



Fáilte Ireland
National Tourism Development Authority

Tripadvisor Partnership 2020



Itinerary

1. Tripadvisor
2. Reach in Ireland
3. Tripadvisor booking flow
4. 2020 partnership
5. The power of reviews
6. How to get involved - Free to use tools
7. Specifics for Accommodations and Experiences



The World's Preferred Travel Guidance Company



28 languages

Across the globe



190 countries

Across the globe



The **only destination** you need to plan your **best trip**

Nearly **11M** listings across **190 countries**



5.3M
restaurants



3.9M
accommodations

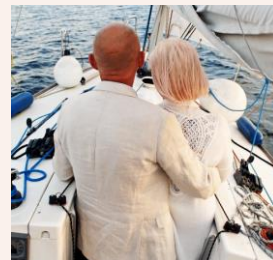
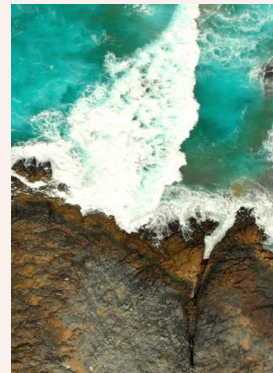


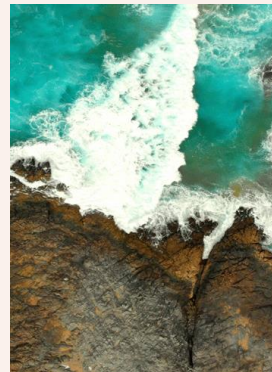
1.7M
attractions



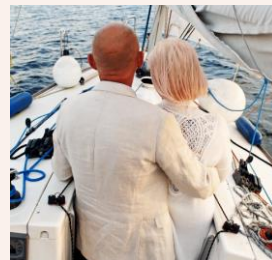
491M

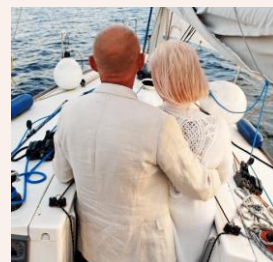
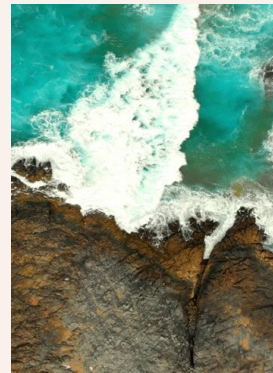
Travelers guided every month





36M
Trips taken last year because of Tripadvisor





\$605B

Tripadvisor travelers
spent on travel
globally last year



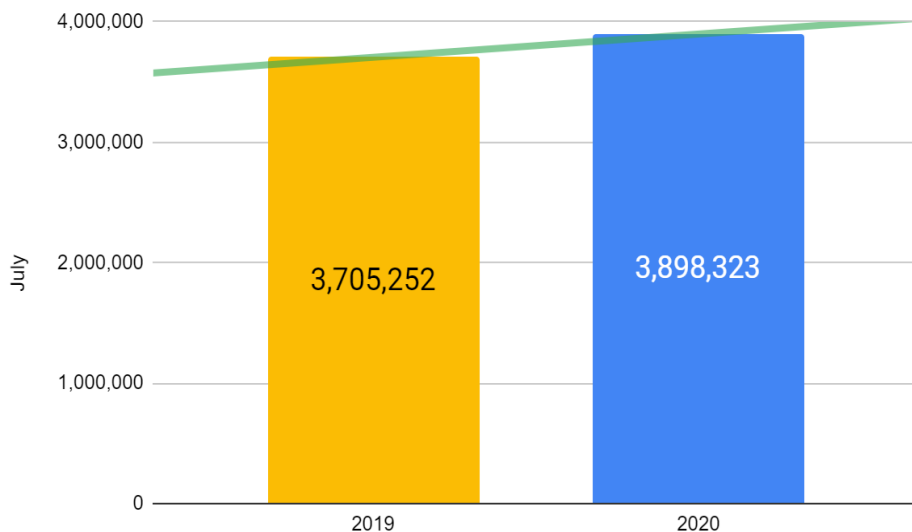
Tripadvisor Reach in Ireland



Tripadvisor Reach in Ireland

- 68M Unique Monthly Sessions from Irish users in 2019
- 49% of these sessions were Irish users engaging with Irish content
- Coronavirus Pandemic impacted engagement from March 2020
- March to June saw a 65% reduction in domestic engagement from Irish users
- July has seen a return to positivity where we have seen numbers reach above the 2019 mark - 5% up on July 2019

