



14/06/2023

Atout France 2022 Partnership

Tripadvisor x Atout France





Hello, we're Tripadvisor.

From a reviews platform to the #1 travel guidance platform, Tripadvisor has come a long way. And for us, our goal is to solve the enduring traveler problem: *Good advice is hard to find.*

That's why our mission is to provide the World's Most Essential Travel Advice.

And with over 20+ years of traveler insights, we are the only full-service travel guidance company that can do it. And that makes our content, commerce, and community one-of-a-kind.

And when they plan,
they come to us.
More than any other travel platform



#1 Trust

Over brands like Airbnb, Yelp, Kayak,
and Booking.com

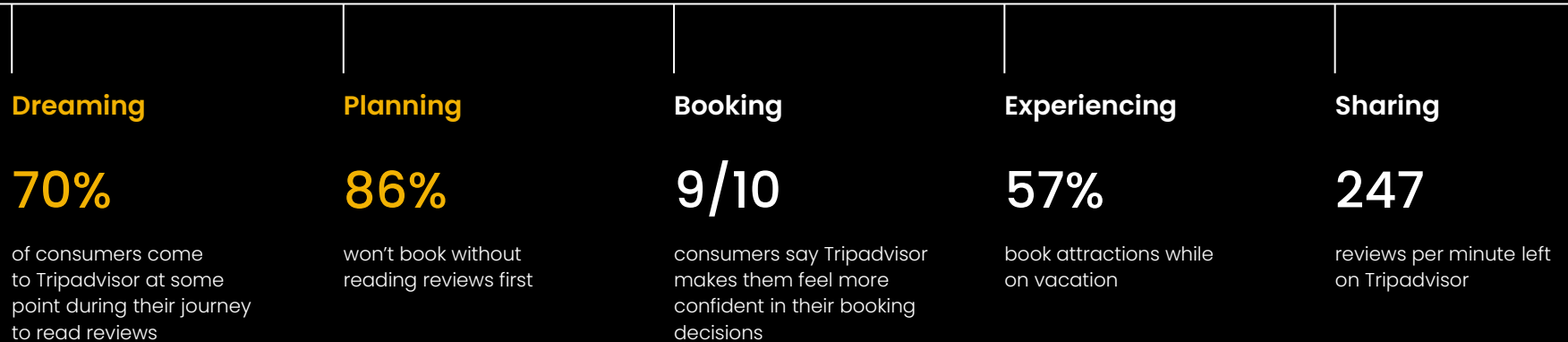
#1 Traffic

We significantly outpace industry global
competitors in traffic

#1 Guidance

436M travelers guided every month

Tripadvisor's strength is its ability to reach travellers and **influence decision making...before they've made a decision on travel**



This is where we'd look to reach users to drive travel to your region ahead of competitors, driving incremental spend and visitors



What's new with us ?

How is Tripadvisor evolving in 2023?

New CEO.

- Focus on Media
- Focus on Content

Serve our travellers better

New CGO.

