

# TripAdvisor Adds Free Customer Satisfaction Dashboard to Owners' Resource Center

## Powered by Market Metrix, Enables Instant Assessment of Customer Satisfaction and Competitive Landscape

NEWTON, Mass., Sept. 28 /PRNewswire/ -- TripAdvisor®, the world's largest travel community, today announced the addition of free, personalized customer satisfaction management dashboards to each property owner's page on the site. Managers and owners of every one of the 450,000 hotels on TripAdvisor can now instantly assess their performance, as determined by their guests, including trend and competitive analysis, and a new Customer Satisfaction Index (CSI). Market Metrix, the leader in feedback solutions for the hospitality industry, powers these customer metrics.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090928/NE82334> )

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080902/TRIPADVISORLOGO> )

"The explosion of guest feedback can be incredibly valuable to anyone in the hospitality industry, but reacting quickly can be a challenge because of the growing volume of reviews," said Nathan Clapton, vice president of partnerships for TripAdvisor. "TripAdvisor wants to make it easier for hoteliers to engage with the travel community online. We want to decrease time spent analyzing reviews so owners can more easily and quickly respond, and spend more time delighting their customers."

Customer metrics are one element of a newly expanded suite of owners' resources on TripAdvisor. Any property owner or manager can find their resource center by going to [www.tripadvisor.com/owners](http://www.tripadvisor.com/owners), or by clicking on the owner's link at the bottom of any property review page. The dashboard appears in the "Track Performance" tab. Each dashboard includes:

- Customer Satisfaction Index - a new scoring system that rates each review from 0-100 based on seven key TripAdvisor ratings, including:
  - overall,
  - value,
  - recommended by traveler,
  - cleanliness,
  - service,
  - room,
  - location.
- Recent reviews - the eight most recent reviews, categorized according to key metrics and enabling quick identification of issues with cleanliness, service, and more
- Trends - compares a property's rank against competitors, and against the aggregate rank of nearby properties

"This partnership will give hoteliers a handle on web generated reviews that they've needed. By proactively acting on guest feedback, hoteliers will improve repeat and referral business in this competitive time when market share shifts are inevitable," according to Robert Honeycutt, CEO Market Metrix.

### About TripAdvisor Media Network

TripAdvisor® Media Network, operated by TripAdvisor, LLC, attracts more than 36 million monthly visitors\* across 15 popular travel brands: TripAdvisor®, [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.flipkey.com](http://www.flipkey.com), [www.frequentflyer.com](http://www.frequentflyer.com), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.onetime.com](http://www.onetime.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com) and [www.virtualtourist.com](http://www.virtualtourist.com). TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors\*, 11 million registered members and 25 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover more than one million destinations, hotels, restaurants and attractions and operate in the U.S. (<http://www.tripadvisor.com>), the U.K. (<http://www.tripadvisor.co.uk>), Ireland (<http://www.tripadvisor.ie>), France (<http://www.tripadvisor.fr>), Germany (<http://www.tripadvisor.de>), Italy (<http://www.tripadvisor.it>), Spain (<http://www.tripadvisor.es>), India (<http://www.tripadvisor.in>), Japan (<http://www.tripadvisor.jp>), Portugal and Brazil (<http://www.tripadvisor.com.br>), Sweden (<http://www.tripadvisor.se>), and The Netherlands (<http://nl.tripadvisor.com>). TripAdvisor also operates in China under the brand daodao.com (<http://www.daodao.com>). TripAdvisor® Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor Media Network have won hundreds of awards and accolades from press and industry worldwide. TripAdvisor and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. (NASDAQ: EXPE).

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\*Source: comScore Media Metrix, July 2009

### **About Market Metrix**

Market Metrix has been helping leading hospitality companies turn feedback into performance since 1996. We combine award-winning research with powerful products that give clients essential information, guidance and tools to make the right business decisions. Our Software-as-a-Service (SaaS) based products help clients save money, improve guest and employee loyalty and gain control over the new social media wave. Our benchmarking database, the Market Metrix Hospitality Index (MMHI), is the most comprehensive, independent comparison of hospitality brand satisfaction, providing feedback from over 35,000 travelers' a quarter on over 300 brands. Our annual MMHI Awards are coveted by travel enterprises around the world.

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