

TripAdvisor Unveils goLists, A New Way for Travelers to Publish and Reference Their Favorite Lists on Everything Travel

TripAdvisor Inside Travel Wiki and New goLists Add More Web 2.0 Functionality to TripAdvisor; Inside Now Featured on 23,000 Destinations Worldwide

PRNewswire
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TripAdvisor(TM), the largest global travel information and advice destination on the web, today unveiled goLists, (<http://www.tripadvisor.com/golists>) allowing travelers to publish lists on their favorite destinations, attractions, activities, hotels, restaurants and more. TripAdvisor goLists are a unique way for travelers to weigh-in on their best and worst travel experiences, and represents a convenient resource to share and receive insider tips and secrets in an organized and searchable format. TripAdvisor also announced today that its new wiki product, TripAdvisor Inside is now available on all of its 23,000 featured destinations, allowing travelers to create, edit or simply peruse the most comprehensive and freshest travel guidebook information.

With goLists, travelers can also vote on the helpfulness and accuracy of each list, so the most popular lists will be featured more prominently across the site. The new product provides TripAdvisor's online community of more than 20 million* travelers the chance to author their own specific recommendations and itineraries, such as the "Get Up and Go List for the Big Apple Bound" or "London: The Best Free Museums." Many travelers rely heavily on lists to get the most out of their travel dollar -- benefiting from others' experiences with the shortest amount of research time -- making goLists a powerful and convenient reference tool for those planning trips. TripAdvisor goLists help users prioritize and quickly determine the must do's and must don'ts for any destination and provide links to even more subject-relevant TripAdvisor content.

"Building on our enormous foundation of user-generated content, we've introduced two new products in rapid succession to give travelers even more ways to share their expertise," said Steve Kaufer, TripAdvisor CEO. "We're thrilled with the success of our new wiki product, Inside, and goLists is another great tool allowing travelers to share specific information on particular travel topics and contributes to our successful Web 2.0 leadership position."

TripAdvisor(TM) was the second most visited web domain worldwide in the travel category, with more than 20 million unique visitors, during March 2006, according to comScore Media Metrix.

One TripAdvisor Traveler's New York City goList:
Get Up and Go List for the Big Apple Bound

1. Central Park

<http://www.centralparknyc.org/virtualpark/thegreatlawn/loebboathouse>

Central Park -- A must for Springtime visits to New York. A bike ride is a great way to see all of Central Park. Feeling extra adventurous? Ride down Riverside Park for great views of the Hudson. Not into pedal time? Rent a boat at the boat house. Want to really park it? Grab a blanket and frisbee and hit the East Meadow for people watching.

2. NYC Street Fairs

<http://nymag.com/urban/guides/nyonthecheap/shopping/streetfairs.htm>

You can shop in dept. stores when you get home. Hit the streets for some good deals, quirky items, sunshine and novelty shopping.

3. Russian Bath House -- 10th Street

<http://www.russianturkishbaths.com/enter.html>

Springtime showers putting a damper on your weekend? Relax. Seriously, relax at Russian Bath House in the East Village.

4. Maroons

Maroons, New York City, New York

This Jamaican/Southern restaurant always delivers amazing food, great atmosphere and a year-round supply of beautiful people. Reservation recommended, but not required.

5. Blue Smoke

Blue Smoke, New York City, New York

The only place where mixing Jazz and BBQ somehow makes sense. Deviled eggs will make you want to spank yourself, and don't get me started on the chicken. Call for reservation at this citified BBQ.

6. Ferry to Hoboken

<http://www.nywaterway.com/>

You could be like every other tourist and take the ferry to Staten Island, but at the end of the ride, you're in Staten Island. Take the ten min ferry to Hoboken and walk along Washington Street for eats, shops and the occasional festival.

7. Anthony David's -- Hoboken

<http://www.anthonydavids.com/>

Quaint old-timey restaurant offers good food and outside dining on a nice day. Brunch until 3 pm.

8. La Belle Vie

La Belle Vie, New York City, New York

Ready to get your brunch on? No frills french restaurant has outside seating and delivers a yummy brunch with a drink for \$12.95. Want frills? Hit Norma's at the Parker Meridian Hotel.

9. Soy Luck Club

Soy Luck Club, New York City, New York

Just need to recharge with a quick bite? Soy Luck Club has healthy food with a funky vibe. Has loads of mags, so good place to kill time while waiting for someone else. Also great shopping on this little stretch of Greenwich ave.

10. Liberty Helicopter Tours

Liberty Helicopter Tours, New York City, New York

Want a bird's eye view of the city? A little pricey, but worth it on a clear day. There is also The Big Apple Manhattan Helicopter Tour and US Helicopter downtown. Check to see which one suits your schedule and budget. Alright, so this may be my one exception to the list. New Yorker's don't actually spend their weekends flying over the Statue of Liberty, but it really is spectacular, especially if you don't spend a lot of time in choppers.

http://www.tripadvisor.com/UserListDetail-g60763-i820-Get_Up_and_Go_List_for_the_Big_Apple_-New_York_City_New_York.html

About TripAdvisor LLC

TripAdvisor.com(TM) is the largest global travel information and advice destination on the web, with more than 4 million unbiased reviews and opinions and covering 200,000+ hotels and attractions. With more than 20 million unique monthly visitors worldwide (source: comScore Media Metrix, March 2006), TripAdvisor(TM) was the second most visited travel web domain in March, featuring real advice from real travelers and easy access to major online travel sites, including Expedia.com(R), Orbitz, Hotels.com(R) and American Airlines, for great deals. TripAdvisor(TM), which operates sites in the U.S. (<http://www.tripadvisor.com/>) and in the U.K. (<http://www.tripadvisor.co.uk/>) provides travel suppliers a graphical advertising and cost-per-click marketing platform. Winner of dozens of awards, including PC Magazine's Top 100 Web Sites and Forbes Best of the Web, TripAdvisor(TM) is an operating company of Expedia, Inc. .

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According to comScore Media Metrix, the top five worldwide travel domains in March 2006 were Expedia.com, TripAdvisor.com, Orbitz.com, Priceline.com and Travelocity.com.

*According to comScore Media Metrix, March 2006.

SOURCE: TripAdvisor

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