



Making the Most of TripAdvisor

*Presented by
Brian Payea, Head of Industry Relations*

November 17, 2011



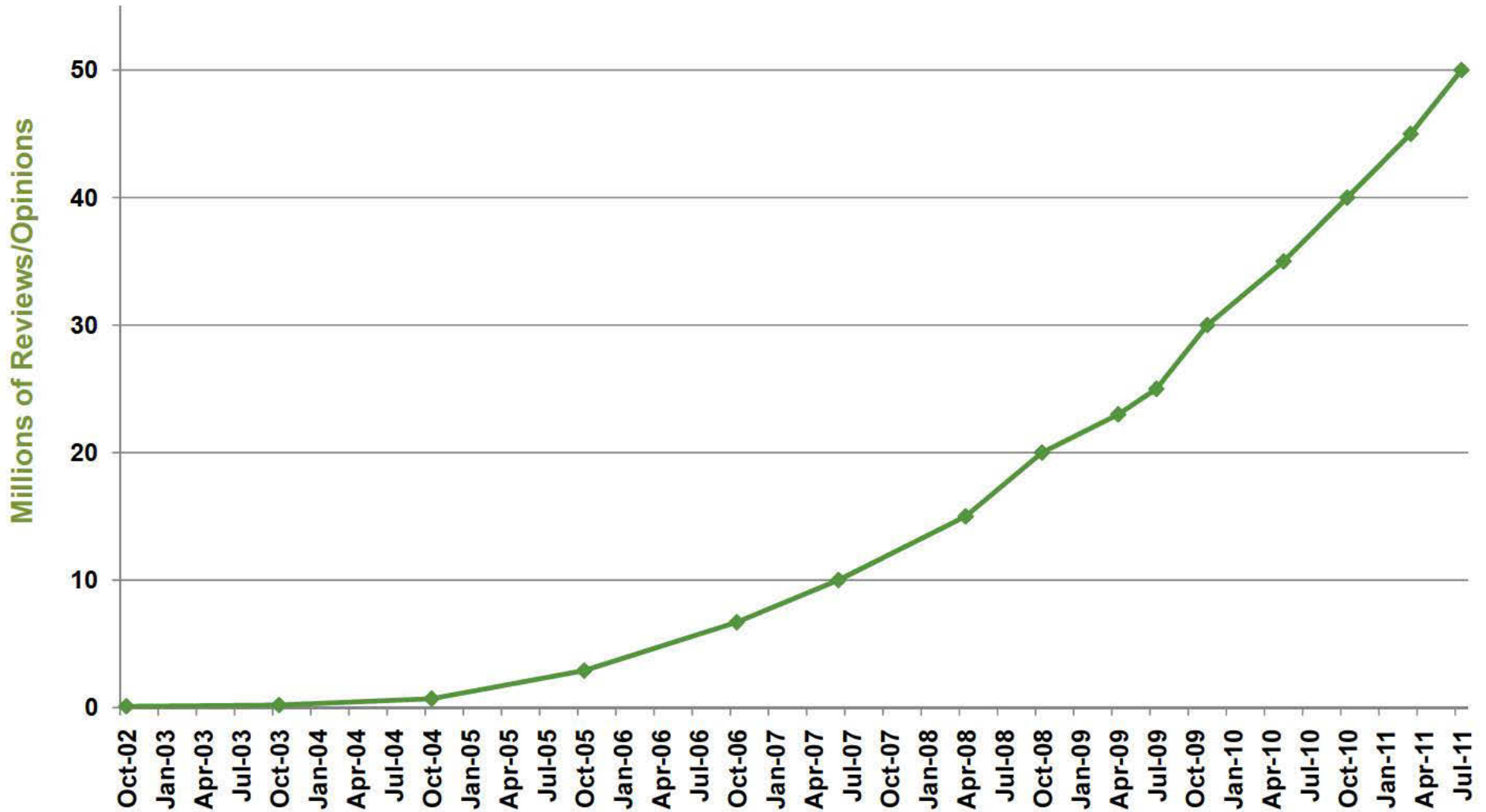
Opportunity knocks...

“Travel review Web sites and hotel reviews on online travel agencies (OTAs) are among the most influential forces most frequently cited by travelers when shopping.”

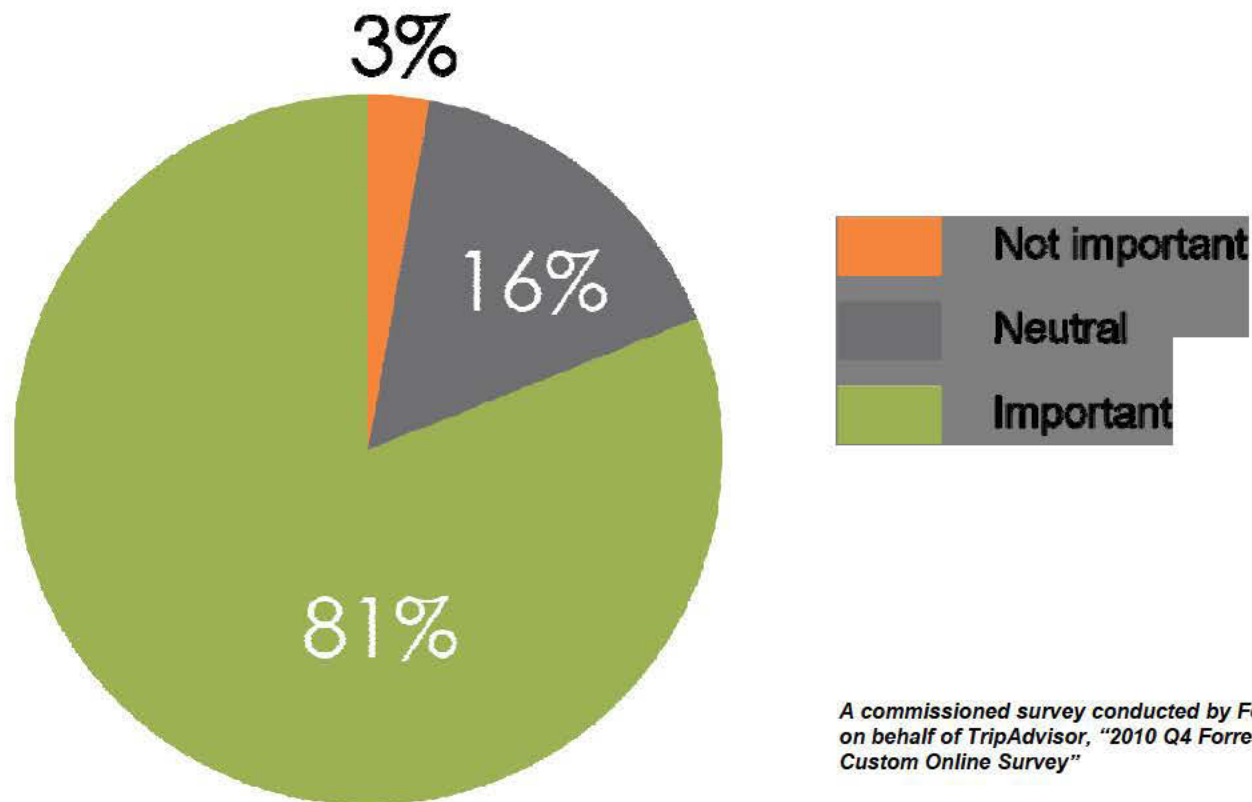
-PhoCusWright, Social Media in Travel, June 2010



