

The Turisme de Barcelona website is enriched thanks to the opinions of users

- **2.0 technology appears in the promotional page of the consortium with the travel guide TripAdvisor**
- **Barcelona is the first city in Europe to work on an interactive level with this consumer group, second to London**

Barcelona, 28th May 2009. – The Turisme de Barcelona website has incorporated 2.0 technology, which will permit Internet users to view comments and opinions by other consumers with reference to the city’s tourism services. For the first time on its promotional page (www.barcelonaturisme.cat) the consortium has introduced interactive features as the result of an agreement with TripAdvisor, the world’s largest travel guide. Barcelona is the second city in Europe to offer contents generated by this travel guide following the first experience of the consumer group with London.

Thanks to this collaboration, users of the Turisme de Barcelona website may participate actively by leaving their own comments or viewing what other consumers have written. They can give opinions and read comments on almost 500 tourist references, such as hotels, restaurants and leisure activities in the city. TripAdvisor is committed to compiling more reviews and opinions on the services available in the city for the Turisme de Barcelona website.

Duran: “This collaboration will help our clients to take good decisions”

The Director of Strategic Alliances at TripAdvisor, **Séverine Philardeau**, is delighted with the collaboration forged with Turisme de Barcelona: “Here at TripAdvisor we are very happy to start collaborating with another key destination, such as Barcelona. The popularity of this city is undeniable”.

According to **Pere Duran**, General Director of Turisme de Barcelona, the agreement is a response to the objective of providing the best information possible on the city of Barcelona. “Our collaboration with TripAdvisor will help our clients to take good decisions once they have decided to spend a holiday in Barcelona”, he comments.

The Turisme de Barcelona website receives around 1,200,000 visits a year. It is currently working on improving the contents and positioning.

The experiences of others as a trigger for purchasing

The opinions of users of the TripAdvisor travel guide are based on the personal experiences of travelers, a feature that transmits confidence to consumers and tourists. In the area of tourism, the tendency to consult the opinions of other consumers when searching for or purchasing trips is increasing. The most popular websites used, with the aim of obtaining a *guarantee* from other consumers when deciding on a holiday, are social network sites such as TripAdvisor, in which users will find the opinions and advice of other users.

About TripAdvisor

TripAdvisor is the world's largest travel guide, with over 25 million visits per month, 10 million registered members and 23 million reviews and opinions.

Thanks to contributions from real travelers, the TripAdvisor websites cover over one million destinations, hotels, restaurants and attractions, and operate in the USA, the United Kingdom, France, Germany, Italy, Spain, India, Japan, Portugal, Brazil, Sweden, Holland and China.

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