Business Advantage 2020

Tripadvisor

beds24

Tripadvisor is the world's largest travel platform*

463M

Average Unique
Monthly Visitors**

49

Markets
Worldwide

859M

Reviews and
Opinions

8.6M

Accomodations,
Restaurants and
Attractions

In one year, Tripadvisor influenced

470M trips

1 out of every 10
trips worldwide

3B nights

12% of total
nights stayed

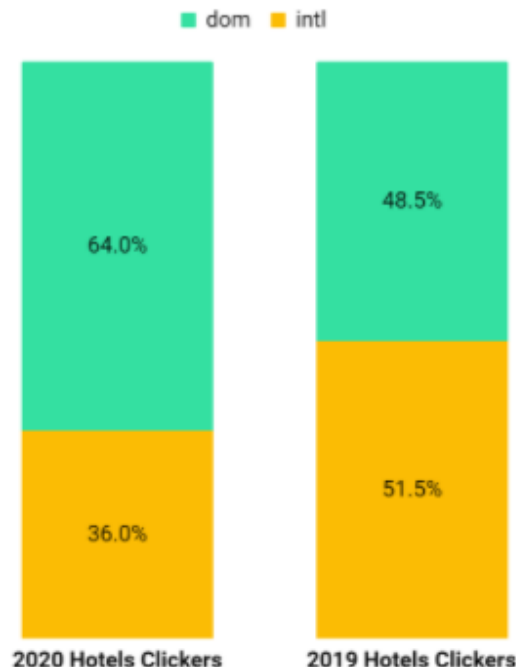**$600B**

10% of total
tourism spend
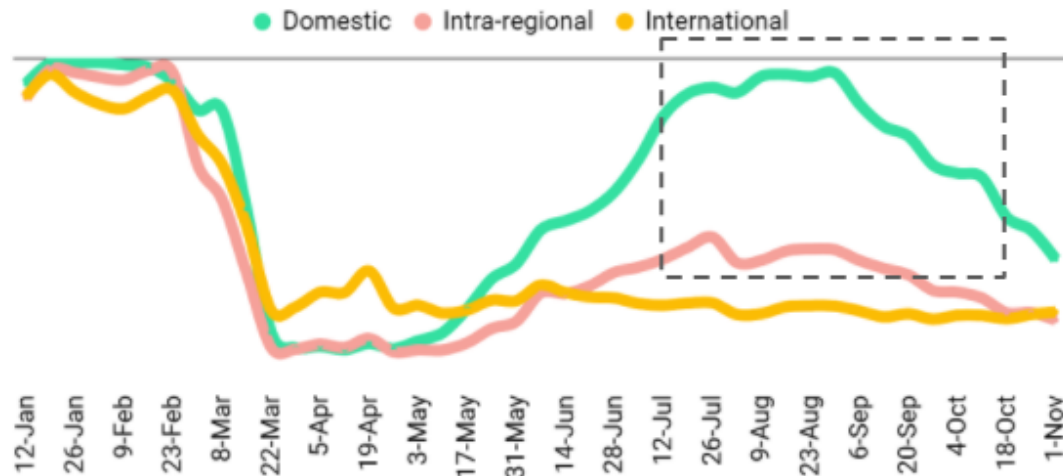
Source: Oxford Economics 2019

Hotel demand has shifted to Domestic

- The share of travelers booking domestic stays around the globe increased +15.5 ppts year on year _and_ continues to recover significantly faster than international hotels clickers

Distribution of hotels clickers 2019 vs 2020 - EMEA IPs

Legend: ■ dom ■ intl

2020 Hotels Clickers: 64.0% dom, 36.0% intl
2019 Hotels Clickers: 48.5% dom, 51.5% intl

Year on Year Growth of Hotels Clickers - EMEA IPs

Legend: ● Domestic ● Intra-regional ● International

X-axis: 12-Jan, 26-Jan, 9-Feb, 23-Feb, 8-Mar, 22-Mar, 5-Apr, 19-Apr, 3-May, 17-May, 31-May, 14-Jun, 28-Jun, 12-Jul, 26-Jul, 9-Aug, 23-Aug, 6-Sep, 20-Sep, 4-Oct, 18-Oct, 1-Nov

