

## Best Tourism Villages by UNWTO Network Masterclass

### Building Online Presence and Reputation

Thursday, 21 July 2022  
13:30-15:00 (CEST) – Zoom online meeting  
English Session

### Provisional Agenda

**Speaker:** *Mr Fabrizio Orlando, Global Industry Relations Associate Director, Tripadvisor*

**Chair:** *Ms Federica Iellici, Programme Officer, Tourism Market Intelligence and Competitiveness Department, UNWTO*

- 13:30-13:35 **Opening and Welcome**  
*Mr Antonio López de Ávila Muñoz, Coordinator, Tourism Market Intelligence and Competitiveness Department, UNWTO*
- 13:35-14:35 **Data and Insights**  
An overview of the recovery landscape through key traffic trends on Tripadvisor
- What is Tripadvisor**  
A brief history of Tripadvisor's impact
- The Power of Reviews**  
Free Tripadvisor tools to improve online reputation
- Recommendations**  
Tips on how to be successful on Tripadvisor
- 14:35-14:55 **Q&A / Discussion**
- 14:55-15:00 **Closing Remarks**