Rapid content growth

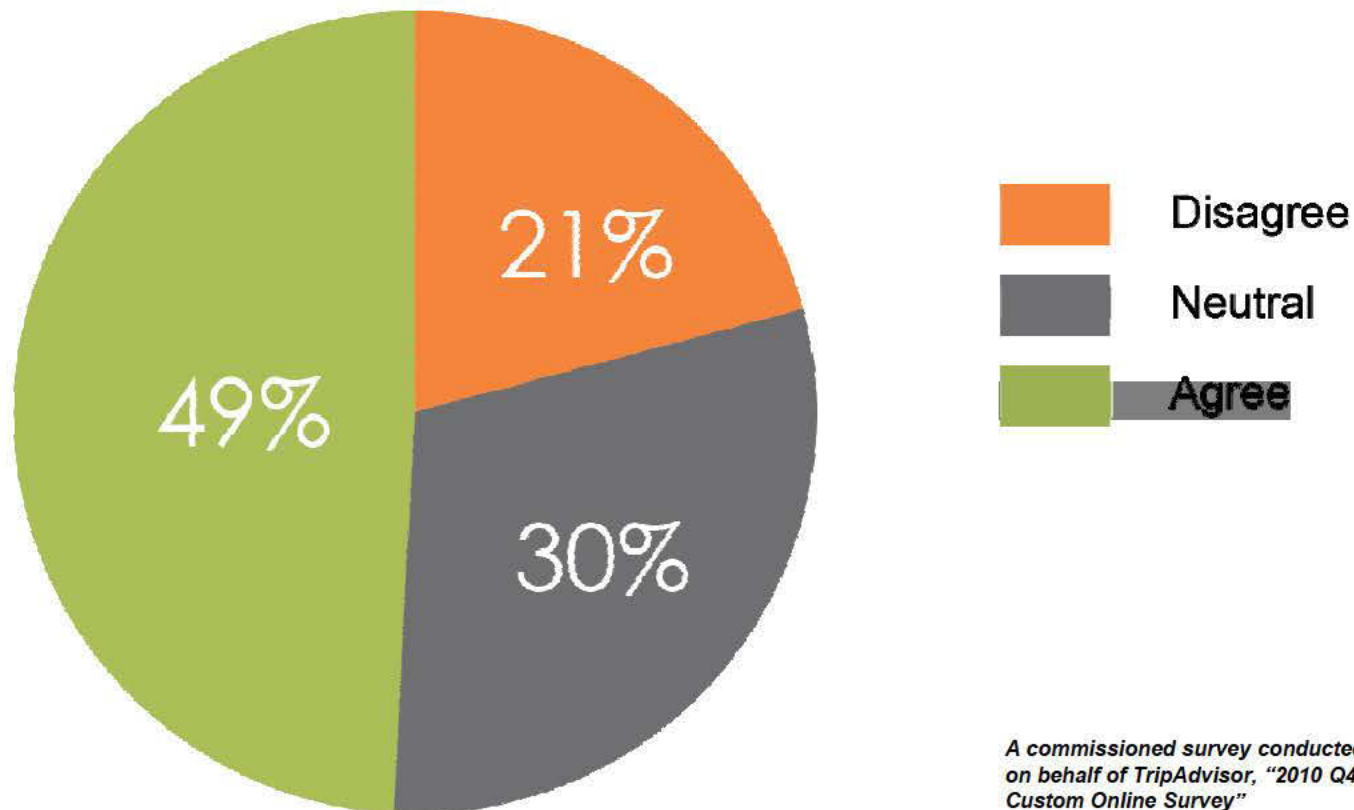


How important are user reviews to you when determining which hotel to stay at?



A commissioned survey conducted by Forrester Consulting on behalf of TripAdvisor, "2010 Q4 Forrester/TripAdvisor Custom Online Survey"

I won't book a property unless it has reviews.



A commissioned survey conducted by Forrester Consulting on behalf of TripAdvisor, "2010 Q4 Forrester/TripAdvisor Custom Online Survey"

TripWatch



Your weekly e-mail update with deals, reviews and news for:

- ▶ Boston
- ▶ Update your destinations
- ▶ Add Chatham to your TripWatch list.

▼ advertisement



SELECT DISNEY
VALUE RESORTS



TripAdvisor Traveler Reviews

Language:

English first

Sort by:

Date: Oldest first

Reviews of Captain's House Inn (1-5 of 81)

next »

"British Hospitality on Cape Cod"

Captain's House Inn



A TripAdvisor Member

Save Review

Feb 28, 2001

3/3 found this review helpful

A small "compound" of buildings, each housing unique guest rooms, most with fireplaces, all well-appointed. The all-British staff was courteous and went out of their way to satisfy a special request. The bed was so high it had steps! Breakfast was the most elegant and gourmet I've had on the Cape. Part of the Distinctive Inns of New England network -- stay at all 12 and get a free weekend.

A bit pricey -- in the \$200 to \$300 range, but a most pleasant experience.

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

Friends who l

- ▶ Their Hotel Rev
- ▶ Favorite Destin
- ▶ Can Advise Me
- ▼ Been There (4)

Rachel Kraus

Claire Dienhart

Karen Kirsten

Zoe Wakefield

- ▶ Going There (0)



Weekend ge

Overnight es

Exciting day

World's largest travel site

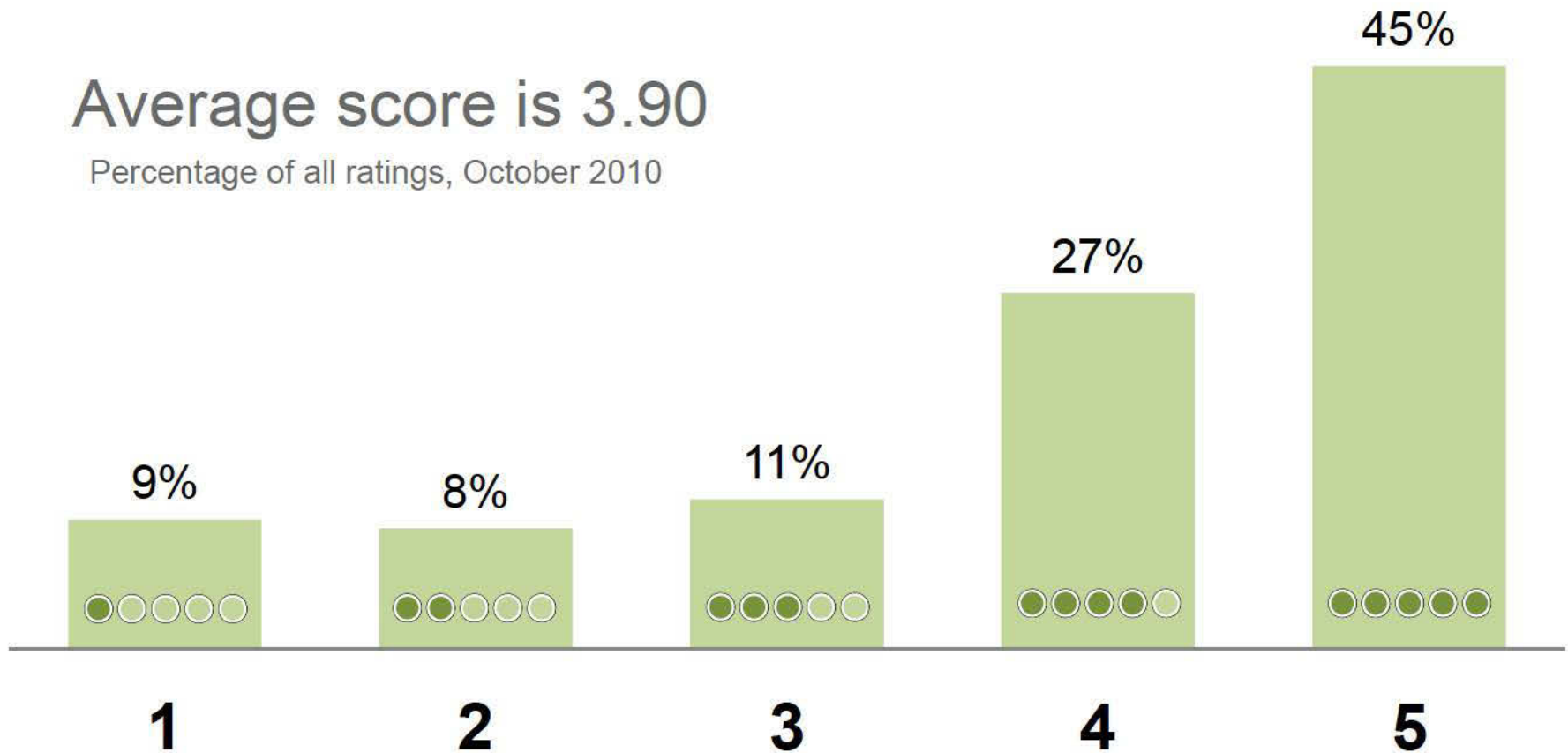


- Over 50 million unique monthly visitors worldwide and 20 million members
- Over 50 million unbiased reviews and opinions of hotels, restaurants, and attractions worldwide
- 1 million+ hotels, restaurants and attractions reviewed in over 93,000 destinations
- Over 8 million traveller photos
- Published on **ALL** 30 TripAdvisor domains in 21 different languages

