

TripConnect[™]

What it is and how to set up
your campaign



Presented by

What is TripConnect?



TripConnect

Offering a powerful new way to maximize direct bookings with:

A link on your TripAdvisor profile featuring your rates and availability — sending travelers directly to your online reservations center.



TripConnect: Benefits

Share rates and availability



Get prime placement



Control your budget



Access revenue tracking services*



Get more reviews automatically by opting into automated Review Express*

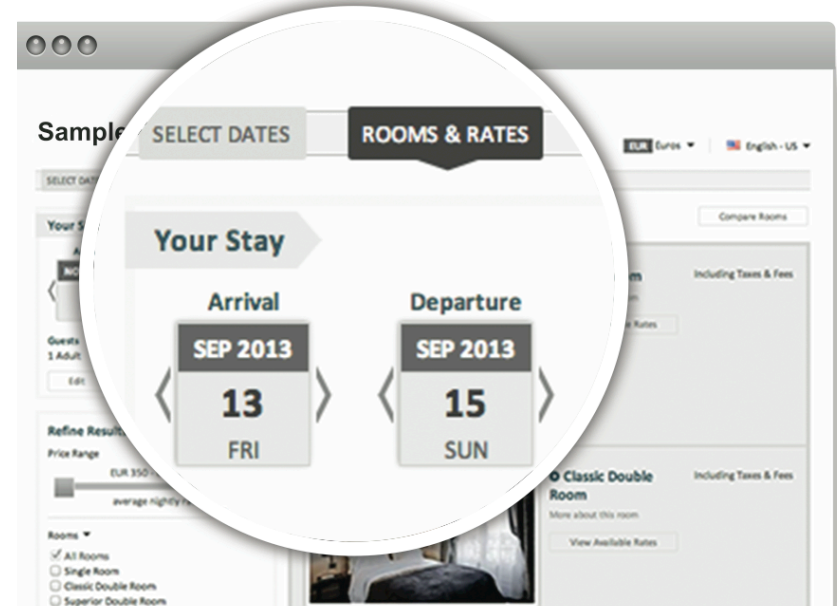


**These benefits are available with Premium Partner internet booking engines*

How it works



Travelers see and click on your link on your TripAdvisor page



Travelers go directly to your website's booking page, where they can easily convert into direct bookings

To participate in TripConnect you must:

Be a Business Listings subscriber

As a Business Listings subscriber you'll be able to take full advantage of powerful marketing tools like TripConnect, Special Offers, in-depth analytics with expanded Property Dashboard and much more

Work with a certified internet booking engine

In order to participate in TripConnect, your internet booking engine – the company that supports your website's online booking capabilities – must be a certified TripConnect Partner

For more information, go to:

www.TripAdvisor.com/TripConnectFAQ

How to set up your campaign



Login to your Management Center

- Click on TripConnect Banner at the top of the page
- OR click on the TripConnect tab at the bottom right-hand side of page

The screenshot shows the TripAdvisor for business Management Center for Coral Seas Garden. At the top, there's a navigation bar with links for Connect, Content, Your Business & Account, Sign out, and a flag icon. The main header includes the TripAdvisor for business logo and a link to the consumer site. Below this, the page title is "Coral Seas Garden Management Center". A welcome message states: "Welcome to your Management Center! This is where you will find free tools and content resources to manage your business' online reputation, engage the TripAdvisor traveler community, and attract guests. See our [video](#) and [guide](#) on how to market your business on TripAdvisor for free and get started today!". A prominent blue banner with a green target icon and the text "INTRODUCING TRIPCONNECT™ Direct Bookings Made Simple" spans the width, with a "Learn more >" button on the right. Below the banner, there are status notifications: "Your Special Offer is not active | [Create one now >](#)" and "Your Announcement is not active | [Create one now >](#)". The main content area is divided into several sections: "Manage your TripAdvisor page" (enhance listing, upload photos/videos, update details), "Manage your Business Listing" (add contact details, post special offers), "Manage your reviews" (know what customers are saying), "Free marketing tools" (downloadable badges/widgets), "TripAdvisor Insights" (new section for daily herald, content portal, hospitality marketing university), and "Get help with your questions" (FAQs, support specialists). On the right sidebar, there's a "TripAdvisor" summary box showing 38 total reviews, a 4.2/5 ranking, and a 5-star rating. Below this is a "Snapshot" section with links to Property Dashboard and Review Dashboard. The "Business Listing status" section shows: Special Offer: **inactive**, Announcement: **inactive**, Slideshow: **Active**, and Weekly Digest: **Subscribed**. The "Contact TripAdvisor" section provides telephone hours: Monday-Friday 9:30 AM - 5:00 PM EST, 1-866-322-5942 (Toll-Free within the US). At the bottom, a "Check out our newest products below:" section features "Review Express" (encourage more reviews) and a "TripConnect™" box with the text: "Share your direct rates and availability with travelers who are ready to book – and send them straight to your online booking engine!". The footer shows a green city skyline graphic.

tripadvisor® for business

TRIPADVISOR CONSUMER SITE >

Coral Seas Garden Management Center

Welcome to your Management Center!

