



Visit Salt Lake Social Media Seminar |

Todd Skelton – Sr. Advertising Sales Manager, DMO



Instagram

facebook

twitter YouTube



LinkedIn



- Communication is a two way street
- Know which one works best
- Test, test, test
- Adapt or fall behind
- Pay attention to the competition



**toddskelton** @toddskelton · Mar 30

@nest thanks for the late night false alarm and mad dash to disassemble 2 protect units. WTF the thermostat is golden [pic.twitter.com/jbwkSbwyBM](http://pic.twitter.com/jbwkSbwyBM)

View photo

Reply Delete Favorite More

flight. Legacy carriers  
/Xadn

Delete Favorite More



**Nest** @nest · Mar 31

@toddskelton Sorry to hear about that. Can you DM us the email address on your Nest account & give us some more info?

aircraft to be equipped



**toddskelton**

7 months ago · T's House

So spoiled. #llbean #pocketpit #llbeanpets he likes his bed upside down.

marfrcal, manninod4, jenhet and 8 others like this.



**jayz\_camera**

Hahaha my dog does that too. I don't get it



**llbean**

@toddskelton Would you be interested in having this photo appear in an LLBean catalog? Send me an email if interested lbrooks@llbean.com. Thanks.



snowbird resort reviews



All Maps Images News Videos More Settings Tools

About 396,000 results (0.60 seconds)

### Snowbird@ Ski Resort - Snowbird.com

Book Your Snowbird Ski Vacation. Save on Lodging & Lift Tickets Now! Mid Week Skiing · Ski-In/Ski-Out Lodging · Utah Ski Resort · Snowbird Lift Tickets Services: Lift Tickets, Lodging, Transportation · Lift Tickets · Utah Spring Skiing · Spring Stay & Ski · Early Week Stay & Ski

Snowbird Ski and Snowboard Terrain. Statistics for the Snowbird ski resort include 3,240 feet (987 metres) of vertical, 2,500 acres (1,012 hectares) of skiing terrain, 169 runs serviced by 13 lifts, one of which is the famous Snowbird tram. The trail breakdown is 27% beginner, 38% intermediate and 35% advanced/expert.



Snowbird Ski Resort | Snowbird Utah Reviews - Powderhounds www.powderhounds.com/USA/Utah/Snowbird.aspx

About this result · Feedback

### Snowbird Ski Resort | Snowbird Utah Reviews - Powderhounds

www.powderhounds.com · USA · Utah Rating: 3.5 - 12 reviews Snowbird Ski and Snowboard Terrain. Statistics for the Snowbird ski resort include 3,240 feet (987 metres) of vertical, 2,500 acres (1,012 hectares) of skiing terrain, 169 runs serviced by 13 lifts, one of which is the famous Snowbird tram. The trail breakdown is 27% beginner, 38% intermediate and 35% advanced/expert.

### Snowbird Resort Reviews - OnTheSnow

www.onthesnow.com/utah/snowbird/reviews.html Rating: 4.1 - 110 reviews Check out Snowbird reviews from fellow skiers and snowboarders who ranked the ... A ski resort's overall star rating displayed here is not calculated based on a ...

### Snowbird Ski and Summer Resort (UT): Top Tips Before ... - TripAdvisor

https://www.tripadvisor.com/.../Snowbird/Things to Do in Snowbird Rating: 4.5 - 396 reviews Book your tickets online for Snowbird Ski and Summer Resort, Snowbird: See 396 reviews, articles, and 224 photos of Snowbird Ski and Summer Resort on ...

### Snowbird Ski Review -Utah Skiing - Family Ski Trips

www.familyskitrips.com/rockies/utah/snowbird.htm Beating your tram to the base is another rite of passage, then ride back up to the summit to taste another side of the Snowbird snow cone. Crossing over the Snowbird/Alta ski area border (Snowbird's abutting ski resort) is reminiscent of skiing from Zermatt, Switzerland to Cervinia, Italy.

### Snowbird Reviews - EpicSki

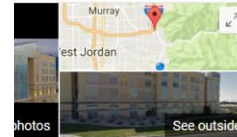
www.epicski.com/.../Rocky Mountain USA · Utah · Snowbird Disclaimer: I do not dispute that Snowbird is one of the best resorts for ... This review is targeted directly toward beginners to low intermediate skiers or those ...

### Snowbird | Reviews, Snowfall, Tickets - Ski Resorts | WanderBat

ski-resorts.wanderbat.com/l/49/Snowbird-Ski-and-Summer-Resort Rating: 93% - Review by WanderBat Discover Snowbird, located in Snowbird, Utah, United States. Find lift ticket prices, reviews, mountain stats, snowfall, and more.

### Snowbird - 305 Photos & 221 Reviews - Hotels - 9385 E Snowbird ...

https://www.yelp.com/.../Event Planning & Services · Hotels Rating: 4.1 - 221 reviews - Price range: \$\$\$ 221 reviews of Snowbird "Gorgeous mountains, beautiful resort, fantastic scenery, very romantic as well. And the food at the restaurant was great and abundant ...



## Salt Lake Wood

Website Directions

1 reviews

Lake City, UT 84121

ly 6 Check out Mon, Feb 27

- Member-Only Deals \$149 > \$149 > \$149 > \$149 >

... hotel is set at the foot of the iconic Mount ... downtown Salt Lake City. ... More

- Free breakfast Free parking Outdoor pool Air-conditioned

Write a review Add a photo

... updated rooms, though some said ... - Rooms had views

... king available - Restaurants & bars nearby

... 5 stars friendly, professional staff - Guests spoke highly ... some said housekeeping could be the fitness center

Send

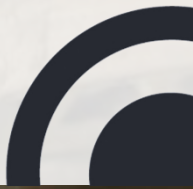
for View 15+ more



100% Suggest an edit



**WHY SHOULD I CARE?**





# Do reviews really matter?



**89%** of global travelers say reviews are influential when choosing where to book



**96%** of global hoteliers say reviews are influential in generating bookings

Source: TripBarometer by TripAdvisor, April 2014

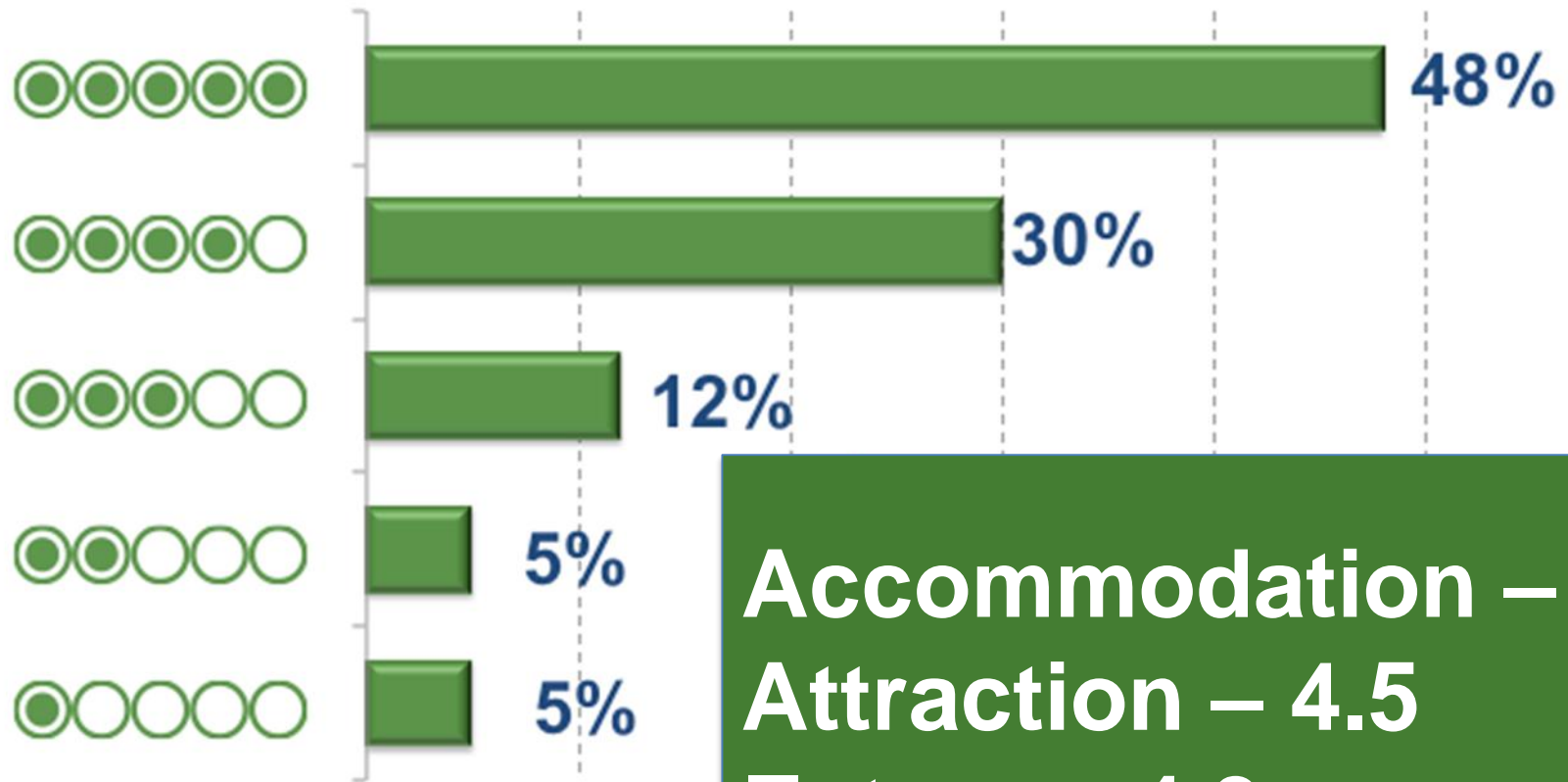
\* Data was collected February – March 2014, based on an online survey of 10,370 representatives from accommodations in the TripAdvisor database, weighted equally by country, and 50,637 TripAdvisor website users and Ipsos online panelists who have researched their travel plans online in the last year, weighted to the known profile of the online population. Further details can be found in the TripBarometer global report.

Reviews matter: When researching restaurants or local attractions on TripAdvisor, 1 in 5 (20%) users read **11+ reviews** before making decision.





# TripAdvisor Review Scores are Largely Positive



**Accommodation – 4.0**  
**Attraction – 4.5**  
**Eatery – 4.3**



More than half  
say they write reviews because  
they feel like they are a part of the  
TripAdvisor travel social community





**REPUTATION MANAGEMENT**





# Factors Driving Traveler Engagement

*(ranked by level of impact on traveler engagement<sup>1</sup>)*



**Number of photos**



**Total number of reviews**



**Management responses in the past year**



**Number of reviews in the past year**

**EMBRACE  
FEEDBACK**





## 6 General Tips

- 1 Register and claim your listings**
- 2 Include a description of your business**
- 3 Add photos and videos**
- 4 Encourage reviews**
- 5 Get notified of reviews and track reviews**
- 6 Write a management response**



# Register to get started

## Step 1

Search for and find your organization.

## Step 2

Fill in details and sign in.



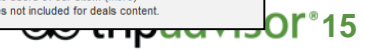
# TripAdvisor Management Center

ONLY 1 OF 4 OF BUSINESSES ARE TAKING ADVANTAGE OF THIS IMPORTANT TOOL

The image displays three overlapping screenshots of the TripAdvisor Management Center interface. Each screenshot shows a property's management dashboard with various tools and options.

