

EUROSTAR BECOMES FIRST EUROPEAN RAIL COMPANY TO FEATURE TRIPADVISOR'S USER-GENERATED CONTENT

LONDON, U.K. – 1 March, 2011 – A partnership agreement between Eurostar and TripAdvisor®, now allows all passengers travelling with the cross-Channel rail service to benefit from user reviews and ratings from the world's largest travel site*.

In a first for a European rail operator, TripAdvisor content is integrated into more than 18,000 pre-trip emails sent each month by Eurostar to passengers travelling on its high-speed services. TripAdvisor also offers passengers a “Best of” overview of their chosen Eurostar destination, including details of the city's top-rated attractions and restaurants, as well as access to a downloadable guide packed with insightful tips.

Odile Delhove, E-Commerce Ancillary Revenues Manager, Eurostar, said: “We want to make our passengers' complete trip as easy as possible. By introducing TripAdvisor reviews and ratings we've broadened the amount of relevant information they have access to, which will assist them when it comes to choosing their ideal trip.”

TripAdvisor hotel reviews have also been incorporated across the rail operator's trip planning site, www.eurostartripplanner.com to help travellers select the best hotel for their needs. This trip planning service sits within *Eurostar Plus*, Eurostar's recently launched collection of special offers and discounts for travellers, helping them get even more from their Eurostar ticket.

Séverine Philardeau, Senior Director of Partnerships, TripAdvisor, added: “We are delighted to partner with Eurostar to help empower their passengers to make the very best travel decisions when preparing for their trip across the Channel/across the continent or to the UK, through insight and feedback from the experiences of real travellers.”

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