

## **TripAdvisor Helps Top-rated Businesses Showcase their Success Free Online Resource Enables Owners to Display Five-star TripAdvisor Reviews on their Websites**

23 April, 2013 - [TripAdvisor®](#), the world's largest travel site\*, announces the launch of the Rave Review widget, a new marketing tool that allows hotel, restaurant and attraction owners to display a five-star TripAdvisor review on their own websites.

“According to a recent [TripBarometer by TripAdvisor survey](#), 93 percent of people looking to book travel are influenced by online reviews,” said Christine Petersen, president of TripAdvisor for Business. “TripAdvisor’s Rave Review product makes it quick and easy for business owners to showcase their well-earned, positive reviews to potential guests.”

The Rave Review widget is the latest addition to TripAdvisor’s suite of marketing resources available to businesses. The product is available to establishments that have received outstanding traveller reviews on TripAdvisor and are in good standing on the site.

Business owners and marketers can download the Rave Review tool immediately via the [TripAdvisor Widget Centre](#). Other free resources available on the centre include the popular Full Review Form, Recommended On, Bravo and What’s Nearby tools.

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<https://tripadvisor.mediaroom.com/2013-04-23-TripAdvisor-Helps-Top-rated-Businesses-Showcase-their-Success>