

# REVIEWS, REPUTATION AND ROI

Getting the Most out of TripAdvisor  
and Your Online Presence

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Presented by  
Pin Tsin Go, Territory Manager, Southeast Asia  
TripAdvisor for Business



# Overall Reputation Management Impacts your Bottom Line

*The Center for Hospitality Research*  
 Hospitality Leadership Through Learning

- 1** Guests are visiting TripAdvisor more frequently prior to booking
- 2** Properties with stronger reputations across all channels perform better overall
- 3** Higher review scores on OTA sites allow hotels to charge up to 11.2% more while maintaining occupancy rates.

Source: "The Impact of Social Media on Lodging Performance." Chris K. Anderson, The Center for Hospitality Research. Cornell University. December 2012.

**NEARLY 280 million**

unique monthly visitors\*

**170 million**

reviews and opinions

**60 million**

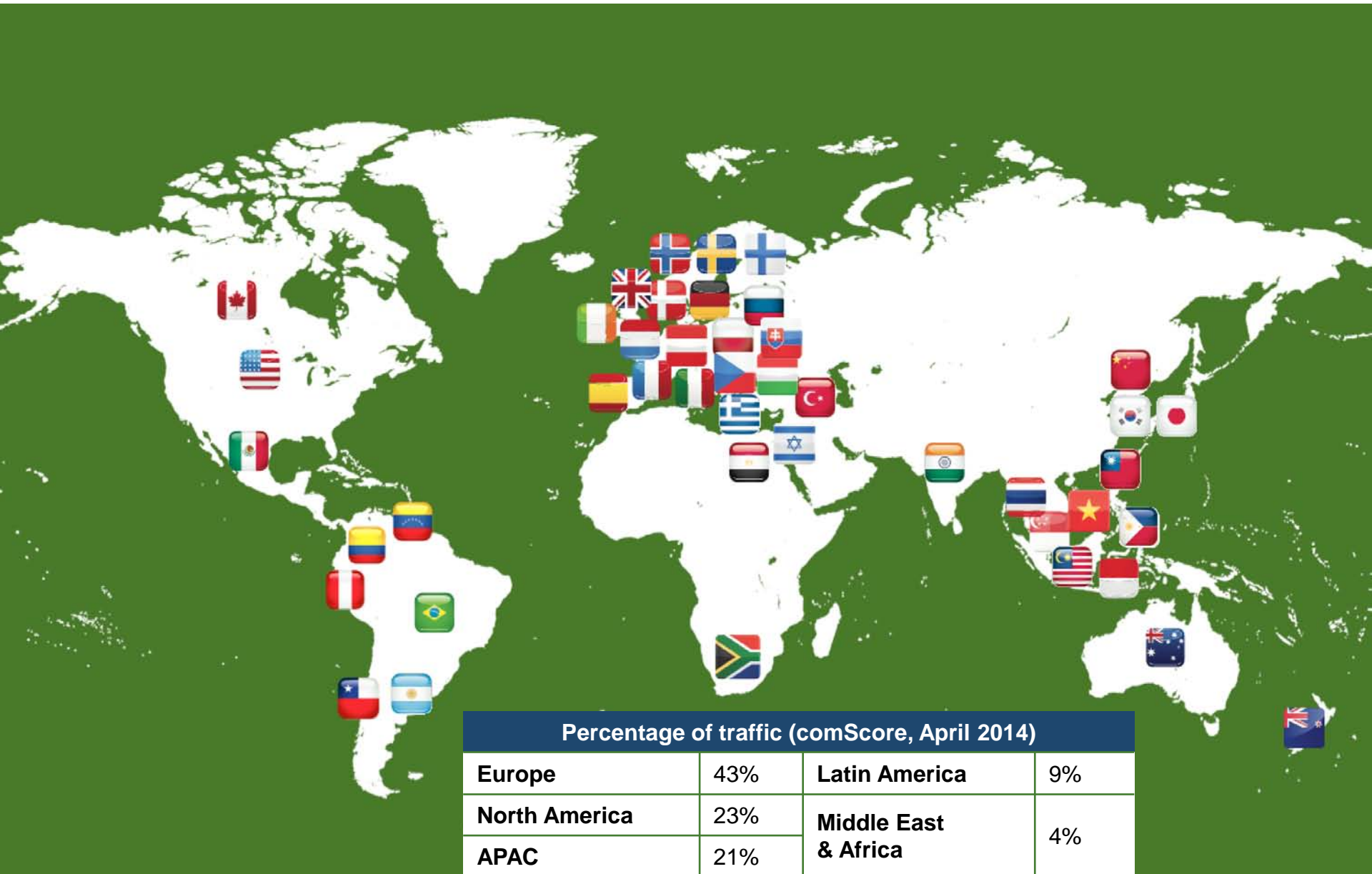
TripAdvisor members

**100+**

user contributions  
every minute

\*Source: Google Analytics, average monthly unique users, Q2 2014; does not include traffic to [daodao.com](http://daodao.com)

# Reach potential guests worldwide



# TripAdvisor: Strong and growing audience

In Q2 2014, TripAdvisor averaged more than 140 million unique monthly visitors on mobile.

**22**

languages

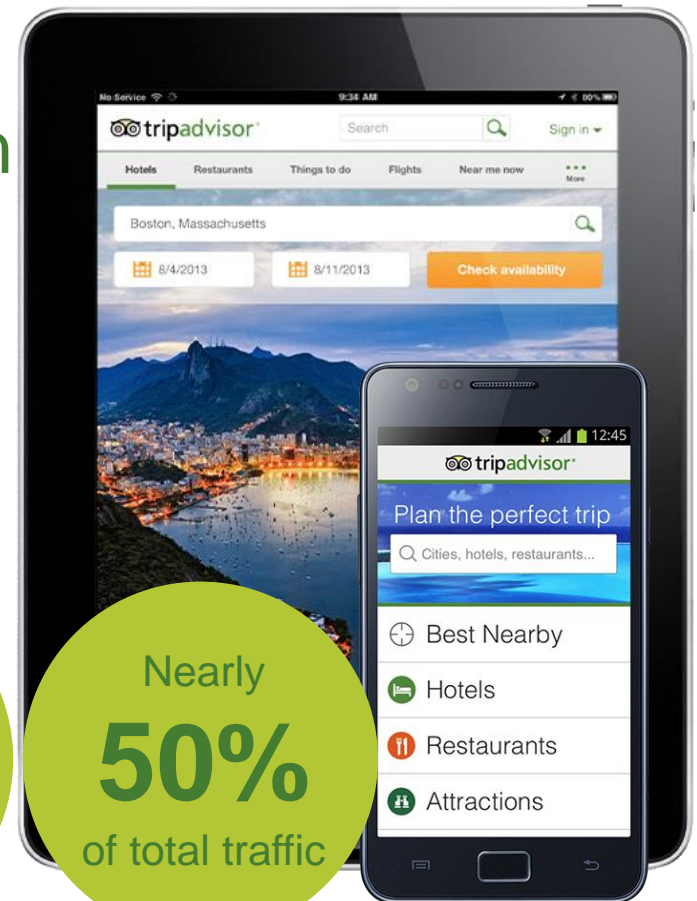
**128M+**

app downloads

**82**

city guides

Nearly  
**50%**  
of total traffic



Source: TripAdvisor log files. Downloads include TripAdvisor, City Guides, Jetsetter, Gate Guru and City Guru apps  
Traffic includes tablet and phone

# Globally, half of TripAdvisor users reference TripAdvisor reviews before booking a hotel

80% read at least 6-12 reviews before making a decision




Respondents are most likely to focus on recent reviews to get the freshest perspective

# How often survey respondents use TripAdvisor







More than 80% of TripAdvisor travellers feel that  
TripAdvisor reviews help them  
feel more confident in their  
travel decisions and  
have a better trip



# TripBarometer

The world's largest accommodation and traveler survey\*

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2014

- Received responses from more than 61,000 travellers and hoteliers from around the world
- Reveals changes in consumer spending plans and worldwide travel patterns
- Reports behavioral differences in planning and booking habits of travellers at different life stages
- Conducted on behalf of TripAdvisor by independent research firm
- Twice-annual study

[www.tripadvisor.co.uk/TripBarometer](http://www.tripadvisor.co.uk/TripBarometer)



# People are still planning to travel!



**22% of Asian and Australasian (APAC) travellers** plan to spend more on travel in 2014.

The economy is not a significant factor when it comes to APAC travellers spending more in 2014.



I'm saving up for travel: **38%**

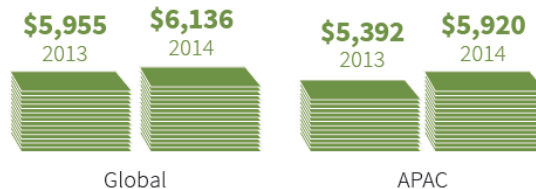


I would never spend less: **29%**



I'm more confident about the economy: **17%**

Average traveller spend in 2014 (USD)<sup>1</sup>



<sup>1</sup> Based on exchange rates from xe.com on 26 February, 2014.

