

Thomas Cook UK & Ireland Features TripAdvisor's User-Generated Content

LONDON, U.K. – 22 February 2010 - A new partnership between Thomas Cook UK & Ireland and TripAdvisor® will enable travellers on thomascook.com to benefit from user reviews and ratings from the world's largest and most popular travel community.

Thomascook.com will feature TripAdvisor's content, including the five most recent hotel reviews, on its property pages, allowing customers to make more informed hotel decisions based on fellow travellers' feedback.

Further content will be integrated on thomascook.com's destination pages, including a "Best of" overview of the city, the top 10 hotels, attractions and restaurants and best traveller photos. The most recent five reviews of places to stay, dine and visit will also be available, providing travellers with comprehensive travel information to plan their perfect trip.

David Hilton, Deputy Director of eCommerce at Thomas Cook UK & Ireland, said: "We want to make our visitors' online journeys as easy as possible. By introducing TripAdvisor reviews and ratings on to Thomascook.com we've broadened the amount of relevant information they have access to, which will assist them when it comes to choosing the ideal holiday."

"We are thrilled to be partnering with Thomas Cook, so their customers can benefit from valuable insight and feedback from the experiences of millions of travellers." said Severine Philardeau, Director of European Partnerships, TripAdvisor.

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For further information please contact:

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