TripAdvisor reviews are largely positive

Average score is 3.90

Percentage of all ratings, October 2010



Help future travelers on destination forums

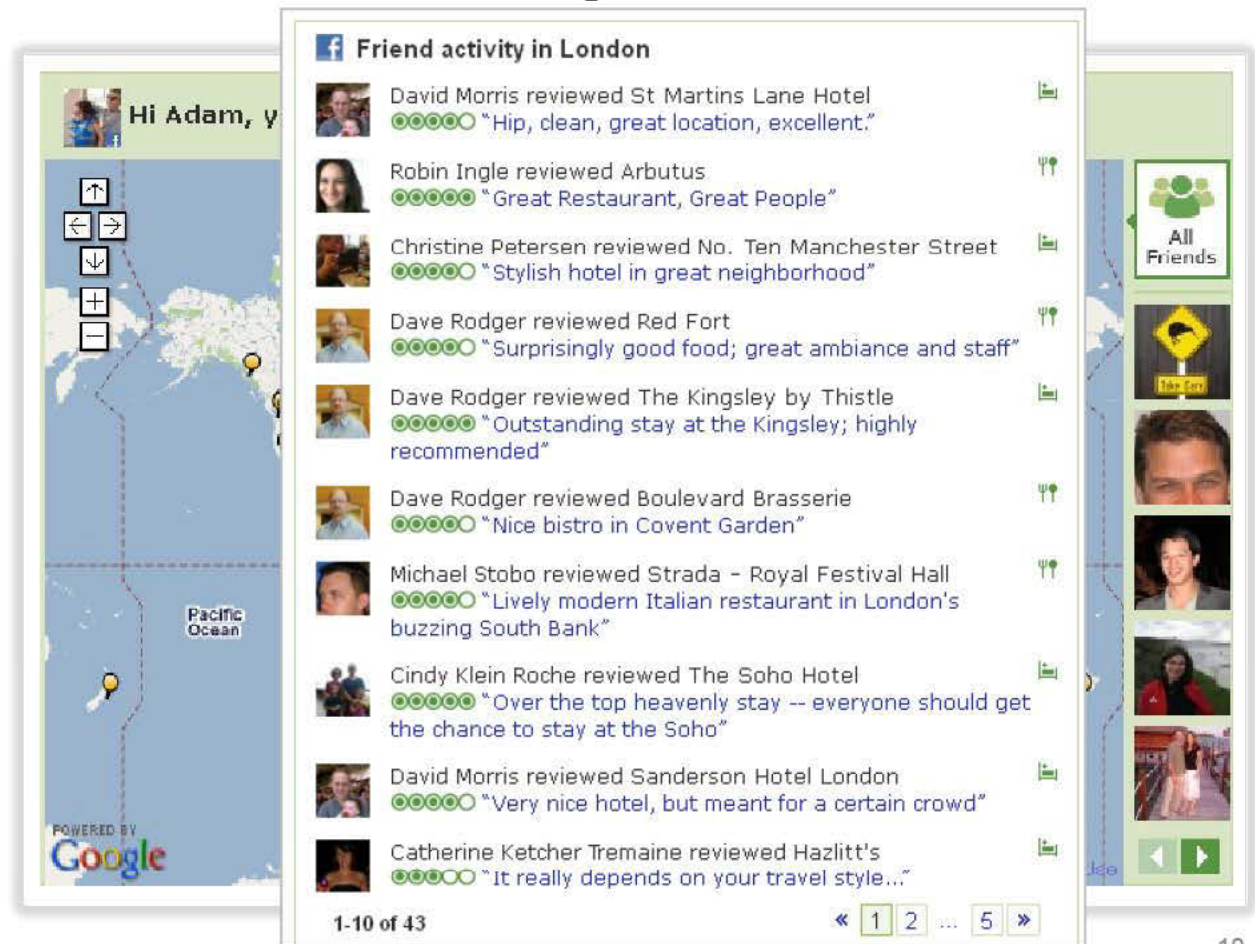
- Participants are passionate, super-social travelers
- 98% of questions are answered within 24 hours
- An opportunity to talk directly to potential guests and build your brand
 - Forum users react to helpful members of community
 - Offer advice in the mode of a concierge

Bradenton Beach	Why so many shells? by IHeartTexas	yesterday 5 replies
Anna Maria Island	Help with location by Mags414	yesterday 7 replies
Anna Maria	Looking for child friendly condo for big family reunion by emsky	yesterday 1 reply
Anna Maria Island	Water by Jacolev	Nov 11, 2011 1 reply
Anna Maria Island	Need quick advice- Alternative for dinner at Sandbar? by KristinNY	Nov 10, 2011 1 reply
Anna Maria Island	I'm captivated by the Sound/Surf of Gulf.. Which Beach ? by tikigirl7	Nov 09, 2011 4 replies
Anna Maria Island	Sunbow Bay & Baywatch Insect Situation by travelerk_8	Nov 09, 2011 4 replies
Anna Maria	Anna Maria with a young family by duke5976	Nov 08, 2011 7 replies
Anna Maria Island	Trolley to Siesta Key from AMI? by golfer04	Nov 07, 2011 3 replies
Holmes Beach	Thank you for all your help/advice, decision made! by shashaKent	Nov 06, 2011 2 replies
Anna Maria Island	Trip Report by BtownIndiana	Nov 04, 2011 3 replies
Anna Maria Island	Desperate for TA's Expert Advice: AMI rentals by LGT52	Nov 03, 2011 5 replies
Bradenton Beach	Thanksgiving Dinner in Bradenton Beach, FL by ILOVETHEBEACH116	Nov 01, 2011 4 replies
Anna Maria Island	Research done - AMI here we come! Tips/advice appreciated. by Mvcroft7	Oct 31, 2011 6 replies

The wisdom of friends: Inspiration

44% of
*U.S. travelers
always or often
consult friends
and family for
travel advice*

- TripAdvisor Survey



The screenshot displays a user interface for a travel site. On the left, a map of London is shown with navigation controls (up, down, left, right arrows and zoom in/out buttons) and a search bar. The map is labeled "Pacific Ocean" and "POWERED BY Google". A notification says "Hi Adam, y". On the right, a panel titled "Friend activity in London" lists reviews from friends. Each review includes a profile picture, the reviewer's name, the location reviewed, a star rating, and a short quote. The reviews are as follows:

- David Morris reviewed St Martins Lane Hotel (5 stars): "Hip, clean, great location, excellent."
- Robin Ingle reviewed Arbutus (5 stars): "Great Restaurant, Great People"
- Christine Petersen reviewed No. Ten Manchester Street (5 stars): "Stylish hotel in great neighborhood"
- Dave Rodger reviewed Red Fort (5 stars): "Surprisingly good food; great ambience and staff"
- Dave Rodger reviewed The Kingsley by Thistle (5 stars): "Outstanding stay at the Kingsley; highly recommended"
- Dave Rodger reviewed Boulevard Brasserie (5 stars): "Nice bistro in Covent Garden"
- Michael Stobo reviewed Strada - Royal Festival Hall (5 stars): "Lively modern Italian restaurant in London's buzzing South Bank"
- Cindy Klein Roche reviewed The Soho Hotel (5 stars): "Over the top heavenly stay -- everyone should get the chance to stay at the Soho"
- David Morris reviewed Sanderson Hotel London (5 stars): "Very nice hotel, but meant for a certain crowd"
- Catherine Ketcher Tremaine reviewed Hazlitt's (5 stars): "It really depends on your travel style..."

At the bottom of the review list, it shows "1-10 of 43" and navigation buttons for pages 1, 2, 5, and a right arrow.

Visiting Fort Myers Beach, FL Like 18



having a great day! Aug 2011 (mamacita333)

[All traveler photos](#) | [All traveler videos](#)



Friends' advice

Places in and around Fort Myers Beach



Claire Bourdeau

Reviewed Matanzas Inn



Fort Myers Beach, Southwest Gulf Coast



Sarah Amory Welch

Likes Sanibel Island

8.6 mi

Southwest Gulf Coast, Florida



Sarah Amory Welch

Reviewed Roy's - Bonita

10.7 mi

Springs



Bonita Springs, Southwest Gulf Coast



Sarah Amory Welch

Reviewed A Table Apart

11.0 mi



Bonita Springs, Southwest Gulf Coast



Sarah Amory Welch

Reviewed Pincher's Crab

11.7 mi

Shack Bonita Springs



Bonita Springs, Southwest Gulf Coast

Top-rated hotels

[All 45 hotels](#)