- SpringHill Suites San Diego Management Center:** Features a navigation bar with 'PROFILE', 'REVIEWS', 'PRODUCTS', and 'REPORTS'. The main content area includes a registration prompt, a 'Manage your TripAdvisor page' section, 'Widgets for your Website', 'Review Express', and 'TripAdvisor GreenLeaders'.
- Oceanside Sunset Motel Management Center:** Features a navigation bar with 'PROFILE', 'REVIEWS', 'REPORTS', and 'FREE TOOLS'. The main content area includes a registration prompt, a 'Manage your TripAdvisor page' section, 'Widgets for your Website', 'Review Express', and a 'Get your free TripAdvisor' offer.
- Local Tap House & Kitchen Management Center:** Features a navigation bar with 'PROFILE', 'REVIEWS', 'REPORTS', 'FREE TOOLS', and 'RESOURCES'. The main content area includes a registration prompt, a 'Manage your TripAdvisor page' section, 'Manage your reviews', 'TripAdvisor Insights', 'Review Express', and 'Get your TripAdvisor Facebook App'. A 'Your property overview' sidebar shows 59 total reviews, a ranking of 24/339, and a 5-star rating.

Source: TripAdvisor internal data





# Write a Description

tripadvisor Pacific Terrace Hotel, San Diego

San Diego Hotels Flights Vacation Rentals Restaurants Things to Do Forum Best of 2016 More

San Diego, California, United States

United States California (CA) San Diego San Diego Hotels

### Pacific Terrace Hotel

1,790 Reviews #7 of 282 Hotels in San Diego Certificate of Excellence

+1 866-436-5080 Hotel website E-mail hotel 610 Diamond Street, San Diego, CA 92109

Special Price Advance Purchase Special!

## Official Description (provided by the hotel)

Oceanfront, 4-diamond hotel between Sea World and La Jolla, offering ja family suites. Luxury accommodations and award winning service. A Tri pool.

tripadvisor Coconut Waikiki Hotel, Hawaii/Honolulu

Honolulu Hotels Flights Vacation Rentals Restaurants Things to Do Forum Best of 2016 More

Honolulu, Hawaii, United States

United States Hawaii (HI) Oahu Honolulu Honolulu Hotels

### Coconut Waikiki Hotel

2,165 Reviews #22 of 83 Hotels in Honolulu Certificate of Excellence

Hotel website (808) 219-0728 E-mail hotel 450 Lewers Street, Honolulu, Oahu, HI 96815

Special Price Book Direct and Save 15%

## Official Description (provided by the hotel)

The Coconut Waikiki Hotel is a refreshing blend of high-tech and mod design, our colorful Art Deco hotel offers a peaceful and playful vibe one block from shopping and only three block from Waikiki Beach. The hotel features a delightfully hip lobby and the following complimentary amenities: WiFi access in-room and throughout hotel, daily local newspaper, local & toll-free calls, 40" or 42" LCD TV's, wet bar, mini-refrigerator, microwave, coffeemaker and safe. A small, intimate pool area with wrap around deck and fitness center are available to all guests. Free continental breakfast is available for all guests.

Book on TripAdvisor

or compare prices from

Expedia Book

Overview Rooms & Rates

or compare prices from up to 200 sites including:

Expedia Booking.com AMOMA.com

★★★★★ Green Mid-range Pool Free Breakfast

View Map

Overview Rooms & Rates Reviews (2,165) Photos (1,178) Location Amenities More

Save





# Add Photos and Videos

Chesterfield Hotel ★★★★★

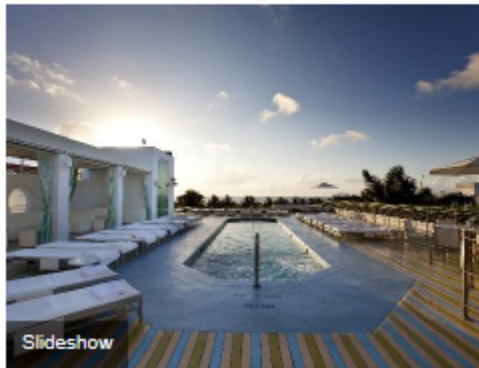
Penguin Hotel ★★★★★

The President Hotel - Miami Beach ★★★★★



The Hotel ★★★★★

Special Offer Free Parking + 15% Off



08/30/2014 09/01/2014 #91 of 201 hotels in Miami Beach  
734 reviews  
"The President Hotel" 08/20/2014  
"Exceeded our expectations" 08/14/2014  
photos | Traveler photos (316) | Map

Exp 11 r

08/30/2014 09/01/2014 #1 hotels in Miami Beach  
909 reviews  
"Customer Service at its best!" 08/23/2014  
"Best staff and service! Great bout..." 08/22/2014  
Professional photos | Traveler photos (452) | Map

Expedia	\$328*	>
travelocity	\$328*	>

Orbitz.com \$265\* \*Disclaimer  
9 more sites v

76% of TripAdvisor users use photos from other travellers to help them make a decision





# Encourage Reviews

 **tripadvisor**  
Candid Orlando travel advice




**Traveler Photos**  
Read reviews



 **tripadvisor**

---

**Review Waldorf Astoria Orlando**

 **Excellent**

Title your review - Describe your stay in one sentence or less.



**Continue**

*powered by TripAdvisor*

**How was your visit?**

When you get home, please share your opinion of [property name, city]

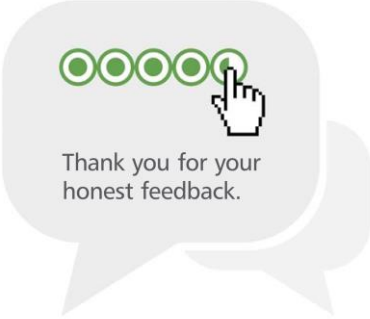
[www.tripadvisor.com/reviewit](http://www.tripadvisor.com/reviewit)

Thank you for your candid comments.




**How was your visit?**

When you get home, please review us on TripAdvisor.  
[www.tripadvisor.com/reviewit](http://www.tripadvisor.com/reviewit)



Thank you for your honest feedback.

 **tripadvisor**

Each month, more than 50 million travelers\* come to TripAdvisor and use our 60 million reviews and opinions to plan and have the perfect trip. Add your voice to the community!

\* Source: comScore Media Metrix, Worldwide, January 2012



# Get Notified and Track Reviews

## Cape Rey Carlsbad, a Hilton Resort Management Center

### Are you affiliated with Cape Rey Carlsbad, a Hilton Resort?

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; request updates to your business details, rates and booking info; track performance, and more...



#### Manage your reviews

Know what your customers and post your reply.



#### Widgets for your Website

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



#### TripAdvisor Insights

Think of this new section of herald, part content portal, part marketing university. Basic hospitality marketing resource.



#### Review Express

Encourage more reviews! Review Express makes it easier than ever to remind recent visitors to write reviews.



#### Get your TripAdvisor Reviews

Engage your fans by adding reviews and photos to your Facebook. Our newly redesigned app



#### TripAdvisor GreenLeaders

Our GreenLeaders program recognizes hotels and B&Bs that successfully integrate environmentally preferable practices into their everyday business. Learn how to participate!



## Manage your reviews

According to a recent MSNBC poll, 86% of respondents use travel sites to gauge traveler sentiment before they make their accommodation choice. So the more reviews you have, the better. Responding to reviews is key, too: a recent TripAdvisor survey found 76% of travelers think more positively about owners who find the time to reply.

### Get notified of new reviews

Know what your customers are saying about you so you can post a quick response.

[Register for alerts »](#)

### Respond to a review

Show guests you're paying attention and taking feedback seriously by responding to reviews - both positive and negative.

See our [video](#) or [guide](#) on how to respond

[See our guidelines and post a reply »](#)

### Track your review performance



See your review performance and trends.

[Learn more »](#)

### Concerned about a review?

Let us know if you think a review doesn't comply with our guidelines, is suspicious, or is posted to the wrong location.

[See our guidelines and submit your comments »](#)

### Encourage new reviews



Remind visitors to write a review and share their opinions with other travelers by using [Review Express](#) and other easy-to-use tools.

See our [video](#) on how to get more reviews

[Learn more »](#)

### Review-related resources

See our [video](#) and [tip sheet](#) on how TripAdvisor reviews can help you earn awards and promote your property

### Fraud Policy

TripAdvisor takes fraudulent activity very seriously.

[What is owner fraud? »](#)

[Read our fraud policy »](#)

[Report organized boosting »](#)



# Track and Manage Performance

Manage recent reviews and see how travelers have rated your property, such as the service, cleanliness, location, etc.



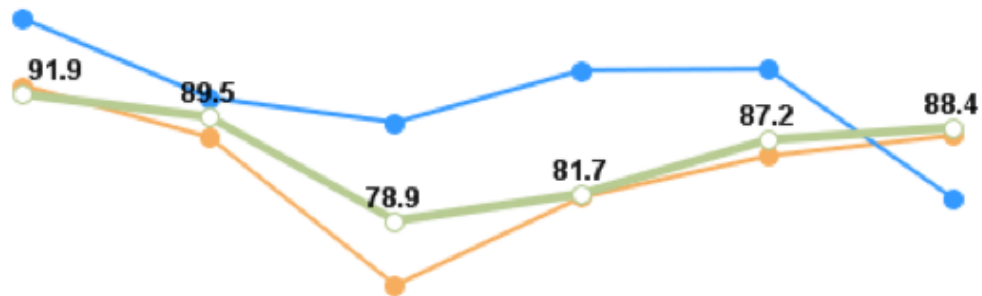
## Analyze: CSI Score Comparison to a Competitor and Your City

Score ➔ **##.#** # ⚡ Review Count

View results by  Quarter  Day  Week  Month  Year

Show: CSI   Gap to Benchmark	1Q2011	2Q2011	3Q2011	4Q2011	1Q2012	2Q2012	
Schrute Farms	91.9 12	89.5 6	78.9 9	81.7 25	87.2 22	88.4 10	85.6 84
	99.6 16	91.5 24	89.0 41	94.3 32	94.4 27	81.1 12	92.0 152
All Hotels in Honesdale	92.7 14	87.5 7	72.3 17	81.3 28	85.5 33	87.7 13	83.7 112

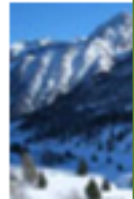
- Schrute Farms
- All Hotels in Honesdale



> Compare to multiple hotels



# Write a Management Response



ResortM  
Tampa, F

Senior R



**SSnelling, General Manager at Homewood Suites Orlando-UCF Area, responded to this review**

April 16, 2012

Dear ResortMike,

Thank you so much for your positive review! We're glad you took the time to pay attention to the small details of our property including our rooms, complimentary breakfast, and convenient location. Also, thank you for taking note of our wonderful staff—I'll be sure to share your comments with them!

We certainly look forward to your return to our hotel!

Sincerely,

Steffi Snelling

General Manager

[Report response as inappropriate](#)

This response is the subjective opinion of the management representative and not of TripAdvisor LLC.

