

TRIPADVISOR HITS 50 MILLION UNIQUE MONTHLY VISITORS Six Times the Population of Greater London Now Visits the World's Largest Travel Site

London, UK — 19 September, 2011 —TripAdvisor®, already the world's largest travel site*, today announced that it is the first stand-alone travel brand to reach the milestone of 50 million unique monthly visitors, according to worldwide traffic data from comScore. Based on comScore data, TripAdvisor has experienced a 22 percent increase in traffic year-over-year from July 2010 to July 2011. TripAdvisor has also seen tremendous growth internationally with sites now available in 30 countries.

The milestone means TripAdvisor-branded websites receive more traffic worldwide than the websites of the world's ten largest airlines by passengers carried combined**. TripAdvisor.co.uk is now the largest stand-alone travel website in the UK according to comScore. It is also 25% bigger than Booking.com in the UK market***.

Over the past 11 years, TripAdvisor has established itself as the world's most popular destination for travel planning. At its heart, TripAdvisor offers travellers more than 50 million reviews and opinions of hotels, restaurants and attractions. In addition, TripAdvisor is a vast resource for candid traveller photos, with over seven million photos of hotels, restaurants and attractions from around the world.

Always looking for ways to help travellers get the most of out of their travel experience, TripAdvisor now features more than half a million 'Room Tips,' a feature launched in March that gives travellers advice on getting the best possible room in a particular hotel. Travellers can also easily access member profiles and review histories, providing a wealth of content and information so they can make an educated decision, based on the opinions of many, before choosing somewhere that is right for them.

Among its other benefits, TripAdvisor also offers an award-winning flight meta-search engine, vacation rental listings from around the globe, bustling travel forums, and a suite of mobile apps available for the iPhone, Android, Nokia, Palm and Windows Phone 7 smartphones and the iPad.

"We're grateful for our active and loyal user base, which is now more than 50 million travellers strong worldwide," said Steve Kaufer, founder and CEO of TripAdvisor. "It's a testament to our continued belief in the value and usefulness of user generated content and TripAdvisor being the go-to source of information when planning a trip."

According to a recent PhoCusWright study commissioned by TripAdvisor, 98 percent of respondents said they have found TripAdvisor hotel reviews to be accurate of the actual experience, with 69 percent stating the reviews to be highly or extremely accurate. TripAdvisor also recently announced another exciting milestone, reaching 50 million reviews and opinions contributed by travellers around the globe.

To learn more about some of the world's top TripAdvisor contributors, visit http://www.tripadvisor.co.uk/TAOffer-a_wid.TopReviewersLander.

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** According to comScore Media Metrix, Worldwide, July 2011

*** *Comparison of July 2011 comScore traffic data for UK visitors to TripAdvisor Sites versus Booking.com Europe*

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