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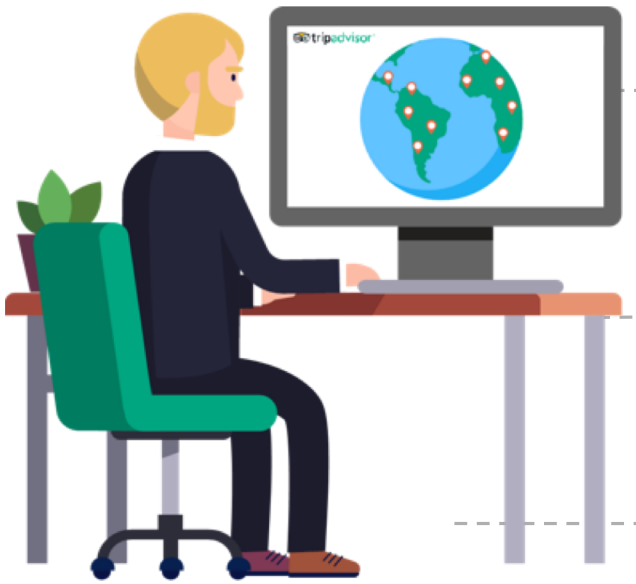
Nova Scotia& TripAdvisor

Nova Scotia on TripAdvisor

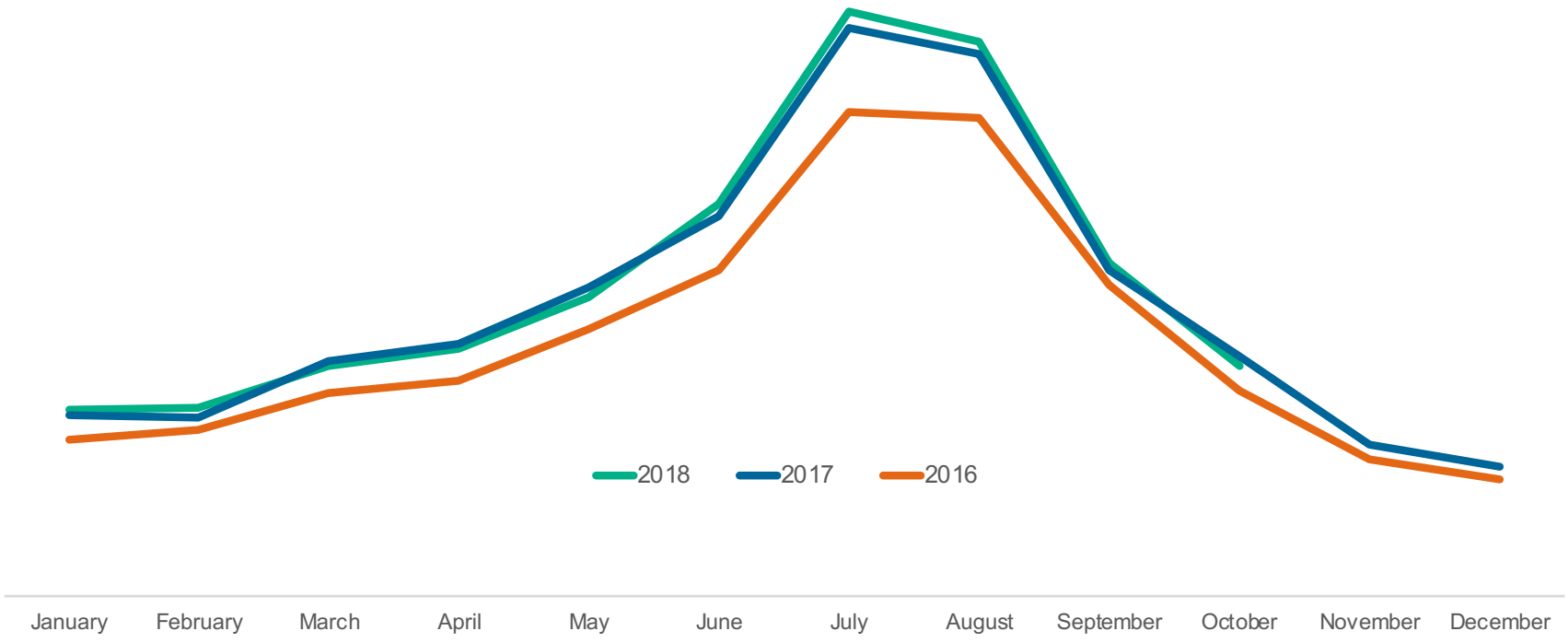


897 Lodging options
1,079 Attractions

32,660
Photos (74 videos)