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ction

k

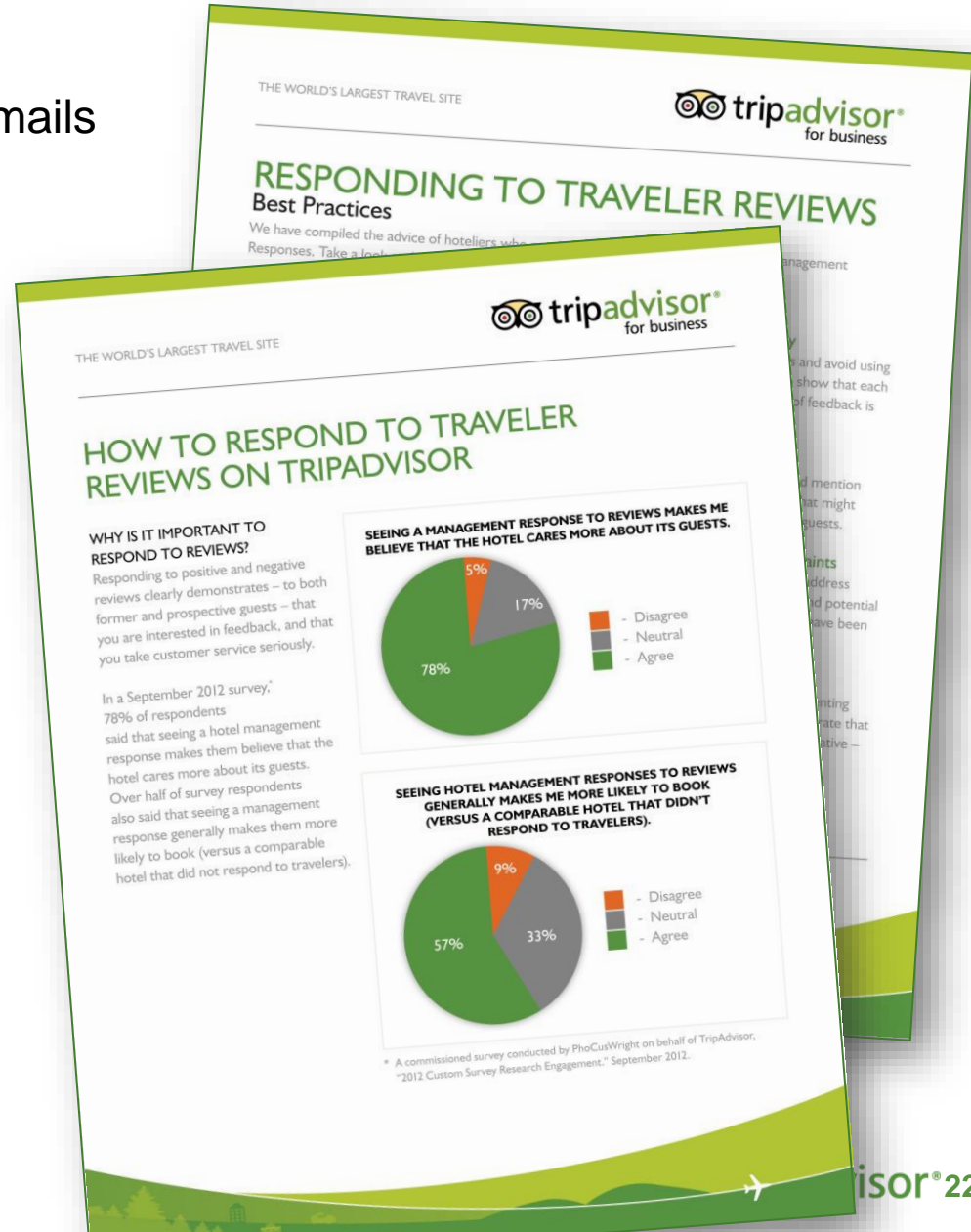
[review?](#)

.C.



# Management Response: Best Practices

1. Sign up for review notification emails
2. Read our guidelines
3. Respond promptly
4. Say “thank you”
5. Be original in reply
6. Highlight positives
7. Address specific complaints
8. Be polite and professional





# TripAdvisor Insights

Your essential hospitality marketing resource

- Available in 20 languages
- Centralizes all content resources in one place: best practices guides, how-to videos and more
- New content published daily

tripadvisor

tripadvisor Insights | MANAGE LISTING | BUILD YOUR BUSINESS | REVIEWS | PERFORMANCE | RESEARCH & TRENDS

TripAdvisor Insights | The essential hospitality marketing resource

What can we help you find? Search

**MANAGE YOUR LISTING**

Let us help you with: Getting Started, Add or Edit Photos, Add/Update Listing Information, Change Property Location and Report Ownership Change.

**BUILD YOUR BUSINESS**

Let us help you with: Instant Booking, Business Advantage, Add Booking Button, Awards & Recognitions and Promotional Tools.

**REVIEWS**

How reviews help your business

Collect TripAdvisor reviews

Respond to TripAdvisor travelers

SEE ALL >

**PERFORMANCE**

TripAdvisor Popularity Ranking

TripAdvisor statistics

Tips for better performance

SEE ALL >

**RESEARCH & TRENDS**

A Small B&B with Big Potential

Using Guest Reviews to Pave the Path to Greater Engagement

Building a Mobile Marketing Toolkit

tripadvisor Terms & Conditions Elsewhere on TripAdvisor®

[www.TripAdvisor.com/TripAdvisorInsights](http://www.TripAdvisor.com/TripAdvisorInsights)



# Scale Matters!

**390**  
**MILLION**

*Unique visitors  
a month\*\**



**435M+**

*Reviews & opinions*



**136k+**

*Destinations*



**6.8M+**

*Businesses Listed*



**280+**

*User contributions  
a minute*



**120M+**

*Members*



**49**   **28**

*Markets*   *Languages*





# Reach & Scale

One of the largest media properties in the world



## 69M\*+ Users

*Accessing TripAdvisor via mobile devices or PCs monthly*



## 1 in 4 people in the US

*Accessed TripAdvisor via mobile device or PC monthly*



TripAdvisor is

*the 30th most visited property on the web*

with monthly traffic comparable to:

**Pinterest**

**NETFLIX**

**PANDORA®**



The New York Times

The Washington Post

**WebMD™**

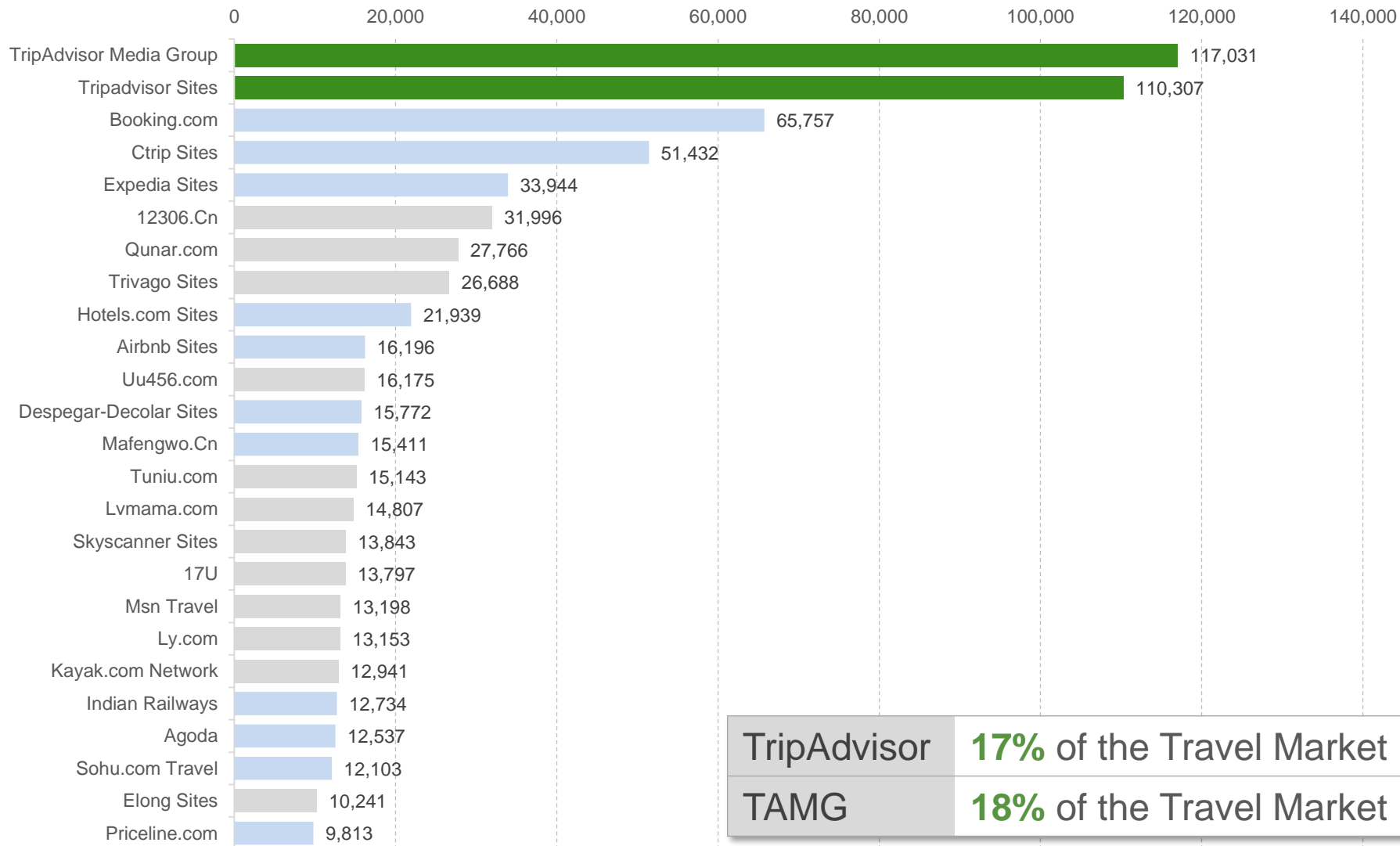
**ESPN**

**vimeo**



# TripAdvisor – Worldwide

TAMG remains the largest travel player worldwide



Source: comScore September 2016

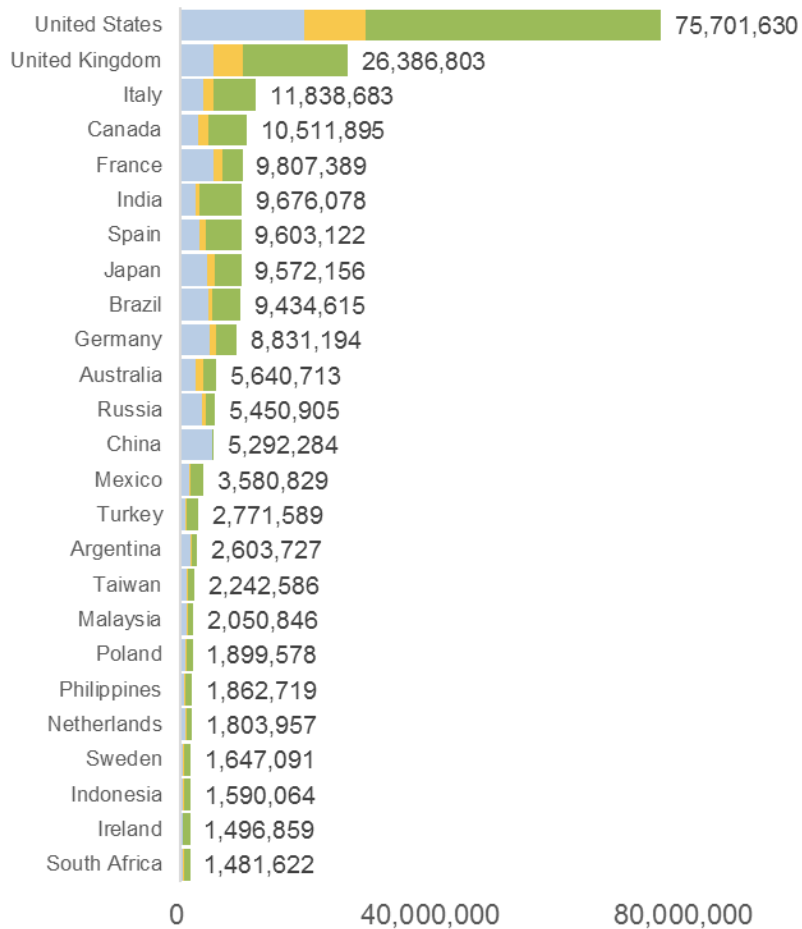
Note: For comparison purposes data above reflects Desktop only



