



## What the world thinks of Perthshire |

Justin Reid

Director of Destinations, Europe, Middle East & Africa

# tripadvisor® | Agenda

- TripAdvisor Overview
- Scotland insights on TripAdvisor
- Perthshire insights on TripAdvisor
- Using Reviews to Power your Business





# TripAdvisor: The World's Largest Travel Site\*

Users have downloaded TripAdvisor apps more than 340 million times



Source: comScore Media Metrix for TripAdvisor Sites, worldwide, May 2016  
\*\*Source: TripAdvisor log files, Q2 2016



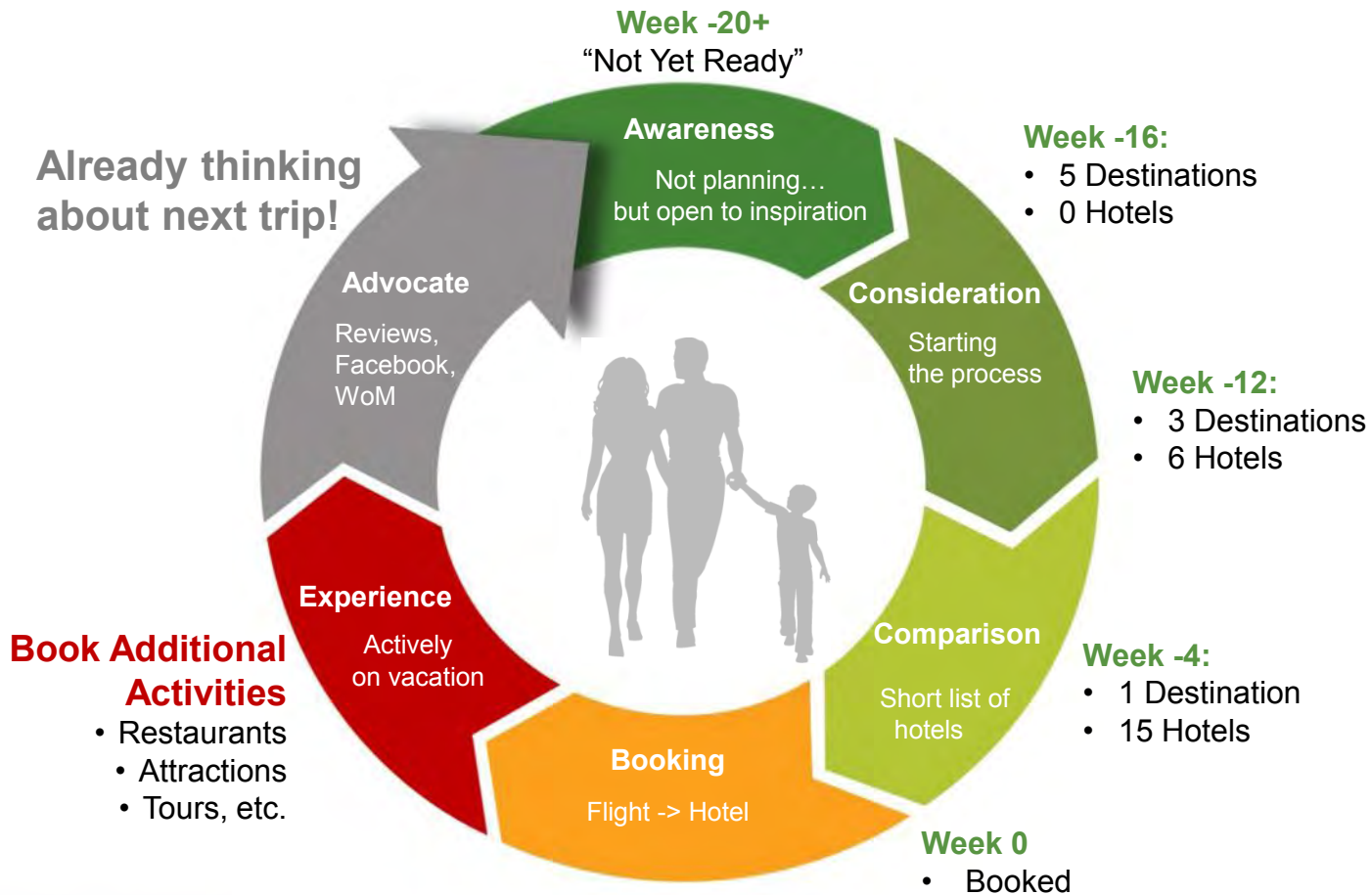
# TripAdvisor: World's largest travel site

