

TripAdvisor Module

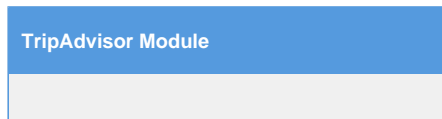
Welcome to the TripAdvisor Direct Connection!

The BookingCenter- TripAdvisor Direct Connection offers seamless integration of bookings, availability and rates. Set up and activation and quick and easy.

Rates and Availability are all managed in your PMS with pricing and allocation tools for flexibility and control of multiple online channels

We are here to help make sure your connection runs as smoothly as possible, so please contact us with any questions

- A property must be both a BookingCenter and TripAdvisor Business Listing customer and enroll via the **Management Center at TripAdvisor** to accept the TripConnect API terms and conditions from TripAdvisor. When doing this, our customers select BookingCenter as their Booking Engine (which you will see as an option).



The TripAdvisor Module from BookingCenter has 2 key features, both included in a flat price of \$30/month, which you can order by [contacting BookingCenter](#). You can use one **or** both of the programs below, as the price is the same.

Included in the TripAdvisor Module:

- **TripConnect or Instant Booking** : Details on this program can be found on BookingCenter's website [BookingCenter Trip Advisor Interface](#) and on TripAdvisor's website, [Trip Connect-How does it work?](#)
Please be aware that TripAdvisor offers 2 variations on **TripConnect**: TripConnect requires a property to pay for **clicks** to their 'website' (a 'cost per click' - CPC - business model for getting people to book with you); and also a program called **InstantBooking** where TripAdvisor charges a **commission** for each booking. Both programs fulfill the same feature - offering rate and availability with a direct link to make a booking from your TripAdvisor page, circumventing OTA links such as Booking.com or Expedia. But **TripConnect** requires payment up-front for 'clicks', and **InstantBooking** charges a commission for completed bookings. BookingCenter supports both models, but a property has to choose with TripAdvisor (if desired), as they cannot be enrolled in both concurrently..
- **Review Express** Details on this program can be found on BookingCenter's website [BookingCenter Trip Advisor Interface](#) and on TripAdvisor's website, [Welcome to Trip Advisor - Review Express](#)