

The Secret to 5 Stars: Inside Peer Reviews & Instant Booking

2018
TOURISM
SUMMIT
and
GHCVB
ANNUAL MEETING
HOUSTON • TEXAS





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TripAdvisor



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Managing Your Brand's Online Reputation on TripAdvisor

Scott Caufield

Destination Marketing Manager – Central & Southern US
TripAdvisor





TripAdvisor Overview





Jaylin cleaners
SAME DAY SERVICE

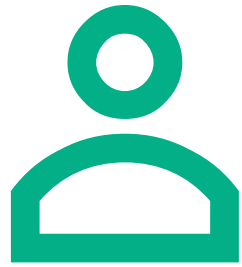
Kostas's
PIZZA SEAFOOD

YEAR 2000

WHERE IT ALL BEGAN

About TripAdvisor

TripAdvisor is the world's largest travel site*



455M

Average unique
monthly visitors**



49

Markets
worldwide



600M

Reviews and
opinions

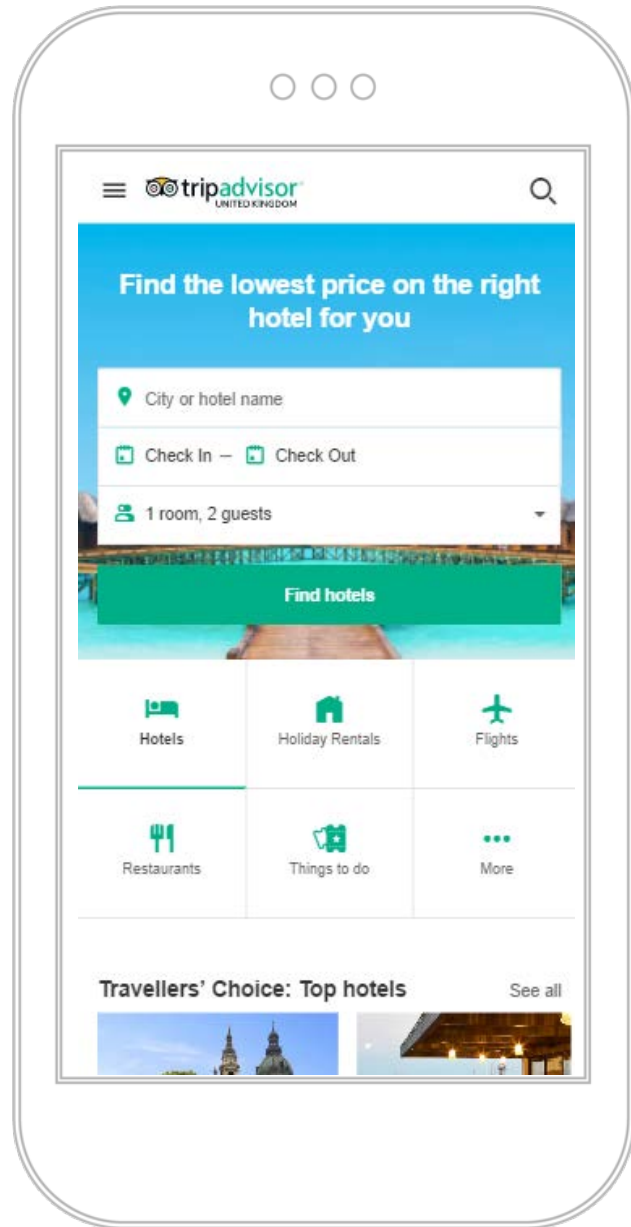


7.5M

Accommodations,
restaurants and attractions

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, October 2017

** Source: TripAdvisor log files, Q3 2017



The World's Most Downloaded Travel Apps

420+ Million Downloads

TripAdvisor users engage with more content than other before making a travel purchase:

67%

260% more pages

238% more minutes

of US online travel buyers visited TripAdvisor prior to purchase



Impact of Reviews



The Power of Reviews for Hotels



96%

of travelers consider reviews important when planning & booking hotels

83%

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

The Power of Reviews for Restaurants and Attractions



85%

of travelers will "usually" or "always" reference TripAdvisor reviews before booking a restaurant

79%

will "usually" or "always" reference TripAdvisor reviews before deciding on an attraction to visit

Reviews Encourage Travelers to Spend More

- If prices are the same, users are **3.9 times more likely** to choose a hotel with higher review scores
- **76% of customers were willing to pay more** for a hotel with higher review scores





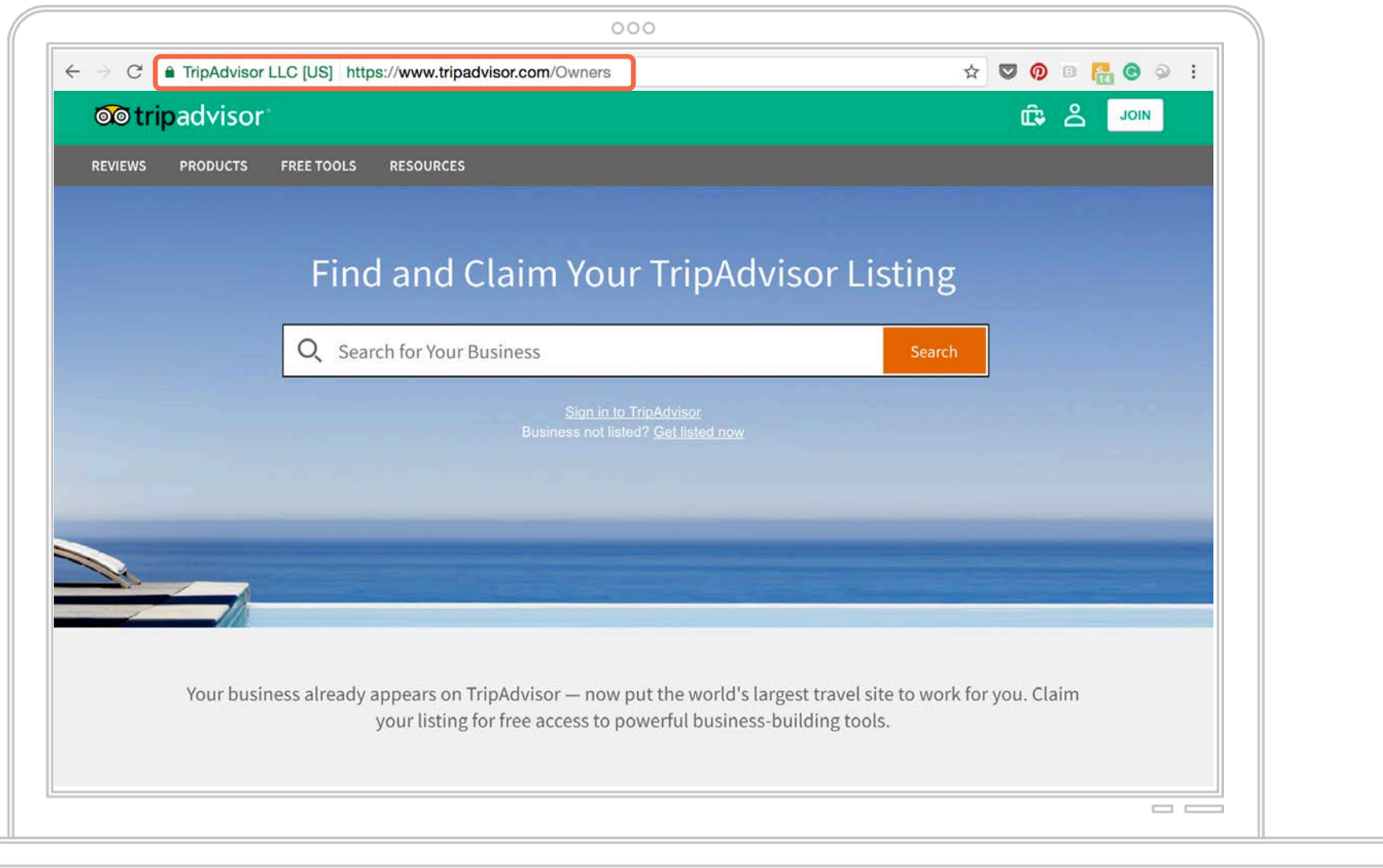
6 Steps to Managing Your Online Reputation



TAKE CONTROL



Claim Your TripAdvisor Listing



Access the Management Center

Claiming your listing gives you access to the Management Center where you can:

Optimize Your Listing



Update your business description, add photos, and highlight amenities to attract traveler's attention

Manage Your Reviews



Generate more feedback with Review Express and join the conversation via Management Responses

Track Your Performance



Analyze how you're engaging with travelers on TripAdvisor and how you measure up against competitors