9,772
Forum topics

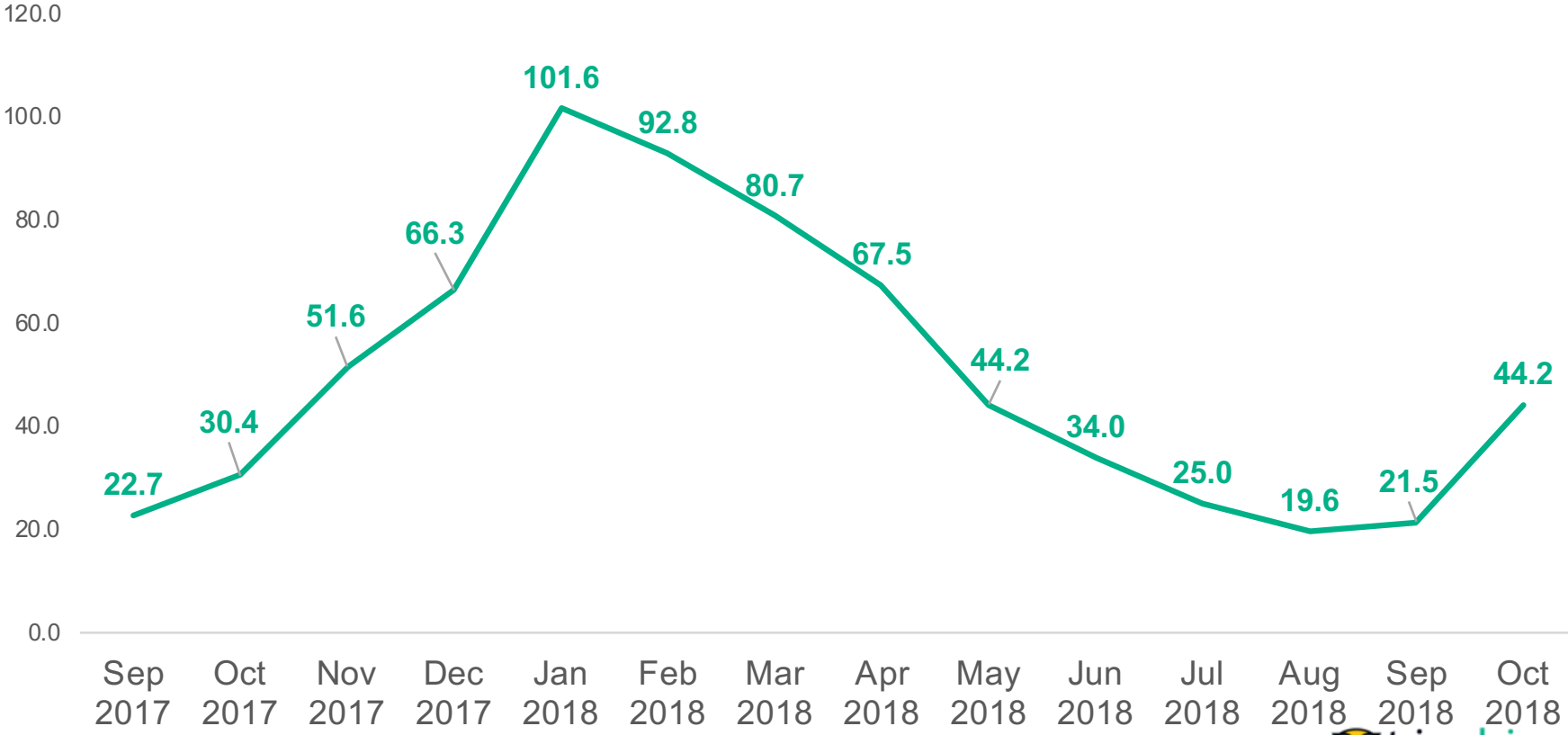
Canada Interest in Nova Scotia Content



Source: TripAdvisor Internal User Data – Confidential For Internal Use Only

Days Prior to Travel to Nova Scotia

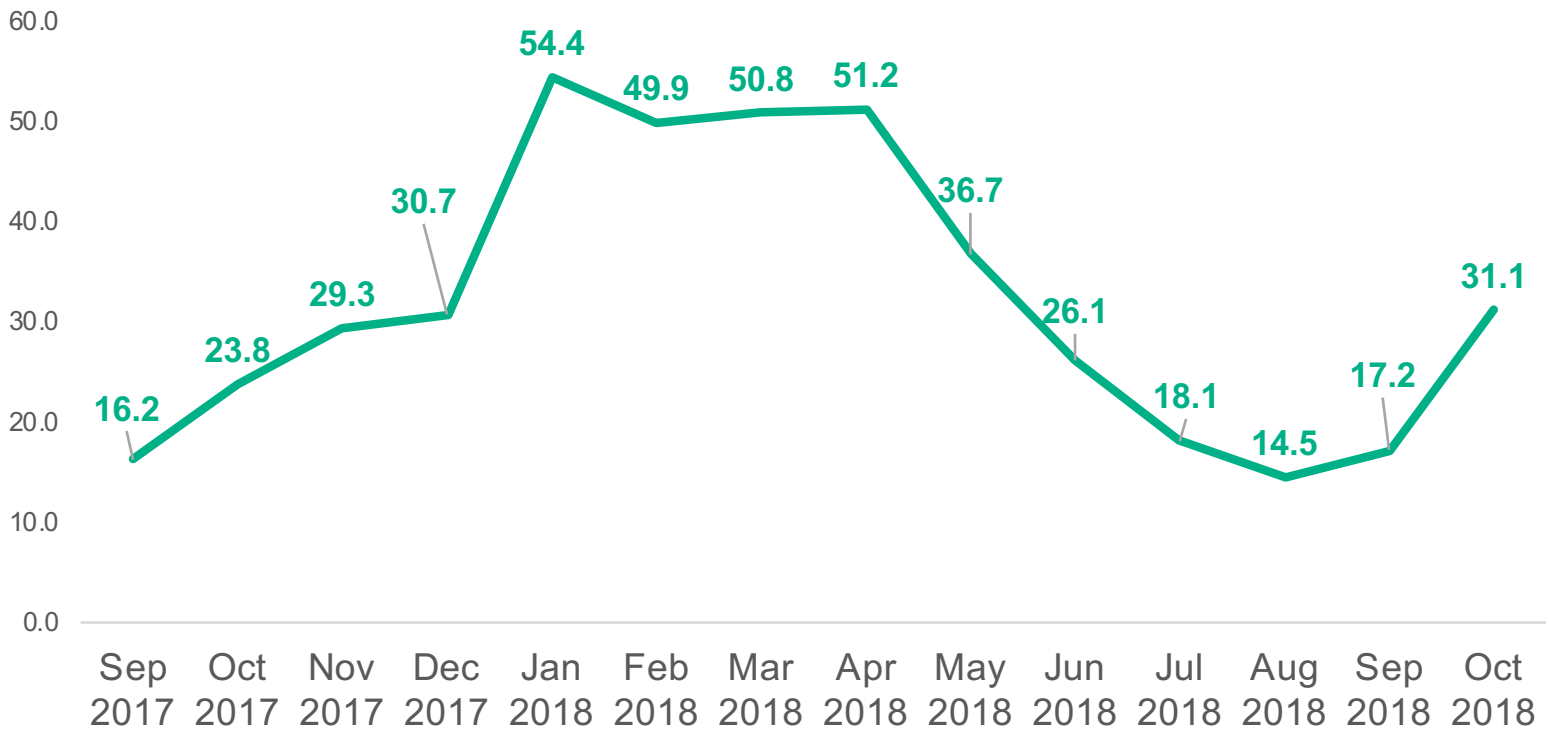
US ips



Source: TripAdvisor Internal User Data – Confidential For Internal Use Only

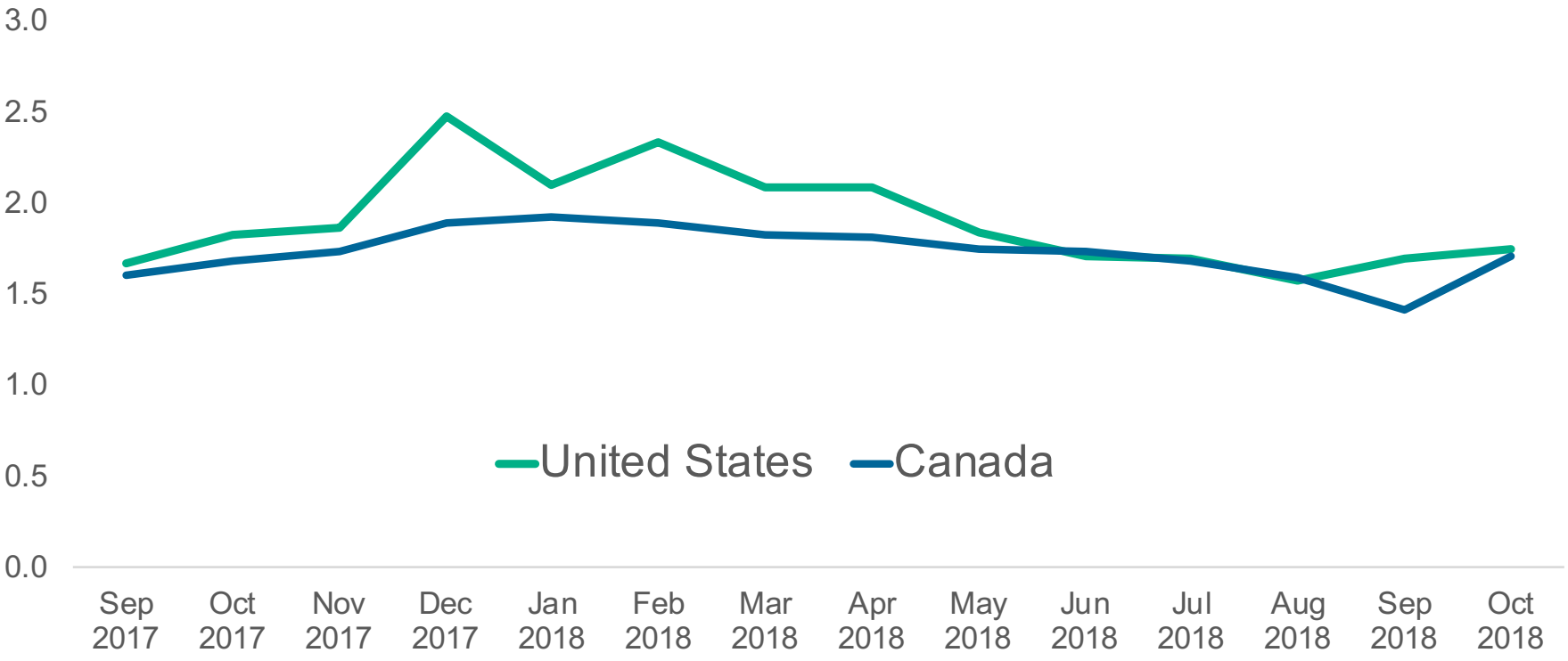
Days Prior to Travel to Nova Scotia

CA ips



Source: TripAdvisor Internal User Data – Confidential For Internal Use Only

Average Duration of Trip to Nova Scotia



Source: TripAdvisor Internal User Data – Confidential For Internal Use Only

The World's **Largest Travel Community**

456 MILLION
UNIQUE MONTHLY USERS

661 MILLION
REVIEWS & OPINIONS

310+ NEW CONTRIBUTIONS
POSTED EVERY MINUTE

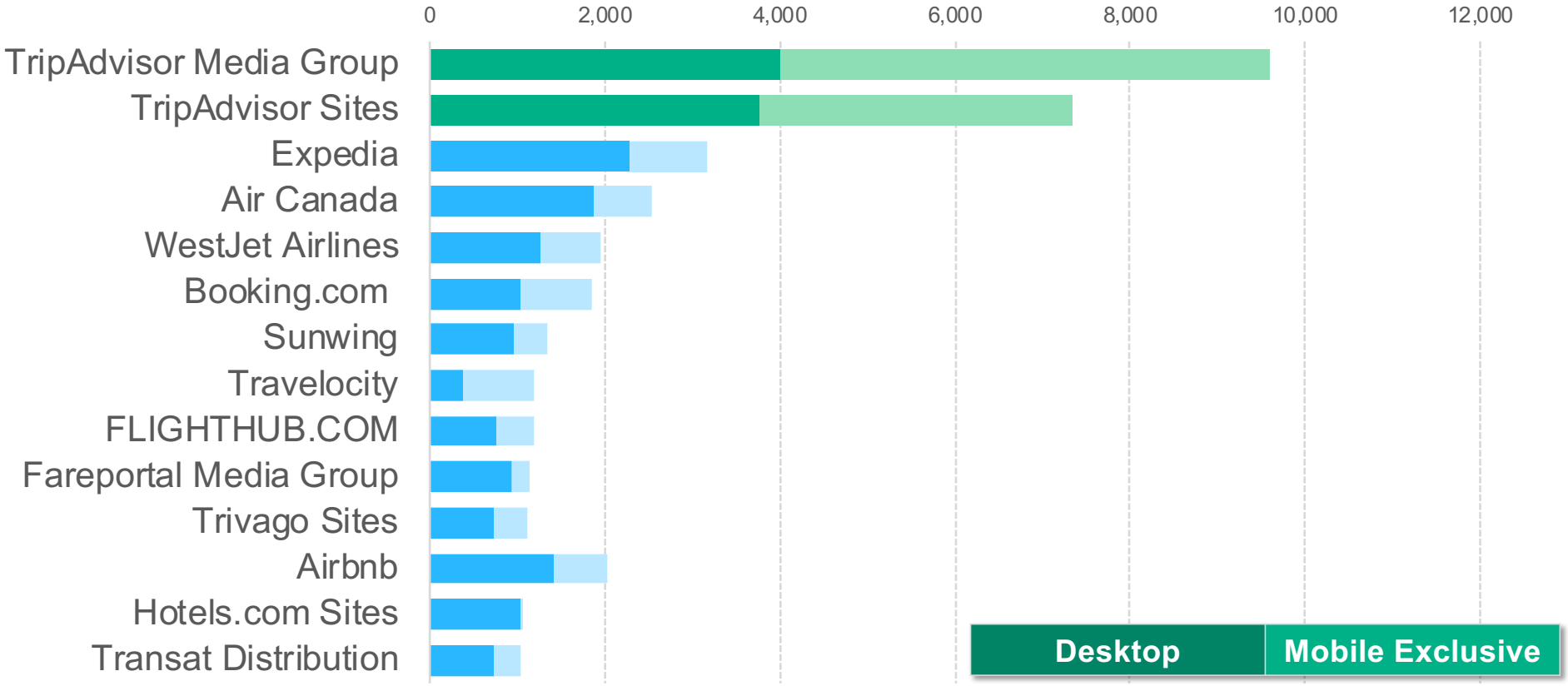
455+ MILLION
DOWNLOADS

49 MARKETS
28 LANGUAGES
ACROSS THE GLOBE

TripAdvisor Media Group

TripAdvisor, Inc. operates websites under 22 other travel media brands

TripAdvisor: Canada (including mobile)



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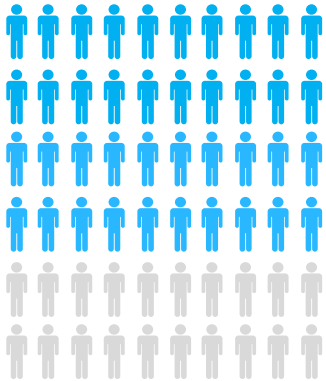
TripAdvisor's Share of Travel Bookers

67%
of people in the USA visit travel sites