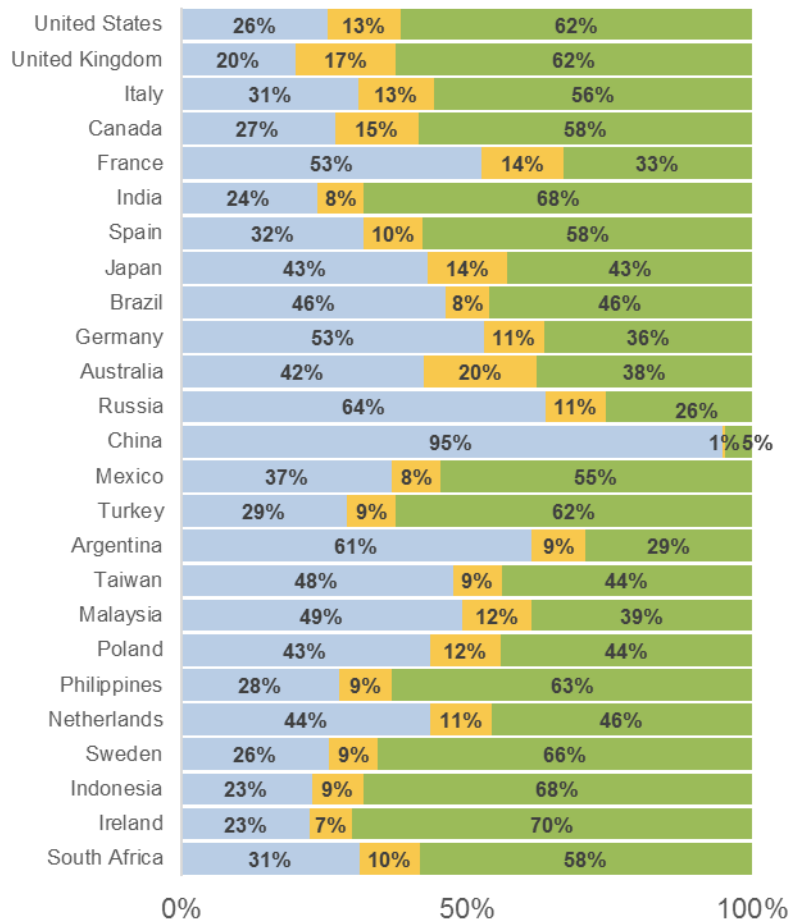
# TripAdvisor Multiplatform Unique Users

## comScore September 2016

### TripAdvisor Total Unique Users



### Percent Total Users



■ Desktop Only   ■ Desktop & Mobile   ■ Mobile-Exclusive Users

■ Desktop Only   ■ Desktop & Mobile   ■ Mobile-Exclusive Users



# SALT LAKE CITY TRIPADVISOR

The screenshot displays the TripAdvisor interface for Salt Lake City, Utah. At the top, there's a search bar with 'Near: Salt Lake City, Utah' and a search button. Below the search bar, a navigation menu includes 'Overview', 'Plans to Stay', 'Locations', and 'Things to Do'. A sidebar on the right lists various categories with their respective counts: Hotels (75), Vacation Rentals (95), Flights, Things to Do (246), Restaurants (1,371), and Forums (2,100+). The main content area features a large image of a church and a section titled 'Discover Salt Lake City, Utah' with links to the Salt Lake Events Calendar and Salt Lake. Below this, there's a promotional banner for hotels with a 'Shop Hotels' button. The bottom section, 'TripAdvisor Top-rated Hotels in Salt Lake City', includes a filter bar and a grid of hotel listings with photos, names, and review counts.

## Salt Lake City Content on TripAdvisor:

- 75+ Hotels & Accommodations Listed
- 246+ Things to Do Listed
- 1,371+ Restaurants Listed
- 2,100+ Topics Discussed in the Forums
- 9,300+ Traveler photos

## Salt Lake City Traffic on TripAdvisor (Last 12 months):

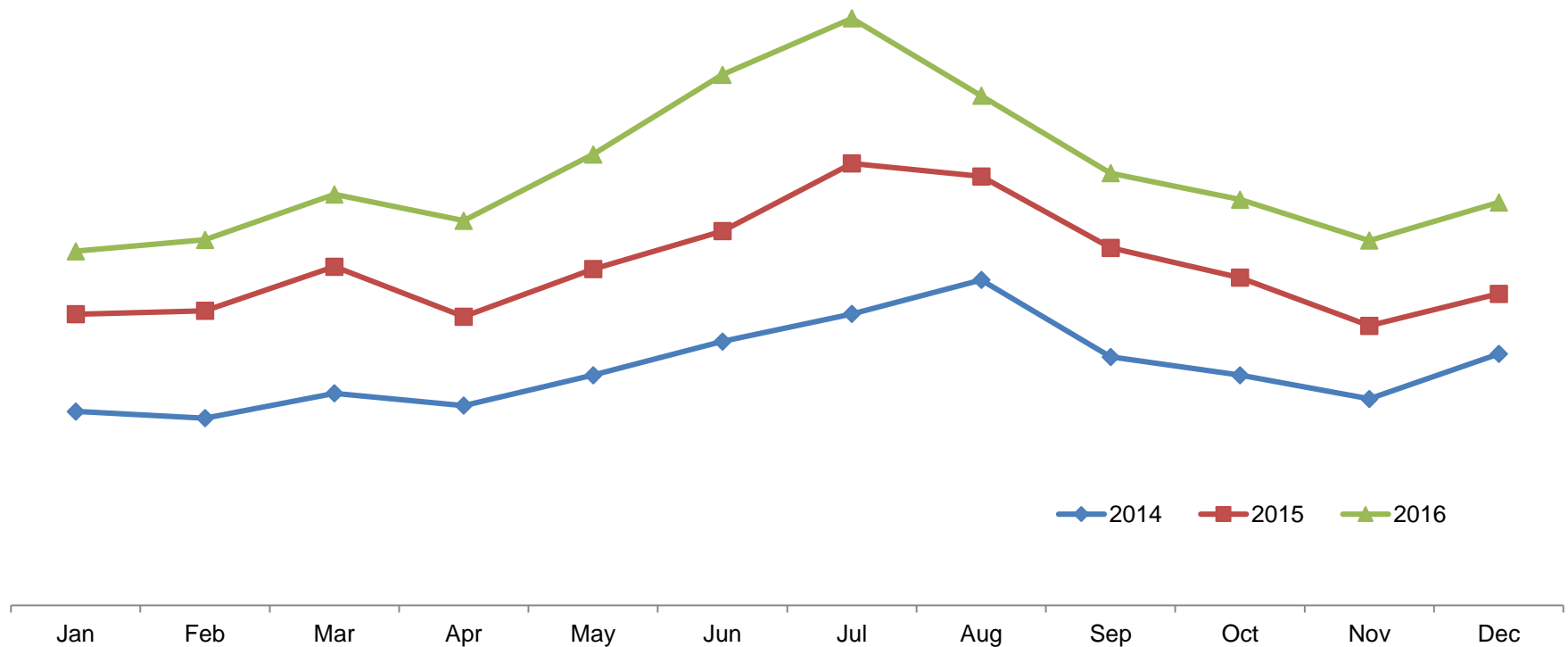
- Unique Sessions – 2.8+ Million
- Page Views – 10+ Million
- Mobile Unique Sessions – 1.2+ Million
- Mobile Page Views – 5+ Million



# Global Interest in Salt Lake City Content

- The number of global sessions viewing Salt Lake City content on TripAdvisor has grown steadily since 2014
- Overall the traffic has grown by 28% YoY

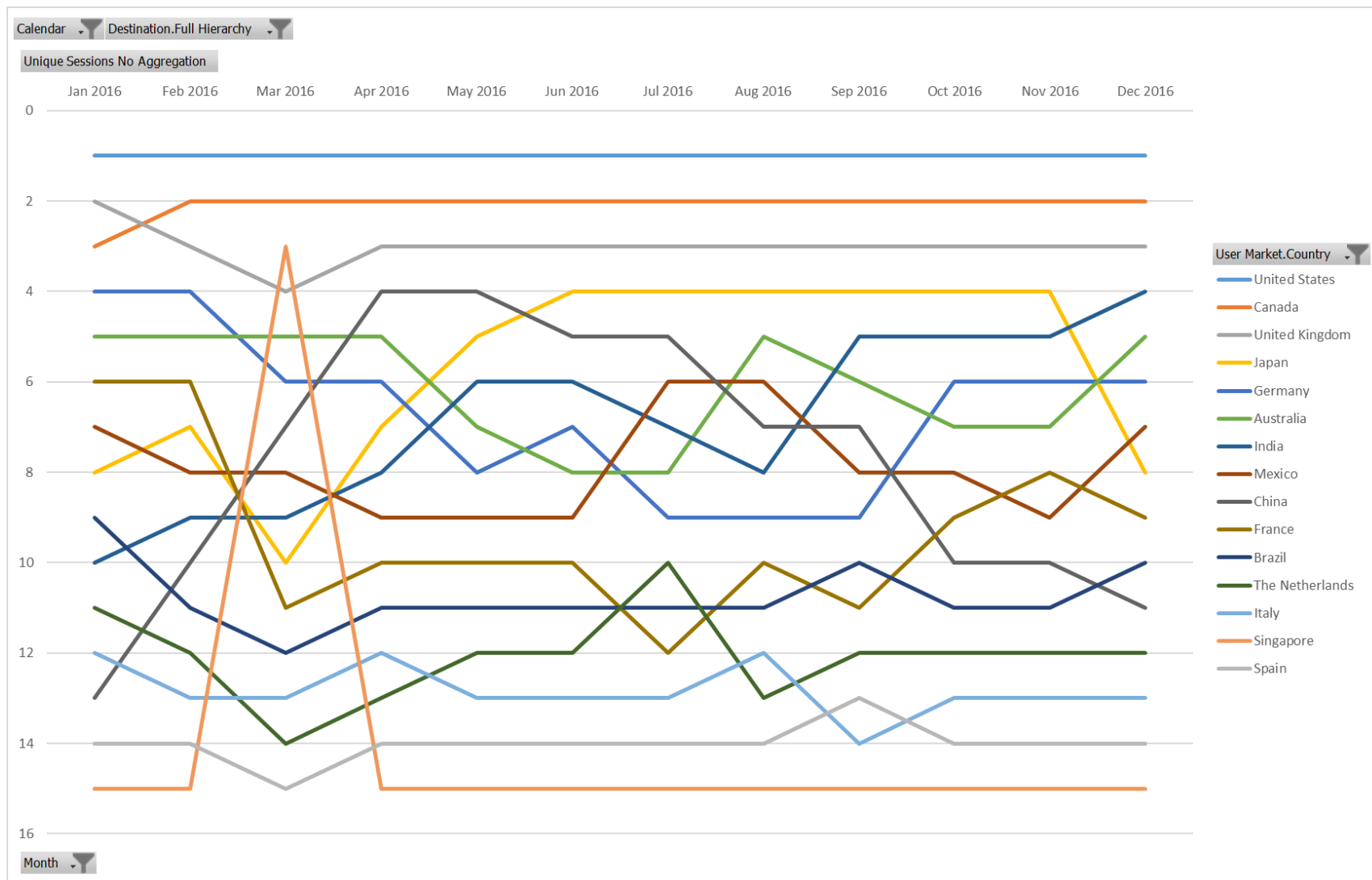
## Global Sessions Viewing Salt Lake City Content





