

WHY TRIPADVISOR?



TripAdvisor is the world's largest travel guidance platform



>1 billion reviews of nearly 8 million businesses



72% of respondents always or frequently read reviews before making a travel decision



4 out of 5 people say TripAdvisor makes them feel more confident in their booking decisions



Millions each month discover where to stay, what to do, and where to eat



Real images and guidance from those who have previously visited

The platform is not only important to travelers but also to the businesses themselves. First-hand accounts from previous guests of your lodging establishment, restaurant, retailer, or activity provider allow you to learn what's working (or what isn't) and continue to customize your guests' experience.

The tourism website for the Santa Rosa County TDO sources our partner listings directly from TripAdvisor. To be featured on our site, tourism partners must maintain an active TripAdvisor business listing. Once listed, we'll display their business name, image, address, phone number, and TripAdvisor Traveler Rating.

SETTING UP YOUR BUSINESS LISTING

1. New to TripAdvisor? Check and see if a previous guest already posted a review about your business by visiting www.tripadvisor.com/owners. See your business? You can claim your business from here.
2. If your business was not listed, you'll need to request a new listing at www.tripadvisor.com/GetListedNew.
3. Fill out the fields (your contact information and your business contact information). You'll also need to answer detailed questions and descriptions about your property, including the category, recommended length of visit, pricing information, and other amenities.
4. Upload a photo of your business (see tips to the right).
5. Submit your listing. TripAdvisor will verify the details, and you'll receive an email in about 5 business days.
6. Once your listing is live, provide the link to the TDO's team via our Contact Us page so we can get it on the site.

MANAGING YOUR LISTING

It is important to keep your TripAdvisor listing up-to-date. You can access and update your listing in the Management Center. You will need to register and verify your identity as a representative of the business, and then log in from the Owner's page.

From here, you should quickly respond to each of the reviews, whether they are negative or positive. Need guidance on what to say? Your responses should follow this criteria:

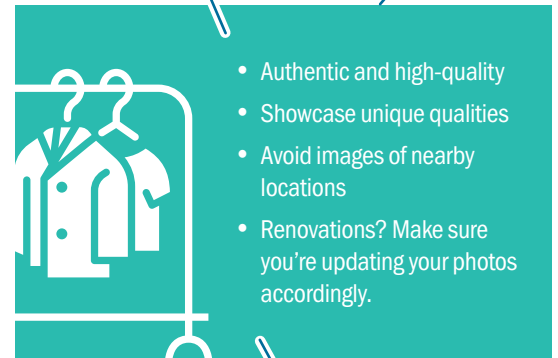
- Be friendly and professional
- Acknowledge the review and thank the reviewer
- Apologize, even if you don't agree with the review
- Specifically, address the issues raised in the review
- Don't lose your cool
- Highlight the positives
- Offer to chat off TripAdvisor

IMAGE GUIDELINES

Choosing listing photos to represent your business is important for first impressions. Here's some tips to ensure you're picking the right snapshots:

File size should not be bigger than 100kb

No borders or logo on your photos



JPG or GIF file format



For more information, contact
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