

TripAdvisor
PATA 2013



PRIVATE SECTOR CHALLENGES, AND OPPORTUNITIES INHERENT IN ADVANCING THE COMPLETE VISITOR ECONOMY



Understanding TripAdvisor

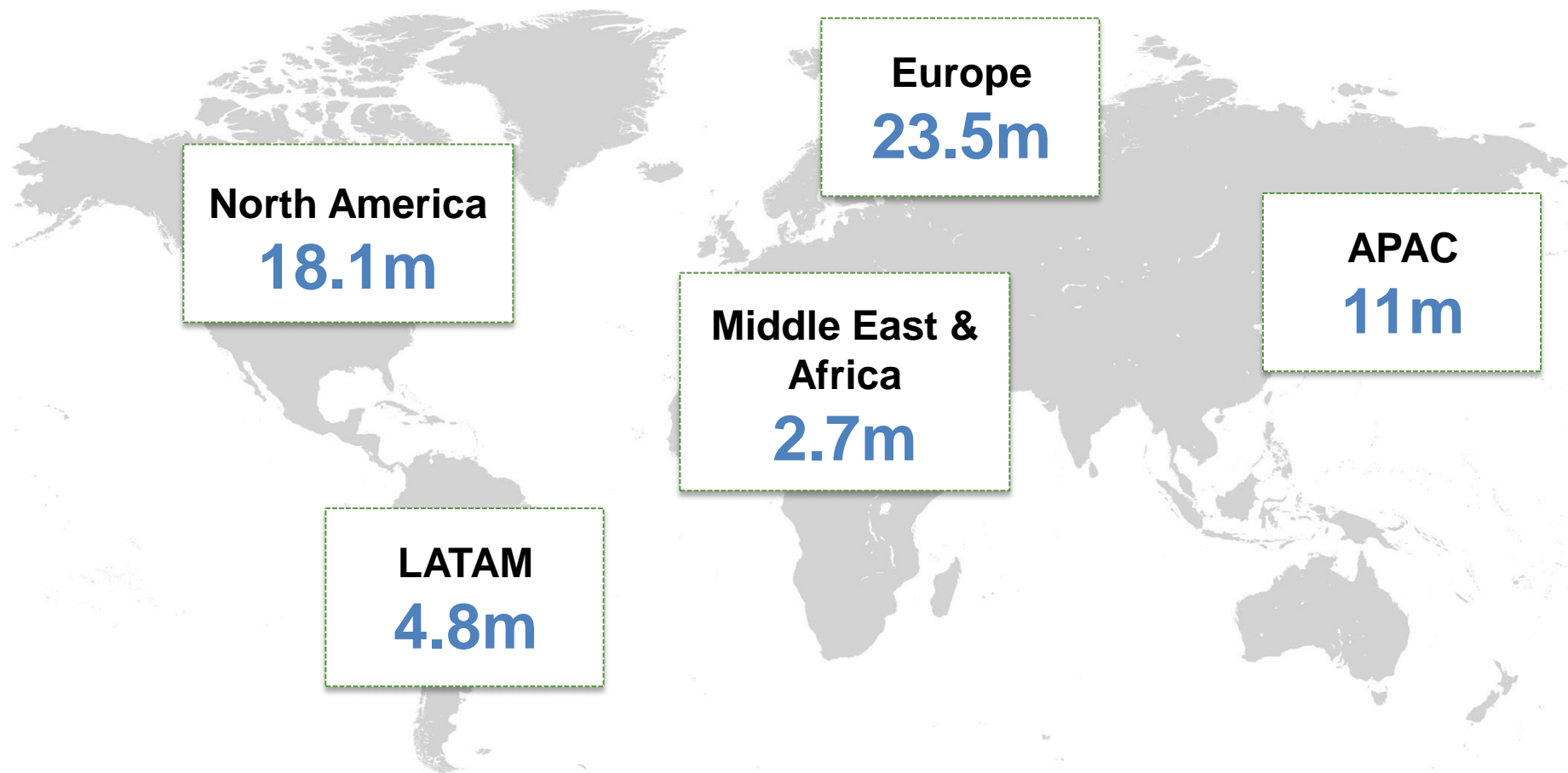


