



SONOMA COUNTY
• CALIFORNIA •
LIFE OPENS UP

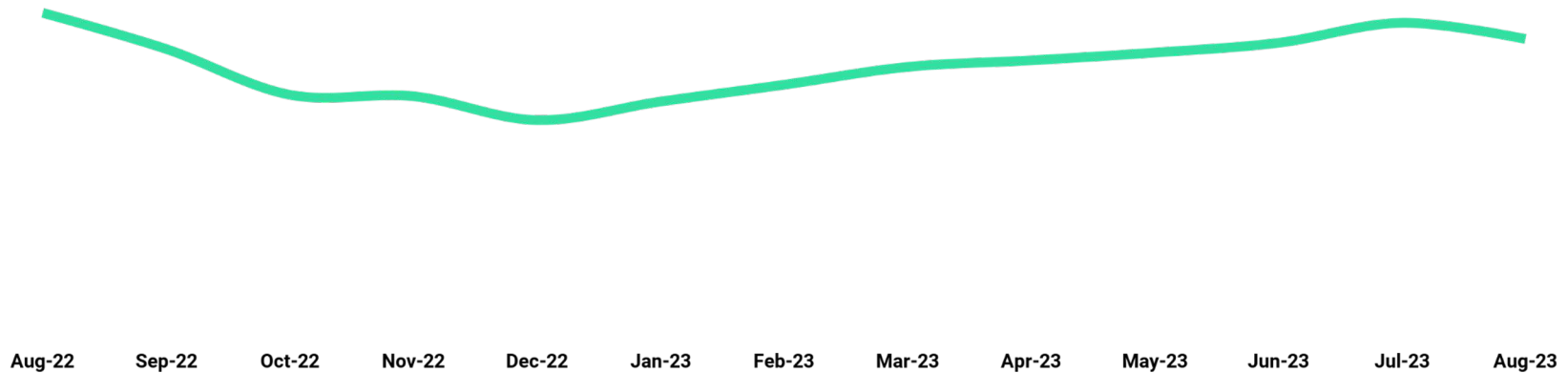
User Traffic



The summer season garners the most interest in Sonoma County

- Sonoma County typically experiences a gradual increase in traffic throughout the first half of the year, reaching its peak during the summer, before falling off in the back half of the year. From January to July 2023, which marks the peak of the year thus far, traffic increased by +33%.

Unique User Traffic



Source: Tripadvisor Internal Data, 2022-2023



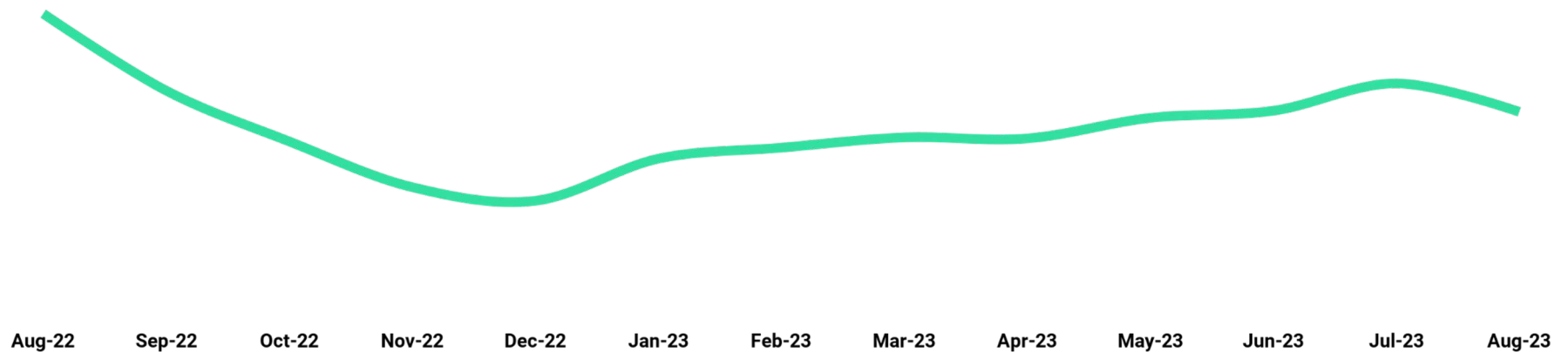
Booking



Clicks to book to Sonoma County closely mirrors traffic patterns

- Accommodation clicks to book and traffic follow a similar trend, with gradual increases in the first half of the year, peaking during the summer, before falling off in the back half of the year. From January to July 2023, traffic increased by +47%.

Accommodation Clicks to Book



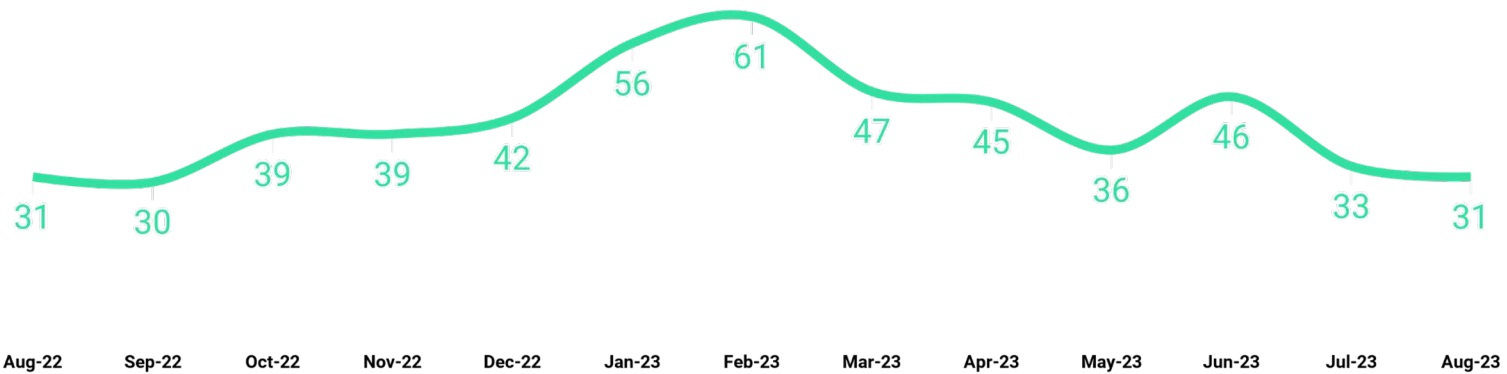
Source: Tripadvisor Internal Data, 2022-2023



The shortest lead times to Sonoma County occur when the overall demand is highest

- Because the summer months are the most popular time to visit Sonoma County, many travelers tend to book on short notice, driving down booking windows, but in the months leading up to summer and in the back half of the year, booking windows hold at higher levels.

Accommodation Click to Book Windows



Source: Tripadvisor Internal Data, 2022-2023



Search Trends



Top 10 Countries viewing Sonoma County, ranked on Unique User Traffic

Jan-Aug 2023

Source: Tripadvisor Internal Data, Jan-Aug 2023

Ranked on Unique User Traffic

Rank	Market
1	United States
2	Canada
3	India
4	United Kingdom
5	Spain
6	Germany
7	Japan
8	Mexico
9	Argentina
10	Brazil



Top 10 US States viewing Sonoma County, ranked on Unique User Traffic

Jan-Aug 2023

Source: Tripadvisor Internal Data, Jan-Aug 2023

Ranked on Unique User Traffic

Rank	Market
1	California
2	Virginia
3	Washington
4	New York
5	Oregon
6	Texas
7	Illinois
8	Florida
9	Rhode Island
10	Massachusetts

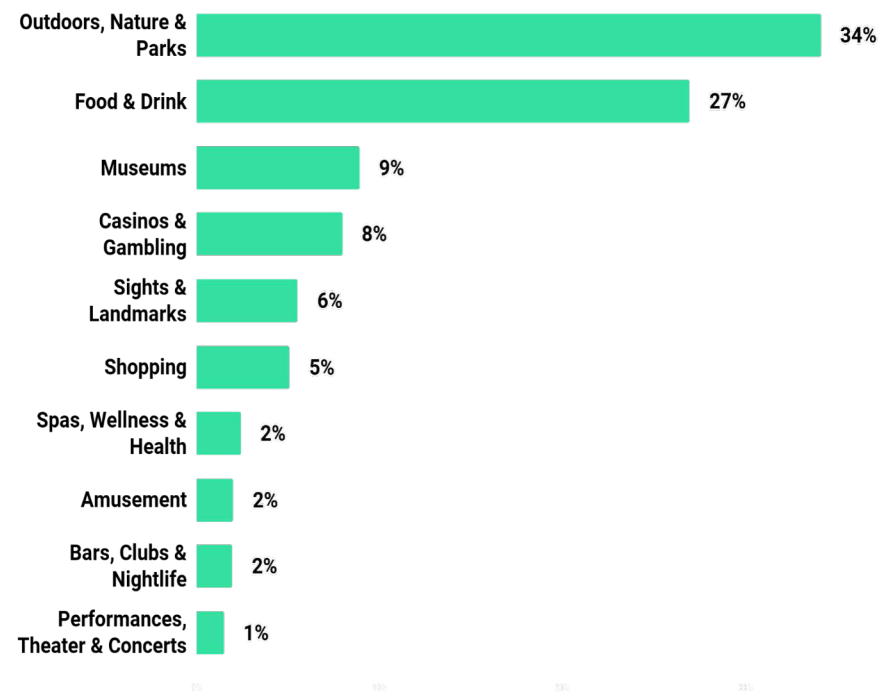


Travelers are drawn to Sonoma County's Outdoor and Culinary offerings

Jan-Aug 2023

Source: Tripadvisor Internal Data, Jan-Aug 2023

% Share of Attraction Type Pageviews



Top 10 Attractions in Sonoma County, ranked on Pageviews

Jan-Aug 2023

Source: Tripadvisor Internal Data, Jan-Aug 2023

Ranked on Pageviews

Rank	Attraction
1	Safari West
2	Graton Resort & Casino
3	Charles M. Schulz Museum
4	St. Francis Winery and Vineyards
5	Russian River Kayak Tour at the Beautiful Sonoma Coast
6	Spring Lake Park
7	Marin French Cheese Company
8	Luther Burbank Home and Gardens
9	Matanzas Creek Winery
10	Small-Group Wine-Tasting Tour through North Sonoma County





