

TripAdvisor Launches Local Domain Website In New Zealand

World's largest travel site accelerates global growth in 2014 to deliver travellers more localised experiences

TripAdvisor®, the world's largest travel site,* today announced the launch of a new local domain website in [New Zealand](#). Travellers in New Zealand can now access traveller reviews and ratings on a localised TripAdvisor website, providing them with more relevant content to help them more effectively research and plan their travel, as well as contribute reviews and opinions of their own.

“We are excited to offer travellers in New Zealand their own version of TripAdvisor, providing them access to more localised content on the site,” said Barbara Messing, CMO TripAdvisor. “New Zealand is an important market for TripAdvisor. Not only is New Zealand a top tourist destination in its own right, New Zealanders are also avid travellers and we see a great opportunity to service their travel planning needs.”

Last month, TripAdvisor launched local sites in South Africa and the Philippines. The expansion of TripAdvisor into new markets demonstrates the company's continued focus on robust international growth, delivering more localised experience to travellers around the world. In the latter half of 2013, TripAdvisor launched local domains in Argentina, Peru, Chile and Colombia. TripAdvisor currently operates in 37 countries with plans to expand its footprint into new markets throughout the year.

With more than 260 million unique monthly global visitors**, TripAdvisor offers travellers unparalleled access to 150 million reviews and opinions of hotels, restaurants and attractions around the world. Travellers using TripAdvisor for their travel planning and research also have access to over 19 million candid photos taken by real travellers and travel planning tools such as hotel price comparison and flight searches.

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<https://tripadvisor.mediaroom.com/2014-03-19-TRIPADVISOR-LAUNCHES-LOCAL-DOMAIN-WEBSITE-IN-NEW-ZEALAND>