

travellers' choice

BEST IN
TRAVEL
2016
TOP 10 COUNTRY
GREENLAND



ONLINE REPUTATION MANAGEMENT

DEAR PARTNERS,

As interest towards the Arctic is growing, an increasing number of international visitors are searching for more information about Greenland. Many are doing this online, which means that we have the opportunity to provide content and information about tourism in Greenland, thereby shaping how our country is seen as a destination.

It is therefore vital to start considering, observing and eventually managing your online reputation - and the content in this toolkit can help you whether you are a pure beginner, or want to delve deeper into the art of curating your online business reputation.

This first part of this booklet helps you to get started with online reputation management. By doing this, you have the chance to actively monitor and engage with your guests on different review and booking sites, as well as through social media channels.

Visit Greenland recommends that if you have to choose one platform to begin your online reputation journey, that you begin by learning about the largest travel and review site on the internet. Therefore the second section of this booklet focuses on how to get started with TripAdvisor, which offers advice from millions of travelers around the world. It is also a platform to search and book accommodation and trips.

By being active online and interacting with your guests, you will have the opportunity to monitor your guests' experiences, learn from them, and hopefully implement some improvements based upon feedback. With the help of your guests, you can make your tourism product even better and more attractive - and this is totally free. Furthermore, the more satisfied guests you receive, the more leverage you have to influence future guests.

We hope that this booklet will inspire you to build your online presence and your online reputation management.

Best Regards,

ANDERS STENBAKKEN

Director, Visit Greenland



1 THE IMPORTANCE AND PRACTICALITIES OF BEING PRESENT ONLINE

NEWS TRAVELS FAST

You can probably recall an occasion when you experienced really good service at your local store and how you later verbally recommended the place to your friends. What about the time when you were not too happy with the service and you ended up moaning about it after deciding that this was the last time you ever stepped foot in that particular store ever again?

Be it positive or negative, by sharing your experience you influence your friend's perspective of the store - and your friend is likely to use your experience as a motive when future purchase decisions are considered. This is the power of traditional word of mouth recommendations.

It works the exact same way online. The only difference is that it takes place with a global audience on the Internet. And you know how (bad) news travels fast? It travels even faster online! By providing opinions on the world wide web, you influence anyone who is reading your review - and that audience is likely to remember, trust, and use your experience in later decision making processes.

