

## **TripAdvisor Unveils New iPhone App to Give Consumers Trusted Travel Advice On The Go**

### **Free TripAdvisor iPhone Application Empowers Travelers to Research Flights, Hotels, Restaurants and Attractions in 13 World Languages**

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TripAdvisor®, the world's most popular and largest travel community, today announced the launch of the new TripAdvisor iPhone® application, available today on Apple's App Store(SM). The free application allows travelers to search for popular hotels, restaurants and attractions, as well as find the cheapest airfares available. The application is available in 13 different languages, giving travelers around the globe a localized TripAdvisor experience.

To view the multimedia assets associated with this release, please click:<http://multivu.prnewswire.com/mnr/tripadvisor/42917/>

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"Our iPhone app gives people in 20 countries and 13 languages a new way to access the more than 35 million traveler reviews and opinions available on TripAdvisor," said Steve Kaufer, founder and CEO of TripAdvisor. "Now, travelers can find a great hotel, restaurant or attraction and book a cheap flight whether they're at home or on the go."

The new TripAdvisor iPhone application, which replaces Local Picks® in the App Store, uses the iPhone's GPS capabilities to allow travelers to search for nearby hotels, restaurants and attractions. With the tap of a finger, users may sort by rating, distance and price. Travelers can also send in reviews while they're on the road and their experiences are still fresh.

Additionally, travelers can use TripAdvisor Flights, the site's flight search engine, to find the cheapest airfares using their iPhone. They can shop a comprehensive selection of flight choices across the most popular online travel agencies and airlines.

TripAdvisor's free application is available to iPhone and iPod touch® users in 20 countries across North America, Europe, South America and the Asia-Pacific region beginning today on the App Store.

#### About TripAdvisor Media Network

TripAdvisor® Media Network, operated by TripAdvisor, LLC, attracts 46 million monthly visitors\* across 15 popular travel brands: TripAdvisor®, [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.frequentflyer.com](http://www.frequentflyer.com), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.onetime.com](http://www.onetime.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com) and [www.virtualtourist.com](http://www.virtualtourist.com). TripAdvisor-branded sites make up the largest travel community in the world, with more than 34 million monthly visitors\*, 15 million registered members and 35 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover more than one million destinations, hotels, restaurants and attractions and operate in the U.S. (<http://www.tripadvisor.com/>), the U.K. (<http://www.tripadvisor.co.uk/>), Ireland (<http://www.tripadvisor.ie/>), France (<http://www.tripadvisor.fr/>), Germany (<http://www.tripadvisor.de/>), Italy (<http://www.tripadvisor.it/>), Spain (<http://www.tripadvisor.es/>), India (<http://www.tripadvisor.in/>), Japan (<http://www.tripadvisor.jp/>), Portugal and Brazil (<http://www.tripadvisor.com.br/>), Sweden (<http://www.tripadvisor.se/>), The Netherlands (<http://nl.tripadvisor.com/>), Canada (<http://www.tripadvisor.ca/>), Denmark (<http://www.tripadvisor.dk/>), Turkey (<http://www.tripadvisor.com.tr/>), Mexico (<http://www.tripadvisor.com.mx/>), Norway (<http://no.tripadvisor.com/>), Poland (<http://pl.tripadvisor.com/>) and Australia (<http://www.tripadvisor.com.au/>). TripAdvisor also operates in China under the brand [daodao.com](http://www.daodao.com/) and [Kuxun.cn](http://www.kuxun.cn/). TripAdvisor® 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: comScore Media Metrix, Worldwide, March 2010

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