

TripAdvisor Arrives in India Empowering People to Plan Their Perfect Trip Based on Real Advice from Travellers

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). TripAdvisor India offers localised features, reviews and recommendations, providing 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 is the largest travel community in the world, with more than 24 million unique monthly visitors, more than six million registered members and 15 million+ unbiased reviews and opinions. The backbone of TripAdvisor is the ability to enable its 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."

With valuable traveller advice on over 33,000 cities, 230,000 hotels and 76,000 attractions – Indian users can now make informed choices about their holiday plans. 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 also provides easy access to leading travel suppliers, such as online travel agencies, hotels, restaurants, and airlines. In India, TripAdvisor has forged partnerships with leading online travel agencies such as Yatra, Travelguru and Cleartrip. TripAdvisor has recently entered into a content syndication partnership with Cleartrip, wherein Cleartrip will display TripAdvisor ratings and reviews for hotels in India and 140 countries. TripAdvisor.in will offer prospective partners effective cost-per-click and graphical ad marketing platforms for reaching a highly targeted and valuable audience.

<https://tripadvisor.mediaroom.com/2008-08-21-TripAdvisor-Arrives-in-India>