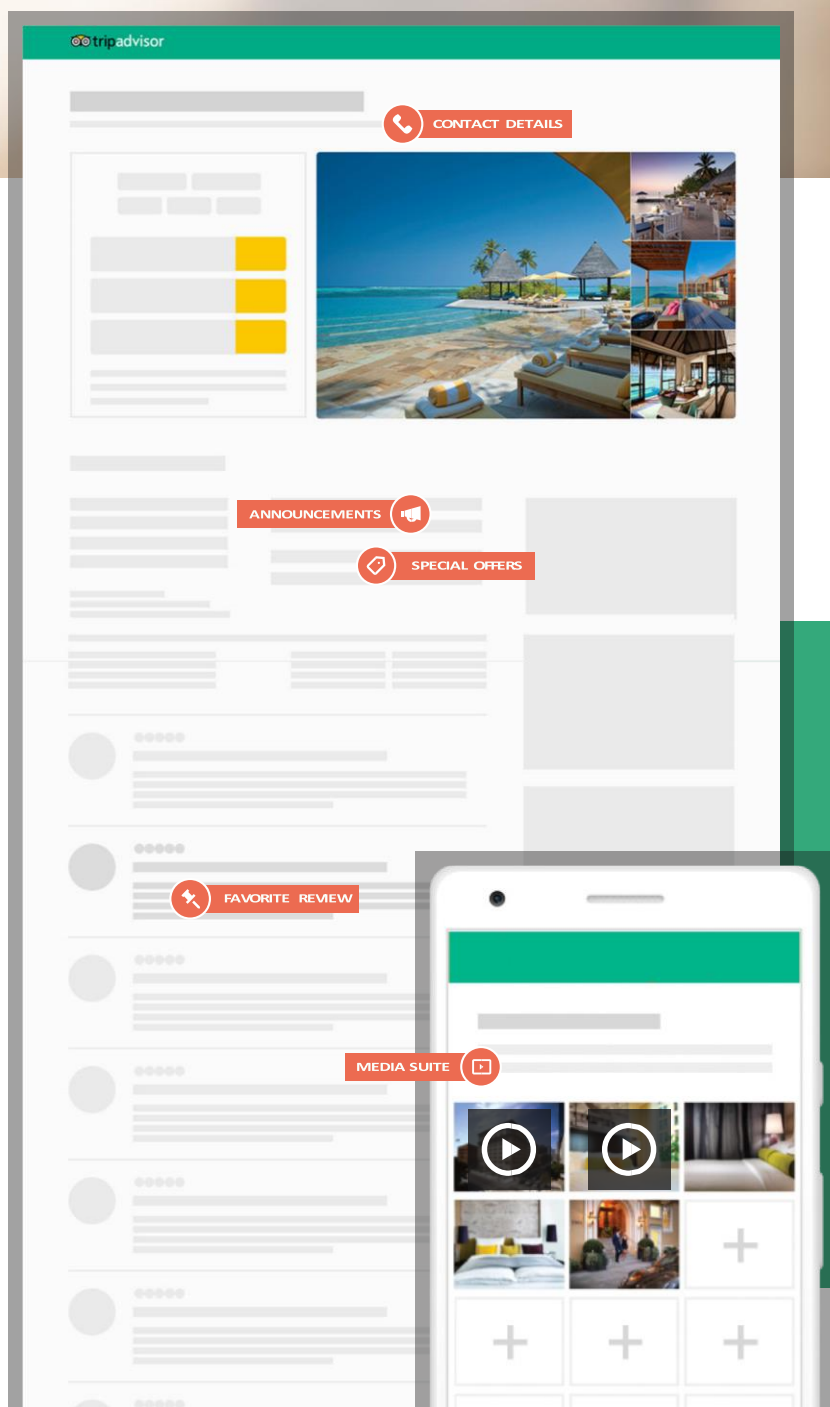


Exclusively for Accommodations

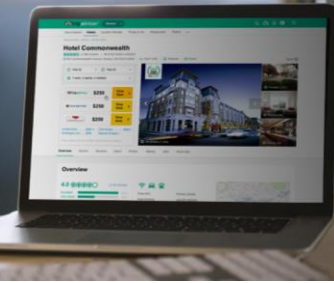
Access industry-leading tools that empower you to attract and engage with potential guests worldwide — and influence their booking decisions.

Business Advantage empowers you to:

- 1 *Better market your property to potential guests*
- 2 *Impact booking decisions*
- 3 *Differentiate from competitors*
- 4 *Measure and improve your online reputation*



Influence booking decisions with:



Media Suite

Capture the attention of guests — and stand apart from competitors — with enhanced photo and video tools that showcase your business at its best.

FAVORITE PHOTOS

Seeing is believing: Highlight the photos that best represent your property

COVER PHOTOS

Hand-select the best Cover Photos for your TripAdvisor albums

STORYBOARD

Tell your story, your way with a promotional preview that blends together your best photos and top reviews

PROPERTY VIDEOS

Post dynamic Property Videos on TripAdvisor — and bring your business to life for potential guests.

Promotional Features

Share Contact Details with guests online — and influence booking decisions with Special Offers, Favorite Reviews and more.

CONTACT DETAILS

Instantly put millions of potential guests one click or call away

SPECIAL OFFERS

Share exclusive, customized offers on desktop and mobile

ANNOUNCEMENTS

Spotlight your latest news, improvements and events

FAVORITE REVIEWS

Showcase a great review near the top of your TripAdvisor page

MOBILE CLICK-TO-CALL

Tap into your mobile audience by activating one-click calling from any mobile device

Analytics Suite

Leverage data on your property, competitors and online visitors to drive key business decisions —and create better guest experiences.

REPUTATION INSIGHTS

Measure your performance vs. competitors

MARKET POSITION

See traffic & rankings in your market

DEMAND TRENDS

Discover where your visitors are coming from

CLICK ACTIVITY

Track clicks to Special Offers and Contact Details

PHOTOS & AMENITIES

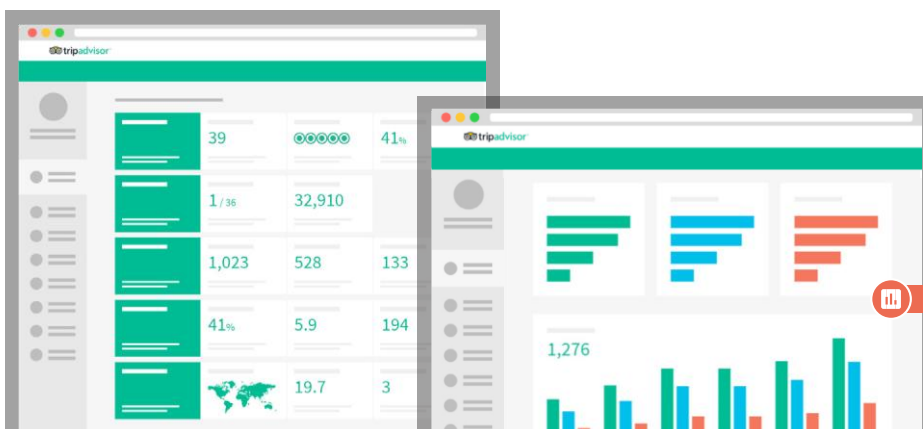
Insights into your guests - and competitors

DATA DOWNLOAD

Easily download TripAdvisor data

COMPETITIVE SETS

Create customized sets for comparative analysis



Get full details at www.tripadvisor.com/BusinessAdvantage