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TripAdvisor Unveils The Ultimate Travel Photo Wall

Travelers Invited to Vote for Their Favorite Photos For a Chance to Win a Pair of Tickets Each Week on Turkish Airlines

NEWTON, Mass., Oct. 22, 2013 /PRNewswire/ -- [TripAdvisor®](#), the world's largest travel site*, today announced the launch of its Ultimate Travel Photo Wall, an eight-week campaign showcasing a collection of inspiring TripAdvisor traveler photos that highlight the trip experiences of contributors across the globe.

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

From October 22 through December 17, visitors to TripAdvisor can vote for their favorite traveler photos and are also encouraged to share their personal travel experiences by uploading photos of their own. TripAdvisor has partnered with Turkish Airlines, recently designated by the Skytrax 2013 World Airline Awards as "Europe's Best Airline," to give away a pair of roundtrip tickets each week of the campaign to any destination Turkish Airlines serves. TripAdvisor visitors may vote daily for a new chance to win each week.

TripAdvisor has selected some of the most impressive images from the more than 14 million candid traveler photos uploaded to the site, and sorted them into eight unique categories reflecting popular photo themes. Once travelers vote on their favorite photos, they can share them with friends and followers on social channels.

Ultimate Travel Photo Wall Categories

- Bright and Bold
- Crazy Adventurous
- Fabulous Family
- Majestic
- Most Romantic
- Paradise Found
- Selfie
- Uber Exotic

"With millions of spectacular traveler photos on TripAdvisor, we're delighted to showcase these popular snapshots of memorable travel moments from our passionate community," said Barbara Messing, chief marketing officer at TripAdvisor. "Photos uniquely allow us to relive some of our favorite travel memories and we hope these images inspire travelers to plan their next perfect trip."

To view the Ultimate Travel Photo Wall and vote, go to www.tripadvisor.com/PhotoWall.

Eligibility:

No purchase necessary. Open to legal residents of the 50 United States including the District of Columbia; Canada, Denmark, Egypt, France, Germany, Greece, India, Indonesia, Ireland, Japan, Malaysia, Mexico, Norway, The Netherlands, United Kingdom, South Korea, and Thailand, who are 18 years of age or older. Void where prohibited. Promotion ends December 17, 2013. For official rules, prize descriptions and full details, visit <http://tripadvisor.promo.eprize.com/turkishairlines/public/fulfillment/rules.pdf>.

If resident of Canada or Malaysia, mathematical skill-testing question must be correctly answered to win. A total of eight grand prizes (approximate retail value from \$4,000 USD) are available for win. Promoter: Turk Hava Yolları A.O. — Turkish Airlines, Inc., Genel Mudurluk Binasi, Ataturk Havalimani, 34149 Yesilkoy, Istanbul, Turkey.

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 with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 260 million unique monthly visitors**, and more than 125 million reviews and opinions covering more than 3.1 million accommodations, restaurants, and

attractions. The sites operate in 34 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 21 other travel media brands: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.travelpod.com, www.virtualltourist.com, www.whereivebeen.com, and www.kuxun.cn.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, June 2013

**Source: Google Analytics, worldwide data, July 2013

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About Turkish Airlines:

Established in 1933 with a fleet of only five airplanes, Star Alliance member Turkish Airlines is today a four-star airline with a fleet of 233 aircraft (passenger and cargo) flying to 239 cities around the world, comprised of 42 domestic and 197 international destinations. One of the fastest growing airline companies, it has received several "Passengers Choice Awards" from the consumer ranking group Skytrax. Based on 2013 results, Turkish Airlines has been chosen "Best Airline in Europe" for the third year running and continued to be "Best Airline in Southern Europe" for the fifth consecutive year. Having the designation of "World's Best Economy Class On-board Catering" in 2010, Turkish Airlines has been also awarded "Best Business Class Catering" in 2013 Skytrax World Airline Awards. For more information about Turkish Airlines, please visit www.turkishairlines.com.

About Star Alliance:

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer worldwide reach, recognition, and seamless service to the international traveler. Its acceptance by the market has been recognized by numerous awards, including the Air Transport World Market Leadership Award and Best Airline Alliance by both Business Traveller Magazine and Skytrax. The member airlines are Adria Airways, Aegean Airlines, Air Canada, Air China, Air New Zealand, ANA, Asiana Airlines, Austrian, Avianca, Brussels Airlines, Copa Airlines, Croatia Airlines, EGYPTAIR, Ethiopian Airlines, EVA Air, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shenzhen Airlines, Singapore Airlines, South African Airways, SWISS, TAM Airlines, TAP Portugal, Turkish Airlines, THAI, United, and US Airways. Overall, the Star Alliance network offers more than 21,900 daily flights to 1,328 airports in 195 countries.

SOURCE TripAdvisor

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