

New TripAdvisor Distribution Initiative Content Can Now be Easily Published on Other Sites

NEEDHAM, Mass. - March 8, 2007 - TripAdvisor®, the largest travel community in the world, today announced a move to distribute content across the web and beyond beginning with a new automated RSS tool. TripAdvisor's content distribution initiative will push its wealth of insider hotel information to other online venues and media companies.

However they want it, wherever they want it

"TripAdvisor is the largest source of travel information anywhere, and our new distribution initiative sets out to make it the largest source of travel information everywhere," said Christine Petersen, senior vice president of marketing for TripAdvisor. "Consumers today value and seek out the opinions of people like themselves who have already lived the experience they're considering."

In a move to embrace the openness of the web, hoteliers, such as the Affinia Dumont (<http://www.affinia.com/New-York-City-Hotel.aspx?name=Affinia-Dumont&page=Trip-Advisor-Comments>), The Barclay House (http://www.barclayhouse.com/tripadvisor_reviews.html) and Chanters Lodge (<http://www.chanters-livingstone.com/tripadvisor.cfm>) confident in their customer service have already begun publishing TripAdvisor reviews directly on their own hotel web sites. TripAdvisor provides a web page (www.tripadvisor.com/OwnerFeeds) that automatically generates html code, allowing the property to instantly publish TripAdvisor reviews on their own sites.

"We receive exceptional guest feedback every day and we want potential guests to know that we really do stand by our promise to provide customized comfort and superior service," said John Moser, Affinia Hotels' chief marketing officer.

TripAdvisor expands to spread the truth

TripAdvisor has hired Nathan Clapton as director of brand distribution. Based in the company's London office and overseeing distribution efforts for the company with a focus on Europe, Nathan comes to TripAdvisor following six years at Lonely Planet, heading up their business development and other areas.

TripAdvisor content is currently being rolled out throughout Expedia, Inc., TripAdvisor's parent company. The Australian Expedia.com.au™ site and the Canadian Expedia.com.ca site each began providing TripAdvisor destination and attraction content to their visitors earlier this year.

###

<https://tripadvisor.mediaroom.com/2007-03-08-New-TripAdvisor-Distribution-Initiative-UK>