Managing Your Online Reputation

Give travelers the confidence to book with you

Tripadvisor is at the center of the conversation between **travelers & businesses**



Business



We are here!



Consumer

We sit at the intersection of people-powered travel guidance and the businesses that bring the travel experience to life.



Why Businesses Partner with Tripadvisor?



Scale

With **463 million monthly active** users, presence in over **190 countries** and displayed in **28 languages**, we are the world's preferred travel guidance company.



Trust

For **20 years**, we have helped travel brands build their business. Even now and throughout the pandemic, we are **#1 in trust for consumers** searching for travel information.



Audience

Leverage Tripadvisor's data intelligence—a deep and real-time understanding of our audience of travelers—built on years of trust.



Inclusivity

Championing the beauty of **different backgrounds, experiences, and cultures** is at the core of our DNA.



Impact

Leverage our insights to help make better **investment decisions and guarantee ROAS.**





...and externally

Content & Partnerships

Content & Editorial

Business Self-ID

Thought Leadership





Tripadvisor 18

We're the go-to resource for travel guidance, providing **diverse POIs for every traveler**

4.2M

Restaurant listings
featuring global cuisines and chefs from different backgrounds

2.3M

Accommodation listings
for travelers from different places and background to experience new environments

1.3M

Attraction listings
including diverse cultural landmarks, tours, museums and more

Source: Tripadvisor Internal Data



Translating to over a

billi**o**n reviews & mom**o**ments

from diverse travelers all over the world

Over 22 years,
Tripadvisor has accumulated more than
1 billion traveler reviews ... and counting ...



Reviewed 3 weeks ago

Our guide Richard was extremely knowledgeable and had amazing stories to share with us.



Reviewed 1 week ago

I would highly recommend this hotel for the welcoming atmosphere



Reviewed 1 week ago

The best hidden gem - great food & cocktails!



Reviewed 2 weeks ago

In one word:
Excellent!



Reviewed 2 weeks ago

Amazing tour, enjoyed the stories and the historical facts.

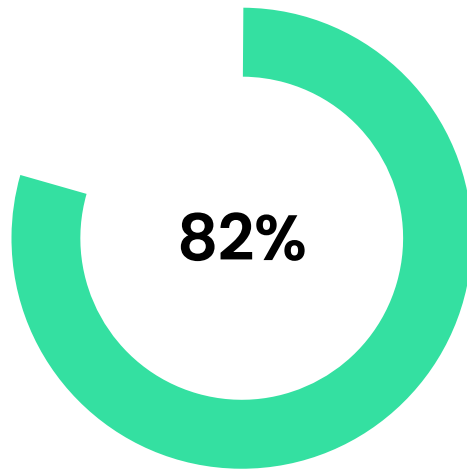


Reviewed 3 week ago

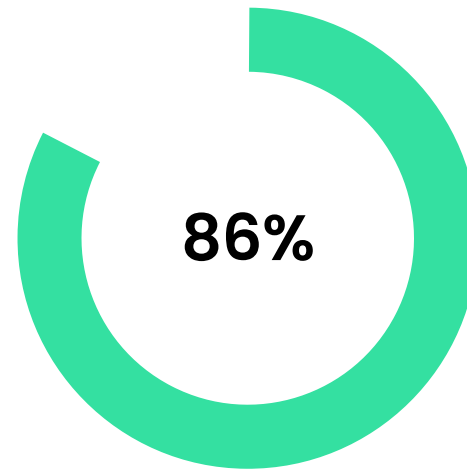
Great place for safe outdoor dining!



And reviews = **influence**



Say that reviews are “**extremely or very important**” when booking accommodations



Of travelers say that Tripadvisor reviews help them feel **more confident** in their decisions





Making us **#1 in trust** amongst consumers...

Consumers searching for crucial travel information throughout the pandemic turned to Tripadvisor ahead of other travel, media and social sites.

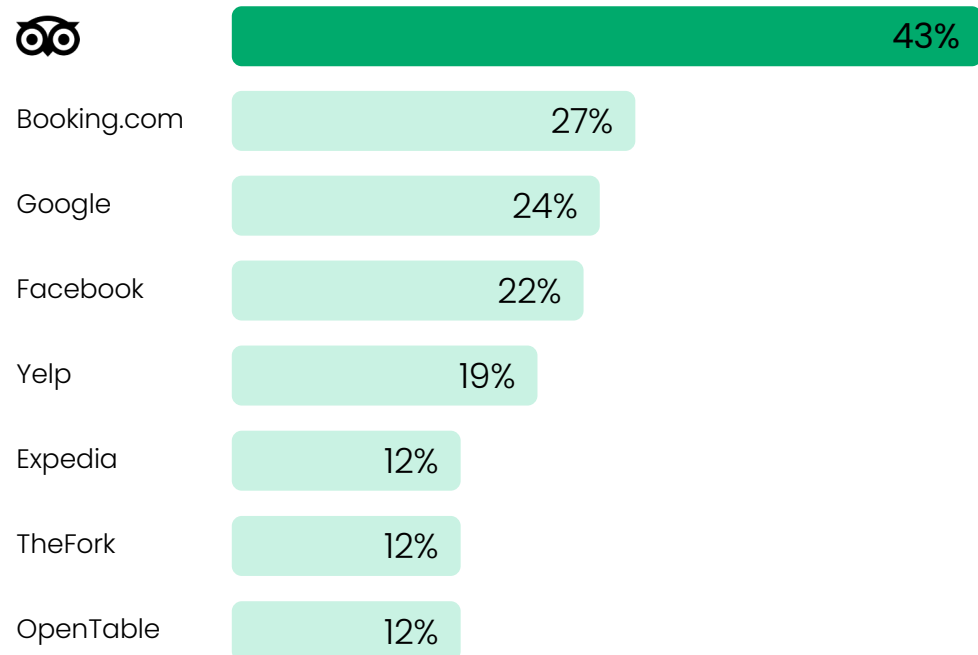
Tripadvisor Traveler Sentiment Study, 6/19-6/28/20; 2,300 Respondents across US, UK, Japan, Italy, Australia, Singapore. As compared to Travel: Booking.com, Expedia, Airbnb, Yelp; Social Media: Facebook, Instagram, Twitter; Traditional media: TV, Newspaper and Radio



Tripadvisor

...and **business owners** alike

In a 2021 Owners Survey, hospitality business owners identified Tripadvisor as the **most reliable** when talking about long and detailed reviews



Q: Rank the following review platforms according to how many detailed customer reviews of your business can be found on each

Source: Power of Reviews, by Tripadvisor, in partnership with Ipsos MORI • Tripadvisor Sentiment Research, 2021.