Brochure photo



What travelers saw

Understanding TripAdvisor

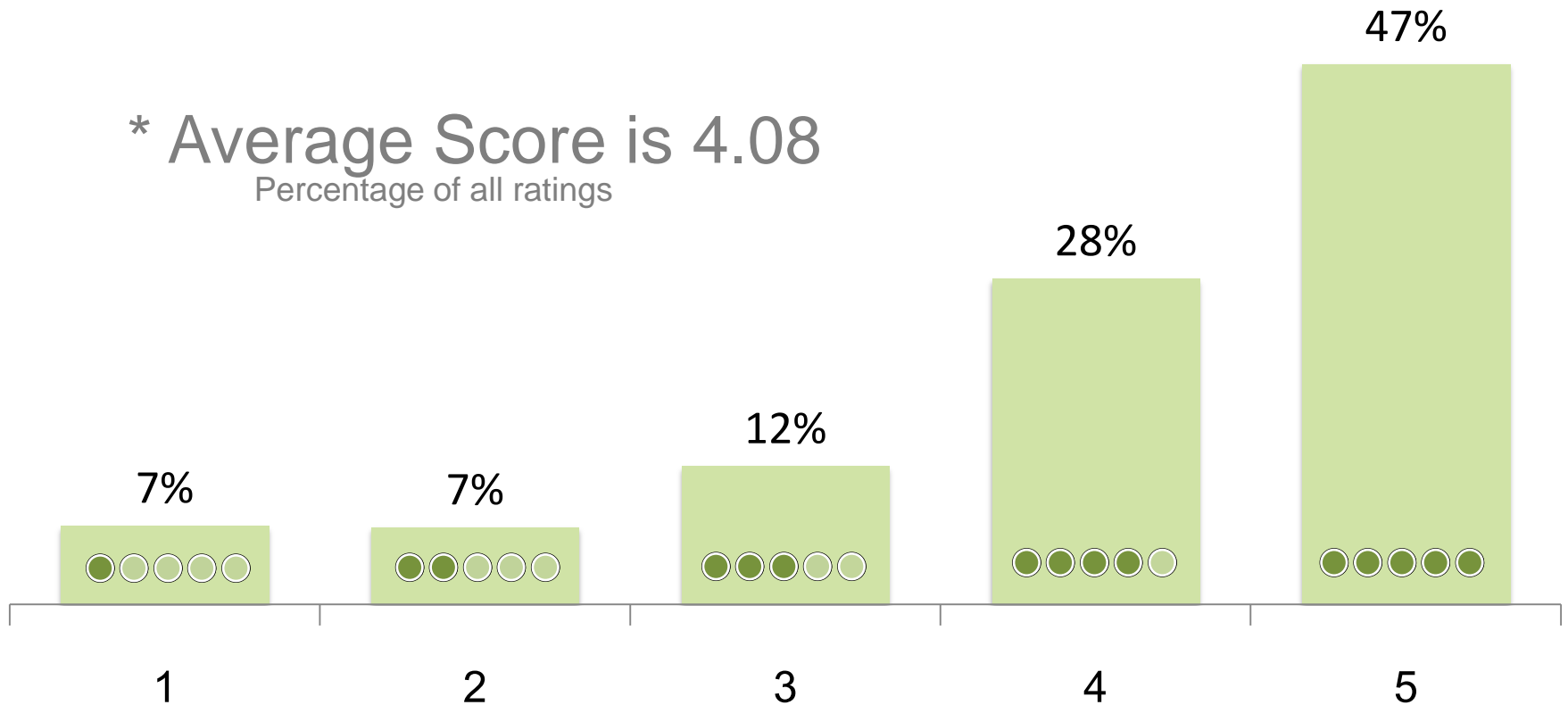


TripAdvisor – Insight Into Reviews

89%

agree that TripAdvisor reviews
“Help me plan a better trip”

