



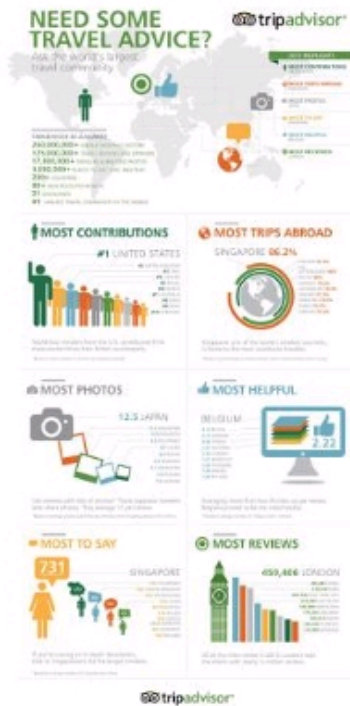
December 18, 2013

TripAdvisor Recognizes Community Heroes Of 2013

Most Content Contributed, Photos, and Helpful Votes Received from Millions of Travelers Worldwide Among Categories Highlighted Top 10 Reviewed Cities of 2013 Also Named

NEWTON, Mass., Dec. 18, 2013 /PRNewswire/ -- [TripAdvisor®](http://www.tripadvisor.com), the world's largest travel site*, today announced the most prolific content contributors of 2013, based on the reviews and opinions submitted on TripAdvisor from its community of millions of travelers worldwide. Top contributors were recognized by country and individual.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/63171-tripadvisor-recognizes-community-heroes-of-2013>



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

TripAdvisor now features more than 260 million monthly visitors and its community has contributed more than 125 million reliable reviews and opinions to the site, up from 75 million reviews and opinions one year ago.

Top Contributing Countries

Category	Country
Most content contributed overall:	United States
Most photos submitted per member on average when including photos with reviews:	Japan
Highest average number of characters per review:	Singapore
Most helpful votes received per review on average:	Belgium
Highest percentage of reviews written about travel outside home country:	Singapore

Top Contributing U.S. Members

Category	U.S. Member
Most content contributed overall:	belomiser
Most photos contributed overall:	KennewickDave
Most to say with characters contributed overall:	glomarrone

Cities that Received Most Reviews Worldwide in 2013:

1. [London](#), England
2. [Rome](#), Italy
3. [Paris](#), France
4. [New York City](#), New York
5. [Las Vegas](#), Nevada
6. [Barcelona](#), Spain
7. [Orlando](#), Florida
8. [Milan](#), Italy
9. [Florence](#), Italy
10. [Bangkok](#), Thailand

Places with the Most Reviews in the U.S.:

Most reviewed hotel in America by U.S. members: [ARIA Resort & Casino](#), Las Vegas, Nevada

Most reviewed restaurant in America by U.S. members: [Cafe Du Monde](#), New Orleans, Louisiana

Most reviewed attraction in America by U.S. members: [Bellagio Fountains](#), Las Vegas, Nevada

"As we end a fantastic 2013, we wanted to recognize some of the shining stars from our global travel community," said Barbara Messing, chief marketing officer for TripAdvisor. "It is our community's insightful reviews and opinions that have made TripAdvisor the world's largest and most beloved site for planning the perfect trip."

For more information on the world's most prolific contributors by country, please see our infographic at www.tripadvisor.com/InfoCenter-a_ctr.2013highlights.

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.

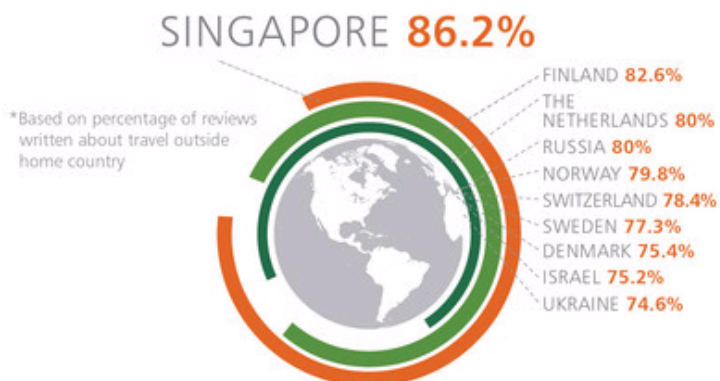
TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 21 other travel media brands: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, 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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MOST TRIPS ABROAD



Singapore, one of the world's smallest countries, is home to the most worldwide travelers.

 www.tripadvisor.com/2013highlights

MOST HELPFUL



Averaging more than two thumbs up per review, Belgians proved to be the most helpful.

MOST CONTRIBUTIONS

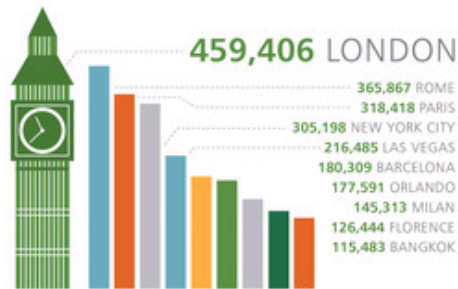


TripAdvisor travelers from the U.S. contributed 51% more content than their British counterparts.

*Based on total number of reviews and opinions posted

MOST REVIEWS

Of all the cities visited in 2013, London tops the charts with nearly ½ million reviews.



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