This is where you will find free tools and content resources to manage your business' online reputation, engage the TripAdvisor traveler 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 business 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.

Check out our newest products below:

Review Express

Encourage more reviews! Review Express makes it easier than ever to remind recent visitors to write reviews.

TripConnect™

Share your direct rates and availability with travelers who are ready to book – and send them straight to your online booking engine!

Quick Links

- Write a management response
- Update business details
- Add photos
- Get more reviews

TripAdvisor

Total Reviews	38
Ranking	42/95
Rating	

Snapshot

[Property Dashboard](#)

[Review Dashboard](#)

Business Listing status

Special Offer: **inactive**

Announcement: **inactive**

Slideshow: **Active**

Weekly Digest: **Subscribed**

Contact TripAdvisor

Telephone

Monday-Friday
9:30 AM - 5:00 PM EST
1-866-322-5942
(Toll-Free within the US)

Click on “Get started” on the TripConnect lander

Great news, Coral Seas Garden is ready to get started.



You are already a Business Listings subscriber

Your Business Listings subscription gives you full access to TripConnect! You can also take advantage of powerful, subscriber-only features like Special Offers, in-depth analytics in the expanded Business Dashboard, and much more.



Your internet booking engine is certified

Your internet booking engine, — the company that supports your website's online booking capabilities — is already certified as a TripConnect Partner. That means you're ready to start bidding for traffic with TripConnect!

Sign up!

Get started

If you have more than one internet booking engine, pick one

 TripConnect: Sign-Up

Choose An Internet Booking Engine

We recognize that your business uses multiple internet booking engines. Please select the one you would like to use for TripConnect.

☐ [Redacted]

☐ [Redacted]

Internet booking engine not listed here? [Click here to provide details](#)

Continue

Step 1: Confirm rates and availability



TripConnect: Sign-Up

1

2

3

4

Confirm Your Room Rates & Availability

Please verify that the room types and rates for the dates listed below correctly match availability for your property. If you prefer, can also customize the date range.

Your internet booking engine is [Not right?](#) [?](#)

Room Type	Rate	Taxes and fees	Total
Standard Room	\$72	\$7	\$79
Apartment	\$82	\$8	\$90
Honeymoon Suite	\$100	\$10	\$110

Is this correct?

Yes

No

Step 2: Verify your online booking page

- Select applicable languages
- Click “Verify” button

The screenshot shows the TripConnect: Sign-Up interface. At the top, there's a header with the TripConnect logo and the text 'TripConnect: Sign-Up'. Below this is a progress bar with four steps: 1, 2, 3, and 4. Step 2 is currently active. The main heading is 'Verify Your Online Booking Page'. Below this, a paragraph explains: 'This step ensures that TripAdvisor is pulling the correct online booking information for your website, via your internet booking engine.' There's a text input field for 'Your internet booking engine is' followed by a 'Not right?' link and a help icon. Below this, a prompt says 'First, select all supported languages in which your website is available' with a help icon. A section titled 'SELECT ALL / DESELECT ALL' contains a grid of language checkboxes. The 'English' checkbox is checked. At the bottom, there's a white box containing an orange 'Verify English' button and the text 'Click to verify your booking page'.

TripConnect: Sign-Up

1 2 3 4

Verify Your Online Booking Page

This step ensures that TripAdvisor is pulling the correct online booking information for your website, via your internet booking engine.

