

TripAdvisor Launches New Review Collection Solution Easytobook.com announced as first partner to launch with the new platform and will display TripAdvisor collected reviews and opinions across all of its websites

LONDON, February 28, 2012 -- [TripAdvisor](#), Inc. (NASDAQ: TRIP) the world's largest travel site* today announced that it is launching a brand new review collection solution with [Easytobook.com](#) on board as the first partner to use the customisable tool. The review collection platform will allow partners to collect reviews directly from guests following their stays, which will then be displayed across TripAdvisor and the partners' websites.

The newly launched review collection solution has rolled out worldwide on Easytobook.com, which operates in eleven languages. Easytobook.com has replaced their own review collection system with the cost-effective TripAdvisor platform, leaving review collection to the specialists in order to focus on their core business: making hotel reservations easy.

Through the platform, guests receive co-branded emails from Easytobook.com following their stay asking for customer feedback. Guests are lead to a TripAdvisor review form, which is integrated on to the Easytobook.com website. The form is customised and adaptable to fit in with the overall look and feel of the partner site. This approach means that TripAdvisor processes and moderates all jointly collected reviews, assisting partners to deliver a better experience to their customers.

Reviews collected in this way will be featured both on Easytobook.com websites as well as on TripAdvisor, which receives more than 50 million unique visitors each month*. Jointly collected reviews are attributed to 'Easytobook.com travellers' on TripAdvisor websites. This initiative allows guests to make more informed decision based on fellow travellers' feedback.

TripAdvisor expects to launch similar Review Collection partnerships with a number of partners in the next few months.

Wouter Blok, CMO Easytobook.com, said: "We are delighted to be the first partner to launch on TripAdvisor's new Review Collection Platform. We decided to replace our old review collection system because we wanted to work with the online review experts and TripAdvisor's platform is a customisable, cost-effective solution. The reviews we collect through the new platform will also provide great branding for Easytobook.com in front of TripAdvisor's vast community of travellers. This initiative will allow us to focus on our core business and enable us to deliver an all-together better service to customers."

Severine Philardeau, Vice-President of Partnerships at TripAdvisor, said: "We are proud to be launching our new Review Collection Solution, which allows our partners to leverage TripAdvisor's expertise. We're delighted that Easytobook.com is the first to launch with our platform. This move marks a shift in the way that Easytobook.com collect reviews following guest stays and will enable potential customers to make better informed decisions based on the insights and ratings of TripAdvisor's entire community of travellers. We believe this will be a pioneering initiative for the rest of the hospitality industry."

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<https://tripadvisor.mediaroom.com/2012-02-28-TripAdvisor-Launches-New-Review-Collection-Solution>