

## **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**

**LONDON, UK. – September 23, 2010** – 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.

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 - 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.”

To put TripAdvisor's popularity into context for the UK market, the TripAdvisor.co.uk site on its own boasts 4.5 million unique visitors per month. That's more than Expedia.co.uk (3.4mm), HSBC.co.uk (4.1mm), and on a par with BT.com (4.5mm)\*.

“The tremendous reception of our site, created by travellers for travellers, underscores the universal appeal of TripAdvisor as the go-to source for travel reviews and planning,” concluded Kaufer.

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<https://tripadvisor.mediaroom.com/2010-09-23-TRIPADVISOR-BECOMES-THE-FIRST-TRAVEL-BRAND-TO-BREAK-THE-40-MILLION-UNIQUE-MONTHLY-VISITORS-BARRIER>