We are in 49 countries and in 28 languages





# From “look” to “book” on TripAdvisor





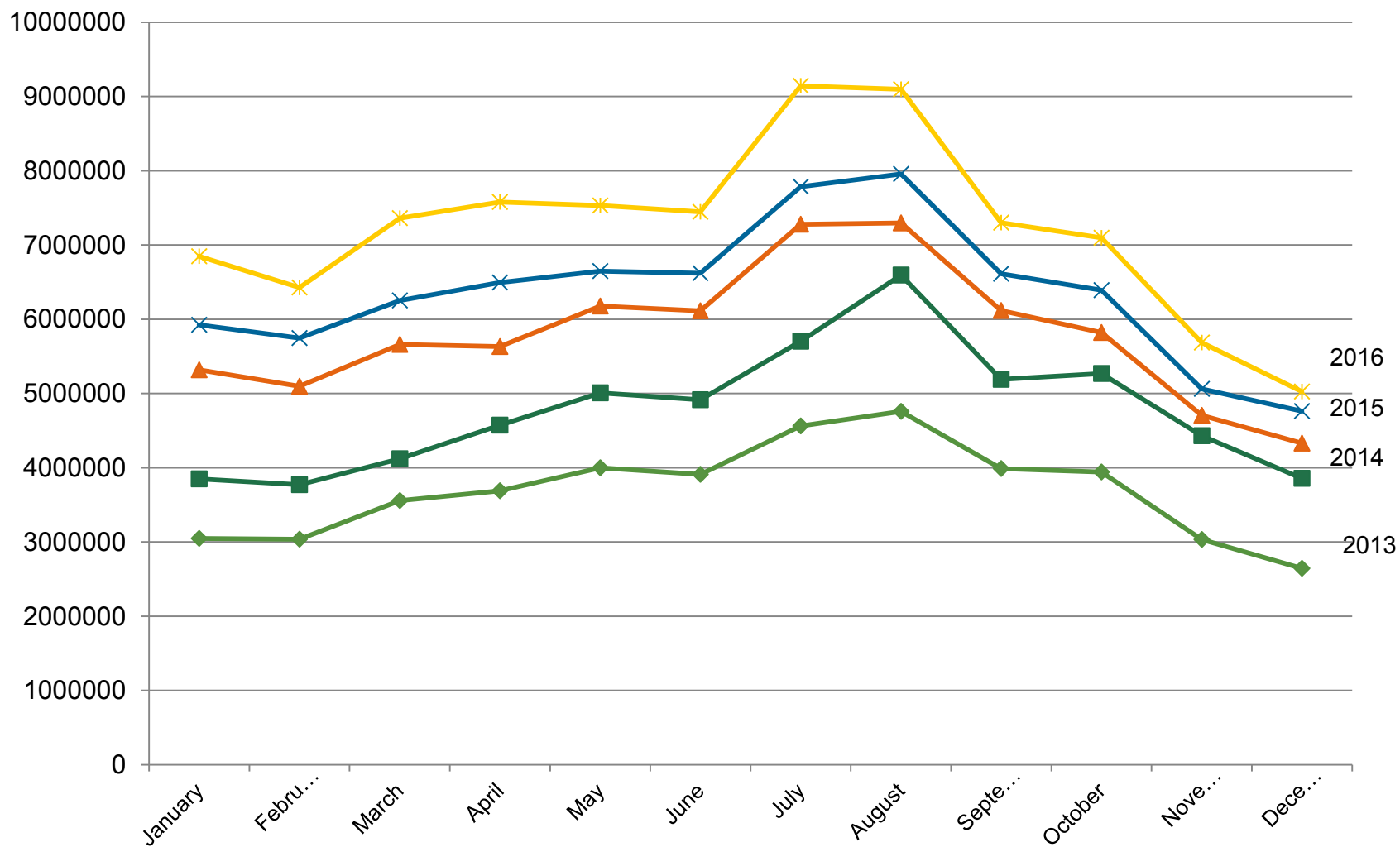


**SCOTLAND ON TRIPADVISOR**





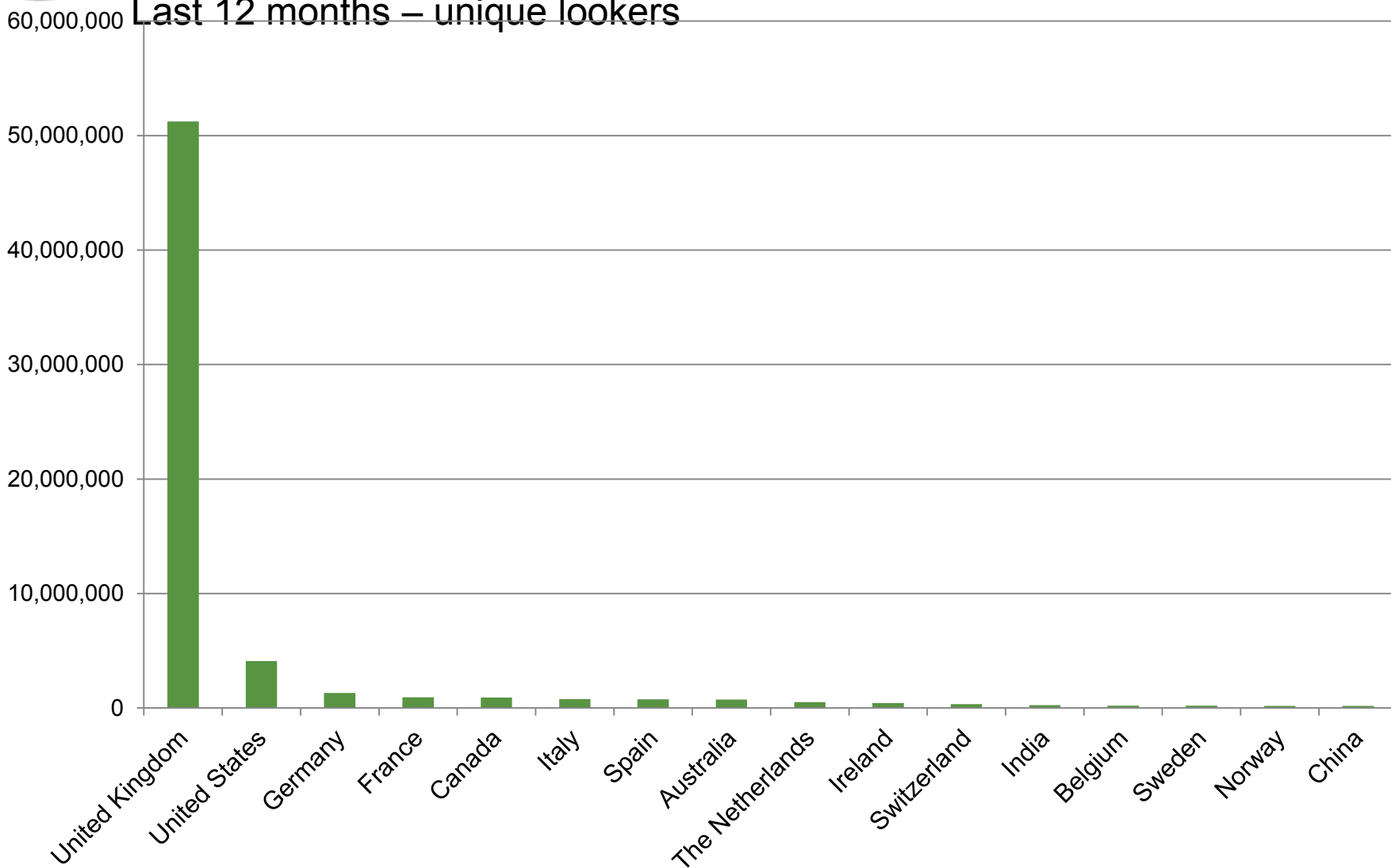
# Last 4 years all markets





# Top 15 Markets

Last 12 months – unique lookers

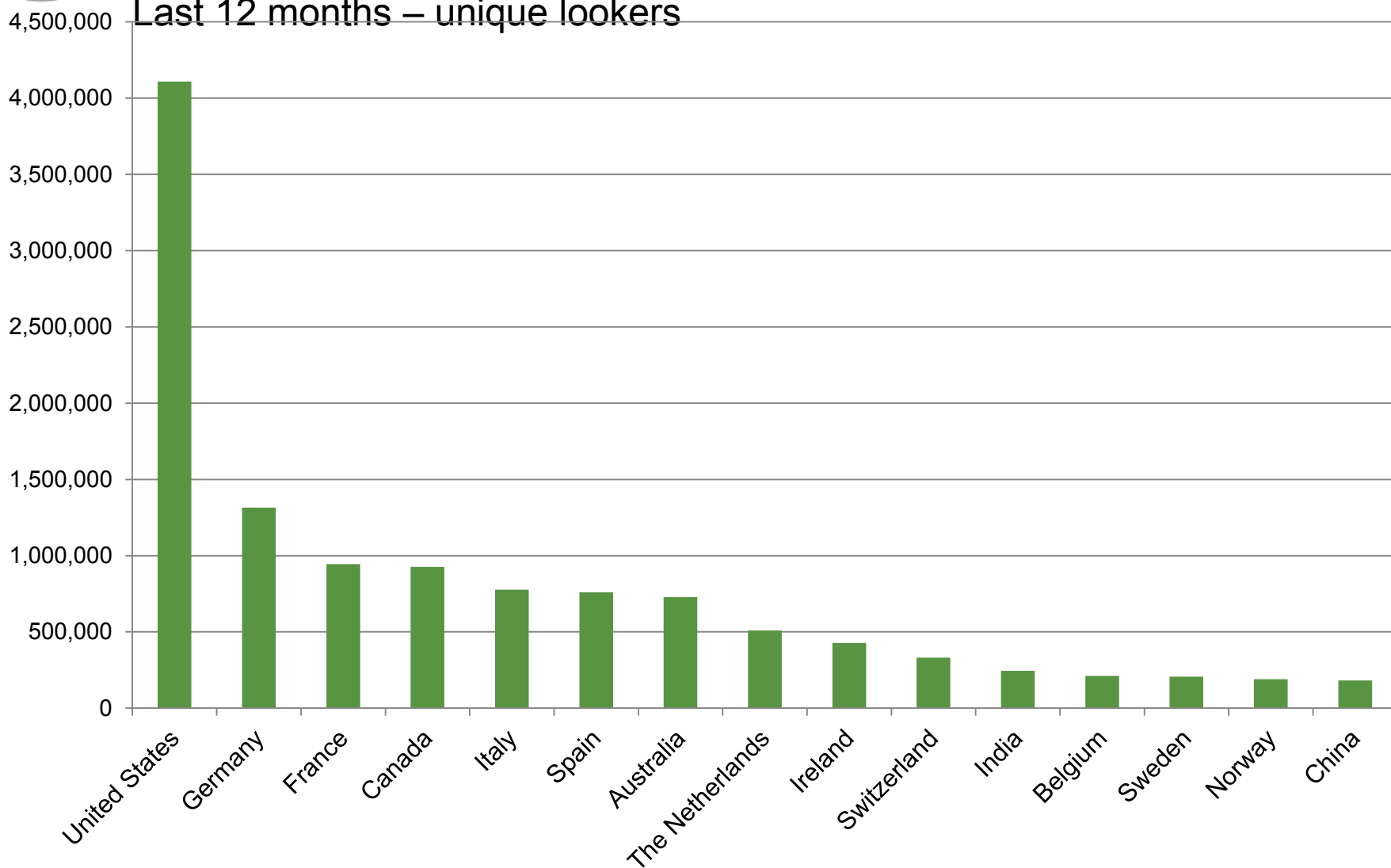






# Top 15 Markets

Last 12 months – unique lookers





Wait... but  
what about  
Perthshire ?



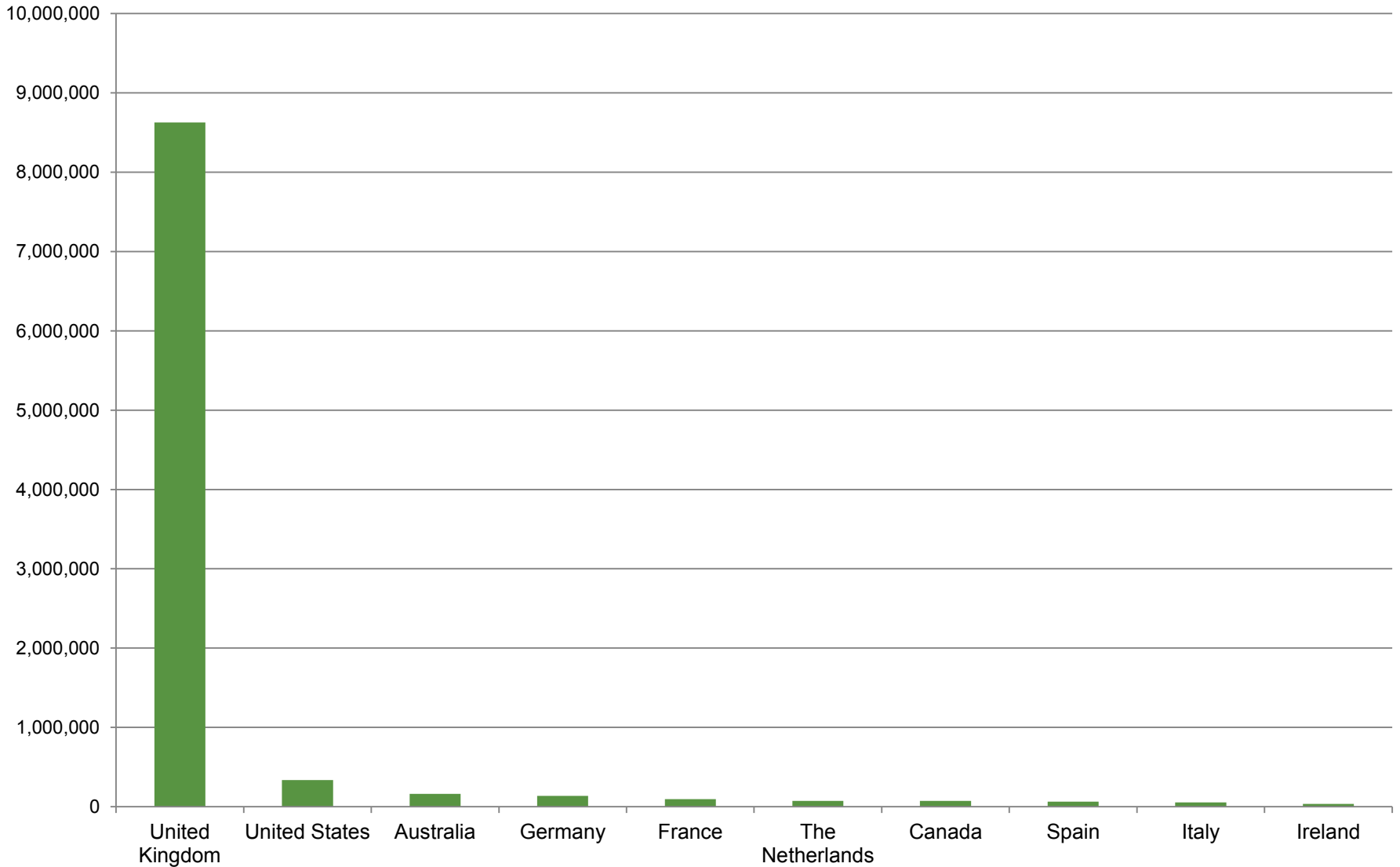
# Where does Perthshire fit in the wider Scotland conversation?

1. Edinburgh	18.4 million	
2. Glasgow	9.8 million	
3. Inverness	2.5 million	Perth & Kinross 3,628,802
4. Aberdeen	2.3 million	
5. Dundee	1.2 million	

A green arrow points from the text 'Perth & Kinross 3,628,802' to the '9.8 million' value for Glasgow.



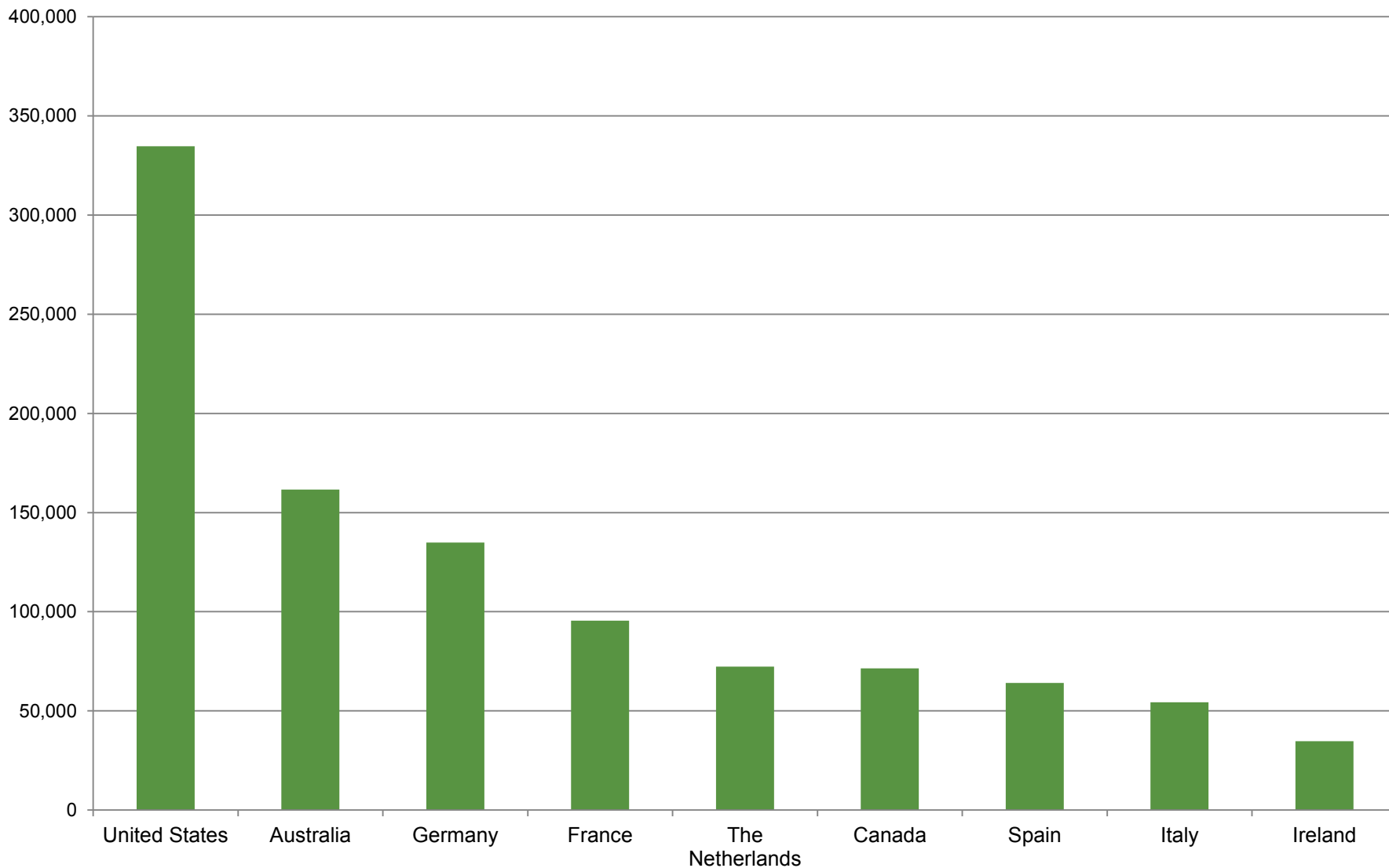
# Top 10 markets viewing Perthshire in last 3 years