EMBRACE FEEDBACK



TripAdvisor Reviews Are Largely Positive



43%



35%



14%



5%



4%

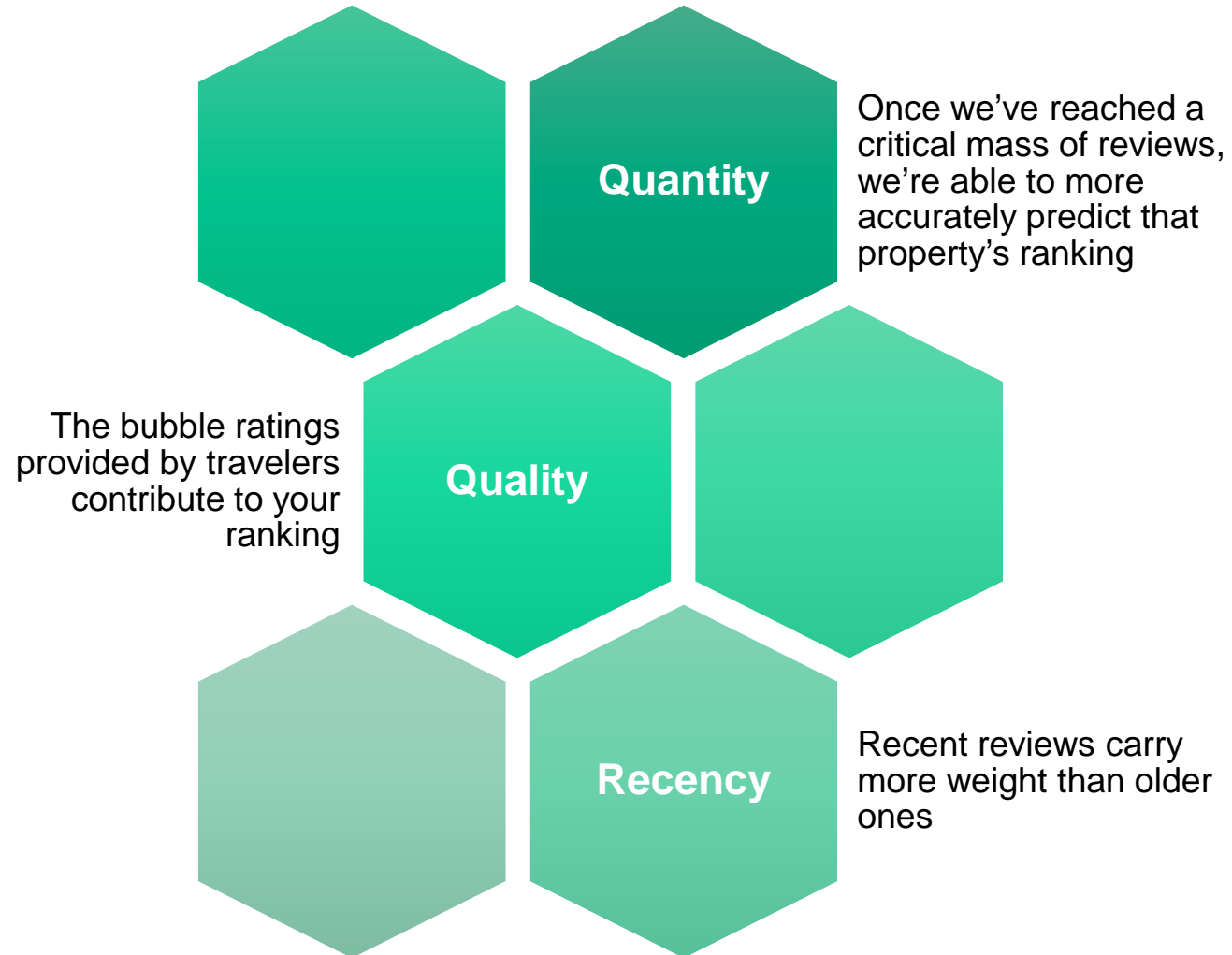


Overall Reputation Management Impacts your Bottom Line

The Center for Hospitality Research
Hospitality Leadership Through Learning

- 1** Encouraging Reviews leads to an increase in review score and ranking on TripAdvisor
- 2** Responding to reviews leads to improved sales & revenue
- 3** Higher review scores allow hotels to charge up to 11.2% more while maintaining occupancy rates

The TripAdvisor Popularity Ranking



ENCOURAGE FEEDBACK



Cornell Research: More Reviews Lead to Higher Ratings



“Online Customer Reviews of Hotels: As Participation Increases, Better Evaluation Is Obtained”

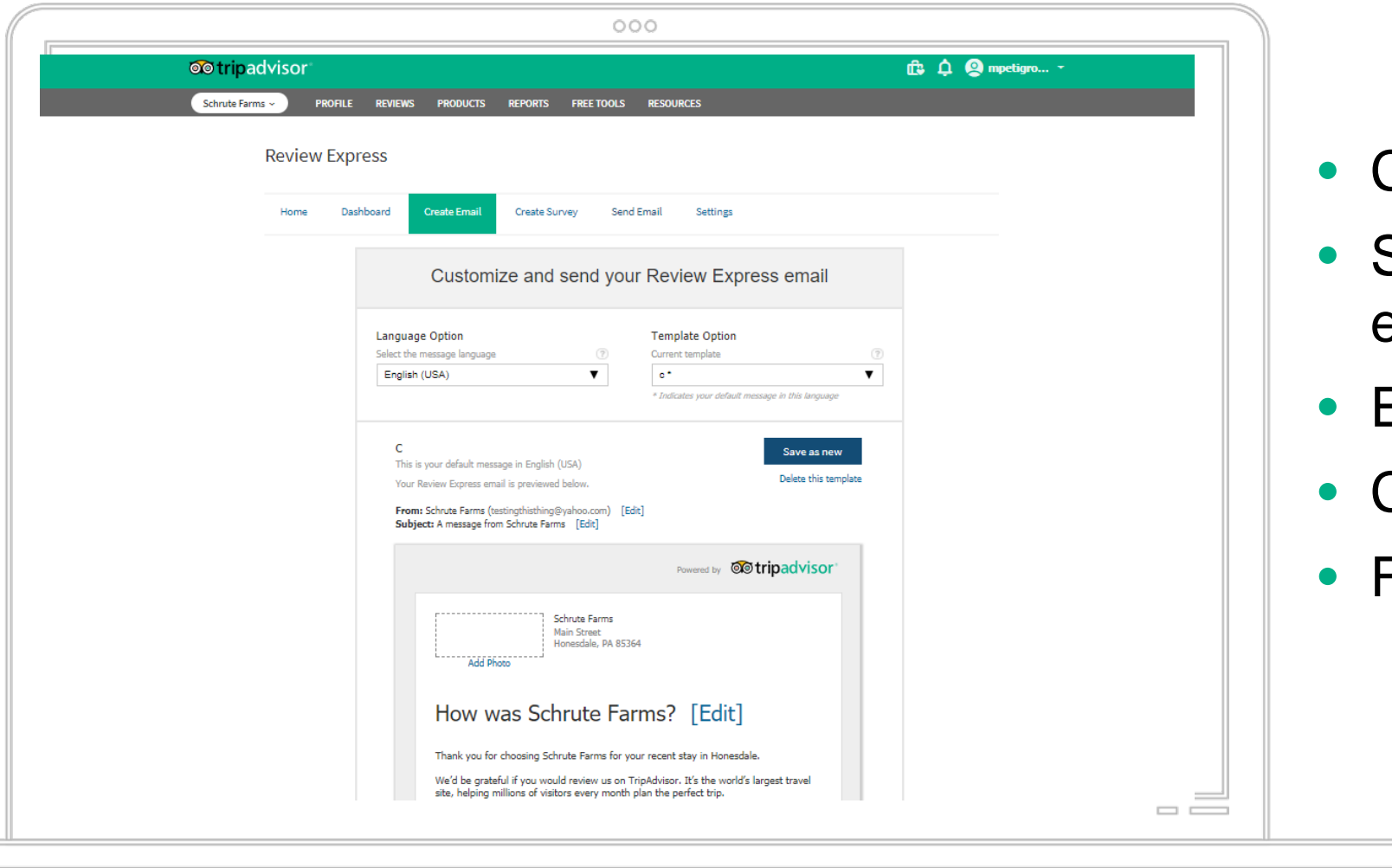
**As reviews increase,
ratings become more
positive**

Encourage Guests to Write Reviews with Review Collection Tools

- Review Express
- Widgets
- Reminder cards
- Downloadable assets
- Stickers
- TripAdvisor app for Facebook

