

## **TripAdvisor expands geographies by adding Asia, Africa and the Middle East to its travel research site**

NEEDHAM, MA - July 15, 2004 - TripAdvisor, the leading travel research site, has expanded geographic coverage on its award-winning site (<http://www.tripadvisor.com/>) by adding Asia, Africa and the Middle East to its worldwide travel destinations. Other geographies recently added to the site include South and Central America, Russia and Turkey.

More than 90 new countries have been added in Asia, Africa and the Middle East, including popular destinations such as China, Japan, India, Israel, Jordan, Egypt and South Africa.

Built to address the frustration experienced by travel consumers using traditional web search engines, TripAdvisor's specialized search technology scours the Internet to find only the most relevant travel articles and opinions available on the web. By expanding its international coverage, TripAdvisor is offering consumers access to the most comprehensive, unbiased information available on the web for travel destinations in more than 200 countries worldwide.

"Africa, Asia and the Middle East were the next logical destinations for us to add to our site," said Steve Kaufer, CEO of TripAdvisor. "We want to ensure that TripAdvisor.com covers any popular destination for tourists, and we've added new cities and countries each month based on feedback from our users."

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<https://tripadvisor.mediaroom.com/2004-07-04-TripAdvisor-expands-geographies-by-adding-Asia-Africa-and-the-Middle-East-to-its-travel-research-site>