# Top 10 markets viewing Perthshire in last 3 years





## A level further down

- Globally

- Glasgow
- Edinburgh
- Perth
- London
- Dundee

- Outside Scotland

- London
- Manchester
- Birmingham
- Leeds
- Newcastle Upon Tyne

- Outside UK

- Dublin
- Sydney
- Singapore
- Paris
- Beijing



# Who are Perthshire's Competitors ?

UK Market

1. Dundee

2. Glasgow

3. Creiff

4. Perth, Australia

5. London

1. London

2. New York City

3. Manchester

4. Blackpool

5. Liverpool



## IMPACT OF REVIEWS





# The Power of Reviews for Hotels

96%

consider reading reviews important when planning and booking hotels

83%

will “usually” or “always” reference TripAdvisor reviews before making a booking decision on a hotel





# The Power of Reviews for Restaurants and Attractions

**85%**

will “usually” or “always” reference TripAdvisor reviews before booking a restaurant

**79%**

will “usually” or “always” reference TripAdvisor reviews before deciding on an attraction to visit





## Understanding the motivation to share

People want to share positive experiences and pay it forward for the advice they received from others



**73%**

of TripAdvisor users report that they wrote a review in the past year because they wanted to share a good experience with travellers



**4 out of 5**

is the average bubble rating on TripAdvisor



**70%**

of TripAdvisor users wrote a review in the past year because they received good advice from reviews and wanted to give back to the community

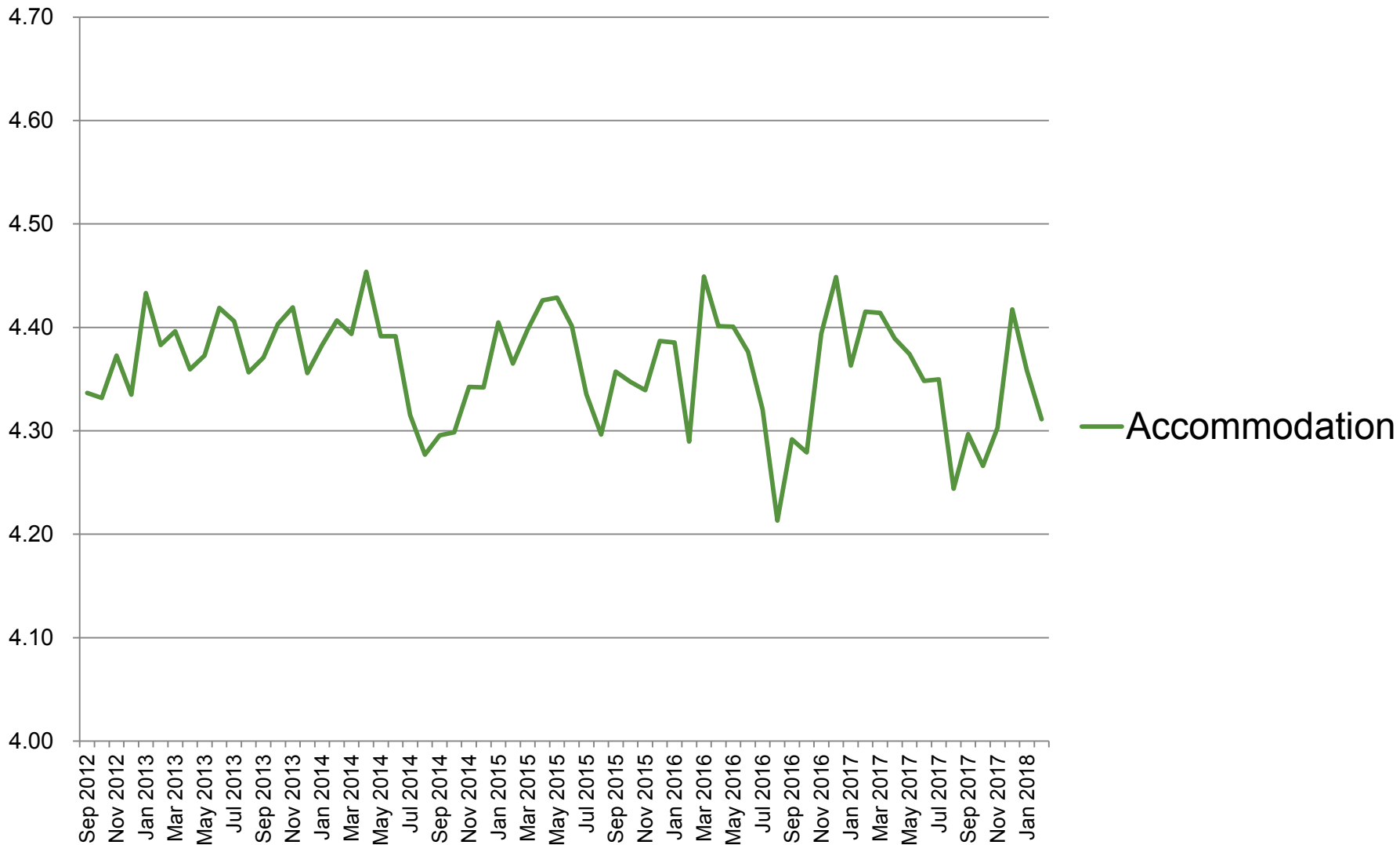


But what work's best for  
Perthshire ?



