

TripAdvisor Achieves Major Partnership Milestone

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

NEWTON, Mass., June 1, 2011 /PRNewswire/ -- 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 [American Airlines](#), [Amtrak](#) and [Expedia](#), have partnered with the company to display TripAdvisor content on their sites.

(Logo: <http://photos.prnewswire.com/prnh/20080902/TRIPADVISORLOGO>)

"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 Organizations (DMOs), airlines, hotel chains and online travel agencies, as a growing number of businesses and organizations 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' Center](#).

About TripAdvisor

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features (including Flights search, TripAdvisor Mobile and TripAdvisor Trip Friends) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 50 million unique monthly visitors* across 18 popular travel brands**. TripAdvisor-branded sites make up the largest travel community in the world, with more than 40 million unique monthly visitors***, 20 million members, and over 45 million reviews and opinions. The sites operate in 29 countries worldwide****, including China under daodao.com. TripAdvisor also operates TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors. The division includes Business Listings, which allows hoteliers to connect directly to millions of researching travelers, and Vacation Rentals, which helps property managers and individual home owners list their properties and showcase hotel alternatives.

TripAdvisor Media Group websites have been recognized as top travel resources in 2010 by Conde Nast Traveller, Good Housekeeping, TIME magazine and Travel + Leisure.

TripAdvisor Media Group generated \$486 million in revenue in 2010. TripAdvisor and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc. (NASDAQ: EXPE).

TripAdvisor and the TripAdvisor logo are trademarks or registered trademarks of TripAdvisor LLC in the U.S. and/or other countries. Other logos or product and company names mentioned herein may be the property of their respective owners.

©2011 TripAdvisor LLC. All rights reserved.

*Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, August 2010

** In addition to TripAdvisor, The TripAdvisor Media Group of websites includes: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.sniqueaway.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com, www.virtualtourist.com and www.kuxun.cn.

***Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, August 2010

**** TripAdvisor sites operate in 29 countries worldwide: www.tripadvisor.com, www.tripadvisor.co.uk, www.tripadvisor.ca, www.tripadvisor.it, www.tripadvisor.es, www.tripadvisor.de, www.tripadvisor.fr, www.tripadvisor.jp, www.daodao.com, www.tripadvisor.in, www.tripadvisor.se, www.tripadvisor.nl, www.tripadvisor.com.br, www.tripadvisor.com.tr, www.tripadvisor.dk, www.tripadvisor.com.mx, www.tripadvisor.ie, www.tripadvisor.com.au, www.tripadvisor.com.sg, www.tripadvisor.co.kr, no.tripadvisor.com, pl.tripadvisor.com, th.tripadvisor.com, www.tripadvisor.ru, www.tripadvisor.com.gr, www.tripadvisor.co.id, www.tripadvisor.com.ar, www.tripadvisor.tw and www.tripadvisor.com.my.

SOURCE TripAdvisor