

## **TripAdvisor Becomes the First Travel Brand to Break the 40 Million Unique Monthly Visitors Barrier**

### **Traffic to World's Largest Travel Site Up 60 Percent From Beginning of Year**

PR Newswire  
NEWTON

NEWTON, Mass., Sept. 22 /PRNewswire/ -- TripAdvisor®, already the world's largest travel site\*, celebrates becoming the first travel brand to have more than 40 million unique visitors in one month.

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TripAdvisor has experienced tremendous growth in site traffic, with more than 40 million unique monthly visitors, according to comScore Media Metrix July worldwide numbers for TripAdvisor sites, up 60 percent from the beginning of the year. TripAdvisor additionally features 20 million registered members, up from 15 million in January 2010.

TripAdvisor is now available in 14 languages, across 23 countries worldwide. In 2010 alone, TripAdvisor has launched new websites in eight markets globally, including Turkey, Denmark, Mexico, Poland, Norway, Australia, Singapore and Thailand.

"We are excited that TripAdvisor continues our aggressive growth globally, to help new audiences around the world plan and experience the perfect trip," said Steve Kaufer, founder and CEO of TripAdvisor. "We have always believed that user generated content would greatly benefit the travel community and are delighted that this belief has been demonstrated with the site becoming the first in the travel arena to break the 40 million monthly user barrier. The tremendous reception of our site, created by travelers for travelers, underscores the universal appeal of TripAdvisor as the go-to source for travel reviews and planning."

#### *About TripAdvisor*

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features (including Flights search, TripAdvisor Mobile and TripAdvisor Trip Friends) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts nearly 50 million unique monthly visitors\*\* across 18 popular travel brands: [www.tripadvisor.com](http://www.tripadvisor.com), [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.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [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.sniqueaway.com](http://www.sniqueaway.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com), [www.virtualtourist.com](http://www.virtualtourist.com) and [www.kuxun.cn](http://www.kuxun.cn). TripAdvisor-branded sites make up the largest travel community in the world, with more than 40 million unique monthly visitors\*, 20 million members, and over 35 million reviews and opinions. The sites operate in 23 countries worldwide, including China under daodao.com (<http://www.daodao.com>). TripAdvisor also operates TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors. The division includes Business Listings, which allows hoteliers to connect directly to millions of researching travelers, and Vacation Rentals, which helps property managers and individual home owners list their properties and showcase hotel alternatives.

TripAdvisor and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc. (Nasdaq: EXPE).

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\*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, July 2010

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