

## TripAdvisor Launches Neighborhoods Feature to Help Travelers Explore World Cities

**NEWTON, Mass., February 26, 2015** – [TripAdvisor®](#), the world's largest travel site\*, today announced the launch of its "Neighborhoods" feature to help TripAdvisor users discover and explore neighborhoods within popular tourist destinations around the world, making it easier to find restaurants, attractions and accommodations that are perfect for their trip.

The feature is currently available for Barcelona, Berlin, Dubai, Hong Kong, London, Los Angeles, Madrid, New York City, Paris, Prague, Rome, San Francisco, Singapore and Tokyo with plans to launch in additional cities in the future.

"TripAdvisor's new Neighborhoods feature combines millions of traveler insights along with curated content to help travelers explore the distinctive parts of some of the world's most traveled cities," said Adam Medros, senior vice president, global product, TripAdvisor. "Big city neighborhoods often feel like cities unto themselves—and our Neighborhoods feature gives travelers a powerful tool to discover all of the unique spots these popular cities have to offer."

When travelers visit select popular tourist destination pages with the Neighborhoods feature on the TripAdvisor desktop site or mobile app (iPhone and Android), they will be able to view descriptions and attributes of each city's primary neighborhoods, as well as a map displaying the neighborhoods' locations within the city. Travelers can then select a neighborhood to explore the area in greater detail by viewing photos and reading candid traveler reviews about the best hotels, restaurants and attractions.

The feature also allows travelers to:

- Quickly identify what neighborhood they are in with a "You are here!" flag on the mobile app
- Filter restaurants, attractions and accommodations by neighborhood
- Find out what neighborhood an accommodation, restaurant or attraction is in when looking at its TripAdvisor listing

The Neighborhoods feature is currently available on English-language TripAdvisor sites and all languages supported in the mobile apps. The new feature incorporates content from TripAdvisor, Inc. media brands Tripbod and Oyster.

### About TripAdvisor

TripAdvisor® is the world's largest travel site\*, enabling travelers to plan and book the perfect trip. TripAdvisor offers trusted advice from travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 315 million unique monthly visitors\*\*, and more than 200 million reviews and opinions covering more than 4.5 million accommodations, restaurants and attractions. The sites operate in 45 countries worldwide, including China under [daodao.com](#). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 24 other travel media brands: [www.airfarewatchdog.com](#), [www.bookingbuddy.com](#), [www.cruisecritic.com](#), [www.everytrail.com](#), [www.familyvacationcritic.com](#), [www.flipkey.com](#), [www.thefork.com](#) (inc

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, December 2014

\*\*Source: Google Analytics, average monthly unique users, Q3 2014; does not include traffic to [daodao.com](#)