TripAdvisor | TripConnect

TripConnect
Pay only when travelers click through to your website —(a 'pay per click' – PC – business model for getting people to book with you). Learn how it works on TripAdvisor

TripAdvisor Module

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

From then onward, the Agent Allocation you wish Trip Advisor travelers to view will be shown while they are evaluating your property. The rooms and rates can be whatever you wish, by default set to your Booking Engine allocation, thus can be higher or lower than the rates you make available to other distribution sites.

For more information on how owners can register and verify with TripAdvisor, click here. You must be enrolled in the TripAdvisor Module from BookingCenter, which you can order by contacting us.

Sign up and activate Trip Advisor with your BookingCenter PMS:

- To start, your property must must be ***both*** a BookingCenter and TripAdvisor Business Listing customer. If you need to sign up, see Trip Advisor: Get Listed Now and What a Business Listing offers your property
- Once you are signed up for a Trip Advisor business listing, enroll for the TripConnect program via the TripAdvisor Management Center.
- Once you have selected to enroll with the TripConnect program, you will be presented with a list of 'Certified Booking Engine' companies. Choose 'BookingCenter' and within 24 hours your listing on TripAdvisor will show your Availability Calendar and allow travelers to get 'Direct Rates' - no more sending customers to GDS and OTA travel websites where you pay a high cost for a booking.
- You don't need to do anything within your BookingCenter system for this to work - that has all been handled in the interface between BookingCenter and TripAdvisor. TripAdvisor will be pulling the rates and availabiity allocated to your 'website', which is usually Agent: BC. You don't need to inform BookingCenter you have signed up for these services, as TripAdvisor notifies us witin 24 hours.

Note: There are times when you have signed up for TripConnect, but you will not see the "Official Site" tab under your listing that directs them to your BookingCenter Booking Engine. According to TripAdvisor, this can happen when your Campaign Management page has not been given enough credit, or if the bid is not high enough. Thus, your "Official Site" tab under your listing can come and go based on the 'market volatility' of TripAdvisor's campaigns. BookingCenter can not help to restore the link to your 'Official' website if this happens, only TripAdvisor can. To learn what you need to do to set up your campaign to get that "Official Site" tab under your TripAdvisor back again, see this video: How to Sign up for Trip Connect

Note: BookingCenter also support's the **TripAdvisor Conversion Tracking program**. This means that when a property participates in TripConnect, and bids for clicks, BookingCenter will send back details about the booking made, such as what date/time the booking was completed, currency booked, cost, and what method used to track the booking. Thus, a participating property can get a good 'return on investment' analysis.

The TripAdvisor Module is more empowering technology from BookingCenter to help you perform better. If you want to sign up or learn more about how BookingCenter can help you improve your use of TripAdvisor, contact us today.

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