

TripAdvisor Grows and Grows and Grows

Now 45MM Reviews and Opinions, with 23 New Contributions Every Minute Now Operating in 29 Countries in 20 Languages

NEWTON, Mass., April 12, 2011 /PRNewswire/ -- Eleven years ago, in February 2000, Co-Founder and CEO Stephen Kaufer started TripAdvisor® with the ambition of creating a site to help travelers plan and have the perfect trip, with reviews written by and for real travelers. TripAdvisor, today the world's largest travel website*, now has 45 million reviews and opinions, with 23 new contributions posted every minute. Five million reviews and opinions have been added since October 2010.

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

To coincide with the growth in content, TripAdvisor has expanded its global reach. Since the beginning of 2010, sites have launched in Argentina, Greece, Indonesia, Russia, Korea, Singapore, Thailand, Australia, Norway, Poland, Taiwan and -- most recently -- Malaysia. TripAdvisor now operates in 29 countries and is available in 20 languages.

"TripAdvisor continues to experience remarkable growth because travelers the world over find exactly what they're looking for on the site: a wealth of travel-planning tools and the reviews and opinions of millions of other travelers, including their own friends," said Kaufer. "Since our launch over a decade ago, we have expanded not only our travel-planning features to include Flights, Vacation Rentals, Attractions, and so on, but we have also expanded our global reach. We're now in nearly 30 countries."

Milestones in the history of TripAdvisor:

- November 2000: www.tripadvisor.com goes live
- March 2002: The site is profitable
- April 2004: Sold to IAC
- August 2005: part of Expedia, Inc.
- January 2005: The first hurdle of a million reviews and opinions is achieved.
- April 2008: 15 million reviews and opinions
- July 2009: 25 million reviews and opinions
- May 2010: 35 million reviews and opinions
- August 2010: TripAdvisor becomes the first travel site to have more than 40 million monthly users* to become the world's largest travel site.
- October 2010: 40 million reviews and opinions
- 2010: TripAdvisor launches 10 new sites around the world
- March 2011: 45 million reviews and opinions covering:
 1. 85,000+ destinations
 2. 474,000+ hotels
 3. 100,000+ vacation rentals
 4. 135,000+ attractions
 5. 675,000+ restaurants
 6. With 6,000,000+ candid traveler photos

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 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 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 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.