* Average Score is 4.08
Percentage of all ratings



* Source: TripAdvisor internal data - February 2012

Source: PhoCusWright Summary of TripAdvisor Custom Survey Result, Dec 2012



Case Study

Economic Impact of TripAdvisor on the UK Tourism Economy

TripAdvisor and Tourism Economics

UK Destination Case Study - Tourism Economics Oxford & TripAdvisor

1.1bn

UK Destination
Page Views 2011

£1.7bn

Tourism Spending

20k

Tourism Jobs

40k

Associated Jobs

Source: Tourism Economics July 2012 study with TripAdvisor

TripAdvisor Produces An Incremental Benefit

Unlocking Value In A Destination & Increasing Discovery

47-58%

Found a Non-Chain
Hotel

45-54%

Found a Restaurant

20%

Visited more
attractions

10%

Visited more
destinations

5%

Spent more money
than intended

Source: Tourism Economics July 2012 study with TripAdvisor



What Can PATA Do?

TripAdvisor provides you with Free R&D

Example visitor achievements that help develop the growth of APAC's travel and tourism



TRAVELERS' CHOICE[®]

Chosen by millions of travelers

3 of the top 10 are from APAC

2013 award winners

- Hotels
- Hotels for romance
- Hotels for families
- Beaches
- Islands

2012 award winners

- Destinations
- Wine destinations
- Destinations on the rise
- Restaurants



TripAdvisor provides you with Free R&D

An example possible opportunity for APAC?