Domestic Engagement July Year on Year

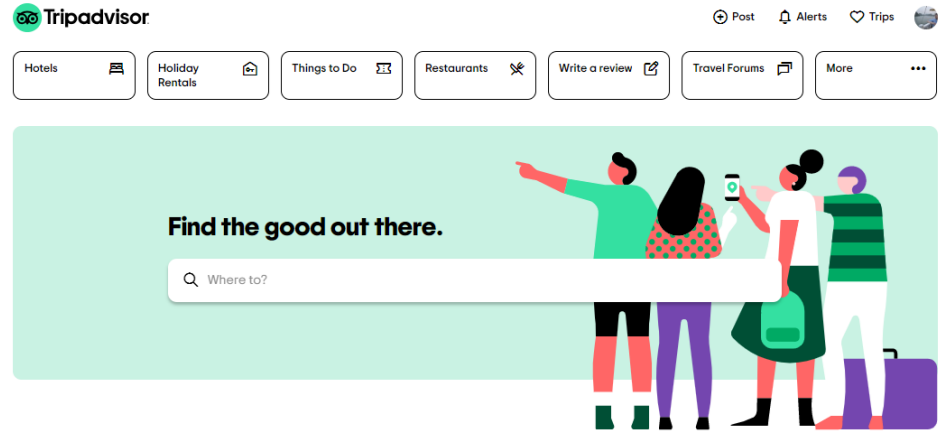


Tripadvisor Booking Flow



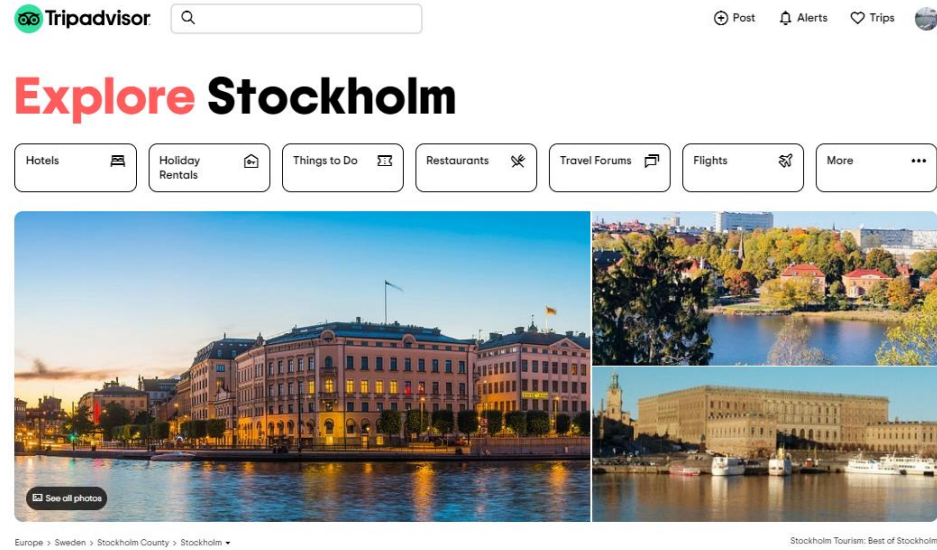
The User Journey

- Tripadvisor drives Inspiration for travel - User come to the site to discover the best of destinations



The User Journey

- Tripadvisor drives Inspiration for travel - User come to the site to discover the best of destinations
- They might be in consideration for a competitor destination - We will target them with inspiration for Ireland



About Stockholm

The capital city of Sweden combines modern attractions with historic charm. Kick off your stay with visits to Stockholm's two UNESCO World Heritage Sites: the Royal Palace Drottningholm (the residence of the royal family) and the magical Skogskyrkogården, or Woodland Cemetery. Stroll the cobblestone streets of Old Town and over the picturesque bridges that span the city's canals. The 19th-century Skansen was the world's first open-air museum and is still a premier place to learn about Swedish history.

**Are you thinking
to stay**

The User Journey

- Tripadvisor drives Inspiration for travel - User come to the site to discover the best of destinations
- They might be in consideration for a competitor destination - We will target them with inspiration for Ireland
- They come back to Ireland Content

The screenshot shows the Tripadvisor website interface for Dublin, Ireland. At the top, the Tripadvisor logo is on the left, and navigation links for Post, Alerts, and Trips are on the right. A search bar is positioned between the logo and the navigation links. Below the search bar, the main heading "Explore Dublin" is displayed in a large, bold font. Underneath the heading, there is a horizontal menu with several categories: Travel Advice, Hotels, Holiday Rentals, Things to Do, Restaurants, Travel Forums, and More. The main content area features a large, vibrant photograph of a row of colorful, multi-story buildings in Dublin, with a stone bridge in the foreground. To the right of this main image are two smaller, stacked images: the top one shows a panoramic view of the Dublin skyline with numerous spires and towers, and the bottom one shows a large, classical-style building with a prominent dome. Below the main image, there is a breadcrumb trail: "Europe > Ireland > Province of Leinster > County Dublin > Dublin". To the right of the breadcrumb trail, the text "Dublin Tourism: Best of Dublin" is visible. Below the breadcrumb trail, there is a section titled "About Dublin" with a paragraph of text: "You've probably heard that Guinness tastes better in Dublin (fresh from the factory), but what you may not know is that Dublin is a perfect destination for the whole family. No, we're not suggesting you let the kiddies drink a pint. Instead, take them to the Dublin Zoo, to feed the ducks in Stephen's Green or on a picnic in Phoenix Park. Scholars enjoy walking in the literary footsteps of such writers as Yeats and Joyce, while discerning shoppers have their pick of designer boutiques." To the right of the "About Dublin" section, there is a red call-to-action box with the text "Start planning for Dublin" and "Create a Trip to save and organise all of your travel ideas, and see them on a map". Below this box is a map of Dublin with several red heart icons and a magnifying glass icon, indicating a search or filter function.

Europe > Ireland > Province of Leinster > County Dublin > Dublin

Dublin Tourism: Best of Dublin

About Dublin

You've probably heard that Guinness tastes better in Dublin (fresh from the factory), but what you may not know is that Dublin is a perfect destination for the whole family. No, we're not suggesting you let the kiddies drink a pint. Instead, take them to the Dublin Zoo, to feed the ducks in Stephen's Green or on a picnic in Phoenix Park. Scholars enjoy walking in the literary footsteps of such writers as Yeats and Joyce, while discerning shoppers have their pick of designer boutiques.

Start planning for Dublin

Create a Trip to save and organise all of your travel ideas, and see them on a map

Create a Trip

The User Journey

- Tripadvisor drives Inspiration for travel - User come to the site to discover the best of destinations
- They might be in consideration for a competitor destination - We will target them with inspiration for Ireland
- They come back to Ireland Content
- They Discover more about the destination

Essential Dublin

Go Play

Places to see, ways to wander, and signature experiences.

[See all](#)



Kilmainham Gaol Museum
●●●●● 28,609 Reviews
Historic Sites, Speciality Museums



Behan Tours
●●●●● 207 Reviews
City Tours, Cultural Tours



St Stephens Green
●●●●● 16,588 Reviews
Parks

Go Rest

A mix of the charming, modern, and tried and true.

[See all](#)



The Merrion Hotel
●●●●● 4,257 Reviews



The Marker Hotel
●●●●● 4,610 Reviews



The Morrison, a DoubleTree by Hilton Hotel
●●●●● 3,277 Reviews

Go Eat

Can't-miss spots to dine, drink, and feast.

[See all](#)



Tang Cafe
●●●●● 505 Reviews
E • Cafe, European, Healthy



Glovers Alley
●●●●● 199 Reviews
EEEE • Irish, European



Tazo
●●●●● 190 Reviews
\$\$ • \$\$\$ • Indian, Asian, Pakistani

The User Journey

- Tripadvisor drives Inspiration for travel - User come to the site to discover the best of destinations
- They might be in consideration for a competitor destination - We will target them with inspiration for Ireland
- They come back to Ireland Content
- They Discover more about the destination

Traveller Guides



By Eater

11 Must-Try Restaurants in Dublin

Dublin has always been a great place to drink, whether you're grabbing a pint at a local pub or touring the Guinness ...

♥
11 Items



By Jetsetter

The Coolest Things to Do in Dublin Now

Ireland's capital city perfectly blends the old and new together. From historic sites to hip rooftop bars, there's something for ...

♥
13 Items



By DameTraveler

Dublin

Featuring: Clement & Pekoe, Trinity College Dublin, The Book of Kells and the Old Library Exhibition, Guinness ...

♥
11 Items

The User Journey

- Tripadvisor drives Inspiration for travel - User come to the site to discover the best of destinations
- They might be in consideration for a competitor destination - We will target them with inspiration for Ireland
- They come back to Ireland Content
- They Discover more about the destination
- And select to view hotels

The screenshot displays the Tripadvisor website interface for searching hotels in Dublin. At the top, the navigation bar includes the Tripadvisor logo, a search bar, and links for Post, Alerts, Trips, and a user profile icon. Below the navigation, the breadcrumb trail reads: Dublin > Hotels > Things to do > Restaurants > Flights > Holiday Rentals > Shopping > Package Holidays > Cruises > Car Hire > ...

