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## More Than 47,000 Hospitality Businesses Already Seeing Tangible Results From TripAdvisor's Free, Newly Enhanced Review Express Service

### Review Express Users See an Average Uplift of 33 Percent in Reviews as a Result of the Service

NEWTON, Mass., April 2, 2014 /PRNewswire/ -- [TripAdvisor](#)®, the world's largest travel site\*, today announced that over 47,000 hospitality businesses, of which 30,000 are small to medium-sized hotels and bed & breakfasts, have used the site's free Review Express service since it launched in May 2013. Review Express users are seeing an average uplift of 33 percent in reviews for their property on TripAdvisor as a result of using the service, helping hospitality businesses enrich their presence on the site.



Since the service debuted last May, TripAdvisor has launched a number of enhancements to the service with the aim of delivering a better user experience for business owners using Review Express. In July 2013, TripAdvisor introduced the Review Express Dashboard, providing users of the service with a useful summary of the effectiveness of their email campaigns, automatically updated to report on their most recent activity.

In an effort to further improve Review Express for users, TripAdvisor today announced the latest enhancements to the service, including:

- More streamlined ability to save and reuse email campaign templates, allowing users to more quickly send email campaigns using saved templates
- Ability to update photo and "from" email address on multiple templates at once using default settings
- Ability to automate the sending of Review Express campaigns for reservations made through internet booking engines connected to TripAdvisor<sup>1</sup>
- Additional how-to guides, tip sheets and best practice information about how to get the most out of using Review Express

"There's no question that reviews play a pivotal role in the booking decision for travelers - according to recent PhoCusWright research, more than half of TripAdvisor users will not book a hotel that does not have reviews," said Severine Philardeau, VP Global Partnerships, TripAdvisor for Business. "Review Express was created to help hospitality businesses encourage and generate more reviews for their property page on TripAdvisor and the service is delivering great benefits to business owners. Review Express is helping them to generate a third more reviews by using the service and, on average, over a quarter of their total reviews on the site come as a result of a Review Express email."

"Review Express is an incredibly efficient and effective way to collect guest feedback," said Andrew Couroyer, director of sales and marketing, Golden Eagle Resort. "Since we began using the product, we've seen a significant increase in guests posting reviews based on their experience. That helps us get the word out about our property to other travelers."

Hospitality business owners must be registered on TripAdvisor to use the free service. They can access Review Express via their Management Center or via [www.tripadvisor.com/ReviewExpress](http://www.tripadvisor.com/ReviewExpress).

<sup>1</sup>For a list of connected Internet Booking Engines, visit <http://www.tripadvisor.com/ConnectPartners>

#### About TripAdvisor

TripAdvisor® is the world's largest travel site\*, enabling travellers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travellers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, reaching more than 260 million unique monthly visitors\*\* in 2013, and more than 150 million reviews and opinions covering more than 3.7 million accommodations, restaurants and attractions. The sites operate in 37 countries worldwide, including China under [daodao.com](http://daodao.com). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 20 other travel media brands: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.travelpod.com](http://www.travelpod.com), [www.virtualtourist.com](http://www.virtualtourist.com), and [www.kuxun.cn](http://www.kuxun.cn).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, December 2013

\*\*Source: Google Analytics, worldwide data, July 2013

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