TRAVELERS' CHOICE®

Chosen by millions of travelers

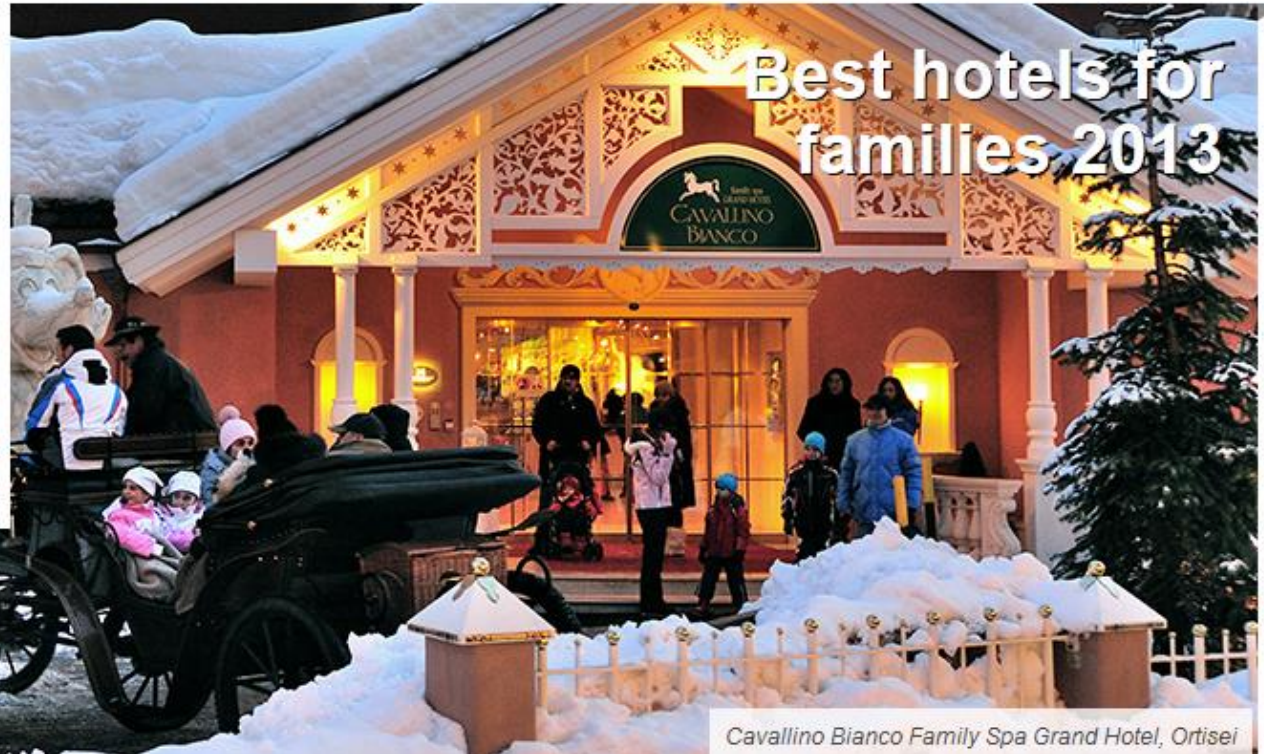
1 of the top 25 are from APAC

2013 award winners

- Hotels
- Hotels for romance
- Hotels for families
- Beaches
- Islands

2012 award winners

- Destinations
- Wine destinations
- Destinations on the rise
- Restaurants



TripAdvisor provides you with Free R&D

You can very easily review the live site

Conference Hotels Bangkok

Hotels (162) | B&B and Inns (378) | Speciality Lodging (335) | Holiday Rentals (133)

All Hotels (162) | Best Value (73) | Luxury (185) | Family (184) | **Business (162)**

Fri, 17 May - Fri, 31 May | 14 nights | [Clear dates](#)

Price ▾ | Traveller rating ▾ | Hotel class ▾ | More ▾

162 of 162 hotels shown [Show all](#) | Sorted by [Ranking](#)

Mandarin Oriental, Bangkok ★★★★★

Travellers' Choice® 2013 Winner Top | Luxury
Special Offer Best Rate Promise



#1 business hotel in Bangkok
★★★★★ 1,476 reviews

"Well worth it, get out to MO... You wi..." 21/04/2013
"Another great stay" 21/04/2013

[Professional photos](#) | [Traveller photos \(925\)](#) | [Map](#)

£168
per night*

[Expedia.com.sg](#) £250*
[Hotels.com](#) £249*
[Agoda.com](#) £196*
[See all 9](#)

Sheraton Grande Sukhumvit, A Luxury Collection Hotel ★★★★★

Travellers' Choice® 2013 Winner Top
Offers & Announcements Hot Deal from THB 4800



#2 business hotel in Bangkok
★★★★★ 1,331 reviews

"Loved it!" 21/04/2013
"Fantastic Service" 21/04/2013

[Professional photos](#) | [Traveller photos \(620\)](#) | [Map](#)

£111
per night*

[Expedia.com.sg](#) £112*
[Hotels.com](#) £111*
[Agoda.com](#) £112*
[See all 10](#)

Special offers in

Ramada Hot
★★★★★ 31
30% off room

Holiday Inn E
★★★★★ 2 F
Save on Hot

Oriental Res
★★★★★ 33
Free room u

[View all special offers in E](#)

Top picks in Bar

Hansar Ban
★★★★★ 1,0
Bangkok, Thai

Ariyasomvill
★★★★★ 58
Bangkok, Thai

Mandarin O
Bangkok
★★★★★ 1,4
Bangkok, Thai

TripAdvisor – Understand Your Business

Owners Center - <http://www.tripadvisor.com.sg/Owners>

BUSINESS LISTINGS EXCLUSIVE

Overview

Last updated February 26, 2013

A weekly snapshot of key TripAdvisor metrics for your area.