45%
of travel visitors are reached by TripAdvisor

23%
of intenders end up purchasing

66%
of purchasers visit TripAdvisor

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Source: comScore services

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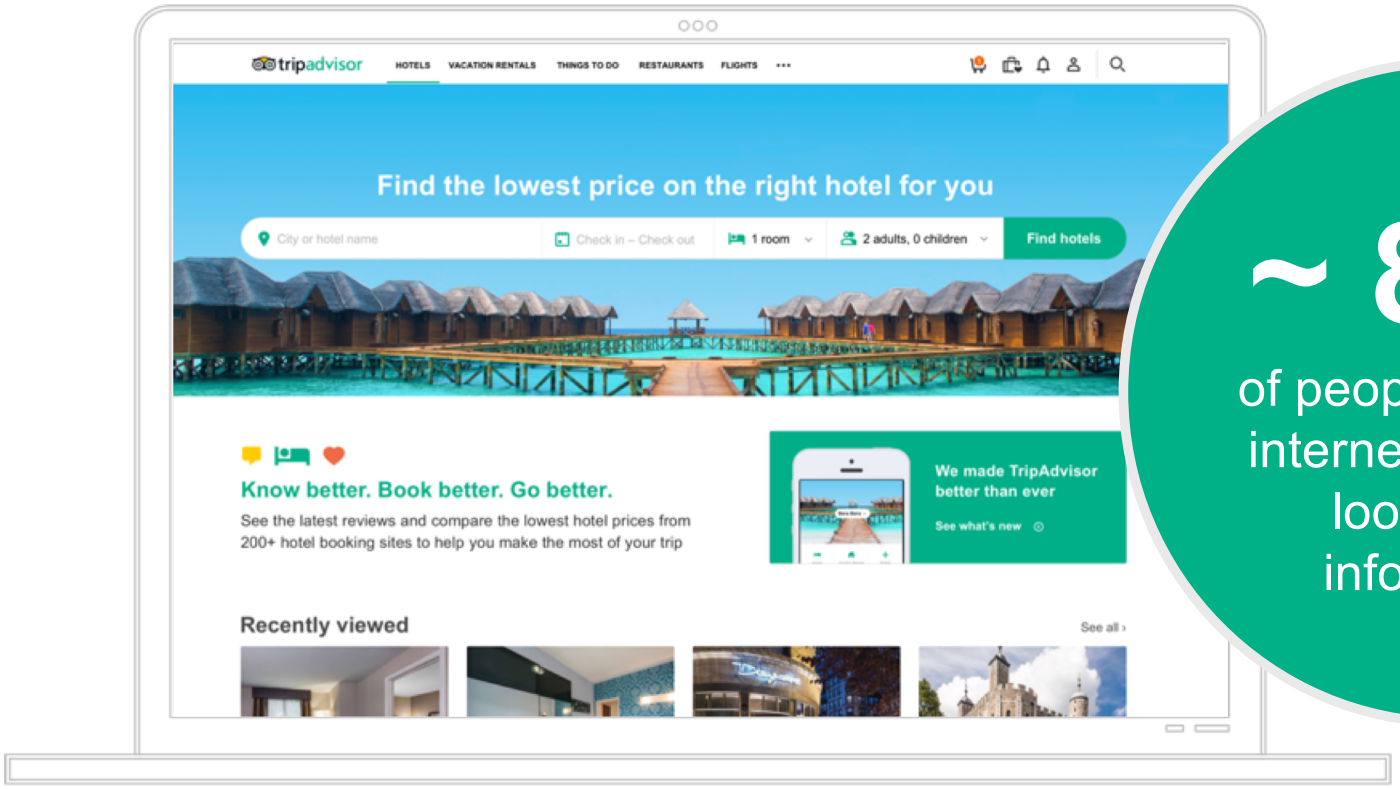
Impact of Reviews

Research Begins Online



~ 80%

of people go to the internet first when looking for information

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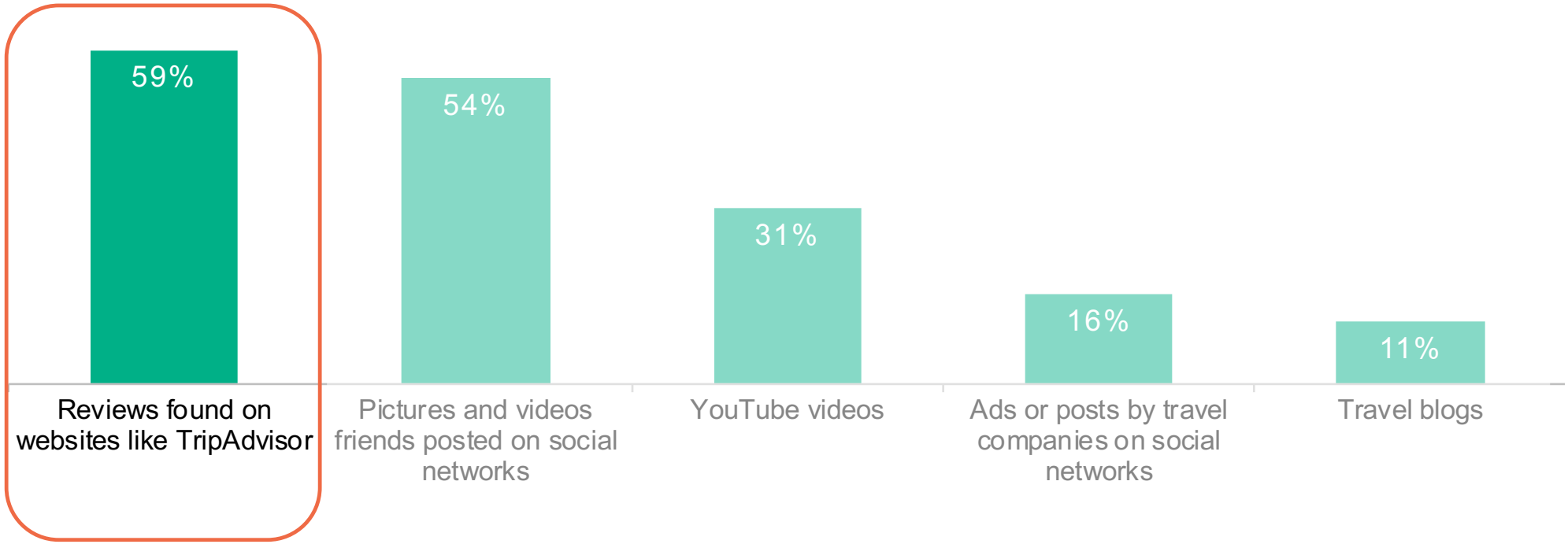
The Most Influential Channels on Travel Decisions



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The Power of Reviews for Hotels

96% of travelers consider reviews important when planning & booking hotels

83% will “usually” or “always” reference TripAdvisor reviews before making a booking decision on a hotel

The Power of Reviews for Restaurants

85% travelers will ”usually” or “always” reference TripAdvisor reviews before booking a restaurant

How Travelers use reviews

- 80% are most interested in recent reviews
- 80% read at least 6-12 reviews before booking
- 66% Ignore extreme comments
- 76% of Traveler will pay more for a property with a higher review score