Number of photos



Total number of reviews



Management responses in the past year



Number of reviews in the past year



Promotion of inclusivity



A tiered approach to **managing your online reputation**

1. Claim your listing



2. Review & enhance business details



3. Upload & manage photos



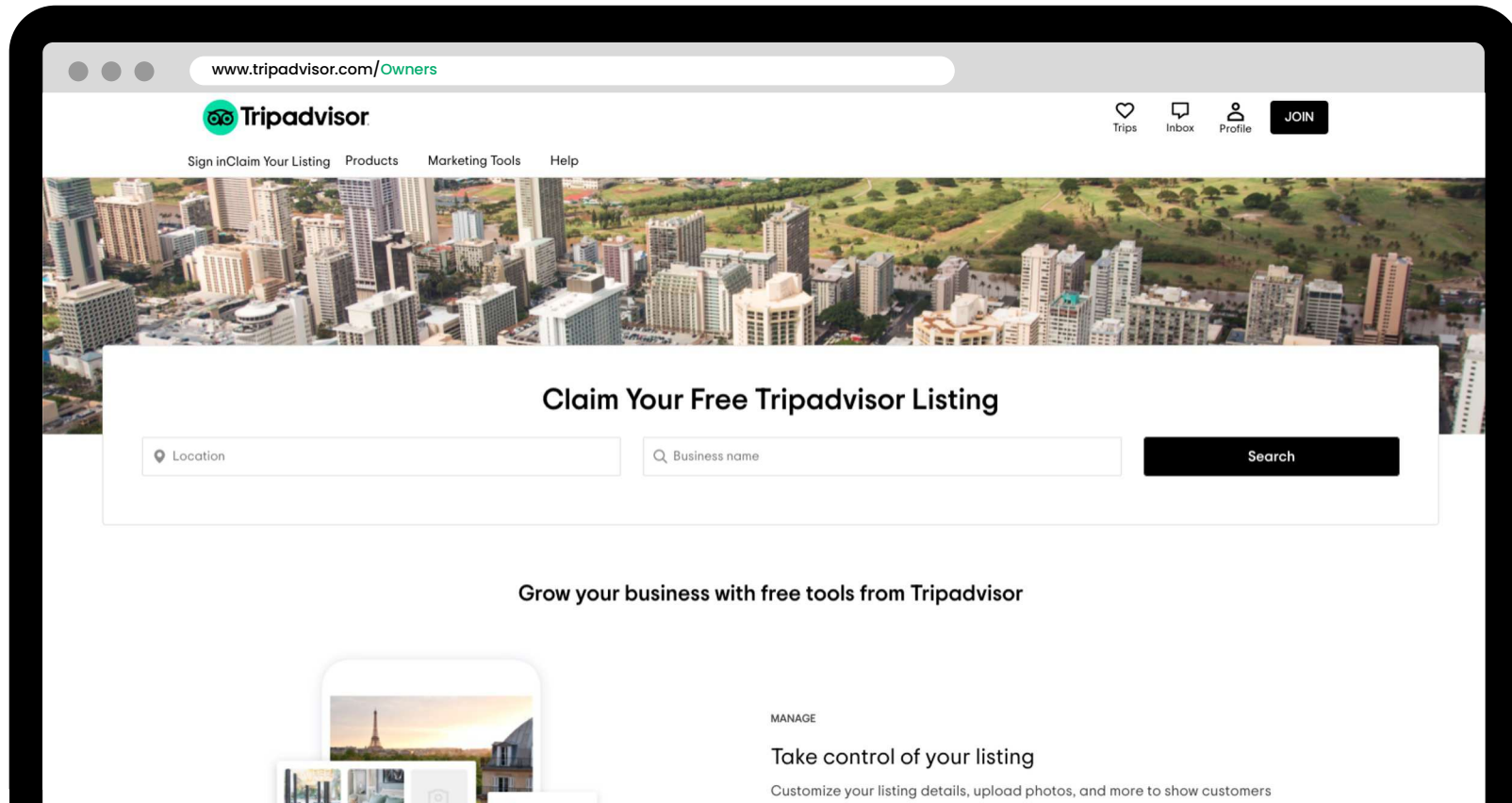
4. Encourage guests to write reviews



5. Monitor and promptly respond to reviews



1 Claim your **Tripadvisor listing**



1 Claim your Tripadvisor listing (cont.)

www.tripadvisor.com/GetListedNew

Tripadvisor Post Alerts Trips Sign in

Hotels Things to do Restaurants Flights Vacation Rentals Vacation Packages Cruises Rental Cars

[About Tripadvisor](#)
[Help Center](#)
[Jobs](#)
[Privacy policy](#)
[Copyright Complaint policy](#)
[Content Integrity Policy](#)
[Terms of Use](#)
[Mobile Licenses](#)
[Press center](#)
[Press releases](#)
[Get listed](#)
[Write a review](#)
[Management response](#)

List your business on Tripadvisor


Are you taking advantage of Tripadvisor's entirely free listings?

- Reach millions of travel customers**
More than 60 million consumers each month research their travel purchases using Tripadvisor. You can introduce your travel products and services (hotel, B&B, attraction, tour package, restaurant, etc.) to millions of qualified travel buyers.
- Appear on the top travel sites on the web**
By listing your products and services within Tripadvisor's travel directory, you not only will be seen on www.tripadvisor.com's award-winning site but on other leading travel sites.
- Deliver your message at just the right time**
With its sophisticated search technology, Tripadvisor can help you reach consumers at the very moment they are researching your location. As a hotel owner in Boston, for instance, you would benefit greatly from listing your property with Tripadvisor. Consumers looking for hotels in Boston could access your information, including a description of the property and a photo, and be well on their way toward booking a room!

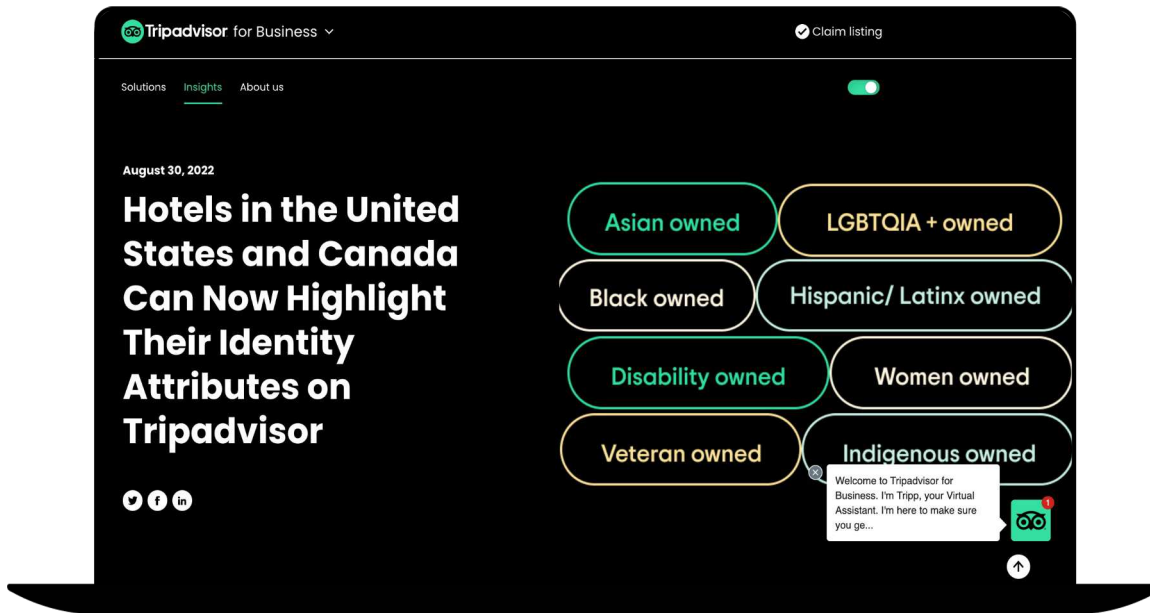
Select your business type
If you're an official representative of your property, service, or company, set up your free Tripadvisor listing today. Read our listing policies below for more details

Hotels **Restaurants** **Attractions** **Vacation Rentals**

Tripadvisor policy for listings
Tripadvisor reserves the right to change these policies at any time and to refuse or remove any listing for any reason.



Share your ownership identification details



Business owners can now select the following attributes within the management center (optional):

- Asian-owned
- Black-owned
- Disability-owned
- Hispanic/Latinx-owned
- Indigenous-owned
- LGBTQIA+-owned
- Veteran-owned
- Woman-owned



2 Review & enhance business details

The screenshot displays the TripAdvisor management interface for a property named 'Finca Victoria'. The browser address bar shows 'www.tripadvisor.com/GeListedNew'. The TripAdvisor logo is in the top left, and navigation icons for 'Trips', 'Inbox', and a profile picture are in the top right. A menu bar below the logo includes 'Finca Victoria', 'Overview', 'Manage Listing', 'Drive Bookings' (with a 'NEW!' badge), 'Marketing Tools', 'Reviews', 'Spotlight', and 'Help & Settings'. The main content area is titled 'General details for Finca Victoria'. On the left is a sidebar with a property image and a list of menu items: 'General' (selected), 'Location', 'Amenities', and 'Listing Support'. The main content features a toggle switch for 'Mark your property as temporarily closed', which is currently turned off. Below this is a text box explaining the feature: 'Let travelers know when your property is temporarily closed. When this setting is turned on, the following message will display on your listing within 24 hours: This business is temporarily closed until [specified date].'. The 'General information' section contains a 'Property name' field with 'Finca Victoria' entered, a note about translation, an 'Add a Language' button, and a 'Brand' field.



Anatomy of a strong business listing

EVERYONE IS

WELCOME

To optimize your listing, consider how to attract visitors of different backgrounds, experiences, and abilities.