Your internet booking engine is . [Not right?](#) [?](#)

First, select all supported languages in which your website is available [?](#)

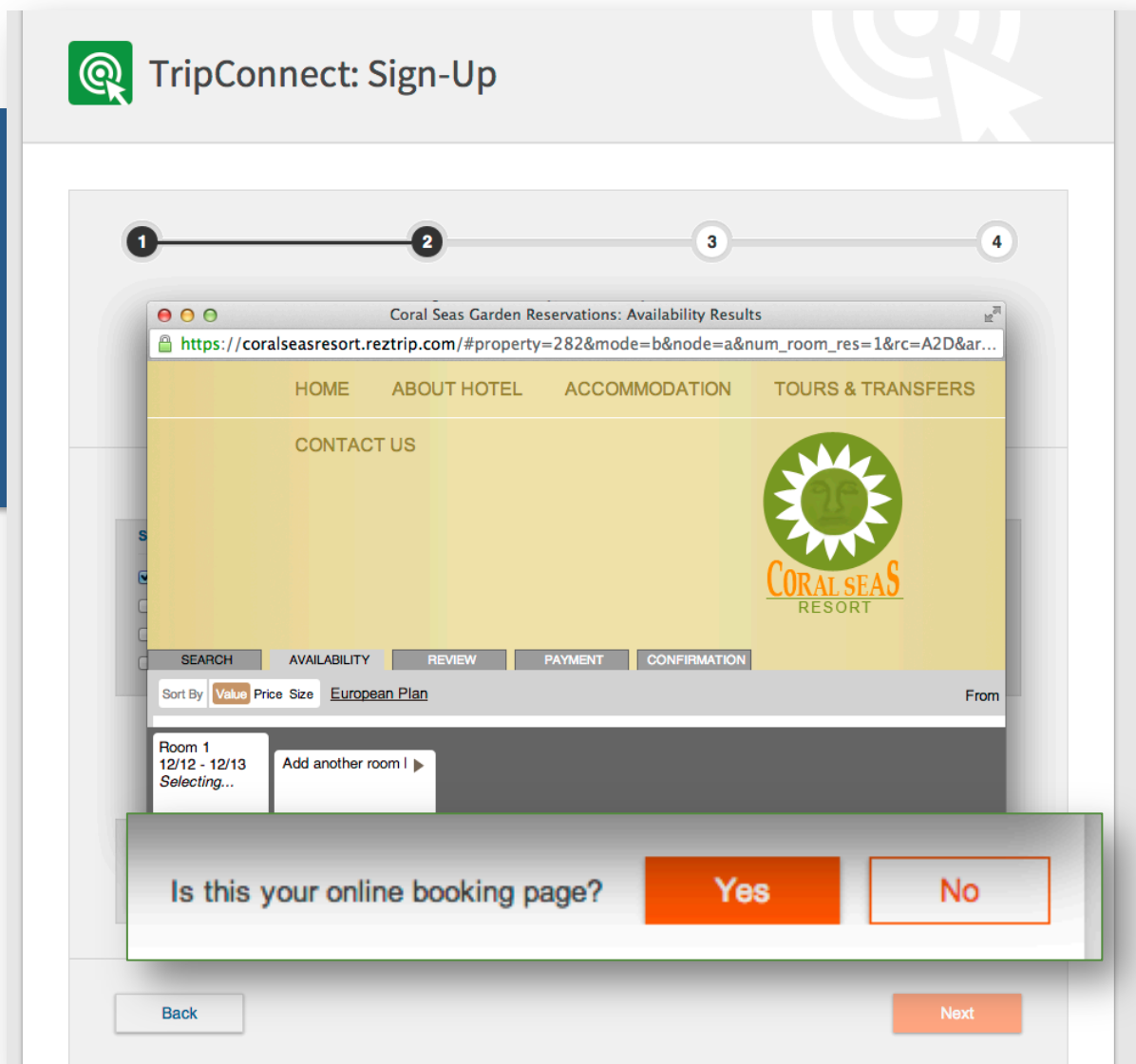
SELECT ALL / DESELECT ALL

☒ English	☐ Arabic	☐ Chinese	☐ Danish	☐ Dutch
☐ French	☐ German	☐ Greek	☐ Indonesian	☐ Italian
☐ Japanese	☐ Korean	☐ Norwegian	☐ Polish	☐ Portugese
☐ Russian	☐ Spanish	☐ Swedish	☐ Thai	☐ Turkish

Verify English Click to verify your booking page

Step 2: Verify your online booking page

Confirm that the correct online booking page appears in the preview



Step 2: Verify your online booking page

- Once verified you will see this confirmation
- Click “Next” once all languages are verified

 TripConnect: Sign-Up

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2

3

4

Verify Your Online Booking Page

This step ensures that TripAdvisor is pulling the correct online booking information for your website, via your internet booking engine.