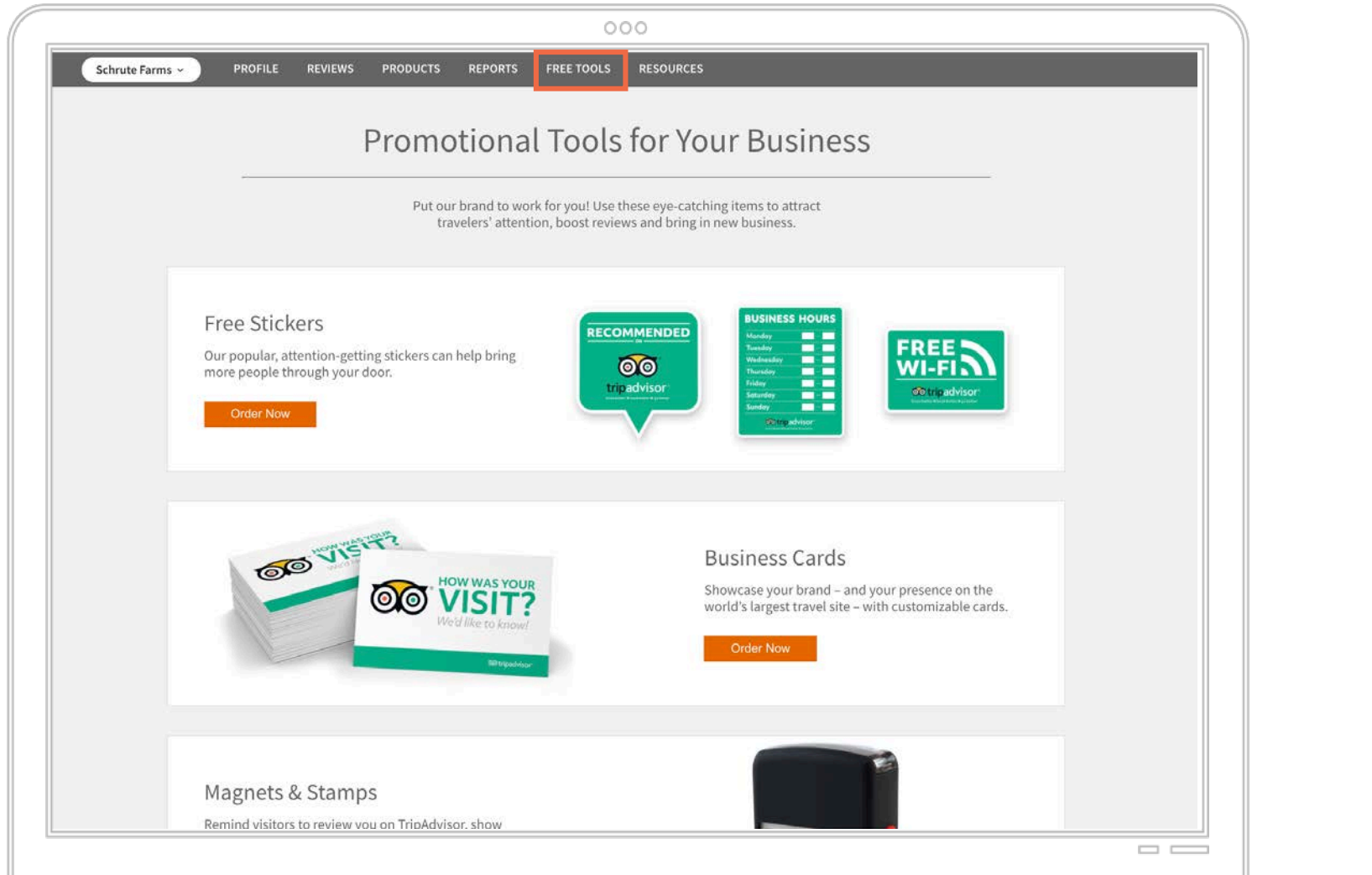


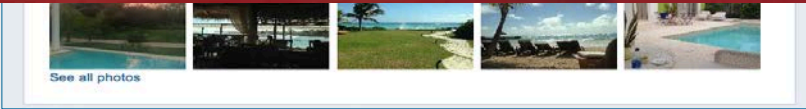
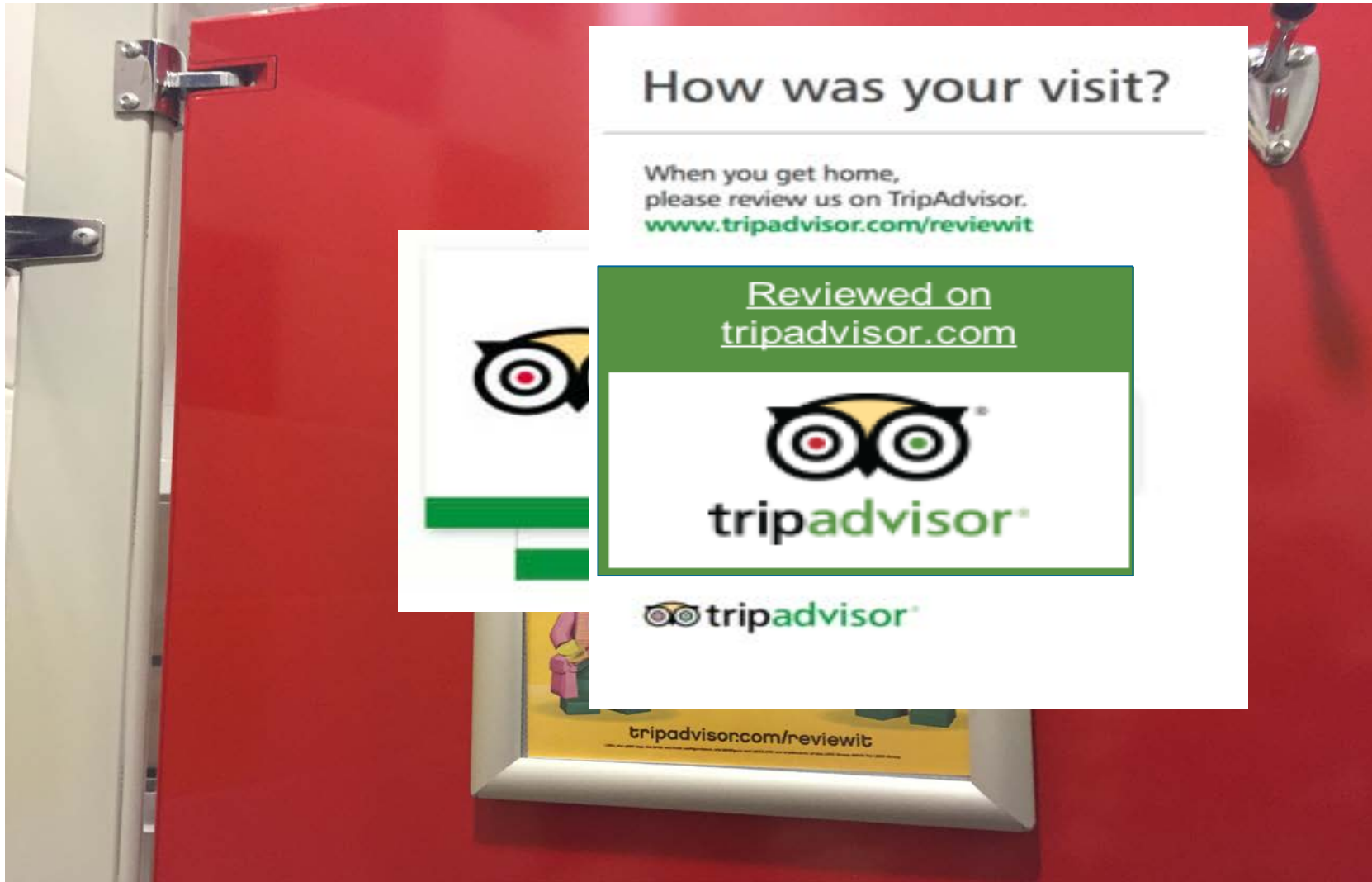
Collect Recent Reviews with Review Express



- CRM Tool
- Send up to 1,000 emails per day
- Easy to edit template
- Campaign Dashboard
- FREE

Promotional Tools for Businesses





SPEAK UP



How One Hotelier Chose to Respond...



georgianhouse1000, Manager at The Georgian House, responded to this review, November 2, 2012

This review is totally made up from start to finish.

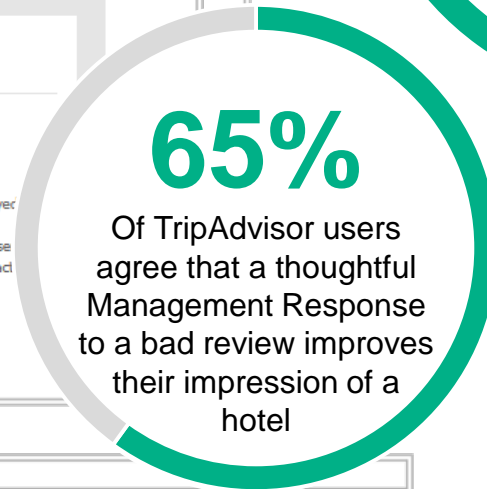
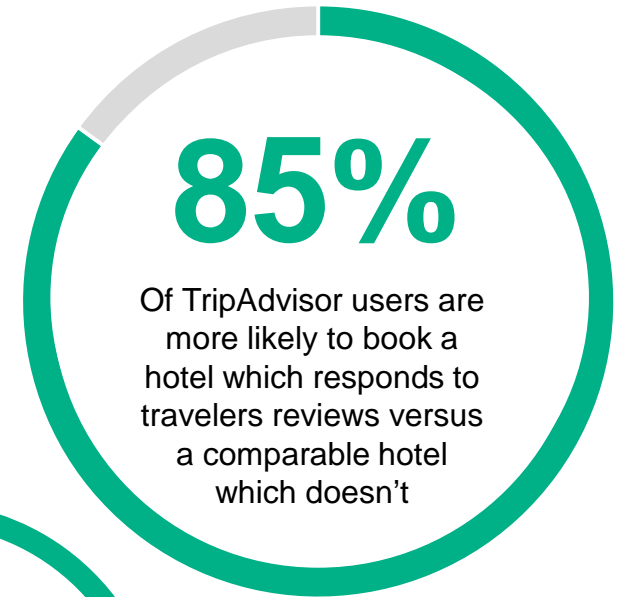
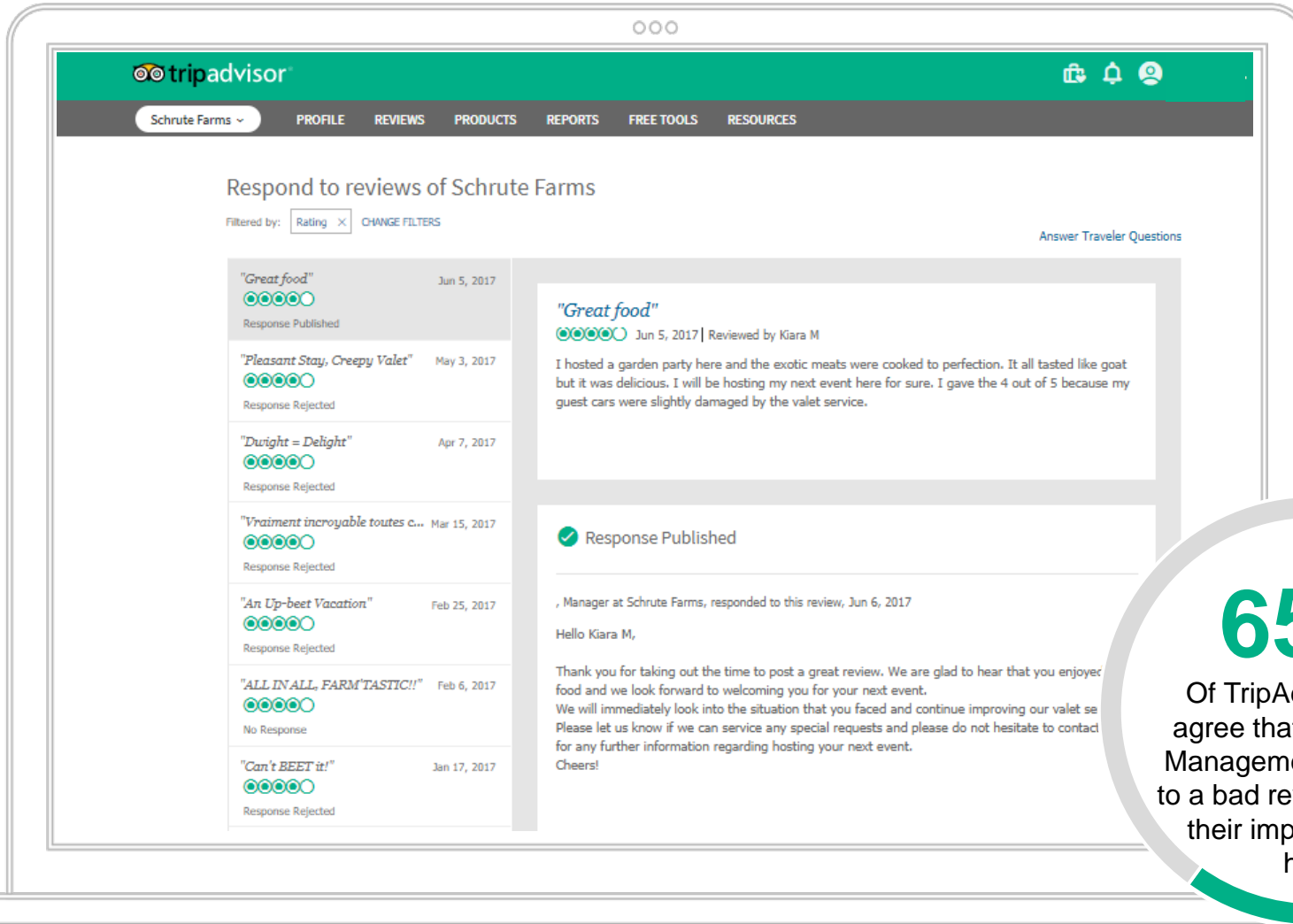
The room was tidy and clean on arrival and the receptionist informed the guests of the check out time. I know this because i was around the corner writing something down for another guest.