# Salt Lake City Top Markets

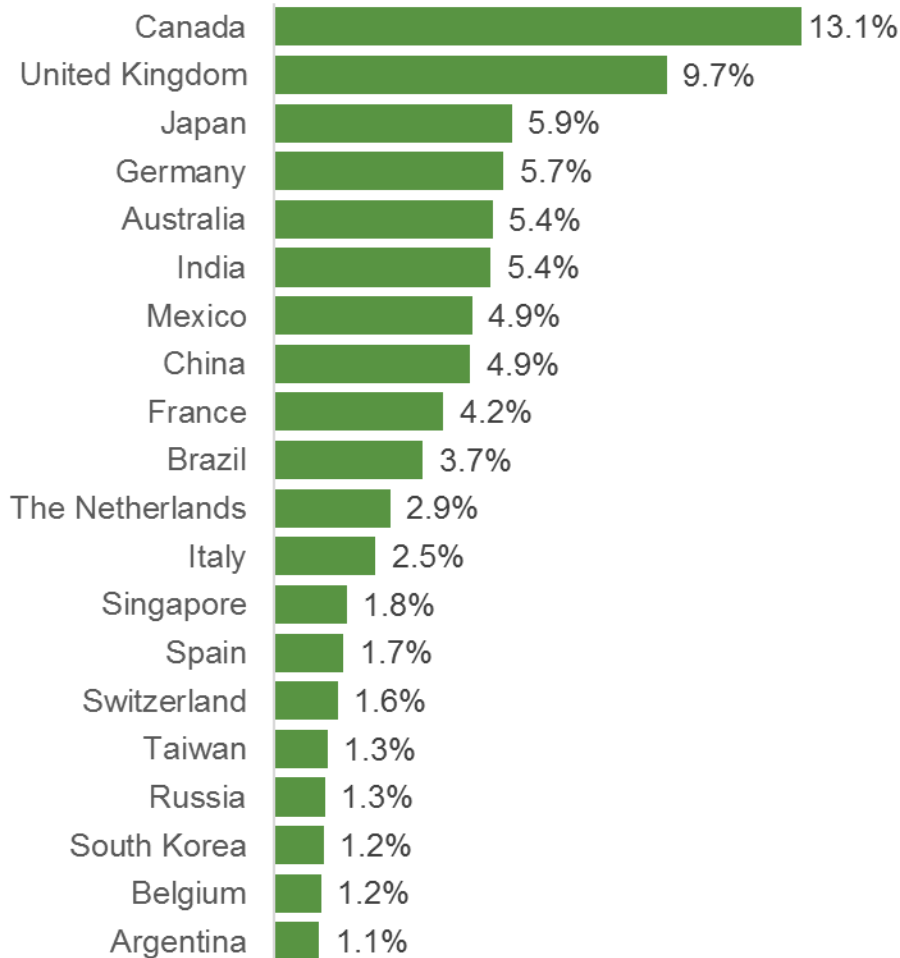
- Top markets by rank



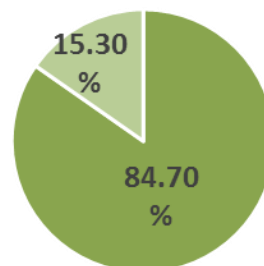


# Top 20 Markets Viewing Salt Lake City

## % Top Countries in Sessions



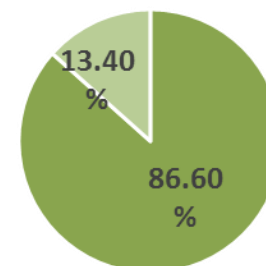
## 2015



■ Domestic Users

■ International Users

## 2016



■ Domestic Users

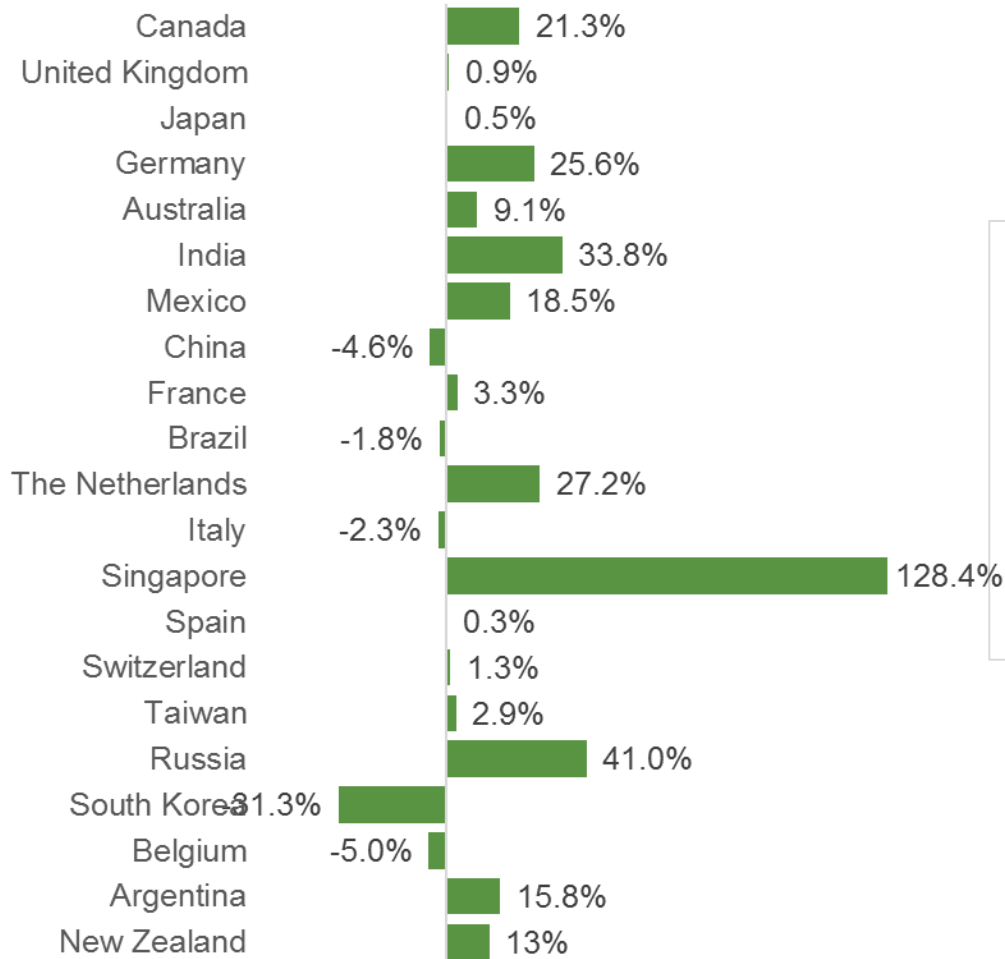
■ International Users

- In 2016, users in the **United States** made up **87%** of all views of Salt Lake City Content on TripAdvisor, up from **85%** in 2015
- **Canada** is the largest international market viewing Salt Lake City, followed by **the United Kingdom** and **Japan**
- Countries such as **South Korea**, **Belgium** and **Argentina** had less than **1.5%** each of views of Salt Lake City content



# Growth in Salt Lake City Destination Views by Market

## % Year Over Year Growth



Out of the top 20 countries viewing Salt Lake City, **Singapore**, **Russia** and **India** showed especially large increases year over year when comparing 2016 to 2015

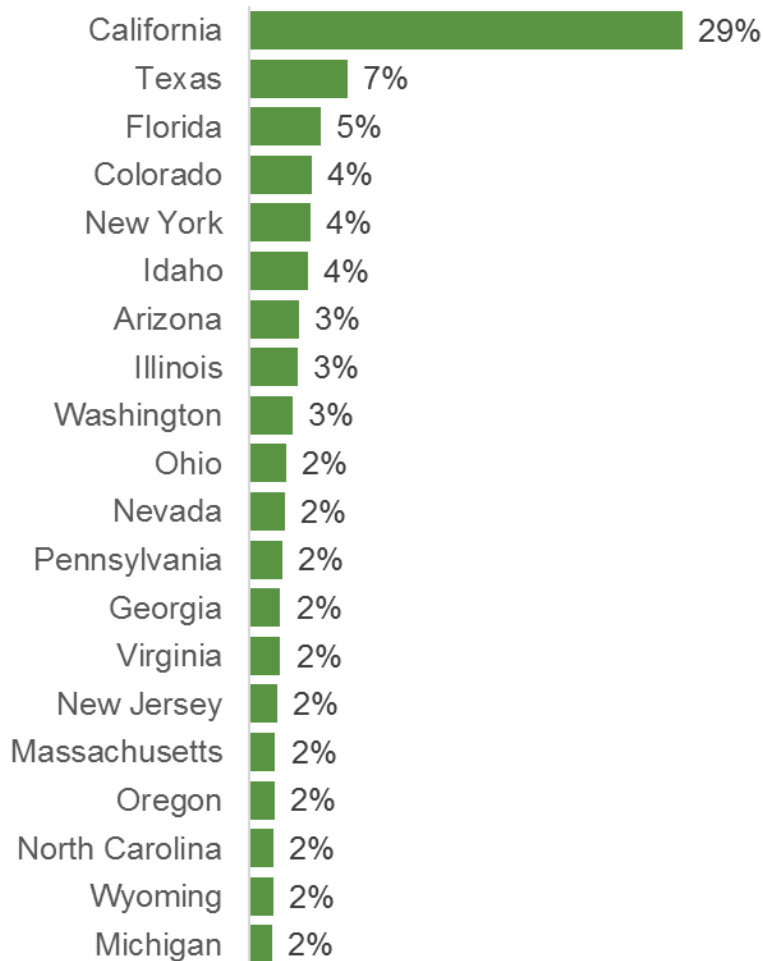




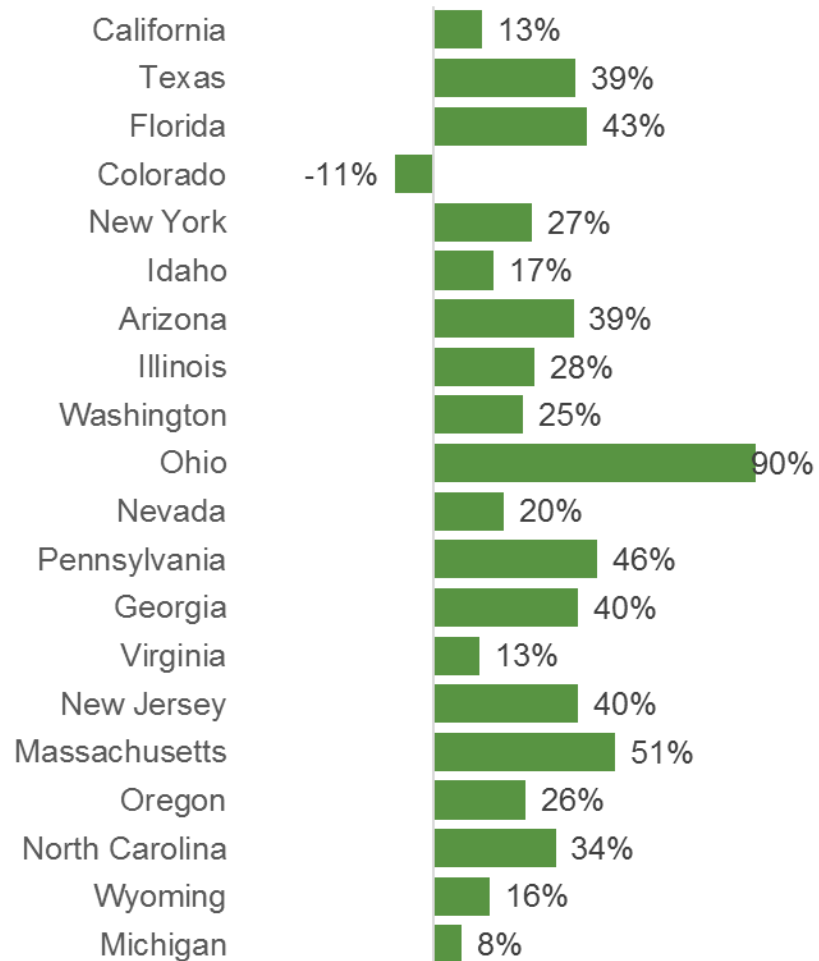
# Top 20 US States Viewing Salt Lake City