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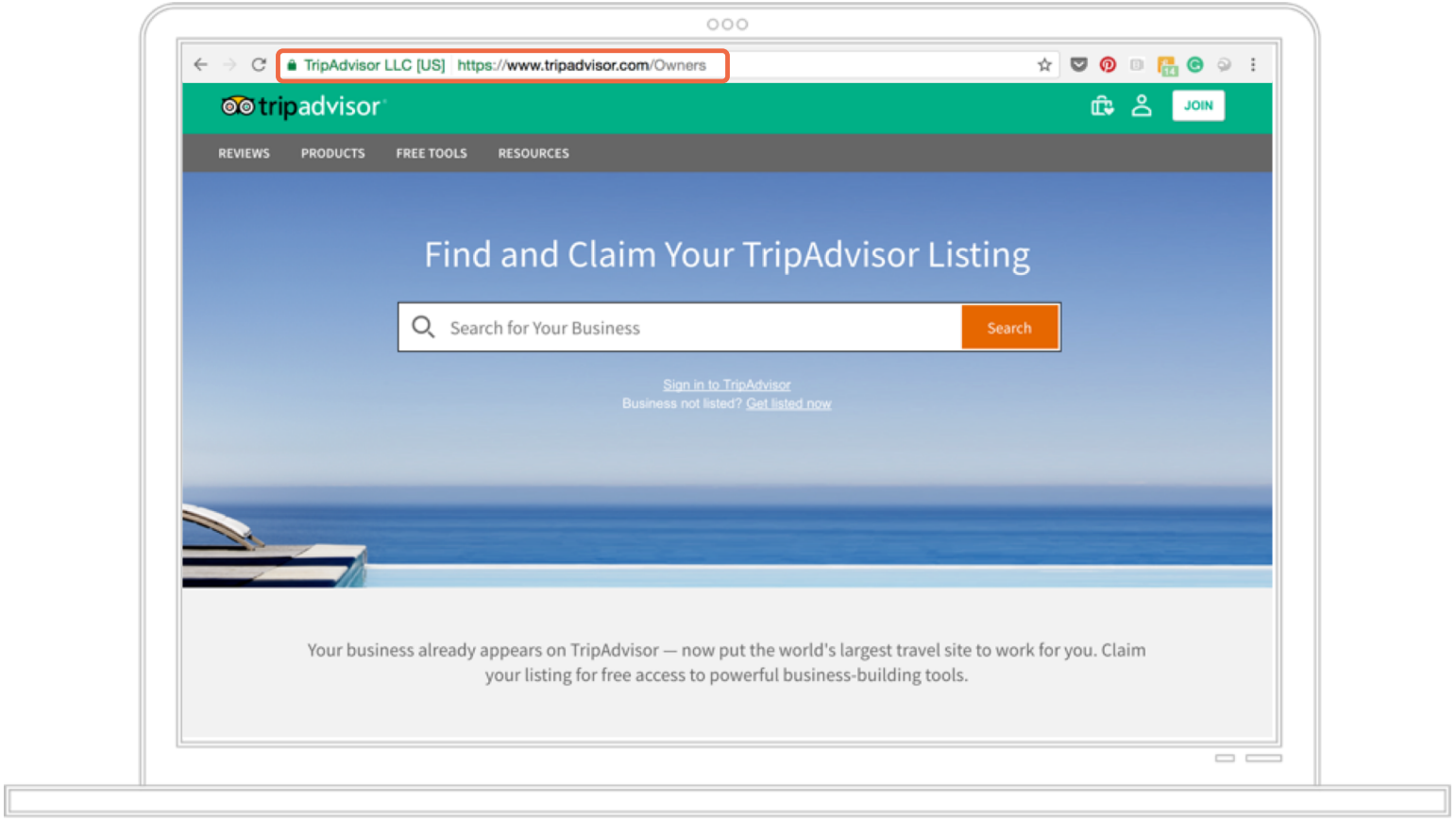
Power Your TripAdvisor Presence

Claim Your TripAdvisor Listing

www.TripAdvisor.ca/owners



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Access the Management Center

Claiming your listing gives you access to the Management Center where you can:

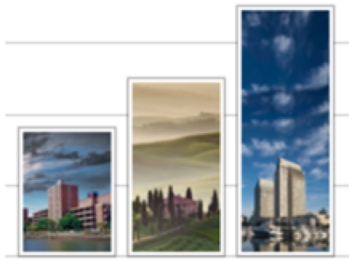
Optimize Your Listing

Update your business description, add photos, and highlight amenities to attract traveler's attention

Manage Your Reviews

Generate more feedback with Review Express and join the conversation via Management Responses

Track Your Performance



Analyze how you're engaging with travelers on TripAdvisor and how you measure up against competitors

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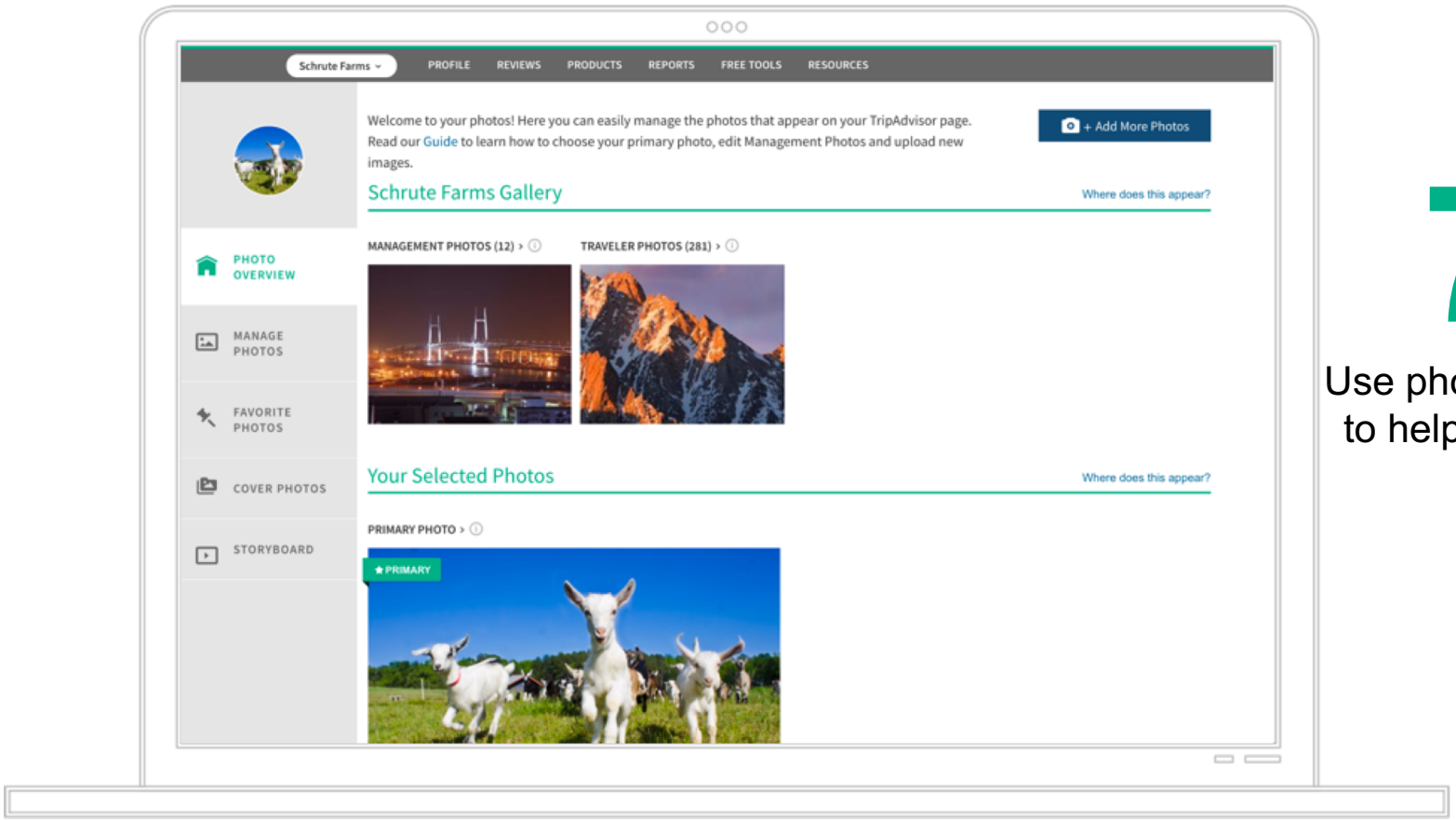
Upload & Manage Photos



