

List your business with Tripadvisor

Tripadvisor is currently the largest travel site in the world that can reach travellers at scale.

- 290 million average monthly unique users globally
- 1 billion reviews
- Number one travel site in the world
- 190 countries across the globe

The largest reach versus competitors:

Total unique users (2024)		Total unique users (2024)	
Platform	UK	Platform	USA
Tripadvisor	208 million	Tripadvisor	595 million
Booking.com	132 million	Expedia	338 million
Air BnB	73 million	Air BnB	306 million
Expedia	41 million	Booking.com	296 million

Reaching travellers at every stage of their journey



Source: Tripadvisor, US Path to Purchase 2023

A powerful influence



Source: Similarweb & Tripadvisor, Path to Purchase Study, March 2023

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How to list a business on Tripadvisor

1. **Go to the listing a business/place on Tripadvisor page:** <https://www.tripadvisor.co.uk/CreateListing.html>
2. **Add a place:** Type your business name in the field.
3. **Select the category that best describes your business:** Accommodation, Restaurant or Things to do.
4. **Select the best description or type for your business from the options provided**
5. **Add your address:** Type your business address in the field.
6. **Verify you are a representative of the place:** Tick the box to say Yes.
7. **Click Save and Continue:** You'll be asked to either log-in or sign-up.
8. **Continue process of completing the form and submit your application online.**

How to claim a listing on Tripadvisor

1. **Go to the claim a listing page:** <https://www.tripadvisor.co.uk/Owners>
2. **Search for your business:** Type your business name in the search bar to see if a listing already exists.
3. **Initiate Claim:** If found, click on your business, then select "Claim your free listing" or the link in the "Is this your Tripadvisor listing?" section. If not found, you'll need to add a missing place first by following the prompts to provide your business details.
4. **Sign In/Create Account:** Log in to your existing Tripadvisor account or create a new one.
5. **Verify Ownership:** Follow the instructions to verify you're the owner or manager. This usually involves providing your contact info, uploading a government-issued photo ID and taking a face-verification photo for quick approval or using phone/credit card verification.
6. **Access Management Centre:** Once approved, you'll gain access to the Management Centre to update photos, respond to reviews, and manage your listing details.