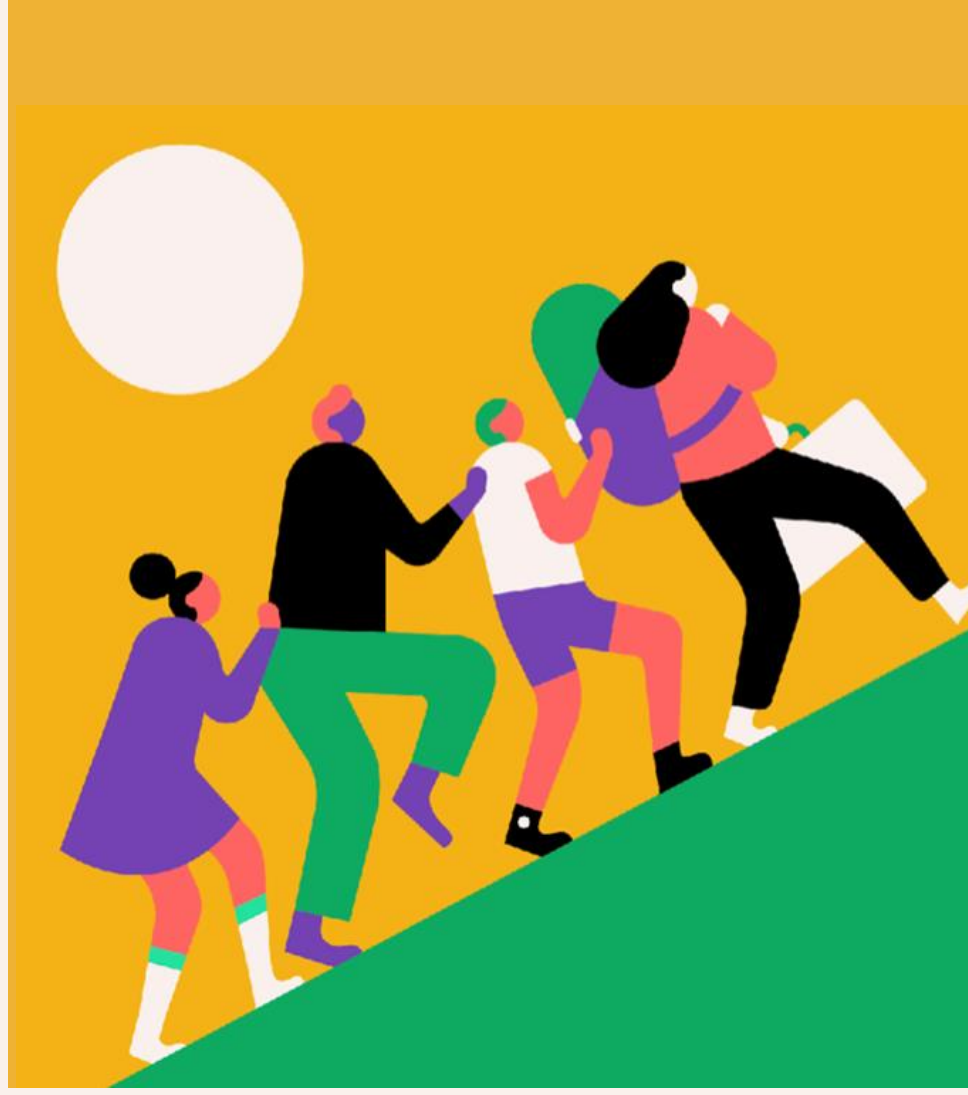


Talking Tripadvisor

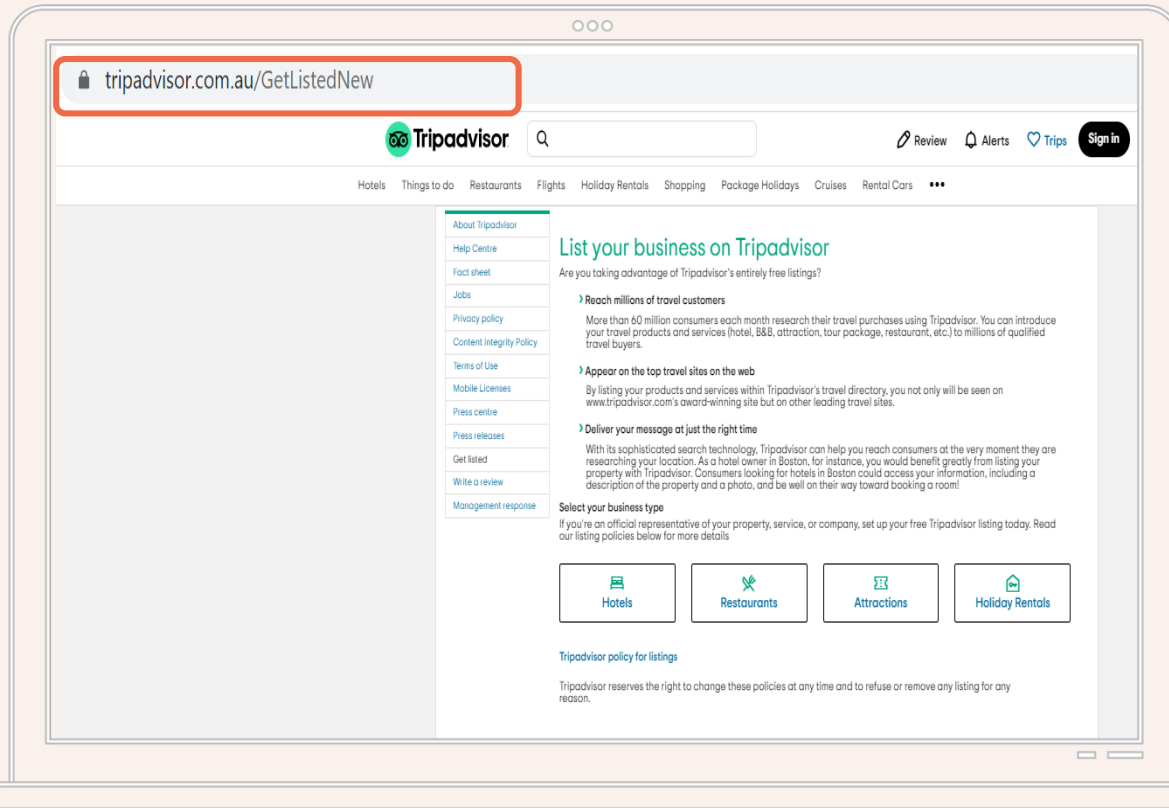


Tripadvisor Listings