- **Review features** of your business
- Consider **different traveler perspectives, experiences and languages** within your target audience
- Provide **as much information as possible** to different identified audiences in 'accessibility,' 'additional information,' or 'FAQ' section
- Use **inclusive language**, such as, "We welcome all identities and experiences"
- Include **imagery** representing different types of travelers, ethnicities, abilities, sizes, age ranges, life stages, etc.
- Highlight how you can **connect with people of different backgrounds and experiences**



Examples of keywords

Inclusive

Safe

Welcome

Empathy

Handicap Accessible

Friendly

Gender-neutral

Warm

Women / Asian / LGBTQIA+ / Disability / Hispanic/Latinx / Black / Veteran / Indigenous-owned

Halal, Kosher

Vegan/Vegetarian

Family/kid-friendly

Autism-friendly/Low sensory area

ASL/audio capabilities

Translation Available

Pregnancy-friendly

Additional examples or guidance can be found under the 'Research & Trends' tab online



Examples of inclusive language

Example Language

The museum is located an easy 15-minute **walk** from the restaurant.

The tour operator accommodates **women** and **men** ages 55+.

Families will love the waterpark, which has a toddler-size slide.

Brides and grooms will love the Honeymoon Suite, which overlooks the marina.

Inclusive Language

The museum is a 15-minute walk from the restaurant; **alternatively**, a cab or rideshare takes only a few minutes.

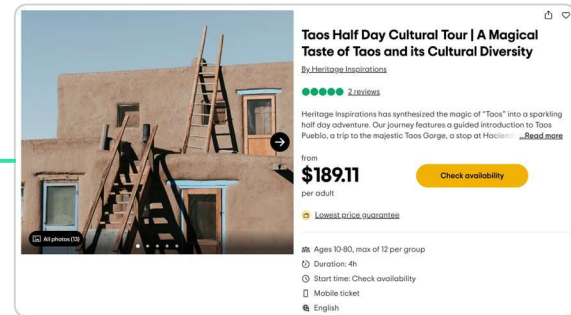
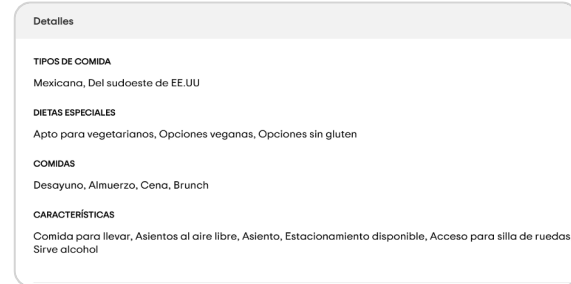
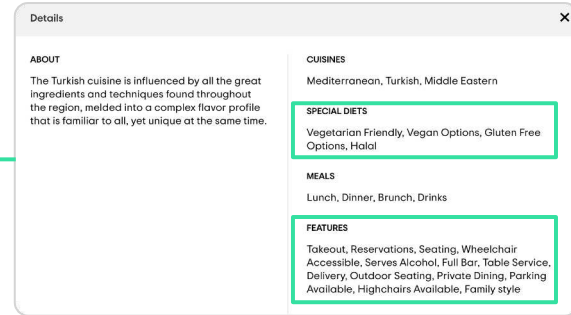
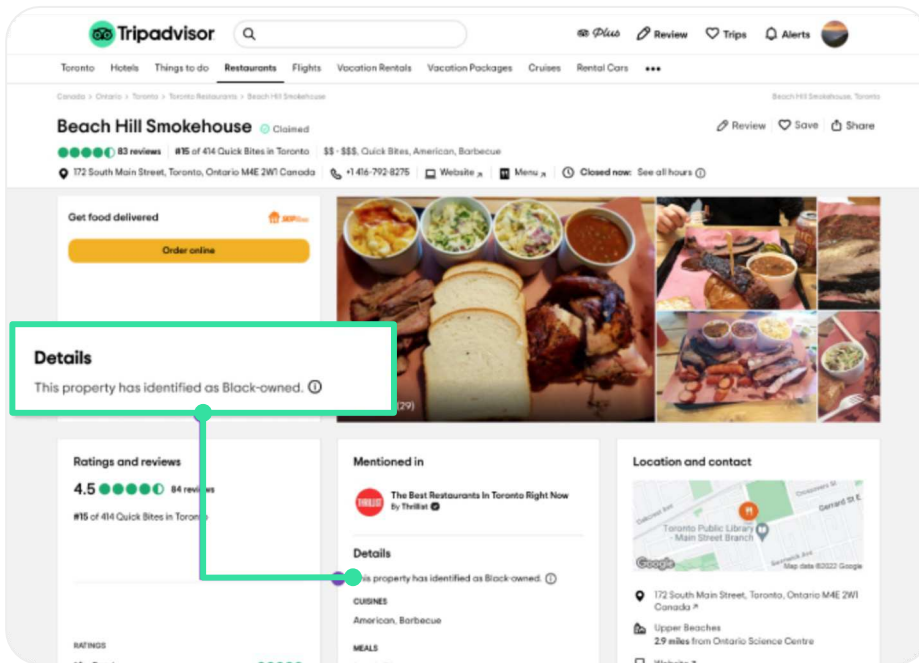
The tour operator accommodates **people** ages 55+.

Families with children will love the waterpark, which has a toddler-size slide.

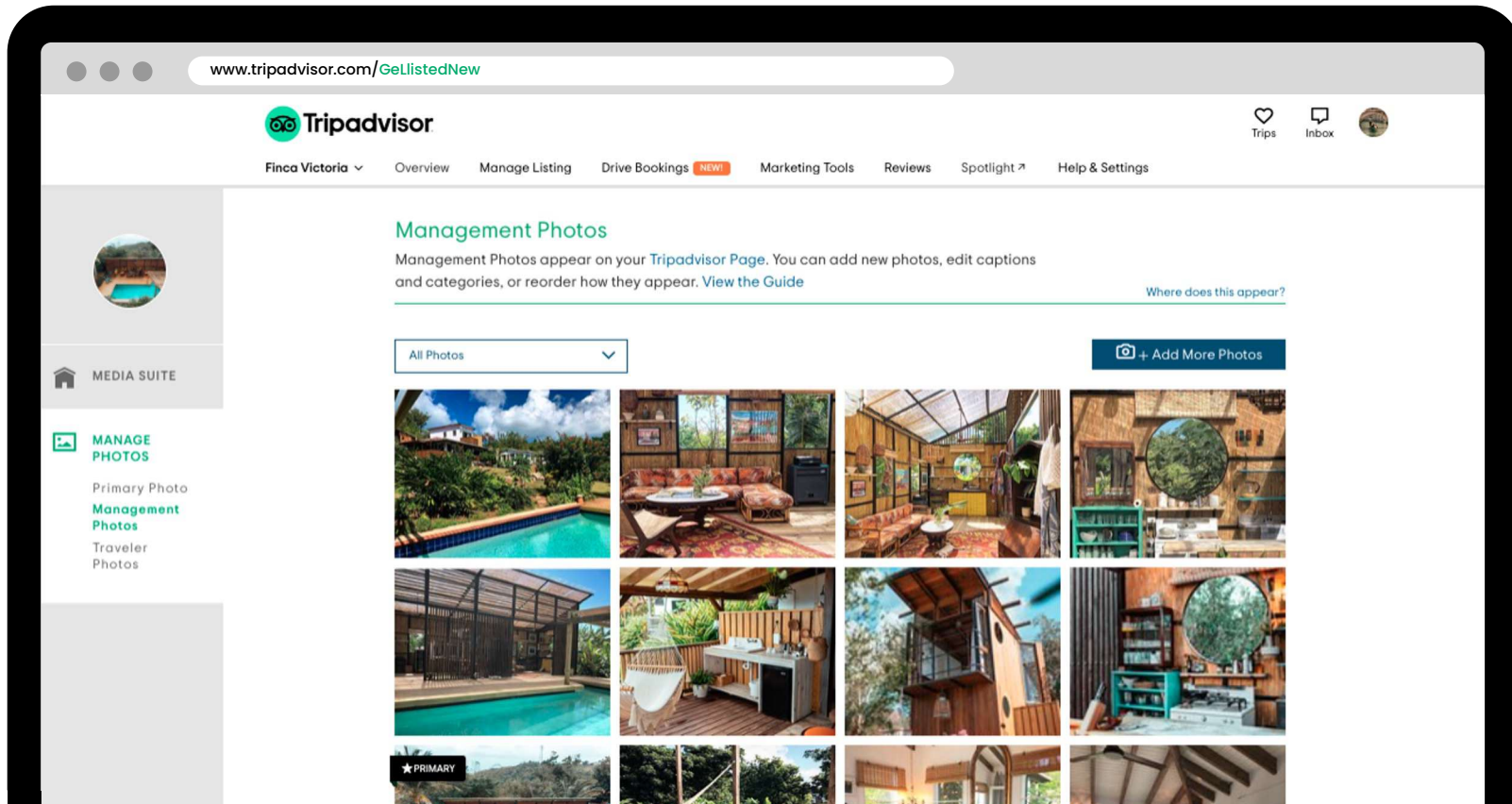
Anyone looking to enjoy a romantic getaway will love the Honeymoon Suite, which overlooks the marina.



Examples of inclusive listings



3 Upload and manage photos



Examples of inclusive imagery



Additional examples include: partnerships/families, solo travelers, all mentioned identities, hair texture, body types, ages, types of food/mocktails
Additional guidance can be found under the 'Get Started' or 'Build your Business' tab online





4 Encourage guests to **write reviews**

As you see, **reviews matter**. Consider how your business is creating a safe and welcoming environment for community members and visitors from different background and abilities.

