

TripAdvisor Media Center

TripAdvisor Hotel Reviews Double Hayes & Jarvis Booking Conversion Rate Customers Embrace Transparency of User-generated Reviews

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TripAdvisor(R), the largest travel community in the world, today announced performance results of the integration of TripAdvisor hotel reviews into long-haul travel specialist Hayes & Jarvis' web site (<http://www.hayesandjarvis.co.uk/tripAdvisor>). Online shoppers who look at TripAdvisor reviews on the Hayes & Jarvis site book trips at double the rate of online shoppers who have not seen the TripAdvisor reviews. Hayes & Jarvis is the first tour operator to provide customers with reviews from TripAdvisor.

Since July 25, 2007, Hayes & Jarvis has displayed the five most recent TripAdvisor reviews and ratings on its hotel pages. The TripAdvisor content is displayed for more than 80% of Hayes & Jarvis' hotels, and its customers are also able to submit reviews.

All visitors to the hotel description pages see TripAdvisor ratings (one to five "owls" depending on user popularity) and 20% of them click on the "Read Reviews" button. Over the four months since launch, the visitors who read the reviews converted at twice the rate of those that didn't.

"We believe that TripAdvisor reviews and ratings are a trusted and very current resource that helps our consumers make decisions on their holiday choices," said Hayes & Jarvis Head of E-commerce and Publishing, Tim Clarke. "Having unedited user-generated content on our site reinforces our relationship with our customers by fostering the feeling of trust we've established."

"To see proof that the addition of TripAdvisor reviews not only benefits the consumer but also drives conversions for travel companies is very exciting," said TripAdvisor's brand distribution director, Nathan Clapton.

About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts nearly 30 million monthly visitors (source: comScore Media Metrix, Digital Calculator Report, July 2007) across eight popular travel brands, TripAdvisor(R) sites, bookingbuddy.com (TM), cruisecritic.com(TM), independenttraveler.com(TM), seatguru.com(R), smartertravel.com(TM), travel-library.com(TM) and travelpod.com(TM). TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors, five million registered members and 10 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover 280,000+ hotels 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/>), and Spain (<http://www.tripadvisor.es/>). TripAdvisor(R) 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. .

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