THE IMPORTANCE OF HAVING AN ONLINE PRESENCE

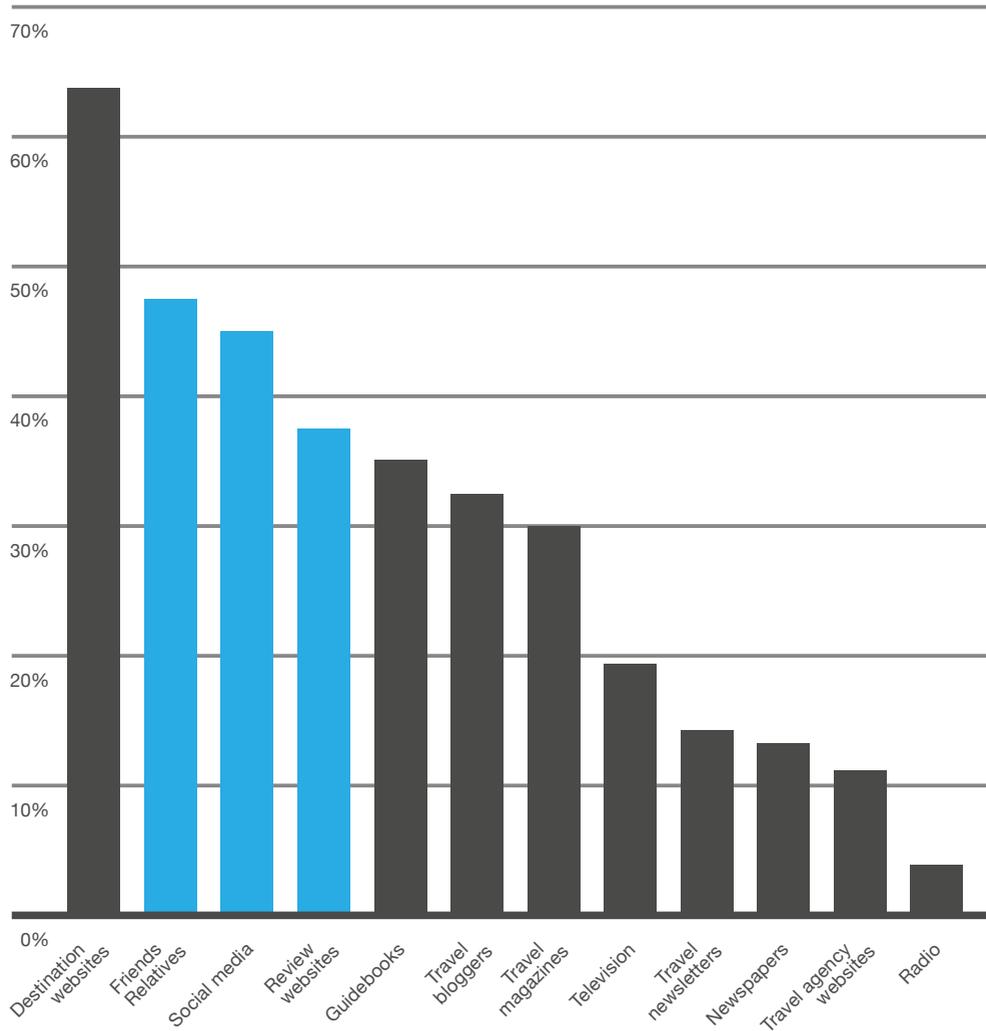
A corporate presence on the Internet is important, whether it is to improve the company's image, provide better customer service, or make information more readily available for customers. This also applies for businesses operating in the hospitality and tourism industry.

Tourists are becoming much more technologically savvy, and they use a variety of digital applications, devices and services to plan, execute, and reflect upon their travel experience. A growing landscape of digital platforms and social media channels plays a significant role by providing electronic word of mouth (EWOM) from one customer to another.

Among the digital platforms, like TripAdvisor for example, the virtual interactions between consumers allow them to exchange opinions, and in doing so, they guide each other through a decision making process. As it turns out, our lives online are not all that different from age old cultural processes. Interpersonal influence and word of mouth are the most important factors* when purchase decisions are being made. This is why it is important for you, as a tourism operator, to monitor these platforms and your reputation online.

According to a survey done by Visit Greenland in 2016, word of mouth and online reviews, are very important.

WHERE DO YOU GENERALLY FIND TRAVEL INSPIRATION OR INFORMATION?



GREENLAND ON TRIPADVISOR

HOW TO GET STARTED



1: REGISTER WITH THE MANAGEMENT CENTER

- A: GO TO TRIPADVISOR.DK/OWNERS
- B: FIND AND CLAIM YOUR BUSINESS
- C: NOT LISTED? LIST YOURSELF!

2: ADD THE DESCRIPTION FOR YOUR PROFILE

ADD DESCRIPTIVE INFORMATION THAT STANDS OUT



3: UPLOAD PHOTOS

HIGHLIGHT YOUR BEST FEATURES

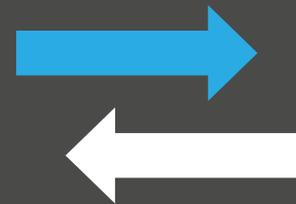


4: ENCOURAGE YOUR GUESTS TO WRITE REVIEWS
REVIEWS HELP YOU GET MORE CUSTOMERS



5: MONITOR YOUR REVIEWS

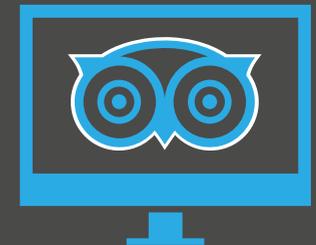
SIGNUP FOR EMAIL REVIEW ALERTS



6: RESPOND TO REVIEWS
ENGAGE WITH YOUR PAST GUESTS: IT IS A SIGN OF APPRECIATION OF CUSTOMER FEEDBACK (INCLUDING PROSPECTIVE GUESTS) AND AN OPPORTUNITY TO HAVE YOUR SAY

6: ADD FREE WIDGET ONTO YOUR WEBSITE

- A: DISPLAY YOUR TRIPADVISOR CONTENT FOR YOUR PROSPECTIVE GUESTS
- B: ORDER FREE STICKERS TO BE PLACED AT YOUR PROPERTY



8: EVALUATE YOUR PERFORMANCE
FOLLOW YOUR STATISTICS, LATEST REVIEW ACTIVITY, PHOTO ACTIVITY AND SUCH.