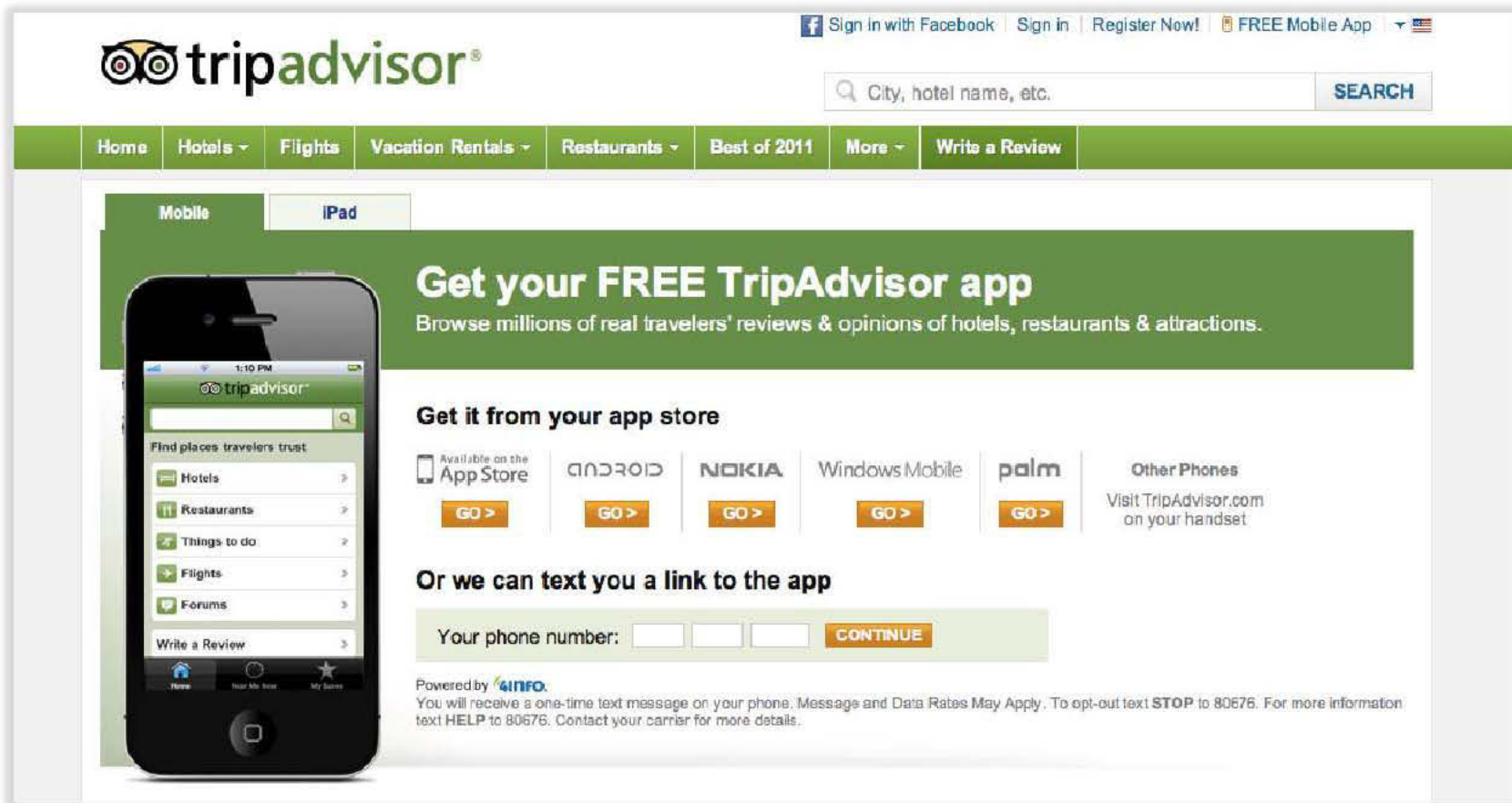
- 1 Tiki on the Beach 34 reviews
- 2 Edison Beach House 194 reviews
- 3 Casa Playa Resort 197 reviews
- 4 GullWing Beach Resort 149 reviews
- 5 BEST WESTERN PLUS Beach Resort 268 reviews

Top-rated B&Bs

[All 3 B&Bs](#)



TripAdvisor on the go



The screenshot shows the TripAdvisor website's mobile app promotion. At the top, there's a navigation bar with the TripAdvisor logo, a search bar, and links for 'Sign in with Facebook', 'Sign in', 'Register Now!', and 'FREE Mobile App'. Below this is a green navigation menu with options like 'Home', 'Hotels', 'Flights', 'Vacation Rentals', 'Restaurants', 'Best of 2011', 'More', and 'Write a Review'. The main content area features a green banner with the text 'Get your FREE TripAdvisor app' and 'Browse millions of real travelers' reviews & opinions of hotels, restaurants & attractions.' To the left of the banner is an image of an iPhone displaying the app's interface. Below the banner, there are buttons for downloading the app from the 'App Store', 'ANDROID', 'NOKIA', 'Windows Mobile', and 'palm'. A section titled 'Or we can text you a link to the app' includes a text input field for a phone number and a 'CONTINUE' button. At the bottom, there is a small disclaimer: 'Powered by INFO. You will receive a one-time text message on your phone. Message and Data Rates May Apply. To opt-out text STOP to 80676. For more information text HELP to 80676. Contact your carrier for more details.'

Your TripAdvisor Management Center



Pink Shell Beach Resort & Marina Management Center

Are you affiliated with Pink Shell Beach Resort & Marina?

Register now to unlock free marketing tools, respond to reviews, track performance and more.

[Register now](#)



Manage your TripAdvisor page

Enhance your listing, upload photos and videos; update business details, rates and booking info; track performance, and more...



Manage your reviews

Know what your customers are saying about you and post your reply.



Online marketing tools

Use our downloadable badges and widgets on your own website to display your TripAdvisor ratings and reviews, encourage customer reviews and create photo slideshows.



What TripAdvisor can do for you

We want to help you grow your business through TripAdvisor's 50 million unique monthly visitors. Learn how with our collection of videos, guides, webinars, and master classes, and follow our blog for the latest updates!



Get help with your questions

Can't solve your query? Use our FAQs. Our help center offers further guidance and direct links to support specialists.

Quick Links

- [Write a management response](#)
- [Update business details](#)
- [Add photos](#)
- [Encourage customer reviews](#)
- [Your other businesses](#)

Your property's page

[Pink Shell Beach Resort & Marina on TripAdvisor](#)

Contact TripAdvisor

[Email us](#) 



Three factors that can affect popularity

- How recent the reviews are
- How positive or negative the reviews are
- The number of reviews

"We loved our stay at the Palomar!!!"



Reviewed November 3, 2011 **NEW**

My girlfriend and I had such a great time. The hotel was beautiful and conveniently located. The staff was even better, I have stayed at other nice hotels feeling uncomfortable by a not so friendly staff, NOT the case at the Palomar..The front desk was fantastic and very helpful. We will be back!!!