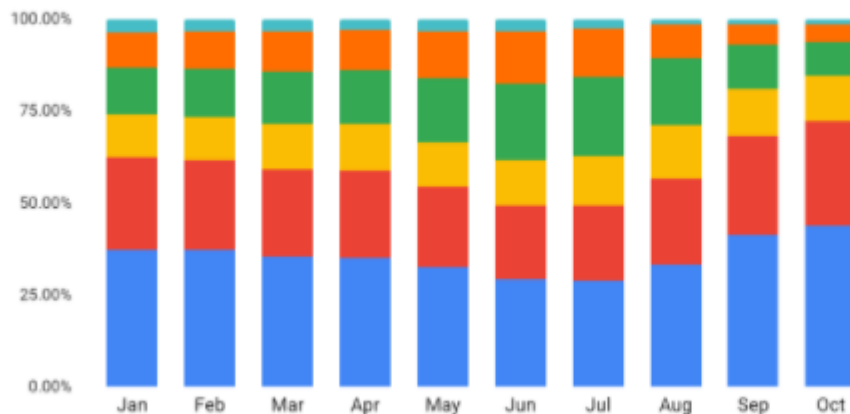# Users booking domestic travel in October chose to book hotels stays 17% less expensive than last year

Hotels Domestic ADR Change 2019 vs 2020 - EMEA IPs

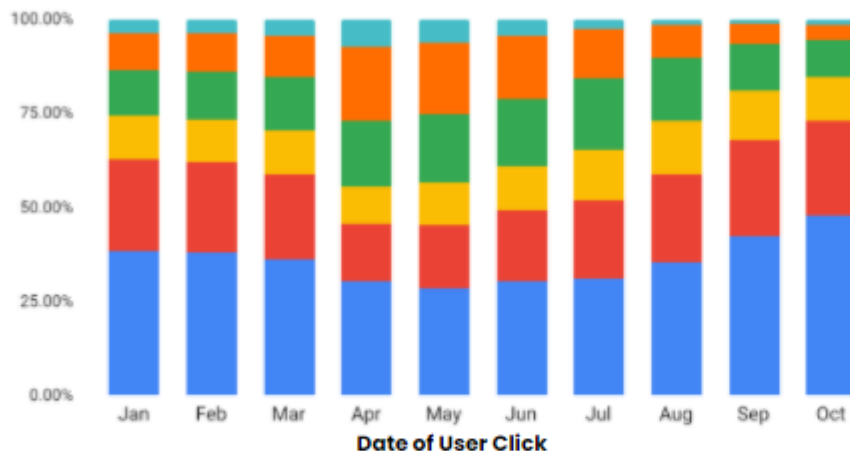■ ADR 2019 ■ ADR 2020

YoY	-11.3%	+9.1%	-12.9%	-6.2%	-14.4%	-16.6%

ADR is based on impressions and is a monthly average for each Hotels property
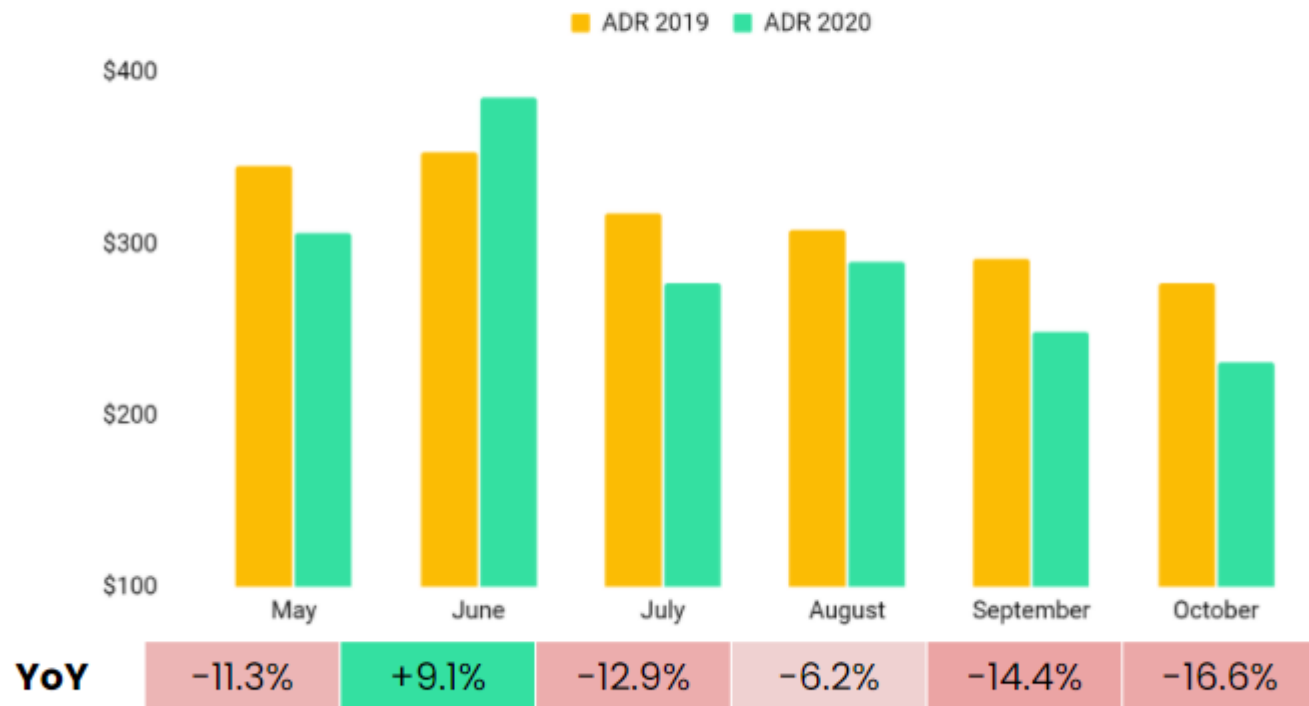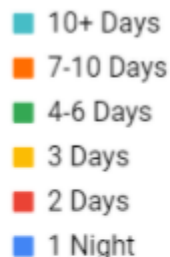
EMEA **Domestic**

2019 Domestic Clickers by Avg. Length of Stay - EMEA IPs

2020 Domestic Clickers by Avg. Length of Stay - EMEA IPs

Date of User Click

Legend:
- 10+ Days
- 7-10 Days
- 4-6 Days
- 3 Days
- 2 Days
- 1 Night

48% of domestic travelers booked 1 night stays in October

