Mission
Help travelers around the world plan and have the perfect trip on any budget

World’s largest travel site
World’s best travel planning resource

Our Content
Trusted advice from real travelers

In 45 Countries & 28 Languages
NEARLY 280 million unique monthly visitors*

170 million reviews and opinions

70 million TripAdvisor members

100+ user contributions every minute

*Source: Google Analytics, average monthly unique users, Q2 2014; does not include traffic to daodao.com
More than 80% feel TripAdvisor reviews help them feel more confident in their travel decisions and have a better trip.

Traveler Life Cycle

Week -20+ “Not Yet Ready”
- Not planning…but open to inspiration

Week -16:
- 5 Destinations
- 0 Hotels

Week -12:
- 3 Destinations
- 6 Hotels

Week -4:
- 1 Destination
- 15 Hotels

Week 0
- Booked

Window for competitive DMO marketing now closed

Already thinking about next trip!

Awareness
Advocate
Reviews, Facebook, WoM

Consideration
Starting the process

Comparison
Short list of hotels

Booking
Flight -> Hotel

Experience
Actively on vacation

Book Additional Activities
- Restaurants
- Attractions
- Tours, etc.
In Q2 2014, TripAdvisor averaged more than 140 million unique monthly visitors on mobile.
United States on TripAdvisor

United States Content on TripAdvisor:
- 1,777,402 Hotels & Accommodations Listed
- 51,279 Things to Do Listed
- 668,440 Restaurants Listed
- 13,436,414 Forum Posts on US Content
  - 1.7 Million Topics/ Avg of 8 Posts per Topic

United States Traffic on TripAdvisor (last 12 months):
- Unique Users – 1.16 Billion
- Page Views – 4.7 Billion

Top 5 International Markets
- Canada
- United Kingdom
- Australia
- Japan
- Brazil

Top 5 State Markets
- California
- Florida
- New York
- Texas
- Illinois
Do Online Reviews Impact Booking?

93% of global travelers say their booking decisions are impacted by online reviews.

96% of global hotels say reviews are important for bookings.

The TripBarometer by TripAdvisor is based upon an online survey conducted in Dec. 2012 – Jan. 2013. A total of 35,042 people participated in the online survey from 26 countries spanning 7 regions. The sample is made up of 15,595 consumers and 19,447 businesses, making it the world’s largest combined accommodation and traveler survey.
TripAdvisor Management Center

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

Source: TripAdvisor internal data
Register in TripAdvisor Management Center

www.tripadvisor.com/Owners
www.tripadvisor.com.mx/Owners

Step 1
Search for and find your property.

Step 2
Fill in details and sign in.
Cornell Research: More reviews lead to higher ratings

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

• Early reviews for accommodations tend to skew negative
• However, as reviews increase, ratings become more positive
  – Terrible (rating of 1) reviews decrease by more than half
  – Excellent reviews grow by half
• Positive reviews are more common than negative reviews
  – Examined over 1.28 million reviews
    • More than 70% had a rating of 4 or 5
    • Only 15% had a rating of 1 or 2

TripAdvisor reviews are largely positive

Source: TripAdvisor. Percentage of all ratings, January 2014

Average Review Score: 4.12
Key factors that influence your popularity

QUALITY
RECENT REVIEWS
QUANTITY
ENCOURAGE FEEDBACK
105,000 unique domains feature TripAdvisor widgets on their site
500 million
people view TripAdvisor content on sites other than TripAdvisor each month
Review Express
Easier than ever to ask guests to write a review on TripAdvisor!

- Engage with guests after they have stayed to encourage valuable feedback for your business
- Use customizable templates to easily email recent guests
- Use campaign dashboard to monitor incoming reviews and optimize campaigns
- It’s FREE!
Review Express Dashboard

Review Express Campaign Dashboard

Last updated: December 22, 2013

Total Campaigns: 412
Total Emails Sent: 452
Total Opens: 250
Total Clicks: 83

Top Review Express Tips

- Use short, simple messaging
- Confirm guest email addresses
- Tell guests to expect an email
- Don’t wait - connect with guests after checkout
- Target Mondays/Tuesdays, avoid weekends

Recent email campaigns

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<th>Date</th>
<th>Campaign Id (Language)</th>
<th>Sent</th>
<th>Clicks</th>
<th>Opens</th>
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Campaign data is updated regularly. There may be a delay of up to 7 days before the final campaign data displays in the dashboard.
47,000+ properties have used Review Express to date

33% increase in reviews overall after using Review Express regularly
Review Express Case Study: Thistle Residence, Quartermile Apartments

- New property located in Edinburgh, UK
- Started using automated Review Express a few months ago
- “Went from 1 review a month to 3-4 per week”
- Thistle Residence’s popularity on TripAdvisor has been on the rise
Management Responses influence traveler decisions

- 77% of respondents say seeing a hotel management response to reviews makes me believe that it cares more about its guests.

- 87% of respondents say an appropriate management response to a bad review improves my impression of the hotel.

