

300 Million People View TripAdvisor Content on Sites Other than TripAdvisor Each Month Number of People Seeing TripAdvisor Reviews and Opinions Each Month on Partners' Sites has Doubled Since Last Year as a Growing Number of Businesses Embrace Traveller Feedback

TripAdvisor®, the world's largest travel site*, announced that the number of people who view TripAdvisor content on sites other than TripAdvisor has doubled since last year to over 300 million per month, as marquee brands around the world—including Accor, Wyndham Hotel Group, Best Western and Thomas Cook—now partner with TripAdvisor to display TripAdvisor traveller content on their sites.

To date, more than 500 companies, including hotel chains, Destination Marketing Organizations (DMOs), airlines and online travel agencies, have entered into an agreement to feature TripAdvisor content on their sites and enhance their offerings with valuable user-generated content. In addition, over 50 of those organisations, including Accor Hotels, have partnered with TripAdvisor for Review Collection Services where TripAdvisor powers their review collection process.

TripAdvisor Partnership Opportunities

TripAdvisor offers an array of services for travel brands to syndicate TripAdvisor content and encourage more traveller reviews, including the following options:

- **Content Syndication** – Allows partners to leverage the full suite of TripAdvisor content and integrate it into their site to further engage their consumers and increase bookings as a result¹. Content available to partners include hotels, attraction, and restaurant reviews, as well as destination content and traveler photos.
- **Review Collection Services** – Empowers partners to collect reviews from their customers post-trip in partnership with TripAdvisor. TripAdvisor provides easy and cost-effective solutions to manage the process including hosting and customizing the review form, moderating content and providing data feeds to integrate jointly collected reviews into the partner's website and analytics. Reviews collected through TripAdvisor's review collection platform can be featured on the partner's website, as well as on TripAdvisor, which receives more than 60 million unique visitors each month*.
- **Free tools** – Through TripAdvisor's free Widget Centre, individual hotels may download free tools including the Full Review Form tool, which allows hotels to collect candid traveller reviews through their own websites. TripAdvisor has seen an increase in the number of third-party sites hosting free TripAdvisor widgets, as more than 60,000 unique domains currently feature TripAdvisor widgets.

"The number of people viewing TripAdvisor ratings, reviews and opinions on some of the world's most recognizable and respected travel brands is staggering," said Christine Petersen, president of TripAdvisor for Business. "The TripAdvisor content our partners feature helps travellers plan the perfect trip, and our partners are increasingly taking content syndication one step further through Review Collection partnerships with TripAdvisor. According to a recent study², 53% percent of travellers won't book a hotel if it doesn't have TripAdvisor reviews."

Rémy Merckx – Accor VP e-Commerce Sales & Distribution – said: "As a longstanding partner of TripAdvisor, we quickly realised the importance of taking customer opinions and feedback into account as part of our client relations efforts. And so, since November 2010, Accorhotels.com has been proactively collecting reviews, in partnership with TripAdvisor, following Accorhotels.com guests' stays. Reviews collected in this way enrich the site, and also reflect our commitment to total transparency vis-à-vis users. This partnership is an on-going success – since its launch, the monthly average number of reviews posted has quadrupled!"

-Ends-

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