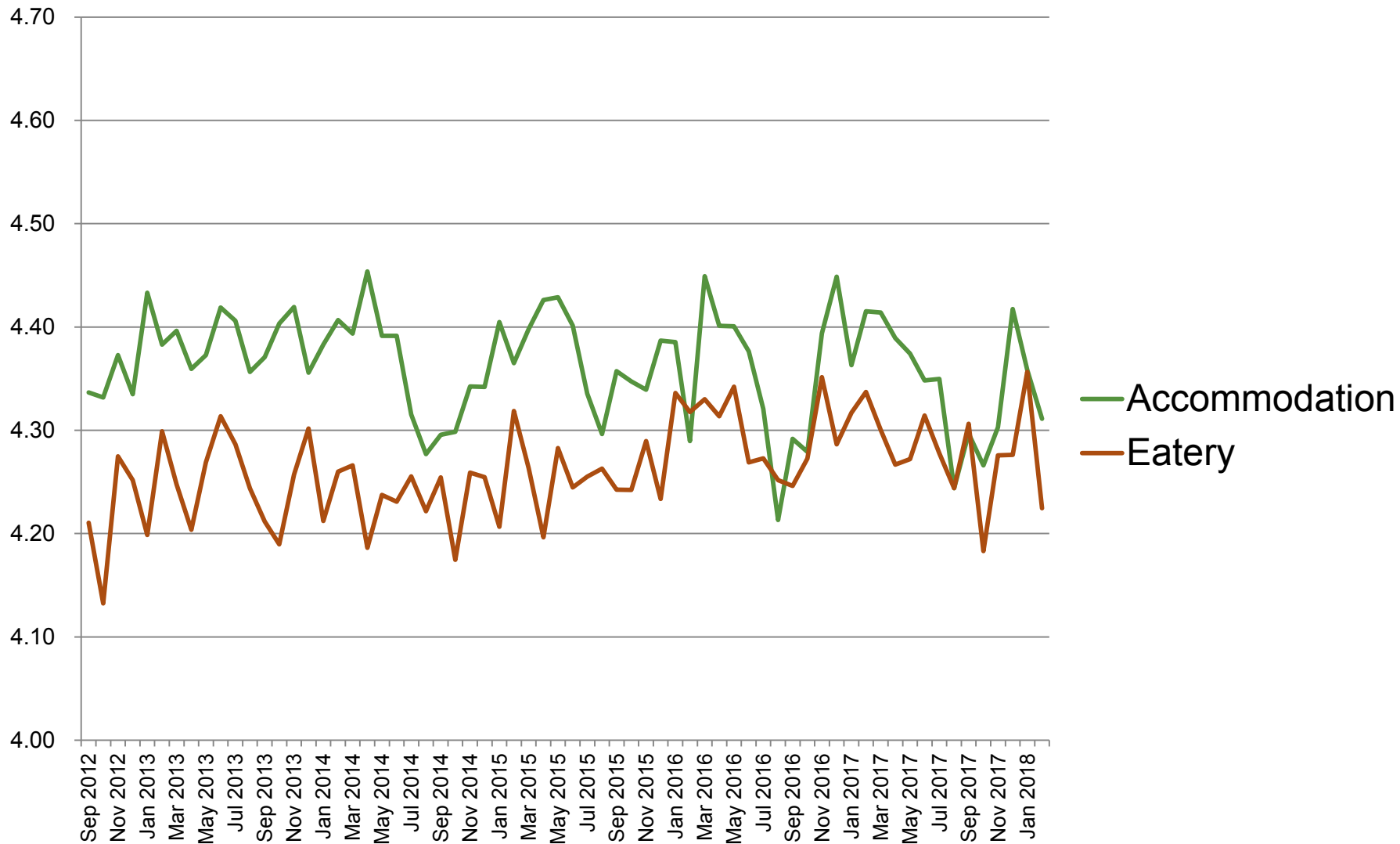


# Accommodation vs attractions vs restaurants



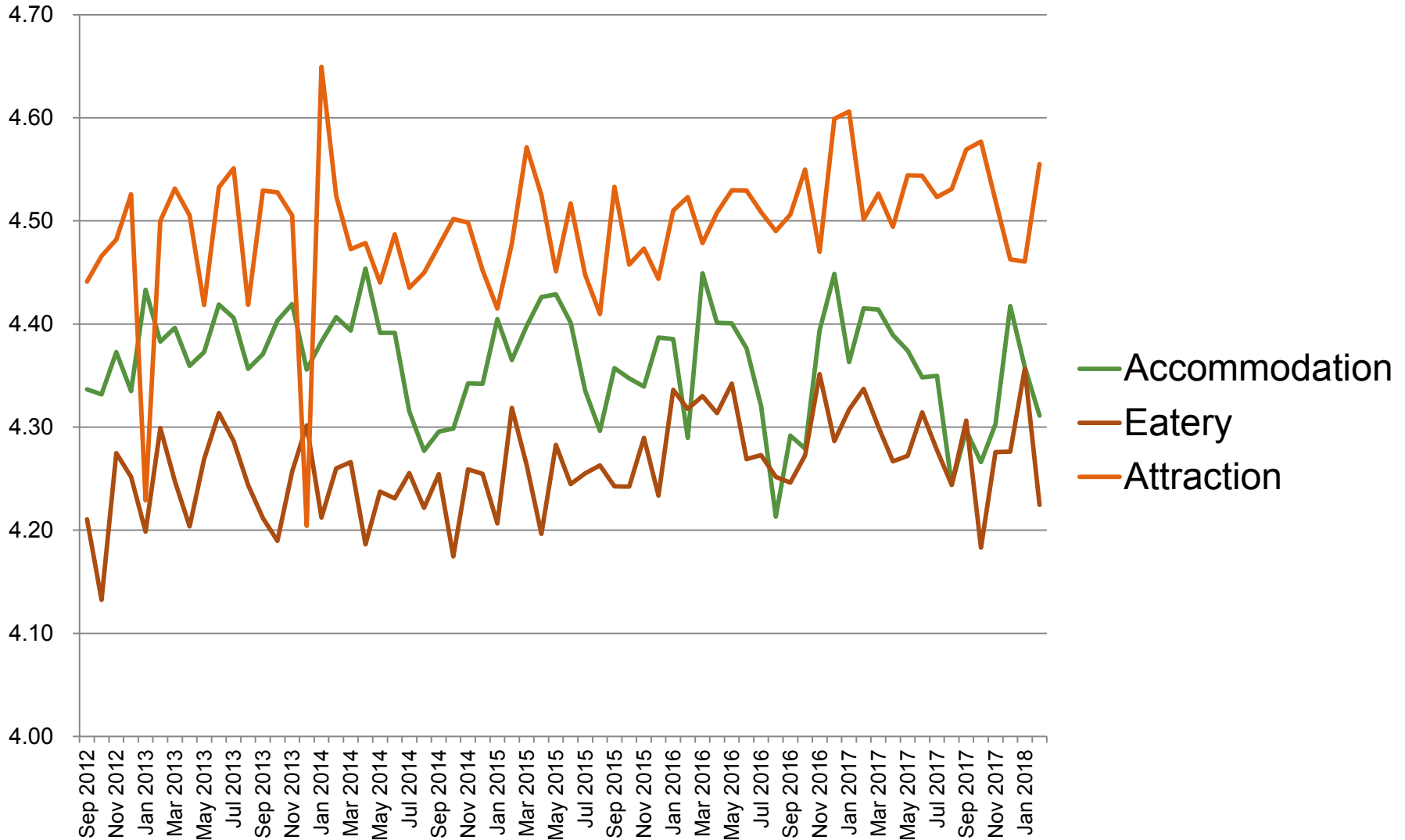


# Accommodation vs attractions vs restaurants



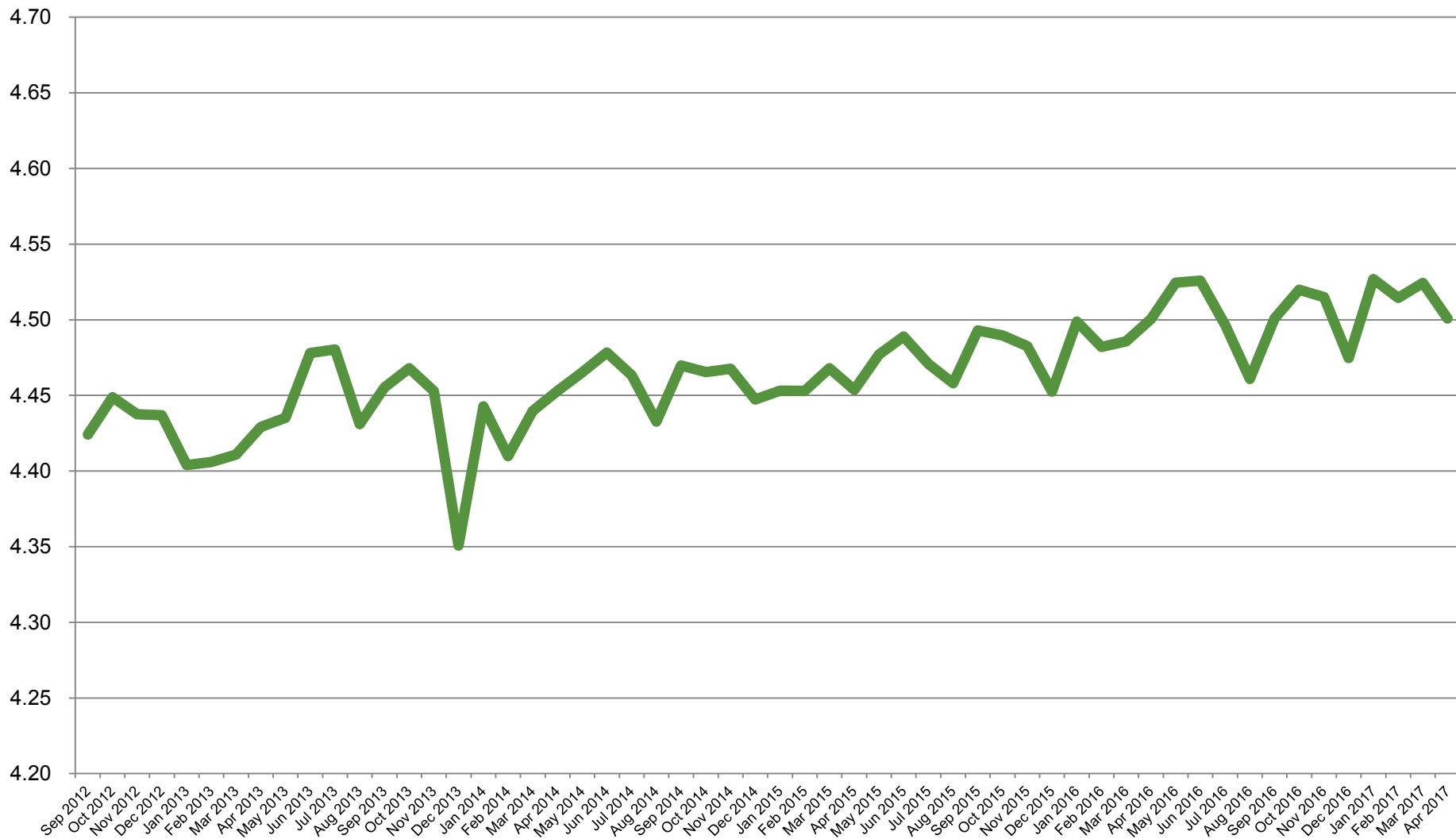


# Accommodation vs attractions vs restaurants





# How are Perthshire's attractions compared to the rest of the world ?



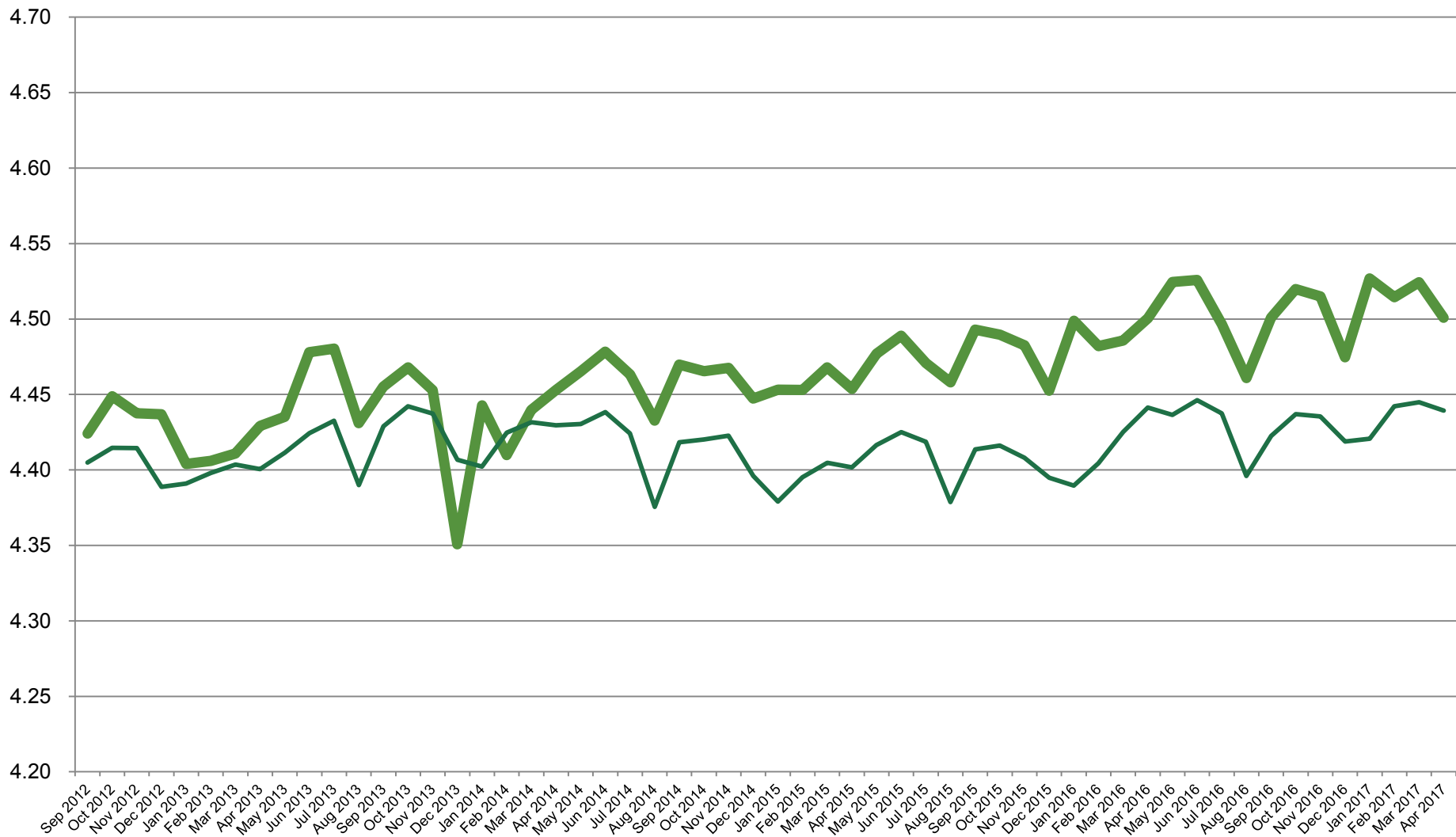