76,074

Number of travelers who researched Sample City last week on TripAdvisor

4% increase from last week

Travel date searches for Sample City

Travel date	Percent of searches
March	47%
April	15%
May and later	38%

Spotlight your best features

Travelers are 150% more engaged on hotel listings that have 20 photos or more. Use this to your advantage by adding high quality photos to your listing page. [Learn more](#)

[Add photos](#)

Snapshot

Sample Hotel

Last updated March 3, 2013

307

Total Reviews

103

Total Management Responses

22

of 79 hotels in Sample City



TripAdvisor Rating

Review Activity

10	Reviews in the last 30 days
25	Reviews in 2013
17	Management responses in the last 30 days
27	Management responses in 2013

Top Comments from Your Reviews

"Pool area"	8 Reviews
"Parking lot"	5 Reviews
"Very nice"	5 Reviews
"Living room"	3 Reviews

Photo Activity

69	Total traveler photos
4	Photos in the last 30 days
15%	Visitors viewing photos
5	Owner photos
1/24/2013	Last owner photo update



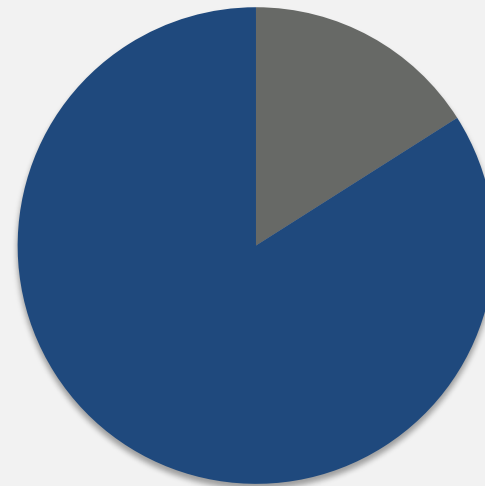
Showcase Your Customer Service

Management responses have a positive impact



78%

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



84%

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. September 2012.

Showcase Your Customer Service

TripAdvisor Management Response Growth: Years 2003-2012



Source: Internal TripAdvisor data

Leverage Our Content & Trusted Brand

Helping increase conversions and trust in your products

“We recognize that a growing number of guests turn to social communities and online reviews for research before they book a hotel stay.”

Dorothy Dowling
Best Western's Senior VP
Sales and Marketing

Customer Care | Check Reservations | Join Best Western Rewards®

HOME | EXPLORE HOTELS | REWARDS | TRAVEL PLANNING | DEALS & OFFERS

Best Western THE WORLD'S BIGGEST HOTEL FAMILY® MY ACCOUNT - Sign In

< Back to Hotel Search Results

BEST WESTERN Shenzhen Felicity Hotel

EDIT YOUR SEARCH

Destination: Hong Kong, China (Change Destination)

Check In: 10/12/2012 | Check Out: 10/13/2012

Room(s): 1 | Adult(s): 1 | Child(ren): 0

Child Policy: Special Rates

BOOK THIS HOTEL

RECENTLY VIEWED

BEST WESTERN Jayleen 1918

RESERVATIONS

CALL 1-800-780-7234

Worldwide Reservations Numbers

STAY 2 SEPARATE TIMES. EARN DOUBLE REWARDS BOOK HERE AND EARN TRIPLE Offer ends 9/30/12 LEARN MORE >

HOTEL ROOM DINING MEETING

HOTEL BEST WESTERN Shenzhen Felicity Hotel - Night view of hotel

PREVIOUS | NEXT

OVERVIEW | AMENITIES | DINING | MEETINGS | LOCAL ATTRACTIONS | MAPS/DIRECTIONS

BEST WESTERN Shenzhen Felicity Hotel

Stay at this full service Shenzhen hotel with all convenient location around that make your business or leisure trip more comfortable!

The BEST WESTERN Shenzhen Felicity Hotel is in the heart of Lo Wu District, convenient to business, shopping and transportation. Business guests will appreciate the full service business center, complete with meeting rooms and banquet facilities. Other hotel amenities include a large outdoor pool, disco and onsite Chinese, Japanese and international Shenzhen to Hong Kong city center.