The main content area is titled "Dublin Hotels and Places to Stay". It features a map of Dublin on the left with a "View map" button. To the right of the map, the search criteria are displayed: Check In: Mon, 17/08/20; Check Out: Sun, 23/08/20; and Guests: 1 room, 2 adults, 0 children.

Below the search criteria, a summary indicates "160 of 585 properties match your filters. Clear all filters". The results are sorted by "Traveller Ranked". A note states: "Payments made by partners impact the order of prices displayed. Room types may vary."

The left sidebar contains filter options:

- COVID-19**: Properties taking safety measures (checkbox)
- Deals**: Free cancellation (checkbox), Reserve now, pay at stay (checkbox), Properties with special offers (checkbox)
- Price**: Range from £0 to £271+ with a slider and a dropdown for "Price + taxes and fees"
- Popular**: Breakfast included (9), 5 stars & up (87), 4 stars (44), Free Wifi (99)
- Property types**: Hotels (checked, +35), B&Bs & Inns (+35), Hostels (+8), Condos (+7), and a "Show more" link.

The main results area shows two hotel listings:

- Hyatt Centric The Liberties Dublin** (Sponsored): Price £108. Features include Free cancellation, Reserve now, pay at stay, Free Wifi, Restaurant, Taking safety measures, and Special offer. It has 195 reviews.
- The Merrion Hotel**: Price £272. Features include Free cancellation, Reserve now, pay at stay, Free Wifi, Pool, Taking safety measures, and Visit hotel website. It has 4,257 reviews and is the #1 of 100 hotels in Dublin.

The User Journey

- Tripadvisor drives Inspiration for travel - User come to the site to discover the best of destinations
- They might be in consideration for a competitor destination - We will target them with inspiration for Ireland
- They come back to Ireland Content
- They Discover more about the destination
- And select to view hotels
- They read reviews and engage with content - settling on their selection

The screenshot displays the Tripadvisor interface for 'The Merrion Hotel' in Dublin. At the top, the navigation bar includes the site logo, a search bar, and user options like 'Post', 'Alerts', and 'Trips'. Below the navigation, the breadcrumb trail shows the location: 'Europe > Ireland > Province of Leinster > County Dublin > Dublin > Dublin Hotels'. The hotel's name, 'The Merrion Hotel', is prominently displayed, along with its rating (4.257 reviews) and location details. A green banner highlights a 'COVID-19 update' regarding health and safety measures. The main content area is divided into two columns. The left column features booking options from 'Booking.com' (£272), 'Trip.com' (£304), and 'Expedia' (£271), each with a 'View Deal' button and cancellation policies. The right column is dedicated to reviews, showing a 'Traveller's Choice' award, a total of 4,257 reviews, and a breakdown of ratings (Excellent, Very Good, Average, Poor, Terrible) and traveler types. Below the reviews, there are 'Popular mentions' and a search bar for reviews. A detailed review from user 'CIM1234' is shown, dated July 2020, with a 5-star rating and a response from the hotel's General Manager.

The User Journey

- Tripadvisor drives Inspiration for travel - User come to the site to discover the best of destinations
- They might be in consideration for a competitor destination - We will target them with inspiration for Ireland
- They come back to Ireland Content
- They Discover more about the destination
- And select to view hotels
- They read reviews and engage with content - settling on their selection
- They click their preferred pricing option and Tripadvisor delivers the user to the point of conversion

The screenshot shows the Tripadvisor interface for 'The Merrion Hotel'. At the top, there's a search bar and navigation links. The hotel's name and location are prominently displayed. Below that, there's a section for booking options with a table:

Partner	Price	Action
Booking.com	£272	View Deal
Trip.com	£304	View Deal
Expedia	£271	View Deal

The Booking.com row is highlighted with a green border. Below the table, there are links for 'View all photos (1,470)' and 'Videos (2)'. The right side of the page features a large photo of the hotel lobby and a grid of smaller photos.

Connecting you to our partner's website



Booking.com

The User Journey

- Tripadvisor drives Inspiration for travel – User come to the site to discover the best of destinations
- They might be in consideration for a competitor destination – We will target them with inspiration for Ireland
- They come back to Ireland Content
- They Discover more about the destination
- And select to view hotels
- They read reviews and engage with content – settling on their selection
- They click their preferred pricing option and Tripadvisor delivers the user to the point of conversion

The screenshot displays the Booking.com interface. At the top, the navigation bar includes the Booking.com logo, currency (GBP), language (English), and user options (List your property, Register, Sign in). Below this, a secondary navigation bar offers services: Stays, Flights, Flight + Hotel, Car rentals, Attractions, and Airport taxis. A prominent yellow banner for 'Coronavirus (COVID-19) Support' is visible. The main content area is divided into two columns. The left column features a search widget with a 'Reserve' button at the top, a search bar containing 'Dublin', and fields for check-in (Monday 17 August 2020) and check-out (Sunday 23 August 2020) dates. It also shows a 6-night stay, 2 adults, and 1 room. A 'Search' button is at the bottom of the widget, with a map snippet below it. The right column displays the details for 'The Merrion Hotel', a 5-star property in Merrion Square, D2 Dublin, Ireland. It includes a 'Reserve' button, a 'We Price Match' badge, and a 'New photo' section. A large image shows a hotel lobby with a man in a white uniform. A review snippet from Margaret in Ireland is visible, stating 'Exceptional 9.5' and 'I love this hotel and have stayed before. Every aspect exceeds expectations for 5 star service'. A staff review snippet shows a '9.7' rating.