(excluding Utah)

## % Top States in Sessions



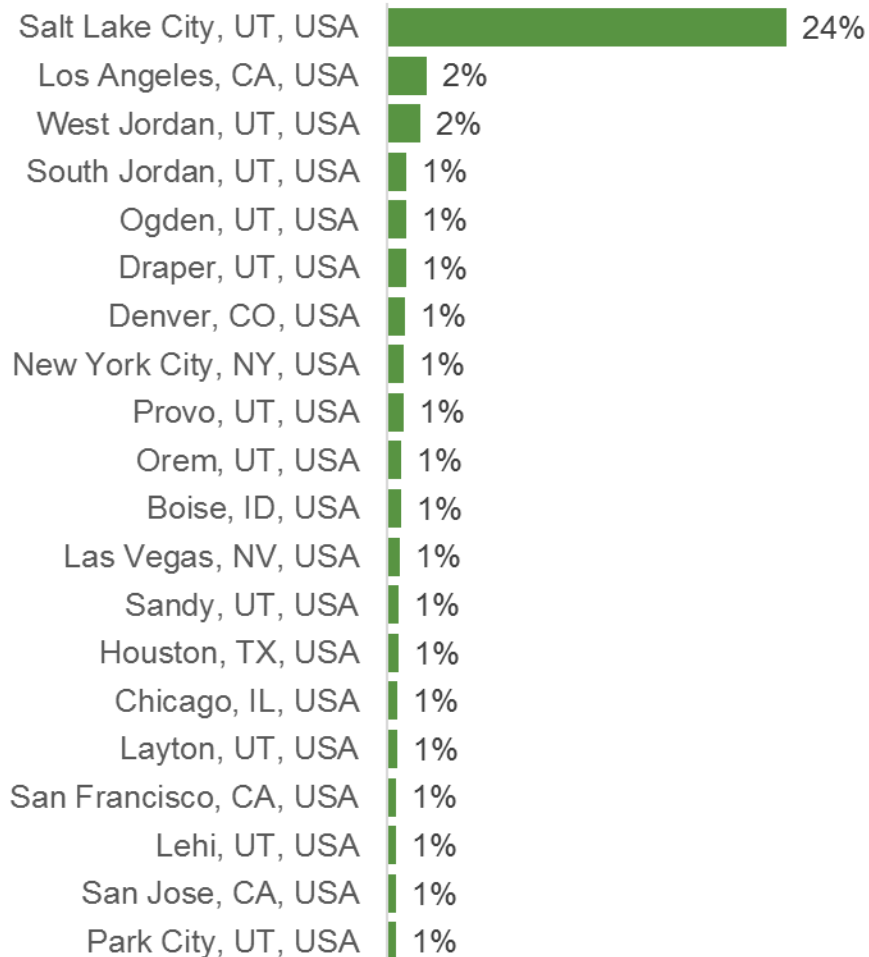
## % Year Over Year Growth



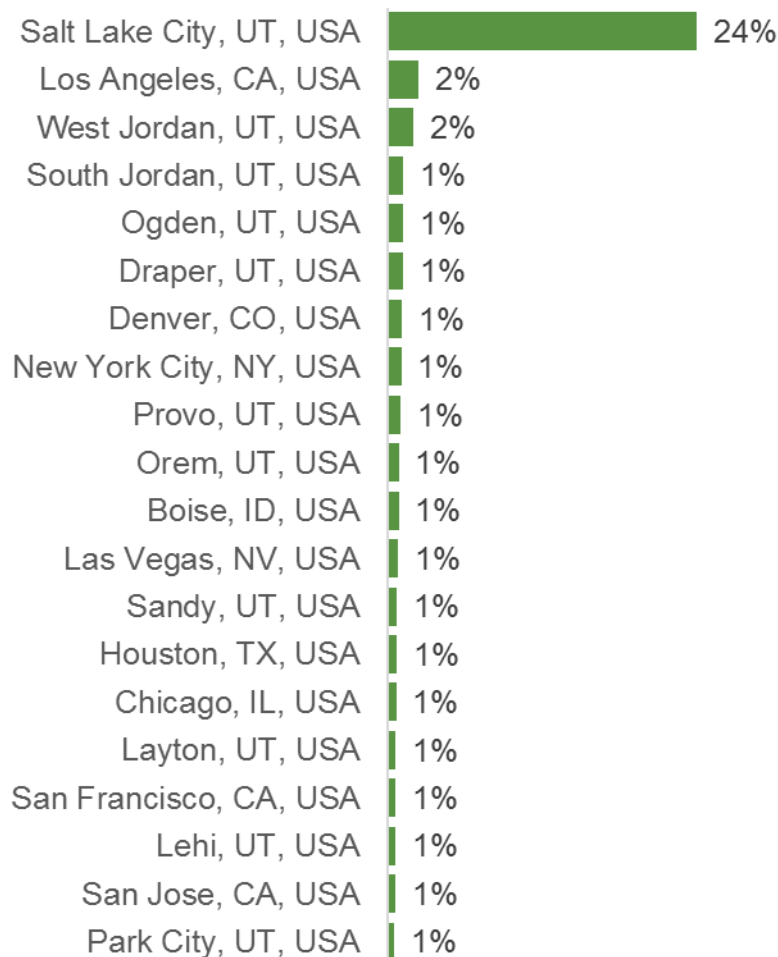


# Top 20 US Cities Viewing Salt Lake City

## % Top Cities in Sessions



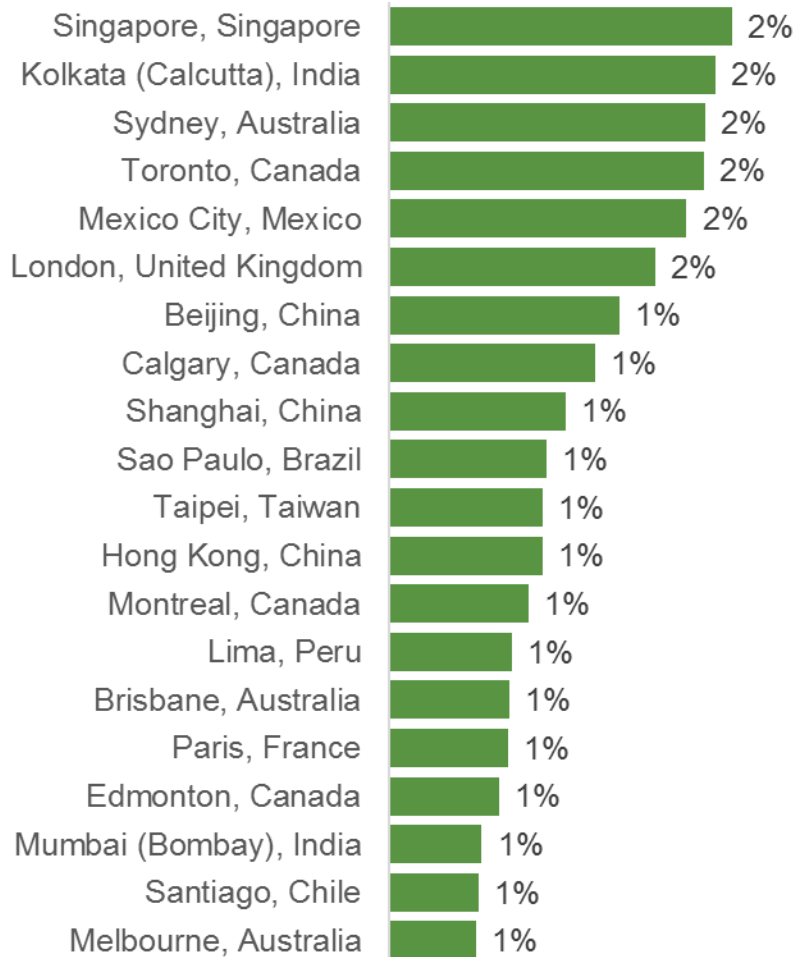
## % Year Over Year Growth



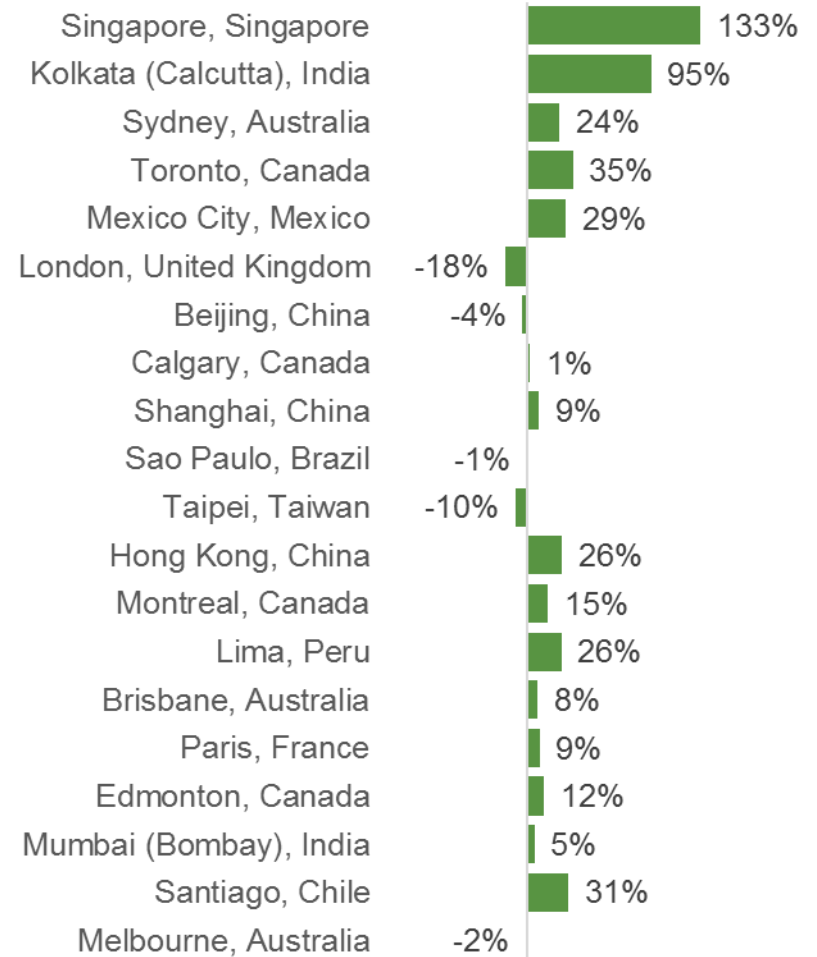


# Top 20 International Cities Viewing Salt Lake City

## % Top Cities in Sessions

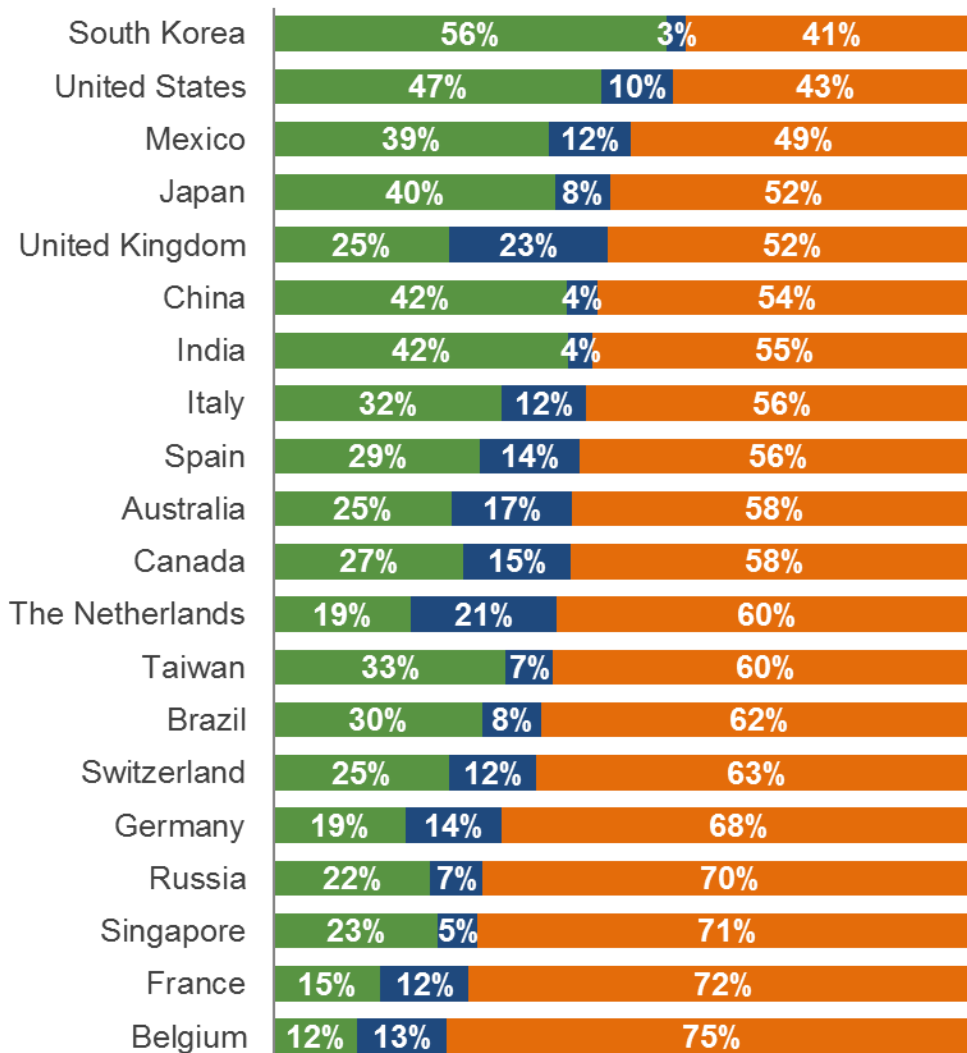


## % Year Over Year Growth





# Top 20 Markets Viewing Salt Lake City On Mobile



- Of the top 20 countries viewing Salt Lake City, **South Korea**, the **United States** and **Mexico** have the highest share of Salt Lake City sessions from either a mobile device or a tablet
- A full **56%** of sessions of Salt Lake City content from **South Korea** come from mobile devices, while **23%** of all Salt Lake City sessions on TripAdvisor from the **United Kingdom** are on tablet



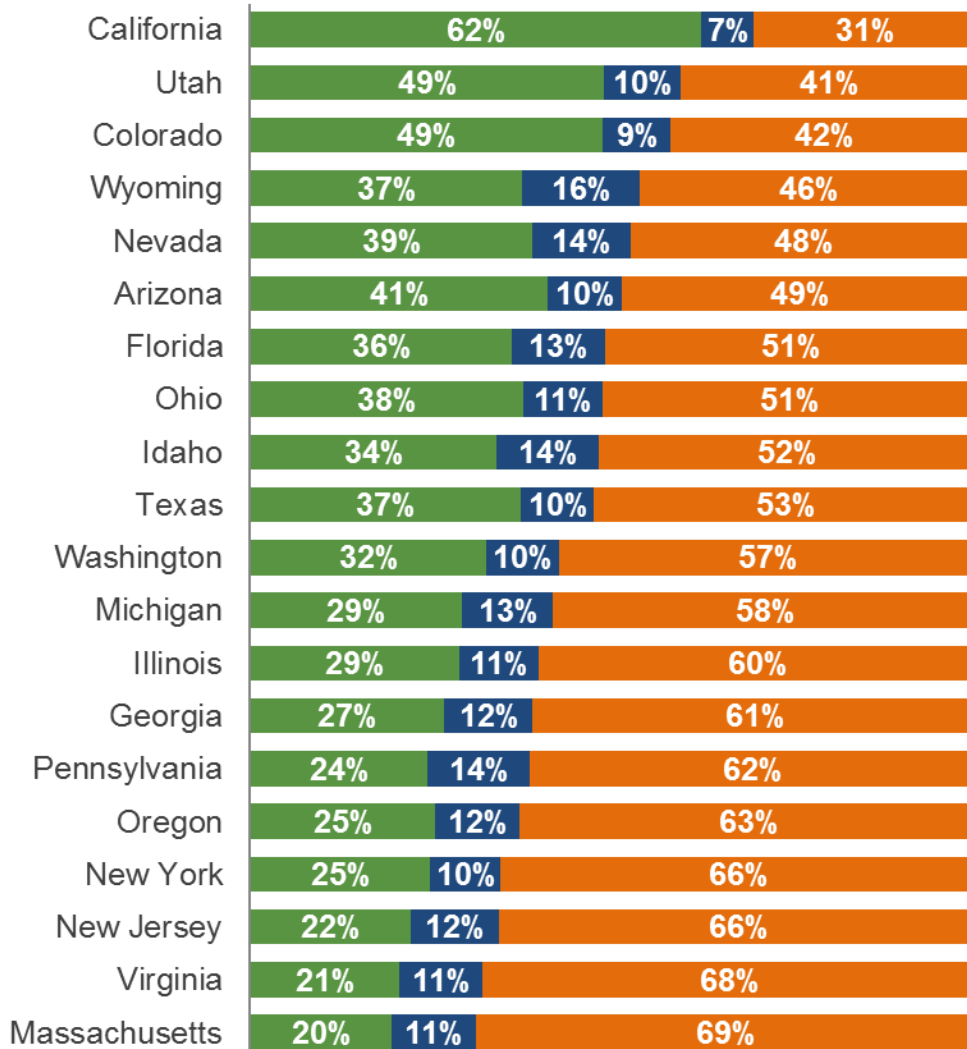
Mobile

Tablet

Desktop