Fresh reviews matter

What are things like today at your property?

Improvements matter

How have you adapted to the current environment?

Rankings matter

What makes your property the best and safest option for potential guests?

How to encourage guests to write reviews:

Reputation Pro

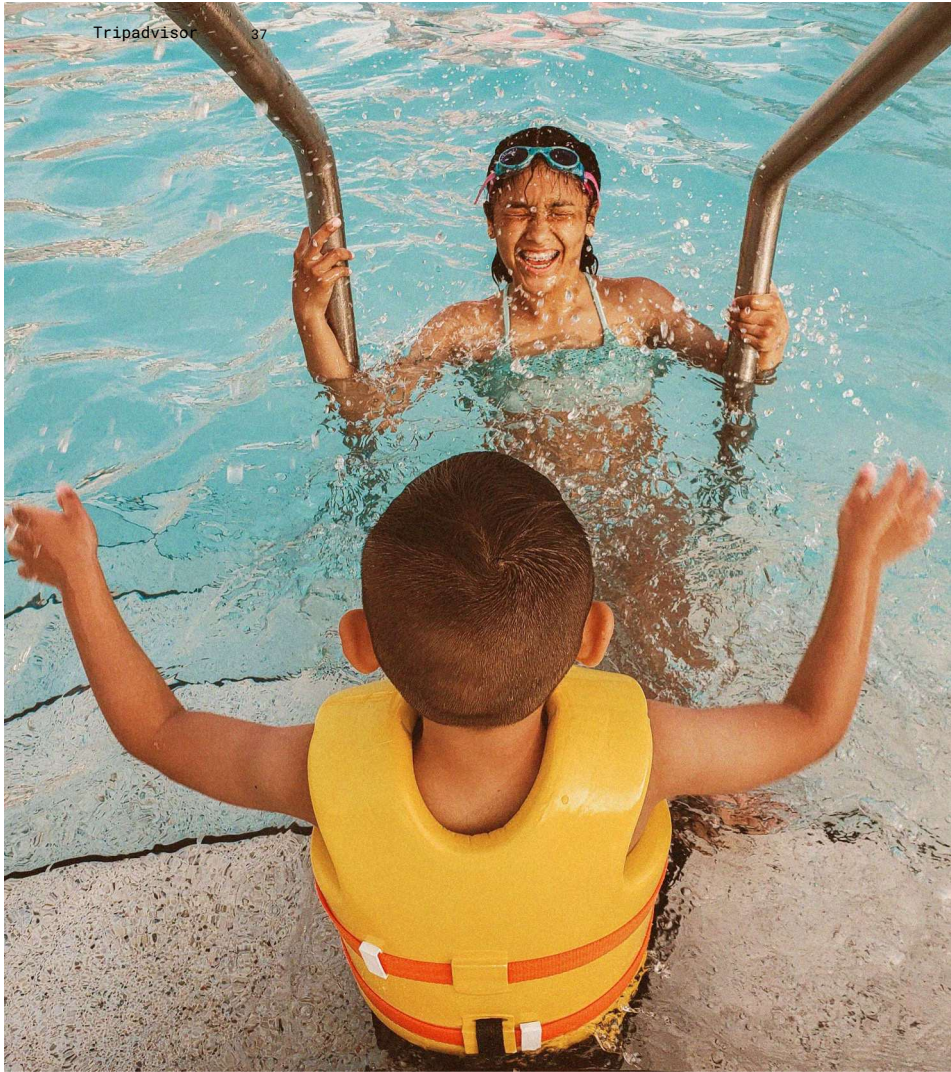
Widgets

Stickers

Reminder cards

Downloadable assets





Provide **prompts**

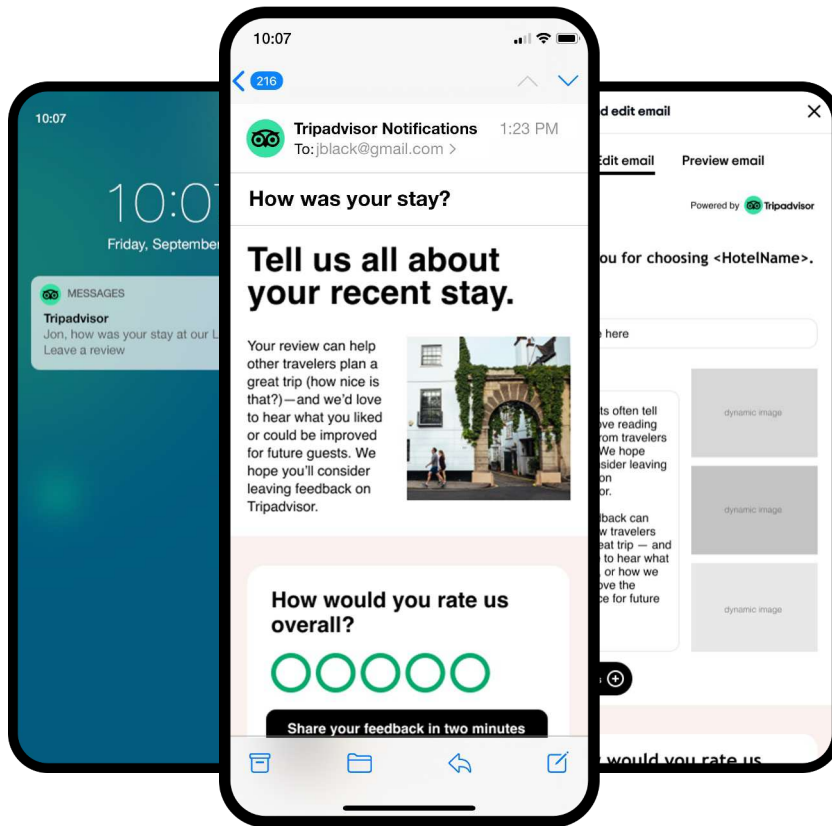
How did we create a **welcoming atmosphere** for you?

How did we **accommodate your needs**?

Is there anything **exceptional** or **special** about your experience that you can share?



Collect recent reviews with Reputation Pro

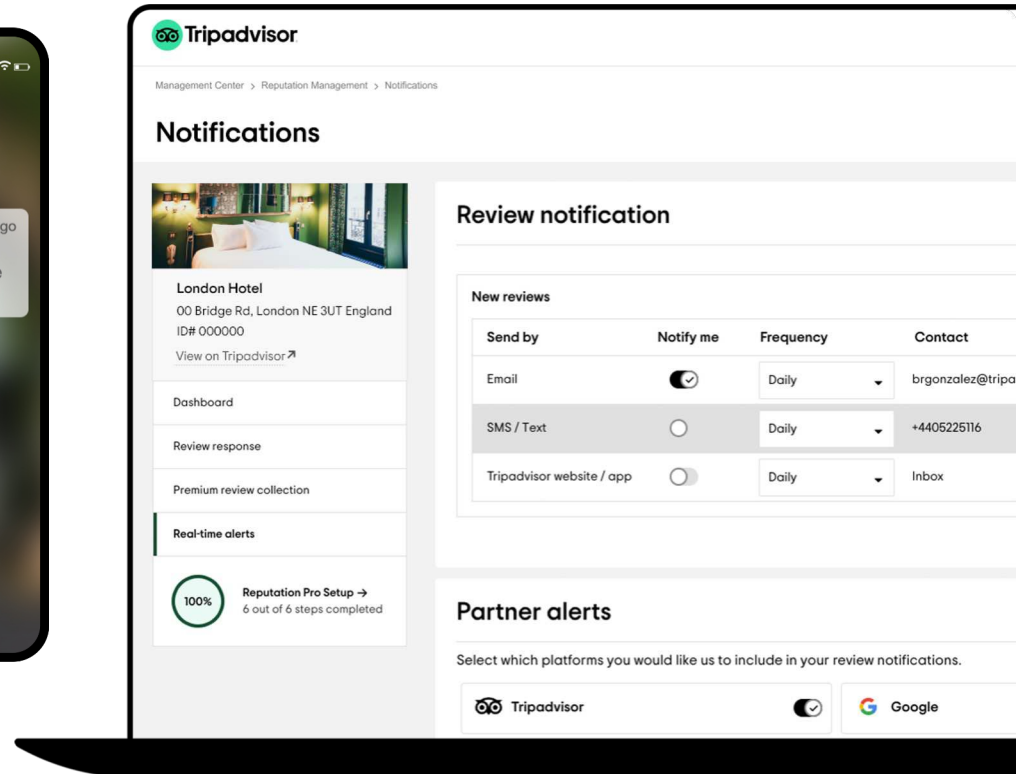
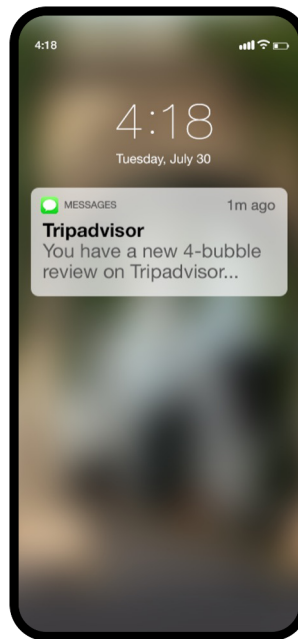


- **Lean on us to deliver** automated review requests on your behalf.
- **Collect more reviews** across email, text*, and app.
- **Customize** the message and photos in your **email templates** to make them your own.
- **Add private surveys** to get more detailed feedback.



