

Fodor's and TripAdvisor Announce Partnership: Two of the Biggest Names in Travel Align To Expand Trip Planning Access

Fodor's, one of the most trusted brands for curated travel recommendations and TripAdvisor, the world's largest travel site for real traveler feedback, announce a collaboration giving travelers never-before access to the best in both professional and community-generated advice and reviews from each of their hallmark websites and guidebooks.

New York, NY/ Boston, MA (PRWEB) Sept. 20, 2011 -- [Fodor's](#), one of the most trusted brands for curated travel recommendations and [TripAdvisor](#), the world's largest travel site for real traveler feedback, announce a collaboration giving travelers never-before access to the best in both professional and community-generated advice and reviews from each of their hallmark websites and guidebooks.

"As travel experts we know that the single most important decision a traveler makes is where to stay and that the average traveler does a significant amount of research online before booking," said Arabella Bowen, Executive Director, Editorial and Content Strategy, Fodor's Travel. "With this TripAdvisor partnership we are marrying our professional recommendations with real travelers' experiences to revolutionize the hotel selection and trip planning process."

"We are excited to expand access to our user-generated travel reviews through our agreement with Fodor's. The content sharing across our two trusted travel companies will give users access to a greater scope of travel intelligence than ever before," said Christine Petersen, President, TripAdvisor for Business. "The result is a trip-planning experience that is best in class."

Beginning in Fodor's 2012 guidebooks and on Fodors.com, TripAdvisor's hotel reviews will be showcased alongside Fodor's professional hotel recommendations, providing travelers with a complete hotel snapshot to guide their decision making. Visitors to TripAdvisor's most popular destination pages will be able to round-out their vacation planning with direct access to Fodors.com, where they'll find curated vacation recommendations like Fodor's Choice restaurants and highlights of what to see and do in a destination.

About Fodor's

Fodor's Travel, a division of Random House, Inc. is the world's leading provider of travel intelligence. Covering thousands of destinations worldwide, Fodor's guidebooks and website, Fodors.com, have provided the most up-to-date and accurate information for travelers since 1936. Written by a team of over 700 writers located around the globe, Fodor's provides travelers with engagingly written, intelligently reported, and absolutely indispensable travel guidance. Visit <http://www.Fodors.com>.

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.