

## **TRIPADVISOR SURVEY REVEALS MOBILE AMONG HOTELIERS TOP PRIORITIES**

### **Two-thirds of UK hoteliers and B&B owners say it is important to allow booking via mobile devices**

**LONDON, UK – 29 June 2011** – [TripAdvisor®](#), the world's largest travel site\*, today announces the results of its brand new UK accommodation owners survey, revealing mobile marketing as a priority for the British hospitality trade. Almost 800 hoteliers and B&B owners shared their current and upcoming marketing strategies in the survey.

Two-thirds (66%) of respondents say it is important to offer travellers a method of booking their inventory via mobile devices, showing the industry is keeping pace with the rapidly developing mobile market. The numbers, however, vary between property types – hoteliers prioritise mobile the most with 75% saying it's important, while 62% of B&B owners feel the same.

The survey revealed a number of other hospitality marketing trends.

#### **Marketing budgets stable or growing**

Three-quarters (74%) of survey respondents have a marketing budget. Of those, the vast majority say marketing budgets are increasing on last year's or staying the same:

- 30% say their 2011 marketing budget is bigger than 2010's
- 54% say their 2011 marketing budget is the same as 2010's
- 16% have decreased their marketing budget in 2011

When asked about budget allocations, UK owners revealed online marketing takes precedence: nearly one-third (32%) of respondents cited this as their single greatest marketing expense.

#### **Successful social media practices**

Of the 74% of respondents who have a social media programme, the overwhelming majority say TripAdvisor is the most effective channel:

- 71% cite TripAdvisor as the most effective social media channel for marketing their property
- 16% say Facebook
- 4% say Twitter
- Less than 1% for each Foursquare, LinkedIn, Yelp and Groupon
- No one cited MySpace, Flickr or Gowalla
- 8% say other sites are most effective

#### **Summer deals and marketing**

For summer 2011, room discounts will be the most common deal offered:

- 40% will offer discounts on rooms
- 38% will offer special amenities (i.e. free wireless internet, etc.)
- 37% will offer free parking
- 14% will offer one night's free stay with booking
- 9% will offer deals on local attractions
- 4% will offer reward points

- 4% will offer free local transportation
- 11% will offer other deals

According to survey respondents, a property's own website is the most popular way of marketing deals to potential customers:

- 75% use their property's website to market deals to potential customers
- 39% use email
- 25% use user-generated review sites
- 22% use social media
- 20% use online travel agencies
- 14% use direct mail newsletters or coupons
- 8% use travel agencies
- 5% use blogs
- 8% user other methods

"The latest TripAdvisor Accommodation Owners Survey reveals that, whatever the future may hold, owners' marketing budgets have for now generally increased or stayed the same, which is an encouraging economic indicator," said Christine Petersen, president of TripAdvisor for Business. "Owners are placing great importance on online marketing, social media and mobile marketing, as these strategies become increasingly important for reaching discerning travellers online or on-the-go."

-Ends-

### **Methodology**

The TripAdvisor Accommodation Owners Survey was sent by email to a random sample of accommodation businesses. The survey was conducted from May 18 to June 3, 2011 and generated 791 completed responses. Several questions were offered in a "select all that apply" format and therefore result in responses that yield percentages totalling a number greater than 100 percent.

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