- Not only are one night stays capturing the majority share of this month's bookings, but the share has grown +4.1 ppts compared to October of last year

Clickers searching for travel by average stay duration, includes only Meta + IB clickers and excludes default dates

EMEA Domestic

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Tripadvisor is a **trusted resource** for hoteliers and travelers

93% Of hoteliers rated Tripadvisor as an **effective tool to drive direct bookings**

74% of travelers **visit Tripadvisor prior to booking direct**

Source: SiteMinder's Global Hotel Business Index 2018 & Power of Reviews, by Tripadvisor, in partnership with Ipsos MORI
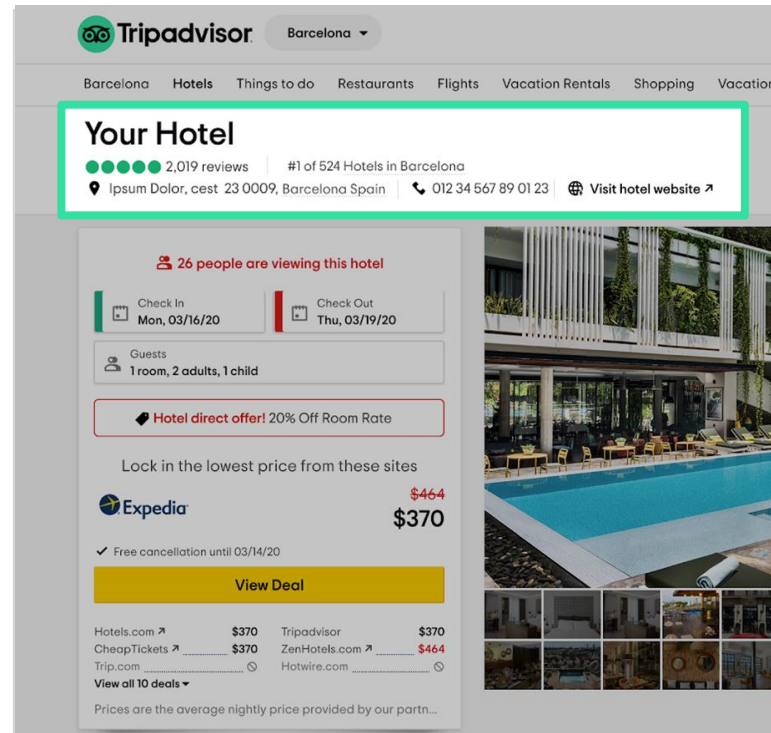
Contact Details