2 MONITORING YOUR ONLINE REPUTATION

ONLINE REPUTATION MANAGEMENT

Online Reputation Management is a vital business development tool in the tourism industry. Tourists use digital platforms and social media channels at every stage of their travel experience - when choosing the destination, when planning and booking, and during and after the journey.

Social media has changed how we do marketing. Traditionally, marketing has used a goods-centered logic, but now - in the digital era - we are seeing a shift towards a more service-centered logic. Interaction and collaboration are at the core of this logic. This means that you should not only listen to what people are saying about your product, but you should respond constructively to their feedback, and even work with your (potential) guests on improving their experience.

When you are active online, you have the opportunity to learn from your guests' experiences and evaluate the way your business is perceived by others. With the help of your guests you can make your tourism product even better and more attractive, which in turn is also a way to get more and happier visitors.

TIP: Start with small steps. Begin your Online Reputation journey by seeing what comments are written about your product on TripAdvisor or Facebook, and replying to these comments in a brief and useful way that shows your willingness to listen to your customer base and improve your product.

3. WHAT TO CONSIDER WHEN CREATING AN ONLINE PROFILE

There are many reasons to develop your online presence, and there are many different ways to do so. Since you are very likely very busy juggling different tasks, you should consider what goals you want to achieve when creating profiles with different social media, booking engines, and review platforms, and which ones might benefit the growth of your business the most.

SOME POINTS TO CONSIDER:

- Do you simply want to monitor and respond to your guests' feedback?
- Would you like to increase your marketing activity through a particular channel?
- Would you also like to facilitate online booking?

REVIEW PLATFORMS

There are plenty of review platforms on the Internet - the leading ones include TripAdvisor, Expedia, Yelp, and Foursquare. These are useful marketing tools for service providers such as hotels, restaurants and tour providers. Travelers can write reviews about services, and you as the service provider have the opportunity to join in the conversation.

If you do decide to build a presence on review platforms such as TripAdvisor, maintaining a dialogue is essential! This means responding to the feedback you are given in order to communicate to everyone interacting with your business that you care about your guests.

WHEN YOU RESPOND TO YOUR CUSTOMERS YOU:

- Give voice to an otherwise static website
- Show that there are real people behind the organisation
- Assure the traveler of that service-centered logic we mentioned earlier
- Stand out next to competitors who don't reply

Booking platforms, such as Booking.com and Hotels.com, can help you sell services for a service fee. You should familiarize yourself with the costs and consider the pros and cons. These platforms are advanced options, once you have figured out the strategy for your online marketing.

There are also social media platforms such as Facebook, Instagram and Twitter that can help you create visibility online. Setting up a profile is free, and they provide tools for advertising at a relatively small cost. Why wait for potential customers to come to you, when you can put your experiences right in front of them and in a place where they already feel comfortable?

4. THE IMPORTANCE OF REVIEWS AND RESPONDING TO FEEDBACK

BEGIN WITH THE SIMPLE STEPS

The options to enhance your online presence seem endless but the trick is to find the low-hanging fruit first: Many of these services can be added into your existing personal business website in the form of widgets and social media buttons. By adding buttons and links, you may generate more traffic between your online profiles.

TIP: it is better to start off with one or two key areas of focus that you think can help your business develop in the long run and maintain these. Pick the platforms that are most relevant for your business and manageable for you.



Opportunities come knocking whenever guests write a review about your product. According to the 2014 Hotel Reputation Benchmark Survey, providers who make an effort to respond to reviews generally see an increase in overall review ratings and booking enquiries. Furthermore, a 2014 Tripadvisor study evaluated the rates of management responses with the average review rating a hotel receives. Hotels responding to over 65% of the reviews received an average rating of 4.15 out of 5. Therefore, responding to reviews are important!

