

TripAdvisor Launches Free Mobile City Guides for Android

Free Apps on 20 Popular World Cities Include Traveler Reviews and Opinions of Hotels, Restaurants, Attractions and Interactive Walking Tours TripAdvisor Apps Hit 10 Million Downloads

NEWTON, Mass., Oct. 11, 2011 /PRNewswire/ -- [TripAdvisor®](#), the world's largest travel site*, today announced the launch of free Mobile City Guides for Android. The new apps, currently available for 20 popular world cities, offer convenient smartphone access to a wealth of detailed destination information including traveler reviews on hotels, restaurants and attractions, as well as suggested itineraries and offline-accessible interactive walking tours.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/49246-tripadvisor-launches-free-mobile-city-guides-for-android>

(Photo: <http://photos.prnewswire.com/prnh/20111011/MM82462>)

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

The Mobile City Guide apps are automatically synced with the freshest TripAdvisor content available so users can access the latest traveler reviews and opinions on the go. Additionally, the Mobile City Guides offer walking tours and insider tips that can be viewed on the app without a data connection, including in-depth information on neighborhoods, history, culture, architecture, weather and transportation. Access to offline information is particularly useful for travelers abroad, who can download the apps before they go, sparing them from expensive roaming charges.

The Mobile City Guides' interactive walking tours and suggested itineraries offer detailed city insights from TripAdvisor travelers as well as professional writers, publishers and destination marketing organizations. For example, in Florence, a traveler can follow the best way to see artisan workshops of the historic Oltrarno Quarter, according to a local TripAdvisor Destination Expert, complete with a map, photos, tips and suggestions.

TripAdvisor Mobile City Guide apps are currently available for the following destinations: Amsterdam, Barcelona, Beijing, Berlin, Boston, Chicago, Florence, Hong Kong, Hawaii, Las Vegas, London, Los Angeles, New York City, Orlando, Paris, Rome, San Francisco, Sydney, Tokyo, and Washington D.C.

"We think travelers are going to love the comprehensive information our free Mobile City Guides provide in popular world cities," said Adam Medros, vice president of global product at TripAdvisor. "A tremendous complement to our popular TripAdvisor site app, these guides offer even more city detail, including itineraries and interactive walking tours."

The Mobile City Guides are available for free in the Android Market. Travelers can also download the free TripAdvisor app, which recently hit 10 million app downloads across all platforms.

More information about the TripAdvisor mobile offerings can be found at www.tripadvisor.com/mobile.

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 Instant Personalization) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 65 million unique monthly visitors* across 19 popular travel brands**. TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors***, 20 million members, and over 50 million reviews and opinions. The sites operate in 30 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 Condé 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).

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*Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, August 2011

** 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, www.whereivebeen.com, and www.kuxun.cn.

***Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, August 2011

**** TripAdvisor sites operate in 30 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, www.tripadvisor.com.my, and www.tripadvisor.com.eg.

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