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## TripAdvisor Helps Businesses Tap the Power of Traveler Reviews

### Free Online Tool Makes it Easier than Ever for Hotels, Restaurants and Attractions to Collect Traveler Feedback through their Own Websites

NEWTON, Mass., Aug. 29, 2012 /PRNewswire/ -- [TripAdvisor](#)®, the world's largest travel site\*, today announced the launch of a free online tool that empowers hotel, restaurant and attraction owners to collect candid reviews and opinions through their own websites to be published on TripAdvisor. Business owners and marketers may download the Full Review Form tool immediately via the [TripAdvisor Widget Center](#).

(Logo: <http://photos.prnewswire.com/prnh/20110809/NE48233LOGO> )

The new tool gives travelers the ability to complete the entire review process just as they would on TripAdvisor, but without leaving the business's website. This gives travelers the option to review and rate their overall guest or customer experience. Travelers also have the option to rate individual elements of their visit, such as service and value.

"TripAdvisor's new Full Review Form tool helps businesses collect more reviews and opinions right from their own websites and make this feedback available before our large community of travelers," said Christine Petersen, president of TripAdvisor for Business. "Research shows that 81 percent of travelers find user reviews important when determining which hotel to stay at during their trip, and nearly half won't book a property if it doesn't have reviews on sites like TripAdvisor<sup>1</sup>."

"TripAdvisor's free online marketing resources have enhanced our ongoing efforts to ensure that we are meeting and exceeding each of our guest's expectations," said Jerry Stotler, director of sales and marketing, Hotel Bellevue. "With the review collection tool on our website, our existing customers and new guests can easily share their feedback about their stay with us, and we can measure the value of our amenities and services against actual reviews. This allows us to react accordingly where necessary to provide the best possible experience for our guests."

The Full Review Form tool can be installed quickly and easily and is most effective when paired with a post-visit email to guests linking back to the business's website. The TripAdvisor tool supports 21 different languages, including English.

To download the new tool, please visit <http://www.tripadvisor.com/Widgets>. Once you have selected your business, click the "View online tools" link under the "Get more reviews" section. An informational video can also be found at the [TripAdvisor for Business blog](#).

Other free online marketing tools available to businesses include the popular Recommended On, Bravo and What's Nearby tools.

#### About TripAdvisor

TripAdvisor® is the world's largest travel site,\* enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 60 million unique monthly visitors\*, and over 75 million reviews and opinions. The sites operate in 30 countries worldwide, including China under [daodao.com](#). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 19 other travel media brands, and together the sites attract more than 74 million unique monthly visitors.\*\* TripAdvisor, Inc.'s travel media brands include [www.airfarewatchdog.com](#), [www.bookingbuddy.com](#), [www.cruisecritic.com](#), [www.everytrail.com](#), [www.familyvacationcritic.com](#), [www.flipkey.com](#), [www.holidaylettings.co.uk](#), [www.holidaywatchdog.com](#), [www.independenttraveler.com](#), [www.onetime.com](#), [www.seatguru.com](#), [www.sniqueaway.com](#), [www.smartertravel.com](#), [www.tingo.com](#), [www.travel-library.com](#), [www.travelpod.com](#), [www.virtualtourist.com](#), [www.whereivebeen.com](#), and [www.kuxun.cn](#).

\*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, July 2012

\*\*Source: comScore Media Metrix for TripAdvisor, Inc. and its subsidiaries, Worldwide, July 2012

<sup>1</sup>"TripAdvisor Custom Online Survey 2010", conducted by Forrester Consulting, commissioned by TripAdvisor

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