Tripadvisor Partnership 2020



Tripadvisor Partnership Launch Scheduled 24/08/2020

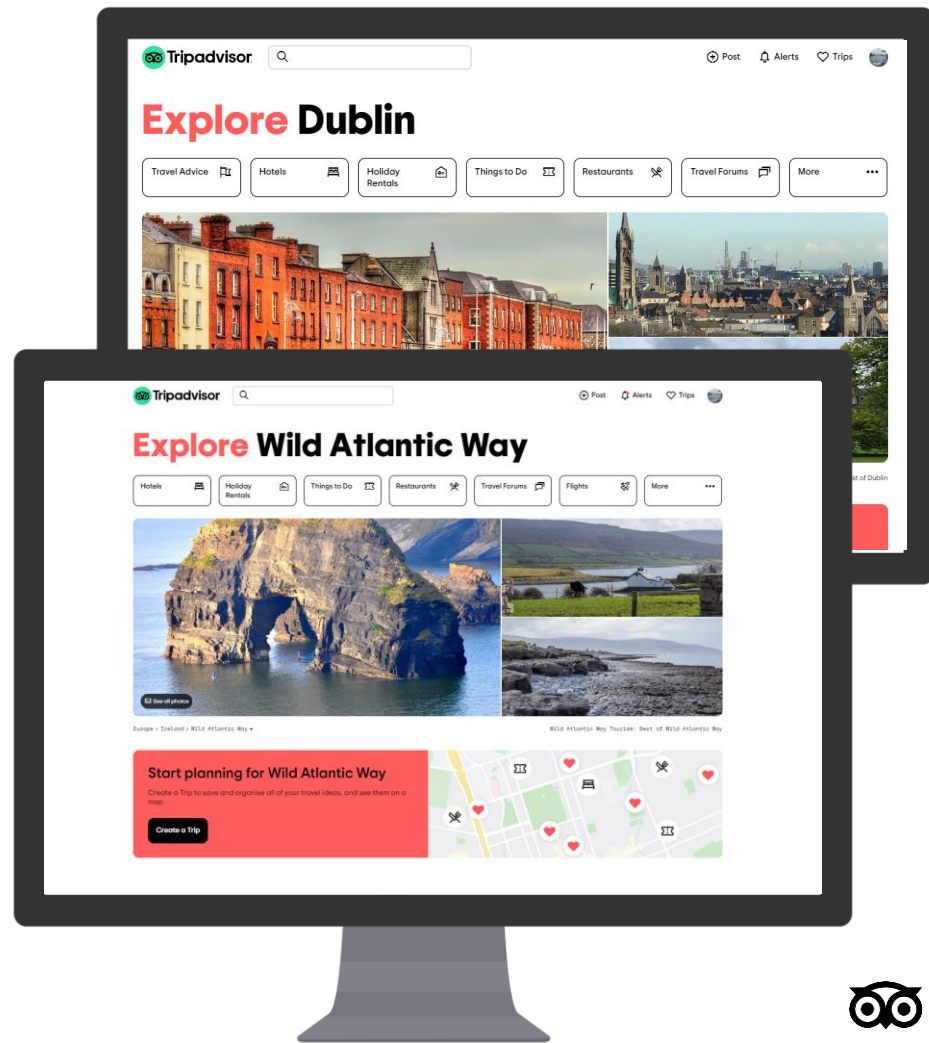
The goal for the campaign is to drive intent from travellers in Ireland and Northern Ireland to book holidays in Ireland.

We will target the promotional elements of the partnership to users in both ROI and NI who are researching international travel to Europe across a 3 month period in order to divert interest towards holidays in Ireland. We will also target those who are in the consideration set for domestic holidays but are yet to convert.

The campaign concept revolves around driving greater levels of engagement on Tripadvisor for the 4 main pillars of promotion for Fáilte Ireland:



By delivering a better understanding of the destination to these users we will drive inspiration, consideration and ultimately conversion for Ireland on the world's largest travel site.



People Powered Planning

That's people helping
people plan their best trips.



The best plans are guided by people like you who have been there before.



604arjenn
Rotterdam, The Netherlands

Iedere keer weer heerlijk genieten



We hebben al heel vaak - jarenlang - bij restaurant Izzi gegeten en altijd uitstekende ervaringen. Prachtige gerechten en super vriendelijke service. Voor ons is het iedere keer weer heerlijk genieten.

Many times - for years already - we have had excellent dinners at restaurant Izzi. Amazing dishes and outstanding service: friendly and totally professional. To us Izzi is pure 'food-joy'. Highly recommended!



tyopatsuD
Chofu, Japan

安い美味しい！



イスタンブールの食堂であるロカンタ。ショーケース内の料理を指差しすればよそってくれるので言葉がでなくても問題ありません。味はトルコ料理だけにどれも美味しいこと間違いなしです。トルコ在住者に連れて行ってもらったのですが地元の人で賑わっていました。



Kauai-Biz-Traveler
Riverside, California

My top tips for Coastal California

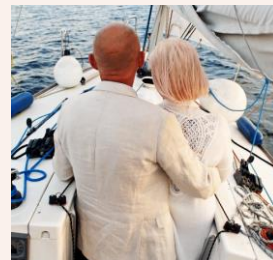
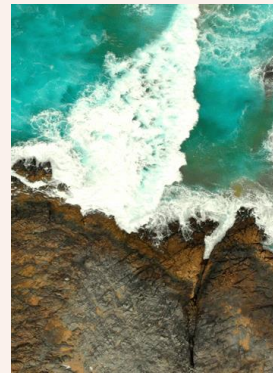


Add this to your short list of beautiful places to visit along the California coast. I recommend a drive around the peninsula and down the coast to go with the Bay experience. My favorite spot on the Bay for nature and photos is Lover's Point and a short walk in either direction. There's also a nice public beach just south of Cannery Row. Street parking is free almost everywhere, but the lots are not.

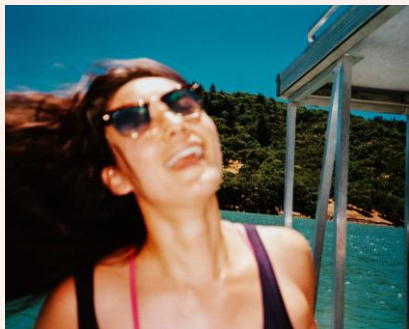


830M

Contributions

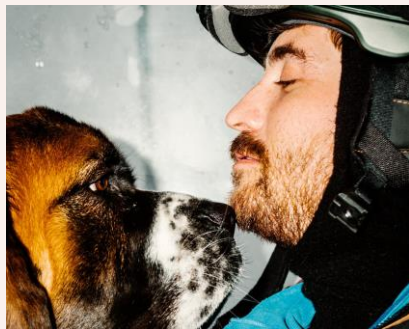


Travelers trust us



7 out of 10

Travelers come to Tripadvisor at some point during their journey to read reviews*



86%

Won't book without reading a review**



9 out of 10

Travelers say Tripadvisor makes them feel more confident in their booking decisions*