Create Your TripAdvisor Listing

www.tripadvisor.com.au/getlistednew

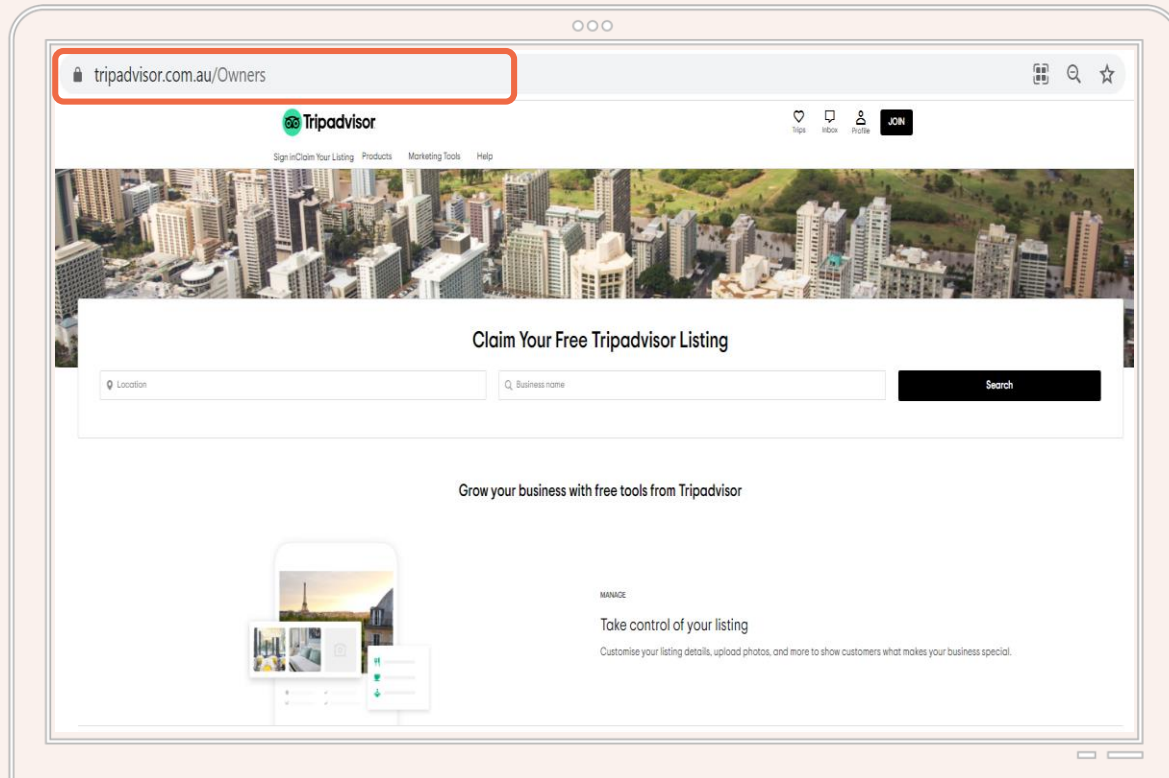


Advantages of a having a TripAdvisor Listing:

