

TripAdvisor launches new comprehensive online resource for hospitality professionals TripAdvisor Insights provides the hospitality sector with free access to the latest trends and studies, best practices and video content in a fully searchable online content library

21 August, 2013 - [TripAdvisor](#) has announced the launch of a free new online marketing resource for travel industry professionals. [TripAdvisor Insights](#) will act as a daily source for news, tips, the latest trends, industry research and statistics, and valuable information about TripAdvisor for business owners and other members of the travel sector.

TripAdvisor has a wealth of information and essential resources for hospitality professionals in a number of formats such as webinars, videos, online content and printed materials, which were previously available through the TripAdvisor for Business blog and via the Management Centre.

Now these valuable insights have been assembled into one, easy-to-search online portal – www.tripadvisor.co.uk/TripAdvisorInsights. The site will feature articles from industry opinion leaders about the latest trends and research in the sector, as well as act as a content library for owners who want to know more about how to maximize their presence on TripAdvisor.

“As the world’s largest travel site, we have unprecedented access to industry experts and trend revealing data,” says Alison Copus, VP Marketing, TripAdvisor for Business. “We hope this new resource will become indispensable to online marketing professionals and anyone who wants to learn more about the sector. Visitors to the portal will be able to access best practice marketing strategies, thought-leading articles from TripAdvisor insiders, case studies from leading hospitality practitioners, and the latest trends from authorities within the travel industry, such as professors at Cornell University. The aim is to inform and inspire in equal measure.”

Notes to editors: TripAdvisor Insights is currently available in English, French, German, Spanish, Italian and Brazilian Portuguese with plans to expand to all other languages in which TripAdvisor operates in coming months. All of the content on the portal is fully searchable and can be shared on social media sites.

TripAdvisor Insights can be accessed by visiting the site directly www.tripadvisor.co.uk/TripAdvisorInsights, or via the Management Centre – www.tripadvisor.co.uk/owners

<https://tripadvisor.mediaroom.com/2013-08-21-TripAdvisor-launches-new-comprehensive-online-resource-for-hospitality-professionals>