- Drive more traffic
- Drive more engagement

Serve our partners better

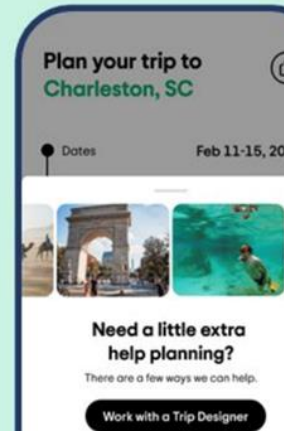
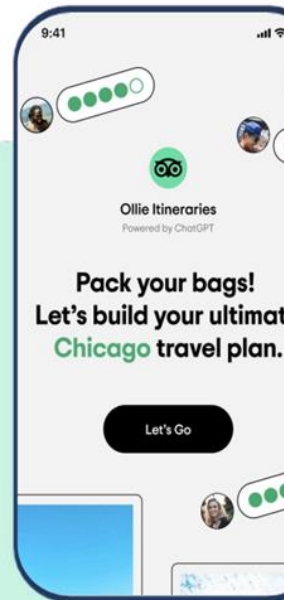
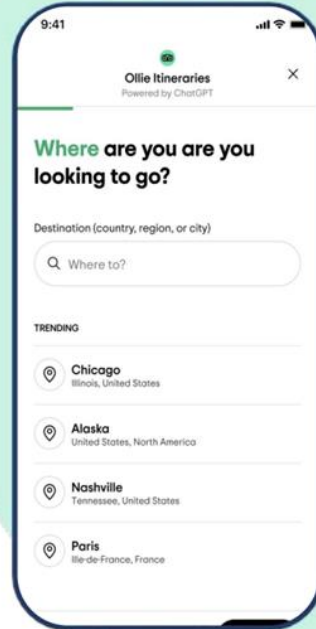
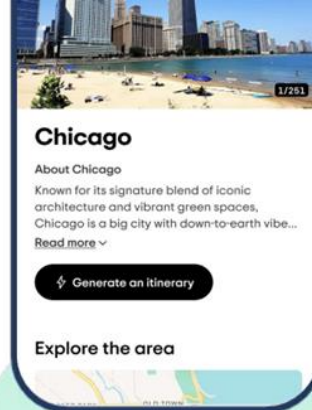
Strategy Imperative: Build robust trip planning tools & services

What

- Build a distinctive, free trip planning product focused on solving key customer pain points
- Optimize Reco conversion
- Further explore “bite sized” premium products (e.g., 1:1 consults, itineraries)

Why

- Clear demand signals for free and paid planning products
 - Free: 10M Trips on TA in '22 with limited functionality
 - Premium: Reco NPS 90+
- Key driver of overall engagement strategy
- Potential upside in capturing a share of commissions



We are tackling growth in International markets based on a cluster approach

	Market Cluster	No. of markets	Marketing Synergies			% Contribution to Total*		
			Language (Number of languages)	Seasonality Peaks	Travel flows	Online Travel Sales (2024)	Inbound arrivals (2019)	
PRIMARY MARKET	US, Canada	2	EN	1	Jun-Aug	US/CA/MX	41%	6%
CORE EN MARKETS	UK, Ireland	4	EN	1	Jan-Feb	IE/UK	11%	6%
	Australia, New Zealand				Jun-July	AU/NZ, TH		
S. EUR	France, Italy, Greece, Spain, Portugal	5	Fragmented (non-EN)	5	Jun-Sept	FR/IT/ES	10%	32%
N. EUR	Germany, Other (Switzerland, Norway, Netherlands, Denmark, Belgium, Austria, Sweden)	8	Fragmented (non-EN)	5	Jun-Sept, Jan-Feb	FR/IT, DE/AT	10%	16%
NE ASIA	Japan, Korea, Taiwan, Hong Kong	4	Fragmented (non-EN)	4	Jun-Sept (JP, KR), Varied	JP/KR/TW/HK	12%	8%
LATAM	Mexico	7	ES, PT	2	July-Aug	US/CA	7%	7%
	Brazil, ES LATAM (Argentina, Chile, Peru, Colombia, Venezuela)				Oct-Nov	BA/AR/CL		
Middle East & Africa	Middle East & Africa (Turkey, Egypt, UAE, Israel, S. Africa)	5	Fragmented (non-EN)	3	July-Aug	EG/TR/AR	4%	10%
India & SE Asia	India & SE Asia (EN)	4	EN	1			4%	6%
	SE Asia (Non EN)	3	Fragmented (non-EN)	3			2%	7%
Total		42						

Note: *Excluding Russia & China International

Key growth initiatives across Marketing and Product for Priority markets



Improved User Experience across Hotels and Experiences

- Improved translations
- Localized sort and recommendations
- More frequent user research and audits conducted



Market-specific calendar for Content and Campaigns

- Market-specific campaigns based on seasonality and popular travel destinations
- More localized and translated content



New & Optimized Marketing channels and assets

- Prioritized for new channel expansion, partner content and content formats

What's important for
us ?