New

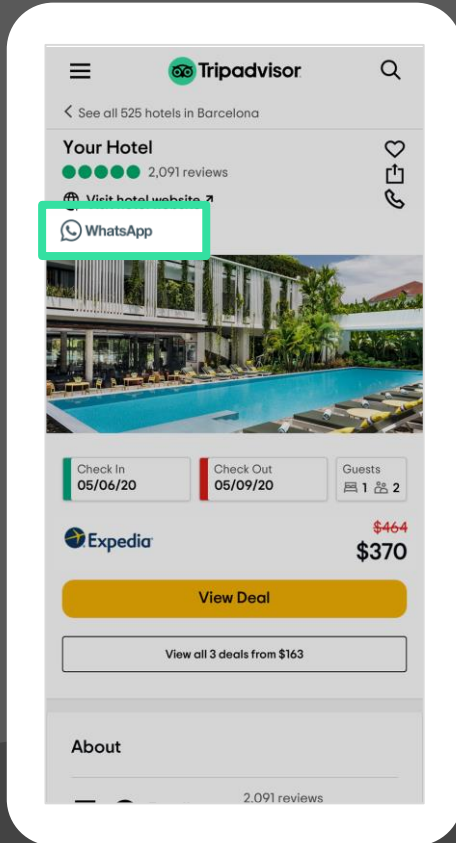- Add your **top FOUR preferred contact methods** to the top of your listing page

- Easily maintain all property website URLs with **Enhanced Contact Links**

In testing

- Highlight your Special Offers or hotel website in the **persistent banner** on your listing page

Messaging app contact method

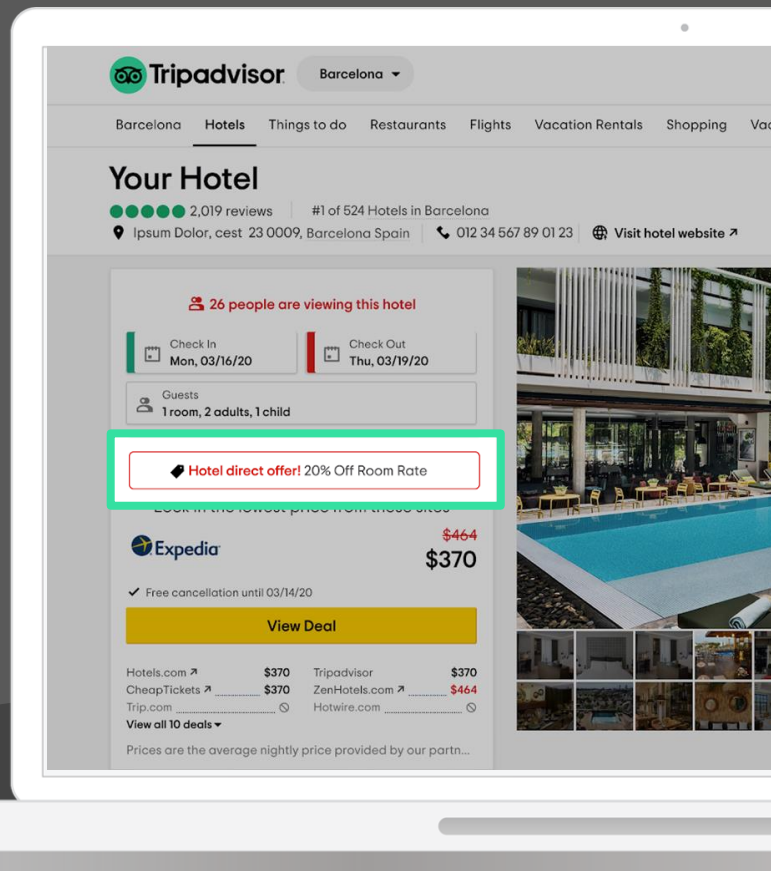List your WhatsApp details so potential guests can contact you directly through the messaging app

Entice even more travelers to book directly

- Highlight your Special Offers **above-the-fold** in **the most engaged area** on your listing page

- Clearly showcase the **most important details** and **best converting deals**

Tripadvisor — Barcelona ▾

Barcelona | **Hotels** | Things to do | Restaurants | Flights | Vacation Rentals | Shopping | Va...

