

TripAdvisor Helps Businesses Tap the Power of Traveller Reviews Free Online Tool Makes it Easier than Ever for Hotels, Restaurants and Attractions to Collect Traveller Feedback through their Own Websites

London, UK – 29th August, 2012 – [TripAdvisor®](#), the world's largest travel site*, today announced the launch of a free online tool that empowers hotel, restaurant and attraction owners to collect candid reviews and opinions through their own websites to be hosted on TripAdvisor. Business owners and marketers may download the Full Review Form tool immediately via the [TripAdvisor Widget Center](#).

The new tool gives travellers the ability to complete the entire review process just as they would on TripAdvisor, but without leaving the business's website. This gives travellers the option to review and rate their overall guest or customer experience. Travellers also have the option to rate individual elements of their visit, such as service and value.

"TripAdvisor's new Full Review Form tool helps businesses collect more reviews and opinions right from their own websites and make this feedback available before our large community of travellers," said Christine Petersen, president of TripAdvisor for Business. "Research shows that 81 percent of travellers find user reviews important when determining which hotel to stay at during their trip, and nearly half won't book a property if it doesn't have reviews on sites like TripAdvisor!"

"Many of our guests have told us that they booked with us after reading our great reviews on TripAdvisor, this has helped our fledgling business grow, said owner Rebecca Bradley of Heacham House in Norfolk. "The new widget, which was easy to install on our site, will make it simpler for guests to write a review about our property."

"We view TripAdvisor almost as a free advertising service worldwide for our little B&B," says owner John Ricketts of John & Norma's Homestay B&B, London. "We know people look at reviews before booking their accommodation and our guests have been kind enough to leave very nice reviews of our B&B on the site. TripAdvisor's free widgets and tools allow us to display those reviews on our own website as well, ensuring that potential guests can see what others have said and make their booking with the certainty that they too will enjoy a great experience at our B&B."

The Full Review Form tool can be installed quickly and easily and is most effective when paired with a post-visit email to guests linking back to the business's website. The TripAdvisor tool supports 21 different languages, including English.

To download the new tool, please visit <http://www.tripadvisor.com/Widgets>. Once signed in, click the "View online tools" link under the "Get more reviews" section. An informational video can also be found at the [TripAdvisor for Business blog](#).

Other free online marketing tools available to businesses include the popular Recommended On, Bravo and What's Nearby tools.

<https://tripadvisor.mediaroom.com/2012-08-29-TripAdvisor-Helps-Businesses-Tap-the-Power-of-Traveller-Reviews>