# Perthshire vs. The World





# How are Perthshire's attractions compared to the rest of the world?







# Perthshire vs. The World vs Europe

# EURO♡VISION

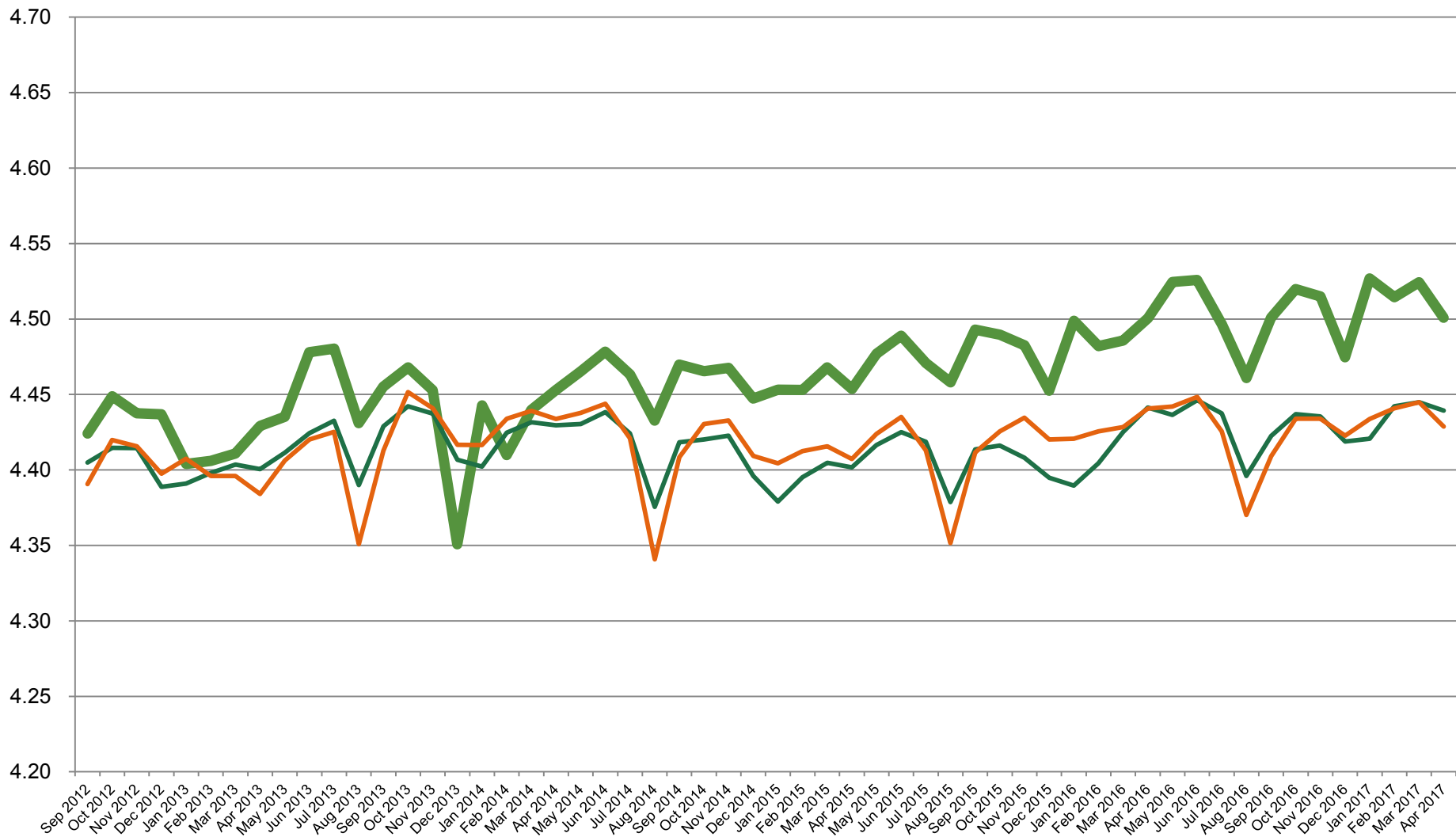
## SONG CONTEST





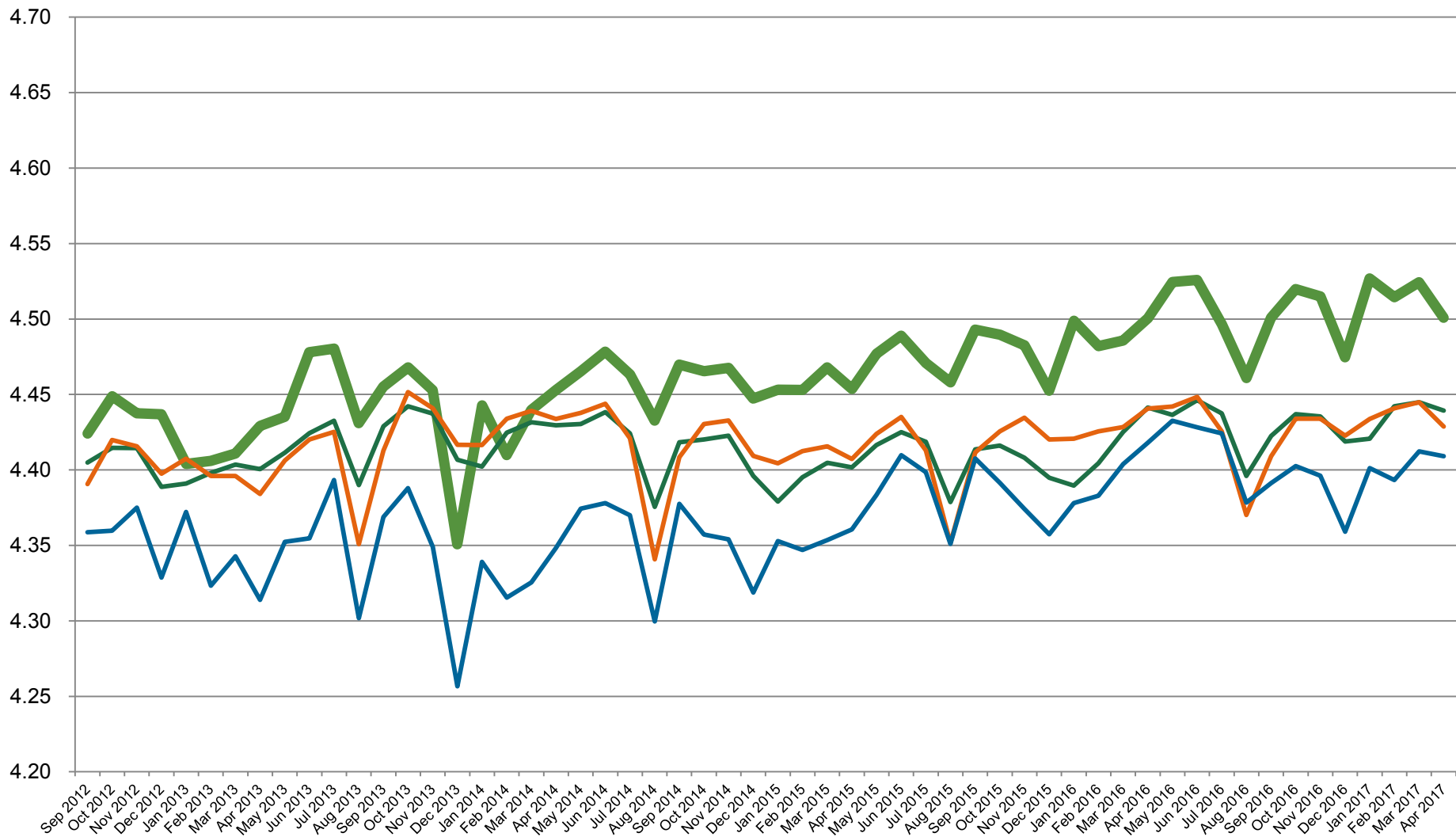


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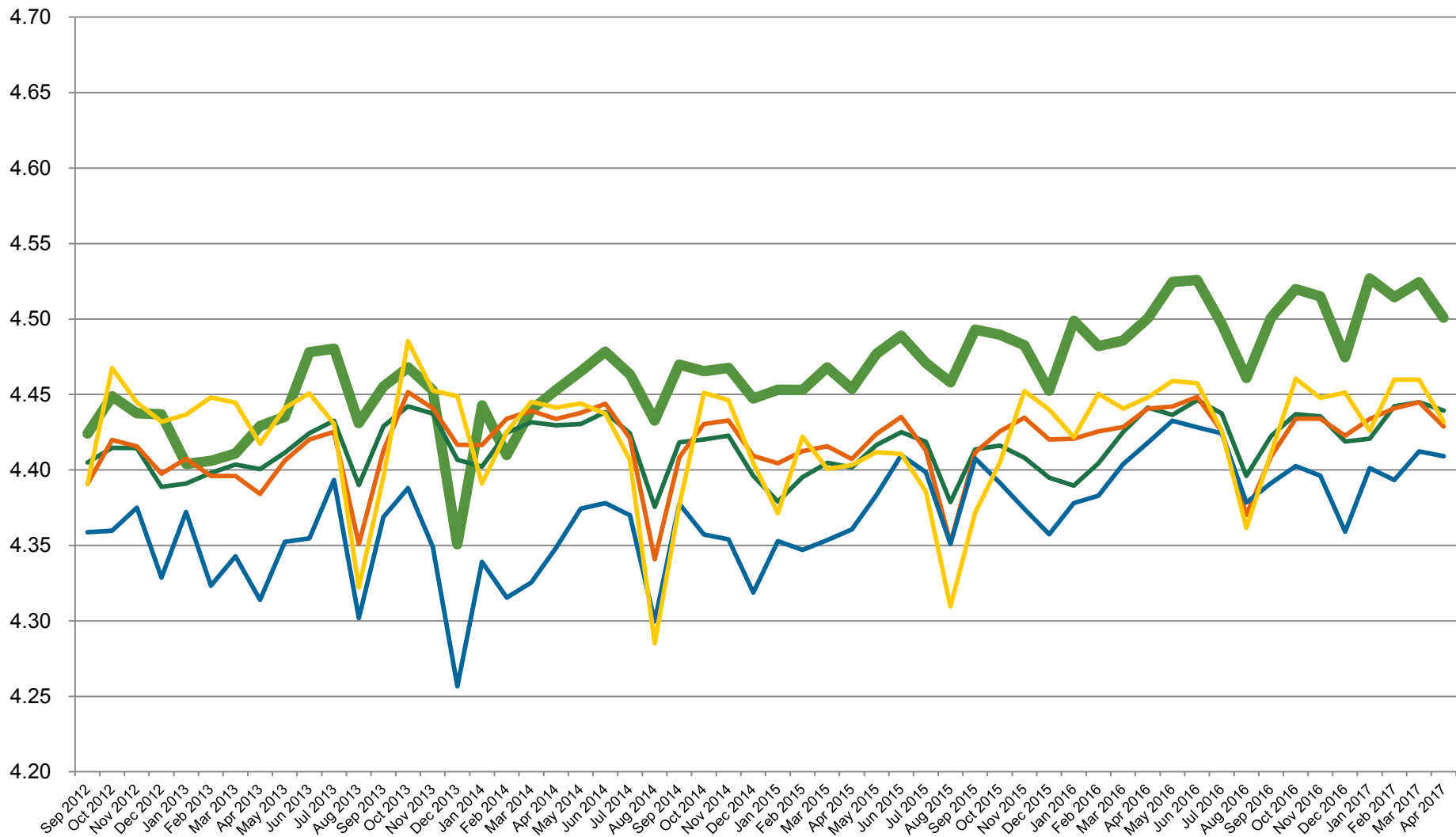