This guest was at all times obnoxious and threatening towards female staff members. He attempted to be a bully but was in fact a coward who was aggressive only to females. These guests in fact damaged the room and actually broke the door window on departure(receipt available for viewing).

All in all i am sure potential guests will understand the type of personality that these guests had. How glad we are they will not be returning.

In addition to this we asked these two guests every evening if there were any problems and they every day answered no.

Take Advantage of Management Responses





How often Should I Respond to Reviews...and to Which Ones?





Best Practices for Management Responses

1. Sign up for review notification emails

2. Respond promptly

3. Say 'thank you' for the feedback

4. Be original in your reply

5. Highlight the positive

6. Address any specific comments

7. Be polite and professional

Make Goods

Dear Valued Guest,

Thank you for taking the time to provide feedback in regards to your recent stay at the [REDACTED]

As we pride ourselves on delivering a memorable hotel experience during your travels, we have unfortunately fallen short of our goal during your recent stay. Please accept our sincere apology for the issues you experienced during your stay. We have shared your feedback with the appropriate hotel team to ensure that this was an isolated issue that is corrected moving forward. We have awarded 50,000 points to your [REDACTED] for the issues you experienced. Those points are valid for a few nights with [REDACTED]. We truly value you as a guest and would love to invite you back once our renovations are completed to show you the true meaning of [REDACTED].



Best Practices for Management Responses

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2. Respond promptly

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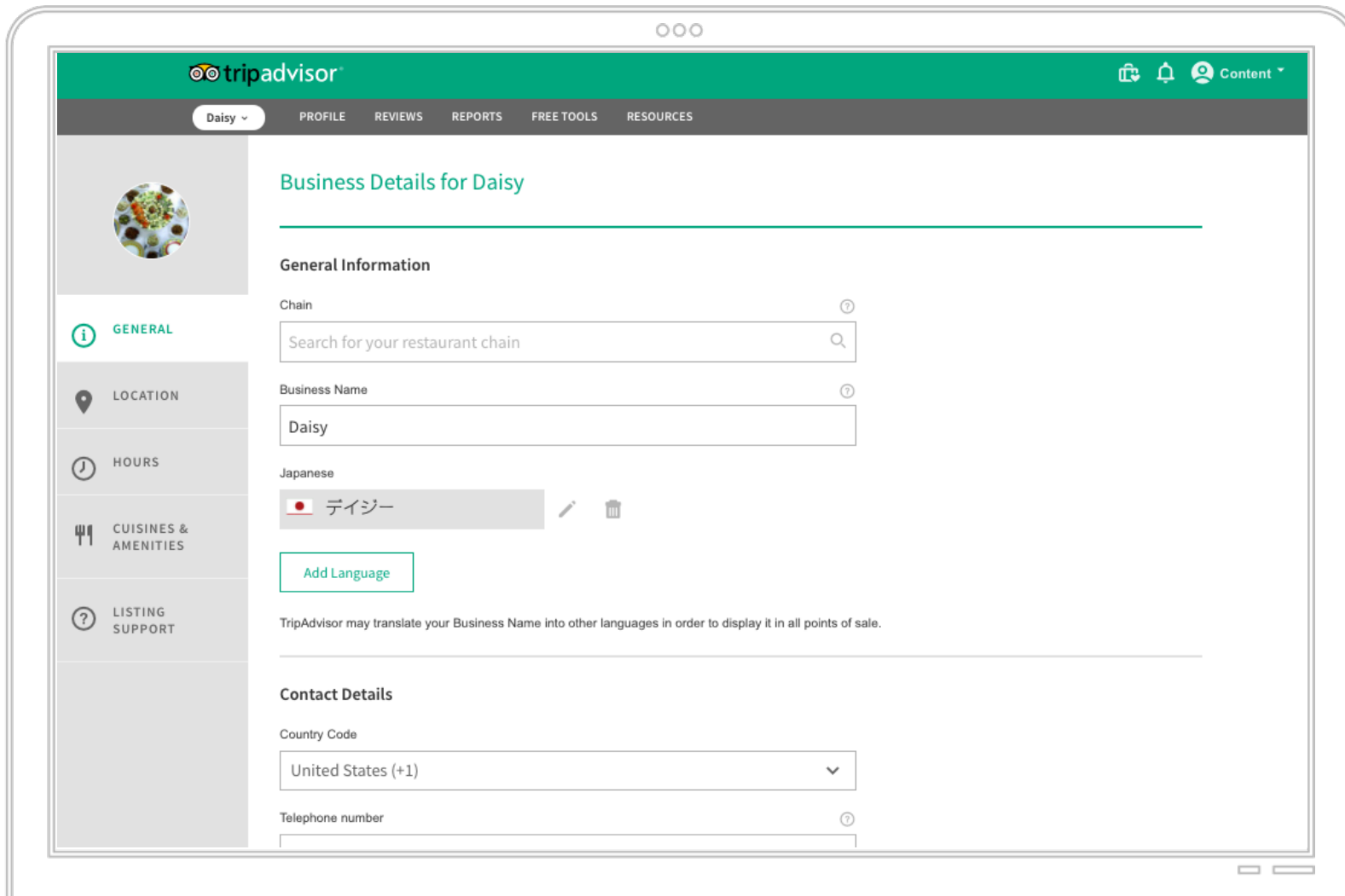
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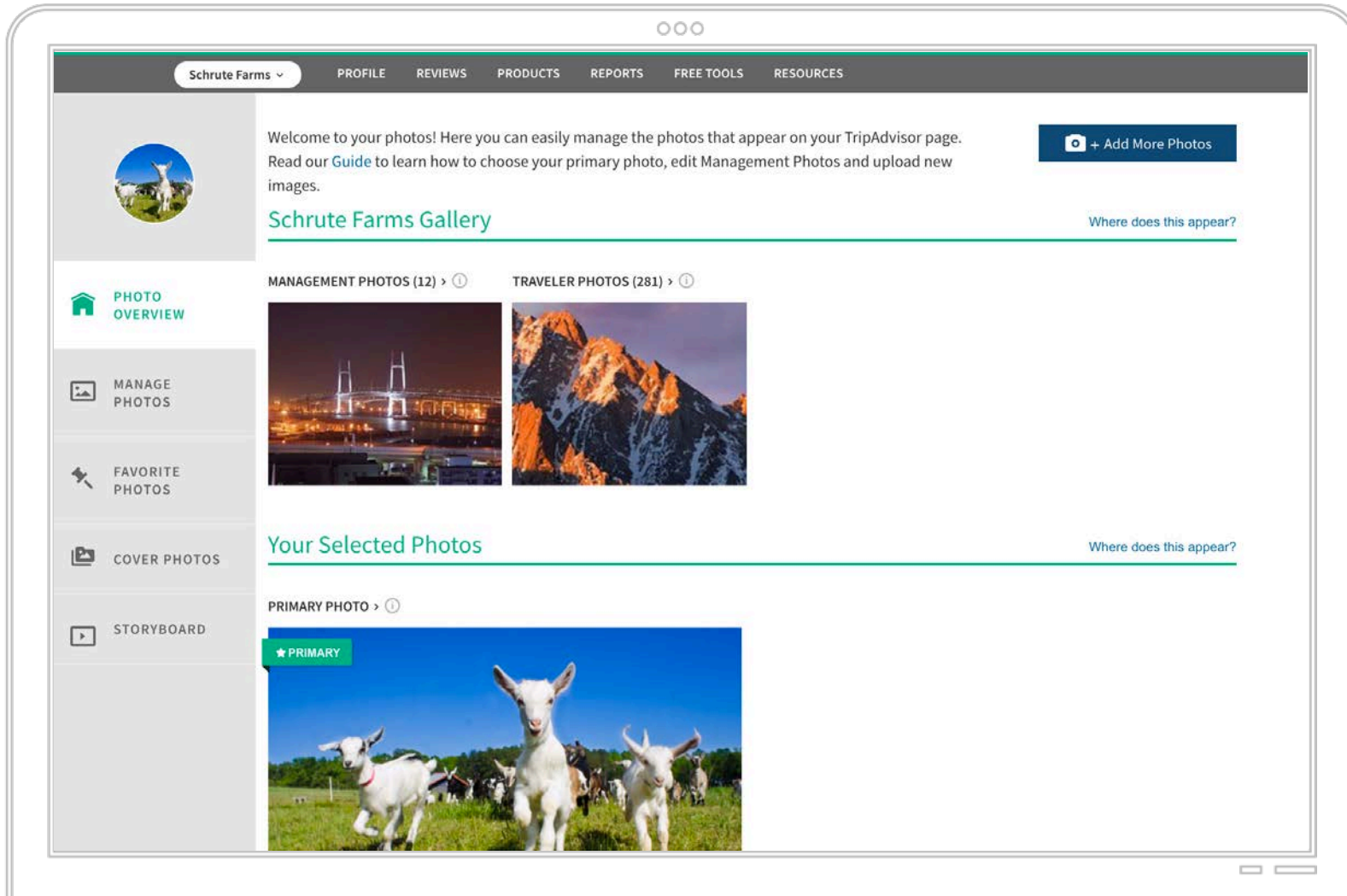