# Price is key... but only coupled with positive experiences



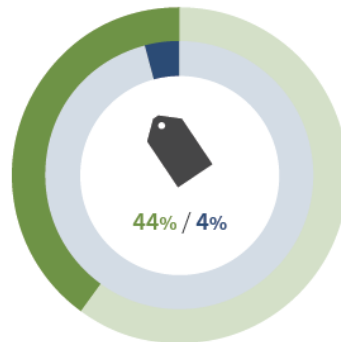
**94% of APAC travellers** say price is important when booking an accommodation.



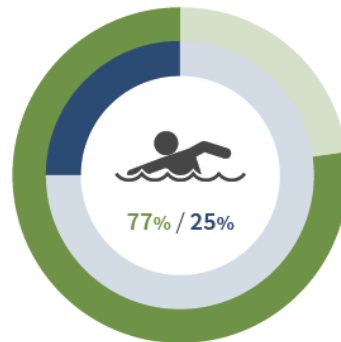
Meanwhile, **only 52% of APAC hoteliers** say price has the biggest impact when travellers book.

What else is important when choosing an accommodation?

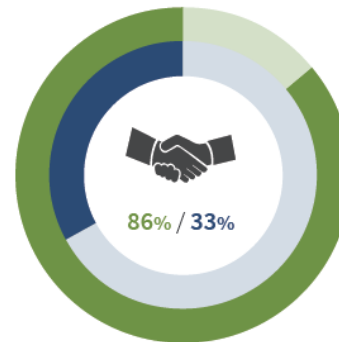
**Important to global travellers / Biggest impact to global hoteliers**



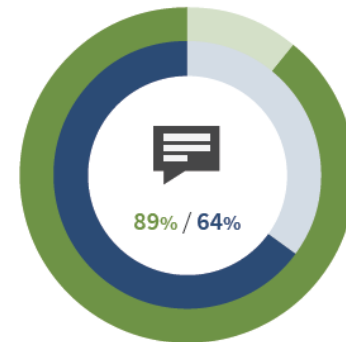
Special offers



Amenities



Previous experience



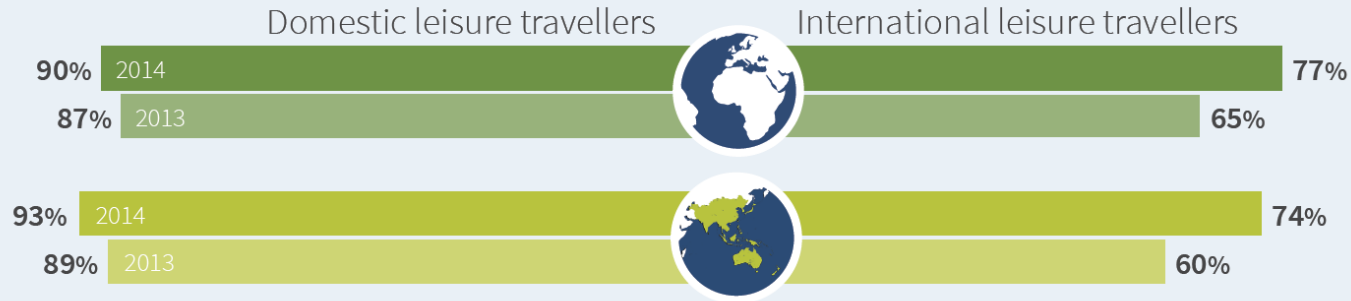
Online travel reviews

**Travellers are eager** for the added value that special offers provide when booking accommodations.

**Hoteliers are underestimating** how positive experiences contribute to repeat business.

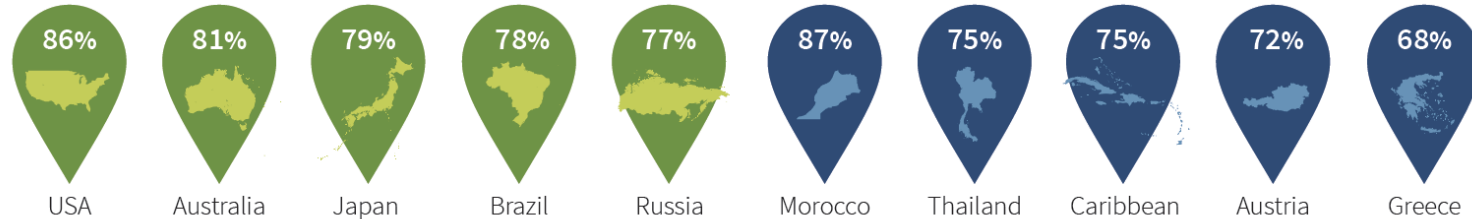
# Where are Global Travellers Planning to Go?

Globally, the percentage of travellers is expected to increase in 2014.



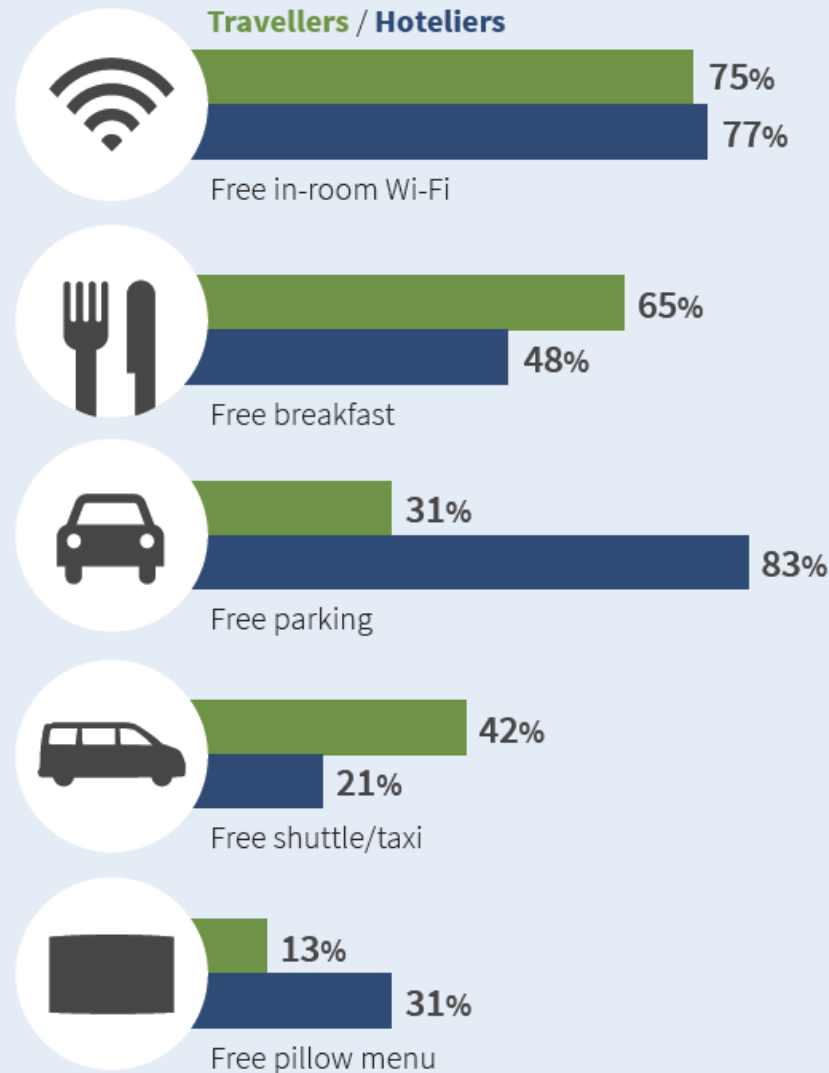
## Where are they going?

Destinations with the highest average **domestic** and **international** travellers, according to hoteliers:



# And what are they looking for?

APAC traveller demand versus APAC hotelier supply:

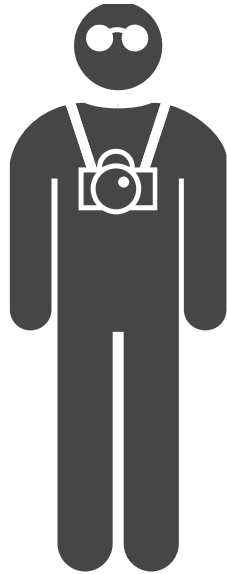


# TAKE CONTROL



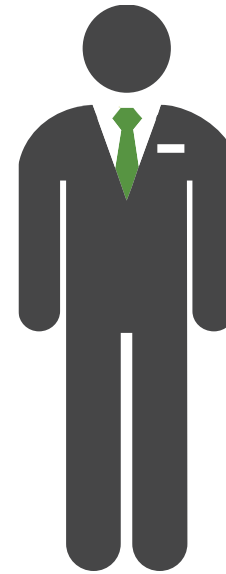


# Do Online Reviews Impact Booking?



93%

of global travellers say their  
booking decisions are  
impacted by online reviews



96%

of global hotels say  
reviews are important  
for bookings

*The TripBarometer by TripAdvisor is based upon an online survey conducted in Dec. 2012 – Jan. 2013. A total of 35,042 people participated in the online survey from 26 countries spanning 7 regions. The sample is made up of 15,595 consumers and 19,447 businesses, making it the world's largest combined accommodation and traveler survey.*

# TripAdvisor Management Centre

ONLY 1 OF 4 OF HOTELIERS ARE TAKING  
ADVANTAGE OF THIS IMPORTANT TOOL

The screenshot shows the TripAdvisor Management Centre interface for 'Schrute Farms Management Centre'. The header includes the TripAdvisor logo, user information 'Hi, Content', currency 'USD', and a language selector. A navigation bar indicates the user is on the 'TRIPADVISOR CONSUMER SITE'. The main content area is titled 'Schrute Farms Management Centre' and includes a welcome message, a description of the management tools, and a prominent 'INTRODUCING TRIPCONNECT™' banner with a 'Learn more' button. Below this, there are status notifications for 'Special Offer' and 'Announcement'. The central part of the page features six green icons with corresponding text boxes for managing the page, reviews, business listing, marketing tools, insights, and help. The right sidebar contains 'Quick Links' for management tasks, a 'Your property overview' section showing 1006 total reviews and a 4.5-star rating, and a 'Business Listing status' section showing the status of various features like Special Offer, Announcement, Slideshow, and Weekly Digest. At the bottom of the sidebar is a 'Contact TripAdvisor' section with telephone hours and a number.