Your Hotel
●●●●● 2,019 reviews   #1 of 524 Hotels in Barcelona
📍 Ipsum Dolor, cest 23 0009, Barcelona Spain   📞 012 34 567 89 01 23   🌐 **Visit hotel website** ↗

🧍 **26 people are viewing this hotel**

| 📅 Check In Mon, 03/16/20 | 📅 Check Out Thu, 03/19/20 |

👥 Guests
1 room, 2 adults, 1 child

🏷 **Hotel direct offer!** 20% Off Room Rate

Lock in the lowest price from these sites

Expedia   ~~$464~~
            $370

✓ Free cancellation until 03/14/20

View Deal

Hotels.com ↗ $370   Tripadvisor ↗ $370
CheapTickets ↗ $370   ZenHotels.com ↗ $464
Trip.com ↗   Hotwire.com ↗

View all 10 deals ▾

Prices are the average nightly price provided by our partn...

The incremental impact of Business Advantage

Case Study

METHOD
A/B test, activating Business Advantage for half of a large chain's 1,000 properties

LEARNINGS
The **type of user who books via Business Advantage is different from those who prefer meta.** Giving users both options results in incremental direct bookings and GBV.

RESULTS FROM CLIENT ANALYSIS

46% incremental increase in **direct bookings**
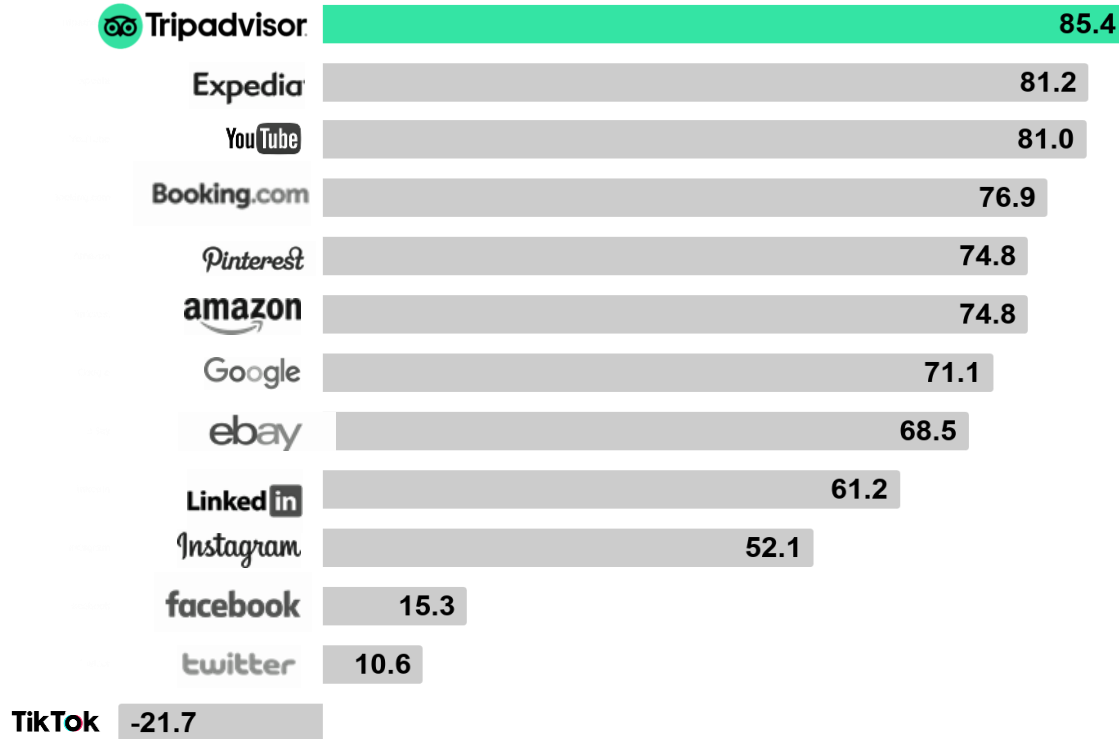
54% incremental increase in **Gross-booking value**