60%

Travelers say that Tripadvisor gives them ideas on where to travel next*



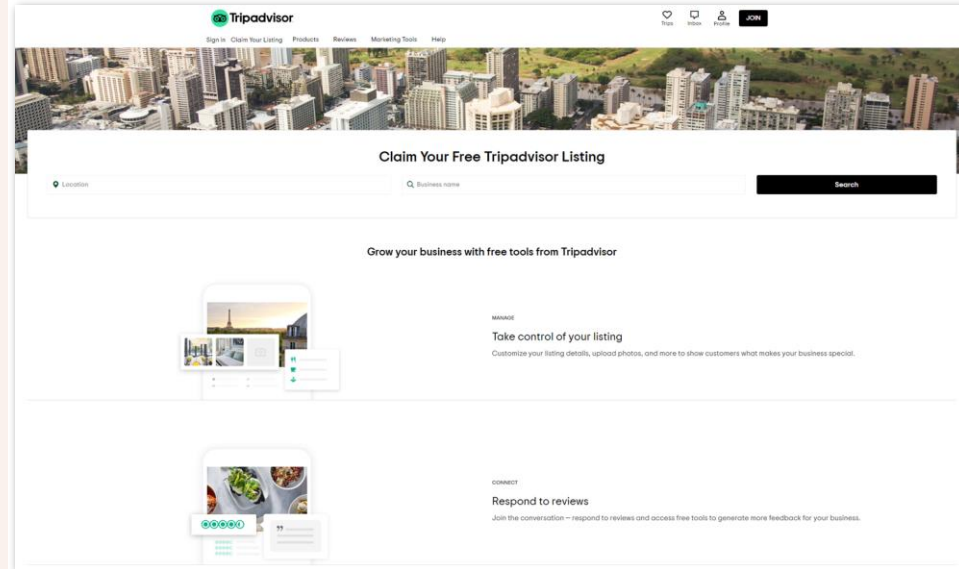
**How to get
involved**

**Ensure your business
is top of mind**



How to Get Involved

- Find your listing and 'Claim' it through the **Management Centre**



How to Get Involved

- Find your listing and 'Claim' it through the **Management Centre**
- Use the management centre to
 - Optimize your listing – Update business description, add photos and highlight amenities to attract traveller attention.
 - Analyse how you're engaging with travellers on Tripadvisor and how to measure up against competitors.
 - Manage your reviews – Generate more reviews with our review express tool and join the conversation with your guests through management responses.

The screenshot shows the Tripadvisor Management Centre interface for a property named 'Schrute Farms'. At the top, there's a navigation bar with 'Schrute Farms' and various management tools like 'Manage Listing', 'Drive Bookings', 'Marketing Tools', 'Reviews', and 'Help & Settings'. A prominent banner at the top encourages users to 'Help build traveller confidence: Share safety details' with a 'Share Safety Details' button. Below this is a profile card for 'Schrute Farms' featuring a photo of a man (likely the manager), a 4.5-star rating from 1,288 reviews, and contact information including the address 'Main Street, Honesdale, PA 85304', website 'http://tripadvisor.co.jp', and email 'e-mail@tripadvisor.co.jp'. To the right of the profile card are 'Your Listing' and 'Your Account' sections with various settings icons. The main dashboard area contains several action buttons: 'Respond to Reviews', 'Promote Your Property', 'Property Performance', 'Manage Listing', 'View Media Suite', and 'Get More Reviews'. On the right side, there are sections for 'Sponsored Placements' (with a 'Suspended' status and a 'Review Now' button), 'TripConnect Cost-per-Click' (with a 'Create Campaign' button), and 'Business Advantage' (listing various active features like 'Contact Details', 'Special Offers', 'Favourite Reviews', etc.). The bottom section, 'Recent Reviews', displays a review by 'Tyler Fecteau' dated 27 Jul, with a 5-star rating and the text 'Great place, would stay again.' Below the review is a 'Report Review' button and a management response from 'mk0801, General Manager at Schrute Farms' dated 2 days ago, saying 'Thank you!'.

How to Get Involved

- Find your listing and 'Claim' it through the **Management Centre**
- Use the management centre to
 - Optimize your listing – Update business description, add photos and highlight amenities to attract traveller attention.
 - Analyse how you're engaging with travellers on Tripadvisor and how to measure up against competitors.
 - Manage your reviews – Generate more reviews with our review express tool

The image shows a screenshot of the Tripadvisor Management Centre interface for a property named 'Schrute Farms'. At the top, there's a navigation bar with 'Schrute Farms' and various menu items like 'Overview', 'Manage Listing', 'Drive Bookings', 'Marketing Tools', 'Reviews', and 'Help & Settings'. Below this, the 'Review Express' section is highlighted, featuring a green header and a message: 'Don't Miss Out on Valuable Guest Reviews'. It explains that automated Review Express requests reviews from recent guests whose bookings are captured by hospitality technology partners. A 'Get More Reviews' button is visible.

Below the Review Express section, there's a 'More Reviews. Less Effort.' banner. It contains two cards: 'Send More Emails.' which states 'This is your most recent Review Express email campaign. today (en_US)' and 'See Results.' which says 'Check out the most recent review generated for your business by Review Express. "Fabulous stay"'. There are buttons for 'Send Another Campaign' and 'See Results'.

Further down, there's a testimonial card with a photo of a hotel and the text: '"Hotels that systematically drive reviews s Listings link activity and a 32% increase in - See More'.

The bottom section is titled 'Review Express Resource' and includes two cards: 'The complete Review Express guide' with a plus icon and 'Private Surveys Quick Start Guide'.

On the right side, there's a preview of a review feedback email. It's from Tripadvisor, addressed to 'Schrute Farms, Main Street, Honesdale, PA 18534'. The email features a cartoon character and the text: 'How was Schrute Farms? [Edit]'. The body of the email says: 'Thank you for choosing Schrute Farms for your recent stay in Honesdale. We'd be grateful if you would review us on Tripadvisor. It's the world's largest travel site, helping over 60 million visitors every month plan the perfect trip. Our guests often tell us how helpful it is to read past guests' reviews before booking their own visits. And we're always eager to hear what you liked and how we can improve. Thanks again, and we hope you'll choose Schrute Farms the next time you're in Honesdale.' Below this, there's a question 'How would you rate us overall?' with five empty circles and a 'Share Feedback in Just 2 Minutes' button. At the bottom, there's a note: 'This Review Express email is sent on behalf of Schrute Farms. Please email with any comments or questions.' and a footer with unsubscribe information.

Management Responses

Management Responses – Once you receive a review – take the opportunity to acknowledge that traveller and their opinion! Whether it's positive or negative, you as the management have the opportunity to make a public response. And with the way that Tripadvisor is structured, your reply is the final word in that customer interaction – they've shared their experience online, and now you have the opportunity to reply, and that's the end of the interaction. Reply – not with a generic “thank you for your visit, we look forward to seeing you again”, but addressing specific points of the review. This gives you as the listing manager the opportunity to upsell –talk about upcoming events, your great location, the exceptional service you provide, and so on.

- a. Start basic, by simply thanking and acknowledging is a simple but valuable tool.
- b. In fact, the majority (65%) of Tripadvisor users are more likely to book a hotel which responds to traveller reviews versus a comparable hotel which doesn't provide management responses.
- c. And even if the review is negative it allows you to share your side of the story – and 85% of Tripadvisor users agree that a thoughtful management response to a bad review improves their impression of a hotel.

