

Specification unit 2: Marketing & Promotions

WALT: assess the impact of trip advisor as a marketing tool for hotels

Trip advisor is a travel website company providing reviews and opinions of hotels, restaurants, attractions and other hospitality outlets.

Pupil Activity

Log on to trip adviser & search for Travelodge Belfast Central

Describe this hotel

Fill in the blanks below to identify the different types of customers that use this hotel

F _____

C _____

S _____

B _____

F _____

Customer Ratings

Investigate the range of customer ratings

Complete the box below by identifying at least 3 comments made by guests

Rating	Guest comments
Excellent	
Very Good	
Average	
Poor	

Did the hotel respond to any of these comments? _____

Give an example of how the manager dealt with a comment

Do you think the manager dealt well with the situation? Explain why?

Would you stay in this hotel? _____

Give **two** reasons for your answer below

1

2

Complete the table below – try to think of as many answers as you can.

Advantages of trip advisor	Disadvantages of trip advisor

