

Tripadvisor Media Center

USA Today Names TripAdvisor Top Travel Milestone

PRNewswire
NEEDHAM, Mass.

TripAdvisor(R), the world's largest travel community, was named one of the "Top 25 Travel Milestones" by USA Today. Picked by the USA Today travel team, the list, which was published in USA Today and on usatoday.com on Monday, August 27, features the top "25 pivotal changes that transformed the way we travel." TripAdvisor was the only company to be singled out as a milestone on the list of 25. Other travel milestones to make the list were online booking, smoke-free flights and rolling suitcases.

USA Today said about TripAdvisor, "Tens of millions of consumers go to voice their views on where to stay and what to do after TripAdvisor created its internet forum in 2000. The website set the standard for user reviews for hotels, restaurants and attractions."

"We are honored to be included in such a distinguished list as TripAdvisor continues to grow and flourish," said Steve Kaufer, founder and CEO of TripAdvisor. "We continue to add more features, such as the traveler network to provide consumers with the most valuable tools and resources for travel planning."

About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts nearly 30 million monthly visitors (source: comScore Media Metrix, Digital Calculator Report, July 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 25 million monthly visitors, five million registered members and 10 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover 270,000+ 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. .

TripAdvisor, TripAdvisor.com, bookingbuddy.com, cruisecritic.com, independenttraveler.com, seatguru.com, smartertravel.com, travel-library.com and travelpod.com are either trademarks or registered trademarks of TripAdvisor, LLC, in the U.S. and/or other countries. Other logos or product and company names mentioned herein may be the trademarks of their respective owners.

First Call Analyst:
FCMN Contact:

SOURCE: TripAdvisor

CONTACT: Consumer, Brooke Ferencsik, +1-781-444-1113, Ext. 275,
brooke@tripadvisor.com or Trade, Business, Brian Payea, +1-781-444-1113, Ext.
388, bpayea@tripadvisor.com, both of TripAdvisor

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

<https://tripadvisor.mediaroom.com/2007-08-29-USA-Today-Names-TripAdvisor-Top-Travel-Milestone>