Dine Better | Eat Seasonally

Keep The World Beautiful with Tripadvisor



Restaurant Name



Dream Big | See It Slowly

Keep The World Beautiful with Tripadvisor



Old Town, Nice





Fly Less | Stay Longer | See More

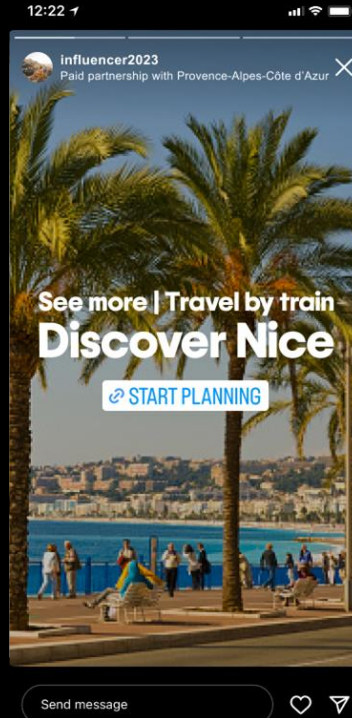
Keep The World Beautiful with Tripadvisor



Jardin du Monastère de Cimiez



Example Creative



The Power of the Advisory Storytellers

Tap into The Advisory influencers who align with **your region** ethos and target audience. They are passionate travel storytellers who inspire and activate Tripadvisor's community of travel-lovers.

Inclusive of celebrity chefs, family travel experts, lifestyle photographers, visual personalities, and so much more, The Advisory is filled with diversified talent of all ages and stages with built-in audiences.

They'll create custom content that'll authentically resonate with **your region's** intended recipients.

How we measure success



MEI and Eco Impact

Q3-Q4 2022

UK,CH,ES,SE,NL,IE,DE,NO,BE,AT

Metric	Unexposed	Exposed	Campaign Uplift
Page Views	2.8	4.2	+50%
Clicks Per User	2.9	4.4	+52%
POI Views	1.7	2.3	+40%
Accom Views	5.2	7.2	+40%
Attraction Views	5.8	7.4	+30%
Restaurants*	6.9	12.2	+80%
Booking intent	1.3	3.1	+140%

Benchmark uplift in content consumption - 40%*

- Incremental lookers: 604,821 (€1.12p per incremental looker...so far)

Ad Exposed Economic Impact	Total Ad Spend	Current ROI
€3,376,365	€680k	5.9

Spend Type	Amount
Accommodation	€ 1,062,656
Attractions	€ 627,973
Food and Beverage	€ 1,012,522
Other (retail, transport etc.)	€ 673,214



Incrementality



[Opinión](#)
[Viajes](#)
[Alertas](#)
[Carrillo](#)

[Oslo](#)
[Hoteles](#)
[Qué hacer](#)
Restaurantes
[Vuelos](#)
[Alquilar Vacacional](#)
[Paquetes de Vacaciones](#)
[Cruceras](#)
[Coches de alquiler](#)

[Europa](#)
[Noruega](#)
[Valle del Este](#)
[Oslo](#)
[Restaurantes de Oslo](#)

