

TripAdvisor launches free analytics dashboard for accommodations, restaurants and attractions

The Review Performance report offers new data to help registered businesses succeed on TripAdvisor

Restaurant and attraction businesses gain detailed competitor insights and analytics through TripAdvisor for the first time

[TripAdvisor](#)[®], the world's largest travel site*, has today announced the launch of the Review Performance report – an enhanced online analytics dashboard available for free to all registered businesses on the site. Designed based on user feedback, the new dashboard provides registered business owners with insights and trend data about their reviews, ranking and competitors in an interactive online display. The Review Performance report analytics are designed to help businesses easily monitor and maximize their presence on TripAdvisor.

The Review Performance report offers improved functionality from existing analytics tools including the ability for businesses to track trends over time and to create their own competitor sets. The robust trend data and competitor analysis allows business owners to see how travellers are engaging with their listing on TripAdvisor and to easily identify actionable insights on operations and performance.

For the first time, restaurant and attraction businesses will also be able to track their performance against their competitors on TripAdvisor, analytics previously only available to accommodation providers. Through the Review Performance report, all businesses registered on TripAdvisor are now able to easily monitor competitor performance in weekly, monthly and quarterly displays.

“According to the recent research conducted by Atmosphere Research Group^[i] in partnership with TripAdvisor, highly engaged businesses^[ii] get more visibility, have higher popularity rankings and receive more booking enquiries through TripAdvisor. In fact, highly engaged hotels receive almost four times more page views and are on average 63% higher in popularity ranking than non-engaged hotels,” said Minesh Shah, senior director, global hotel partnerships, TripAdvisor.

“The Review Performance report has been designed to make it is easier for businesses to engage with their TripAdvisor listing and their guest feedback,” continued Shah. “What makes this new dashboard so valuable for registered business owners is that it automatically aggregates performance trends and presents them in an easy-to-digest display, placing valuable learnings at their fingertips to help them drive engagement and optimise their presence on TripAdvisor.”

Review Performance report features:

- Free and available to all registered businesses in all languages across all points of sale
- Data is viewable in weekly, monthly or quarterly displays
- Owners can build and modify up to 10 competitor sets
- Ability to compare reviews and rankings with their competitors over time
- Consolidated performance information in one easy-to-use dashboard

Registered business owners can access the Review Performance report through the [Management Centre](#) - the hub page for businesses on TripAdvisor. Hospitality businesses can register for free to have access to the Management Centre and the Review Performance report, among other tools.

For more information about Review Performance please visit [TripAdvisor Insights](#).

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[i] Atmosphere Research Group, an independent travel industry research firm, in partnership with TripAdvisor, has released a new report on the correlations between hotel engagement and TripAdvisor performance. The study titled “Using Guest Reviews

to pave the path to great engagement”, is based on data from over 12,000 properties located in the top 25 traffic markets on TripAdvisor, as well as interviews with executives from four global hotel chains. - See more at: <http://www.tripadvisor.com/TripAdvisorInsights/n2656/research-key-insights-using-guest-reviews-pave-path-greater-engagement#sthash.B9zARmLr.dpuf>

[ii] Highly engaged hotels are classified as those who embody four specific traits when engaging with TripAdvisor. These traits include; registering and verifying as the owner of the property, submitting 10 or more hotel supplied management photos, responding to as least 25% of TripAdvisor guest reviews and ensuring that their direct contact information is available.

<https://tripadvisor.mediaroom.com/2015-10-19-TripAdvisor-launches-free-analytics-dashboard-for-accommodations-restaurants-and-attractions>