**tripadvisor**  
for business

Hi, Content | USD |

TRIPADVISOR CONSUMER SITE »

## Schrute Farms Management Centre

Welcome to your Management Centre!

This is where you will find free tools and content resources to manage your business' online reputation, engage the TripAdvisor traveller community, and attract guests. See our [video](#) and [guide](#) on how to market your business on TripAdvisor for free and get started today!

**INTRODUCING TRIPCONNECT™**  
Direct Bookings Made Simple

[Learn more »](#)

Your Special Offer is not active | [Create one now »](#)  
Your Announcement is not active | [Create one now »](#)

**Manage your TripAdvisor page**  
Enhance your listing, upload photos and videos; update property details, rates and booking info; track performance, and more...

**Manage your Business Listing**  
Add contact details and post Special Offers on your TripAdvisor page to drive direct bookings and increase your property's exposure.

**Manage your reviews**  
Know what your customers are saying about you and post your reply.

**Free marketing tools**  
Use our downloadable badges and widgets on your own website to display your TripAdvisor ratings and reviews, encourage customer reviews and create photo slideshows.

**TripAdvisor Insights**  
Think of this new section of the site as part daily herald, part content portal, part hospitality marketing university. Basically, it's your essential hospitality marketing resource.

**Get help with your questions**  
Can't solve your query? Use our FAQs. Our help center offers further guidance and direct links to support specialists.

**Quick Links**

- Write a management response
- Update property details
- Add photos
- Get more reviews
- New Instructional Videos
- Your other properties

**Your property overview**

Schrute Farms on TripAdvisor

Total Reviews	1006
Ranking	—
Rating	4.5

Snapshot  
[Property Dashboard](#)  
[Review Dashboard](#)

**Business Listing status**

Special Offer: **Inactive**  
Announcement: **Inactive**  
Slideshow: **Active**  
Weekly Digest: **Subscribed**

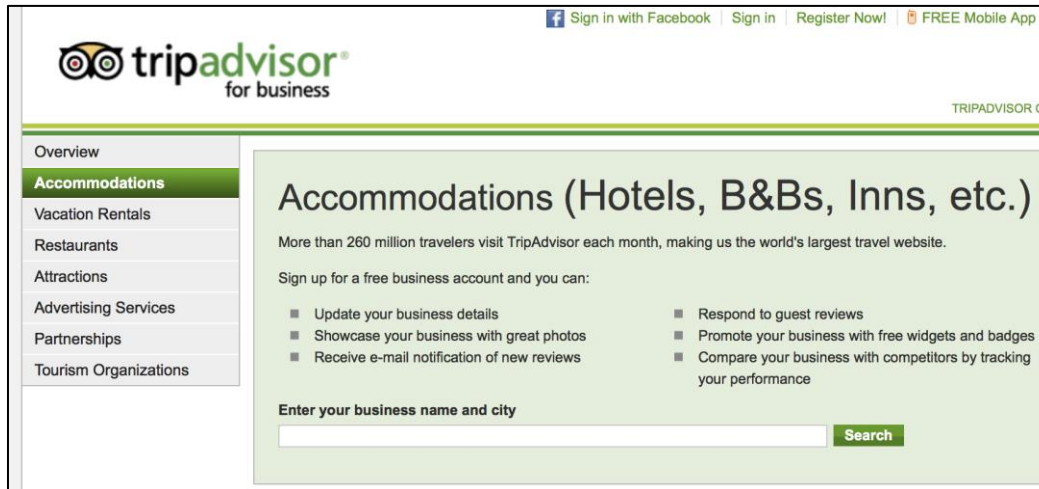
**Contact TripAdvisor**

**Telephone**  
Monday-Friday  
9:00 - 16:00  
0-800-098-8460

Source: TripAdvisor internal data

# Register in TripAdvisor Management Centre

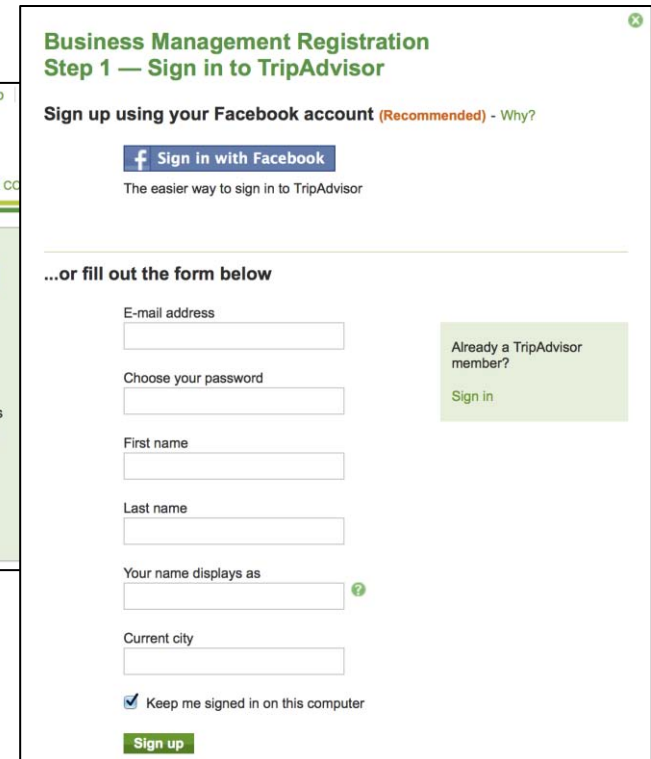
[www.tripadvisor.co.uk/Owners](http://www.tripadvisor.co.uk/Owners)



The screenshot shows the TripAdvisor for business homepage. At the top, there's a navigation bar with links: "Sign in with Facebook", "Sign in", "Register Now!", and "FREE Mobile App". The TripAdvisor logo is on the left. A sidebar on the left lists categories: Overview, Accommodations (highlighted), Vacation Rentals, Restaurants, Attractions, Advertising Services, Partnerships, and Tourism Organizations. The main content area is titled "Accommodations (Hotels, B&Bs, Inns, etc.)" and states "More than 260 million travelers visit TripAdvisor each month, making us the world's largest travel website." Below this, it says "Sign up for a free business account and you can:" followed by a list of benefits: "Update your business details", "Showcase your business with great photos", "Receive e-mail notification of new reviews", "Respond to guest reviews", "Promote your business with free widgets and badges", and "Compare your business with competitors by tracking your performance". At the bottom of this section, there's a form labeled "Enter your business name and city" with a "Search" button.

## Step 1

Search for and find your property.



The screenshot shows the "Business Management Registration Step 1 — Sign in to TripAdvisor" page. It has a close button in the top right corner. The main heading is "Sign up using your Facebook account (Recommended) - Why?". Below this is a "Sign in with Facebook" button and the text "The easier way to sign in to TripAdvisor". A horizontal line separates this from the next section, which says "...or fill out the form below". This section contains several input fields: "E-mail address", "Choose your password", "First name", "Last name", "Your name displays as" (with a help icon), and "Current city". There is a checkbox labeled "Keep me signed in on this computer" which is checked. To the right of the form, there's a green box that says "Already a TripAdvisor member?" with a "Sign in" link. At the bottom of the form is a "Sign up" button.

## Step 2

Fill in details and sign in.