5 Monitor & promptly respond to reviews

- Get **real-time review notifications** so you can manage issues as they arise and thank travelers for positive reviews
- Choose **when** and **how** you're notified so you can act quickly on guest feedback
- **Showcase your customer service** to past and future guests by **responding to new reviews faster**



Best practices for responding to reviews

01 Sign up for review notification emails

02 Respond promptly

03 Say 'Thank you'

04 Be original and empathetic

05 Highlight positives

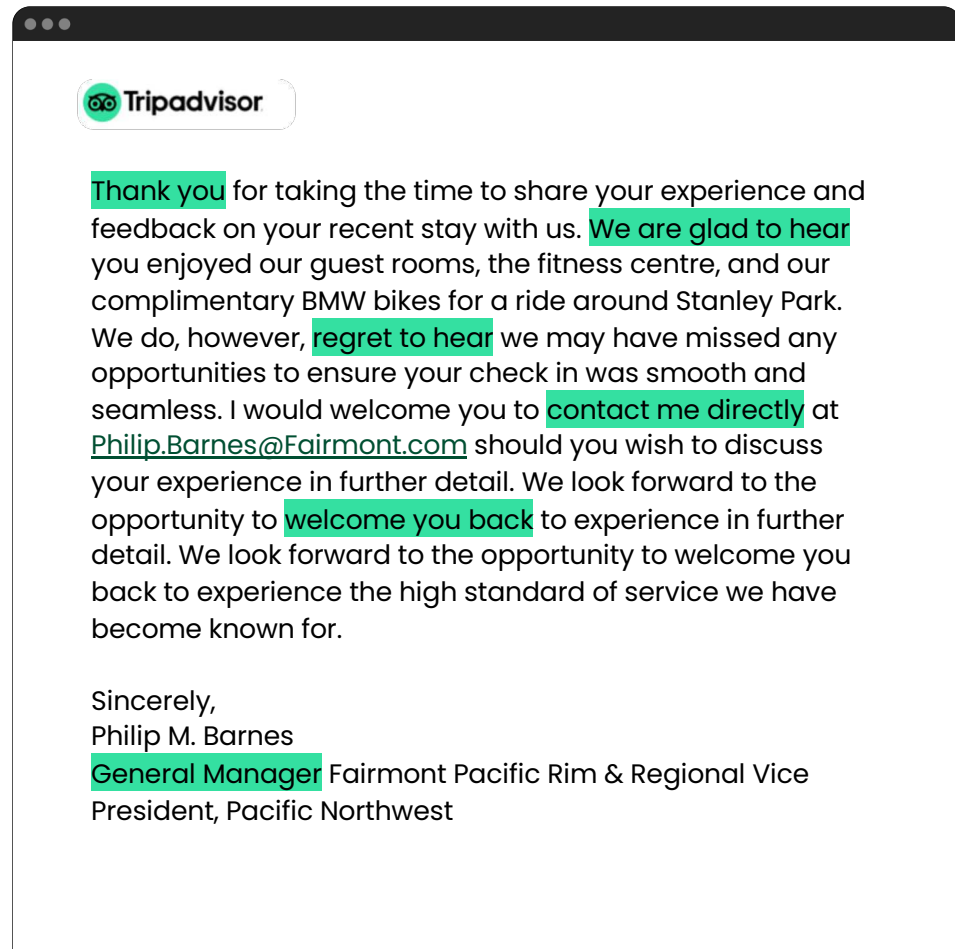
06 Address any specific issues


07 Be polite and professional

08 Invite outreach by phone or email if relevant




The anatomy of a good response

A screenshot of a Tripadvisor response, presented as a browser window. The window has a dark title bar with three small circles on the left. The main content area is white and contains a Tripadvisor logo at the top left. The body of the response is a paragraph of text with several phrases highlighted in green. Below the paragraph is a signature block with the name Philip M. Barnes and his title. In the bottom right corner of the window, there is a small owl logo.

 Tripadvisor

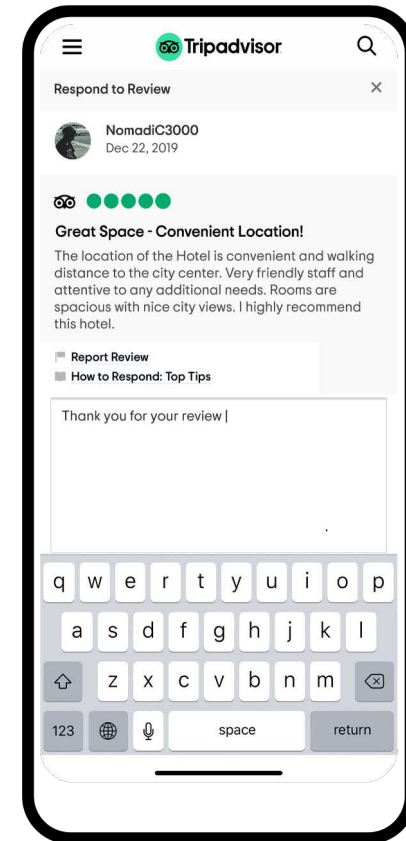
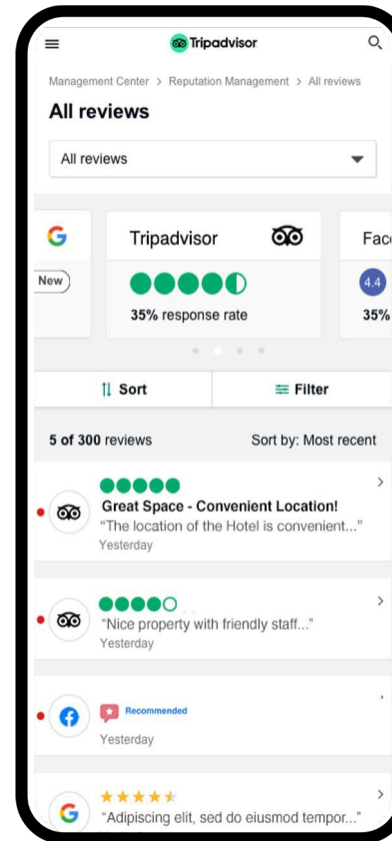
Thank you for taking the time to share your experience and feedback on your recent stay with us. We are glad to hear you enjoyed our guest rooms, the fitness centre, and our complimentary BMW bikes for a ride around Stanley Park. We do, however, regret to hear we may have missed any opportunities to ensure your check in was smooth and seamless. I would welcome you to contact me directly at Philip.Barnes@Fairmont.com should you wish to discuss your experience in further detail. We look forward to the opportunity to welcome you back to experience in further detail. We look forward to the opportunity to welcome you back to experience the high standard of service we have become known for.

Sincerely,
Philip M. Barnes
General Manager Fairmont Pacific Rim & Regional Vice
President, Pacific Northwest