Your internet booking engine is [Not right?](#) [?](#)

First, select all supported languages in which your website is available [?](#)

SELECT ALL / DESELECT ALL

☒ English	☐ Arabic	☐ Chinese	☐ Danish	☐ Dutch
☐ French	☐ German	☐ Greek	☐ Indonesian	☐ Italian
☐ Japanese	☐ Korean	☐ Norwegian	☐ Polish	☐ Portuguese
☐ Russian	☐ Spanish	☐ Swedish	☐ Thai	☐ Turkish

Next, verify your booking page in your supported languages

Click on each of the buttons below. You will see a pop-up with your booking page in each language — click to exit and then

 **English verified!** [Click to verify again](#)

Back

Next

Step 3: Set up your campaign

Set up your campaign budget

- Enter either your campaign budget or campaign end date
- Next, determine if you want to set a limit on your daily TripConnect spend

 TripConnect: Sign-Up

1

2

3

4

Step 3: Set up your campaign

Now it's time to start bidding! Set up your TripConnect campaign and start competing for clicks from TripAdvisor travelers who are already researching your area and are prepared to book.

First, set up your campaign budget

Select one

☒ Set a campaign budget

☐ Set an end date

Do you want to set a limit on your daily TripConnect spend?

Select one

☒ Yes, set a limit on daily TripConnect spend

☐ No, don't set a limit on daily TripConnect spend

Next, select whether you want your TripConnect link to appear on either desktop computers, mobile phones, or both devices.

Desktop, Mobile, or Both?

Select one

?

Then set your TripConnect bids

*Please note that bid positions are subject to change based on current market conditions. If a 3rd party submits a higher bid, their ad may be placed above yours. TripAdvisor cannot guarantee ad placement order.

Your TripConnect Forecast: Next 30 Days

?

Anticipated Number of Clicks

0 - 0

Anticipated TripConnect Spend

\$ 0.00 - 0.00

Back

Next

Step 3: Set up your campaign

Select if you want your TripConnect link to appear on either desktop computers, mobile phones, or both

Note: Tablet is included under desktop

 TripConnect: Sign-Up

1

2

3

4

Step 3: Set up your campaign

Now it's time to start bidding! Set up your TripConnect campaign and start competing for clicks from TripAdvisor travelers who are already researching your area and are prepared to book.

First, set up your campaign budget

Enter either your campaign budget or campaign end date (pick one):

Set a campaign budget

\$ 123

Do you want to set a limit on your daily TripConnect spend?

Yes, set a limit on daily TripConnect spend

\$ 12

Next, select whether you want your TripConnect link to appear on either desktop computers, mobile phones, or both devices.

Desktop, Mobile, or Both?

☒ Select one

☐ Desktop and Mobile

☐ Desktop only

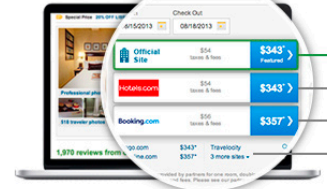
☐ Mobile only

above yours. TripAdvisor cannot guarantee ad placement order.

Back

Next

Sample Hotel Price Comparison Search



Official Site	\$54	\$343
Hotels.com	\$54 <td>\$343</td>	\$343
Booking.com	\$50 <td>\$357</td>	\$357
Expedia.com	\$343	\$357
Travelocity	\$357	3 more sites

Your TripConnect Forecast: Next 30 Days

\$ 0.00 - 0.00

Step 3: Set up your campaign

Set your TripConnect bids

You will be notified of your position and are able to edit your bid

 TripConnect: Sign-Up

1

2

3

4

Step 3: Set up your campaign

Now it's time to start bidding! Set up your TripConnect campaign and start competing for clicks from TripAdvisor travelers who are already researching your area and are prepared to book.

First, set up your campaign budget

Enter either your campaign budget or campaign end date (pick one):

Set a campaign budget

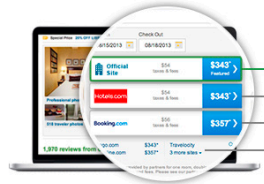
\$ 123

Do you want to set a limit on your daily TripConnect spend?

Yes, set a limit on daily TripConnect spend

\$ 12

Sample Hotel Price Comparison Search



Next, select whether you want your TripConnect link to appear on either desktop computers, mobile phones, or both devices.