PAIN T YOUR PICTURE

Edit Business Details

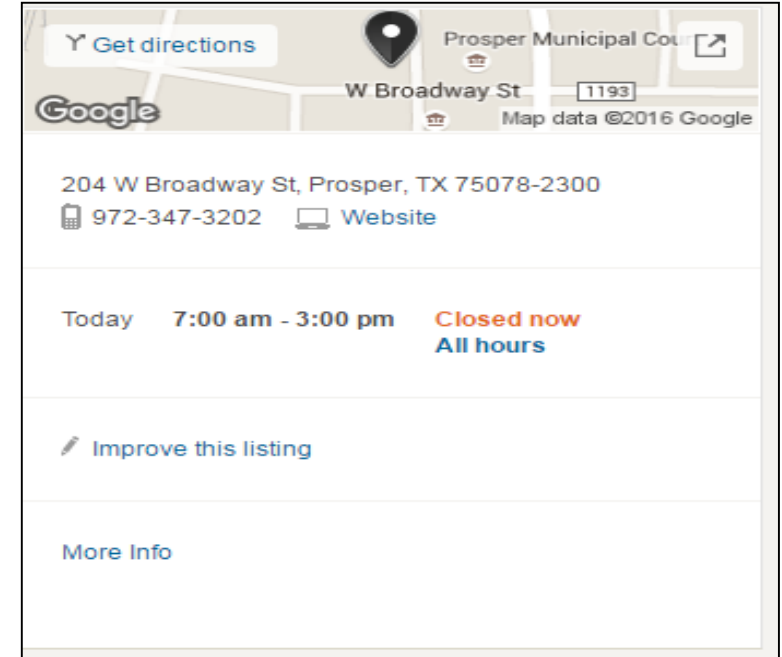


Upload & Manage Photos



Set Aside a Regular Time to Audit Your Listing for Accuracy

- Is the address where you want customers to show up?
- Is the contact information current?
- Are the hours of operation correct?
- Are all amenities listed?
- Is the menu current?



Outdated information is a surefire way to get a negative review!



Post Crisis Management

- 1) Update Your Photos**
- 2) Encourage Reviews**
- 3) Be a Reviewer**



**SING YOUR
PRAISES**

Order Your TripAdvisor Sticker

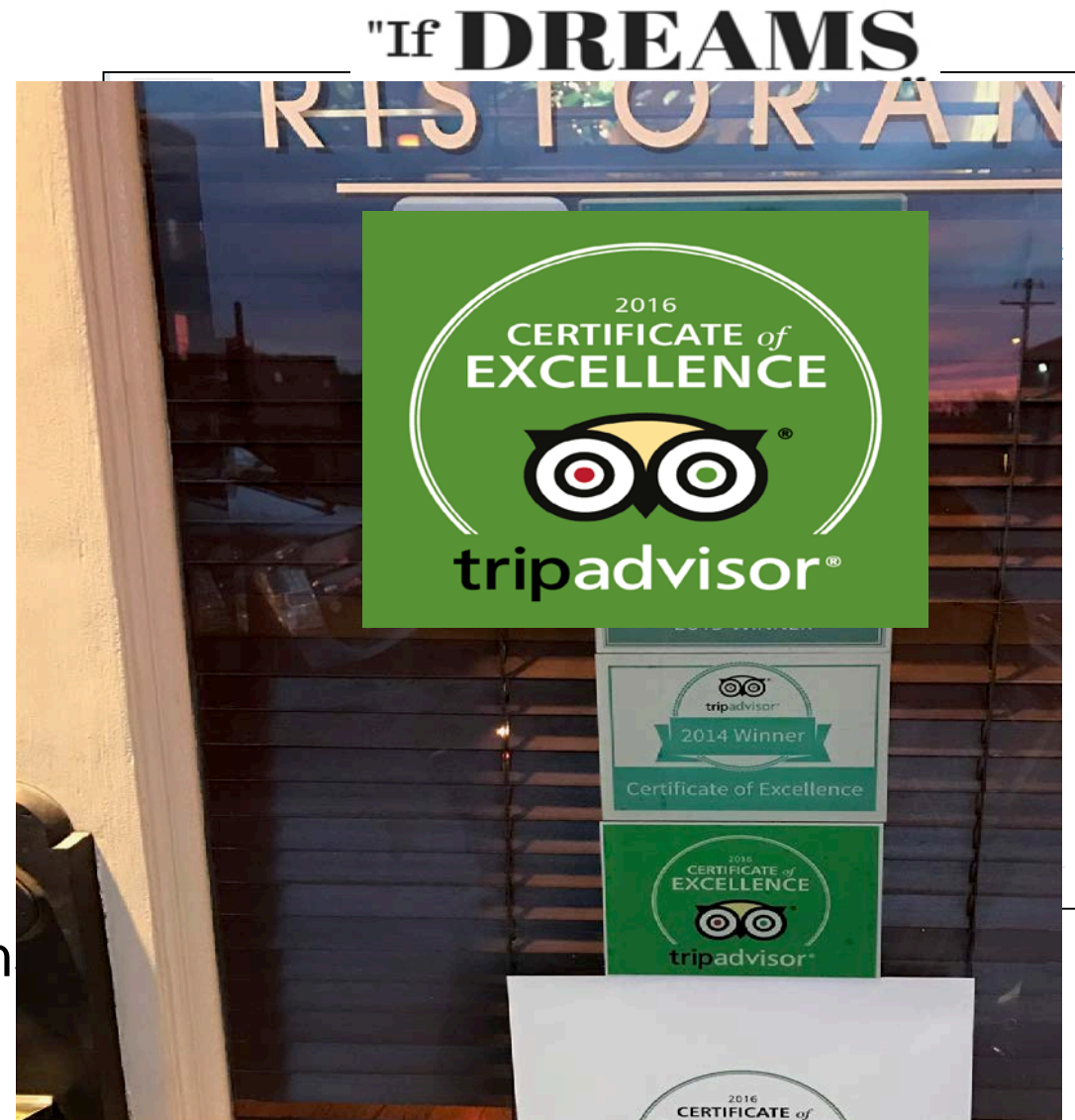


75%

of TripAdvisor members surveyed say they are more likely to use a business with a TripAdvisor endorsement on display

Certificate of Excellence

- Add the emblem to your website
- Display your award at your business
- Add to your ad creative
- Press release
- Social Media
- Incorporate into customer communication



In Summary....

