

## Trip Advisor Research Summary

### Company Overview

TripAdvisor has 260 million unique monthly visitors and 60 million TripAdvisor members. With 170 million reviews and opinions and 100 user contributions every minute it's a key site for anyone planning to travel. It has global reach across 44 countries and is translated into 26 languages.

### Research Highlights

#### Opportunities offered

- Business Listing
- Trip Connect (CPC)
- Display

#### Business Listing

Standard listing has no opportunity to book; all properties are front loaded so you are on Trip advisor. To leverage the opportunity it provides you need to invest by registering for a business listing which is based on an annual subscription the cost of which varies dependant on the individual business, this is negotiable. As a subscriber, your direct contact information will automatically appear on your profile page and on your TripAdvisor page for mobile devices - enabling travellers at home, at work, or on the go to reach you directly with a single click. You can also create Special Offers that increase your exposure while setting you apart from competitors.

As a Business Listings subscriber you get a Property Dashboard which gives you access to TripAdvisor data which gives insights into traveller engagement, visitor demographics, competitor data and in-market trends to create stronger and more effective business-building strategies.

#### Trip Connect

TripConnect Cost-Per-Click (CPC) Campaigns, allow independent properties to bid to appear in the price and availability search results on their TripAdvisor listings. Until now, the ability to appear in TripAdvisor's hotel pricing and availability search has been reserved for Online Travel Agencies and large hotel chains. Your bid, relative to the bids of others, will determine where you appear in the box. The top two to three bidders will receive prime placement for their links. If you appear in positions 1 through 3, your link will also include an

“Official Site” icon, so travellers know this price is being offered by the property itself. The rest of the bidders that meet minimum bid amounts at the time of the search will appear in text links below the three main ads. **TripConnect™ cost-per-click campaigns** spotlight your rates and availability on your business listing attracting travellers and then send them directly to your booking page with a single click. You pay only when travellers click through to your website — where you can convert them into cost-effective direct bookings and use your website’s dynamic upsell capabilities to increase per-guest revenues. TripConnect CPC works with your internet booking engine to display pricing and availability information specific to each traveller’s inquiry. You’ll need to be working with a certified internet booking engine in order to sign up.

TripAdvisor is constantly evolving and is currently testing the next iteration of their sales model called Instant booking in the US. The basis of this is a commission rate on bookings similar to the OTA model

### **Useful links for more detailed information**

- Business Listings product overview (annual subscription model): [www.tripadvisor.co.uk/businesslistings](http://www.tripadvisor.co.uk/businesslistings)
- TripConnect – optional BL tool that allows independent hotels to run their own CPC campaigns on metasearch: [www.tripadvisor.co.uk/TripConnect](http://www.tripadvisor.co.uk/TripConnect)
- TripConnect certified partners: [www.tripadvisor.co.uk/ConnectPartners](http://www.tripadvisor.co.uk/ConnectPartners)
- Setting up a campaign: <http://www.tripadvisor.com/TripAdvisorInsights/n2084/video-setting-tripconnecttm-campaign>
- Case study: <http://www.tripadvisor.com/TripAdvisorInsights/n2082/twenty-one-tripconnect>
- TripAdvisor Help Centre: <https://www.tripadvisorsupport.com/hc/en-us/>
- TripAdvisor Insights (case studies, how to guides, etc): <http://www.tripadvisor.com/TripAdvisorInsights>