Your TripConnect Forecast: Next 30 Days

Then set your TripConnect bids

Congratulations! You're in 1st position in all markets, giving you the opportunity to drive the most traffic to your website.*

Average Desktop Bid

 \$ 0.82 per click [EDIT](#)

Average Mobile Bid

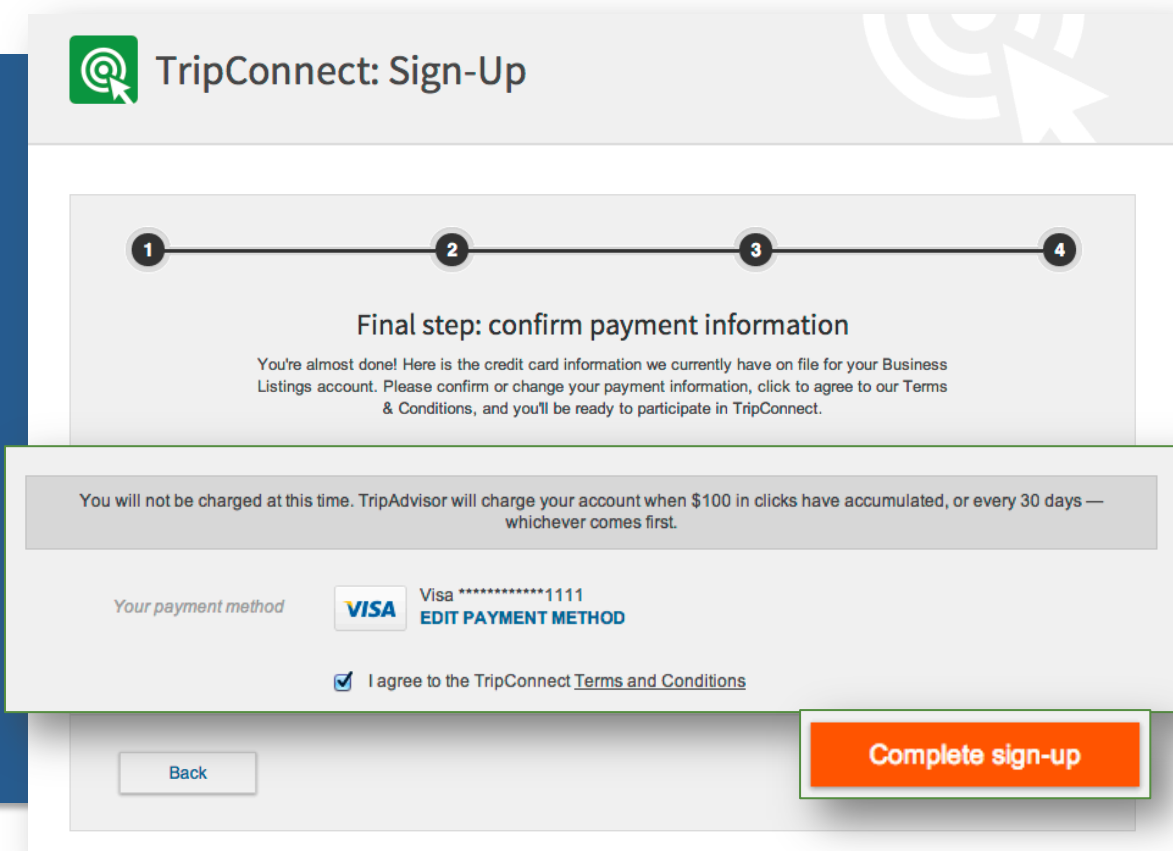
 \$ 0.28 per click [EDIT](#)

*Please note that bid positions are subject to change based on current market conditions. If a 3rd party submits a higher bid, their ad may be placed above yours. TripAdvisor cannot guarantee ad placement order.

[Next](#)

Step 4: Confirm payment information

- Review your payment method and agree to Terms and Conditions
- Select “Complete sign-up”
- Link will be live on TripAdvisor in one day



The screenshot shows the 'TripConnect: Sign-Up' interface. At the top, there's a progress bar with four steps: 1, 2, 3, and 4. Step 4 is the current step, labeled 'Final step: confirm payment information'. Below the progress bar, a message states: 'You're almost done! Here is the credit card information we currently have on file for your Business Listings account. Please confirm or change your payment information, click to agree to our Terms & Conditions, and you'll be ready to participate in TripConnect.'

A grey box contains the text: 'You will not be charged at this time. TripAdvisor will charge your account when \$100 in clicks have accumulated, or every 30 days — whichever comes first.'

Below this, the 'Your payment method' section shows a Visa card with the number '*****1111' and a link to 'EDIT PAYMENT METHOD'. There is a checkbox for 'I agree to the TripConnect Terms and Conditions' which is checked.