Stayed August 2011, traveled as a couple

●●●●○ Value

●●●●● Location

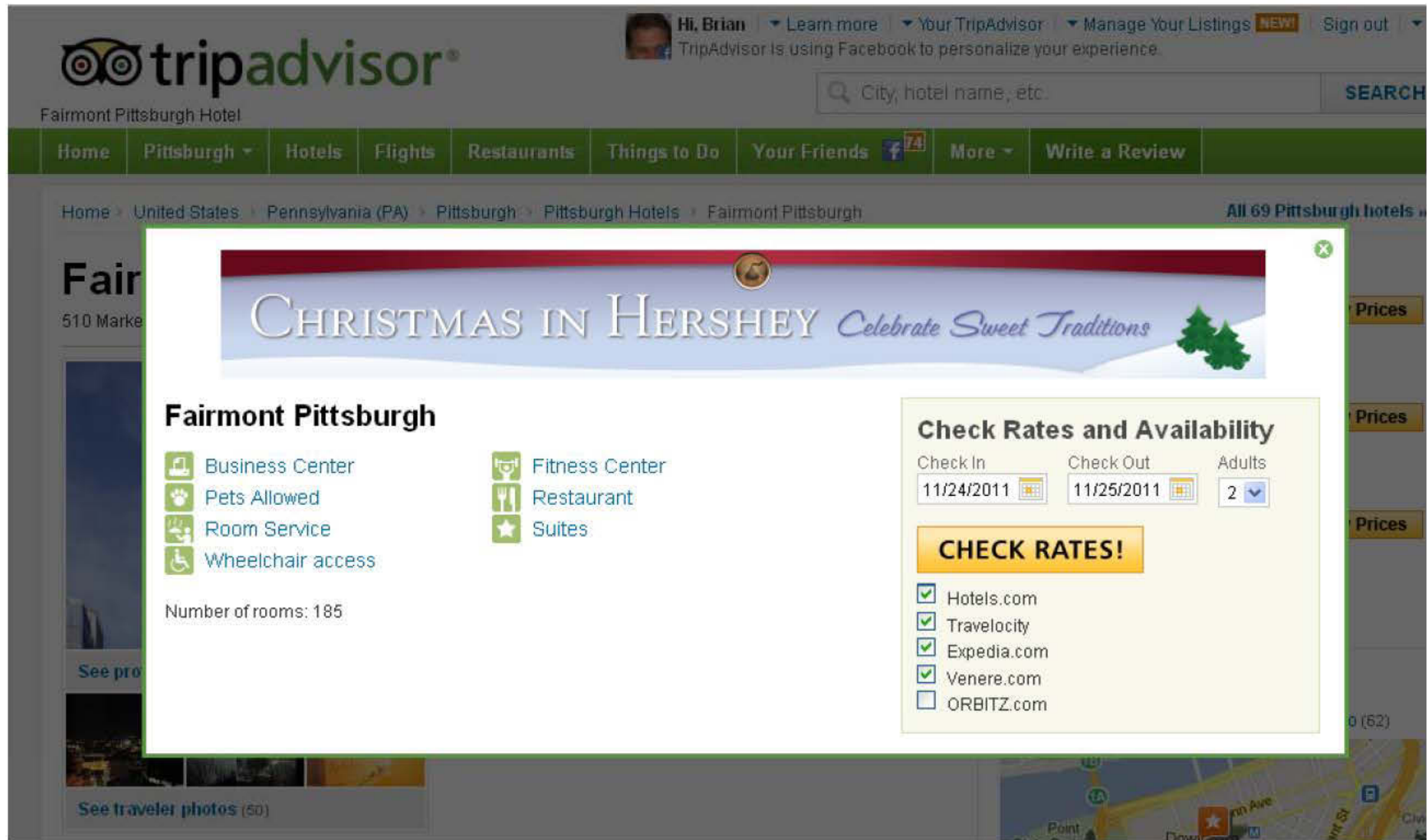
●●●●● Sleep Quality

●●●●● Rooms

●●●●● Cleanliness

●●●●● Service

Your description: An opportunity to differentiate



The screenshot shows the TripAdvisor website for the Fairmont Pittsburgh Hotel. At the top, the TripAdvisor logo and 'for business' tagline are visible. The user is logged in as 'Hi, Brian'. A search bar contains the text 'City, hotel name, etc.'. The navigation menu includes 'Home', 'Pittsburgh', 'Hotels', 'Flights', 'Restaurants', 'Things to Do', 'Your Friends', 'More', and 'Write a Review'. The breadcrumb trail reads: 'Home > United States > Pennsylvania (PA) > Pittsburgh > Pittsburgh Hotels > Fairmont Pittsburgh'. A banner for 'CHRISTMAS IN HERSHEY Celebrate Sweet Traditions' is displayed. Below the banner, the hotel name 'Fairmont Pittsburgh' is shown with various amenities: Business Center, Pets Allowed, Room Service, Wheelchair access, Fitness Center, Restaurant, and Suites. The number of rooms is listed as 185. A 'Check Rates and Availability' pop-up is open, showing check-in and check-out dates (11/24/2011 and 11/25/2011) and the number of adults (2). A 'CHECK RATES!' button is prominent, with a list of booking partners: Hotels.com, Travelocity, Expedia.com, Venere.com, and ORBITZ.com. The ORBITZ.com option is currently unchecked.

Pink Shell Beach Resort & Marina

-  Bar/Lounge
-  Business Center
-  Free High-Speed Internet
-  Kids Activities
-  Restaurant
-  Suites
-  Wheelchair access
-  Beach
-  Fitness Center
-  Free Parking
-  Kitchenette
-  Room Service
-  Swimming Pool

Number of rooms: 212

Located on Estero Island along the beaches of Fort Myers, the 12-acre Pink Shell Beach Resort & Spa caters to families, couples and various groups seeking a memorable four-star resort experience. We are also a tropical premier location for destination weddings. We focus on providing our guests with attentive service and uncompromising levels of cleanliness in a surrounding that provides breathtaking views of the Gulf of Mexico and our sugar white sand beach. At the Pink Shell, "The Only Thing We Overlook Is The Beach."

This description is provided by the hotel.

Check Rates and Availability

Check In: 11/24/2011  Check Out: 11/25/2011  Adults: 2 

CHECK RATES!

- Expedia.com
- ORBITZ.com
- Hotels.com
- otel.com
- Booking.com
- Hotelsclick.com
- Travelocity

Photos & video – the more, the better

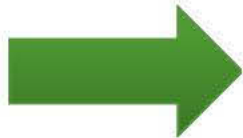
Casa Playa Resort 12

510 Estero Blvd, Fort Myers Beach, FL 33931

 [E-mail hotel](#)  [Hotel website](#)  1-800-569-4876  [Hotel amenities](#)

 **Special offer** [Free beach chairs](#)

Primary photo



[See traveler photos](#) (68)

Ranked #3 of 45 hotels in Fort Myers Beach

 197 Reviews

 We don't have room rates for this hotel

Check room rates for other hotels in Fort Myers Beach

Check-in  Check-out  Adults 

Check other hotels!

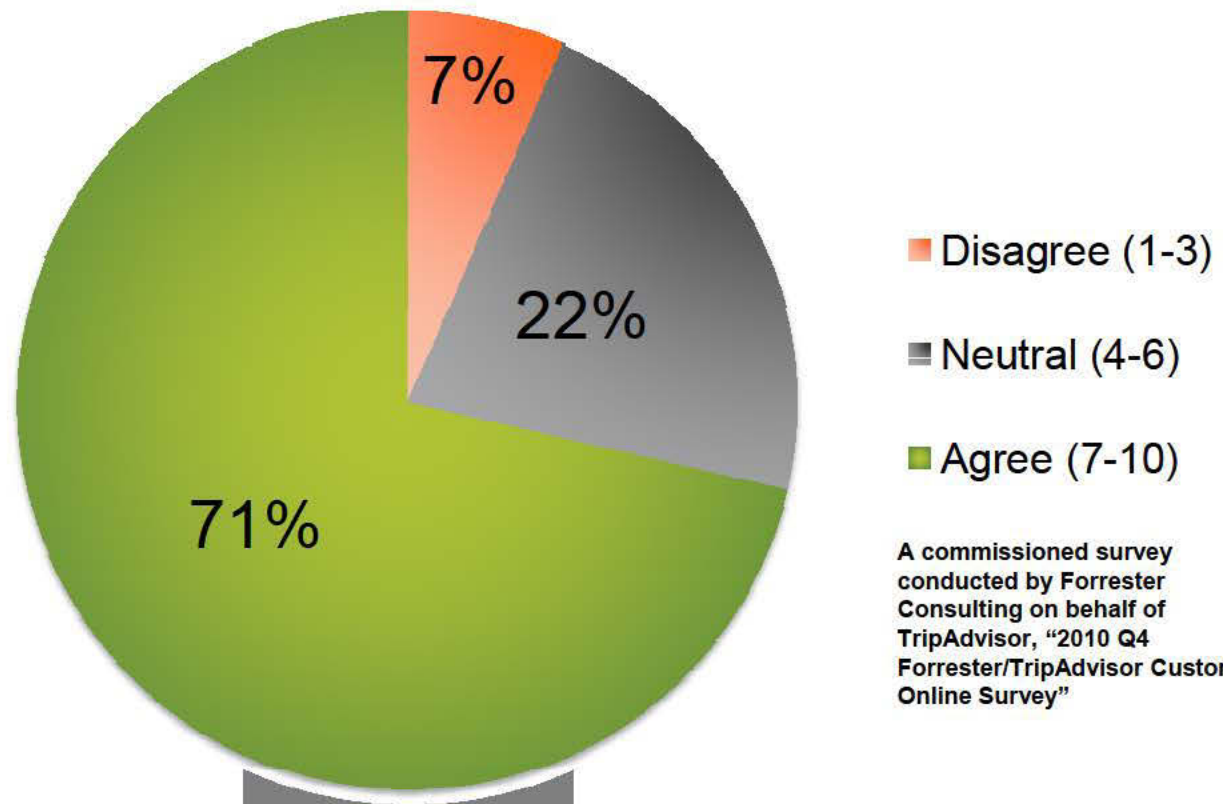
- Expedia.com
- Booking.com
- hotels.com