Restaurantes en Oslo

Mejores restaurantes en Oslo, Noruega

Ver mapa

COVID-19

Restaurantes que están tomando medidas de seguridad

Tipo de establecimiento

Restaurantes

Terrazas

Pastries

Café y té

Mostrar más

Características

A domicilio

Para llevar

Tarjetas de regalo disponibles

Reservas

Mostrar más

Comidas

Desayuno

Brunch

Comidas

Cenas

Precio

Restaurantes baratos

Gama media

Restaurantes elegantes

Tipo de cocina

Europea

Asiática

Italiana

Pízza

Mostrar más

Platos

Pescado

Ensaladas

Hamburguesas

Ternera

Mostrar más

Diets especiales

Opciones vegetarianas

Opciones veganas

Halal

Opciones sin gluten

Entrega a domicilio disponible

Ver más

Madré in India by Ashar
★★★★ 212
India, Asiática, EE, EECC

Il Professore Ristorante Italia...
★★★★ 154
Francia, Italia, Europa, EE, EECC

TUNCO
★★★★ 126
India, Asiática, Asiática, Tai., EE, EECC

Benares India Restaurant a...
★★★★ 266
India, Asiática, EE, EECC

Terraza con mesas al aire libre

Ver más

Rust Shop Oslo
★★★★ 185
Colombia, EE, EECC

The Salmon
★★★★ 185
Europa, Noruega, EE, EECC

Der Peppers Gour R&Bhupita...
★★★★ 218
India, Asiática, Sude., EE, EECC

San Francisco Bread Bowl
★★★★ 670
América, Sudeste., EE, EECC

Atención

Cambiar de aires

Explorar Francia es sumergirse en la naturaleza y disfrutar de sus paisajes

Más info

Qué comer en Oslo

Ver más

Café

India

Italiana

Marisco

Asiática

Favoritos de la comunidad en Oslo

What to Eat in Norway (And Where to Eat It)
Incluye: 8 restaurantes
kinkin

Oslo
Incluye: 20 restaurantes
Giorgia

Oslo
Incluye: 17 restaurantes
Marcel

Buena comida

Ver más

Isa Tea
★★★★ 1326
Europa, Escandinava., EECC

Restaurant A L'Oslo
★★★★ 134
Francia, Europa, EECC

Skotteløsgården
★★★★ 611
Contemporánea, Europa., EECC

Mozzo
★★★★ 662
Europa, Escandinava., EECC

Tripadvisor ES IP

- Europe Destination Content
- Explorer Video (Inline)
- Creative : Nature_Millennials



The screenshot shows a TripAdvisor search result for "Best Romantic Things to do in Norway for Couples". The page header includes the TripAdvisor logo, navigation tabs (Home, Things to Do, Restaurants, Flights, Holiday Rentals, Shopping, Package Holidays, Cruises, Car Hire), and a search bar. The main content area displays a list of five activities, each with a rating, a user profile picture, and a short review snippet.

#Explore France **Savour delicious flavours** [Learn more](#)

Europe > Norway > Things to do in Norway > Romantic Things to Do in Norway

Best Romantic Things to do in Norway for Couples

Revenue impacts the experiences featured on this page. [Learn more](#)

19 Aug - 17 Sept Traveller favourites

498 places sorted by traveller favourites. We perform checks on reviews. [Clear all filters](#)

Category types

Attractions

- Tours
- Day Trips
- Outdoor Activities
- Concerts & Shows
- Food & Drink
- Show more

Types of Attractions

- Nature & Parks
- Boat Tours & Water Sports
- Sights & Landmarks
- Museums
- Fun & Games
- Nightlife
- Show more

Traveller rating

- 5 stars
- 4 stars & up

Neighbourhoods

- Sentrum
- Vågen
- Gamle Oslo
- Sentrum
- Show more

Good for

- Good for Couples
- Good for Big Groups
- Good for Kids
- Budget-friendly
- Show more

- From Museum**
Specialty Museums • History Museums
Admission tickets from £15.97
By [Gwe1329](#)
There are wonderfully illustrated displays and a walk around the deck area and the interior of the ship is amazing.
- Mount Fløyen and the Funicular**
Mountains
Vågen
Open now
By [29009Cbbot](#)
It was a beautiful sunny day so when we reached the top, WOW! Very nice and it gives you a great orientation and bar...
- Fjellheisen Tromsø**
Trams
Open now
By [france990](#)
Unmissable view for the sunset Cable was full but were able to get hot chocolate nevertheless Car trips every half an h...
- Viking Ship Museum**
Specialty Museums • History Museums
By [szecmyl](#)
Others is also nice but here you didn't need to read a lot only the most main important things. And the building more...
- Lysefjord**
Valleys
By [MaeEwaD](#)
Great nature and fjord, we did a perfect one day cruise in there with a great, soft banana boat from Bergen

