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TripAdvisor Goes Native With New Mobile App For iPhone And Android

World's Largest Travel Site Also Unveils Newly Designed Tablet App Available Exclusively for iPad

NEWTON, Mass., Oct. 3, 2013 /PRNewswire/ -- [TripAdvisor®](#), the world's largest travel site*, today announced the launch of its free, fully-native app for iPhone and Android users that includes a number of new features:

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

- An enhanced, faster user experience
- Access to the site's new Hotel Price Comparison (metasearch), enabling travelers to easily compare booking options at a glance with up-to-the minute hotel prices and availability
- A dynamic maps functionality that populates accommodations, attractions or restaurants in real-time, giving travelers the option to browse and seamlessly toggle between a list function and a synchronized map view

TripAdvisor also released a newly designed tablet app exclusively for the iPad, integrating metasearch and dynamic maps functionality as well as a finger-friendly touch interface with inspirational travel planning features, including:

- High-resolution photos, now ideally displayed in portrait mode
- The ability to see everything surrounding a specific point of interest
- New city pages to explore all the best things to do

"With more than one-third of our traffic coming to TripAdvisor from a tablet or smartphone device, we are constantly working to improve our mobile offerings to build the most engaging and enjoyable experience for our users," said Adam Medros, vice president of global product for TripAdvisor. "Travel is an inherently on-the-go experience, and we want people to get the most out of our resources on any device, anywhere."

TripAdvisor now has nearly 80 million average monthly mobile visitors. With more than 50 million downloads to date, the TripAdvisor mobile app has already helped millions of travelers plan and have the perfect trip. The free apps are available in 20 languages. The app is now available for download at the [iTunes App Store](#) or [Google Play](#).

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 over 100 million reviews and opinions covering more than 2.7 million accommodations, restaurants and attractions. 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 20 other travel media brands: [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.jetsetter.com](#), [www.niumba.com](#), [www.onetime.com](#), [www.seatguru.com](#), [www.sniqueaway.com](#), [www.smartertravel.com](#), [www.tingo.com](#), [www.travelpod.com](#), [www.virtuالتourist.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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