

Harnessing the Power of Social Media

Transforming the Future of Travel Planning

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VP, Global Product



TripAdvisor is the world's most popular & largest travel community, with...

40 million

unique monthly visitors

20 million

members

45 million

reviews and opinions

Our travelers submit **21** reviews and opinions every minute of every day, all together contributing content on:

85,000+ cities, **474,000+** hotels, **135,000+** attractions, **675,000+** restaurants, **6,000,000+** traveler photos, **190,000+** registered owners

28

websites

on

20

languages

The Wisdom of Crowds

“Travel review Web sites and hotel reviews on online travel agencies (OTAs) are among the most influential forces most frequently cited by travelers when shopping.”

-PhoCusWright, Social Media in Travel, June 2010

The Wisdom of Crowds

TripAdvisor Popularity Index
#7 of 644 hotels in Berlin

Rating Details Photos

TripAdvisor Traveler
151 Reviews
94% | Write a review

*Lovely property, perfect excellent service. Increased Feb 9, 2011 - Japan_Gaijin

*Brilliant, luxurious, outstanding restaurant, impeccable Jan 20, 2011 - marg34234

What travelers say about St Martins Lane Hotel

- Asia de Cuba (23)
- Room service (15)
- Trafalgar square (12)
- Light bar (11)
- Great location (9)

Filter traveler review

Trip type

- All reviews (383)
- Business reviews (76)
- Couples reviews (139)
- Family reviews (22)
- Friends reviews (28)
- Solo travel reviews (49)

“Light bar” In 11 reviews

*wonderful hotel, right in the middle of the tourist area, the **light bar** is expensive but a great place to go, the cocktails are delicious.* ... more
★★★★★ Nov 17, 2010

*The **Light Bar** a great place for drinks and light snacks.* ... more
★★★★★ Nov 1, 2010

*The hotel have a nice bar/lounge called the **light bar**. it was a great place to set and have a chat with the ppl there.* ... more
★★★★★ Oct 4, 2010

*Go to the **Light bar** instead!* ... more
★★★★★ Aug 10, 2010

*The level of service is very high and the place has great touches - loved the designer chairs in reception and had wonderful cocktails in the **light bar**.* ... more
★★★★★ Jul 4, 2010

***Light bar** is nice even if not extraordinary.* ... more
★★★★○ Feb 3, 2010

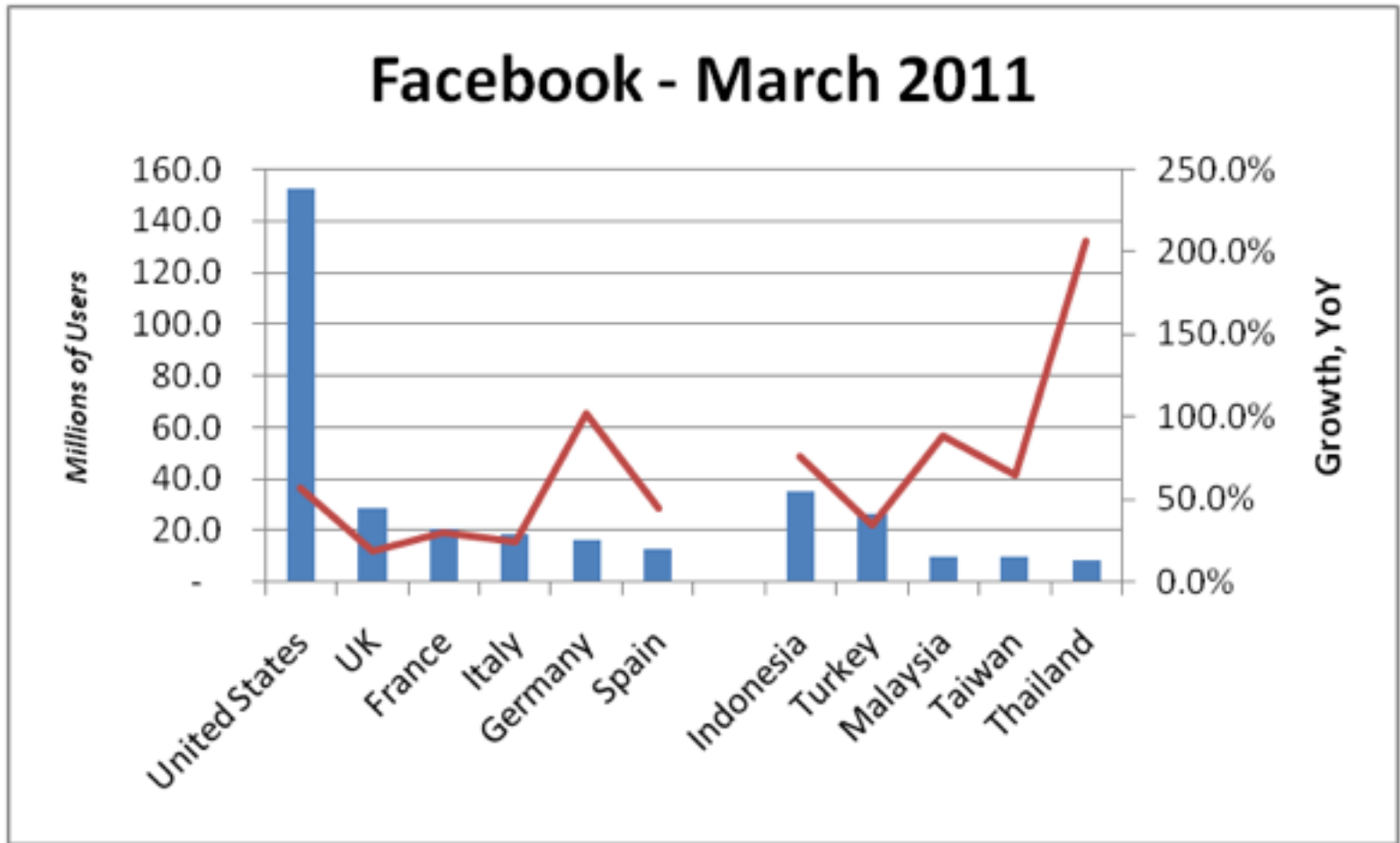
*While we did not eat at the restaurant (we can go to Asia de Cuba in SF), we did have drinks both nights in **Light Bar**.* ... more
★★★★○ Jan 21, 2010