Source: PhoCusWright’s “Custom Survey Research Engagement,” prepared for TripAdvisor. December 2013
Track performance with Review Metrix

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

Score ➔ ### ➔ # ➔ Review Count

<table>
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<tr>
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<td>91.4</td>
<td>94.2</td>
<td>98.3</td>
<td>58.1</td>
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<td></td>
<td>95.8</td>
<td>54</td>
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<td>95.3</td>
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<td>All Hotels in Honesdale</td>
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<td>93.0</td>
<td>5</td>
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<td>10</td>
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View results by:
- Day
- Week
- Month
- Quarter
- Year

- Compare to multiple hotels

tripadvisor® for business
Track performance with Review Metrix

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<tr>
<th>Review Date</th>
<th>Bus. / Leis.</th>
<th>Overall</th>
<th>Value</th>
<th>Service</th>
<th>Cleanliness</th>
<th>Rooms</th>
<th>Location</th>
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</table>

› Understand and manage your reviews
› Respond to a review.
Property Snapshot

Key metrics to measure day-to-day performance

• Ratings
• Rankings
• Review, photo and top comments activity
Management Response Status Notification

• Status updates:
  – Yes: Management Response written and published
  – No: No management response
  – Rejected: Management Response written but
Management Responses: 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
georgianhouse1000, Owner at The Georgian House, responded to this review, December 30, 2013

If you want a good breakfast go to the hilton and pay £100.00 a night. You pay little you get little.

georgianhouse1000, Owner at The Georgian House, responded to this review, December 30, 2013

With only one person to look after the place what do you expect. Think about what you paid.
73% of TripAdvisor users use photos from other travelers to help them make a decision.

Source: PhoCusWright’s “Custom Survey Research Engagement,” prepared for TripAdvisor. December 2013
SING YOUR PRAISES
How to promote your awards

• Add the emblem to your website
• Display your award on your property
• Issue a press release
• Contact your local media
• Post your award on Facebook and other social media outlets
• Celebrate with past guests
Hillside Beach Club @HillsideFethiye · Feb 5
We proudly receive Travelers’ Choice 2014 Award from @TripAdvisor! We are very grateful to you for your love! pic.twitter.com/Yl8o骊8q

THE MILESTONE IS NAMED THE UK’S NUMBER ONE HOTEL IN THE TRIPADVISOR 12TH ANNUAL TRAVELLERS’ CHOICE AWARDS

Date: Wednesday, 22 January 2014

The Milestone is named the UK’s number one hotel in the TripAdvisor 12th Annual Travellers’ Choice Awards. The hotel has led the honours in the TripAdvisor 12th Annual Travellers’ Choice Awards and has been named the UK’s Best Hotel. Further to this achievement, The Milestone has also been named the number four hotel in Europe and fifteenth in the world.

Across all of the award categories, it proved a fantastic year for The Red Carnation Hotel Collection with the further success of 11 of its properties recognised in the rankings. Of Red Carnation’s London properties, the five-star Hotel 41 was named 13th Best Small Hotel in the UK, 12th Best Luxury Hotel in the UK and 14th Best Hotel for Romance in the UK. The five-star Egerton House Hotel in Knightsbridge was listed fourth Best Small Hotel in the UK, and 11th in Europe. The four-star hotels, The Chesterfield Mayfair was named 21st Best Small Hotel in the UK and The Montague on the Gardens in Bloomsbury 23rd Best Small Hotel in the UK.

Summer Lodge Country House Hotel in Dorset was named eighth Best Small Hotel in the UK and in Guernsey, The Old Government House Hotel was named 21st Best Luxury Hotel in the UK.

Ashtford Castle in the West of Ireland, which Red Carnation acquired in June 2013, was named ninth Best Hotel in Ireland, tenth in Ireland for Best Luxury Hotel and 13th in Ireland for Best Hotel for Romance. In Geneva, Red Carnation's Hotel d'Angleterre was listed third Best Hotel in Switzerland and 21st in Europe, and third best luxury hotel in Switzerland.

Beachcomber Hotels @Beachcomber · Jan 23

Congrats to Dinorobin, 3rd among the Top 25 Hotels in Africa by #TripAdvisor Travelers' Choice Awards 2014 #Mauritius pic.twitter.com/vWykrPmpjg

Mar Le Mar Club @marlemarclub · Jan 28

We are a 2014 TripAdvisor Travelers' Choice Winner! Thanks to all our guests! tripadvisor.ru/TravelersChoice via @tripadvisor #TravellersChoice
Order your TripAdvisor sticker

Visit your Management Center’s “Free marketing tools” section

75% of TripAdvisor members surveyed say they are more likely to use a business with a TripAdvisor endorsement on display

Source: *TripAdvisor Member Survey, October 2012*
TripAdvisor Insights
www.TripAdvisor.com/TripAdvisorInsights
TripAdvisor Tips

1. Register with the Management Center
2. Include a description of hotel and amenities
3. Add photos and videos
4. Encourage reviews
5. Get notified of reviews and track reviews
6. Write a management response
7. Add a widget from the Widget Center
Thank you.

Mark Preston
DMO Northeast Sales Manager
617-795-7951
mpreston@tripadvisor.com