# EMBRACE FEEDBACK



# Cornell Research: More reviews lead to higher ratings



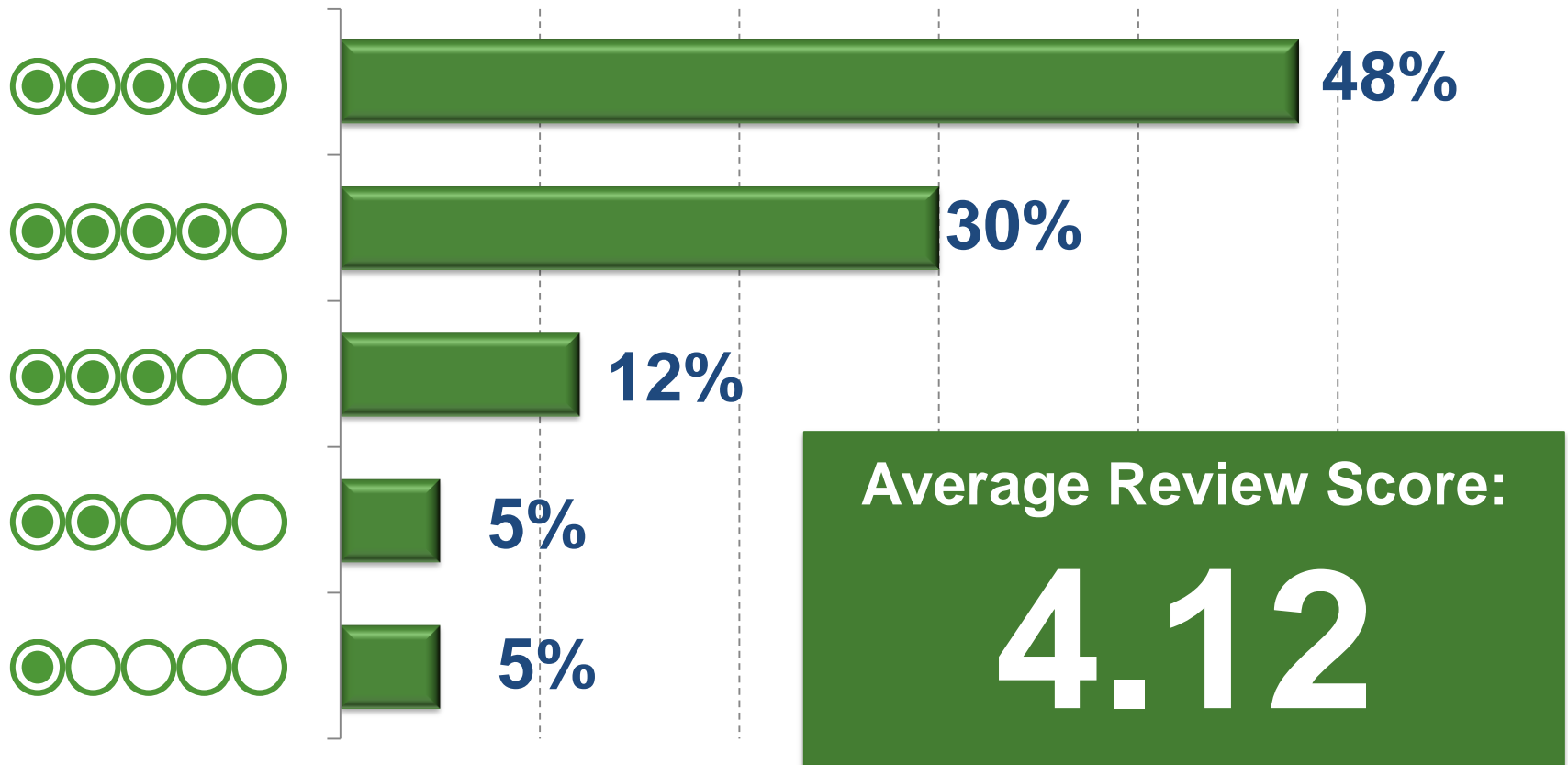
## “Online Customer Reviews of Hotels: As Participation Increases, Better Evaluation Is Obtained”

- Early reviews for accommodations tend to skew negative
- However, as reviews increase, ratings become more positive
  - Terrible (rating of 1) reviews decrease by more than half
  - Excellent reviews grow by half
- Positive reviews are more common than negative reviews
  - Examined over 1.28 million reviews
    - More than 70% had a rating of 4 or 5
    - Only 15% had a rating of 1 or 2

Source: “Online Customer Reviews of Hotels: As Participation Increases, Better Evaluation Is Obtained.”

[Santiago Melián-González, Jacques Bulchand-Gidumal and Beatriz González López-Valcárcel. Cornell Hospitality Quarterly. March 2013.](#)

# TripAdvisor reviews are largely positive

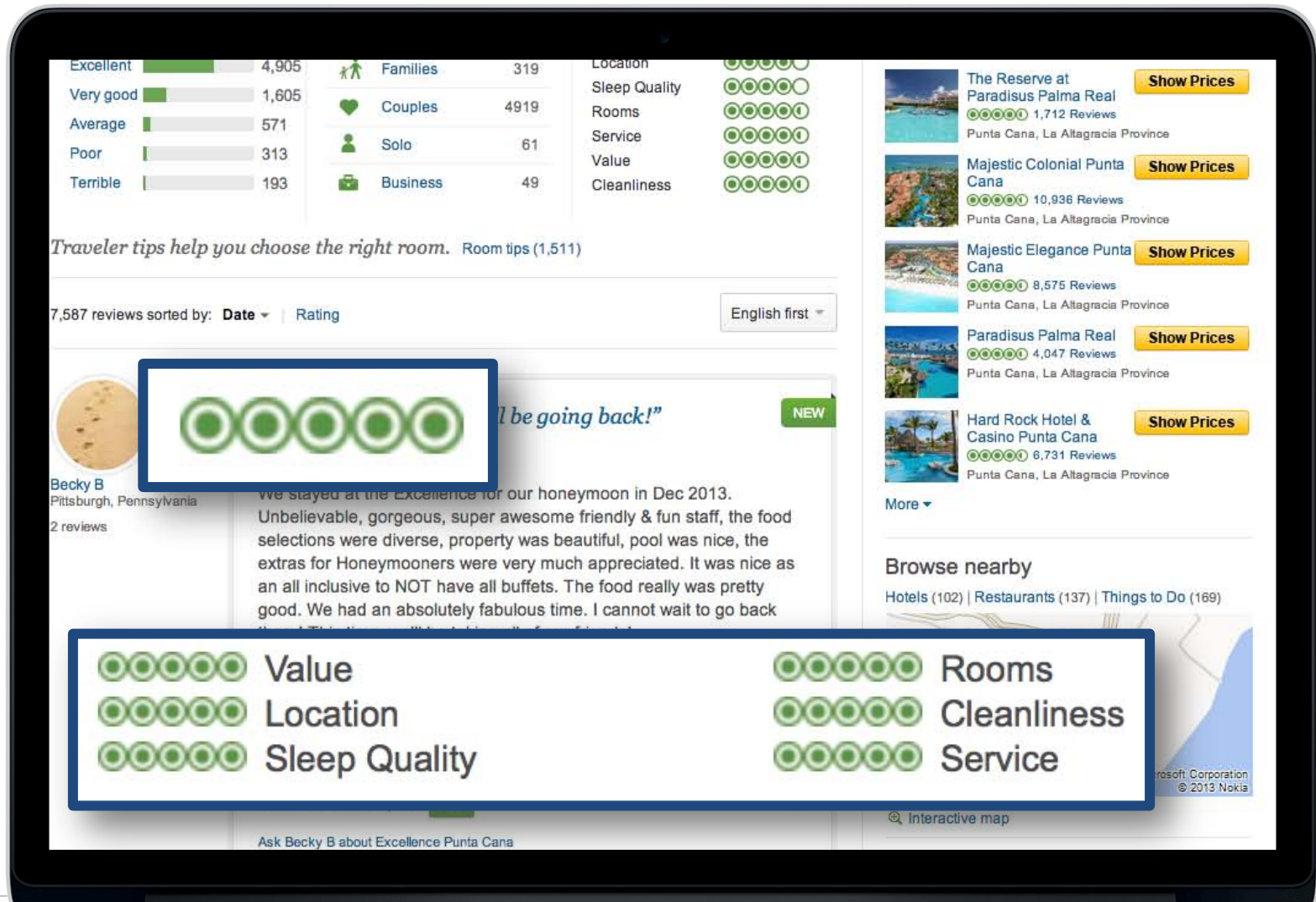


Source: TripAdvisor. Percentage of all ratings, January 2014



# Key factors that influence your popularity

## QUALITY



# Key factors that influence your popularity

## RECENT REVIEWS

The screenshot displays a travel website interface with various filters and a list of hotels. At the top, there are filters for 'Excellent' (4,905), 'Very good' (1,605), 'Average' (571), 'Poor' (313), and 'Terrible' (193). Below these are filters for 'Families' (319), 'Couples' (4,919), 'Solo' (61), and 'Business' (49). A 'Location' filter shows 'Sleep Quality' (5/5), 'Rooms' (5/5), 'Service' (5/5), 'Value' (5/5), and 'Cleanliness' (5/5). A 'Traveler tips' section suggests choosing the right room based on 1,511 tips. The main content area shows a list of hotels with their names, review counts, and 'Show Prices' buttons. A highlighted review from Becky B is shown, mentioning 'Excellence for our honeymoon in Dec 2013' and 'Unbelievable, gorgeous, super awesome friendly & fun staff'. The review is dated 'Reviewed yesterday' and includes a 'Was this review helpful?' section with a 'Yes' button. A 'Browse nearby' section at the bottom shows a map with a star icon and a list of nearby hotels, restaurants, and things to do.

