

## **TripAdvisor Captures Collective Wisdom of 20 Million Travelers Through Downloadable Guides to World's 25 'Hottest' Summer Destinations**

### **TripAdvisor Reaches Five Million Reviews and Opinions Milestone**

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TripAdvisor(TM), the largest travel community in the world, today launched unique downloadable travel guides for the top 25 summer destinations worldwide, according to tripadvisor.com. The guides feature the best travel advice and insider tips from TripAdvisor's 20 million monthly visitors and offer insights on where to eat, sleep and play for every type of traveler. The summer guides are free, uniquely fresh, and provide easily digestible travel tidbits in a portable, quick-reference format.

In addition to suggesting the best hotels, restaurants and attractions, the guides feature great recommendations on what to pack, how to get around, and where to find the best views. Information for the guides was pulled from the very best of TripAdvisor content, including new site tools such as the travel wiki TripAdvisor Inside(TM), and goLists(TM), featuring top lists on everything related to travel. All 25 summer travel guides, downloadable in PDF file format, can be found at [www.tripadvisor.com/triptips](http://www.tripadvisor.com/triptips).

As an additional benefit to travelers, every time a visitor downloads a guide, they will be entered for a chance to win one of 10 weekly trip giveaways, worth up to \$5,000 each, to one of the top summer destinations. A grand prize drawing at the end of the campaign, in September, will send one lucky winner to Rome and the Amalfi Coast of Italy. Concurrent with the summer guides launch, TripAdvisor is kicking off a national, multi-media branding campaign.

TripAdvisor also today announced it now features more than five million reviews and opinions on its site, up from the two million mark, just one year ago.

"TripAdvisor is taking our fresh and unique online travel advice and information and delivering it to our travelers in a brand new way," said Christine Petersen, senior vice president of marketing at TripAdvisor. "People don't always have the opportunity to bring their laptops on their summer vacations, so the downloadable summer guides will allow travelers to take TripAdvisor on the road with them."

#### Top 25 Summer Destinations According to TripAdvisor:

1. Las Vegas
2. London
3. Orlando
4. Paris
5. San Francisco
6. Chicago
7. New York City
8. Rome
9. Washington D.C.
10. Boston
11. Dominican Republic
12. San Diego
13. Cape Cod & Islands
14. Vancouver
15. Sydney
16. Hong Kong
17. Philadelphia
18. Dublin
19. Miami
20. Playa del Carmen
21. Amalfi Coast
22. Maui

23. Cabo San Lucus
24. Charleston
25. Phuket

#### About TripAdvisor LLC

TripAdvisor.com(TM) is the largest travel community in the world, with more than 5 million unbiased reviews and opinions, covering 220,000+ 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.

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