At the bottom, there are two buttons: a 'Back' button and a prominent orange 'Complete sign-up' button.

Get more reviews with automated
Review Express



Automated Review Express

- Automatically send professional looking emails to all guests that book via your internet booking engine (the company that supports your website's online booking capabilities)
- Your internet booking engine will send guest information for all guests who booked through them.
- We'll send a Review Express email up to 3 days after check out

Review Express Dashboard

Send Emails Manually

Send Emails Automatically

Get More Traveller Reviews Without Lifting A Finger — For Free

Enable Review Express to send emails automatically to all recent guests who booked via your site!

Great news! Your internet booking engine – the company that helps you support bookings made directly on your property's website – is now partnering with TripAdvisor to offer you the ability to generate Review Express emails automatically. Just opt-in, and we'll begin automatically sending review request emails to guests who book on your site through your internet booking engine. The process is so simple, you can still save time and money by booking via your internet booking engine. It's a win-win for everyone involved.



Get Started Today. It's Easy!

Authorize your internet booking engine (the technology provider which powers the ability to book on your website) to request Review Express emails to be sent automatically on your behalf.

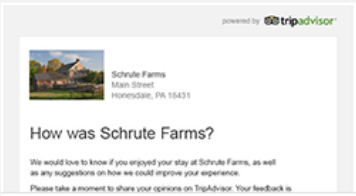
Confirm your internet booking engine

Bedzzle [Not right?](#)

Your current "From" email address [?](#)

mshah@tripadvisor.com

Confirm your "From" email address



[See a sample](#) of the email that your guests will receive

Automated Review Express

Benefits:

- Fully automated
- Receive more reviews
- Drive greater visibility on TripAdvisor
- It's free
- See how email campaigns are performing via the online dashboard

Where do I get started?

If your internet booking engine is connected, you can sign up via your Management Center to start customizing your email

powered by 



Schrute Farms
Main Street
Honesdale, PA 18431

How was Schrute Farms?

Thank you for choosing Schrute Farms for your recent stay in Honesdale.

We'd be grateful if you would review us on TripAdvisor. It's the world's largest travel site, helping over 60 million visitors every month plan the perfect trip.

WE LOVE YOUR FEEDBACK

Thanks again, and we hope you'll choose Schrute Farms the next time you're in Honesdale.

[Write a review](#)

Sent on behalf of Schrute Farms. Please email mshah@tripadvisor.com with any comments or questions.

To participate in automated Review Express you must:

Be a registered owner

As a registered owner take full advantage of free tools like Review Express, display widgets and manage/respond to your reviews

Work with a certified internet booking engine

Your internet booking engine must have partnered to provide Review Express and TripConnect

Note: You do not need to be a Business Listings subscriber

TripConnect resources

- Tips on how to maximize your campaign
- Glossary of terms
- Much more!

tripadvisor®
for business

TripAdvisor Insights | Your essential hospitality marketing resource

What Can TripConnect™ Do For You?

TripConnect will give your property a powerful new way to compete for direct bookings on the world's largest travel site. This page offers a broad range of resources to help you get the most out of TripConnect, including step-by-step guides, videos, tip sheets and more. Click on the links below to access our current materials, and check back again in the months to come for updates!

TripConnect For Hotels

Webinar
Hundreds of Millions of Reasons to TripConnect™
[Read more](#)

Guide
Using TripConnect™ to drive more direct bookings
1. Introduction | 2. Getting started | 3. Setting up a campaign | 4. Automating Review Express | 5. Next steps and support 1. Introduction – Get to know TripConnect TM Until now, the ability to appear in TripAdvisor's hotel pricing and availability search has been reserved for Online Travel... [Read more](#)

Guide
Maximizing your TripConnect™ campaigns
TripConnect is a powerful new marketing opportunity for independent hotels and B&B's. It allows you to place Cost-Per-Click (CPC) bids to appear in price and availability search results – where travelers go to make their booking decisions. The bidding strategies and campaign management tips in... [Read more](#)

POPULAR
TripAdvisor Features
A brighter spotlight on your Special Offers
➤

SUGGESTED FOR YOU
Tips
6 Ways to Collect Guest Email Addresses
➤

POPULAR
TripAdvisor Features
Management
Photo Friday – Cypress Mountain
➤

TripConnect is only available with Business Listings
[Learn more](#)

www.TripAdvisor.com/TripConnectAccommodations