Make an online reservation today at [TripAdvisor.com](#) and save!

Features & Amenities

- Complimentary Breakfast
- Fitness Center
- Pool
- Airport Shuttle
- Meeting Room
- Restaurant Onsite
- Hot Tub
- Room Service
- Eco-Friendly

1085 Heping Road
Shenzhen, 518010, CN
Phone: +86 755 25586333
Fax: 86 755 25561700

Check In: 2PM (14:00)
Check Out: 12PM (12:00)

Currency: U.S. DOLLARS (USD)

TripAdvisor Traveler Rating:

Based on 400 traveler reviews

[Read Reviews](#)

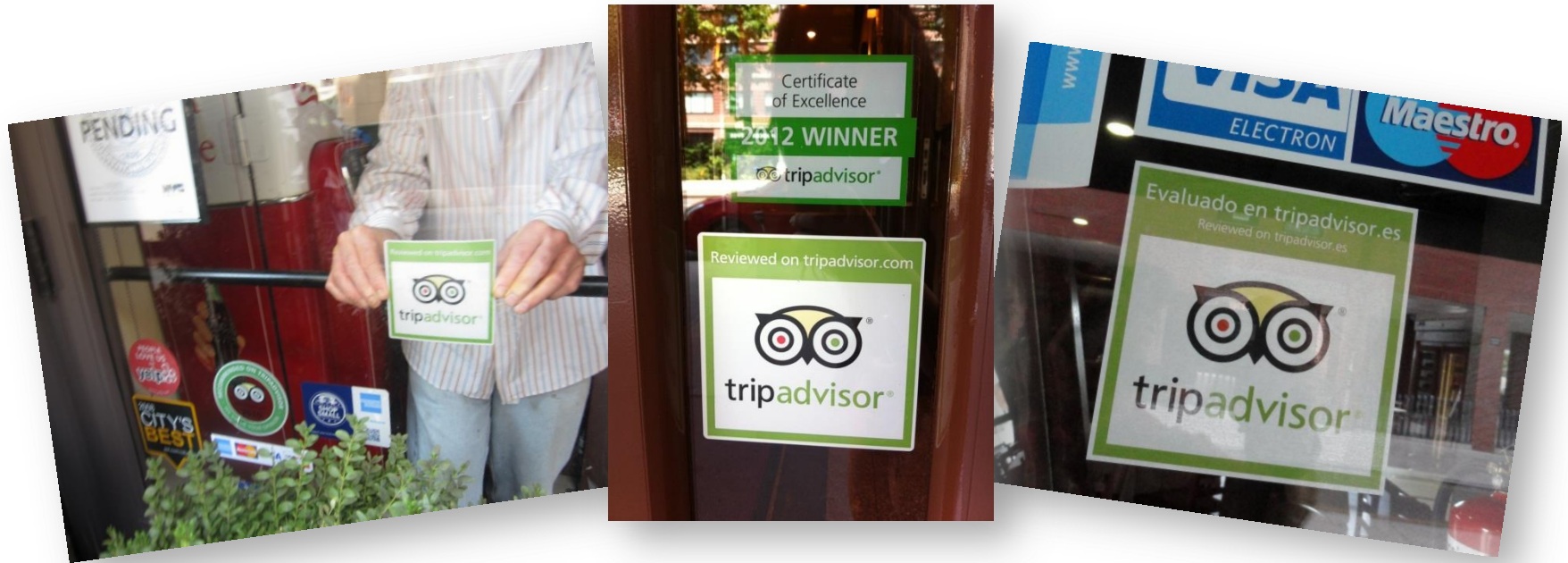
The Oct 11
High N/A
Low 71° F
Full Forecast
[weather.com](#)

Leverage Our Content & Trusted Brand

Helping Travellers In Market

75%

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



Source: Internal TripAdvisor data