Excellent 4,905  
Very good 1,605  
Average 571  
Poor 313  
Terrible 193

Families 319  
Couples 4,919  
Solo 61  
Business 49

Location  
Sleep Quality 5/5  
Rooms 5/5  
Service 5/5  
Value 5/5  
Cleanliness 5/5

Traveler tips help you choose the right room. Room tips (1,511)

7,587 reviews sorted by: **Date** | Rating English first

**The Reserve at Paradisus Palma Real**  
1,712 Reviews  
Punta Cana, La Altagracia Province  
[Show Prices](#)

**Majestic Colonial Punta Cana**  
10,936 Reviews  
Punta Cana, La Altagracia Province  
[Show Prices](#)

**Majestic Elegance Punta Cana**  
8,575 Reviews  
Punta Cana, La Altagracia Province  
[Show Prices](#)

**Paradisus Palma Real**  
4,047 Reviews  
Punta Cana, La Altagracia Province  
[Show Prices](#)

**Hard Rock Hotel & Casino Punta Cana**  
6,731 Reviews  
Punta Cana, La Altagracia Province  
[Show Prices](#)

**Reviewed yesterday**

**"FABULOUS"**  
5/5 Review

Becky B  
Pittsburgh, Pennsylvania  
2 reviews

We stayed at the Excellence for our honeymoon in Dec 2013. Unbelievable, gorgeous, super awesome friendly & fun staff, the food selections were diverse, property was beautiful, pool was nice, the extras for Honeymooners were very much appreciated. It was nice as an all inclusive to NOT have all buffets. The food really was pretty good. We had an absolutely fabulous time. I cannot wait to go back there! This time, we'll be taking all of our friends!

Stayed December 2013, traveled as a couple

5/5 Value  
5/5 Location  
5/5 Sleep Quality  
5/5 Rooms  
5/5 Cleanliness  
5/5 Service

Less ▲

Was this review helpful? [Yes](#)

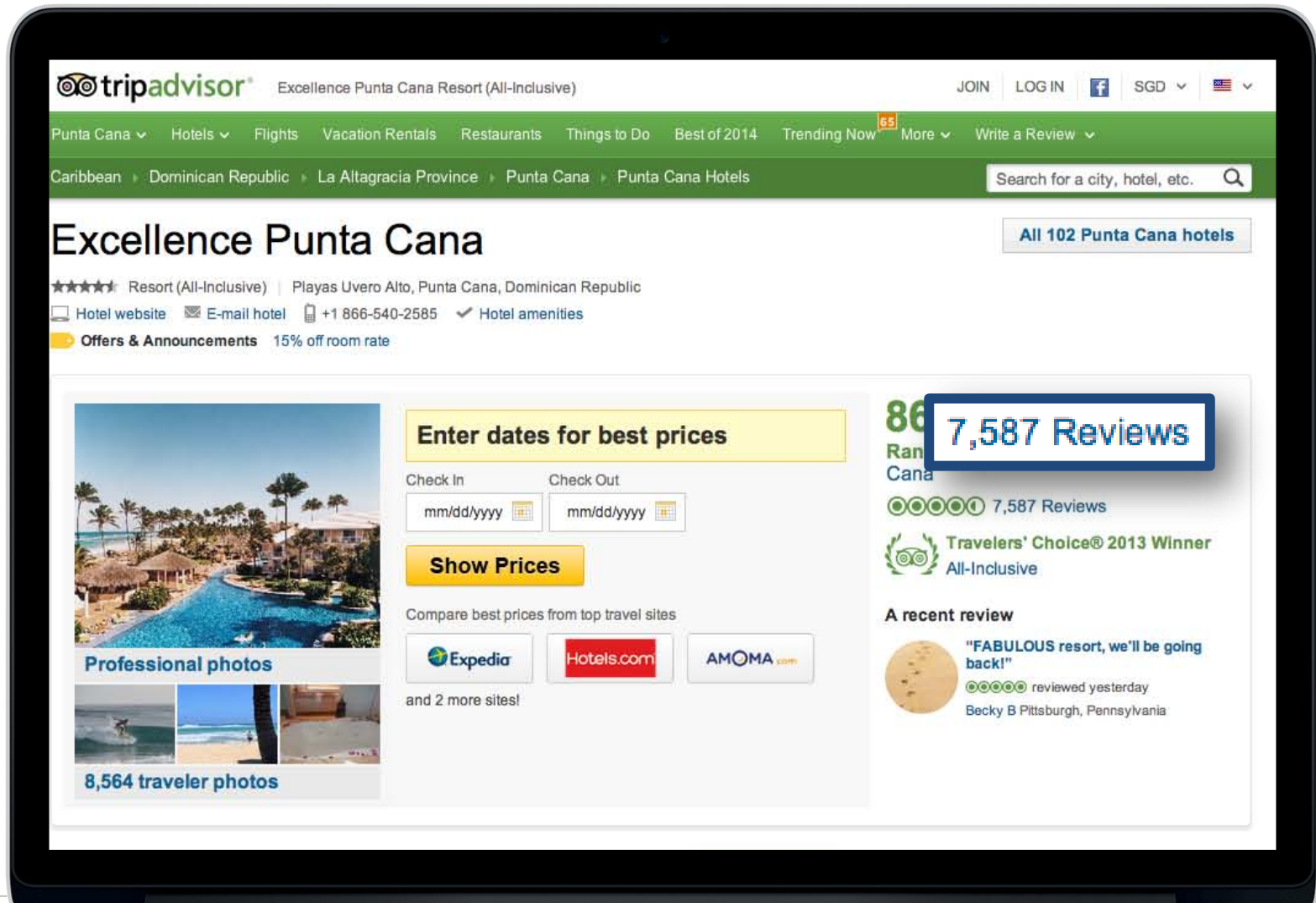
Ask Becky B about Excellence Punta Cana

**Browse nearby**  
Hotels (102) | Restaurants (137) | Things to Do (169)

bing  
© 2014 Microsoft Corporation  
© 2013 Nokia  
[Interactive map](#)

# Key factors that influence your popularity

## QUANTITY



# Track performance with Review Metrix



## Analyze: CSI Score Comparison to a Competitor and Your City

Score ➡ ### # ◀ Review Count

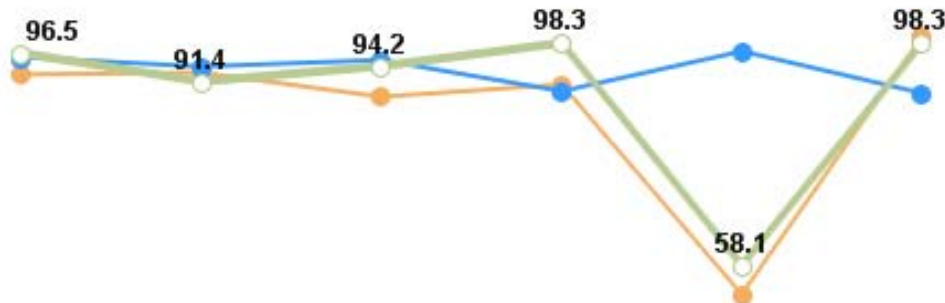
View results by

- Day
- Week
- ✓ Month
- Quarter
- Year

Show: CSI | [Gap to Benchmark](#)

	Sep 2012		Oct 2012		Nov 2012		Dec 2012		Jan 2013		Feb 2013	
Schrute Farms	96.5	1	91.4	5	94.2	5	98.3	2	58.1	4	98.3	1
	95.8	54	94.1	52	95.3	59	89.6	47	96.8	58	89.3	32
All Hotels in Honesdale	92.7	8	93.0	7	88.6	10	90.8	5	52.8	5	99.4	3
											86.7	38

- Schrute Farms
- Hotel
- All Hotels in Honesdale



> [Compare to multiple hotels](#)



