

## **Tripadvisor Is Fastest Growing Travel Website Worldwide Leading Travel Research Site Demonstrates Record Industry Growth and Breaks into the Top 10 of Most Popular Worldwide Travel Websites**

NEEDHAM, MA-- May 13, 2003-- TripAdvisor (www.TripAdvisor.com), the leading travel research site, announced today that the site has experienced more than 600% growth in traffic in the last year, making it the fastest growing travel website in the world. TripAdvisor.com is now the 9th most popular worldwide travel website with more than 3.9 million unique monthly visitors according to the latest data from comScore Networks. For the month of April 2003, TripAdvisor.com ranked higher in popularity than major travel sites such as aa.com, hotels.com, delta.com and trip.com.

While TripAdvisor has experienced tremendous growth, the company continues to maintain profitability having posted its 15th consecutive profitable month in April 2003.

"We are thrilled that our site has become the place to go on the web for travel research and that we continue to climb the ranks of most popular consumer travel websites worldwide," said Steve Kaufer, CEO of TripAdvisor. "TripAdvisor.com's tremendous growth indicates we've struck a chord with consumers looking for one place to find the best online travel information for planning vacations. We will stay focused on adding features to our site and expanding coverage into more countries to meet the needs of consumers who want comprehensive, relevant travel research to make an intelligent travel purchase."

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<https://tripadvisor.mediaroom.com/2003-05-13-Tripadvisor-Is-Fastest-Growing-Travel-Website-Worldwide>