- Global Marketing Platform
- Exposure to travelers in 49 markets globally (and across over 20 languages)
- Ability to distribute and sell products online

Claim Your TripAdvisor Listing

www.tripadvisor.com.au/owners



Advantages claiming your TripAdvisor Listing:

- Add Photos
- Add Videos
- Add Address
- Add Phone Number
- Add Website
- Add Description of Product
- Sign up for Notification Emails
- Respond to Reviews
- Eligible for Certificate of Excellence Awards
- Enable online booking capability

The TripAdvisor Management Centre

Optimize Your Listing



Update your business description, add photos, and highlight amenities to attract traveler's attention

Manage Your Reviews



Generate more feedback with Review Express and join the conversation via Management Responses

Track Your Performance



Analyze how you're engaging with travelers on TripAdvisor and how you measure up against competitors



Best Practices for Marketing Your Property on Tripadvisor

1. Update your amenities

Your amenities are a great way to differentiate from competitors and get your property in front of the right travelers as they're searching your destination.

2. Refresh your description

Grab the attention of potential guests with a memorable description. Make sure to focus on what makes your property unique and highlight any useful traveler information.

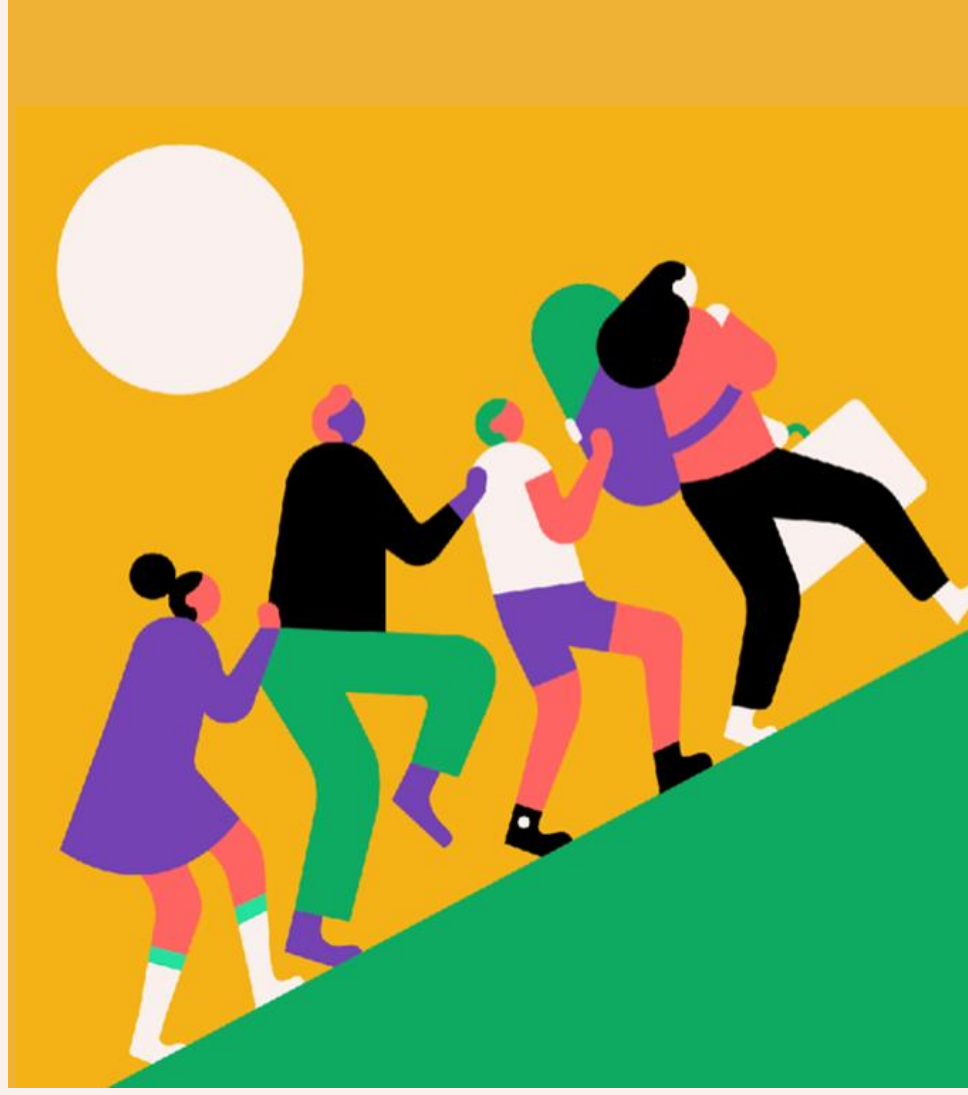
3. Add fresh photos

You know what they say — a picture is worth a thousand words. Use your photos to inspire and motivate guests to choose your property.

4. Respond to reviews

Reviews are one of the top factors for travelers when choosing a place to stay.

Responding to Reviews





People Powered Planning #1 In Trust

As a result of Covid-19, consumers are doing more research, reading reviews, and leaving reviews.

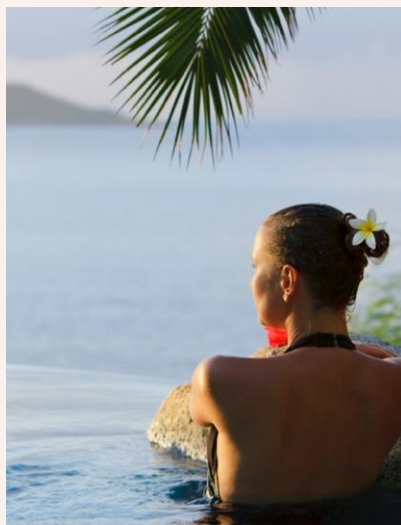
We capture the voice of the people with their honest reviews and recommendations to garner trust when it comes to planning unforgettable next trip.

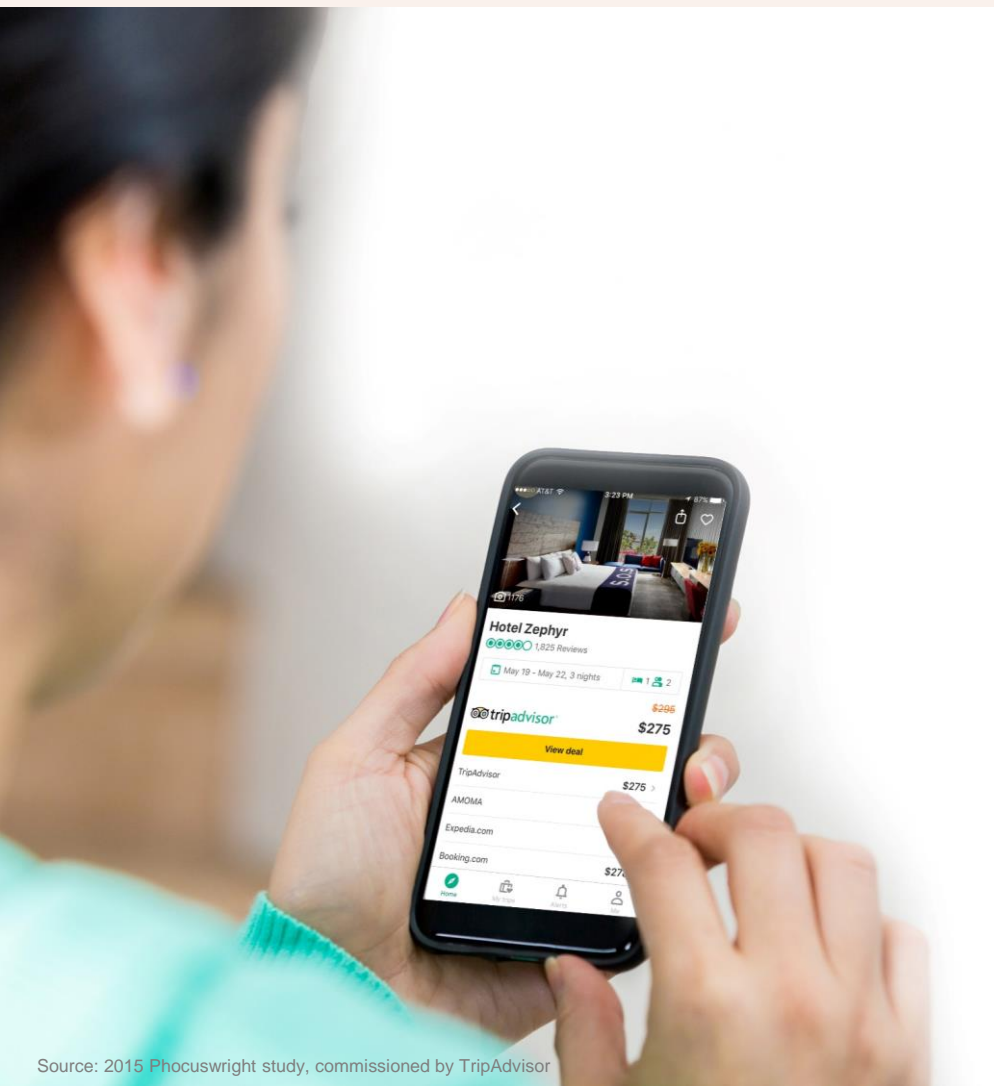
We represent **the collective voice** from the world largest travel community, for consumers searching for travel information throughout the pandemic, ahead of other travel, media and social sites.