Posting an official reply to feedback, called a management response, is particularly crucial when there is negative feedback, as it demonstrates to your client and prospective guests that you are willing to help solve any issues they might have with the experience you provide. This may, in turn, lead to improved rankings and ratings on your profile which increases the chances for more bookings and enquiries.

ENCOURAGING REVIEWS

After having tried your product, your guest will have an idea about how satisfied they are with it. However, whether they keep this (hopefully positive) impression to themselves or share a recommendation with others is very much something you can influence!

How can you proactively encourage guests to write their online review?

Some ideas include:

- put out an easily accessible brochure or leaflet that outlines where and how they can give feedback
- place a sign at your front desk or reception guiding guests to platforms where they can review your business
- ask your guests to review their experience and show them how and where. This could be incentivised, for example, by access to free wifi.
- send a follow-up email where you encourage feedback through online platforms.

“The key to having a solid online reputation is to have travelers leave comments in terms of quantity, quality and recency. That is, ensure your satisfied clients write raving reviews, which will in turn over-shadow any negative comments that are also bound to occur every now and then.” Frederik Gonzalo, Best Practices in Travel: Online Reputation.

HOW TO RESPOND

It is always nice to get positive reviews - and when you provide good quality service, this is what the reviews usually are! This is how you know that your practices are meeting the expectations of your guests and that you are on the right track with your service levels. When feedback is positive, you can congratulate yourself, share the good news with your staff and write a couple of lines to thank your guest for the kind words. In the future, you might even use this as a marketing tool on your website!

Sometimes, however, the guests might share a less positive experience with you. This is not uncommon at all, and should you receive negative feedback, first read the review carefully through, take a deep breath, and then step into the shoes of the guest for a second. Whatever you think of the review, this is what the guest personally felt he or she experienced. It has to be taken seriously, and you should respond appropriately by being as forthcoming as possible. After this, you can go through feedback together with your staff in order to gain insight from the review itself.

When responding, try to do so as soon as possible and keep the answer professional, constructive and polite. Also keep in mind that your prospective guests are out there awaiting your response, as well. This will very likely have an effect on their impression of your services, as seen below.

Responding to negative feedback might feel hard at first, but you should not take it personally. This is not only an opportunity for you to learn from your guests and start improving but also an opportunity for you to have a say, as well, if you feel the feedback is unjust.

“Small business owners tend to focus on the negative feedback, but if you emphasize serving your loyal client base well, and get them to spread a positive word or two on your behalf, your online reputation will be as solid as can be.”
Frederik Gonzalo, *Best Practices in Travel: Online Reputation.*

THE IMPACT ON YOUR ONLINE REPUTATION

At the end of the day, a couple of bad reviews amongst all the good ones will not have a major effect on your online reputation. However, the way you handle the critical feedback is much more important.



Sometimes the reviews can be unfair and inaccurate. If you feel like you have received a review which greatly misrepresents a situation, you can always contact the review platform, and they will evaluate and possibly remove the review for you.

FOOD FOR THOUGHT: *Did you know that guests might talk about your product or service even if you yourself are not actively managing your online reputation? For example, it is possible for a guest to create a review of your offering on TripAdvisor. All the more reason to take these online platforms seriously!”*

5. GETTING STARTED ON TRIPADVISOR

IS TRIPADVISOR AN OPTION FOR YOUR BUSINESS?

Before you get started, you need to check if TripAdvisor is relevant for your business. TripAdvisor only lists companies that have an official name and an official address. Additionally, your company should also fit into one of the TripAdvisor categories:

- **Accommodation**

Your business offers multiple rooms/units at one specific address that can handle more than one group of travellers at a time. Please note that under 'Accommodation' TripAdvisor uses the subcategories: hotels, B&Bs & Inns, and speciality lodging.

- **Attractions**

Your business is a permanent tourist attraction that is open for customers on a regular, scheduled basis. This category is very broad. If you're a tour provider, this is the category for you!

