



July 26, 2012

TripAdvisor Hits 75 Million Reviews And Opinions Milestone

World's Largest Travel Site's Content Increases 50 Percent in the Past Year Community Also Grows with 32 Million Marketable Members Worldwide

NEWTON, Mass., July 26, 2012 /PRNewswire/ -- [TripAdvisor](#)[®], the world's largest travel site*, announced that it now features more than 75 million travel reviews and opinions, up from 50 million one year ago. A testament to the site's enduring usefulness and freshness of content, the company also reports remarkable growth in other key areas:

- More members: The TripAdvisor community has skyrocketed to 32 million marketable members worldwide, up from 20 million one year ago.
- More contributions: Fifty contributions are posted to the site per minute, up from 25 one year ago.
- More photos: The site now carries over 11 million user-submitted images, an increase of four million in one year.
- More visitors: 56 million people* now use TripAdvisor each month, making it the largest travel site in the world.
- More businesses: Over 610,000 hotels, 880,000 restaurants and 200,000 attractions are represented, 50 percent more total properties than were listed one year ago.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/49274-tripadvisor-hits-75-million-reviews-and-opinions-milestone>

(Logo: <http://photos.prnewswire.com/prnh/20120726/MM45109LOGO>)

"By reaching 75 million reviews and opinions on over one and a half million businesses, TripAdvisor content is even more comprehensive and current for travelers who rely on the site for travel planning," said Barbara Messing, chief marketing officer for TripAdvisor. "We remain grateful to our passionate community of travelers around the world whose insights have helped to make the site the invaluable tool that it is today."

Additional Fun Content Facts:

- It would take 1,671 years to spend a night in each of the 610,000 hotels on TripAdvisor.
- 5.7 billion is the total word count of all TripAdvisor reviews and opinions, with the longest totaling 9,166 words.
- The community has bestowed 30 million helpful votes to their peers for outstanding reviews.

For more information or to view an infographic that captures the growing content and community on TripAdvisor, please visit http://www.tripadvisor.com/InfoCenter-a_ctr.75millionUS.

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 56 million unique monthly visitors*, and over 75 million reviews and opinions. The sites operate in 30 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 19 other travel media brands, and together the sites attract more than 69 million unique monthly visitors.** TripAdvisor Inc.'s travel media brands include [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.tingo.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, May 2012

**Source: comScore Media Metrix for TripAdvisor Inc. and its subsidiaries, Worldwide, May 2012

©2012 TripAdvisor, Inc. All rights reserved.

SOURCE TripAdvisor

SOURCE TripAdvisor

News Provided by Acquire Media