

# Good blue ocean strategy of tripadvisor essay example

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Tripadvisor remains the largest internet based travel site in the entire world. It offers various online services to its extreme consumers that run from hotel services all the way to flight services. Ideally, this site allows travellers to gather travel information from reviews and other sources about travel terminals in the entire world. As a fact, TripAdvisor is one of the sites that have proudly in the market for a long duration. Ever since, Tripadvisor can be said to be sailing in a blue ocean business. Ideally, this means that the company is constantly developing new services that make it stand relative to its competitors. It focuses on offering unique hospitality services that are rare to its competitors in the industry (Hotelier Middle East all) .

The use of mobile bookings is one of the blue oceans in the industry that Tripadvisor allows its customers to use. Over the recent past, the number of mobile bookings in the company has gone up. According to reports, out of 1 in 4 travellers use their mobile phones to book accommodation in the hotel. TripAdvisor business listings allow travellers to add their phone numbers to the property page. In so doing, travellers are able to call customer care whenever they need services from Tripadvisor.

Besides, the recent arrivals in the market pose a lot of threat to TripAdvisor. An outstanding example of the new arrivals in the market industry is Expedia. Expedia like TripAdvisor is an internet-based site that offers one stop shop for travellers who need information to do with the booking of flights, hotels and vacation services. However, the usage of Expedia is minimal as compared to that of TripAdvisor (The Boston Globe all).

Furthermore, unlike other competitors, Tripadvisor utilizes market opportunities in the industry. For instance, it uses B2C service whereby it

focuses on targeting group of travel opportunities that move all the way from business travels to short gateways. As a result, the company has been able to increase its market base globally by getting more than 65 million monthly visits. Moreover, it also capitalizes on the blue oceans of different language speaking communities of the world. The company focuses on coming up with various versions of languages that will accommodate the global audience and more especially the audience that does not make use of English language. As a result, this blue ocean will help the company to enter new markets where it can grow and develop further.

### **Competitive advantage**

TripAdvisor competitive advantage is on a rising trend after focusing on information, reviews and recommendations provided by its users for the past 12 years or so as it appears in its database which accessible everywhere on the world wide web. Rapid growth and development of technology is also a great boost to the development of the site as a leader in online travel systems. Besides, advancement in technology has also helped the company to use the social media tools engines such as Twitter and Facebook to reach out to many mobile users (Kotler 216).

Finally, its click based advertising which count more on authentic content and user reviews at no cost for the site, is another powerful source enhancing the sites competitive advantage relative to its competitors. All this strategies give the company an upper hand in diversifying its services to various parts of the world.

## **Work Cited**

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