The Wisdom of Friends

“ **44%** of U.S. Travelers
always or often consult
friends and family for travel
advice ”

-TripAdvisor Survey

Enter Facebook...



...and Cities I've Visited

facebook Home Profile Friends Inbox Settings Logout

Cities I've Visited by TripAdvisor

Show your friends your travel map! ➔

Add to Info Send Me E-mail Access Offline

My Travel Map My Travel Photos My Friends Quizzes Invite Customize Join TripAdvisor

I've pinned 65 cities in 20 countries Language: English - US

Add a new location by city name: add



GOING THERE
CAN ADVISE FRIENDS
SEEN THERE

Paris, France	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Venice, Italy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amsterdam, The Netherlands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puerto Plata, Dominican Republic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cabo San Lucas, Mexico	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hong Kong, China	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Florence, Italy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Istanbul, Turkey	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dublin, Ireland	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hammamet, Tunisia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Planning a trip?
Get a free travel guide

- Cancun
- Las Vegas
- London
- Los Angeles
- Myrtle Beach
- Orlando
- Playa del Carmen
- Puerto Vallarta
- San Diego
- Sharm El-Sheikh

See what other travelers loved!

Been : Can advise friends : Favorite : Going :

Next 10 Done

Home: (map my location)


The Wisdom of Friends - Inspiration



Wisdom of Friends - Recommendations

f Get travel advice from your friends

Ask Friends Answers ²






















Kristin, Jessica and **123 more** friends said they've been to Boston. See more »

f Post to Wall Send a private message

How does TripAdvisor know this?

f Friend activity in London

-  David Morris reviewed St Martins Lane Hotel
★★★★★ "Hip, clean, great location, excellent." 
-  Robin Ingle reviewed Arbutus
★★★★★ "Great Restaurant, Great People" 
-  Christine Petersen reviewed No. Ten Manchester Street
★★★★★ "Stylish hotel in great neighborhood" 
-  Dave Rodger reviewed Red Fort
★★★★★ "Surprisingly good food; great ambiance and staff" 
-  Dave Rodger reviewed The Kingsley by Thistle
★★★★★ "Outstanding stay at the Kingsley; highly recommended" 
-  Dave Rodger reviewed Boulevard Brasserie
★★★★★ "Nice bistro in Covent Garden" 
-  Michael Stobo reviewed Strada - Royal Festival Hall
★★★★★ "Lively modern Italian restaurant in London's buzzing South Bank" 
-  Cindy Klein Roche reviewed The Soho Hotel
★★★★★ "Over the top heavenly stay -- everyone should get the chance to stay at the Soho" 
-  David Morris reviewed Sanderson Hotel London
★★★★★ "Very nice hotel, but meant for a certain crowd" 
-  Catherine Ketcher Tremaine reviewed Hazlitt's
★★★★★ "It really depends on your travel style..." 

