

## **TripAdvisor Hits the Two Million Mark Leading Travel Information and Recommendation Site Now has Two Million Travel Reviews and Opinions**

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TripAdvisor, Inc., the leading global travel information and advice destination (<http://www.tripadvisor.com/>), today announced it has reached an industry milestone, with two million travel reviews and opinions now posted on the site. The reviews and opinions represent a comprehensive resource for travelers to get the whole truth before planning and going on a vacation, weekend getaway or business trip. TripAdvisor's traveler reviews cover more than 200,000 hotels and attractions worldwide.

"Travelers are looking for information they can really trust and our loyal users are coming back time and time again to share their advice with fellow travelers," said Michele Perry, TripAdvisor spokesperson. "Our real traveler reviews and opinions are increasingly popular because consumers recognize the value of fresh advice from fellow travelers who have been to the place they want to go and can offer an honest account of what to expect."

Since February of 2001, TripAdvisor has enabled real travelers to post honest, timely and unbiased reviews to benefit travelers who are planning a trip. By January 2005, more than one million reviews and opinions had been posted on TripAdvisor. Today, TripAdvisor users have posted two million reviews, effectively doubling its January 2005 advice offering in just five months.

### About TripAdvisor

TripAdvisor.com is the leading global travel information and advice destination, with more than two million unbiased reviews and opinions and covering more than 200,000 hotels and attractions. With more than 13 million unique monthly visitors worldwide, TripAdvisor.com offers easy access to major online travel sites, including Expedia, Orbitz, hotels.com, American Airlines and Travelocity, for the best deals on the Web. TripAdvisor offers travel suppliers a cost-per-click marketing platform, so customers pay only for leads, not impressions, with every campaign. Winner of dozens of awards, including PC Magazine's Top 100 Web Sites and Forbes Best of the Web, TripAdvisor is part of IAC/InterActiveCorp .

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