*Share of shopper ad impressions, TripAdvisor Enterprise Sponsored Placements Performance Client Study, August 2019

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Net Positive Perception of Tripadvisor vs Competitor Set:
YTD 2020

Brand	Score
Tripadvisor	85.4
Expedia	81.2
YouTube	81.0
Booking.com	76.9
Pinterest	74.8
amazon	74.8
Google	71.1
ebay	68.5
LinkedIn	61.2
Instagram	52.1
facebook	15.3
twitter	10.6
TikTok	-21.7

Why Tripadvisor?

In this difficult time, Tripadvisor is perceived more positively by the general population than any other major media brand

Sponsored Placement

Requirements:

- **Availability**
- Relevant **geo**
- The property matches the **filters** selected by the traveller
- The property has remaining **budget**

How it works:

- If a traveller clicks on the **photo** they go the client's TripAdvisor page
- If they click the **yellow view deal** chevron they go to the OTA
- if they click the direct website link to the right hand side of the page they will be taken to the client's website

Tripadvisor sets the **CPC price** and it's dynamic. It updates once every 24 hours
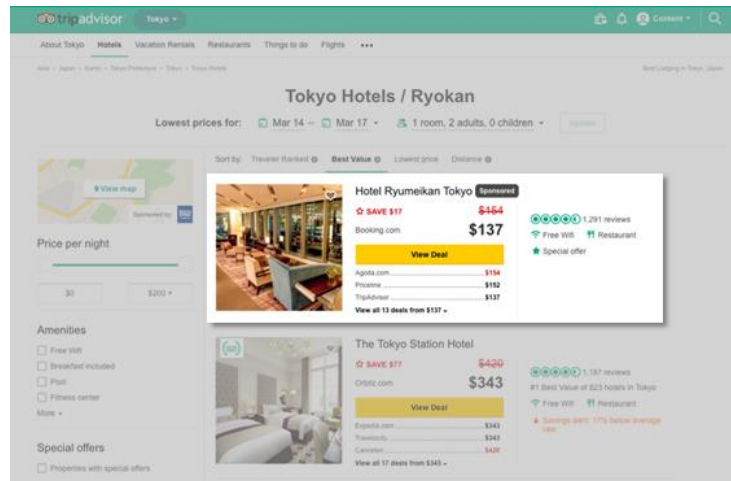
New reviews help assure travelers.

65% of respondents will not travel until they see **physical changes that make them feel safer**.

86% of Tripadvisor users say that Tripadvisor reviews help them feel more **confident in their decisions**.

Bookings are driven by reviews.

94% of Tripadvisor users say that **reading reviews is important** when looking for **a place to book.**

77% of Tripadvisor travelers said they were **more likely to book** properties with personalized **review responses**.

Your online reputation is now more important than ever:

- **FRESH REVIEWS MATTER:**
  What are things like today at your property?

- **IMPROVEMENTS MATTER:**
  How have you adapted to the current environment?

- **RANKINGS MATTER:**
  What makes your property the best, safest option for potential guests?

How do you **rebuild traveler confidence** when you're more stretched than ever before?