Tripadvisor UK IP

- Europe Destination Content
- Romance and Couples Segment
- Horizon V2 (Desktop)
- Creative : Gastronomy_Couples



Tripadvisor UK IP

- Europe Destination Content
- Family Segment
- Explorer Video (Inline)
- Creative : Art de Vivre, Millenials

727 results match your filters [Clear all filters](#)

We perform checks on reviews

Restaurants x Child-friendly x

Sort by: [Relevance](#)

COVID-19

Restaurants taking safety measures

Establishment Type

Restaurants

Quick Bites

Dessert

Coffee & Tea

[Show more](#)

Restaurant features

Delivery

Takeout

Gift Cards Available

Reservations

[Show more](#)

Meals

Breakfast

Brunch

Lunch

Dinner

Reservations

Online Bookings

Available Tonight

Price

Cheap Eats

Mid-range

Fine Dining

Cuisine

European

Polish

Italian

Asian

[Show more](#)

Dishes

Salad

Duck

Pesto

Beef

[Show more](#)

1. Azia Restaurants

4.5 (679 reviews) · Open Now

Japanese, Sushi · ££ - £££ · Taking safety measures · [Menu](#)

"Good food!"

"Nice place"

[Order online](#)

2. KOMU KOMU

4.5 (678 reviews) · Open Now

Bar, Healthy · ££ - £££ · Taking safety measures · [Menu](#)

"Great food and atmosphere!"

"Great!"

SAVOUR DELICIOUS FLAVOURS

Savour delicious flavours

Explore France: that means taking the time to enjoy life's simple pleasures

[Learn more](#)

3. Prodz Warszawski

4.5 (824 reviews) · Open Now

Polish · ££ - £££ · [Menu](#)

"Excellent food and friendly staff!"

"Good food, but odd menu"

4. Stolica

4.5 (1,406 reviews) · Open Now

Polish, European · ££ - £££ · Taking safety measures · [Menu](#)

"Excellent"

"The Best Place in Warsaw"

5. Maho Restaurant

4.5 (666 reviews) · Open Now

Mediterranean, Turkish · ££ - £££

"Amazing food!"

"Great taste of Turkish cuisine"



Tripadvisor IT IP

- Europe Destination Content
- Business Travelers Segment
- 300x600
- Creative : Nature Millenials

5 stelle 9
 4 stelle e oltre 191
 3 stelle e oltre 219
 2 stelle e oltre 221

Categoria hotel ▾

5 stelle 11
 4 stelle 124
 3 stelle 67
 1 stella 1

Stile ▾

Business
 A basso costo 8
 Fascia media 187
 Di lusso 26

Mostra di più ▾

Brand ▾

Holiday Inn 3
 Radisson 2
 Aplend 2
 DoubleTree by Hilton 2

Mostra tutto

4. NH Bratislava Gate One

Expedia Hotels.com [▲] 128 €

127 €

Vedi l'offerta

Booking.com [▲] 128 €
eDreama [▲] 128 €
 Vedi tutte le 11 offerte da 127 € ▾

966 recensioni
 N. 4 tra gli alloggi con il miglior rapporto qualità-prezzo a Slovacchia corrispondente ai tuoi filtri

🏊 Piscina
🍴 Ristorante
🛡️ Misure di sicurezza adottate
🎁 Offerta Speciale
🌐 Visita il sito dell'hotel [▲]

5. Hotel Panorama Resort

Booking.com eDreama [▲] 163 €

163 €

Vedi l'offerta

Agoda.com [▲] 163 €
ZenHotels.com [▲] 163 €
 Vedi tutte le 5 offerte da 163 € ▾

98 recensioni
 N. 5 tra gli alloggi con il miglior rapporto qualità-prezzo a Slovacchia corrispondente ai tuoi filtri

