

TripAdvisor, Chinese Version
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Introduction:

- Founded by Stephen Kaufer in 2000
- In 2013 became the most visited online travel site
- Hosted a massive repository of info on hotels and travel services
- Provided millions of reviews written by customers
- Began w/ only ads and hotel reviews
 - expanded into flight searches (2009)
 - listings for vacation properties (2010)
 - acquired mobile application developers (2011)



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Purpose:

- Wanted unbiased travel related information on the Internet
 - Avoid polished websites and brochures
 - Wanted authentic reviews
 - Other blogs captured travel experiences but no single place for all info was available

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Business Model

- Offered online travel agencies a place for text-ad links
 - Increased click through rate by 8%
- Expand offerings for outside services
 - Flights, vacation listings, mobile app

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How TA Makes Money

- Charged business for three services:
 - **Clickable text ads**
 - **Display ads/ banner ads**
 - **Business listings**

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Importance of Online Reviews

- Consumers shared experiences by:
 - WOM, blog and social media
- Research showed 81% are more likely to make a purchase online based off reviews
 - 72 % in 2012 study said they trust reviews as much as friend and family recommendations
- "Guest experience" is 1 of the 3 attributes consumers view as important when making decisions
 - Location and Price are the others

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1. Why is TripAdvisor (TA) appealing to consumers?

- Offers REAL information from REAL people's travels
- Must rely on others' info if going to a new destination
- Narrow options to find the BEST!

"Consumers get unbiased and real advice for real travelers about hotels, attractions, and other travel-related ideas"

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2. What do hotel owners and property managers feel about TA? How does TA manage to create the balance between consumers and hotel managers?

- Word of mouth is primary factor behind 20-50% of all purchasing decisions
- Owners and Managers looked at it as an opportunity to interact and engage with consumers online
- Tried to manage:
 - Location where reviews appeared
 - Quantity of reviews generated
 - Quality of reviews
- Marketing changed to focus on encouraging customers to write reviews
- Homewood Suites
- Four Seasons Hotels and Resorts

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