# How are Perthshire 's attractions compared to the rest of the world ?



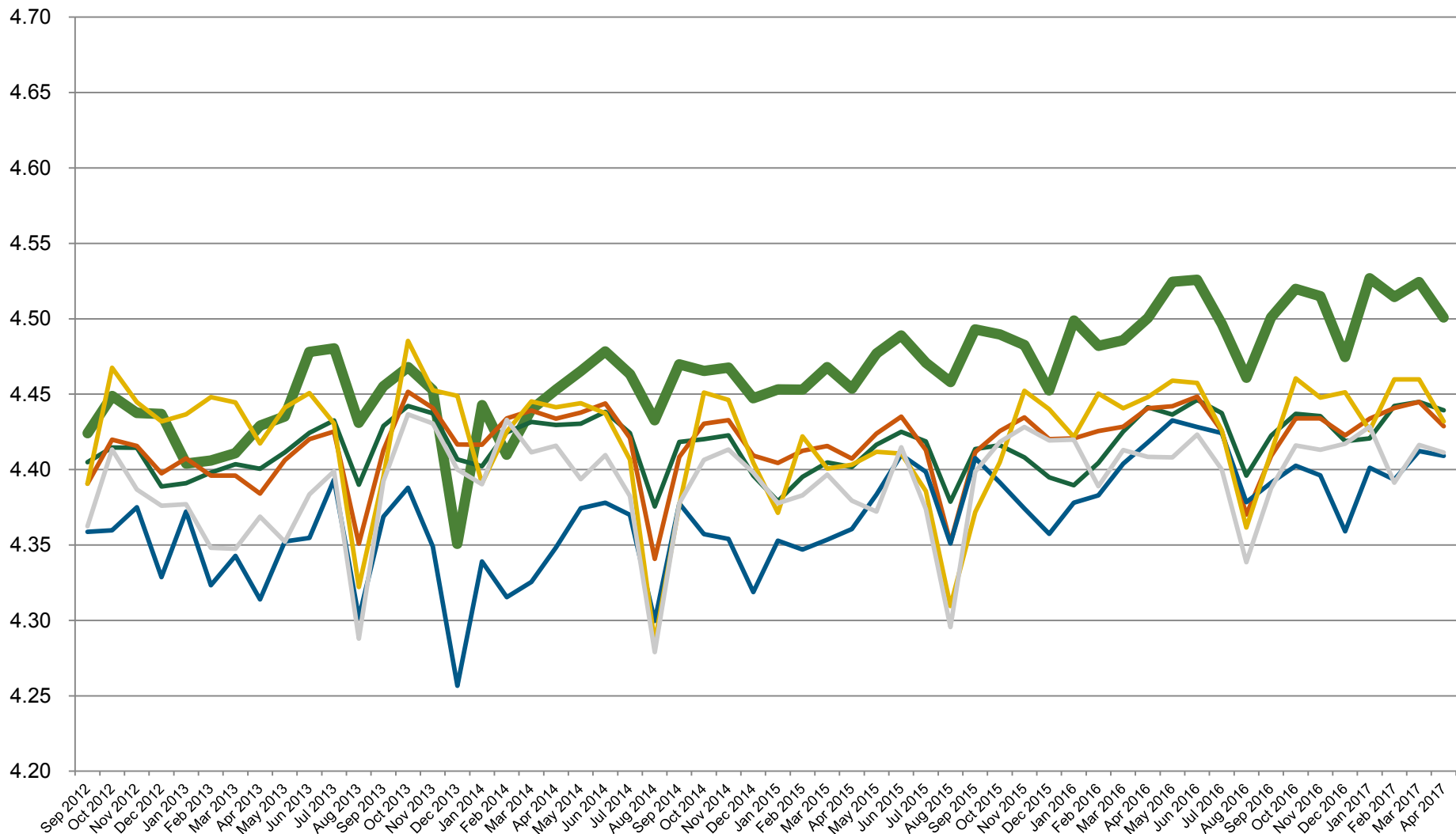


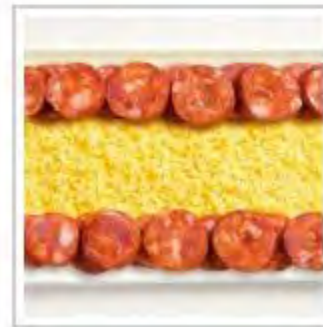
# How are Perthshire's attractions compared to the rest of the world?





# How are Perthshire's attractions compared to the rest of the world?





WHO LIKES WHAT ?