# Track performance with Review Metrix



## Manage: Most Recent Reviews

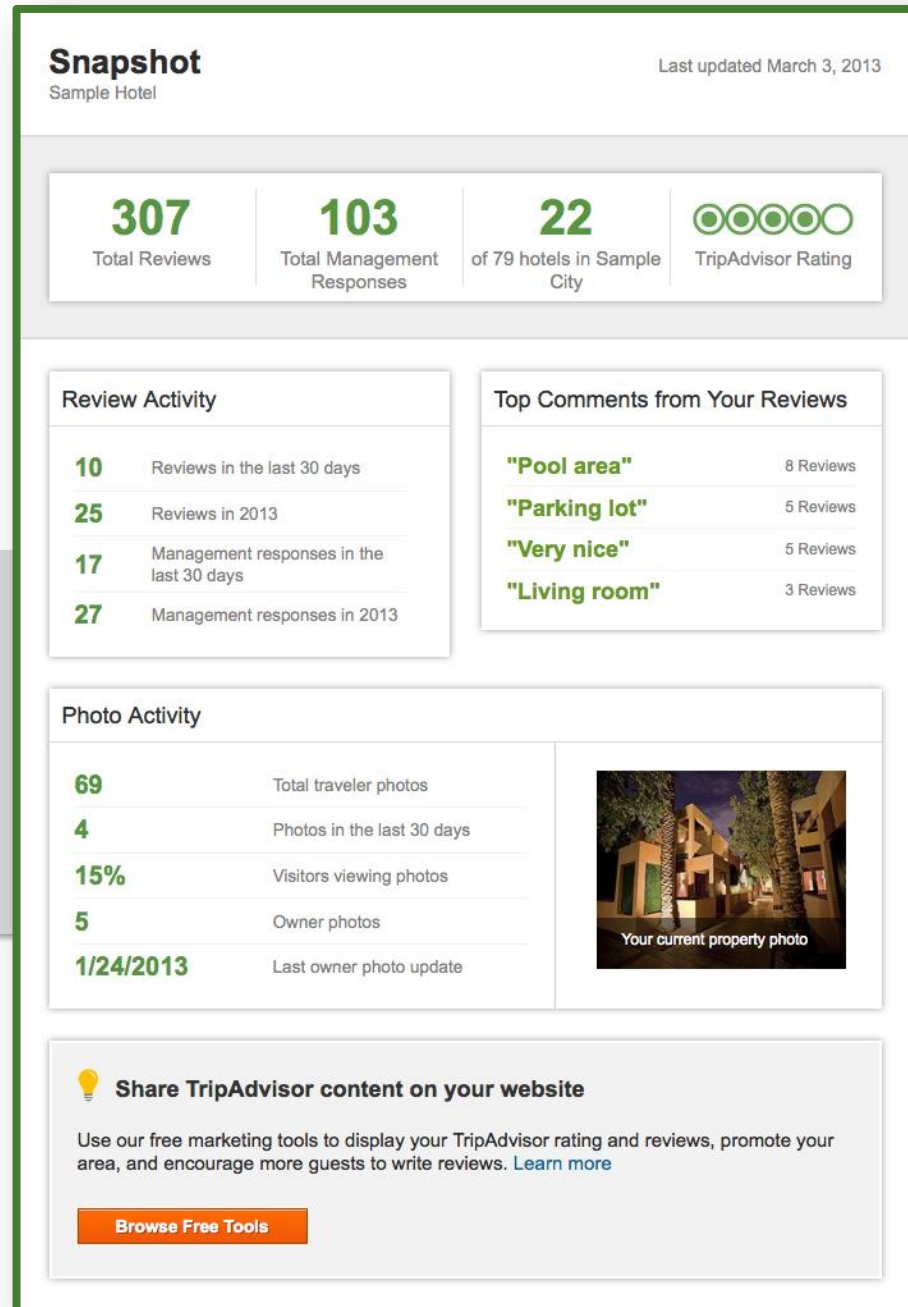
	Review Date	Bus. / Leis.	Overall	Value	Service	Cleanliness	Rooms	Location	CSI
Delusione	1/21/2013	--	●○○○○	●○○○○	●○○○○	●○○○○	●○○○○	●○○○○	25
I swear to God, the owner...	1/19/2013	--	●●●○○	●●●○○	●●○○○	●●●○○	●●●○○	●●●○○	77
love the beets	12/20/2012	--	●●●●●	●●●●●	●●●●●	●●●●●	●●○○○	●●●●●	97
BEST PLACE EVER!!!	12/8/2012	--	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	100
Amazing and a lot of goat...	11/25/2012	--	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	100
Magical	11/24/2012	--	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	100
Schrute Farms	11/23/2012	--	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	●●●●●	100
Schruteriffic!	11/21/2012	--	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○	75

- > Understand and manage your reviews
- > Respond to a review.

# Property Snapshot

## Key metrics to measure day-to-day performance

- Ratings
- Rankings
- Review, photo and top comments activity





**ENCOURAGE  
FEEDBACK**





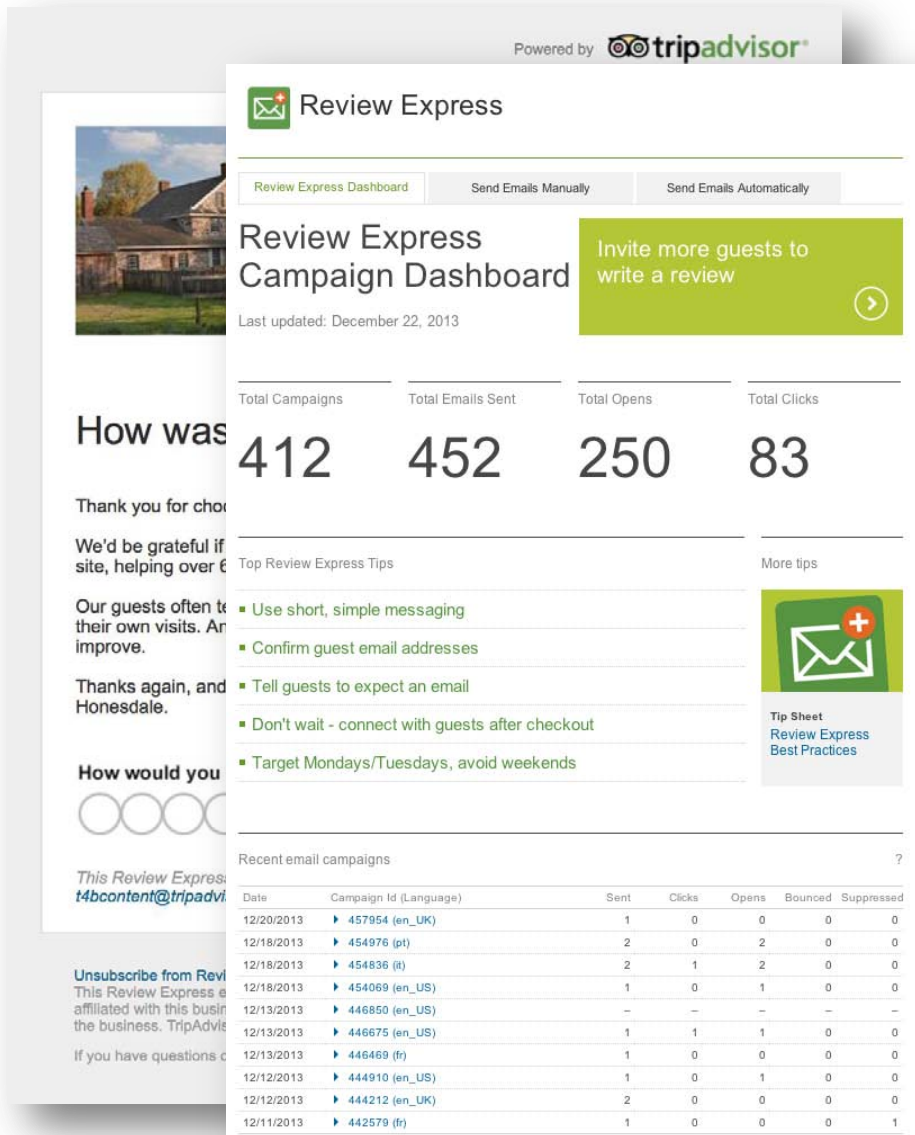
# 500 million

people view TripAdvisor content on sites  
other than TripAdvisor each month



# Review Express

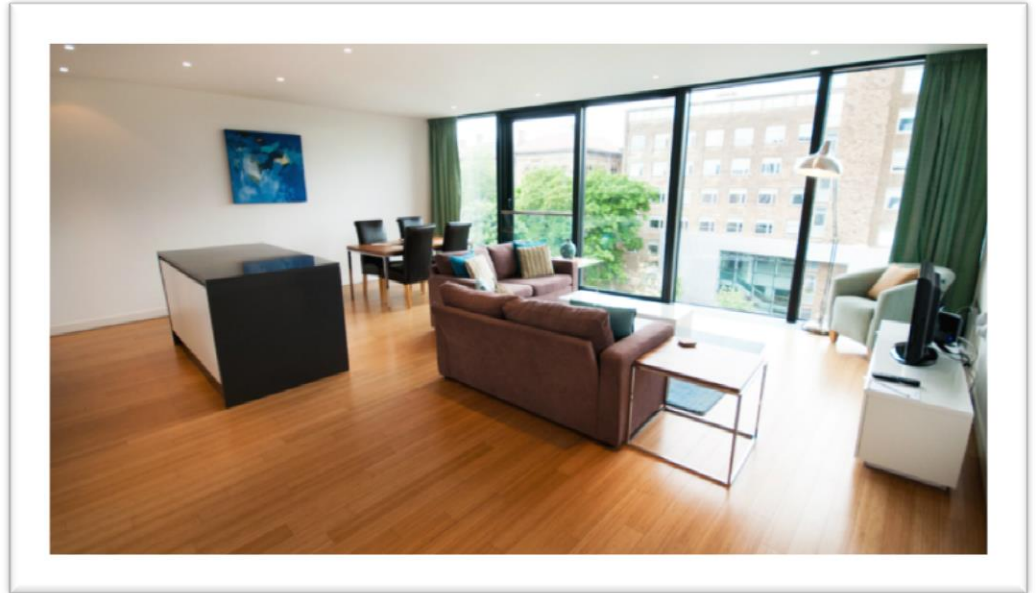
Easier than ever to ask guests to write a review on TripAdvisor!



- Engage with guests after they have stayed to encourage valuable feedback for your business
- Use customizable templates to easily email recent guests
- Use campaign dashboard to monitor incoming reviews and optimise campaigns
- It's FREE!