📶 Connessione Wi-Fi gratuita
🅇 Parcheggio gratuito

6. Grand Hotel Bachledka Strachan

Booking.com eDreama [▲] 227 €

227 €

Vedi l'offerta

Agoda.com [▲] 226 €
Hotels.com [▲] 226 €
 Vedi tutte le 6 offerte da 226 € ▾

261 recensioni
 N. 6 tra gli alloggi con il miglior rapporto qualità-prezzo a Slovacchia corrispondente ai tuoi filtri

📶 Connessione Wi-Fi gratuita
🅇 Parcheggio gratuito

7. Radisson Blu Carlton Hotel, Bratislava

Expedia Hotels.com [▲] 133 €

134 €

Vedi l'offerta

Booking.com [▲] 138 €
eDreama [▲] 138 €
 Vedi tutte le 11 offerte da 132 € ▾

🇺🇦 **Sostegno per la crisi in Ucraina**
1.647 recensioni
 N. 7 tra gli alloggi con il miglior rapporto qualità-prezzo a Slovacchia corrispondente ai tuoi filtri

📶 Connessione Wi-Fi gratuita
🍴 Ristorante
🛡️ Misure di sicurezza adottate
🎁 Offerta Speciale
🌐 Visita il sito dell'hotel [▲]

8. Wellness Hotel Chopok

Booking.com Hotels.com [▲] 167 €

161 €

Vedi l'offerta

Agoda.com [▲] 164 €
Expedia [▲] 169 €
 Vedi tutte le 9 offerte da 164 € ▾

745 recensioni
 N. 8 tra gli alloggi con il miglior rapporto qualità-prezzo a Slovacchia corrispondente ai tuoi filtri

📶 Connessione Wi-Fi gratuita
🅇 Parcheggio gratuito
🛡️ Misure di sicurezza adottate

9. Lindner Hotel Gallery Central

Booking.com Hotels.com [▲] 108 €

108 €

Vedi l'offerta

ZenHotels.com [▲] 94 €
Expedia [▲] 107 €
 Vedi tutte le 11 offerte da 94 € ▾

697 recensioni
 N. 9 tra gli alloggi con il miglior rapporto qualità-prezzo a Slovacchia corrispondente ai tuoi filtri

📶 Connessione Wi-Fi gratuita
🏊 Piscina
🛡️ Misure di sicurezza adottate

✓ Cancellazione gratuita
✓ Prenota ora, paga quando ragioni

#Explore France

Rigenerati nella natura

Scopri di più



And if you want to join
in ?



Your Investment

Tier 1: €25k

Content & Production

- 1x Destination Sponsorship

Amplification & Prompting Consideration

- Native Boost Units
- Tripconnect

Reporting

- Standard reporting metrics
- Media effectiveness impact

Tier 2: €50k

Content & Production

- 1x Destination Sponsorship
- 1x Spotlight video

Amplification & Prompting Consideration

- Native Boost Units
- Explorer Video
- Tripconnect

Reporting

- Standard reporting metrics
- Media effectiveness impact
- Economic Impact

Tier 3: €75k

Content & Production

- 1x Brand Experience
- 1x Destination Sponsorship
- 1x Spotlight video

Amplification & Prompting Consideration

- Native Boost Units
- Explorer Video
- Tripconnect

Reporting

- Standard reporting metrics
- Media effectiveness impact
- Economic Impact

Tier 4: €100k

Content & Production

- 2x Brand Trip
- 1x Influencer Campaign
- 1x Brand Channel
- 1x Spotlight video

Amplification & Prompting Consideration

- Native Boost Units
- Explorer Video
- Tripconnect

Reporting

- Standard reporting metrics
- Media effectiveness impact
- Economic Impact

Merci beaucoup