BUSINESS TYPE

 Tripadvisor

Get Started ▾

Build Your Business ▾

Manage Reviews ▾

Research & Trends ▾

The Final Word: Tripadvisor Management Responses

How to craft a response that will make a lasting impression on potential guests



Respond to Reviews in the Management Center

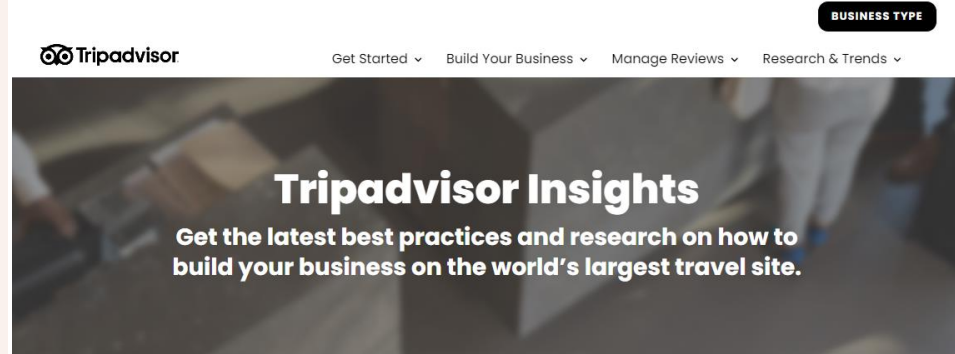
[Click here](#)

Last Updated: December 26, 2017

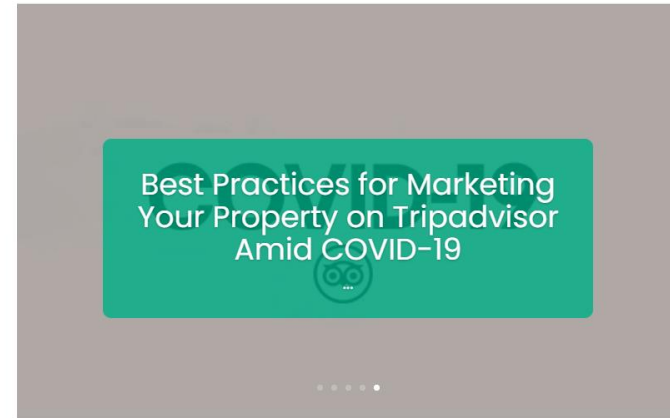
Over 455 million unique monthly visitors come to Tripadvisor each month. These visitors are doing a variety of things including researching and booking all aspects of their trips, reserving tables or tours, and writing reviews. In fact, Tripadvisor now has over 570 million reviews and opinions with 290 new contributions every minute. Once received, reviews are moderated and posted to each business's listing page on Tripadvisor. You can learn more about that process in our [Journey of a Review video](#) (available in English).

How to Get Involved

- Find your listing and 'Claim' it through the **Management Centre**
- Use the management centre to
 - Optimize your listing – Update business description, add photos and highlight amenities to attract traveller attention.
 - Analyse how you're engaging with travellers on Tripadvisor and how to measure up against competitors.
 - Manage your reviews – Generate more reviews with our review express tool and join the conversation with your guests through management responses.
- Utilize the **Tripadvisor Insights** platform to gain more understanding of the best way to manage your listing and capitalize on the scope and reach of Tripadvisor



COVID-19: Resources for Tripadvisor Partners



Popular



7 Tips for Making the Most of Your Sponsored Placements



Manage Who Has Access to Your Tripadvisor Listing



The Final Word: Tripadvisor Management Responses

How to Get Involved

Accommodations



How to Get Involved

In order to drive conversion for your accommodation on Tripadvisor it is essential that you are integrated with either the Tripadvisor metasearch functionality (hotels) or listed with the our Holiday Lettings product (private rentals).

Metasearch functionality delivers the opportunity for bookings for your hotel directly (through Tripadvisor Instant booking) or through a third party provider OTA etc (TripConnect).

Holiday Lettings gives you the opportunity to make your property directly bookable on the the world's largest travel platform.

The screenshot shows the Tripadvisor listing for The Merrion Hotel. At the top, there's a navigation bar with 'Dublin', 'Hotels', 'Things to do', 'Restaurants', 'Flights', 'Holiday Rentals', 'Shopping', 'Package Holidays', 'Cruises', and 'Car Hire'. The breadcrumb trail is 'Europe > Ireland > Province of Leinster > County Dublin > Dublin > Dublin Hotels'. The hotel name 'The Merrion Hotel' is prominently displayed, along with a 4.5-star rating from 4,257 reviews and its status as '#1 of 160 Hotels in Dublin'. The address is 'Upper Merrion Street, Dublin 2 Ireland' and the phone number is '00 353 1 603 0000'. There are 'Save' and 'Share' icons. A green banner indicates a 'COVID-19 update: See the added health and safety measures this property is taking.' Below this, a box shows '5 people are viewing this hotel' and a booking widget with check-in (Mon, 17/08/20) and check-out (Sun, 23/08/20) dates, and 1 room for 2 adults. Three booking options are listed: Booking.com at £272, Trip.com at £304, and Expedia at £271, each with a 'View Deal' button. A large image of the hotel lobby is shown, along with a 'Traveller's Choice' award badge and a 'Best of the Best' badge. A 'Traveller (1057)' badge is also present. A 'Room & Suite (436)' badge is visible. A 'View all photos (1,470)' button and a 'Videos (2)' button are also present.

The screenshot shows the Tripadvisor listing for Lally's Corner Cottage. The title is 'Lally's Corner Cottage' with a 4.5-star rating from 17 reviews. A large image of the cottage is shown. A banner indicates '9 other travellers have booked this property' with dates from 20/09/20 to 27/09/20 and 2 guests. The listing states 'Your dates are Available!' and shows a rate for 7 nights of £1,288 and a subtotal of £1,288. A prominent green button says 'Reserve for only £388' with a 'Book Now' button below it. A 'Send Message' button is also present. At the bottom, there are tabs for 'Overview', 'Reviews', 'Amenities', 'Availability', and 'Map'. A note at the bottom right says 'This property has Payment Protection' and 'Never pay for your holiday rental by wire transfer. Learn more about paying safely.'

How to Get Involved

Instant Booking

Own the guest relationship from the beginning – No risk with simple “Pay for Stays” commission model – No commitment and no up-front investment

- Instant Booking gives travellers all the information they need to book with you immediately on Tripadvisor
 - Share Live Rates and Availability – Enable potential guests to see your live rates and availability on the world’s largest travel site
- Convert Browsers into Bookings
 - Allow travellers to click “Book on Tripadvisor” – and effortlessly convert from browsing to booking
- Capture Bookings Directly
 - Get bookings directly through your trusted connectivity partner, with no middleman

Capture Tripadvisor Bookings with Instant Booking

- Own the guest relationship from the beginning
- No risk with simple “Pay for Stays” commission model
- No commitment and no up-front investment

Check Eligibility

Watch Video

Book on
tripadvisor

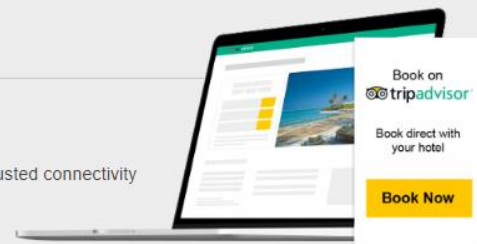
How Does It Work?