73%

Use photos from other travelers to help them make a decision

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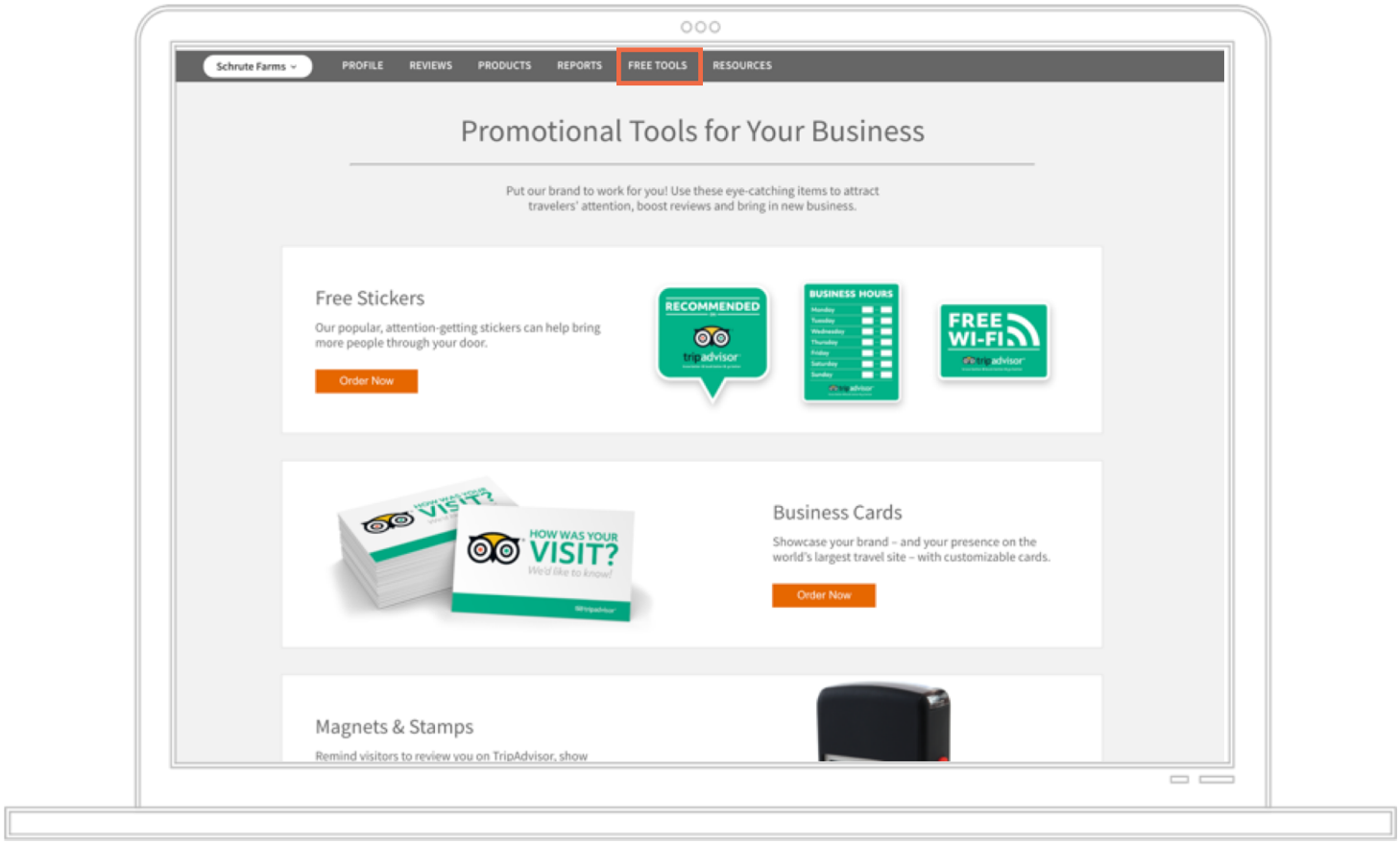
Promotional Tools for Businesses



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The TripAdvisor Popularity Ranking

Once we've reached a critical mass of reviews, we're able to more accurately predict that property's ranking

The bubble ratings provided by travelers contribute to your ranking

Recent reviews carry more weight than older ones

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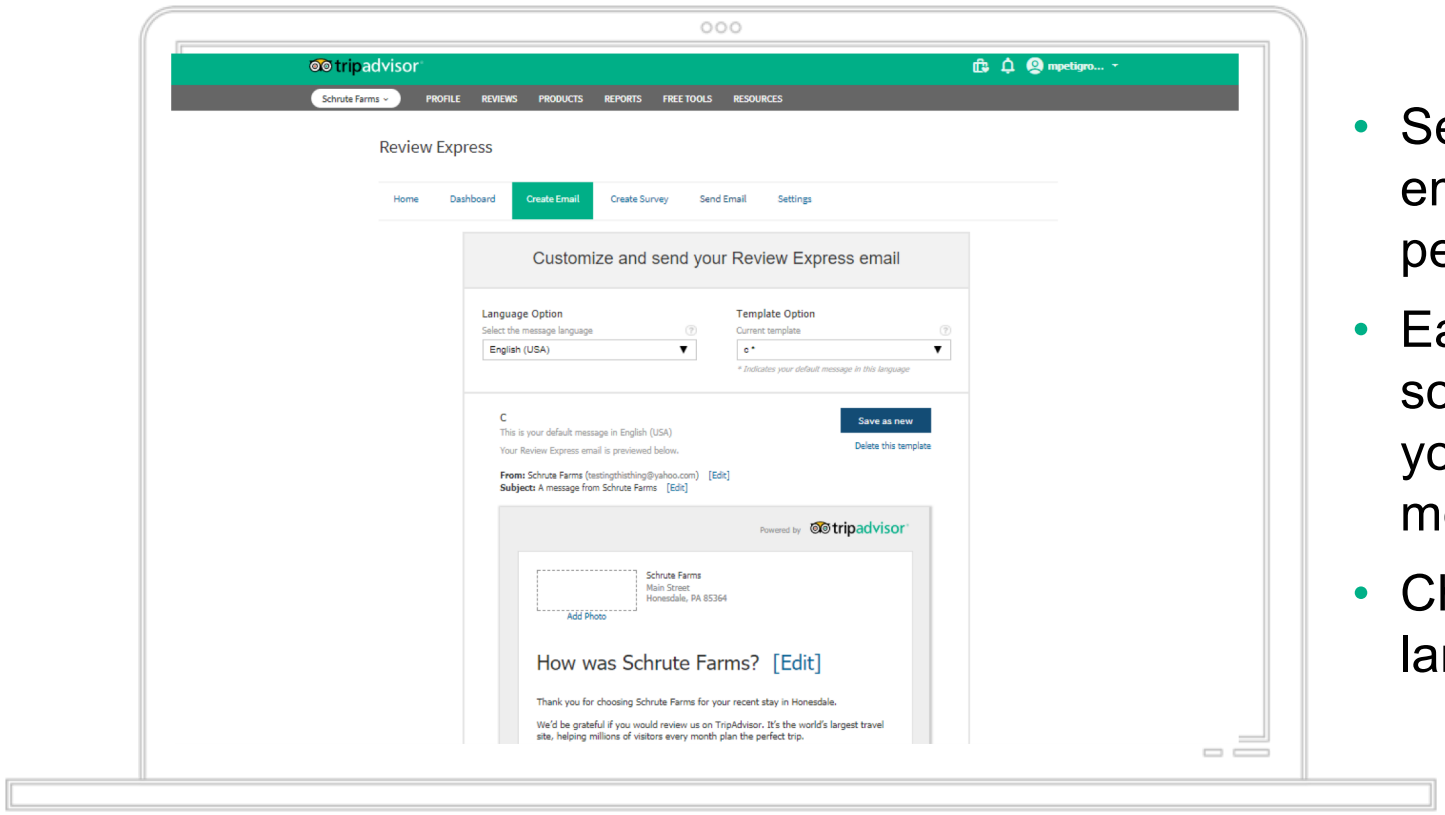
Collect Recent Reviews with Review Express



- Send up to 1,000 email addresses per day
- Easy to edit template so you can create your own custom message
- Choose your preferred language

