

## **Accor Features TripAdvisor User-Generated Content The World's Largest Travel Site Powers Accor's Guest Review Process**

PR Newswire  
PARIS

PARIS, Nov. 16, 2010 /PRNewswire/ -- A new partnership between TripAdvisor®, the world's largest travel site\*, and Accor enables travelers on Accorhotels.com to benefit from user reviews and ratings.

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Accor features on its website ([www.accorhotels.com](http://www.accorhotels.com)) the TripAdvisor traveler rating and the most recent traveler reviews for each hotel (except the HotelF1 brand), allowing customers to make more informed decisions based on fellow travelers' feedback. The content is available in nine languages.

Accor is also partnering with TripAdvisor to collect reviews from travelers after they return from their stay, thus taking advantage of TripAdvisor's 10 years of experience in collecting and moderating user-generated content. To that end, TripAdvisor has developed a new tool, the "write a review" widget, which Accor has integrated into its own platform. Reviews collected in this way are posted on both Accorhotels.com and TripAdvisor, which now boasts 40 million unique visitors each month. This is the first time a major hotel chain has chosen TripAdvisor to power their entire review collection process.

Romain Roulleau, Deputy Senior Vice President Direct Sales at Accor, said: "Accor has taken a pioneering step in embracing traveler feedback, which demonstrates our commitment to transparency and improved customer service. We are delighted to partner with TripAdvisor, the largest travel community in the world, to both present and collect guest reviews. With this partnership we are making it easier for our clients to inform themselves before booking a hotel and to share their experience with fellow travelers. In addition, this new initiative is allowing our hotel managers to be even more in tune with their guests."

"We are thrilled to be partnering with Accor, one of the largest hotel chains in the world, to enable their customers to benefit from valuable insight from millions of travelers. Research shows that guest reviews are a key factor in influencing travel decisions. Accor is leading the way by encouraging online customer feedback, as well as engagement from hotel managers. We believe this is sending a very positive message to the industry," said Severine Philardeau, Senior Director of Partnerships at TripAdvisor.

\*Source: comScore Media Metrix, Worldwide, August 2010

### *About TripAdvisor*

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TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 50 million unique monthly visitors\* across 17 popular travel brands\*\*. TripAdvisor-branded sites make up the largest travel community in the world, with more than 40 million unique monthly visitors\*\*\*, 20 million members, and over 40 million reviews and opinions. The sites operate in 25 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 and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc. (Nasdaq: EXPE).

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