Management Responses

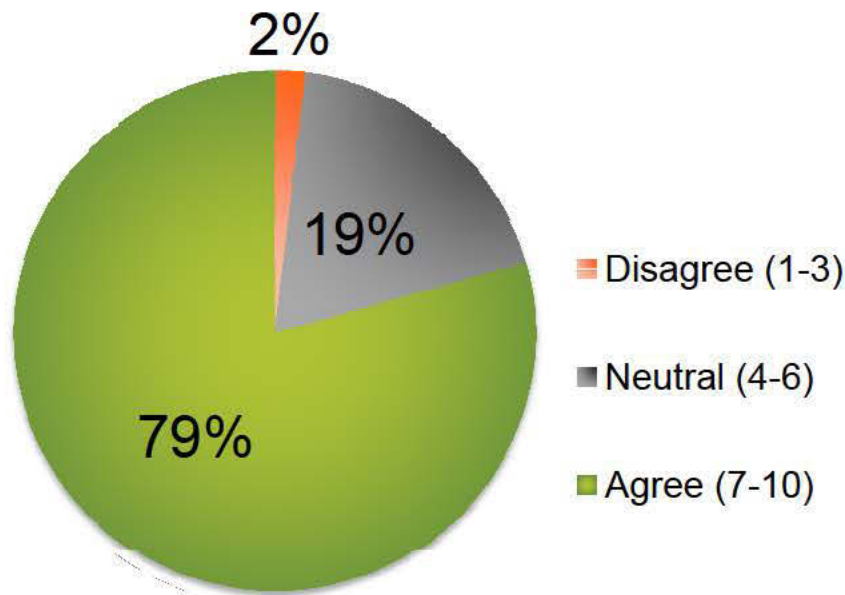
High-impact communications with travelers – past, and future



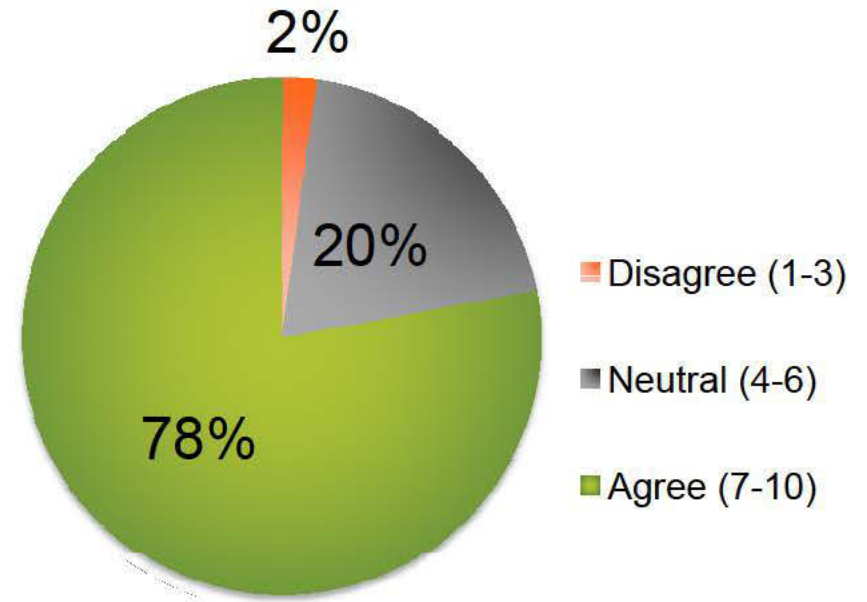
Seeing a management response to reviews is important to me.



A management response to a bad review reassures me.

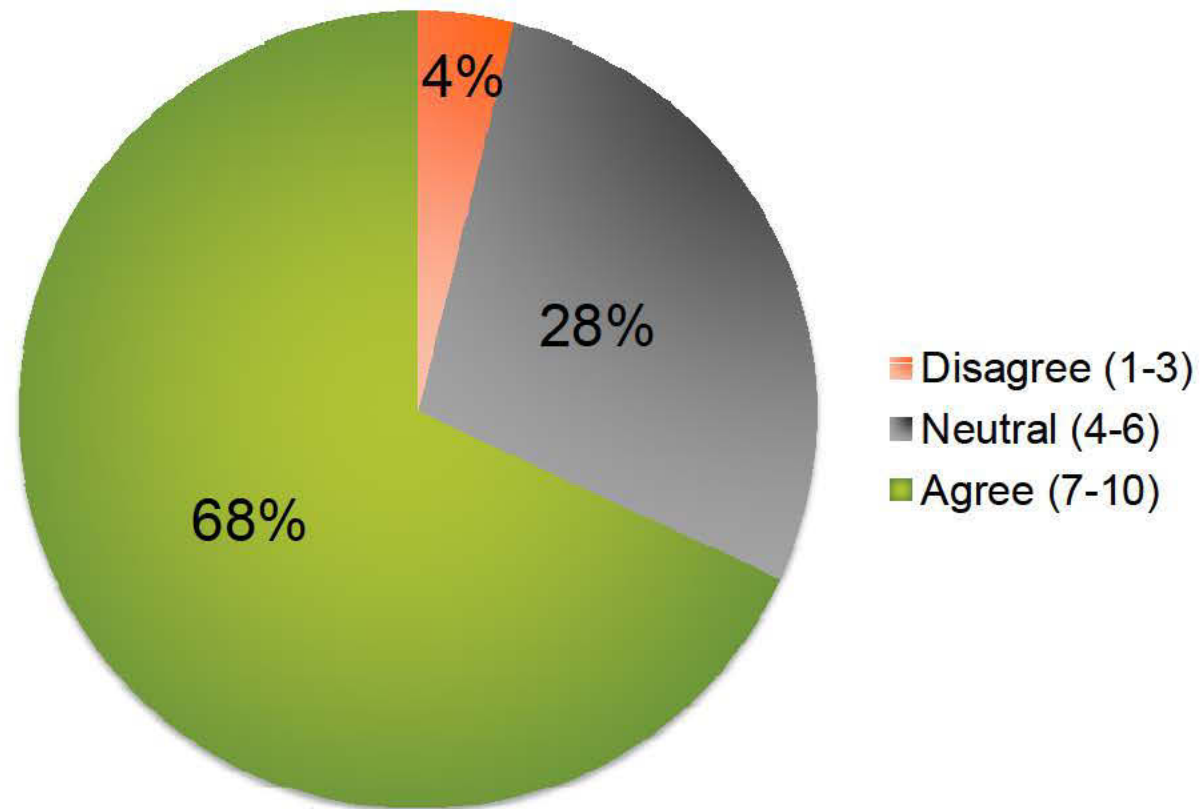


A management response to a good review makes me think highly of the hotel.



A commissioned survey conducted by Forrester Consulting on behalf of TripAdvisor, "2010 Q4 Forrester/TripAdvisor Custom Online Survey"

If I was considering two comparable properties, the presence of management responses on one would sway me in its favor.



Your strongest sales tool: Management responses

“You have control over customer reviews by providing clean facilities and excellent service.

If you stumble, as all hotels do from time to time, a well-written response to a negative comment is your strongest sales tool.”

Hotel Marketing Coach™



Negative comments: Engage with guests

- Reply quickly
- Be respectful
- Be thankful
- Invite further feedback

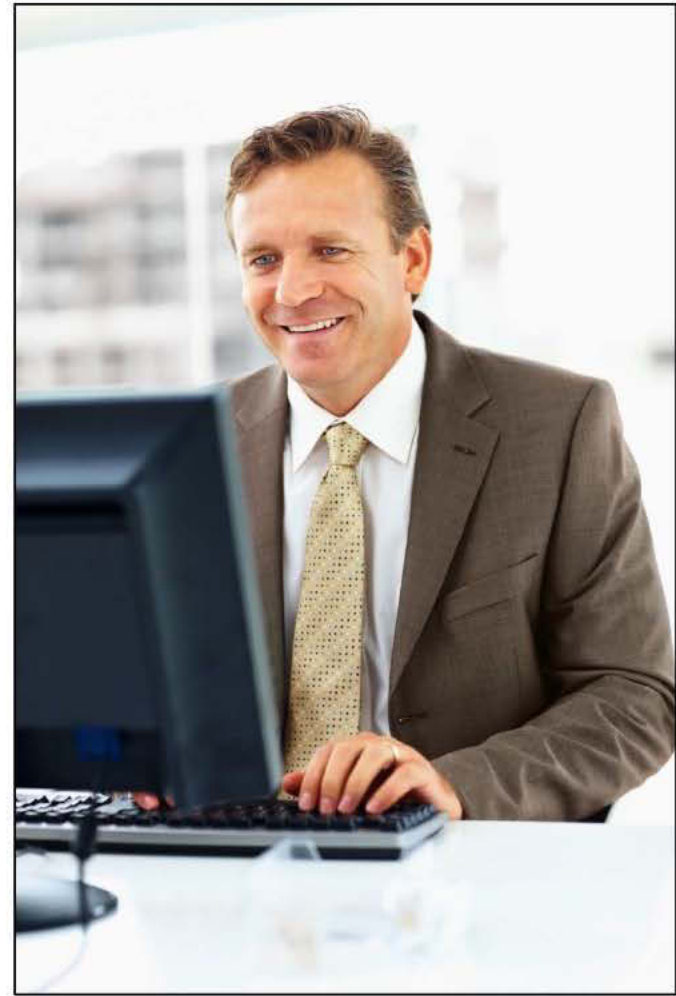
-Viral Garden



How companies should respond

- When to respond
 - You genuinely need to make amends
 - They're misstating the facts
- How to respond
 - Listen
 - Be honest
 - Remain calm
 - Speak like a person