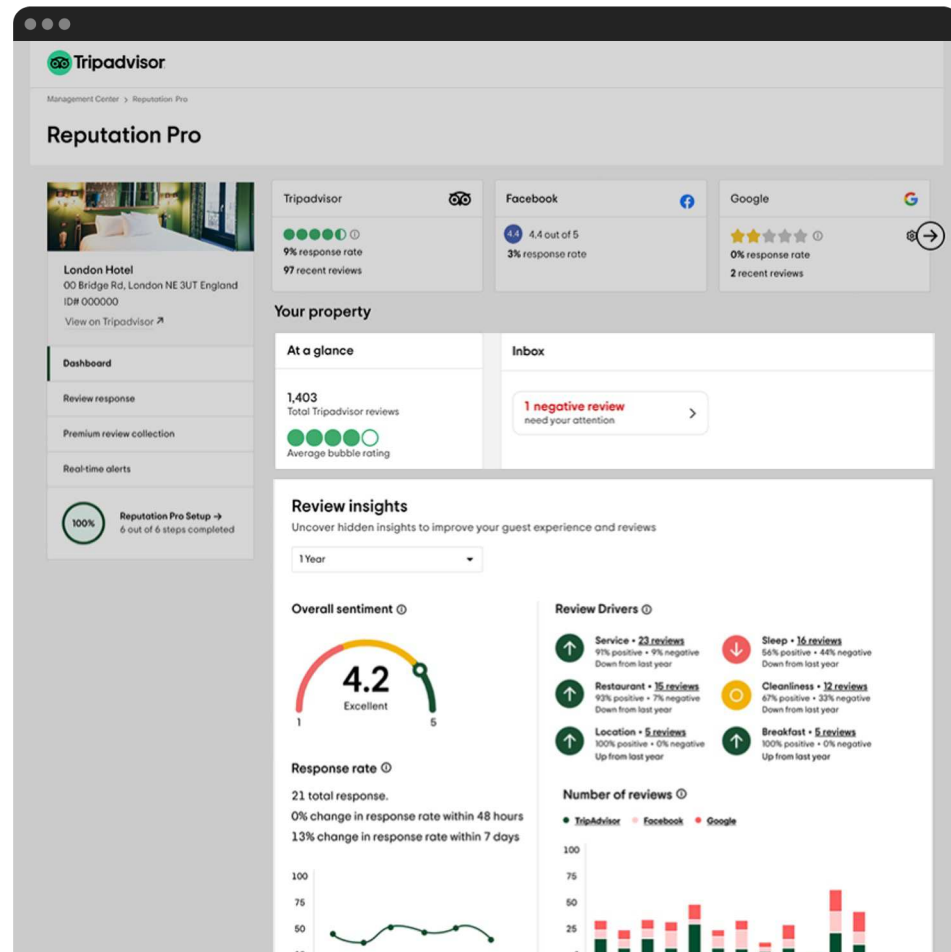
Track reviews in one place

- See your reviews across **Tripadvisor, Google, Facebook and the largest OTAs** — all on the same page
- Use one **centralized dashboard** to respond to reviews
- Save your review responses as **templates for future use** and personalize each one by automatically adding the traveler name
- Manage reviews and responses at **any time on any device type**



Leverage **insights** to inform strategy

- Use Tripadvisor's **industry-leading review insights**—and take actionable steps to improve your reputation
- Discover **what's driving** both positive and negative guest feedback
- Prioritize crucial tasks that are **automatically flagged** on your dashboard
- Guide data-driven decisions with reports featuring **rich graphic visualizations**





Tips to remember

- 1 Claim your listing:** Manage your business listing and self-identify (US & Canada)
- 2 Include a thorough description of your business:** Include detailed features of your business (i.e. accessibility accommodations) and consider different traveler perspectives and languages.
- 3 Add photos and videos:** Make sure they address accessibility concerns and include visitors of different backgrounds, body sizes, age groups (as applicable)
- 4 Encourage reviews:** Incentivize consumers to leave reviews; welcoming service also encourages positive reviews
- 5 Track reviews and respond in a timely fashion:** Manage reviews and responses in real time



More Reviews.
More Visibility.
More Booking.