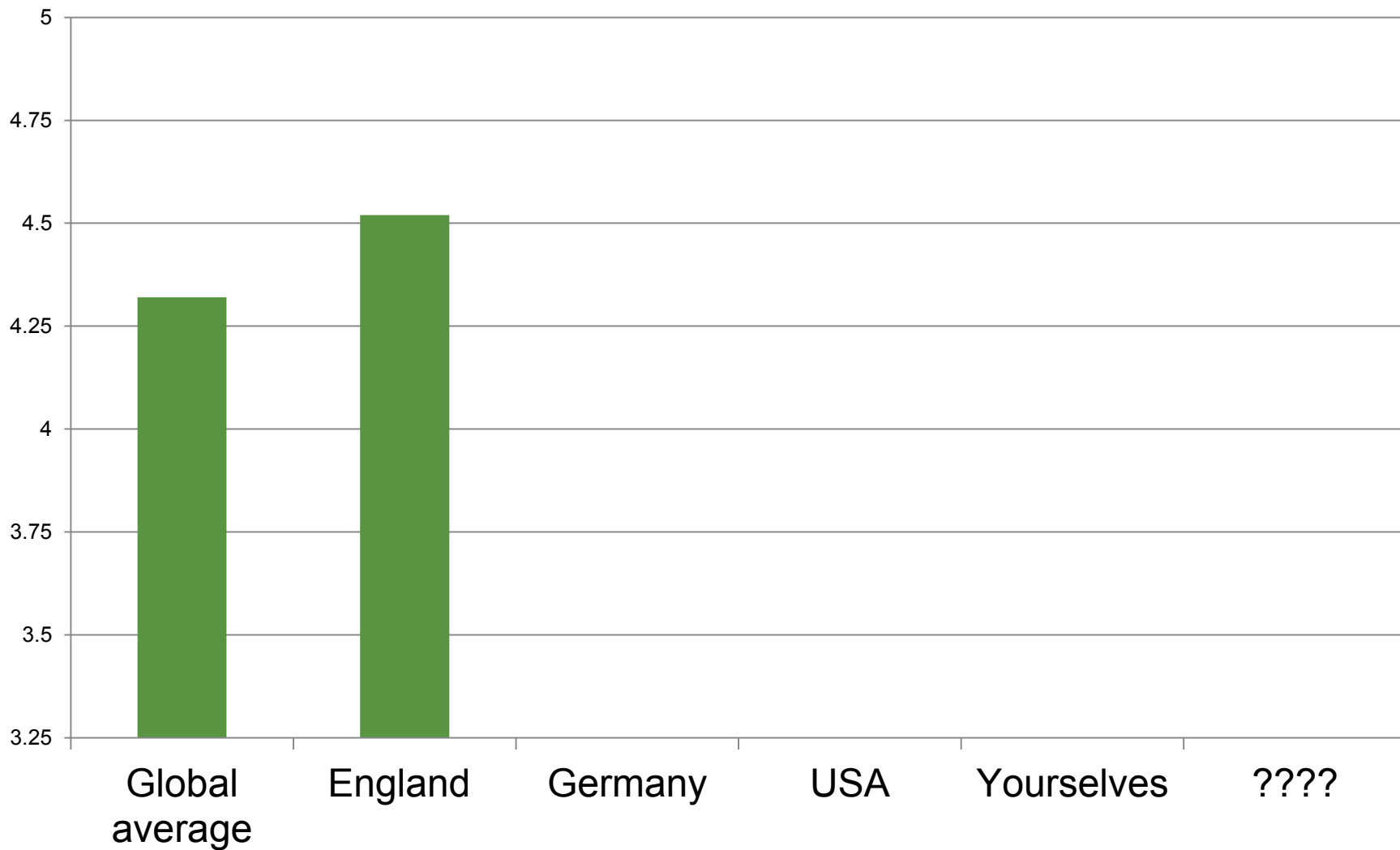


# The world marking Perthshire





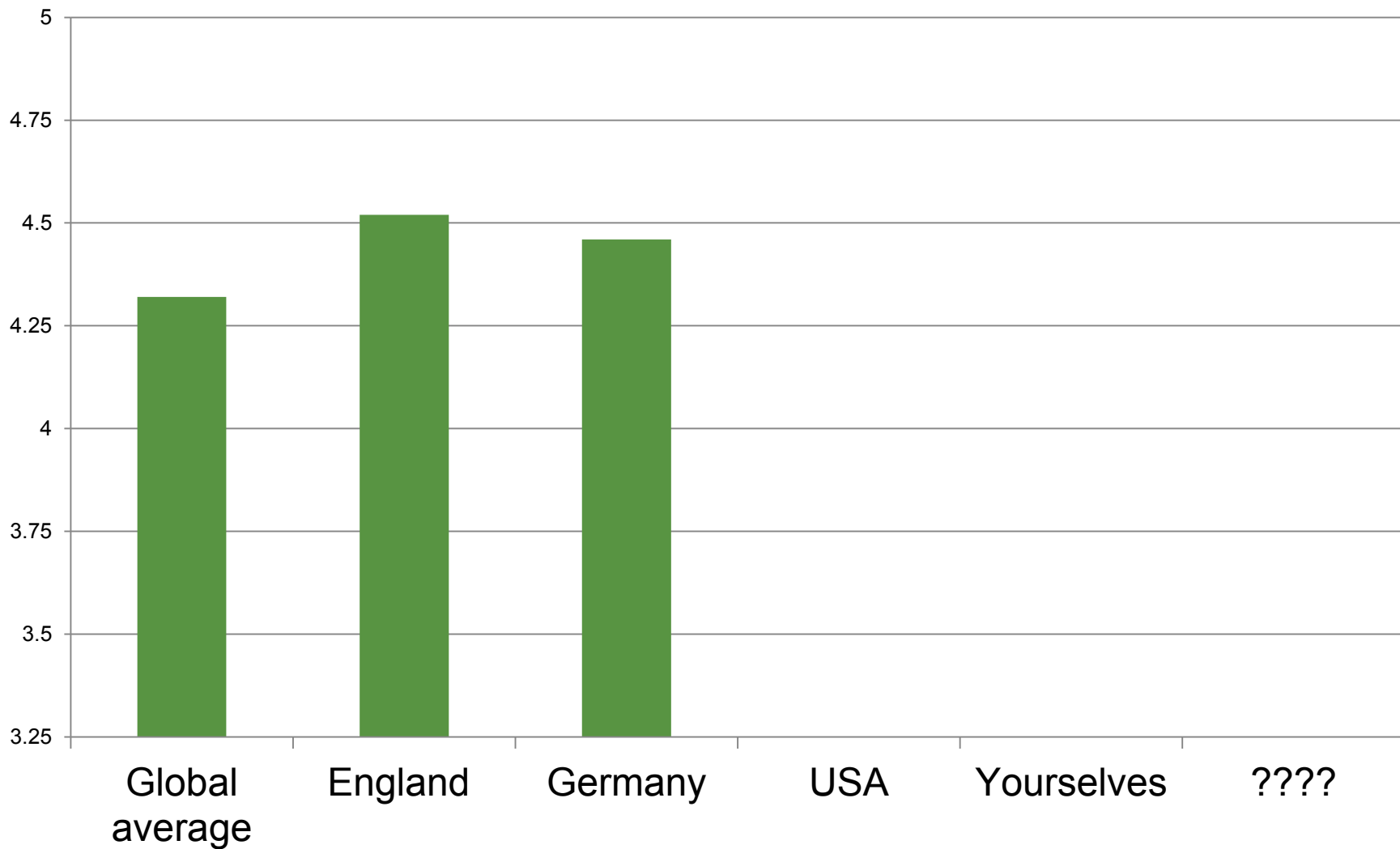
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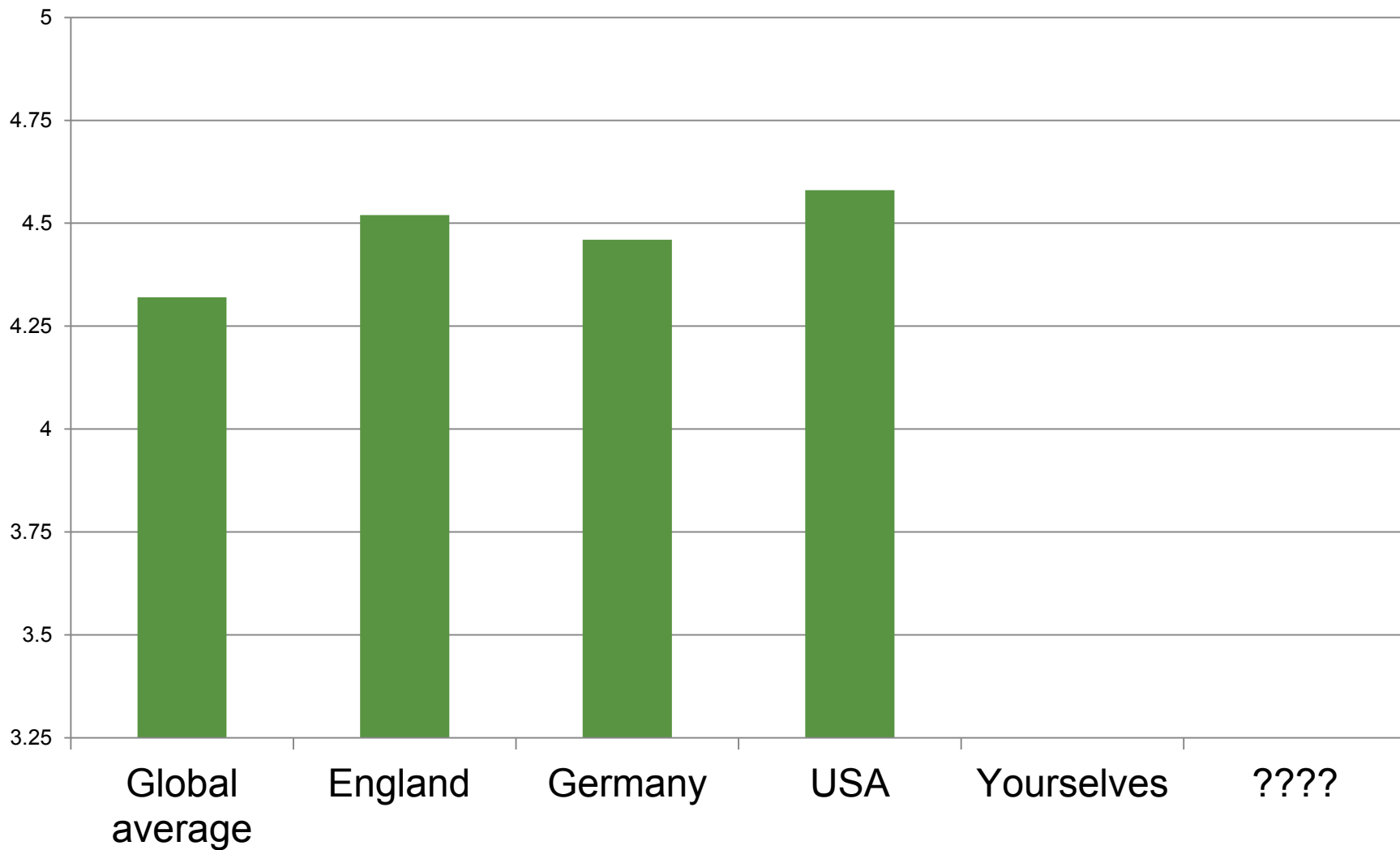


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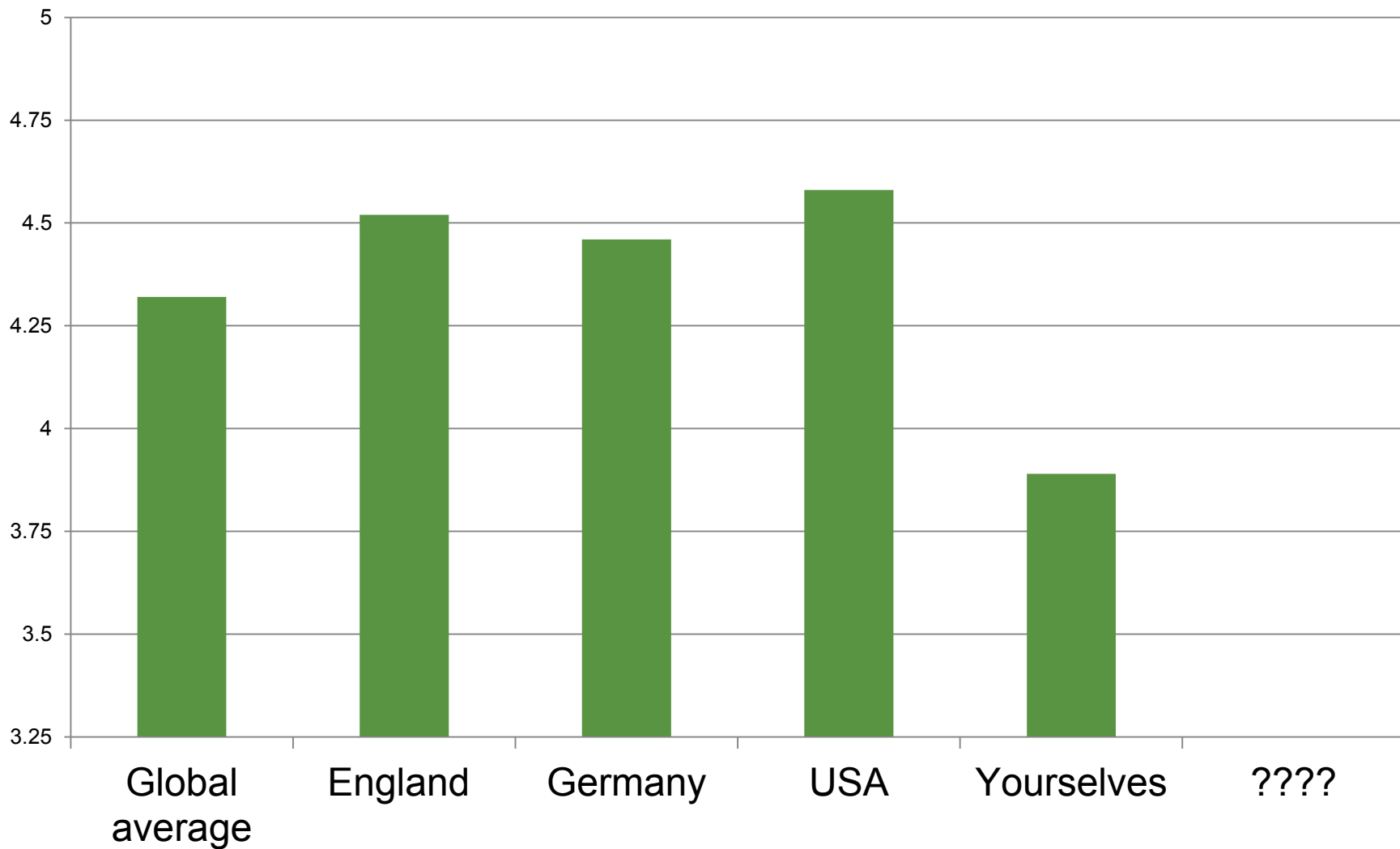


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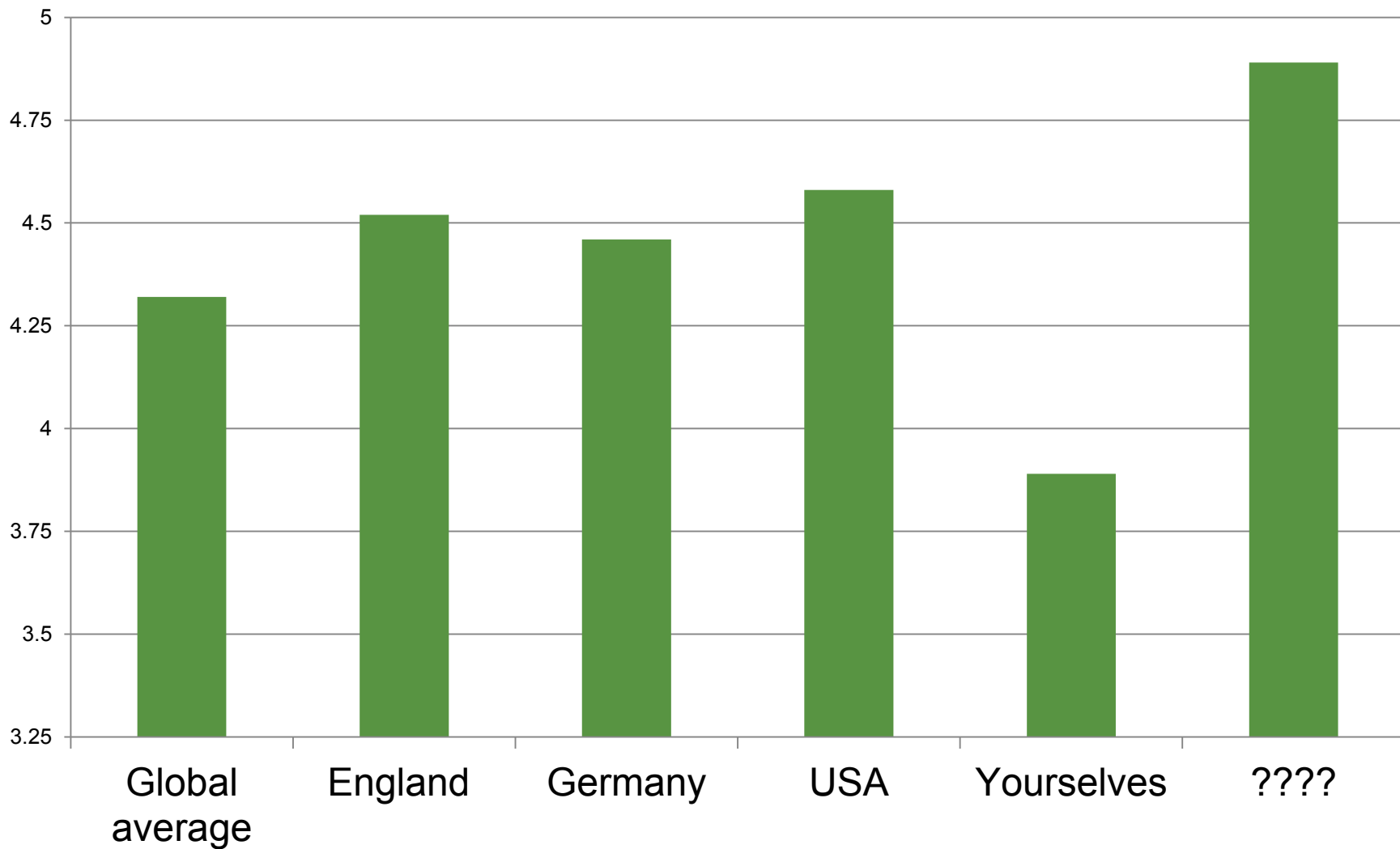