- *Outspoken Media*



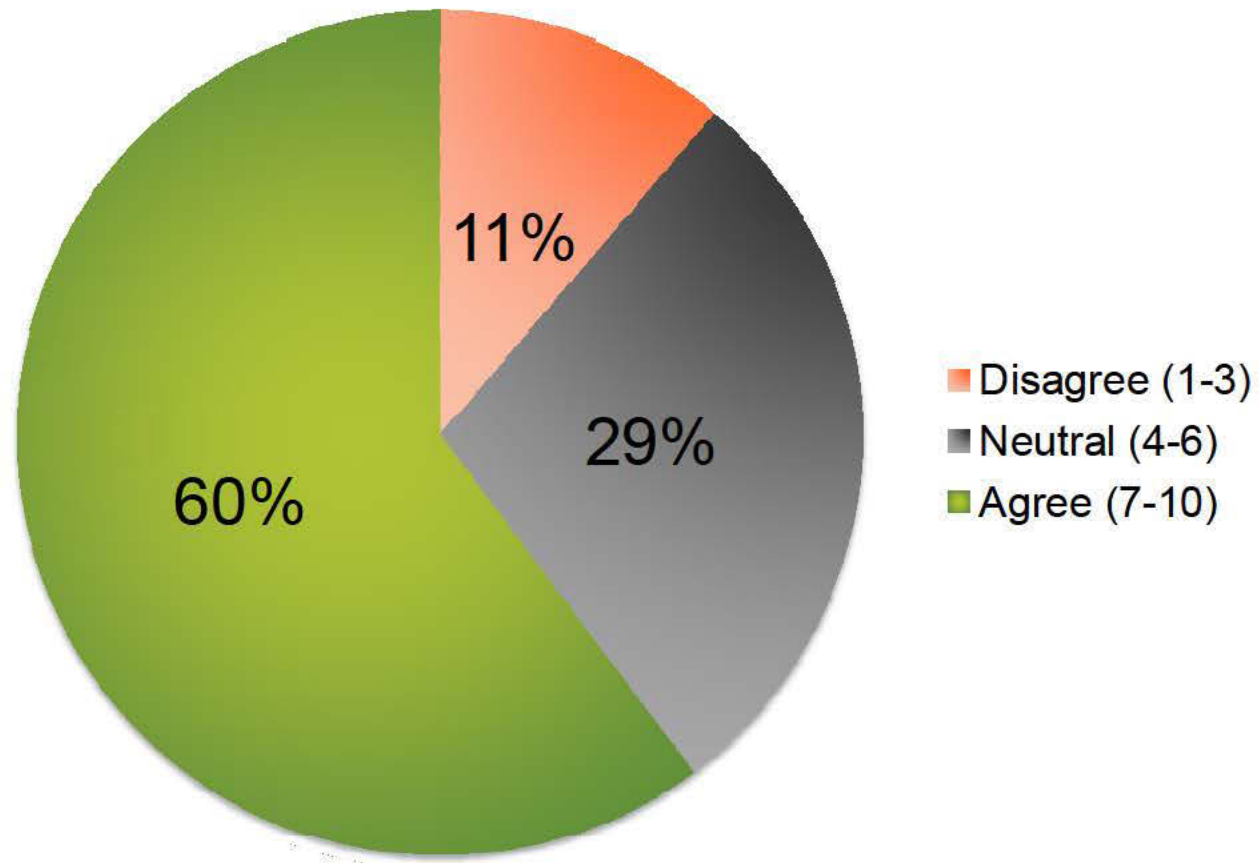
...a bad response is likely to produce more negative sentiment than the original offending remark.

- Respect their right to have their own opinion.
- 'Attack' the issue, not the person.
- Don't get lost in trivialities – focus on the main issues, not sub plots.
- Do not use a standard response.
- Don't try and market.

-SocialTrending



An aggressive management response to a bad review makes the hotel look worse.



*A commissioned survey conducted by Forrester Consulting on behalf of TripAdvisor, "2010 Q4 Forrester/TripAdvisor Custom Online Survey"

Listen

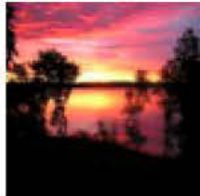
- Don't be Defensive.
- What can we learn?
- How can we share our perspective?
- This isn't just PR.
Break out the scrub brush.



Be specific

“...We have contacted most of the travelers directly and we have implemented numerous programs to ensure a speedy return to our highest standards of hospitality. Some of the changes have been in regard to **procedures and training**, some technical such as **new and additional routers to provide consistency in our free high speed internet service**, but most critically, we have made **one particular staffing change** that we believe was a key factor in all the complaints.”






Lookingfo...
Minnesota

 11 reviews

 24 helpful votes

“Our car was broken into”

 Reviewed September 23, 2010

The hotel was fine, but our car was broken into in the parking garage. The hotel said it was not their parking

Manager1001, General Manager Minneapolis, responded to this review

September 24, 2010

Thank you so much for bringing to our attention the issue with your car. Just to clarify the parking garage is owned and operated by the City of Minneapolis and their outside contractor. Yes the hotel is located above the garage and guests are allowed to charge parking to their room. However none of the employees or parking revenues are shared with the hotel. I am so sorry to hear of this incident. We have a great working relationship with the City of Minneapolis and their parking contractor and we as well will voice our displeasure with how their employee handled your situation. Rest assured this is a very unusual circumstance and again offer our apologies.





A prime example

- What this resort does right:
 - Shows that that reviews are important by notifying guests that they share reviews with their staff
 - Lets future guests know that they strive for excellence in customer service
 - Subtlety markets by including that it is an award-winning resort
 - Refers to resort website for important details about the resort and what sets it apart from others
 - Apologizes

January 14, 2011

Dear LondonDylan,

Your review has been shared with the ladies and gentlemen of our Nisbet Plantation team, who each take great pride in ensuring every guest receives the very best

While it may seem impossible to please everyone all of the time, rest assured, it won't keep us from continuing to try.

Although Nisbet has won many of the highest awards in travel industry, we also try very hard to manage guest expectations before they arrive. On the home page of our website we clearly state that Nisbet is, "Not fancy and opulent. Just private, romantic and personal." A description that clearly articulates our unique experience. Great care has also been taken to ensure every photo on the site accurately represents the property.

We do have a dress code (listed under Dining and communicated to guests prior to arrival) that is appropriately relaxed for an upscale Caribbean resort like

From your review, it sounds like you may have desired a different atmosphere for your holiday, and we are deeply sorry we disappointed you.

representative and not of TRIPADVISOR LLC. Report response as inappropriate



Best Practices

- Personalized
- GM by name
- Apologizes
- Clarifies policy
- Sets future expectation

Mark Clossey, General Manager at BEST WESTERN PREMIER Eden Resort & Suites, responded to this review

August 27, 2010

Dear Valued Guest,

I would like to thank you for taking the time to provide us with your feedback regarding your recent stay at the Best Western Eden Resort and Suites. I appologize that we were unable to provide you with a positive experience during your recent encounter with us.

The Eden Resort and Suites provides a Manager On Duty 24 hours a day and by dailing -0- we are glad to expiditiously assist any concern. We do respond to any calls concerning noise and make continuos rounds throughout the evening.

The Resort offers numerous exterior designated smoking areas. No smoking is allowed in any of the Eden public areas, meeting rooms, or the restaurants, lounges, etc. We currently have available only 12 guest rooms in our inventory that are for smoking. We have decided as of November 1, 2010 to be a totally smoke free resort and "no smoking" will be available in any guest rooms.

I am disappointed I could not speak to you personally prior to your check out. Our efforts at the Eden Resort and Suites are to exceed your expectations and provide the best experience in Lancaster County, Pennsylvania. I have sent you an e mail through Trip Advisor and hope you will reply. Please contact me personally to assit your next visit.

Best Regards,

Mark Clossey, GM



Close to perfect...

May 20, 2011

Thank you for taking the time to provide your feedback. Our Great Park and fly package is no longer a secret. It's quickly becoming a very popular package as our guests (and repeat guests) not only find it a great value, but also find it really takes the stress out of getting to the airport for those early flights. We look forward to seeing you on your next stay! Please do tell your family and friends about your experience with us. Word of mouth is one of our best friends as we have so many people come visit with us based on recommendations of loved ones. Next time please ask about our suite rooms.

Director of Sales & Marketing



Show your personality

“...it’s no wonder you had a bad experience, as we were closed on the days you said you were with us, and we lock the doors when we’re closed.