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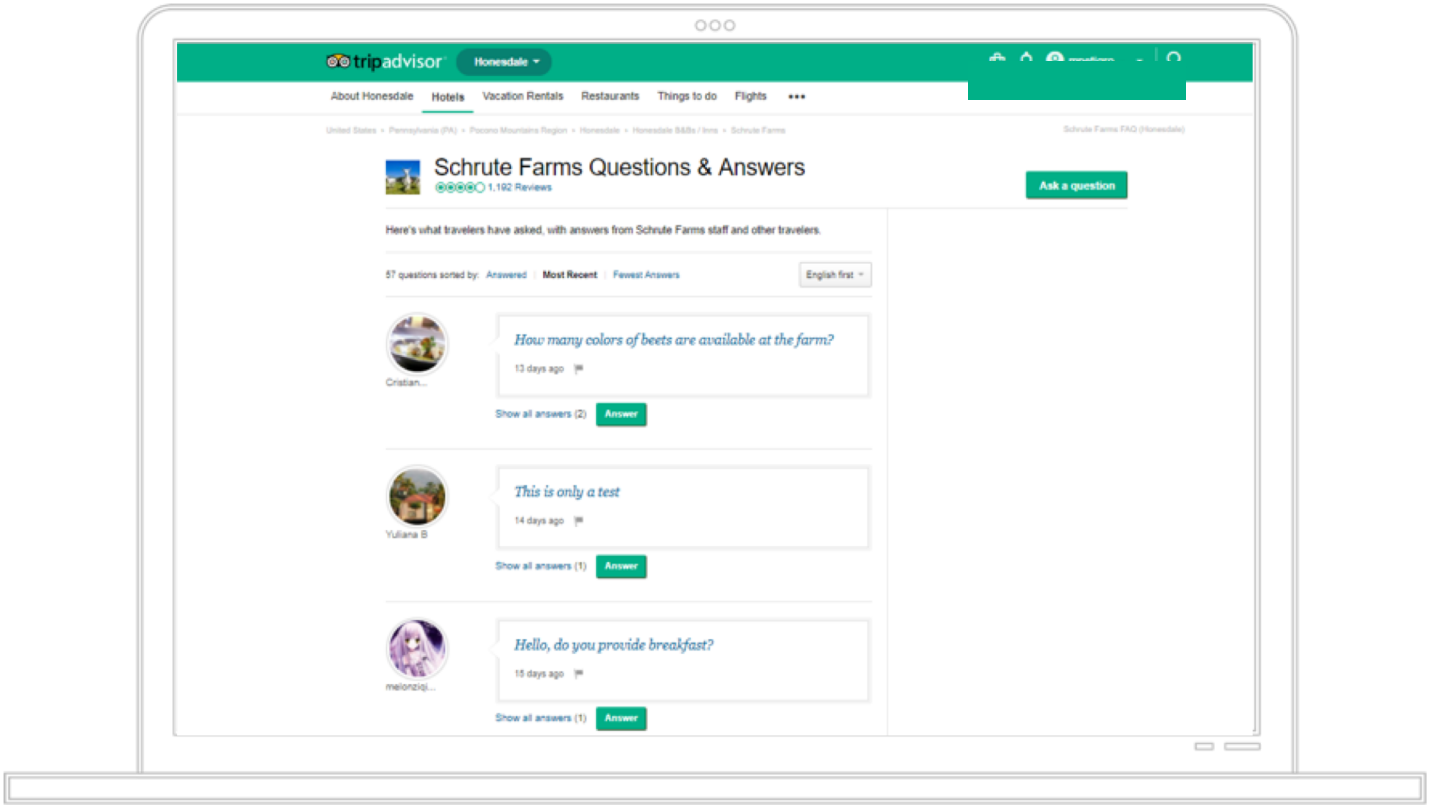
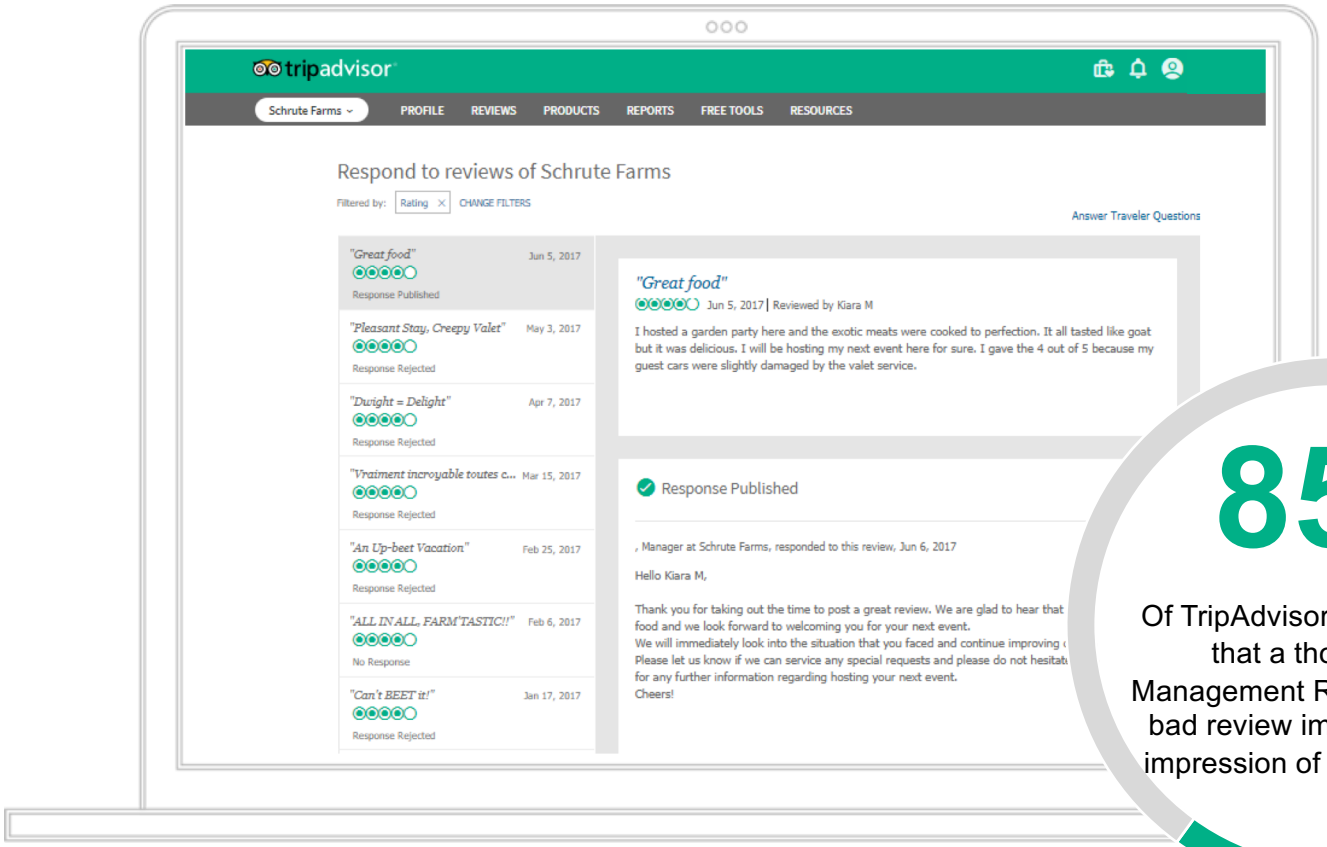
Questions and Answers on TripAdvisor

Engage with potential customers and create a sense of transparency with Questions & Answers



Take Advantage of Management Responses



65%

Of TripAdvisor users are more likely to book with an operator which responds to travelers reviews versus a comparable operation which doesn't

85%

Of TripAdvisor users agree that a thoughtful Management Response to a bad review improves their impression of an attraction

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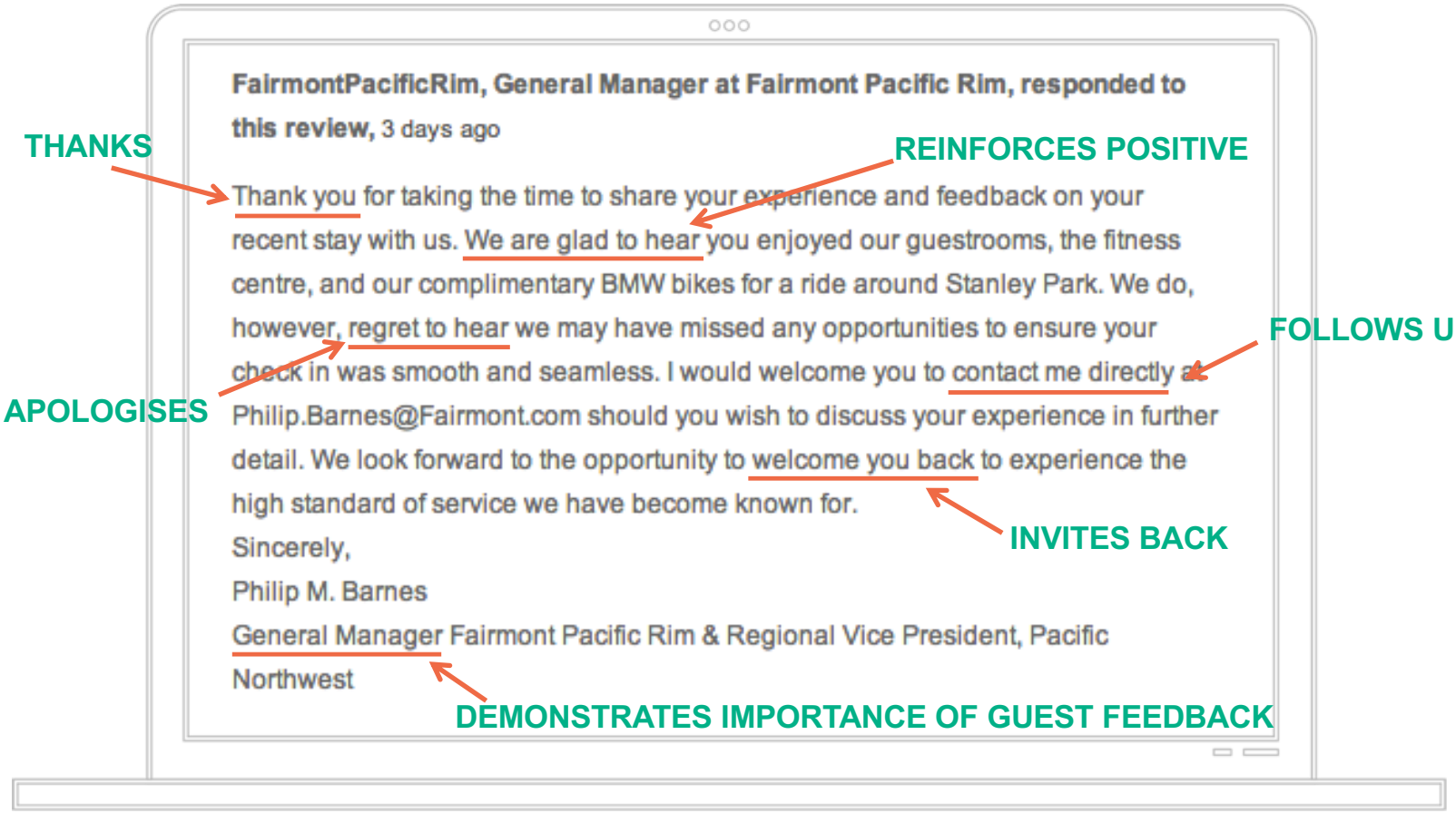
The Anatomy of a Good Response



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Sometimes Negative Reviews Can Be Prevented

“We brought the issue to staff’s attention, but they did nothing.”