TripAdvisor Popularity Ranking

Your TripAdvisor popularity ranking is based on traveller reviews and reflects your standing against other businesses within your geographical location.

1. **Quality** of Reviews
2. **Quantity** of Reviews
3. **Age** of Reviews





How Travellers Read Reviews

- Consumers do not rely on one review in isolation
- Consumers tend to ignore extreme comments
- Consumers pay attention to a Managers reply
- Management response influences booking decision (85% Of TripAdvisor users are more likely to book a hotel which responds to travellers reviews versus a comparable hotel which doesn't)





Best Practices for Management Responses

1. Sign up for review notification emails

2. Respond promptly

3. Say 'thank you' for the feedback

4. Be original in your reply

5. Highlight the positive

6. Address any specific comments

7. Be polite and professional



Travel Safe on Tripadvisor (Hotels and Restaurants Initiative)

Health & safety checklists

Hotel owners can share safety measures directly on their Tripadvisor listing: sanitation procedures, mask wearing guidelines, social distancing policies, and more.

Search filter

A new filter allows you to easily find which hotels are taking these added safety precautions.

Traveler reviews

We've added prompts to the review submission form so you can validate safety measures and share your experiences with other travelers.

Q&A with business owners

If you still have questions, you can directly message business owners about their safety measures (or anything else).



Mandatory face masks



Hand sanitizer available to guests and staff



Staff required to regularly wash hands



Floors marked for social distancing



Regularly sanitized high traffic areas



Linens disinfected between guests



Travel Safe on Tripadvisor (Hotels and Restaurants Initiative)

Tripadvisor Post Alerts Trips Sign in

Sydney **Hotels** Things to do Restaurants Flights Holiday Rentals Shopping Package Holidays Cruises Rental Cars

South Pacific > Australia > New South Wales > Sydney > Sydney Hotels Sofitel Sydney Darling Harbour Hotel

There's good out there

Sofitel Sydney Darling Harbour
4.5 2,143 reviews #23 of 204 Hotels in Sydney
 12 Darling Dr, Sydney, New South Wales 2000 Australia Save Share

COVID-19 update: See the added health and safety measures this property is taking. [Read more](#)

5 people are viewing this hotel

Check In: - / - / - Check Out: - / - / -
 Guests: 1 room, 2 adults, 0 children

Booking.com	AU\$332	View Deal
✓ Free cancellation until 04/09/20		
SOFITEL	AU\$332	View Deal
✓ Free cancellation until 05/09/20		
Hotels.com	AU\$332	View Deal
✓ Free cancellation until 05/09/20		
Reserve now, pay at stay		
Expedia.com.au	AU\$332	Wotif.com.au AU\$332
lastminute.com.au	AU\$332	View all 10 deals

Certificate of Excellence

Traveller (1880)

Room & Suite (589)

Dining (136)

[View all photos \(1,970\)](#)

Travel safe during COVID-19

What you can expect during your stay

- All linens sanitized in high-temperature wash
- Floors marked for social distancing
- Hand sanitizer available to guests & staff
- Paid stay-at-home policy for staff with symptoms
- Regularly sanitized high-traffic areas
- Staff required to regularly wash hands

[Read more](#)

A note from Sofitel Sydney Darling Harbour

The safety of our guests and teams is our utmost priority and now we have elevated our protocols even further.

[Read more](#)

More questions?

+61 2 8388 8888

Email hotel

Community

Ask a question

Write a review

Updated 08/07/20 Safety precautions are provided by the property and are not checked by Tripadvisor for accuracy.



Thank You