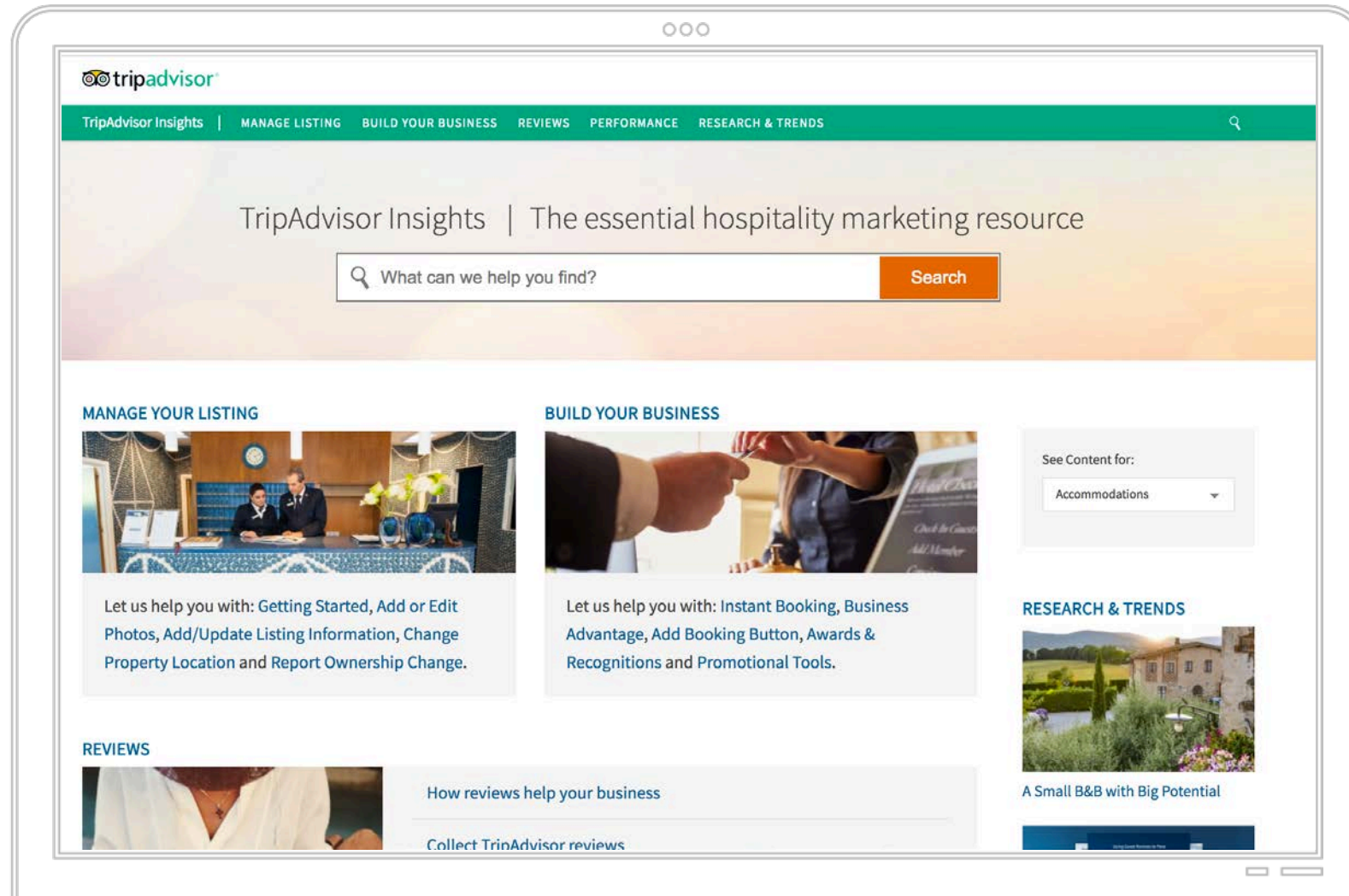
Effectively Manage Your Reputation in 6 Steps

- **TAKE CONTROL:** own your listing
- **EMBRACE FEEDBACK:** it's better than you might think!
- **ENCOURAGE FEEDBACK:** the more you get, the better it's likely to be
- **SPEAK UP:** guests are more likely to come back when you respond to reviews
- **PAINT YOUR PICTURE:** complete your listing – photos, amenities and other features draw more visitors!
- **SING YOUR PRAISES:** let the world know you're proud of your feedback!



know better ● book better ● go better

Visit TripAdvisor Insights for Guides & Best Practices



 [TripAdvisor.com/Insights](https://www.tripadvisor.com/insights)

 [@TripAdvisorB2B](https://twitter.com/TripAdvisorB2B)



Houston Tourism Summit

March 2018



The world's largest distributor of tours, activities, and attraction tickets





- 100,000+** products in **2,700+** destinations
- 3,500+** distribution partners
- 175,000+** travel agents
- 11+ million** monthly site visits
- 2 million** verified customer reviews & photos
- 11** language sites & **14** currencies

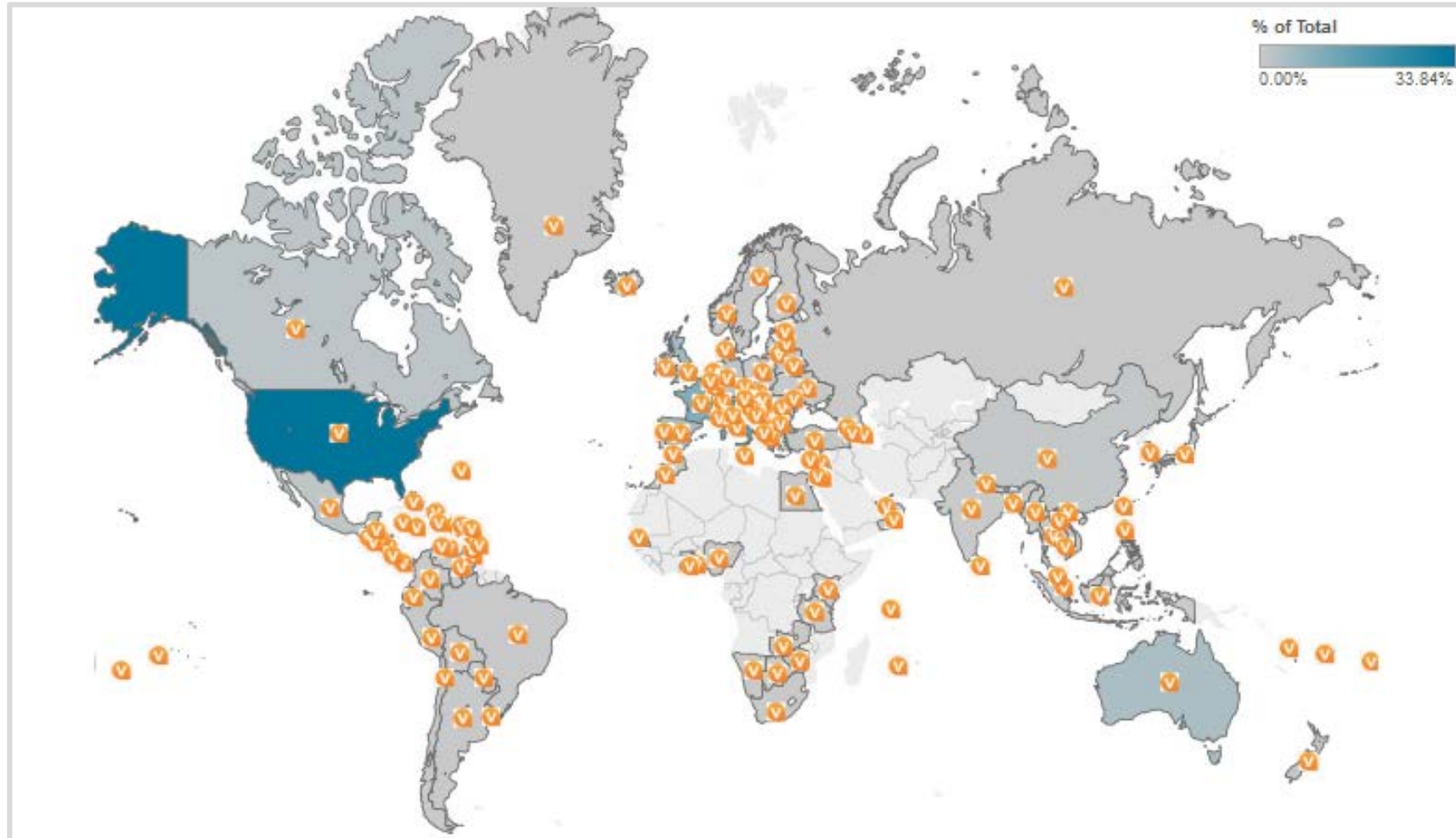


- 7.5 million** accommodations, restaurants & attractions
- 730,000** attractions & experiences
- 135,000** destinations
- 455 million** monthly site visitors
- 420 million** mobile app downloads
- 600 million** reviews & opinions
- 28** language sites and **49** markets

Viator: The Global Leader in Destination Activity Sales



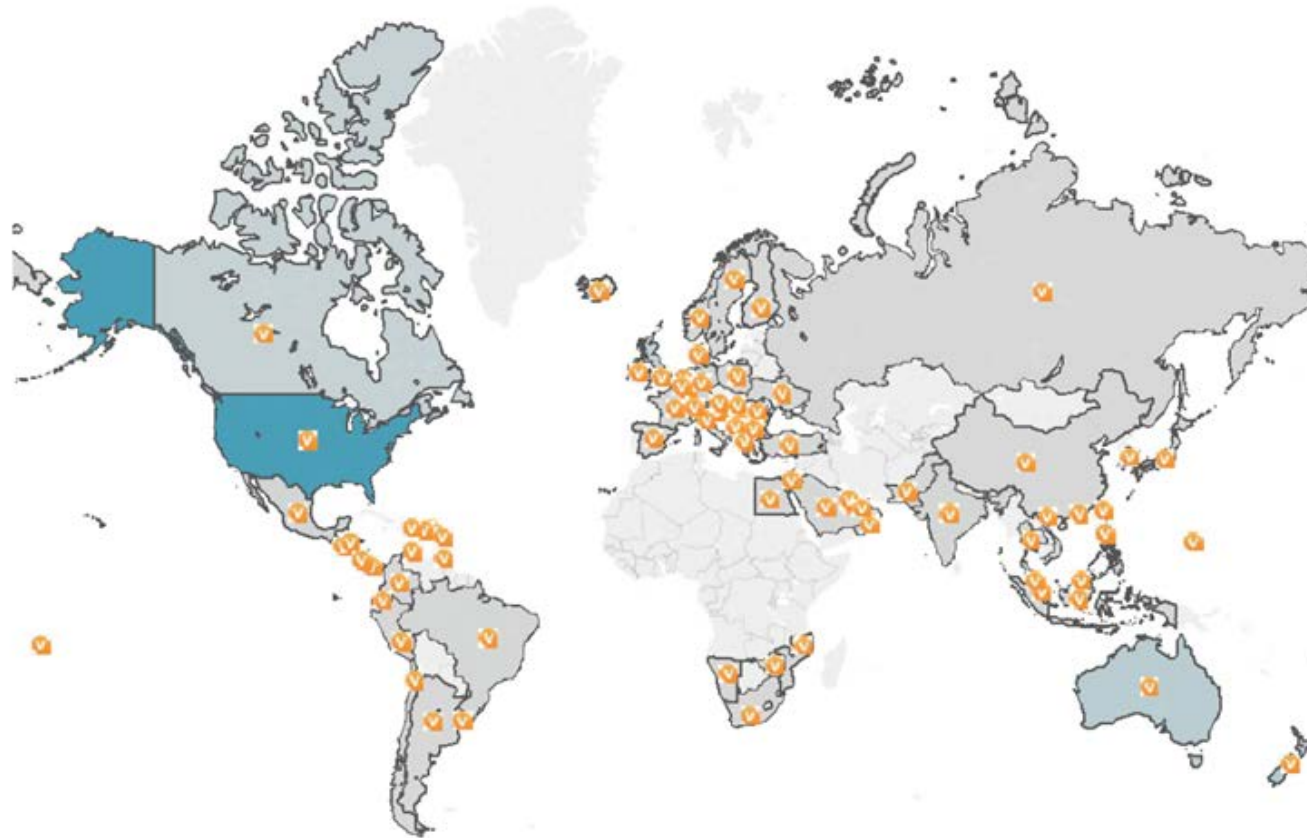
Viator offers **100,000+** products across **2,700+** destinations in **180+** countries