“They said they would try to fix it, but they obviously didn’t care.”

“They couldn’t fix it, but they really tried their best.”

“They resolved it right away and apologized profusely.”

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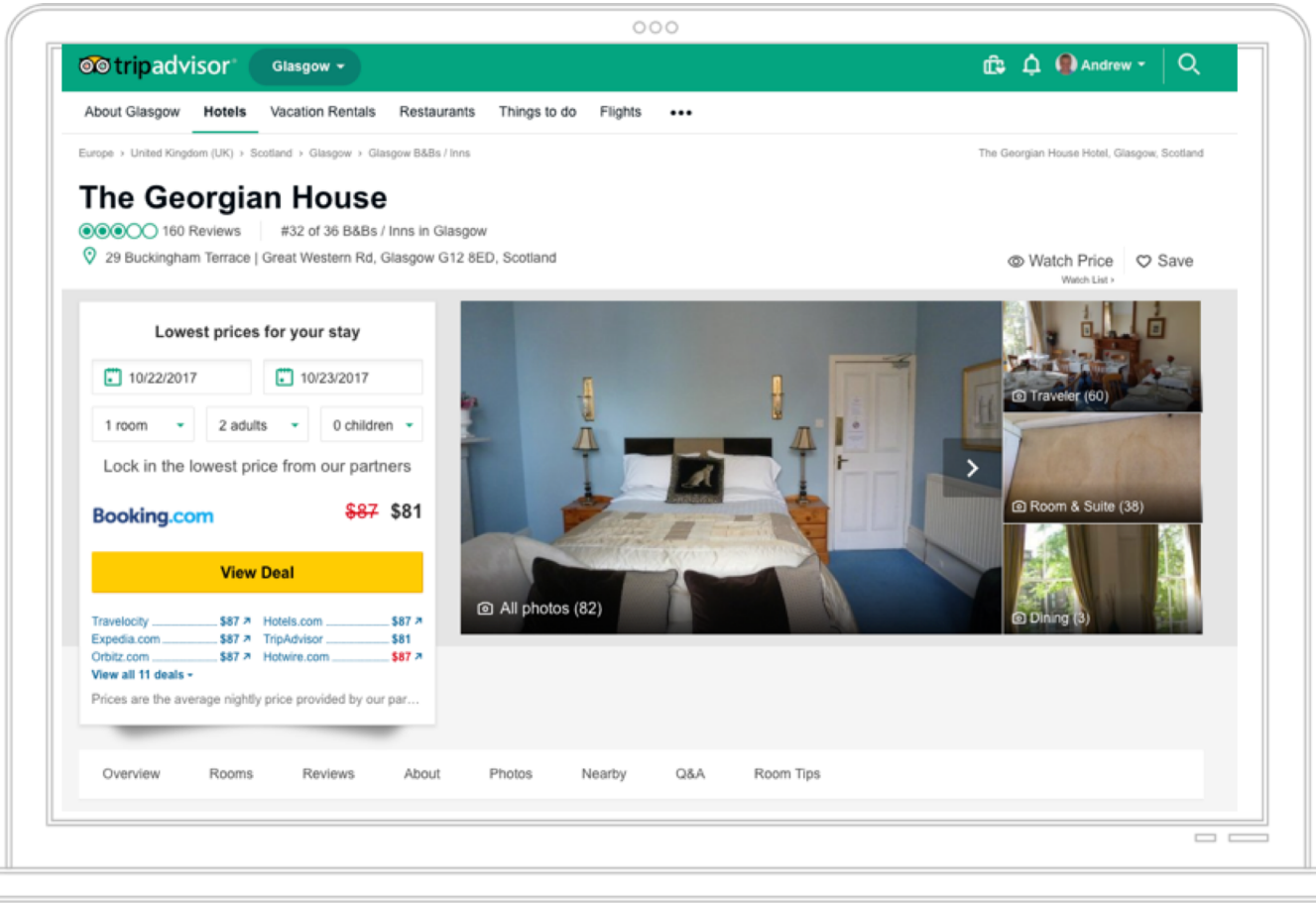
The Anatomy of a HORRIFIC Response



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Best Practices for Responding

1. Sign up for review notification emails
2. Respond promptly
3. Say ‘Thank you’
4. Be original in your replies
5. Highlight positives
6. Address any specific issues
7. Be polite and professional

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Content Integrity

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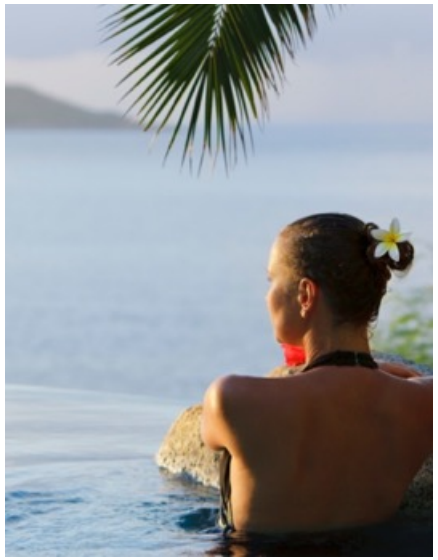
What We Believe

1. We believe we are the **industry leaders** in review fraud detection.
2. We believe traveler reviews have **revolutionized travel**.
3. We believe TripAdvisor has **levelled the playing field** for business small and large to compete.
4. We believe in customers' **right to write.**



Examples of Reviews Which Violate Our Guidelines

K.H. D
13 3

"There was a long wait, the food was cold and they refused to use my Promo Code #1234"

Reviews containing personal or exclusive information

Kevin G
Woodworth, Louisiana
21 8

"I stayed here 5 years ago and still think about the terrible service we received."

Reviews from a non-recent trip

Memoirsofatr…
Dubai, United Arab Emirates
19 12

"A friend of mine rented a bike from this business recently and said the tires were flat and the staff were largely unhelpful."