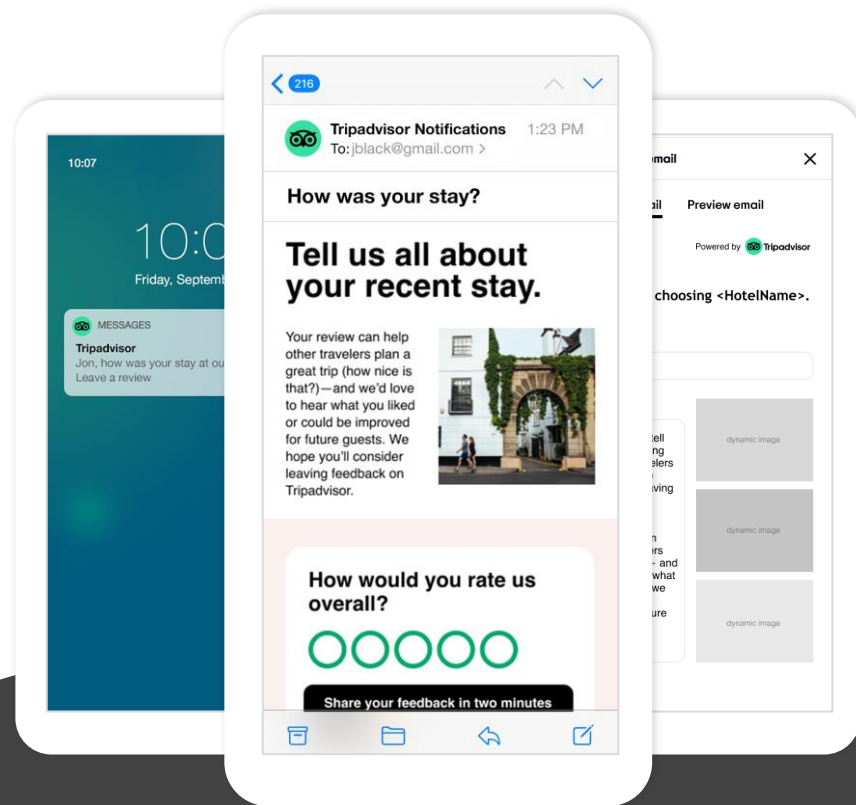## PREMIUM REVIEW COLLECTION
Impact your ranking and bubble score on Tripadvisor

- **Lean on us** to deliver automated review requests on your behalf.

- **Collect more reviews** across email, text*, and app.

- **Customize** the message and photos in your **email templates** to make them your own.

- **Add private surveys** to get more detailed feedback.

*For eligible Property Management Systems
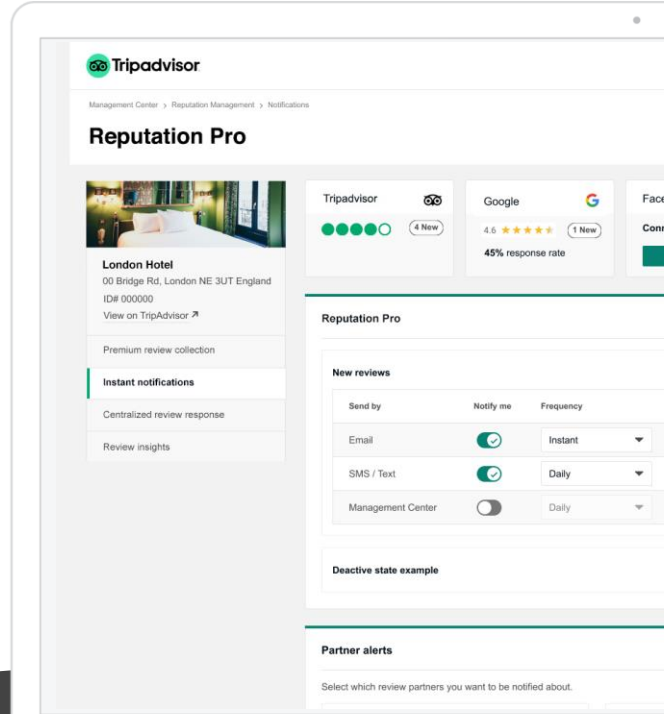
INSTANT NOTIFICATION
Never miss a review

- Get **real-time review notifications** so you can deal with issues as they arise and thank travelers for positive reviews.

- Choose **when** and **how** you're notified so you can act quickly on guest feedback.

- **Showcase your customer service** to past and future guests by **responding to new reviews faster.**

