

## TripAdvisor Offers Free Online Marketing Tools All in One Place

### New TripAdvisor 'Widget Center' Makes it Easier than Ever for Hospitality Businesses to Enhance their Sites with TripAdvisor Content

NEWTON, Mass., Sept. 28, 2011 /PRNewswire/ -- **TripAdvisor**®, the world's largest travel site\*, today announced the launch of its new **Widget Center** that makes it easier than ever for hospitality industry businesses to find and display TripAdvisor content, such as ratings and reviews, on their own sites. TripAdvisor's free widgets -- online marketing tools available on the center -- help accommodations, restaurants, attractions, and destination marketing organizations share their TripAdvisor accolades, promote their areas and increase engagement with travelers online.

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

The center offers a wide array of thematically organized widgets and includes new features, such as a "see it in use" option that shows how other sites are successfully displaying TripAdvisor content. The center also allows business owners and managers to email widget code to their web site administrators for easy installation.

"Our new Widget Center helps hospitality businesses and destination websites quickly and easily leverage the power of TripAdvisor content on their own sites," said Severine Philardeau, senior director of partnerships at TripAdvisor. "The center offers a wide range of free widgets that enable sites to display ratings and reviews, encourage more feedback and even promote their local destinations. More than 40,000 unique domains worldwide feature TripAdvisor widgets."

TripAdvisor's online marketing tools offer businesses a number of benefits, including the following functionality:

- **Display rating and reviews:** Add TripAdvisor rating and reviews to a site with one of these widgets.
- **Get more reviews:** "Write a Review" widgets to encourage customers to post feedback after their visit.
- **Promote the local area:** The "What's Nearby" widget helps promote an area by showing all the top rated local points of interest.

"Just about every guest checks TripAdvisor before booking our hotels, and TripAdvisor widgets, like Bravo! and Recommended On, help catch the guest's eye," said Julia Coppock, marketing director at Hotels Unlimited Inc. "Some of our properties have won the TripAdvisor Certificate of Excellence and we also proudly display this accolade far and wide, both on our site and on social media sites. There is no award that means more to guests than an award from TripAdvisor."

For more information, please visit: <http://www.tripadvisor.com/widgets>

#### 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 (including Flights search, TripAdvisor Mobile and Instant Personalization) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 65 million unique monthly visitors\* across 19 popular travel brands\*\*. TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors\*\*\*, 20 million members, and over 50 million reviews and opinions. The sites operate in 30 countries worldwide\*\*\*\*, including China under daodao.com. TripAdvisor also operates TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors. The division includes Business Listings, which allows hoteliers to connect directly to millions of researching travelers, and Vacation Rentals, which helps property managers and individual home owners list their properties and showcase hotel alternatives.

TripAdvisor Media Group websites have been recognized as top travel resources in 2010 by Conde Nast Traveller, Good Housekeeping, TIME magazine and Travel + Leisure.

TripAdvisor Media Group generated \$486 million in revenue in 2010. TripAdvisor and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc. (NASDAQ: EXPE).

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\*Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, July 2011

\*\* In addition to TripAdvisor, The TripAdvisor Media Group of websites includes: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [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.sniqueaway.com](http://www.sniqueaway.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com), [www.virtualtourist.com](http://www.virtualtourist.com), [www.wherivebeen.com](http://www.wherivebeen.com), and [www.kuxun.cn](http://www.kuxun.cn).

\*\*\*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, July 2011

\*\*\*\* TripAdvisor sites operate in 30 countries worldwide: [www.tripadvisor.com](http://www.tripadvisor.com), [www.tripadvisor.co.uk](http://www.tripadvisor.co.uk), [www.tripadvisor.ca](http://www.tripadvisor.ca), [www.tripadvisor.it](http://www.tripadvisor.it), [www.tripadvisor.es](http://www.tripadvisor.es), [www.tripadvisor.de](http://www.tripadvisor.de), [www.tripadvisor.fr](http://www.tripadvisor.fr), [www.tripadvisor.jp](http://www.tripadvisor.jp), [www.daodao.com](http://www.daodao.com), [www.tripadvisor.in](http://www.tripadvisor.in), [www.tripadvisor.se](http://www.tripadvisor.se), [www.tripadvisor.nl](http://www.tripadvisor.nl), [www.tripadvisor.com.br](http://www.tripadvisor.com.br), [www.tripadvisor.com.tr](http://www.tripadvisor.com.tr), [www.tripadvisor.dk](http://www.tripadvisor.dk), [www.tripadvisor.com.mx](http://www.tripadvisor.com.mx), [www.tripadvisor.ie](http://www.tripadvisor.ie), [www.tripadvisor.com.au](http://www.tripadvisor.com.au), [www.tripadvisor.com.sg](http://www.tripadvisor.com.sg), [www.tripadvisor.co.kr](http://www.tripadvisor.co.kr), [no.tripadvisor.com](http://no.tripadvisor.com), [pl.tripadvisor.com](http://pl.tripadvisor.com), [th.tripadvisor.com](http://th.tripadvisor.com), [www.tripadvisor.ru](http://www.tripadvisor.ru), [www.tripadvisor.com.gr](http://www.tripadvisor.com.gr), [www.tripadvisor.co.id](http://www.tripadvisor.co.id), [www.tripadvisor.com.ar](http://www.tripadvisor.com.ar), [www.tripadvisor.tw](http://www.tripadvisor.tw), [www.tripadvisor.com.my](http://www.tripadvisor.com.my), and [www.tripadvisor.com.eg](http://www.tripadvisor.com.eg).

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