

## **TripAdvisor Wins Both Best Travel Site and Best Community Site in 2006 Webby People's Voice Awards**

### **With 20 Million Monthly Visitors, Voters Confirm TripAdvisor's Worldwide Appeal**

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TripAdvisor(TM), the largest global travel information and advice destination on the web, has been awarded two Webby People's Voice Awards for the best site in the Travel and Community categories. The Webby People's Voice Award winners are determined by the votes of people around the world speaking out for their favorite sites.

"Being the largest source of travel information isn't enough to win a Webby People's Voice Award, it's the high degree of engagement -- drawing our users in to be an integral part of the site -- to participate, not 'spectate,' that sets us apart and makes us the choice of the user community," said Steve Kaufer, TripAdvisor CEO. "The essence of the whole Web 2.0 phenomenon, user-generated content and participation, has been the foundation of TripAdvisor from its beginning."

The community award recognized TripAdvisor as the leader among the broad category of sites creating and facilitating online community, connectedness and/or communication around shared interests. Competitors for the travel category bested by TripAdvisor included online agents for purchasing tickets, hotel rooms, rental cars, vacation packages and other travel services including online travel guides, travel writing, and travel tools.

TripAdvisor recently launched TripAdvisor Inside, a travel wiki covering 23,000 featured destinations, allowing travelers to create, edit or simply peruse the most comprehensive and freshest travel guidebook information. TripAdvisor also launched goLists this week, allowing travelers to publish lists on their favorite destinations, attractions, activities, hotels, restaurants and more.

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.

#### 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

CONTACT: Brian Payea of TripAdvisor LLC, +1-781-444-1113 x388,  
[bpayea@tripadvisor.com](mailto:bpayea@tripadvisor.com)

Web site: <http://www.tripadvisor.com/>

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