



TripAdvisor Event Offers Advanced Marketing Strategies to Help LA Hotels Win More Guests

Registration is now open for an April Master Class Featuring Tested Tips for Maintaining a Positive Online Reputation and Encouraging More Direct Bookings

NEWTON, Mass., March 29, 2012 /PRNewswire/ -- [TripAdvisor®](#), the world's largest travel site*, today announced that it will be hosting a free [master class](#) event at the InterContinental Los Angeles Century City on Thursday, April 19, offering hotel industry professionals tested strategies for maintaining a positive online reputation and encouraging more direct bookings. Attendees will hear from TripAdvisor experts on best practices for reaching the site's 50 million unique monthly visitors*. The event also features esteemed guest speakers, including Hotel Consultant and Author Daniel Edward Craig and Matt Hildebrandt, corporate director of Revenue & Marketing at Ayres Hotels of Southern California.

(Logo: <http://photos.prnewswire.com/prnh/20110809/NE48233LOGO>)

"With page views of L.A. accommodations on TripAdvisor up 48% since this time last year, it's a great time for hotel owners and managers to attend our master class and learn online marketing strategies that can help them win guests away from their competition," said Christine Petersen, president of TripAdvisor for Business. "Establishing and maintaining a positive online reputation is essential to a business' success and many L.A. properties are doing a good job satisfying customers, as 70% of those rated on TripAdvisor have a rating of 3.5 or higher out of a possible five. Our master class will help area hotel marketers turn traveler feedback into marketing opportunities."

"Reputation management is increasingly important for hoteliers and other accommodation owners," said Craig. "Those who engage with guests on TripAdvisor, post management responses and show they are listening and responding to feedback, are much more likely to generate bookings and foster repeat business."

The events will cover a range of topics and offer opportunities for Q&A and site demonstrations. Areas of focus include:

- Enhancing your TripAdvisor listing
- Increasing direct booking traffic to your property site
- Enhancing your website with free TripAdvisor tools
- Maintaining a positive online reputation
- Responding to guest reviews on TripAdvisor
- Implementing strategies to help get more reviews on TripAdvisor

The TripAdvisor master class at the InterContinental Los Angeles Century City in L.A. on Thursday, April 19 will be in two identical programs: a morning session at 9 a.m. and an afternoon session at 1 p.m. Complimentary snacks and beverages will be provided. Register for this event at <http://www.tripadvisor.com/masterclass/LosAngeles/>.

About TripAdvisor

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors*, and over 60 million reviews and opinions. The sites operate in 30 countries worldwide, including China under [daodao.com](#). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 19 other travel media brands, and together the sites attract more than 69 million unique monthly visitors**. TripAdvisor's travel media brands include [www.airfarewatchdog.com](#), [www.bookingbuddy.com](#), [www.cruisecritic.com](#), [www.everytrail.com](#), [www.familyvacationcritic.com](#), [www.flipkey.com](#), [www.holidaylettings.co.uk](#), [www.holidaywatchdog.com](#), [www.independenttraveler.com](#), [www.onetime.com](#), [www.seatguru.com](#), [www.sniqueaway.com](#), [www.smartertravel.com](#), [www.tingo.com](#), [www.travel-library.com](#), [www.travelpod.com](#), [www.virtualtourist.com](#), [www.whereivebeen.com](#), and [www.kuxun.cn](#).

*Source: comScore Media Matrix for TripAdvisor Sites, Worldwide, January 2012

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