

## **TRIPADVISOR ACHIEVES MAJOR PARTNERSHIP MILESTONE**

### **More Than 150 MM People View TripAdvisor Content on Third-Party Sites Each Month**

**London, UK : 1 June 2011** – TripAdvisor®, the world’s largest travel site\*, today announced that more than 150 million people view TripAdvisor ratings, reviews and opinions on sites other than TripAdvisor each month, as hundreds of marquee brands around the world, including easyJet, Eurostar, and Expedia, have partnered with the company to display TripAdvisor content on their sites.

“TripAdvisor continues to grow the number of top brands who are actively partnering with us to display TripAdvisor content online,” said Christine Petersen, president of TripAdvisor for Business. “When consumers visit the sites of airlines, rail services and online travel agencies, they get the added reassurance that they are making a sound purchasing decision that only trusted reviews and opinions from TripAdvisor can bring. For this reason, partnering with us makes perfect business sense.”

To date, more than 250 companies have entered into an agreement to feature TripAdvisor content, including destination marketing organisations (DMOs), airlines, hotel chains and online travel agencies as a growing number of businesses and organisations seek to enhance their offerings with user-generated content.

TripAdvisor has also seen an increase in the number of third-party sites hosting TripAdvisor widgets, as more than 30,000 unique domains currently feature TripAdvisor badges, such as the popular Recommended On, Bravo! and the What’s Nearby? widget. These widgets and more are available on the TripAdvisor Owners Centre.

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