Please come back when we’re open and we think you’ll be much happier with the property...”



But not *this* way...



“People that lack taste and a life of their own should try to venture out into the real world instead of hiding behind a computer spewing meaningless factless verbiage.”

“Prove the date of your stay because such an incident has never been recorded in the archives of our Hotel. We regret that some customers spoil the time by writing negative comments for Hotels.”



Get TripAdvisor to work for you:

*Keep customers on your site with the help
of TripAdvisor information*





Add a widget from our new Widget Center

The screenshot shows the TripAdvisor Widget Center interface. At the top left is the TripAdvisor logo with 'for business' underneath. On the top right, there is a link to the 'TRIPADVISOR CONSUMER SITE'. The main heading reads 'Welcome to TripAdvisor's Widget Center'. Below this, there are several featured widget examples: a language selector for Japanese ('バックベイホテル'), a 'Certified d'Excellence' award for 'The Back Bay Hotel' (dated MA/2011), a 'What's Nearby' map widget for 'Fish College', a review widget for 'The Back Bay Hotel' with a 'Compass' button, and a 'Bravo!' award widget stating 'The Back Bay Hotel wurde von 553 Reisenden als "Ausgezeichnet" bewertet.'. Below these examples, it says 'TripAdvisor widgets available in English and 20 other languages'. A search section prompts the user to 'Search for your business or destination to see available widgets for your website.' with a search bar containing 'Hotel George, a Kim' and a 'Get widgets' button. Below the search bar, a dropdown menu shows 'Hotel George, a Kimpton Hotel, Washington DC, District of Columbia' with a 'Hotels' icon, and a 'Search' button. The bottom section contains FAQ-style text: 'What are TripAdvisor widgets?', 'Who uses TripAdvisor widgets?', and 'How do I add a widget to my website?'.

facebook

Sign Up Facebook helps you connect and share with the people you know.

Bike and Roll Washington DC
Local Business · Washington, District of Columbia

Bike and Roll Washington DC Reviews Like

tripadvisor
Bike and Roll Washington DC in Washington DC has 247 reviews

Wall
Info
Photos
Discussions
Reviews
Questions
Travel
Jobs

About
Bike and Roll Washington DC
337 like this
4 talking about this
61 were here

Learn more about the Secondary Park Guest House

DC INNS
ELEGANT BOUTIQUE B&B & BREAKFAST INNS IN WASHINGTON D.C.

DC Inns Overview Plan Your Stay Reviews & Press Blog Map Art

Embassy Circle GUEST HOUSE
About Us Rooms & Rates Amenities Map & Directions Coupons

C&B Certificates Available Now! 1.877.232.7244 BOOK ONLINE NOW

DC BY FOOT
Washington DC's Highest Rated Walking Tour... and it's *Free*

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Free Walking Tours
More Than Just Monuments
Lincoln Assassination
Arlington Cemetery
Tidal Basin Tour

For Fee Tours
Ghost of Georgetown
Historic Georgetown
Private and Groups

Walking Tours of Washington, DC!
DC by Foot is pleased to present the only free, tip-based walking tours of Washington, DC. These interesting and informative tours will take you from the National Mall to Arlington Cemetery to the Pentagon and beyond.

It's the capital of the United States of America and a testament to the history and politics of a nation. Washington, DC will be sure to surprise and inspire you, and on every step of the way, our expert guides - part professors, part performers - will show you why.

Always interesting, always intimate, we make history fun for everyone!

Breaking News
New Tour! Tidal Basin Walking Tour!

Free Tours By Foot - DC
Like 23

RECOMMENDED ON
tripadvisor
D.C. by Foot

Budget Travel
Rated **BEST TOUR** by Washingtonian Magazine. See what others are saying.

WASHINGTONIAN

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FREE TOURS BY FOOT

visit our Philadelphia

We offer our services for Private Groups anytime and

Best of Washington DC

Powered By  **tripadvisor**[®]

Map Stay See **Eat**

TripAdvisor travelers recommend these restaurants in Washington DC:

-  Nando's Peri Peri
-  Zaytinya
-  Old Ebbitt Grill
-  Fogo de Chao
-  Seventh Hill Pizza

[See more restaurants »](#)

Washington DC Vacation Rentals [Get this widget](#)



Business Listings, guests are one click away



Casa Playa Resort 12

510 Estero Blvd, Fort Myers Beach, FL 33931

 E-mail hotel  Hotel website  1-800-569-4876  Hotel amenities

 **Special offer** **Free beach chairs**



[See traveler photos](#) (68)

Ranked #3 of 45 hotels in Fort Myers Beach

 197 Reviews

 We don't have room rates for this hotel

Check room rates for other hotels in Fort Myers Beach

Check-in:  Check-out:  Adults: 

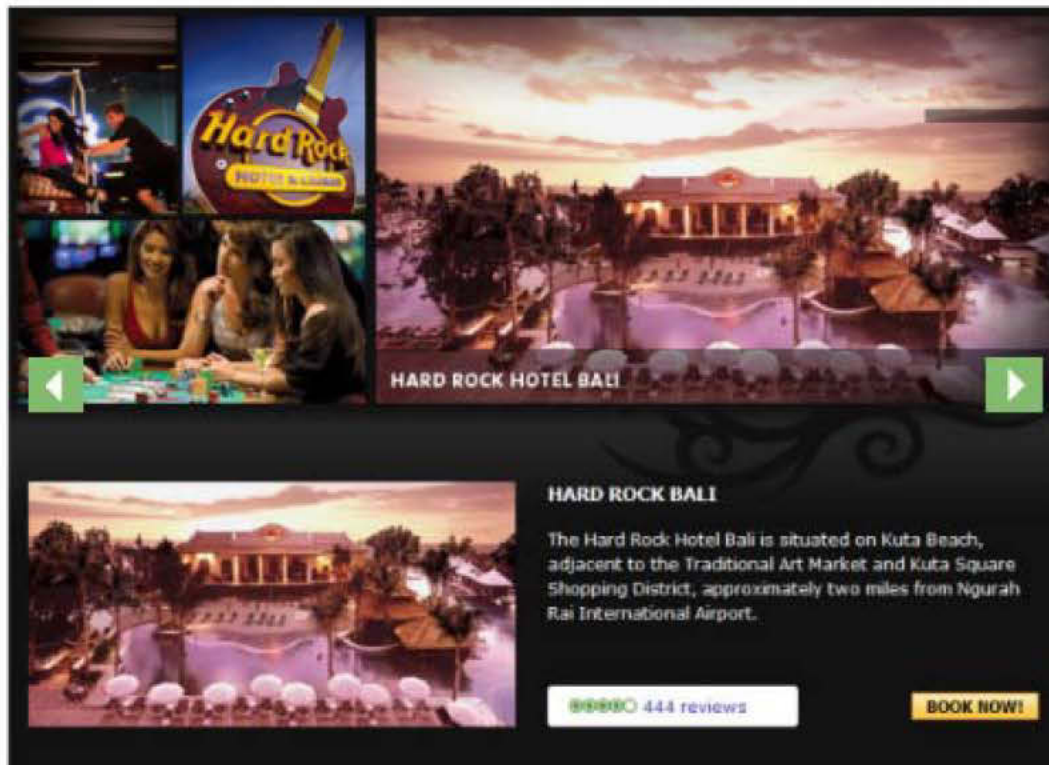
Check other hotels!

- Expedia.com
- hotels.com
- Booking.com



Sponsorships

Sponsorship Gallery



HARD ROCK HOTEL BALI

HARD ROCK BALI

The Hard Rock Hotel Bali is situated on Kuta Beach, adjacent to the Traditional Art Market and Kuta Square Shopping District, approximately two miles from Ngurah Rai International Airport.

4.5/5 444 reviews

BOOK NOW!

Download a PDF

Get our contact information, ad acceptance policies and ad specs in one easy to read and print PDF.

 [Download Now](#)

For more information

Contact your TripAdvisor representative or email

[Contact Us](#)

Hard Rock Hotels

Utilizing a custom landing page, Hard Rock Hotels showcased upcoming concerts as well as Hard Rock Hotel locations from around the globe.



Note to self:

1. Join property representatives and register with the new Management Center today- **FREE!**
2. Upload photos and video to TripAdvisor listing - **FREE!**
3. Use reminder tools to encourage guests to write reviews - **FREE!**
4. Sign up for new review notification and respond to select reviews - **FREE!**
5. Add TripAdvisor content to your website with badges and widgets - **FREE!**
6. Consider subscribing to Business Listings
7. Explore media and sponsorship opportunities

How can we help?

- **Management center URL**

- www.tripadvisor.com/Owners

- **Media Opportunities**

- www.tripadvisor.com/mediakit