REVIEW INSIGHTS
Improve the guest experience

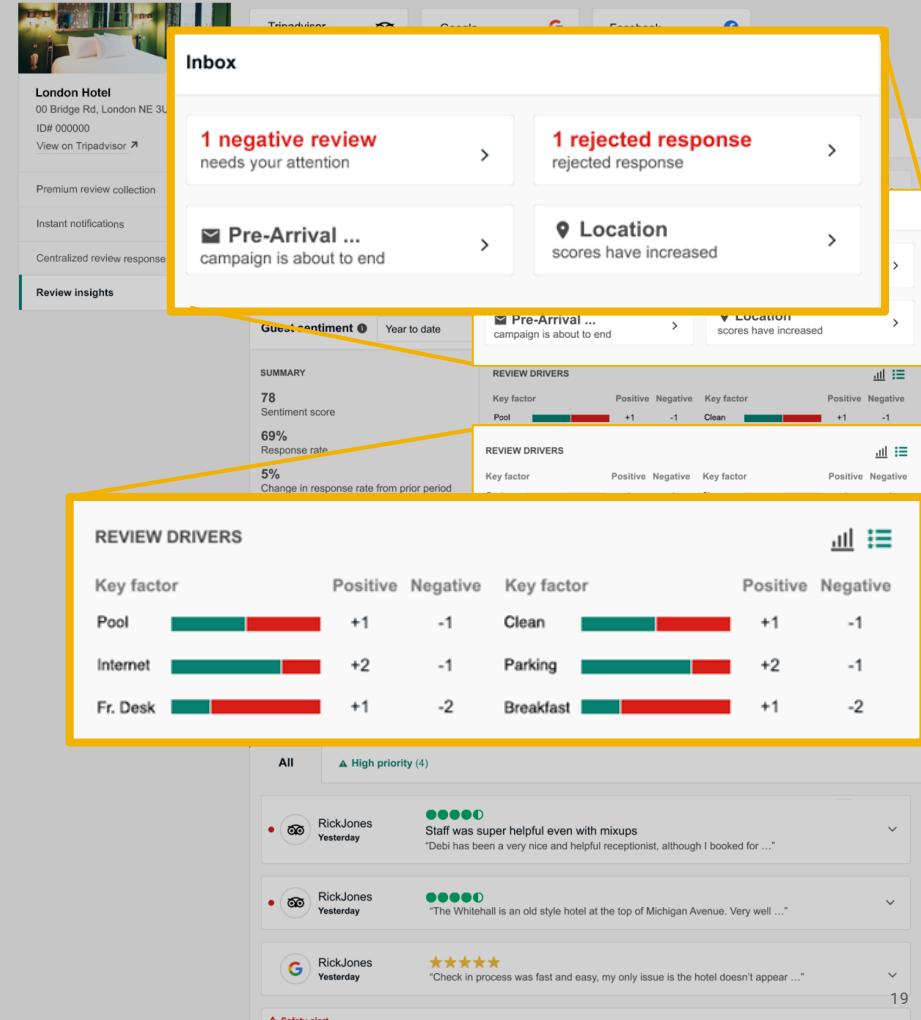- **Use Tripadvisor's industry-leading review insights** — and take actionable steps to make guests love you even more.

- **Discover what's driving** both positive and negative **guest feedback.**

- **Prioritize crucial tasks** that are automatically flagged on your dashboard.

- **Guide data-driven decisions** with reports featuring rich graphic visualizations.

Reputation Pro

London Hotel
00 Bridge Rd, London NE 3U
ID# 000000
View on Tripadvisor ↗

Premium review collection
Instant notifications
Centralized review response
Review insights

Guest sentiment ⓘ   Year to date

SUMMARY

78
Sentiment score

69%
Response rate

5%
Change in response rate from prior period

Inbox

1 negative review	1 rejected response
needs your attention	rejected response
✉ Pre-Arrival ...	📍 Location
campaign is about to end	scores have increased

REVIEW DRIVERS

Key factor	Positive	Negative	Key factor	Positive	Negative
Pool		+1	-1	Clean	+1	-1
Internet		+2	-1	Parking	+2	-1
Fr. Desk		+1	-2	Breakfast	+1	-2

All   ⚠ High priority (4)

RickJones Yesterday	●●●●◐	Staff was super helpful even with mixups "Debi has been a very nice and helpful receptionist, although I booked for ..."
RickJones Yesterday	●●●●◐	"The Whitehall is an old style hotel at the top of Michigan Avenue. Very well ..."
RickJones Yesterday	★★★★★	"Check in process was fast and easy, my only issue is the hotel doesn't appear ..."

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Promo Codes

Business Advantage: **S1TOIT**

- 1st month free for those that have not used it in 1 year

Sponsored Placement: **CT9PF5**

- 10% off both SP and SP direct for the first month for those that have not used it in 1 year

Reputation Pro: **XHU4M8**

- First month free

Thank you.