# Review Express Case Study: Thistle Residence, Quartermile Apartments

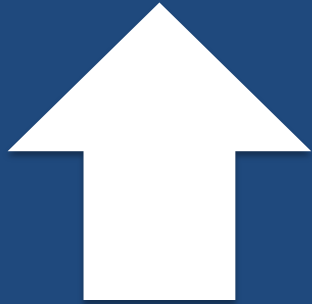
- Located in Edinburgh
- Started using automated Review Express a few months ago
- “Went from 1 review a month to **3-4 per week**”
- Thistle Residence’s popularity on TripAdvisor has been on the rise





**47,000+**

properties have used Review Express to date



**33%**

increase in reviews overall after using Review Express regularly



# 105,000

## unique domains feature TripAdvisor widgets on their site

facebook

Eden Roc at Cap Cana - Traveler Reviews

tripadvisor® The world's largest travel community

Traveler Reviews

Eden Roc at Cap Cana

69 traveler reviews | #3 of 102 hotels in Punta Cana

Praise from TripAdvisor travelers

TRAVELERS' CHOICE

Most recent traveler reviews

The Staff - That's What Made it So Special  
Reviewed February 27, 2014  
My wife and I just got back from a perfect baby moon at Eden Roc at Cap Cana. We could not have dreamed of a better place to relax. Our villa with a private pool was quiet an... more

Eden Roc - ROCKS!  
Reviewed February 17, 2014  
- Great resort, incredible location & outstanding service!! - Accommodations are awesome & very upscale - with hi-tech with iPad control for all lights, sounds & TV's. - Food... more

Relaxing, Seclusion, a beautiful hotel  
Reviewed February 07, 2014  
Just returned from this gorgeous property in the Cap Cana section of Punta Cana. Only 15 minutes from the airport (make sure to call the hotel and reserve your car service to a... more

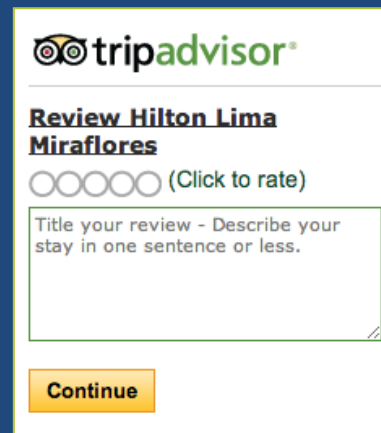
Relaxing, Dominican Style  
Reviewed February 05, 2014  
What an unbelievably relaxing vacation....my husband and I wanted to go somewhere for our baby moon that was a quick, direct flight from NY and easy to get to. We found Eden Ro... more

69 traveler reviews

Write a Review

Traveler Photos

See all photos



tripadvisor® The world's largest travel community, with more than 150 million reviews & opinions from real travelers.

Protea Hotel Fire & Ice! Melrose Arch

Your overall rating of this property

○○○○○ Click to rate

Title your review

Your Review Tips & guidelines

What sort of trip was this?

Select one

When did you travel?

Select one

Click to select a rating (optional)

Service ○○○○○

Cleanliness ○○○○○

Value ○○○○○

Location ○○○○○

Sleep Quality ○○○○○

Rooms ○○○○○

Room tip

☐ I certify that this review is my genuine opinion of this hotel, and that I have no personal or business affiliation with this establishment, and have not been offered any incentive or payment originating from the establishment to write this review.

CONTINUE



# SPEAK UP

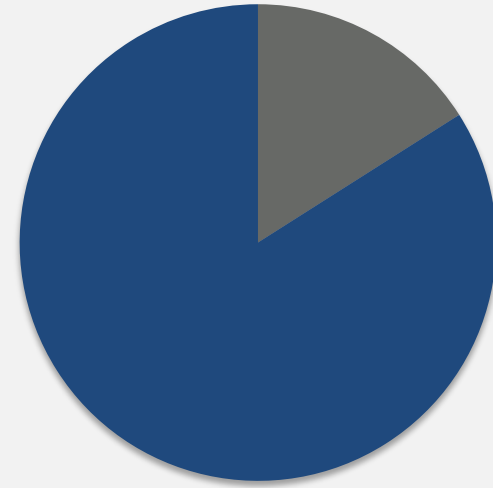


# Management Responses influence traveller decisions



**77%**

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




**87%**

**of respondents say an appropriate management response to a bad review improves my impression of the hotel.**

# Management Response Status Notification

- **Status updates:**
  - **Yes:** Management Response written and published
  - **No:** No management response
  - **Rejected:** Management Response written but rejected because it didn't meet TripAdvisor guidelines

 **Write a management response**

TripAdvisor invites representatives of hotels, restaurants, and attractions to respond to reviews written about their business. If your response meets our [management response guidelines](#), it will appear on TripAdvisor directly underneath the original review. Please note that we will not forward your response to the reviewer.

**Tips for writing an effective management response:**

- Keep it professional and courteous
- Keep it relevant to the travel community
- Remember your future customers are listening
- Write your response in the same language as the original review
- Don't identify a guest by name or other characteristics
- Don't use profanity, threats, accusations, or insults
- Don't advertise or include a commercial URL

See our [video](#) or [guide](#) on how to respond

If you are looking to edit or delete management responses, please [click here](#).

**Select the review you want to respond to below**

The following is a current list of all TripAdvisor reviews for your business. This list is fully sortable - you can sort by language and click on any title to see a complete review and posted management responses. You can only respond to one review at a time.


Show all

Select	Date Posted ▼	Review Title	Response
	Apr 30, 2012	<a href="#">Very good place to stay</a>	Yes
	Apr 25, 2012	<a href="#">Great stay...</a>	Yes
<input type="radio"/>	Apr 17, 2012	<a href="#">I thought it wasn't a B&amp;B?</a>	No
<input type="radio"/>	Apr 16, 2012	<a href="#">Loved it!</a>	Rejected
<input type="radio"/>	Apr 16, 2012	<a href="#">Loved the beets</a>	No
<input type="radio"/>	Apr 13, 2012	<a href="#">Schrute Farms: One of the best bed and...</a>	No
<input type="radio"/>	Apr 3, 2012	<a href="#">Awesome place to stay!</a>	No
<input type="radio"/>	Apr 2, 2012	<a href="#">Very Disappointed DEC 21, 2012 Weekend...</a>	No
	Mar 29, 2012	<a href="#">It's Not a B&amp;B.</a>	No
<input type="radio"/>	Mar 28, 2012	<a href="#">Pennsylvanian Perfection</a>	Yes
<input type="radio"/>	Mar 28, 2012	<a href="#">Misleading</a>	No
	Mar 28, 2012	<a href="#">Schrute Farms: One of the best bed and...</a>	No

Please note: the Response column will be updated after your response is posted on TripAdvisor.

\* Select your affiliation with this property (e.g., owner, manager, public relations manager)  
Note: TripAdvisor may contact this business to verify your affiliation with it.

Select one

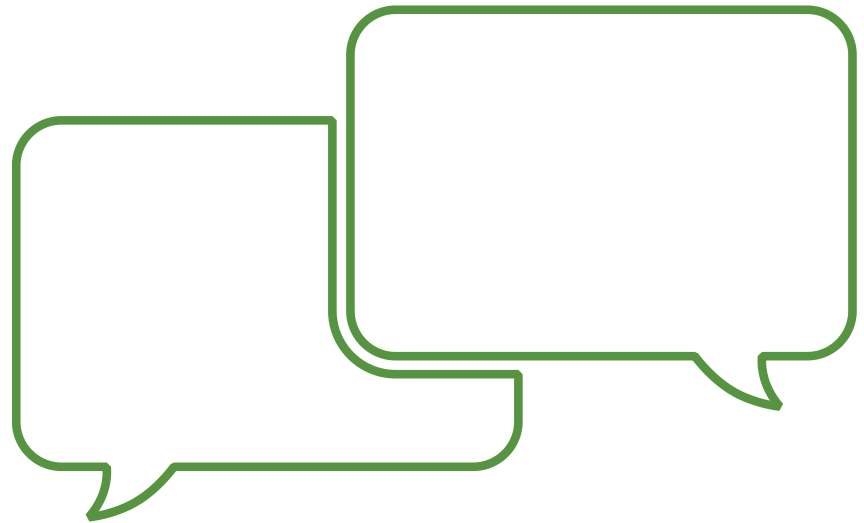
 **Review Express**

Use Review Express to remind recent visitors to write reviews. It's fast, free and easy!

Try Review Express

# Management Responses: Best Practices

1. Sign up for review notification emails
2. Read our guidelines
3. Respond promptly
4. Say “thank you”
5. Be original in reply
6. Highlight positives
7. Address specific complaints
8. Be polite and professional