# Top 20 States Viewing Salt Lake City On Mobile



- Of the top 20 states viewing Salt Lake City, **California**, **Utah** and **Colorado** have the highest share of Salt Lake City sessions from either a mobile device or a tablet
- **California** represents the largest share of views of Salt Lake City from mobile devices, at **62%**.



Mobile

Tablet

Desktop

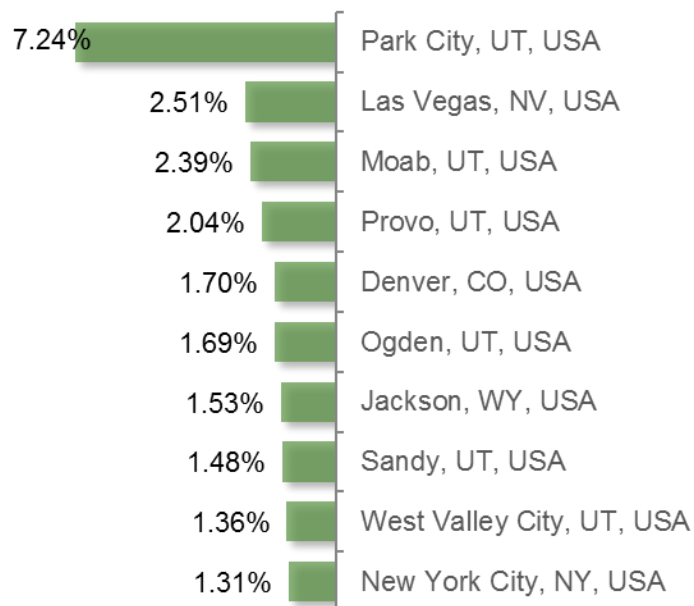


# Top Other Destinations Viewed

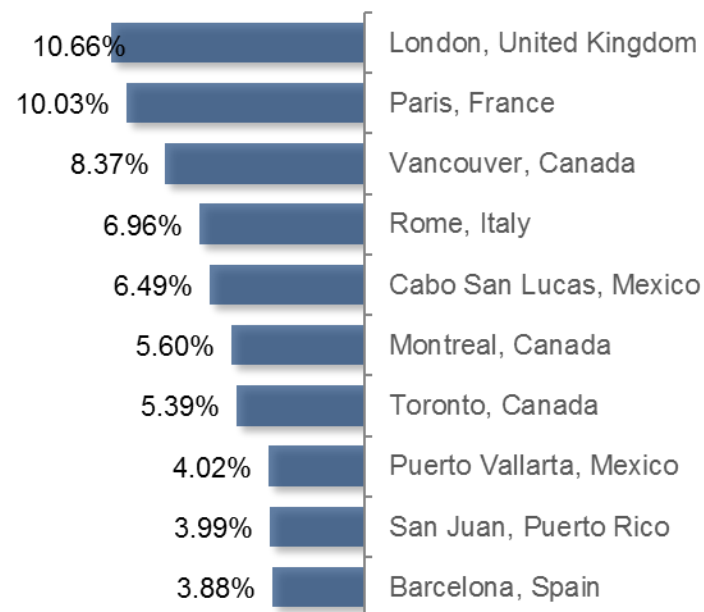
US IPs

- The data below reflects the top 10 Domestic and International Cities viewed by US users who also viewed **Salt Lake City**

## Domestic Cities



## Int'l Cities



- The domestic city that was viewed the most by US users who also viewed Salt Lake City was **Park City**, followed by **Las Vegas** and **Moab**
- The international city that was the most by US users who also viewed Salt Lake City was **London**, followed by **Paris** and **Vancouver**



 **tripadvisor**<sup>®</sup>



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**PUTTING THE OWL TO WORK FOR YOU!**





Jaylin cleaners  
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Kosta's  
PIZZA SEAFOOD

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**YEAR 2000**  
WHERE IT ALL BEGAN

