

# How to Create a TripAdvisor Account for your Business (with video)

[TripAdvisor](#) is the world's largest travel site, with more than 350-million travellers visiting the site each month to research and plan their trips. If your business is an accommodation, restaurant, or attraction, your property can be listed for free. Being on TripAdvisor will increase your business' exposure to a large, qualified audience and give you access to many free marketing tools.

Here's a handy video to help illustrate the guide below:

## How to set up an account

There are two ways businesses can set up an account: a representative from your business can request a listing, or a TripAdvisor user can write a review of the property and initiate a listing.

Before you request a listing, go to <https://www.tripadvisor.com/Owners> to make certain that a traveller hasn't already added your business to TripAdvisor. Look for the list of categories under the "Start here if you own or manage" header, select your business type and enter your business' name.

If a match appears in the search box, click "Search" and on the next screen, check that the business name and region matches and then select "Register my business" to confirm that you are affiliated with the business. If your business is already listed, you should register for the existing listing instead of creating a new one. TripAdvisor only allows one

listing per business.

Registering allows you to access the Management Centre, where you can manage your TripAdvisor listing and reviews. You can also correct any details that aren't accurate. Plus, there are free tools to help you build your business. You can find out [more information here](#).

### **Request a listing**

If you enter your business' name and a match is not found, it isn't listed on TripAdvisor yet. You can request a listing by selecting the "Tell us more about it" link at the bottom of the search result page. You'll need to provide a few different types of information about your business to get started. TripAdvisor editors will use this information to confirm that your business meets our listing criteria and determine the best category for it on the site. Complete the request form with as much detail as possible.

### **Your information**

The "Your information" section helps TripAdvisor verify your relationship with the business. Provide your name, connection with the business, and email address. Make sure your email address is correct because they'll send you a message when your listing is published on TripAdvisor. Then you can register your affiliation with the property to take advantage of free tools.

### **Listing information for your business**

Next, you'll provide information for your business including your company's official name and address. Once you've typed your address, place the marker on the correct location on the map. Your property's mapped location will be shown to travellers on the site as they plan their trips. You'll need to add your company's website and phone number as well.

Keep in mind that TripAdvisor's editors use your website or a partner's website (like a tourist board or reservations

partner) to confirm the information you provide. So, it's important that the data you submit in your listing request matches your website and other resources.

### **Business details**

TripAdvisor will also need you to answer some detailed questions about your type of property. These help them to make sure they're displaying your business in the right category and including as much relevant information as possible. For more specifics on your particular type of property, check out the categories below:

### **Accommodations:**

As an accommodation owner, your property will be listed on the TripAdvisor hotels section for your destination. There are some specific items you'll need to provide so they can put you in the correct category within that section:

- Total number of rooms
- Price range
- Minimum stay requirements
- If you have on-site staff and security
- If room cleaning is included
- Front desk staffing details
- If bathrooms are en suite

TripAdvisor uses these characteristics, as well as official, local classifications, to determine if your property should be listed in the Hotels, B&B/Inns, or Specialty Lodging category on TripAdvisor.

You'll also be able to provide additional information on amenities including whether your property offers complimentary breakfast, suites, tennis/golf, beach/pool access, fitness centre, internet access, etc. These details will be added to the "Amenities" portion of your listing and will help travellers research what they can expect at your accommodation.

**Restaurants:**

Restaurant listings appear on the Restaurants section of TripAdvisor. Individual restaurants that are open to the public can be listed. You'll be asked to provide information on your category of restaurant (sit down, café or fast food), type of cuisine, pricing, and any special features. These items will appear on your listing page and will help travellers decide whether or not they'd like to dine at your restaurant.

**Attractions:**

You'll need to select a category that best describes your attraction. If your business isn't a fit for any of the attraction types that are listed, select "Other." You can also provide your recommended length of visit, pricing information and details on other amenities (bathroom facilities, lockers, etc.).

In order for a property to be listed on TripAdvisor in the Attractions section, it must be a permanent place of interest (not seasonal or short-term) with an official name, address and phone number. The attraction's hours or regular departure times must be available in a website or brochure, along with scheduled departure locations (if they vary). Tour companies can qualify as an attraction if they offer day tours, are licensed/recognised by the local city or tourism officials and the word "Private" appears in the listing name.

**Add a business description**

A description of your business helps travellers learn more. It must be written in your local language and cannot include any HTML coding, phone numbers, web/email addresses or text in ALL CAPS. It's best to keep this description short, so guests can scan the key highlights you've provided and make a decision.

**Choose a photo**

Providing a photo of your business helps you make a strong first impression with travellers. TripAdvisor will display

this on your listing page. The photo needs to be a .jpg or .gif (common photo formats). TripAdvisor can't accept images with borders, logos or files that are larger than 100kb.

### **Submit the listing**

Once you've confirmed that all of the information you've added is correct, check the box at the bottom of the form to verify that you are a representative of the business, the information you've submitted is valid and that you have the rights to post the image you've provided. Then click the 'Submit' button to complete the process.

### **Next steps**

Once you request your listing, TripAdvisor editors will verify your details and confirm that your property meets the guidelines for the business type you've selected. This typically takes about 5 business days.

[This guide can be found online on TripAdvisor.](#)