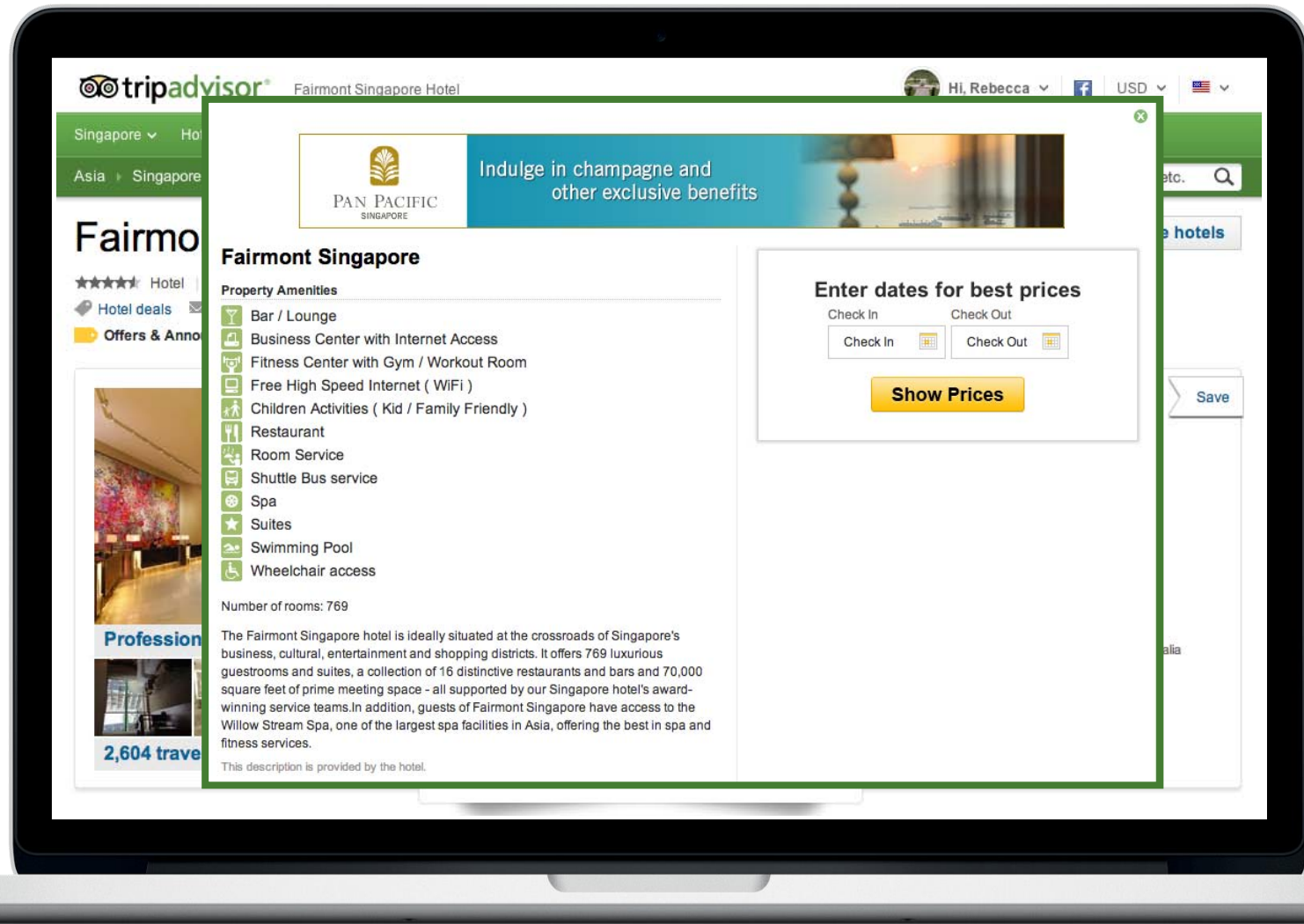






**PAIN** YOUR PICTURE





Source: PhoCusWright's "Custom Survey Research Engagement," prepared for TripAdvisor. December 2013





**SING YOUR  
PRAISES**

# How to promote your awards

- Add the emblem to your website
- Display your award on your property
- Issue a press release
- Contact your local media
- Post your award on Facebook and other social media outlets
- Celebrate with past guests



# Order your TripAdvisor sticker


Visit your Management Centre's "Free marketing tools" section





**75%**  
of TripAdvisor  
members  
surveyed say they  
are more likely to  
use a business  
with a TripAdvisor  
endorsement on  
display



# TripAdvisor for Business resources




Hi, Content  USD 

TRIPADVISOR CONSUMER SITE »

## Schrute Farms Management Centre

**Welcome to your Management Centre!**

This is where you will find free tools and content resources to manage your business' online reputation, engage the TripAdvisor traveller community, and attract guests. See our [video](#) and [guide](#) on how to market your business on TripAdvisor for free and get started today!




**INTRODUCING TRIPCONNECT™**  
Direct Bookings Made Simple


Learn more >

**Your Special Offer is not active** | [Create one now »](#)


**Your Announcement is not active** | [Create one now »](#)




**Manage your TripAdvisor page**  
Enhance your listing, upload photos and videos; update property details, rates and booking info; track performance, and more...




**Manage your Business Listing**  
Add contact details and post Special Offers on your TripAdvisor page to drive direct bookings and increase your property's exposure.




**Manage your reviews**  
Know what your customers are saying about you and post your reply.



**Free marketing tools**  
Use our downloadable badges and widgets on your own website to display your TripAdvisor ratings and reviews, encourage customer reviews and create photo slideshows.



**TripAdvisor Insights**  
Think of this new section of the site as part daily herald, part content portal, part hospitality marketing university. Basically, it's your essential hospitality marketing resource.




**Get help with your questions**  
Can't solve your query? Use our FAQs. Our help center offers further guidance and direct links to support specialists.

**Quick Links**

- Write a management response
- Update property details
- Add photos
- Get more reviews
- New** Instructional Videos
- Your other properties

**Your property overview**

Schrute Farms on TripAdvisor

Total Reviews	1006
Ranking	—
Rating	

Snapshot

[Property Dashboard](#)

[Review Dashboard](#)

**Business Listing status**


Special Offer: **Inactive**

Announcement: **Inactive**

Slideshow: **Active**

Weekly Digest: **Subscribed**

**Contact TripAdvisor**

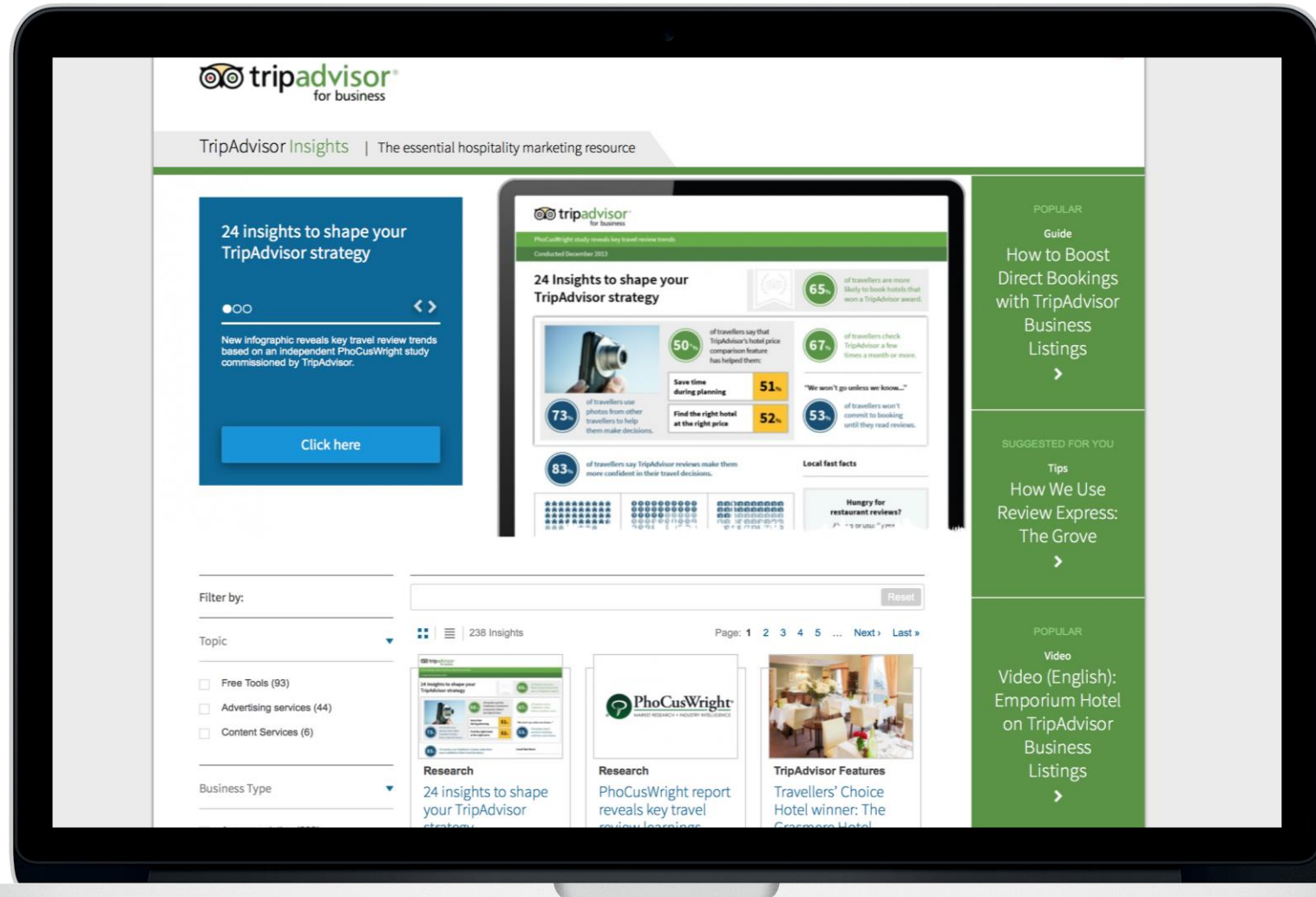
**Telephone** 

Monday-Friday  
9:00 - 16:00  
0-800-098-8460

[www.tripadvisor.co.uk/owners](http://www.tripadvisor.co.uk/owners)

# TripAdvisor Insights

[www.TripAdvisor.co.uk/TripAdvisorInsights](http://www.TripAdvisor.co.uk/TripAdvisorInsights)



# Thank you!