- **Restaurants**

Your business is a restaurant, bar, or cafe that is open for the public.

DOES YOUR BUSINESS ALREADY EXIST ON TRIPADVISOR?

Now that you are familiar with the categories, it is time to find out if your business already exists on TripAdvisor because, as mentioned earlier, anyone can list businesses on TripAdvisor just by reviewing them. This is how you find out whether you are already listed or not:

- ***Search for your company's name***

On TripAdvisor's front page you can search for your business. Enter the name of your company into the search box in the upper right corner.

If your company appears, it means that one or more of your guests have already reviewed your business. If this is the case, you can proceed to Chapter 7 - 'Claiming your business on TripAdvisor'.

If your company does not appear, this most likely means that your guests have not yet reviewed your business. However, it could also mean that your company name is misspelled, or that your business is listed with an incorrect or outdated name.

6. LISTING YOUR BUSINESS ON TRIPADVISOR

- **Find out if your business exists - but it's just not spelled right**

Search for “Greenland” in the search box and keep ‘Greenland, North America’ checked as search options before you proceed. This search will deliver a list of all Greenlandic attractions, accommodations and restaurants. Take a quick look down the list to see if your business is listed.

If your company appears in the list, you can proceed to Chapter 7 - ‘Claiming your business’ and correct the information later at the Management Center (see Chapter 8 - TripAdvisor’s Management Center).

If not, you can be sure that you are not listed yet on TripAdvisor.

- **If your company does not appear in the list,**

you can be sure that you are not listed yet on TripAdvisor. If you wish to list yourself, you can proceed into Chapter 6 - ‘Listing your business on TripAdvisor’.



This chapter is for companies who have already confirmed that their business does not yet exist on TripAdvisor. If you have confirmed that your business does exist on this platform, proceed to Chapter 7 - ‘Claiming Your Business’. For instructions on how to check, see Chapter 5 - ‘Getting Started’.

By listing your business yourself, you take control of your public profile and you shape it to represent you and your business. This is how you get started with listing your company:

STEP 1. SEARCH YOUR COMPANY ON TRIPADVISOR

Whenever you need to use TripAdvisor for your business purposes, begin at www.tripadvisor.dk/owners.

The next step is to click ‘Get listed now’. You’ll be directed to a link where you will be able to see the TripAdvisor categories: <http://www.tripadvisor.com/GetListedNew>. Select the category in which your business belongs.



STEP 2. PROVIDE INFORMATION FOR REGISTRATION

After choosing the correct category for your business, fill in your personal information. This is needed in order for TripAdvisor to be able to contact you after the registration is completed. In this example the category 'Restaurants' has been chosen.

Next fill in some general facts concerning your business and industry-specific details. This is needed in order for TripAdvisor to ensure that your business meets the requirements for registration and that you have chosen the correct category. Fill in the information carefully, since your business will be set up on TripAdvisor based on the information provided by you.

STEP 3. ADD A PROPERTY DESCRIPTION AND SELECT A PICTURE FOR YOUR BUSINESS

After providing the information for registration, you can proceed with creating content for your TripAdvisor profile. This is a fun but vital step which you need to spend time perfecting, since the description and the photos act as a shopping window for travelers to learn more about your offerings.

Keep the description short and simple, but do use time crafting it. The description should be written in English, but on top of that you can also add it in the languages you consider useful for your guests. The description can, of course, always be modified later, to accommodate changes like new products or exciting news. Regardless of what language you use, the text should be free of errors and professional. It is recommended that you ask a native speaker of the language to proofread the text before publishing.

Last but not least, you can add photos to your profile. Only select quality photos that highlight your best features and show potential guests what to expect from your business. You can also add more photos or edit them later in the "Management Center" (see chapter 8 - Management Center) of TripAdvisor.

STEP 4. SUBMIT YOUR REGISTRATION

Once you have submitted your registration, TripAdvisor will verify the information you have provided and confirm that your business meets the guidelines for the business type you selected. This typically takes about five days. Once your registration is complete, you must claim your business in order to gain access into the Management Center.

REMEMBER: Visit Greenland is always willing to provide guidance with listing your business creating descriptions if you would like help.



