

TRIPADVISOR OFFERS FREE ONLINE MARKETING TOOLS ALL IN ONE PLACE

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

LONDON, UK. – September 28, 2011 – [TripAdvisor®](#), the world's largest travel site*, today announced the launch of its new [Widget Centre](#) 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 centre—help accommodations, restaurants, attractions, and destination marketing organisations share their TripAdvisor accolades, promote their areas and increase engagement with travellers online.

The centre 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 centre also allows business owners and managers to email widget code to their site administrators for easy installation.

“Our new Widget Centre helps hospitality businesses and destination websites quickly and easily leverage the power of TripAdvisor content on their own sites,” said Séverine Philardeau, senior director of partnerships at TripAdvisor. “The centre 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 users 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.

“TripAdvisor is the market leader in accommodation enquiries and TripAdvisor's review feed widget helps us display the most up-to-date reviews from real guests,” comments Mrs Terry Boswell, owner of Abbey Guest House in Oxfordshire. “Previously I had guest reviews on my site but had no easy way of managing them or keeping them up to date, so I decided to take advantage of the free widget to get the review feed straight from TripAdvisor to my own website.”

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

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