# The world marking Perthshire





# The world marking Perthshire





Iceland





**REVIEWS – WHY BOTHER ?**



# Reputation Leads to Revenue

Given equal prices, travellers are **3.9x more likely to choose a hotel** with a higher review score



**76% of travellers** said they were willing to pay more for a hotel with higher review scores



Source: 2015 TrustYou/Accor Study "How to present review content for more conversions"





# What can you do ?

## 5 Helpful Tips



1. Make sure your business is registered on TripAdvisor and use it



# www.tripadvisor.com/owners

## TripAdvisor - The World's Largest Travel Site

### Find Your Listing

Hi, Tim | Sharing Off | Your Business & Account | Sign out |

**tripadvisor**  
for business

TRIPADVISOR CONSUMER SITE

**Overview**

- Accommodation
- Holiday Rentals
- Restaurants
- Attractions
- Advertising Services
- Partnerships
- Tourism Organisations

**Make TripAdvisor work for you**

More than 260 million travellers visit TripAdvisor each month, making us the world's largest travel website.


TripAdvisor offers a wide range of marketing opportunities, advertising and content solutions to meet your business needs.

**Start here if you own or manage:**

- ▶ Hotel/Accommodation
- ▶ Holiday Rental
- ▶ Restaurant
- ▶ Attraction

**Find out about:**

- ▶ Advertising
- ▶ Partnerships
- ▶ Tourism Organisations



"Our business has increased by 50% — so much that it's almost impossible to keep up with the calls and emails. We're referring 20–30 people each day to other properties."


— **Janice & James Monaghan**  
Owners, Bay Tree House Bed & Breakfast  
London, England

**About TripAdvisor**


TripAdvisor is the world's largest travel community.

- More than 260 million monthly visitors
- 32 million members
- Over 100 million reviews and opinions
- 34 sites in 21 languages


**What can TripAdvisor do for you?**

 Watch this video to find out more about free tools and services.


[▶ Watch video](#)

**Boost business in 2013** 

Coming Soon: A new way to get more bookings.

**TRIPCONNECT** 

[Learn more](#)





2. A picture really is worth  
a thousands words...



Google

restaurants in perthshire



Sign in

All Maps Shopping News Images More Settings Tools

SafeSearch

andrew fairlie

tay streef

scotland

perthshire scotland

perth

kinross

alhall palace

r4593










# 3. Do reply to comments







# The thing about comments....

 zach elam 2 weeks ago

Why is this one of the neatest things I've ever seen?

Reply · 271  

Hide replies ^



Ray D-V 2 weeks ago

zach elam I watched it twice for some reason.

It shows how humans can be rallied like cattle. It isn't good

Reply · 17  



helmut mcqueen 2 weeks ago

zach elam because you're 10?

Reply · 1  



Meandrous Phoenix 2 weeks ago

dont listen to these idiots. its simply pedestrian crossing without disrupting tge marathon, herded like sheep my ass.

Kill yourselves

Reply · 10  



Thatfangirl32 2 weeks ago

zach elam cuz we're all ants trying to cross from one side to another

Reply · 1  



Hi, Neighbor! 2 weeks ago

Because you live a boring ass life

Reply · 5  



russp1212 2 weeks ago

Hi, Neighbor! well damn

Reply · 4  



# Langside Bed & Breakfast

5.0 68 reviews

Comrie Road, B827, Braco FK15 9LN, Scotland

♡ Save

## Lowest prices for your stay

8 Apr

9 Apr

1 room, 2 adults, 0 children

Lock in the lowest price from our partners

Booking.com

£90

View Deal

TripAdvisor ..... £90 bedfinder ..... ⌵

View all 3 deals

Prices are provided by our partners, and reflect average nig...



## Overview

5.0

68 reviews



Wifi

Free Parking

Breakfast included

Non-Smoking Hotel

Family Rooms

Wheelchair access

Golf course

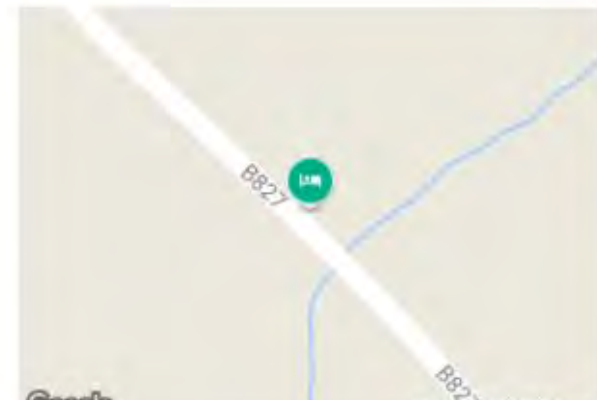
All hotel details

### TRAVELLERS TALK ABOUT

"perfect hosts" (5 reviews)

"b b" (30 reviews)


"warm welcome" (6 reviews)





Alice W



Reviewed 21 January 2018  via mobile


## Wedding

We stayed at Langside for a Wedding we were going to at Comrie Croft. Langside was beautiful & Heather & Stuart were the perfect hosts! They drove us to our friends wedding & picked us up again which was lovely of them. The breakfast was lovely & our room was gorgeous we had a great nights sleep. The views from Langside are breathtaking we will definitely be back!

[Show less](#)

**Stayed:** January 2018, travelled as a couple

[Ask Alice W about Langside Bed & Breakfast](#)

 Thank Alice W

*This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC*

**heathermcdonald59**, Owner at Langside Bed & Breakfast, responded to this review

Responded 23 January 2018

Many thanks for your generous review of Langside. You were indeed lucky the road was open and passable with care, after all the snow. Look forward to seeing you next time.

[Report response as inappropriate](#)

*This response is the subjective opinion of the management representative and not of TripAdvisor LLC*





Jocelyn C  
Rowena, New South  
Wales, Australia

48 9



Reviewed 18 September 2017

## Great place to stay!

Great value for money, good beds, breakfast, nice rooms, underfloor heating, great views, owners very willing to assist with whatever guests need. Not far from Comrie for dinner & not far from A9 to get to Edinburgh - about an hour away.

Review collected in partnership with this hotel

Thank Jocelyn C

### Response from heathermcdonald59, Owner at Langside Bed & Breakfast

Responded 19 September 2017

It was such a pleasure having you and hosting descendants of the King/Cameron dynasty who left Langside 150 years ago. Enjoy the rest of your trip.



lloydd2

1



Reviewed 18 September 2017

## Escape to the country

Pleasant welcoming couple. Lovely, clean quiet room. Breakfast excellent Do not rely on your sat nav as the property is on an easily accessible but remote road. Probably best to eat and sightsee in Dunblane, before finding B and B

Review collected in partnership with this hotel

Thank lloydd2

### Response from heathermcdonald59, Owner at Langside Bed & Breakfast

Responded 19 September 2017

Thank you for your kind words and for highlighting our position re sat nav. Our location just seems to be off technologies radar, which adds to its appeal.



4. A bad review isn't  
**WRONG...**

...it's free customer  
research





# If you are getting reviews like this...

## 20 reviews from our community Write a Review

**Traveller rating**

Excellent		2
Very good		0
Average		0
Poor		0
Terrible		18

**See reviews for**

	Families	1
	Couples	2
	Solo	6
	Business	3

**Rating summary**

Sleep Quality	
Rooms	
Location	
Service	
Value	
Cleanliness	

*Traveller tips help you choose the right room. Room tips (2)*

20 reviews sorted by: [Date](#) | [Rating](#) English first

**Bz1274**  
1 review  
28 helpful votes

***"The worst 'guest house' in history."***  
 Reviewed 7 June 2012 via mobile

I can honestly say that this is the worst 'guest house' in history. It was horribly unclean, to the point where the shower was so bad I didn't use at all in my two night stay for the fear of coming out dirtier. The staff were useless and unhelpful. It's no wonder this place has been on watchdog. Genuinely words cannot describe how bad The Alpha Guest HOLE is. Avoid like the plague, because you're likely to catch it staying there.....

Stayed June 2012

Value	Rooms
Location	Cleanliness
	Service

Helpful? 28 [Thank Bz1274](#) [Report](#)

[Ask Bz1274 about Alpha Guest House](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC



# If you are getting reviews like this...

## Ulster Museum

2,198 Reviews | #6 of 214 things to do in Belfast | Certificate of Excellence

Natural History Museums, History Museums, Museums, More

Overview | **Reviews (2,198)** | Q&A (3) | Location

Save | Write a Review



Does this attraction involve animals?

### TripAdvisor Reviewer Highlights

#### Visitor rating



This about again



Fia50  
Cork, Ireland  
Level 3 Contributor  
11 reviews  
9 attraction reviews

#### "Worth a trip"

Reviewed 22 August 2016

Lots of interesting artefacts. It's great now that they have reconstructed the facial appearance of the Egyptian mummy, a must to visit

Helpful? Thank Fia50

Report



cmcken10  
Liverpool, United Kingdom  
Level 3 Contributor  
15 reviews  
4 attraction reviews  
5 helpful votes

#### "great museum"

Reviewed 11 August 2016

great day out especially if it is raining . loads of great stuff especially about the history of the troubles .

Helpful? Thank cmcken10

Report



Asha S  
Belfast, United Kingdom  
Level 3 Contributor  
14 reviews  
3 attraction reviews  
11 helpful votes

#### "Coffee shop is to dear "

Reviewed 11 December 2015 via mobile

The museum is over priced in the coffee shop the museum it's self it's not very child friendly and the staff were rude when I asked for help up the steps with the pram defo won't be back

Helpful? Thank Asha S

Report



# 5. Be visible about your TripAdvisor profile

...Online and offline



## Hi, JustinReid

Here's your monthly update. See how your contributions add up and help other travelers. Plus, with [TripCollective](#), you can collect points to reach new levels and unlock badges along the way!

[Add a review](#)

19  
reviews

19,776  
readers

17  
helpful votes

2,302  
total points

level  
**3**

### Your readers are from

**33%** United Kingdom

17% United Arab Emirates

14% United States

36% other countries



### Your most popular review

"the last word in service an..."

The Residence Boutique Hotel

**5,251**

readers

Reviewed 2/04/2015

### Your most helpful review

"You won't be disappointed"

Movenpick Hotel Ibn Battuta...

**5**

helpful votes

Reviewed 5/11/2015

[See all your 19 reviews](#)





## People look for security





## Owners look for feedback





 **tripadvisor**<sup>®</sup>