7. CLAIMING YOUR BUSINESS

This chapter is for companies who have already confirmed that their business exists on TripAdvisor or who have recently begun the registration process to list their business. For instructions on how to check if your company is already listed, see Chapter 5 - 'Getting Started'. If your business already exists on TripAdvisor, you should claim it as yours

1. SEE WHAT PEOPLE WRITE ABOUT YOUR BUSINESS

Before you claim your business on TripAdvisor, take a few of minutes to read through some of the reviews already there. By doing so you can quickly assess your current online reputation.

Most likely the reviews are positive, but in case someone left a bad review don't get upset or scared. Think of this as your opportunity to start interacting with your guests. For more tips on how to constructively reply to negative reviews, see Chapter 4 - 'The importance of reviews and responding to feedback'.

2. CLAIM YOUR COMPANY PROFILE

Whenever you need to use TripAdvisor for your business purposes, begin at www.tripadvisor.dk/owners. Search for your company by entering the name into the search box. After finding it, indicate that you would like to register the company via the 'Claim your business' button. You will be guided through three steps in order to become an administrator of your profile.

Step 1. Create your personal TripAdvisor profile

To manage your business on TripAdvisor, you need to have a personal TripAdvisor profile. You can either log in through your Facebook- or Google-account, or you can create a TripAdvisor specific account.

Note that if you choose to log in with your Facebook- or Google-profile, which are the easiest ways, the information from your profile is not visible for the users on TripAdvisor. If you are the administrator conducting doing Online Reputation Management for a business and are not the owner of the business, it may make sense to create a generic TripAdvisor login.

Step 2. Link your personal profile to the company profile

In order to access the features of TripAdvisor's "Management Center", your personal profile must be linked to the company profile. This is done by registering your affiliation with your business.

Step 3. Verify your identity

Before you can access the administration module on TripAdvisor, you must confirm your identity with TripAdvisor so they can verify that you are a real person. The easiest way to confirm your identity is to log in via Facebook according to the prompts.

You can also do this by providing TripAdvisor with your credit card information, so that they can verify your details. They will charge a small temporary fee to your credit card, which will be fully refunded once you authenticate your credit card.

If you are not comfortable with either one of these methods, you can also contact TripAdvisor and send them proof of your identity via email or fax.

Once the registration is complete you can access the Management Center (see Chapter 8 - Management Center), where you can use the free features of TripAdvisor.



8. TRIPADVISOR'S MANAGEMENT CENTER

GETTING FAMILIAR WITH THE FREE FEATURES OF THE MANAGEMENT CENTER

Once you have completed the process of claiming your business, you gain access to TripAdvisor's Management Center.

The screenshot below is an overview of the Management Center main page for the fictional business 'Schrute Farms'. At the top of the page you will find a number of TripAdvisor profile management tools which are described in further detail in the next pages.

The screenshot displays the TripAdvisor Management Center interface for a business named 'Schrute Farms'. The page is in Danish and features a green navigation bar with the following menu items: PROFIL, ANMELDELSER, PRODUKTER, RAPPORTER, GÅTIS VÆRKTØJER, and RESSOURCER. The main content area is titled 'Ledelsescenter' and includes several key sections:

- Overigt:** A sidebar menu with options like 'Tilføj nye billeder', 'Rediger virksomhedsoplysninger', 'Gennemforløbene', and 'Find en anden registrering'.
- Øjeblikkelig reservation i TripConnect™:** A promotional banner encouraging users to use TripConnect for instant reservations.
- Administrer dit TripAdvisor-websted:** A section for managing the business's online presence, including updating information and responding to reviews.
- Administrer dine anmeldelser:** A section for managing and responding to customer reviews.
- Widjets til dit websted:** A section for integrating TripAdvisor widgets into the business's website.
- TripAdvisor Insights:** A section for analyzing business performance and trends.
- Anmeldelsesekspresen:** A section for managing and responding to reviews.
- Få TripAdvisor's Facebook-app:** A section for promoting the business's Facebook page.

At the bottom of the page, there is a blue banner with a 'Book on TripAdvisor' button and a 'Ny reservationskanal' section. The footer includes the TripAdvisor logo and a city skyline graphic.

