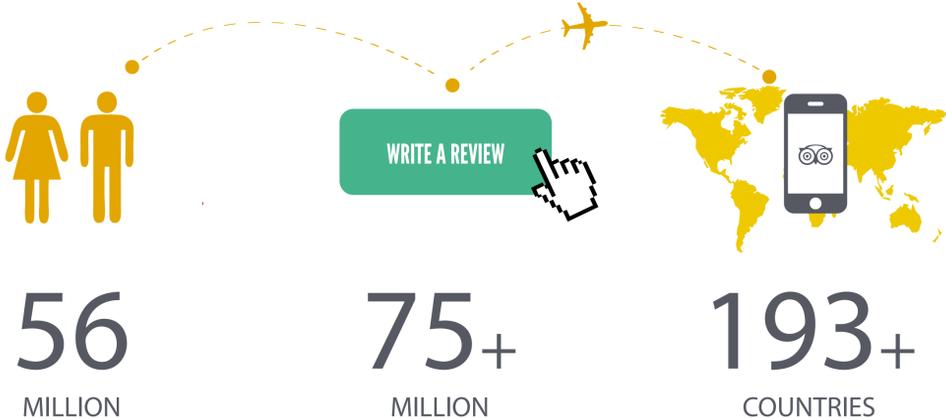




TRIPADVISOR CHEATSHEET

A practical guide for tourism businesses on how to efficiently respond to reviews on TripAdvisor.

WHY CARE?



56 000 000 people use TripAdvisor to research and review tourism businesses each month.

More than 75 000 000 reviews and opinions have been posted on TripAdvisor world wide.

People from more than 193 countries have used the TripAdvisor mobile application.

5 TIPS FOR RESPONDING TO REVIEWS

Responding to reviews about your business on TripAdvisor shows that you listen to your customers and want to satisfy them. Use it as an opportunity to set expectations for future guests.



1. PLAY BY THE RULES

Take a minute to read through TripAdvisor's Management response guidelines, a practical overview of suggestions and requirements for responding to reviews. Find it here: http://www.tripadvisor.com/help/management_response_guidelines



2. BE QUICK

A quick response is appreciated and shows that you care about your guests' satisfaction. It also helps to 'nip an issue in the bud' before it causes further harm to your business or brand.



3. MAKE IT PERSONAL

Avoid using a 'one size fits all' response. Guests expect and appreciate a tailored, personalised response addressing the specific questions or comments in their review.



4. SHOW RESPECT

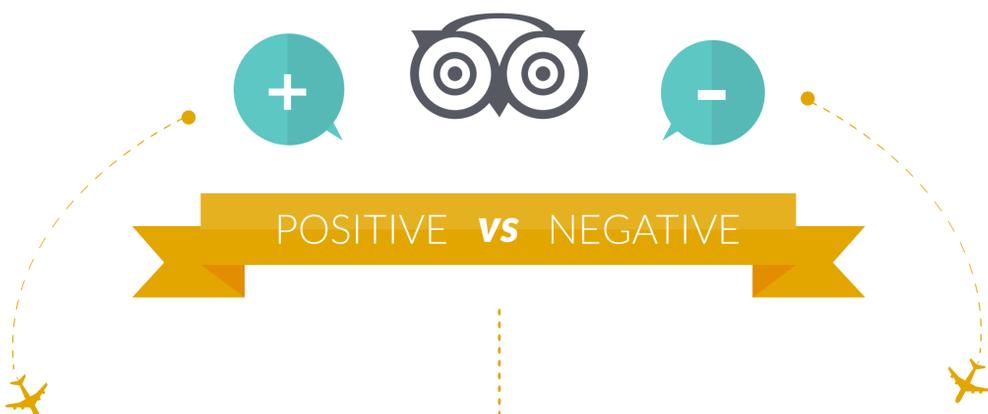
Treat all responses like you would treat a guest at your front desk. Always remain polite and professional, even when things get heated. Respect the reviewer's privacy and personal information at all times.



5. KEEP IT SIMPLE

Keep your response as short as possible and easy to understand. Avoid jargon and excessive typographic symbols.

Remember: Your audience on Tripadvisor stretches way beyond the individual reviewer to hundreds, even thousands of potential guests.



ANSWER QUESTIONS

Positive reviews might still contain questions or uncertainties. Responding to these could inform a broader audience of potential guests.

SHOW GRATITUDE

While it is not recommended to reply to all positive reviews, thanking a reviewer for his or her kind words could build loyalty and show that you care about the satisfaction of your guests.

AMPLIFY

Feel free to share some of your exceptional reviews with your Twitter followers and Facebook fans. *Remember, TripAdvisor has a dedicated Facebook application for sharing your reviews on your Timeline.

APOLOGISE

Thank the reviewer for sharing their thoughts and apologise for any inconvenience or damage caused.

OFFER A SOLUTION

Explain how the problem will be dealt with or fixed. If it can't be fixed or improved, briefly explain why.

SYMPATHISE

People tend to post negative reviews when they are angry or worked up. Simply explaining to a reviewer that you understand his or her frustration could go a long way.

SOURCES

Tnooz: <http://bit.ly/dwbGy3>
 TripAdvisor InfoCenter: <http://bit.ly/MKj7sz>
 Daniel Craig: bit.ly/smjGrq