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# YEAR 2017

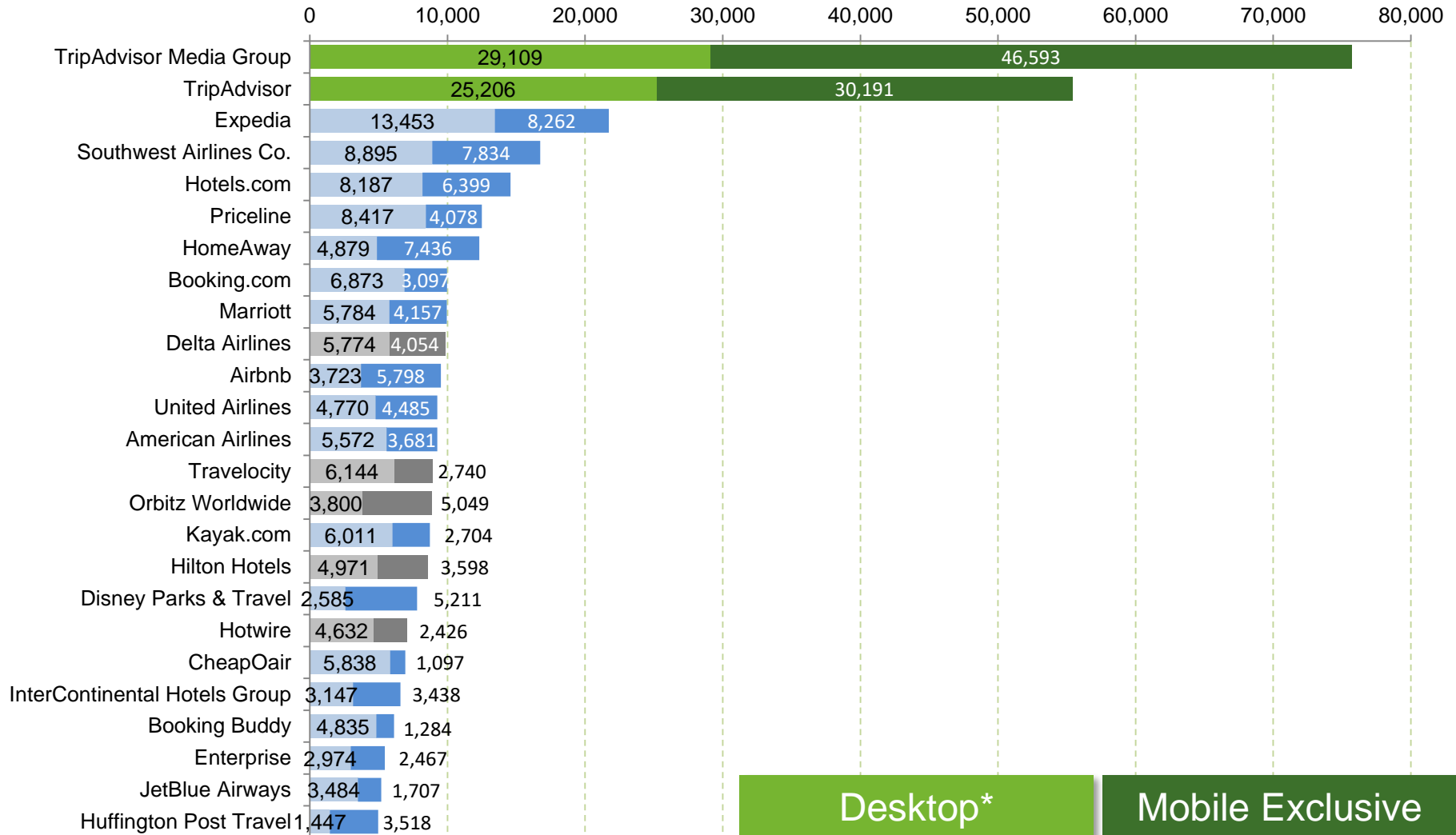
WHERE WE ARE TODAY





# TripAdvisor – United States (incl. mobile)

TripAdvisor remains the largest travel website in the United States by far with nearly **31m** users on desktop and close to **38m** mobile users





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



# Aggregated US Travel Paths

- Travel buyers who use TripAdvisor are considerably more active during the path to purchasing versus buyers who don't use TripAdvisor

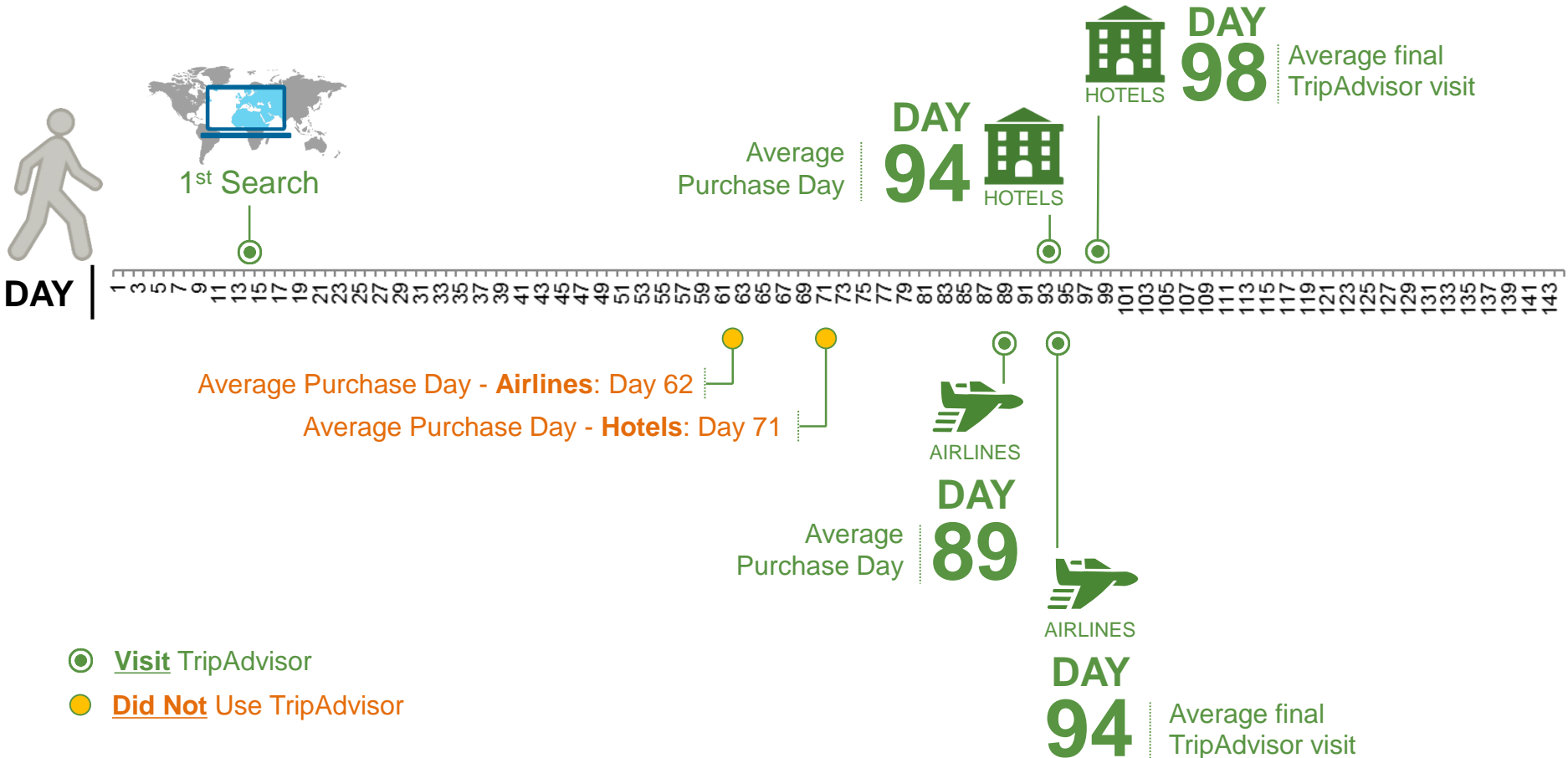


Transactors that did NOT visit TripAdvisor :	Transactors that visited TripAdvisor :	% increase vs. non TripAdvisor visitors
9 travel visits	33 travel visits	+267%
52 page views	199 page views (43 TripAdvisor pv)	+283%
37 minutes	133 minutes	+259%
16 searches	41 searches	+156%
Average 70 days	Average 87 days	+24%



# Executive Summary – By Airlines vs. Hotels

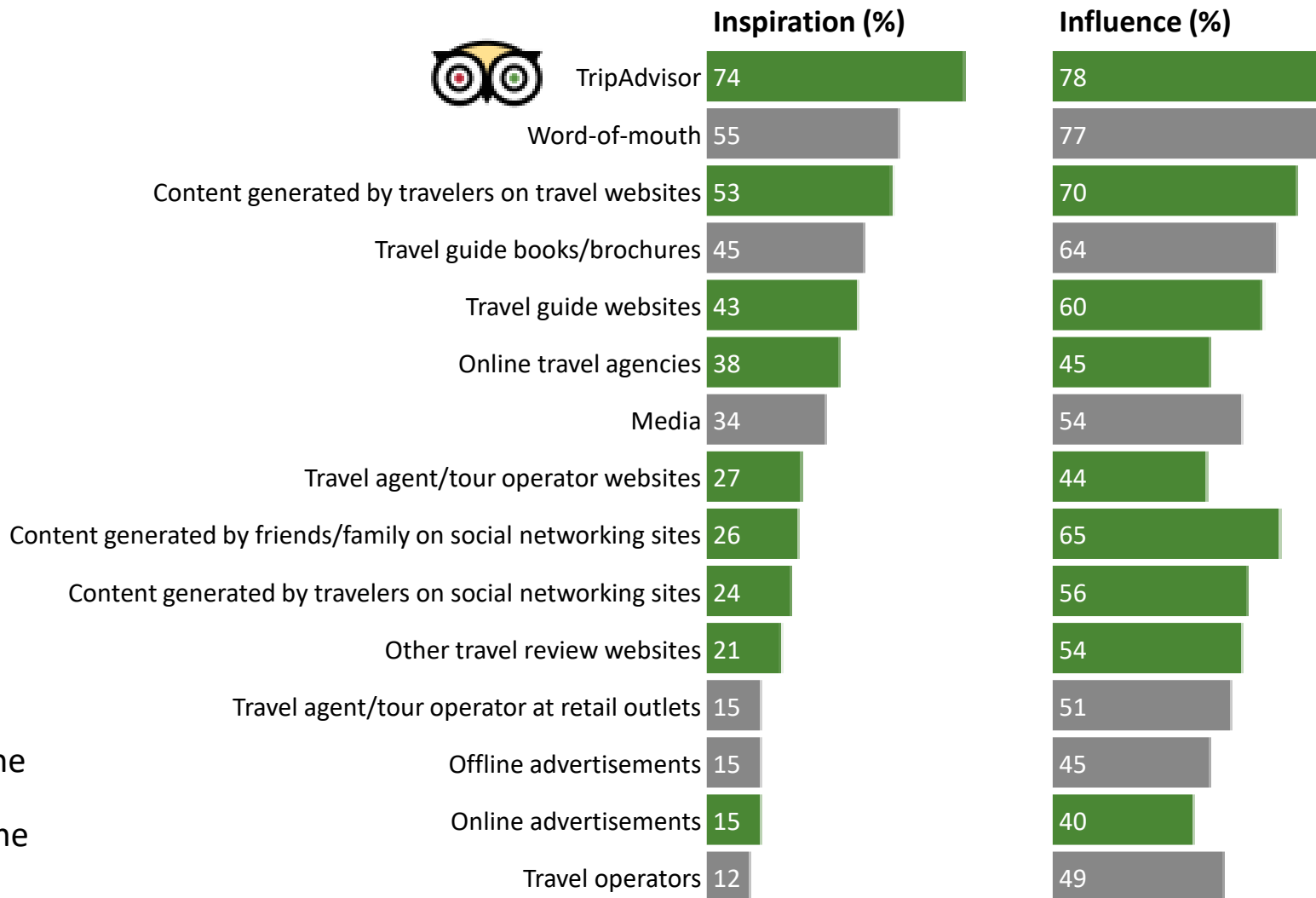
- TripAdvisor users tend to be more oriented on researching the best stays, the best flights and the best deals, and as a result usually spend **27 more days researching flights** and **23 more days researching hotels** as compared to non-TripAdvisor users
- Most likely because flights tend to be less refundable and more expensive, TripAdvisor users usually book their flights first and then book their hotel an average of **5 days later**





# TripAdvisor

## A clear source of inspiration and level of influence for travel



Online



Offline

Source: TripBarometer

CQ12. Which of the following sources of information do you use to gather ideas and inspiration for your vacations? Please select all that apply.

CQ13. To what extent do each of the following sources of information influence you when you are gathering ideas and inspiration for your vacations? Please rate on a scale of 1 to 5 where 1 means 'does not influence me at all' and 5 means 'influences me a great deal'.

Base: All consumer respondents/ All consumers who cited source of influence (50637)