

## **TRIPADVISOR ARRIVES IN INDIA – ANNOUNCES RESULTS OF FIRST INDIA SURVEY ON “DREAM TRAVEL”**

### **Udaipur Lake Palace Overcomes Ritz Carlton Golf Resort as the Best Dream Hotel**

INDIA – August 21, 2008 – TripAdvisor®, the world's largest travel community that enables people around the world to plan and have the perfect trip, today announced the launch of its local Indian site ([www.tripadvisor.in](http://www.tripadvisor.in)). TripAdvisor India offers localised features, reviews and recommendations that will provide comprehensive travel information to Indian travellers.

"We are very excited to launch TripAdvisor in India, knowing the increasing enthusiasm and participation of Indian travellers," said Marc Charron, managing director, TripAdvisor Europe. "India's diversity and natural beauty has enthralled the world for millennia. TripAdvisor India will not only offer Indian travellers relevant information but also provide a platform to share their travel experiences, both in India and beyond, with the rest of the world."

TripAdvisor India also announced the results of its first India survey on the theme of "Dream Travel." According to the survey, completed by 1,500 netizens across India, a visit to the Swiss Alps remains the ultimate dream holiday for Indians, followed by the Maldives beaches, an Alaskan cruise and an African safari.

Lake Palace, Udaipur, was voted the best dream hotel in the world, followed by Ananda Spa and Ritz Carlton Golf resort, Naples. In other interesting results, Katrina Kaif emerged as the most preferred female celebrity companion for the dream vacation. Katrina overshadowed Angelina Jolie, Deepika Padukone and Priyanka Chopra to clinch the title. Among male celebrities, George Clooney emerged victorious followed by Hrithik Roshan, Brad Pitt and John Abraham.

TripAdvisor is the largest travel community in the world, with more than 24 million unique monthly visitors, more than six million registered users and 15 million+ unbiased reviews and opinions. The backbone of TripAdvisor is enabling users to plan the perfect trip by providing real advice from real people.

"The passion and zeal of our members has made TripAdvisor a trustworthy and comprehensive source of travel information for millions across the globe," said Sharat Dhall, managing director, TripAdvisor India. "We are focused on expanding our Indian community and building a platform that will empower Indian travellers to plan their perfect trip."

Features like photos, videos, maps and traveller articles make it easier for travellers to be a part of this community and share their recommendations with the rest of the world. In addition to these features, TripAdvisor India sports relevant information for India including top 10 lists of hotels, destinations, raves & rants and much more.

TripAdvisor has existing partnerships with several online travel agencies, hotels, and airlines across the world. In India, TripAdvisor has recently entered into a partnership with Cleartrip. Cleartrip will display TripAdvisor ratings and reviews for hotels in India and 140 countries.

---

<https://tripadvisor.mediaroom.com/2008-08-21-TRIPADVISOR-ARRIVES-IN-INDIA-ANNOUNCES-RESULTS-OF-FIRST-INDIA-SURVEY-ON-DREAM-TRAVEL>