

TripAdvisor Reaches 50 Million Reviews and Opinions Milestone

World's Largest Travel Site Doubles Content in Two Years; Features More User-Generated Content than Any Other Travel Website

NEWTON, Mass., July 19, 2011 /PRNewswire/ -- [TripAdvisor](#)®, the world's largest travel site*, today announced it has reached the 50 million reviews and opinions milestone.

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

In January 2005, TripAdvisor reached one million published reviews and opinions, then grew to 10 million in June 2007, 25 million in July 2009 and now features 50 million reviews and opinions — more user-generated content than any other travel site. TripAdvisor currently publishes 25 new contributions every minute thanks to its active traveler community of more than 20 million members worldwide.

"When we first launched TripAdvisor we knew there would be an appetite among travelers for honest reviews written by real people. Eleven years later, we are tremendously proud to have reached 50 million reviews and opinions which help over 40 million travelers a month around the world plan and experience the perfect trip," said Steve Kaufer, founder and CEO of TripAdvisor.

TripAdvisor Content Fun Facts

- The first review on TripAdvisor was published on December 11, 2001 on the Roost Lodge in Vail, Colorado
- The most reviewed property in the world is the Luxor Las Vegas in Las Vegas, Nevada, currently with more than 6,100 reviews
- The total word count of reviews and opinions on TripAdvisor is equivalent to the word count of 9,420 volumes of the novel "War and Peace"

"TripAdvisor has tremendous user loyalty and this is largely due to the freshness of content added to the site every day by our passionate community," said Kaufer. "We would like to thank the millions of reviewers who have contributed to making TripAdvisor the world's largest and most relevant travel planning tool."

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 19 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 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 Conde 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, May 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, May 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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