



# TRIPADVISOR TRAINING MODULE



**SHIRE MARKETING SPECIALISTS**  
IN PARTNERSHIP WITH

# UNCOVER THE COTSWOLDS

# TRIPADVISOR

The world's largest travel platform

Visted by over 400 million travellers each month.

Used to browse more than 860 million reviews and opinions of nearly 9 million accommodations, restaurants, experiences and holidays.



# HOW TO SET UP A WINNING LISTING

Claim your listing on TripAdvisor for free or upgrade to a business listing for more features.

Check by visiting [www.tripadvisor.com/owners](http://www.tripadvisor.com/owners).

**OR**

Create a new listing by visiting [www.tripadvisor.com/GetListedNew](http://www.tripadvisor.com/GetListedNew).

**Make sure you don't have any duplicate listings!**



# MAKE USE OF TRIPADVISOR MANAGEMENT CENTRE

- Update information
- Monitor and respond to customer reviews
- Set up a booking button
- Access free marketing tools
- Utilise the Help Centre and Owners' forum
- Use clear headlines and descriptions
- Upload high-quality photos
- The more photos you display, the more likely you are to receive enquiries!



# HOW TO GET MORE REVIEWS

- Ask guests to review your service
- Send 'thank you' emails with your TripAdvisor page linked
- Monitor reviews on a regular basis
- Use social media to direct potential guests to your listing \_
- Publish your rates on at least one OTA
- Maintain accurate rates
- Keep your calendar updated
- Directly respond to positive and neutral reviews
- Reply to negative reviews quickly and respectfully
- Correct any real problems that are contributing to bad reviews
- Take comments and feedback seriously
- Display awards you have on your listing, website and social media
- Add a widget to your website to display your latest reviews (free)
- Get the FREE Traveller Reviews Facebook App
- Get Instant Booking from TripAdvisor



# BUSINESS ADVANTAGE - FOR HOTELS

- Choose a favourite review to feature near the top of your listing
- Choose which “cover photos” and “favourite photos” users see first Put together a slideshow of handpicked images
- Share contact details with guests
- Promote special offers and make announcements
- Access to more advanced analytics capabilities



# INSTANT BOOKING - FOR HOTELS

- No upfront payment or subscription
- You can change your rates in accordance with your own revenue management strategies

## **Some drawbacks...**

- Loss of brand identity
- Possibility of reduced direct communication with guests



# TRIPADVISOR PREMIUM – FOR RESTAURANTS

- Choose a favourite review to feature near the top of your listing
- Access to priority phone support
- The ability to put together a “storybook”
- To create a video slideshow featuring your best images
- Access to more advanced analytics





# WHAT YOU CAN'T GET...

- TripAdvisor will in no way allow you to manipulate the feedback from your customers
- Or present a false image to their users.
- Unable to remove reviews



# UNDERSTANDING (AND IMPROVING) YOUR RANKING

- TripAdvisor's algorithms are constantly being adjusted
- Focus on improving the three main metrics that TripAdvisor takes into consideration will see your rank climbing consistently.



# HOW YOUR TRIPADVISOR RANKING IS CALCULATED (AND HOW TO IMPROVE IT)

Even though they are related, your rating is different from your ranking.

**TripAdvisor Rating:** This is based on the bubble rating attached to each written review a guest leaves once they have stayed with you. Based on these reviews you will be given a rating, with 5 being the Highest TripAdvisor Ranking.

Quality of the reviews , Quantity of reviews, Age of your reviews

Your ranking isn't all that matters

There are no cheap and dirty tricks to improving your TripAdvisor rankings.

Take a positive, proactive approach when a customer is clearly not happy.

It's always good practice to monitor your reviews.

Keep up the work and keep one eye on your TripAdvisor page!





# More training modules are available from Cotswold Tourism

**For any further specialist support  
please contact us**

**[info@shiremarketingspecialists.co.uk](mailto:info@shiremarketingspecialists.co.uk)**