

TripAdvisor Now Features 10 Million Reviews and Opinions World's Largest Travel Community Gets Even Bigger, Doubling Content in 12 Months

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TripAdvisor(R), the world's largest travel community, today announced it now features more than 10 million reviews and opinions, doubling its content in one year. TripAdvisor also announced separately today it has launched a traveler network, for faster and more personal planning.

"TripAdvisor.com had a great growth year," said Stephen Kaufer, CEO of TripAdvisor, "Our depth and breadth of content and community is an incredibly powerful combination, and secures our position as the de facto leader in both user-generated content and community within the travel industry."

About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts more than 24 million monthly visitors (source: comScore Media Metrix, Digital Calculator Report, March 2007) across eight popular travel brands, TripAdvisor(R) sites, bookingbuddy.com (TM), cruisecritic.com(TM), independenttraveler.com(TM), seatguru.com(R), smartertravel.com(TM), travel-library.com(TM) and travelpod.com(TM). TripAdvisor-branded sites make up the largest travel community in the world, with more than 20 million monthly visitors, six million registered members and 10 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover 260,000+ hotels and attractions and operate in the U.S. (<http://www.tripadvisor.com/>), the U.K. (<http://www.tripadvisor.co.uk/>), France (<http://www.tripadvisor.fr/>) and Germany (<http://www.tripadvisor.de/>). TripAdvisor(R) Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor Media Network have won hundreds of awards and accolades from press and industry, worldwide. TripAdvisor and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. .

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SOURCE: TripAdvisor

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