HOTEL NORDBO APARTMENTS AND TRIPADVISOR

1. PROFILE

Here you can manage your listing: add new photos, edit business details, set your email preferences, access your own personal linked TripAdvisor profile, send messages, and so on.

2. REVIEWS

Here you can respond to reviews, report a problematic review, and use the Review Express feature which reminds your recent guests to write reviews.

3. PRODUCTS

Here you can monitor your company's rating and page views, as well as that of your competitors.

4. REPORTS

Here you can access the reports concerning your business.

5. FREE TOOLS

Here you can find TripAdvisor widgets to embed in your website and social media accounts, get the TripAdvisor App for your business' Facebook profile, and request free TripAdvisor window stickers for your property.

6. RESOURCES

Here you can get more information on TripAdvisor: access TripAdvisor Insights, Webinars & Videos, Owners' Forum and Help Center.



The director of Hotel Nordbo Apartments, Leif Aagaard, and the receptionist, Frederik Aagaard, claimed their business on TripAdvisor on a chilly Nuuk winter day.

"I DIDN'T EVEN KNOW WE EXISTED ON TRIPADVISOR!"

Before introducing TripAdvisor to these hard-working hoteliers, they were not too familiar with the review platform. "Of course I have heard something about it, but that was very little. I didn't even know that we existed there!", Leif says surprised. "We have mostly gotten direct feedback from our guests, so at the end of the day we have considered them to be happy and have not been checking what is said about Nordbo online."

Like many Greenlandic tourism businesses, Nordbo was already listed on TripAdvisor. Since anyone can create a listing, it was apparent that Nordbo was listed by a former guest when writing a review. After going through some of the reviews, Leif and Frederik thought they were positive.

"Now when I have seen the reviews, I feel like I want to start responding. I would have done this earlier, if I had only known about this opportunity."

GETTING ACTIVE WITH TRIPADVISOR

After hearing more about the free features of TripAdvisor, and how companies can use it for business purposes, both Leif and Frederik were excited. *“I didn’t think that it would cost money to use TripAdvisor, but it sure helps to know that it is free of charge”*, Leif finishes.

Both Leif and Frederik were eager to start actively using TripAdvisor to engage with their guests, since they could clearly see how the online interaction with past guests is also a way to attract future interest - and that, of course, means more guests and more profit!

“We have some low seasons and we definitely have room for growth here, so using a free platform like TripAdvisor seems like an ideal solution for us.”

In just a couple of minutes the the Aagaard duo claimed Hotel Nordbo’s profile: adding and editing information and adding a description for the property. They considered adding some nice pictures later.

“It was not time-consuming at all”, says Frederik, “...actually quite the opposite! And hearing about the possibility to get email notifications any time you receive a new review makes it even easier. You don’t need to go and check every day.”

SOMETHING TO LOOK FORWARD TO

For the past four years Hotel Nordbo has been attracting more and more visitors outside of Greenland and Denmark. *“Before, our guests were basically Greenlandic and Danish - local people or business travellers - but currently we are getting more and more guests from all over the world - United States, Japan, Russia, Australia, Europe and so on. We are hoping that by being active on TripAdvisor we can also be more visible in these countries.”*

Visit Greenland will now monitor how Nordbo continues to manage their TripAdvisor profile - and their online reputation in general - and what kind of impact this will have on business at Nordbo.

AUTHOR PROFILE: *Sanna-Mari is an university student from Finland. She spent 13 weeks in Nuuk in Autumn 2015 as an intern at Visit Greenland concentrating on Online Reputation Management.*



GREENLAND ON TRIPADVISOR 2015



45
LISTINGS UNDER RESTAURANTS AND CAFÉS



3099
REVIEWS & OPINIONS



270
TOPICS UNDER GREENLAND TRAVEL FORUM



67
LISTINGS UNDER ATTRACTIONS

NATURE & PARKS, MUSEUMS, TOURS & ACTIVITIES, ETC.

Figures from December 2015

<http://www.tripadvisor.com/tourism-g295111-greenland-vacations.html>

BE A PIONEER