Second-hand information

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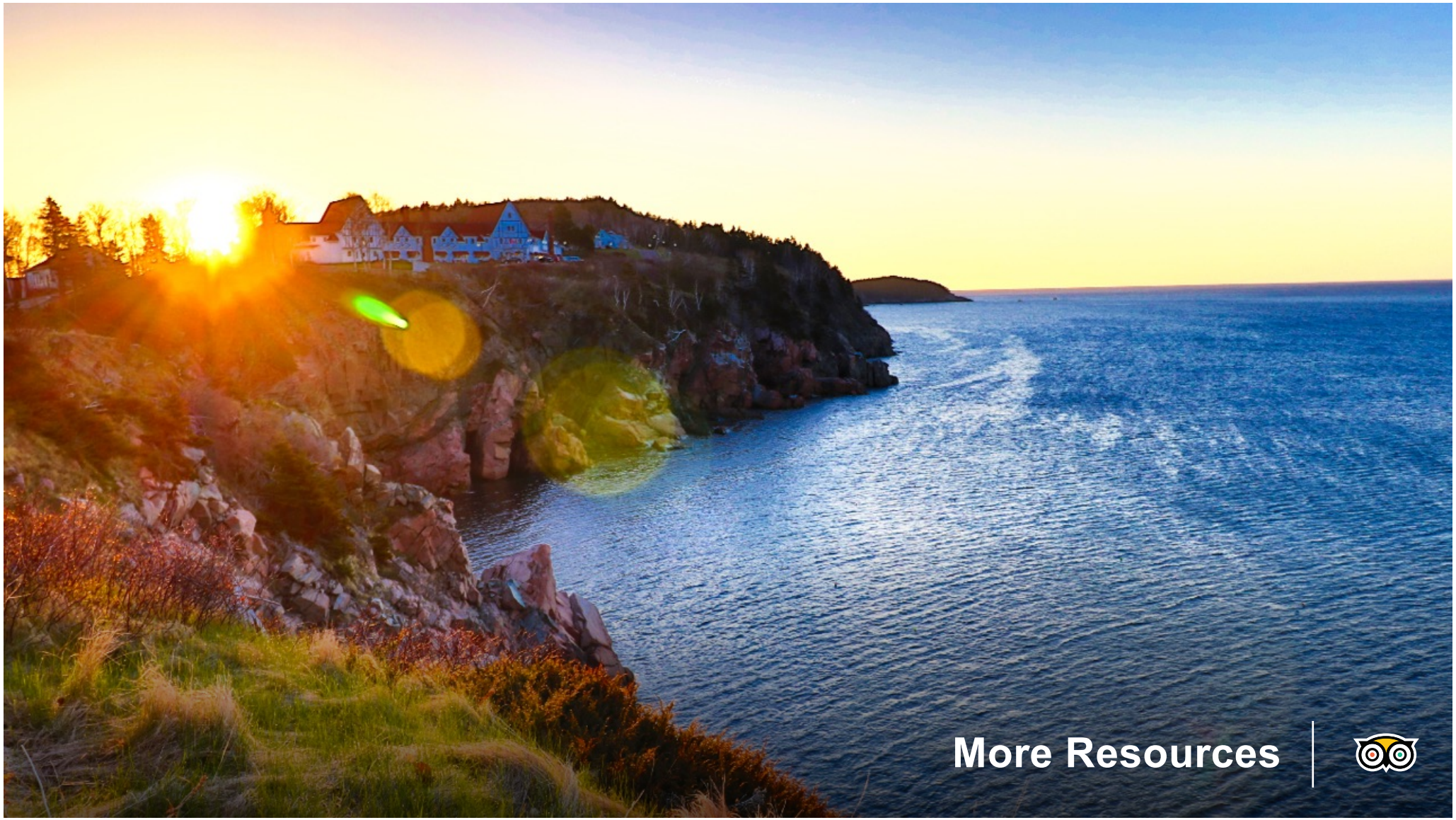
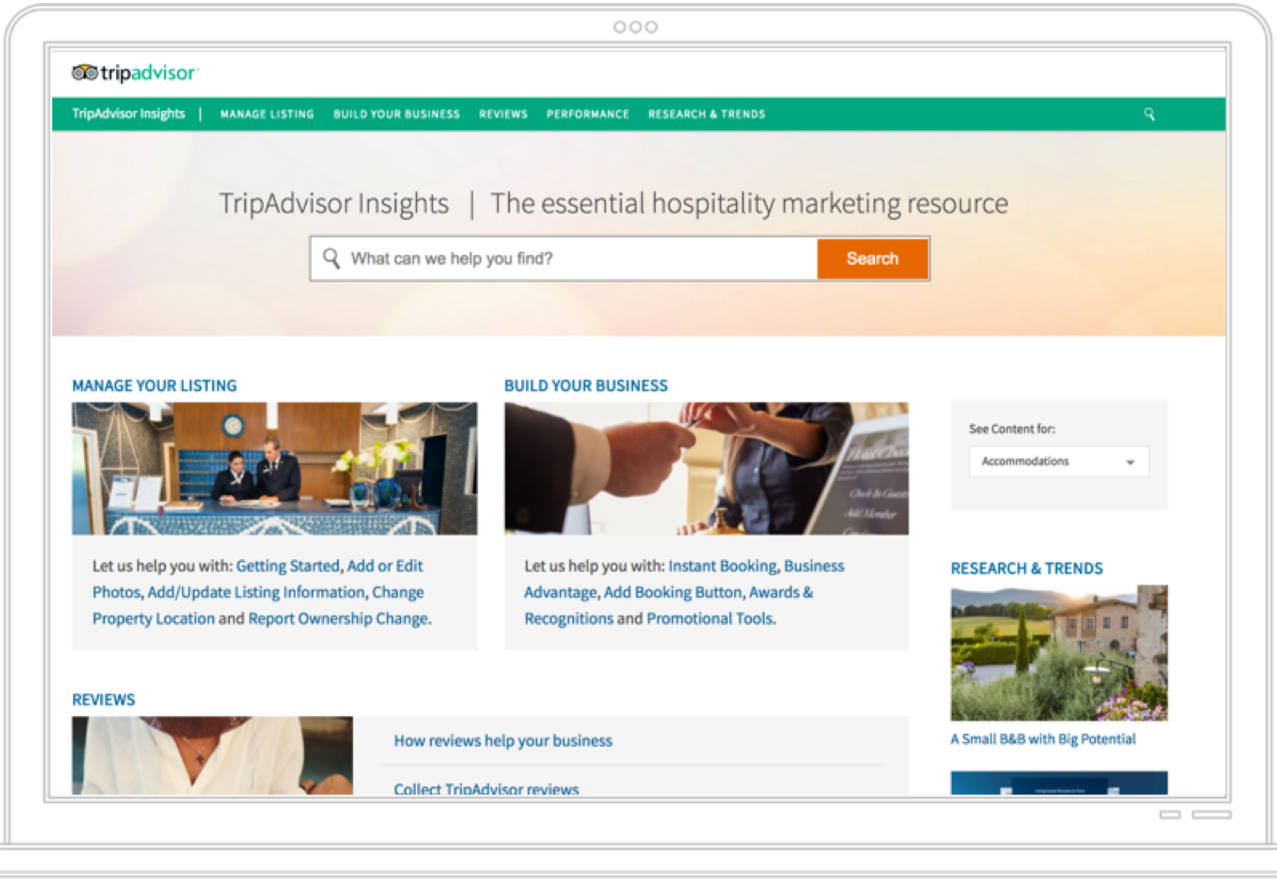

More Resources

Visit TripAdvisor Insights for Guides & Best Practices

www.TripAdvisor.ca/insights



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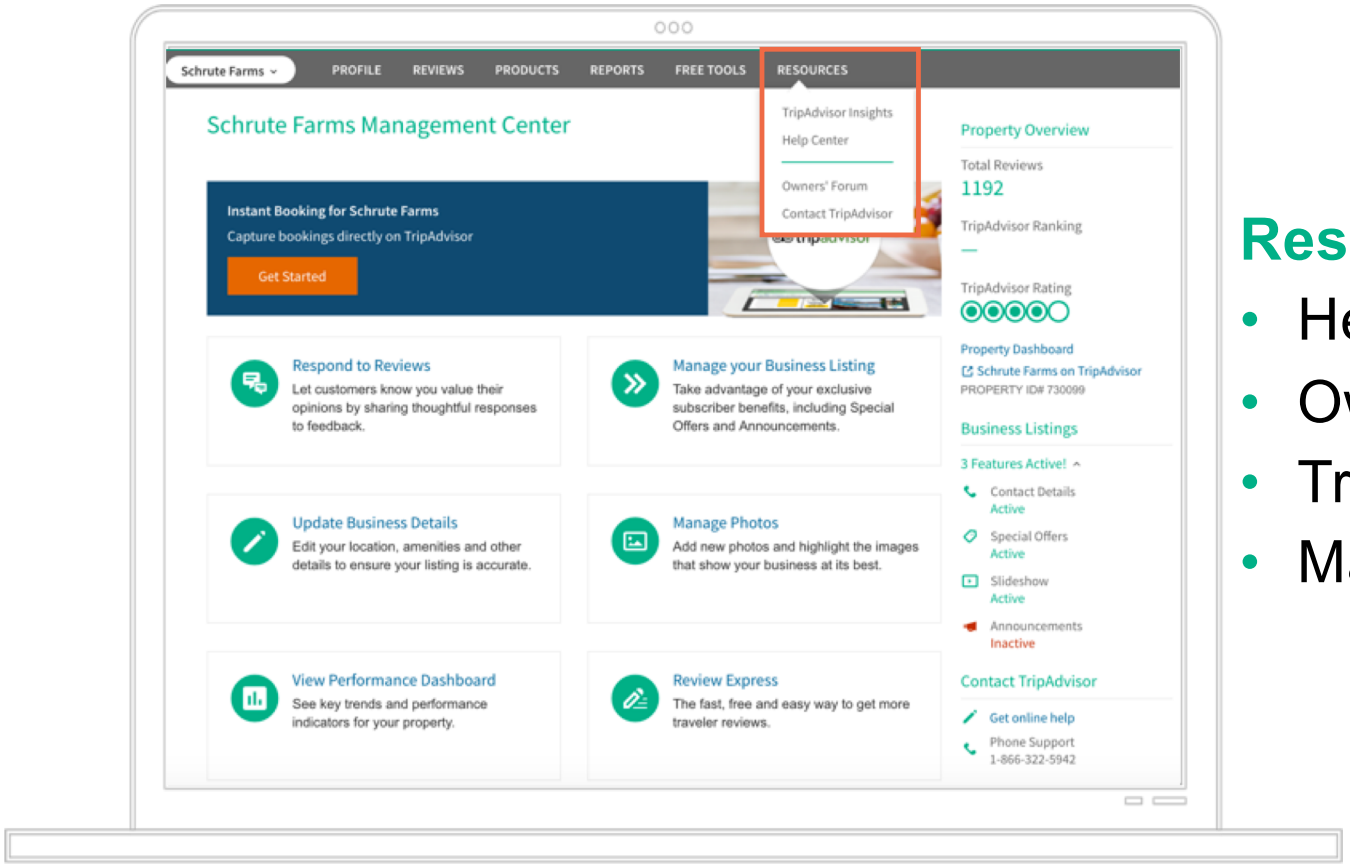
Customer Service and Support



Resources:

- Help Center
- Owners Forum
- TripAdvisor Insights
- Management Center

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Things to Always Keep in Mind…

1. Commit to listening
2. Don’t fear the feedback
3. Treat reviews like precious gems
4. Track the trends
5. Respond with a virtual smile

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Thank you