1-10 of 43 « 1 2 ... 5 »

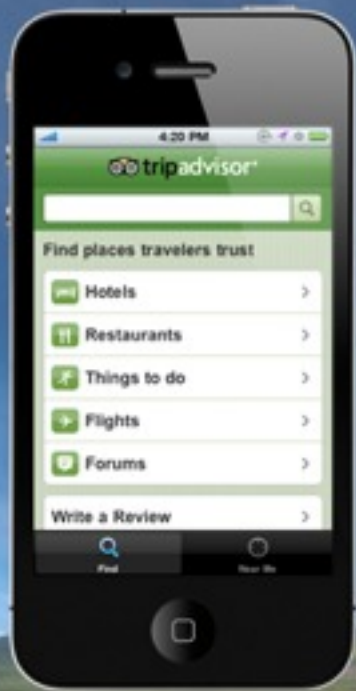
Social Media is Everywhere

“ *When on vacation, **30%** of travelers always or often consult friends and family for travel advice.* ”

-TripAdvisor Survey

TripAdvisor Mobile

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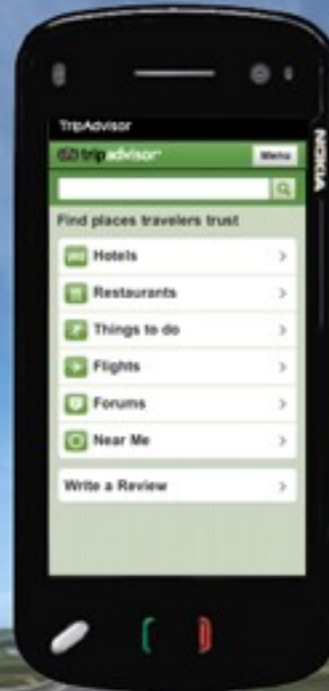
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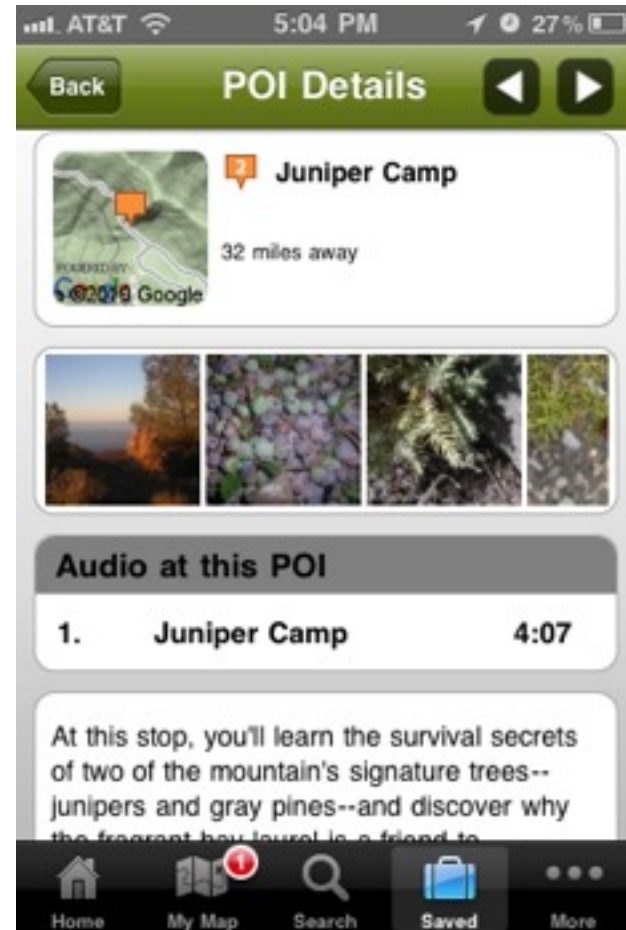
ovi
NOKIA

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Location is Context



iPad – The Future of Travel Planning



The cycle continues...

“ After a vacation, **47%** always or often use social media sites to share travel updates or photos. ”

-TripAdvisor Survey