

## **TripAdvisor Unveils The Ultimate Travel Photo Wall Travellers Invited to Vote for Their Favorite Photos For a Chance to Win a Pair of Tickets Each Week on Turkish Airlines**

22 October, 2013 - [TripAdvisor®](#), the world's largest travel site\*, announces the launch of its Ultimate Travel Photo Wall, an eight-week campaign showcasing a collection of inspiring TripAdvisor traveller photos that highlight the trip experiences of contributors across the globe.

From 22 October to 17 December, visitors to TripAdvisor can vote for their favorite traveller photos and are also encouraged to share their personal travel experiences by uploading photos of their own. TripAdvisor has partnered with Turkish Airlines, recently designated by the Skytrax 2013 World Airline Awards as "Europe's Best Airline," to give away a pair of roundtrip tickets each week of the campaign to any destination Turkish Airlines serves. TripAdvisor visitors may vote daily for a new chance to win each week.

TripAdvisor has selected some of the most impressive images from the more than 14 million candid traveller photos uploaded to the site, and sorted them into eight unique categories reflecting popular photo themes. Once travellers vote on their favorite photos, they can share them with friends and followers on social channels.

### **Ultimate Travel Photo Wall Categories**

- Bright and Bold
- Crazy Adventurous
- Fabulous Family
- Majestic
- Most Romantic
- Paradise Found
- Selfie
- Über Exotic

"With millions of spectacular traveller photos on TripAdvisor, we're delighted to showcase these popular snapshots of memorable travel moments from our passionate community," said Barbara Messing, chief marketing officer at TripAdvisor. "Photos uniquely allow us to relive some of our favorite travel memories and we hope these images inspire travellers to plan their next perfect trip."

To view the Ultimate Travel Photo Wall and vote, go to <http://www.tripadvisor.co.uk/PhotoWall>.

### **Eligibility:**

No purchase necessary. Open to legal residents of the 50 United States including the District of Columbia; Canada, Denmark, Egypt, France, Germany, Greece, India, Indonesia, Ireland, Japan, Malaysia, Mexico, Norway, The Netherlands, United Kingdom, South Korea, and Thailand, who are 18 years of age or older. Void where prohibited. Promotion ends December 17, 2013. For official rules, prize descriptions and full details, visit <http://tripadvisor.promo.eprize.co.uk/turkishairlines/public/fulfillment/rules.pdf>.

If resident of Canada or Malaysia, mathematical skill-testing question must be correctly answered to win. A total of eight grand prizes (approximate retail value from \$4,000 USD) are available for win. Promoter: Türk Hava Yolları A.O. – Turkish Airlines, Inc., Genel Mudurluk Binasi, Ataturk Havalimani, 34149 Yesilkoy, Istanbul, Turkey.

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