Viator: Bookings by Traveler Country to Houston, Texas



Travelers from **88** countries purchased Houston activities on Viator in 2017



Top three countries of origination are Australia, Great Britain, and Canada



Viator has a strong online global presence

Tours and activities are showcased across our multilingual sites, social media, destination pages, recommendation and things to do pages

The image displays three overlapping screenshots of Viator's online presence:

- Top Left:** A screenshot of the Viator.com homepage. The header includes the Viator logo, "Travel with an insider", and navigation links for USD, English, Log in, Register, Cart, and Help. A search bar is present with the text "Search for destinations, attractions and tours". A large banner features a scenic view of the Great Wall of China with the text "Imagine having the Great Wall of China to yourself." and a 5-star review by James S. Below the banner are several category buttons: "What's so great about Viator", "HANDPICKED TOURS & ACTIVITIES", "VERIFIED REVIEWS & PHOTOS", "VIP ACCESS", and "LOW PRICE GUARANTEE".
- Top Right:** A screenshot of a Facebook page for Viator.com (@ViatorTours). The page header shows the Viator logo and "Travel with an insider". The main content area features a large photo of a waterfall and a mountain. Below the photo are sections for "Photos" (showing a pagoda and a boat), "Videos" (showing a boat race), and "Community" (showing user avatars and names like San Antonio Southwe... and Ryan Van Duzer). The "About" section lists contact information: (888) 651-9785, "Typically replies within a day", and www.viator.com.
- Bottom Right:** A screenshot of a destination page for Houston, Texas. The header includes the Viator logo, "Travel with an insider", and a search bar. The main content area is titled "Activities & Things To Do" and features a large photo of the Houston skyline. Below the photo are several activity cards, including "NASA Space Center and Kemah Boardwalk Tour" (7 reviews, 7 to 8.5 hrs) and "Houston Sightseeing Tour and Galveston Day Trip" (24 reviews, 6 hours). The page also shows "Most Popular" and "Page: 1 | 2 | Next" navigation.

Viator Distribution: Affiliates and Partner Network



Travel Sites



Hotels



Travel Agents



Loyalty/Redemption



Technology Partners



Airlines



Viator Distribution: Penetrate New Channels



Viator cross-sells products through major travel brands

Southwest Vacations Deals Destinations Log in | Create account | Check in | Customer care | Cart

Search Things to Do Checkout

Things to do in Houston - Hobby (HOU) March 27 1

Sort by Name - A to Z

21 Things to do

Customize results

Things to do name Go

Price \$0 \$275

Categories

- Ground Transportation (3)
- Meals/Dining (1)
- Nightlife (2)
- Shopping (1)
- Sightseeing & Tours (14)

Clear filters

New search

To: Houston - Hobby (HOU)

Depart (mm/dd/yyyy) 3/27/2018

2.5-Hour Haunted Houston Ghost and Pub Walking Tour

Our Houston haunted pub tour is a combination ghost tour and pub crawl that is perfect for a great night out. Whether you are a true lover of ghosts or are just up for a fun [\(more\)](#)
Category: Nightlife

Battleship USS Texas and San Jacinto Monument Tour

A 1.5 hour history/ sightseeing tour guided by a Certified Tourism Ambassador in climate controlled vehicle proceeds trip to The "USS Texas," once considered the m [\(more\)](#)
Category: Sightseeing & Tours

Galveston Island and Houston sightseeing Tour

This 8 hour tour begins with 1.5 hr Houston basic attractions tour from a climate controlled vehicle. A with a Certified Tourism Ambassador sharing history before departing [\(more\)](#)
Category: Sightseeing & Tours

Hard Rock Cafe Houston



Travel guides
Starting at \$38.99

Ready to go? Get to the heart of East Texas with one of Lonely Planet's in-depth, award-winning guidebooks.

[GO TO STORE](#)

East Texas activities

NASA's Space Center Houston and City Sightseeing Tou...
Make your own way downtown to meet your bus for a narrated sig...
\$79.99 SIGHTSEEING TICK...

Houston CityPASS
Save time and money on your trip to Houston with this convenient CityPASS. Each ticket booklet is packed with useful informat...
\$59 SIGHTSEEING TICK...

Houston Arrival Shuttle Transfer: Airport to Hotel
This advanced ride door-to-door ground transportation is the easiest and most comfortable...
\$19.99 TRANSPORT & SHUTT...

Houston Underground Tunnel Tour
You'll meet your local guide and begin your Houston tour with a walk down Main Street below...
\$39 TOURS & TRAVEL...

Houston Sightseeing Tour and Galveston Day Trip
In the morning, make your own way downtown to meet your double-decker bus for a full...
\$99.99 DAY TRIPS & TOURS...

Old Town Houston Historic Pub Tour
Eat, Drink, and Be Merry! More appropriate words have rarely been uttered when talking a...
\$39 FOOD, WINE & DRINK...

[SEE MORE ACTIVITIES >](#)

UNITED Vacations MileagePlus® offers Destinations Specialty vacations Deals My UV

Add-ons Checkout

Hobby (HOU) March 20 through March 23 - 2 travelers

Lowest to Highest Results 25 per page < 1-18 of 18 >

ckrell Butterfly Center Admission in Houston

The Cockrell Butterfly Center and Brown Hall of Entomology at the Houston Museum of Natural Science provides entertainment and education for the whole family. Walk through a [\(more\)](#)
Category: Sightseeing & Tours

From **\$7.99**
[View Options](#)

n Museum of Natural Science General Admission

Explore one of the most attended museums in the country at the Houston Museum of Natural Science. Visit North America's largest dinosaur hall, see the beauty of the Lester [\(more\)](#)
Category: Sightseeing & Tours

From **\$10.65**
[View Options](#)

lided Houston Scavenger Hunt

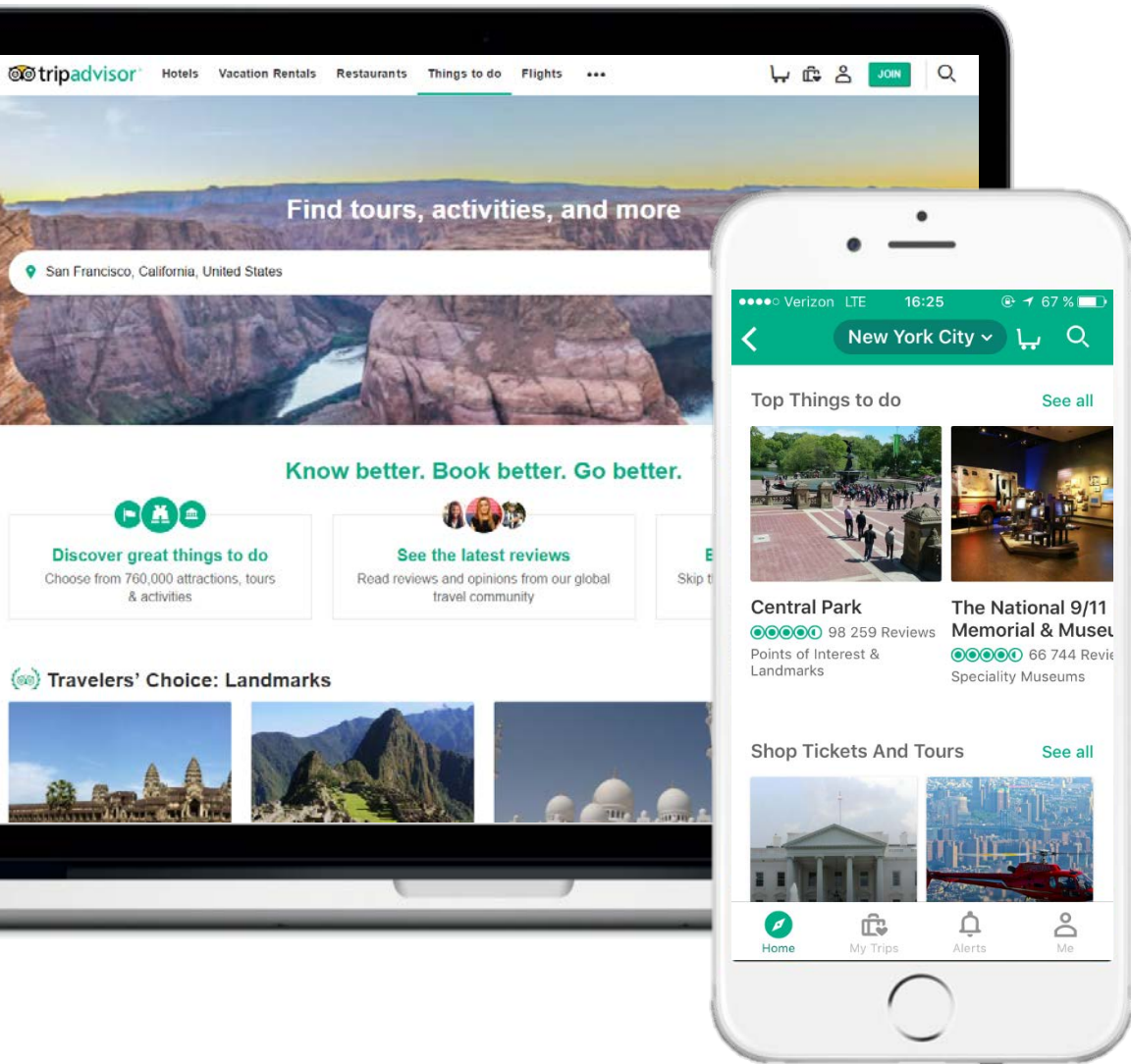
Fifteen clues, two hours, one city - this is a self-led scavenger race that sends groups capering around town to solve clues. Unlike other city-wide excursions, this one [\(more\)](#)
Category: Sightseeing & Tours