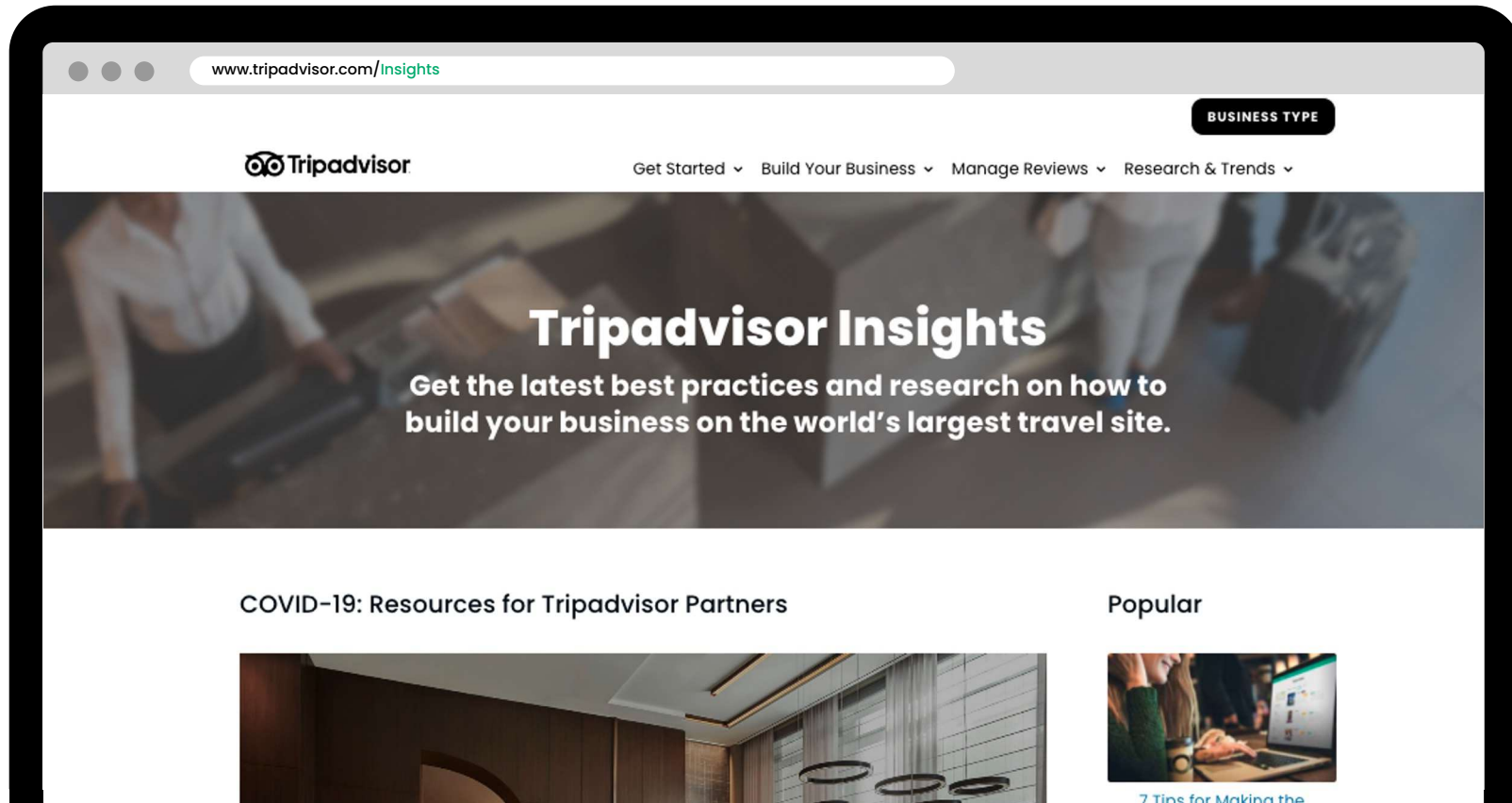




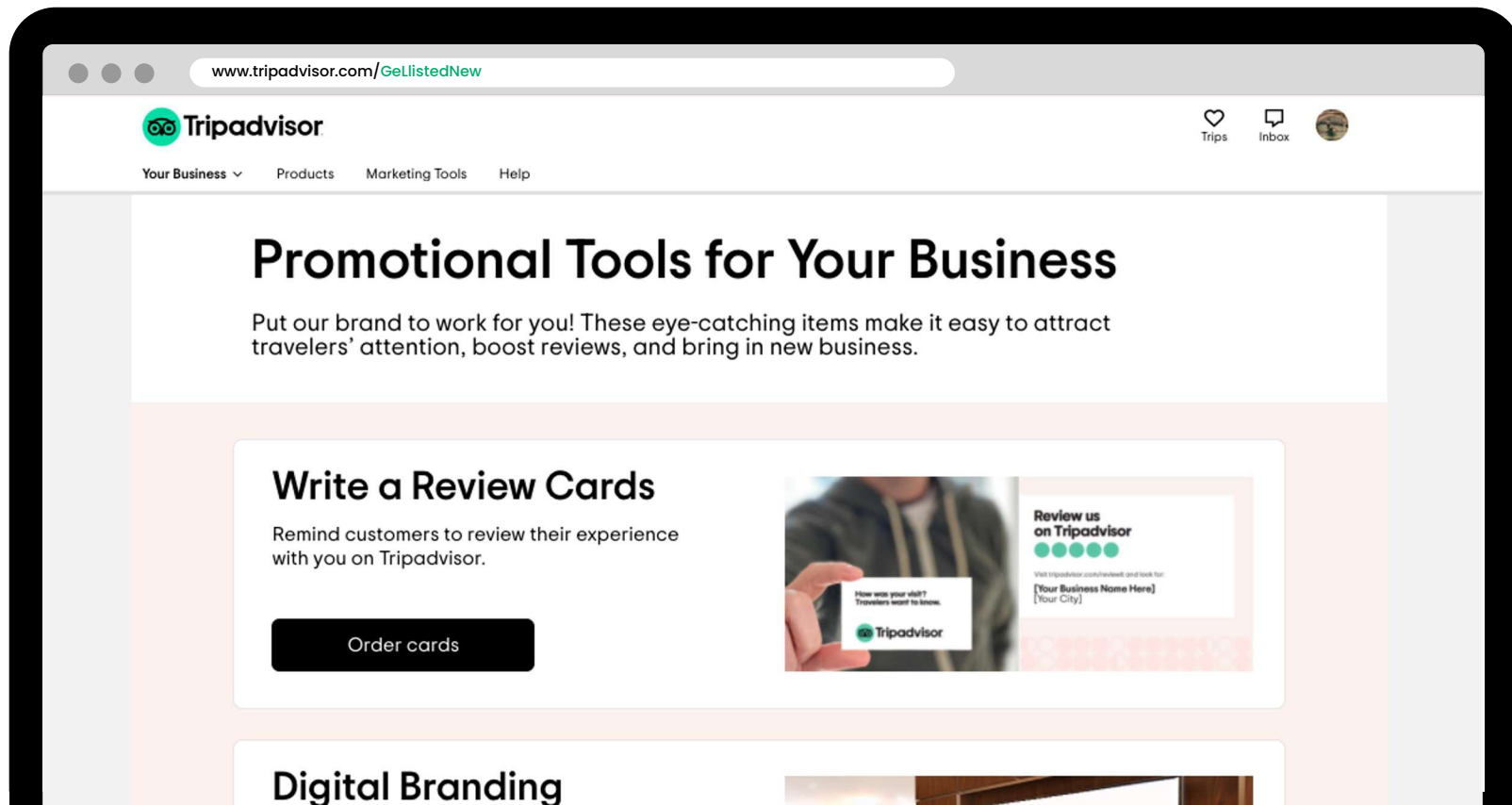
Additional tools and resources

Insights

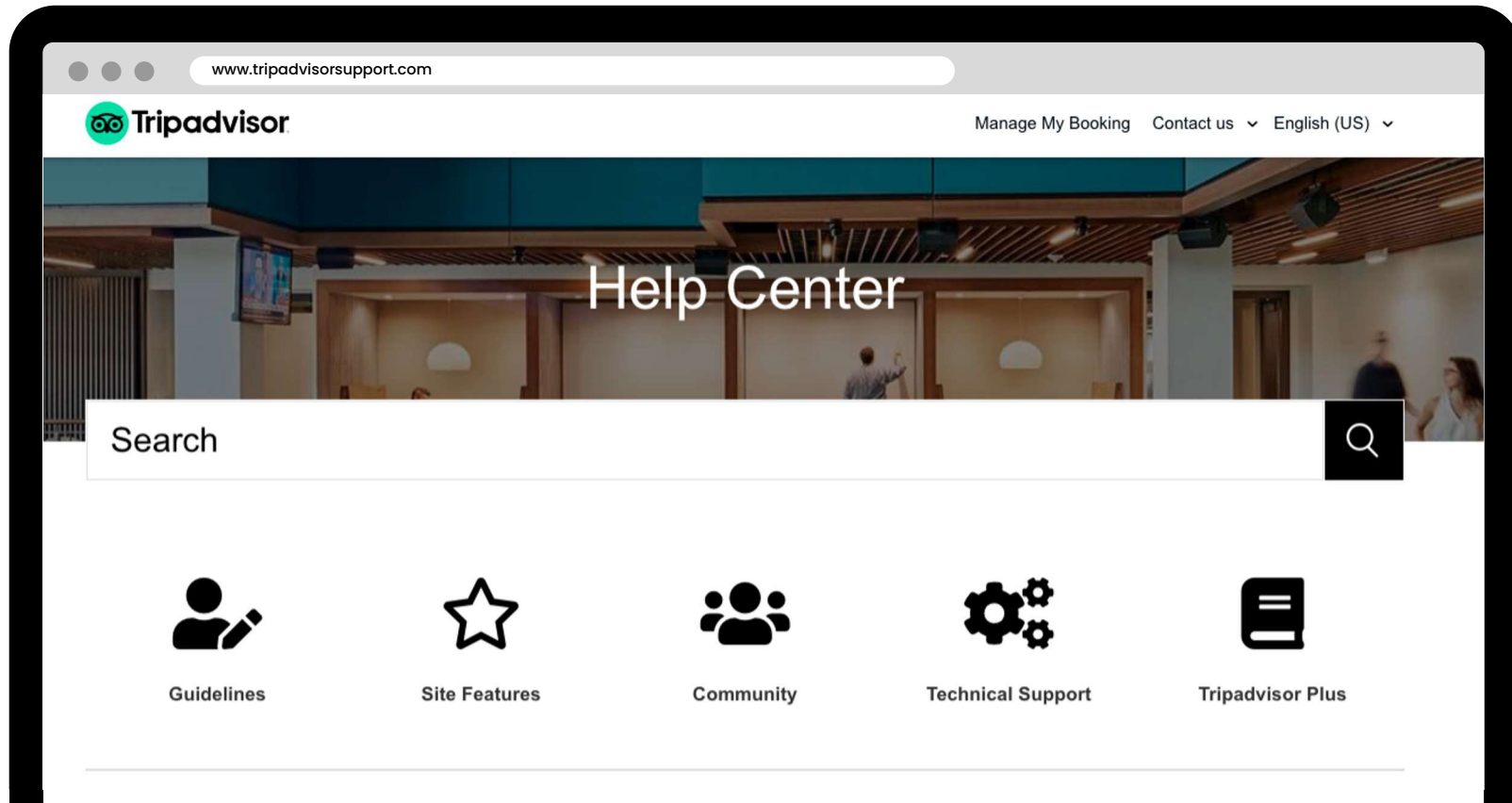
Research & Whitepapers • Tutorials • On-Demand Webinars • Best Practices



Promotional Tools for Business

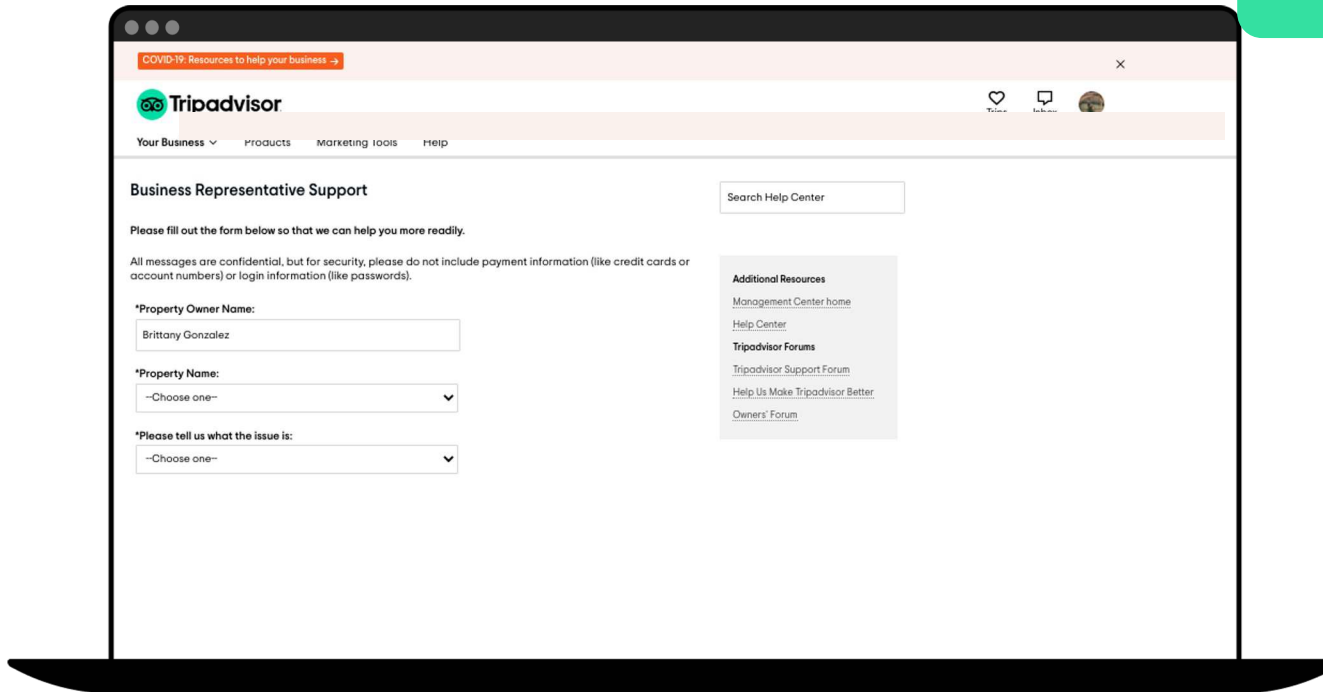


Help Center



Contact Us

Log into the owner Management Center
Click "Contact us"
from the navigation
Complete and submit the form



Accessibility-related note: The customer service associated with the phone number that is listed to provide more information about accessibility-related topics cannot answer questions beyond what is listed on the business listing





Fraud prevention

Four ways we're fighting review fraud

1

Analyze Incoming Reviews:

All reviews are analyzed by a dedicated fraud detection system and suspicious activity is flagged for additional investigation.

2

Listen to the Community:

If a company has offered to boost your ranking, we want to hear from you. All reports made will be investigated by our Content Integrity team and kept confidential.

3

Identify Unscrupulous Businesses:

The Tripadvisor fraud investigation team regularly sets up dummy optimization accounts on sites where users are paid to write reviews. The goal is to identify and penalize property owners who try to purchase these fraudulent services.

4

Take Action:

When a business engages in fraudulent activity, Tripadvisor not only removes the fraudulent reviews but also imposes a variety of penalties, including dropping the offending business in the popularity ranking and adding a notification to the business' profile. Tripadvisor may also pursue legal action.





Thank you