Instant booking gives travellers all the information they need to book with you immediately on Tripadvisor.



Capture Bookings Directly

Get bookings directly through your trusted connectivity partner, with no middleman



It's a direct way to capitalise on Tripadvisor traffic. Signing up was a no-brainer – I thought we'd be crazy not to try it.

Randy Parker, Director of Sales | Makena Beach & Golf Resort, Hawaii

How to Get Involved

TripConnect

Give Hotels 490 million Reasons to Partner with You

Your IBE platform is designed to connect hotel partners with potential guests.

TripConnect can boost your business by linking hotels to more than 490 million unique monthly visitors on Tripadvisor – generating more transactions for hotel partners through your booking platform.

Empower your hotel partners

- Showcase Direct Rates and Availability
- Enable hotels to participate in the Hotel Price Comparison – and capitalize on direct booking opportunities generated by this exposure
- Make Direct Booking Fast and Easy
- Conversion-ready travellers click directly to your hotel partners' online booking page
- Control Acquisition Costs
- Hoteliers can set cost-per-click (CPC) budget caps that match their needs – and they pay only when travellers click through
- Access Revenue Tracking Services
- Become a Plus Partner and give hotel partners an easy way to track their performance – and understand the value you provide by offering TripConnect



Give Hotels 490 million Reasons to Partner with You

Your platform is designed to connect hotel partners with potential guests. TripConnect can boost your business by linking hotels to more than 490 million unique monthly visitors* on Tripadvisor – generating more transactions for your hotel partners through your booking platform.

GET CERTIFIED

Learn more about TripConnect certification
Who's signed up? See current partners.



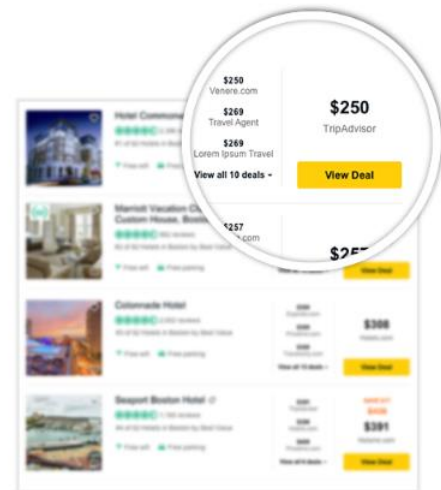
Build Your Brand By Partnering With Tripadvisor

Become A Partner of Choice For Hotels

Increase customer loyalty and retention rates – and add a powerful reason for potential new hotel partners to choose you as a connectivity partner – by making it easy for hoteliers to acquire quality, conversion-ready traffic with TripConnect.

Empower your hotel partners

- Showcase Direct Rates and Availability
Enable hotels to participate in the Hotel Price Comparison – and capitalize on direct booking opportunities generated by this exposure
- Make Direct Booking Fast and Easy
Conversion-ready travellers click directly to your hotel partners' online booking page
- Control Acquisition Costs
Hoteliers can set cost-per-click (CPC) budget caps that match their needs – and they pay only when travellers click through
- Access Revenue Tracking Services
Become a Plus Partner and give hotel partners an easy way to track their performance – and understand the value you provide by offering TripConnect

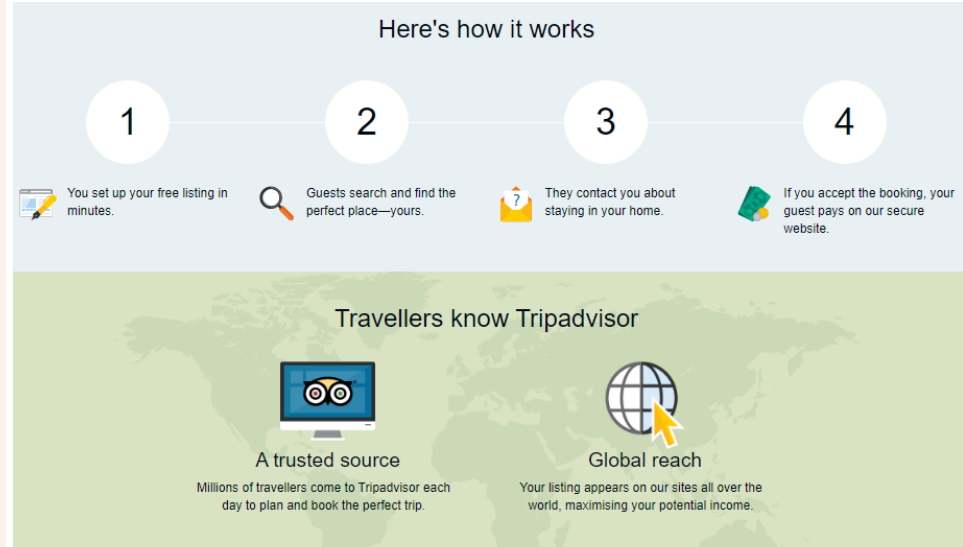


Learn more about TripConnect certification




How to Get Involved

Holiday Lettings

- You set up your free listing in minutes.
 - Guests search and find the perfect place—yours.
 - They contact you about staying in your home.
 - If you accept the booking, your guest pays on our secure website.
-
- Protected payments
 - We collect your money safely and on time.
 - Easy tools
 - Track everything from enquiry to check-out—even when you're on the go.
 - Powerful testimony
 - Trusted reviews give travellers the confidence to book your home.



