



December 13, 2012

300 Million People View TripAdvisor Content on Sites Other than TripAdvisor Each Month

Number of People Seeing TripAdvisor Reviews and Opinions Each Month on Partners' Sites has Doubled Since Last Year as a Growing Number of Businesses Embrace Traveler Feedback

NEWTON, Mass., Dec. 13, 2012 /PRNewswire/ -- [TripAdvisor](#)®, the world's largest travel site*, today announced that the number of people who view TripAdvisor content on sites other than TripAdvisor has doubled since last year to over 300 million per month, as marquee brands around the world -- including Best Western International and Thomas Cook -- now partner with TripAdvisor to display TripAdvisor traveler content on their sites.

(Logo: <http://photos.prnewswire.com/prnh/20080902/TRIPADVISORLOGO>)

To date, more than 500 companies, including hotel chains, Destination Marketing Organizations (DMOs), airlines and online travel agencies, have entered into an agreement to feature TripAdvisor content on their sites and enhance their offerings with valuable user-generated content. In addition, over 50 of those organizations including Wyndham Hotel Group have partnered with TripAdvisor for Review Collection Services where TripAdvisor powers their review collection process.

TripAdvisor Partnership Opportunities

TripAdvisor offers an array of services for travel brands to syndicate TripAdvisor content and encourage more traveler reviews, including the following options:

- **Content Syndication** — Allows partners to leverage the full suite of TripAdvisor content and integrate it into their site to further engage their consumers and increase bookings as a result¹. Content available to partners include hotel, attraction, and restaurant reviews, as well as destination content and traveler photos.
- **Review Collection Services** — Empowers partners to collect reviews from their customers post-trip in partnership with TripAdvisor. TripAdvisor provides easy and cost-effective solutions to manage the process including hosting and customizing the review form, moderating content and providing data feeds to integrate jointly collected reviews into the partner's website and analytics. Reviews collected through TripAdvisor's review collection platform can be featured on the partner's website, as well as on TripAdvisor, which receives more than 60 million unique visitors each month*.
- **Free tools** — Through TripAdvisor's free Widget Center, individual businesses may download free tools including the [Full Review Form](#) tool, which allows properties to collect candid traveler reviews through their own websites. TripAdvisor has seen an increase in the number of third-party sites hosting free TripAdvisor widgets, as more than 60,000 unique domains currently feature TripAdvisor widgets.

"The number of people viewing TripAdvisor ratings, reviews and opinions on some of the world's most recognizable and respected travel brands is staggering," said Christine Petersen, president of TripAdvisor for Business. "The TripAdvisor content our partners feature helps travelers plan the perfect trip, and our partners are increasingly taking content syndication one step further through Review Collection partnerships with TripAdvisor. According to a recent study², 53% percent of travelers won't book a hotel if it doesn't have TripAdvisor reviews."

"We recognize that a growing number of guests turn to social communities and online reviews for research before they book a hotel stay. Our commitment is to provide the most information possible to [bestwestern.com](#) visitors to ensure they're booking their travel plans with confidence," said Best Western Senior Vice President of Sales and Marketing Dorothy Dowling. "Now our guests read TripAdvisor traveler reviews without leaving our site, which not only saves time but also helps each guest choose the right Best Western hotel for their needs."

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

¹ Wyndham Worldwide Q1 2012 earnings report citing approximate 30% increase in conversions due to placing TripAdvisor content on WyndhamRewards.com sites.

² According to a September 2012 PhoCusWright survey of 2,739 respondents. Participants for the study were solicited at random through a pop-up invitation link on TripAdvisor.com.

©2012 TripAdvisor, Inc. All rights reserved.

SOURCE TripAdvisor

News Provided by Acquire Media