

TRIPADVISOR UNVEILS NEW RESOURCE PLATFORM AND EDUCATIONAL SERIES FOR BUSINESSES

Hospitality Business Owners and Managers Gain Wide Range of Free Content, Webinars and Events to Help Them Drive Sales and Manage Their Reputations Online

LONDON, UK – 9 August, 2011 – [TripAdvisor®](#), the world's largest travel site*, today announced the launch of a new [Management Centre](#) with free resources and content to help hospitality business owners, managers and marketers engage with the TripAdvisor traveller community, drive sales and manage their properties' reputations online. This resource platform serves as an educational hub with videos, how-to guides and tips, providing owners with crucial strategies for reaching researching travellers on TripAdvisor.

"TripAdvisor has launched the new Management Centre and accompanying educational series to provide hospitality business owners with helpful resources and actionable strategies for increasing bookings," said Christine Petersen, president of TripAdvisor for Business. "As part of our ongoing efforts to help great businesses thrive, we're offering the content business owners demand most."

The new Management Centre includes the following resources and enhancements:

- **How-to videos:** Two-minute clips providing an overview of TripAdvisor's free tools
- **How-to guides and tip sheets:** Quick overviews and advice on the most effective marketing activities
- **TripAdvisor for Business blog:** Regular updates on TripAdvisor news and resources, property success stories and industry updates
- **Easy-to-use design:** Straightforward, intuitive user interface based on owner feedback

To accompany the launch of the new Management Centre, TripAdvisor has also announced a fresh series of master class events worldwide, and a new array of webinars.

Upcoming Master Classes and Global Events

Master Classes:

Dallas, TX, USA – August 30

Santiago, Chile – October TBD

Buenos Aires, Argentina – October 28

Washington, D.C., USA – November TBD

TripAdvisor will offer additional master classes in Australia, Malaysia and the U.K. later this year, with more details coming soon.

Events:

TravelMart Latin America, Florianopolis, Santa Catarina, Brazil – September 11-13, 2011

IFTM Top Resa, Paris – September 20-23, 2011

ABAV Fair of the Americas, Rio de Janeiro, Brazil – October 19-21, 2011

World Travel Market, London – November 7-10, 2011

Caribbean Marketplace, Atlantis, Paradise Island, Bahamas – January 22-24, 2012

Upcoming Webinar Titles (More details coming soon):

- A deep dive into TripAdvisor's new Management Centre for property owners and managers
- Marketing your property on and off TripAdvisor
- Exploring TripAdvisor's popularity algorithm and best practices for moving up
- Maximizing your listing's impact – An exploration and explanation of the ways to add impact and keep travellers on your listing longer
- Management responses – Making the best of a good situation, or turning a bad one into an opportunity

For more information, please visit: <http://www.tripadvisor.co.uk/Owners>

<https://tripadvisor.mediaroom.com/2011-08-09-TRIPADVISOR-UNVEILS-NEW-RESOURCE-PLATFORM-AND-EDUCATIONAL-SERIES-FOR-BUSINESSES-UK>