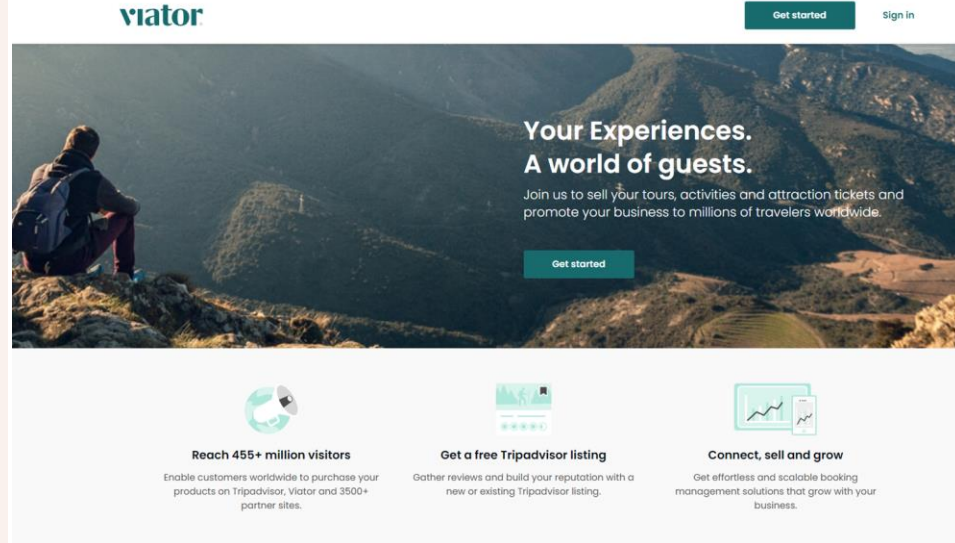
Secure and effortless

-  **Protected payments**
We collect your money safely and on time.
-  **Easy tools**
Track everything from enquiry to check-out—even when you're on the go.
-  **Powerful testimony**
Trusted reviews give travellers the confidence to book your home.

Viator Engagement for Experiences

Viator Engagement

- Navigate to [Supplier Sign-Up](#) on Viator

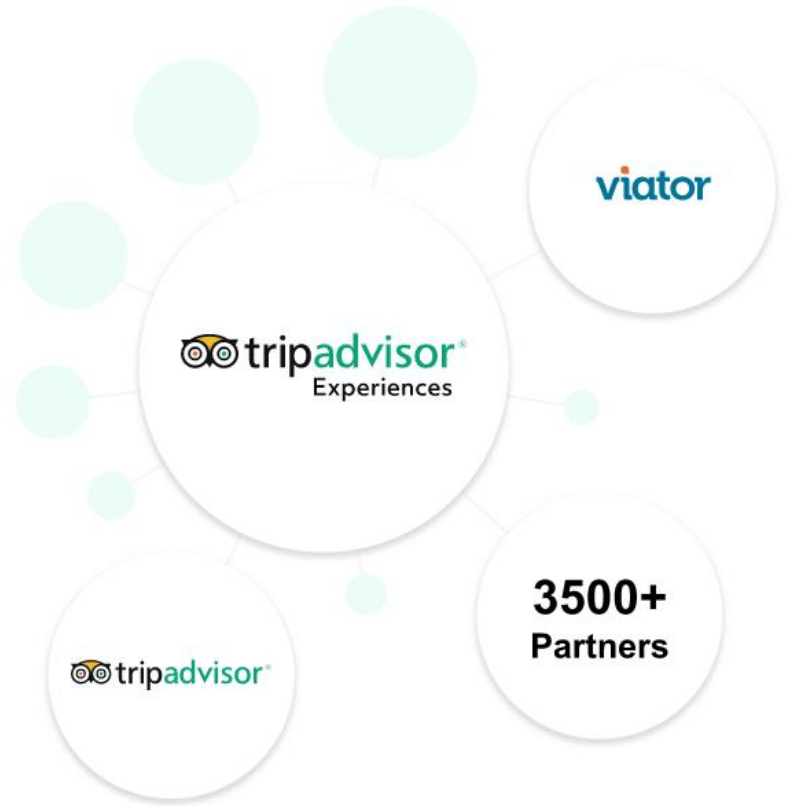


The screenshot shows the Viator website's supplier sign-up page. At the top left is the Viator logo. At the top right are two buttons: "Get started" and "Sign in". The main banner features a hiker on a mountain peak with the headline "Your Experiences. A world of guests." and a sub-headline: "Join us to sell your tours, activities and attraction tickets and promote your business to millions of travelers worldwide." Below the banner is a "Get started" button. The lower section contains three benefit cards:

- Reach 455+ million visitors**
Enable customers worldwide to purchase your products on Tripadvisor, Viator and 3500+ partner sites.
- Get a free Tripadvisor listing**
Gather reviews and build your reputation with a new or existing Tripadvisor listing.
- Connect, sell and grow**
Get effortless and scalable booking management solutions that grow with your business.

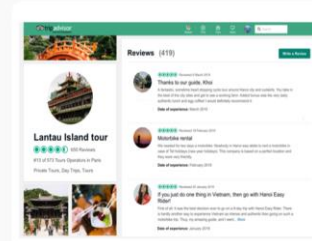
Viator Engagement

- Navigate to [Supplier Sign-Up](#) on Viator
- Register once to get bookings integrated with Tripadvisor and via all distribution partners



Viator Engagement

- Navigate to **Supplier Sign-Up** on Viator
- Register once to get bookings integrated with Tripadvisor and via all distribution partners
- Create or Register your listing



1. Create your Tripadvisor listing

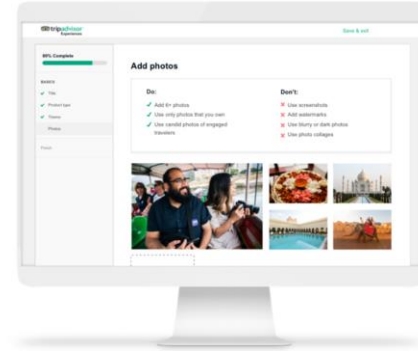
Enter your details to create a new listing—or find your existing one. Easily manage your reviews to build trust with travelers and grow your sales.

Viator Engagement

- Navigate to **Supplier Sign-Up** on Viator
- Register once to get bookings integrated with Tripadvisor and via all distribution partners
- Create or Register your listing
- Add in your Products/Offerings

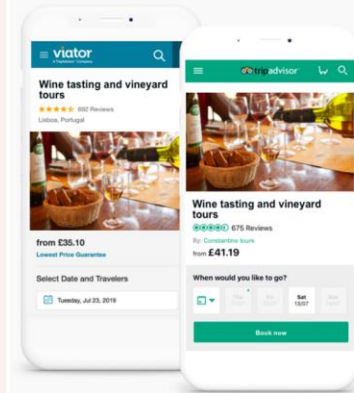
2. Build products at your own pace

Use the Management Center to create products, adding photos, pricing, availability and more. Save as you go along and publish when you're ready.



Viator Engagement

- Navigate to **Supplier Sign-Up** on Viator
- Register once to get bookings integrated with Tripadvisor and via all distribution partners
- Create or Register your listing
- Add in your Products/Offerings
- Start Earning



3. Start earning and stay in control

You decide exactly how much you want to earn from each booking and manage your business on your own terms. Simple, hassle-free and flexible.

Let's Chat.



Tim Schofield

Senior Principal Client Partner
tschofield@tripadvisor.com



Domitille Autin

Account Manager
dautin@tripadvisor.com