From **\$12.45**
[View Options](#)

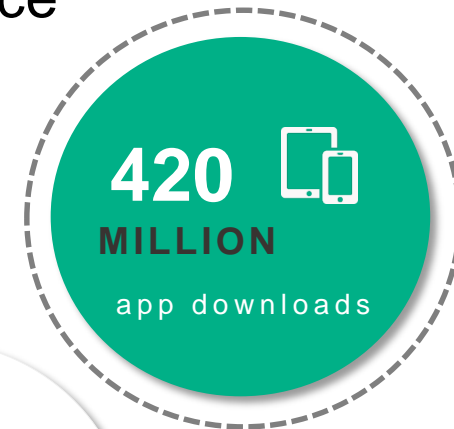
Exhibit at the Houston Museum of Natural Science

From

TripAdvisor: Direct Booking for Tours and Activities



- Only available to Viator supply partners!
- Bookable businesses get more visibility across TripAdvisor desktop & mobile
- Faster, more reliable booking path for customers using a familiar and trusted source

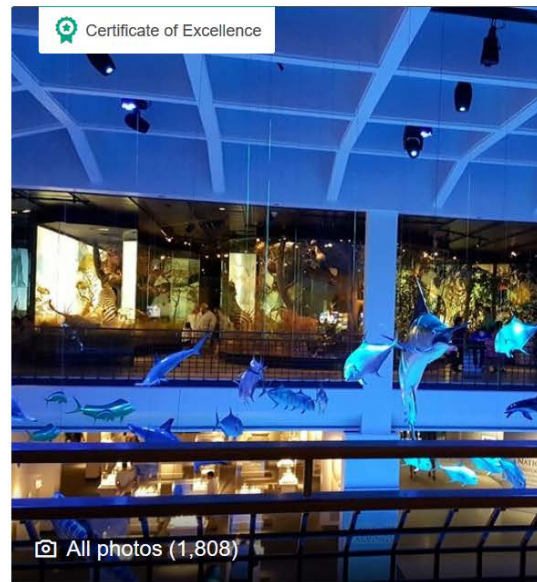


Get booking buttons on your TripAdvisor page

The Houston Museum of Natural Science

4,203 Reviews | #7 of 320 things to do in Houston | Specialty Museums, Science Museums, Museums
5555 Hermann Park Dr, Houston, TX 77030-1718 | +1 713-639-4629 | Website | Email

Book In Advance		
Houston Museum of Natural Science General Admission	\$11.00* and up	More Info
Knights Exhibit at the Houston Museum of Natural Science	\$20.00* and up	More Info
Houston CityPASS	\$59.00* and up	More Info
See More Tours & Experiences		



Houston Museum of Natural Science [Save](#)
General Admission
5 reviews

[Check Availability](#) From **\$11.00**
Low Price Guarantee

- Highlights**
- General admission ticket to Houston Museum of Natural Science
 - Discover the permanent exhibits on your own
 - Choose to see permanent exhibits on Ancient Egypt, dinosaurs, Texas wildlife, and more
- [More](#)

[Overview](#) [What to Expect](#) [Important Information](#) [Reviews](#) [Related Activities](#)

Select Date and Travelers

[Check Availability](#)

Houston Museum of Natural Science General Admission From **\$11.00**

Overview

Visit the Houston Museum of Natural Science to see the largest dinosaur hall in North America, check out the extensive collection of rare gems, and stop into your choice of permanent exhibits.

What to Expect

Make your own way to the Houston Museum of Natural Science, which is located across from Hermann Park in the heart of the Houston Museum District.

Upon your arrival, exchange the voucher for your ticket for your admission ticket. Then enter the museum for your self-guided tour of the permanent exhibits.

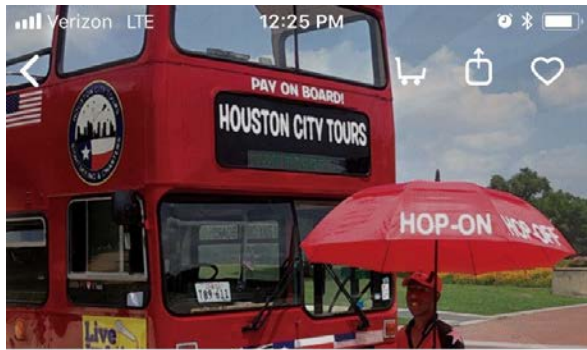
[Read More](#)



Key Details

- [The Houston Museum of Natural Science](#)
- [Flexible](#)
- [Electronic Voucher Accepted](#)
- [Instant confirmation](#)
- Book with Confidence**
 - [Low Price Guarantee](#)
 - [24/7 Support](#)
 - [Secure Payments](#)

TripAdvisor: Direct Booking for Tours and Activities on Mobile



Overview About Photos Reviews

Houston City Tours

4.5 117 Reviews

#26 of 38 Tours in Houston

Hop-On Hop-Off Tours, City Tours

Book a Tour

Houston Hop-On Hop-Off Tour

from
\$34.95*

More Info

Houston City Lights Tour



Home



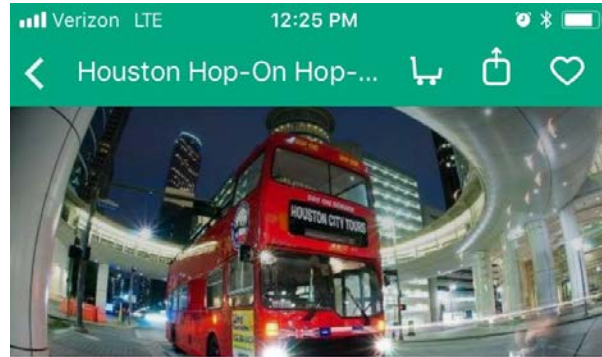
My Trips



Alerts



Me



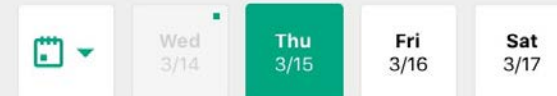
Houston Hop-On Hop-Off Tour

4.5 24 Reviews

By: Houston City Tours

options from
\$34.95*

When would you like to go?



Check Availability

Overview

See the historical highlights and cultural delights of Houston on a hop-on hop-off sightseeing tour by double-decker bus. From an excellent vantage point

TripAdvisor listings with Book Now buttons are 5x more likely to get reviews!



- Manage your business in our easy online portal
- We handle your bookings and payments for minimal operational effort



- Dedicated account manager helps market your products
- Supplier Support team on-hand for account assistance
- 24/7 customer service in 6+ languages



Worldwide reach helps grow your business



Customers can book your products **directly on TripAdvisor**



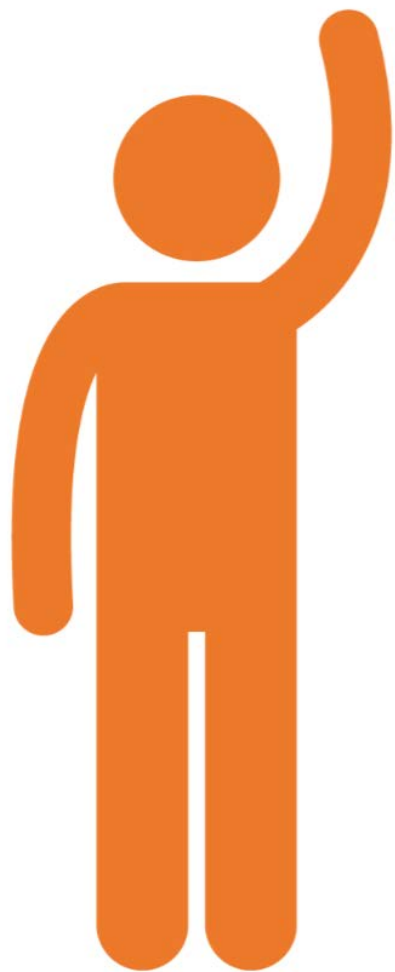
Multiple channels provide better access to your products



Expert marketers give you more exposure across the web



Easy online management with **24/7 support**



viator.com/marketplace

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Account Manager – South Central US
mabennett@viator.com