

tripadvisor® Destination Marketing: About Us

Our Mission... to help travelers around the world plan & have the perfect trip.

TripAdvisor-branded sites alone make up the largest travel community in the world.

The sites operate in 30 countries and 20 languages worldwide.

TripAdvisor helps people decide... *Where to Go, Where to Stay, How to Get There & What to Do When They Arrive.*



More Than 50,000,000 Worldwide Visitors per Month*

We are the world's largest travel website and online travel guide. On TripAdvisor, you can get real information, advice and opinions from real travelers.

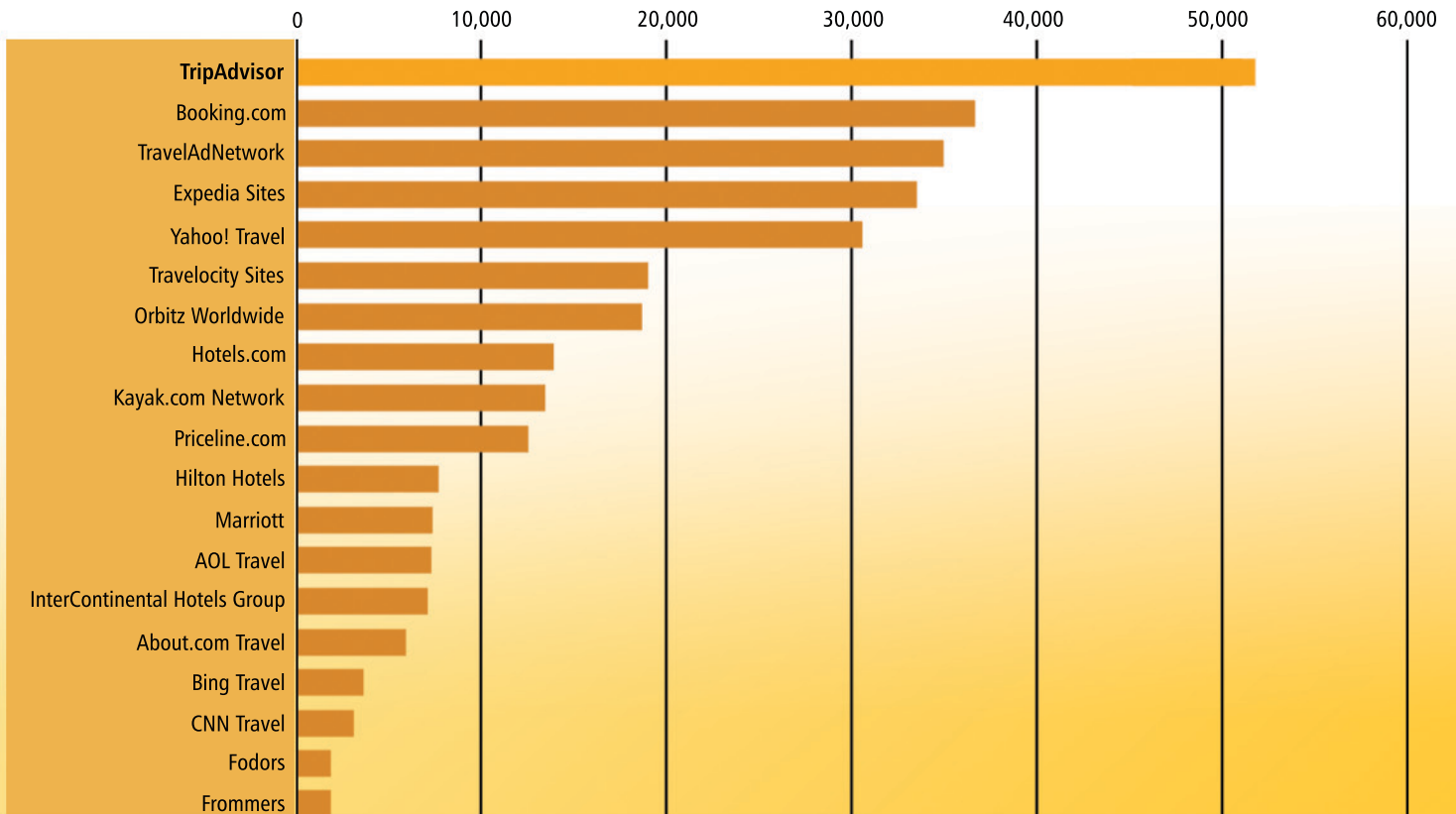
We have *over 50 million unbiased reviews & opinions, more than 30,000 new reviews & opinions created daily (23 new contributions made every minute!) and over 20 million registered users.*

*Source: comScore Media Metrix, Worldwide, July 2011

We asked users in our recent Travel Trends Study, "In what stages of your vacation planning are you likely to visit TripAdvisor?" 54% of the respondents chose either...
 "... at the beginning, when I am looking to be inspired with a destination to visit", and/or
 "... at the beginning, when I am choosing between destinations."



TripAdvisor is the largest travel website, surpassing 50,000,000 unique visitors per month!*



*Source: comScore Media Metrix, Worldwide, July 2011

Brand your destination on TripAdvisor, targeting our users while they are actively exploring and researching a trip to your region, state and competitive markets.

Our Content:

On TripAdvisor, you can get real information, advice and opinions from real travelers. By destination, we provide user reviews of:

- More than 89,000 Destinations
- More than 495,000 Hotels
- Approximately 150,000 Vacation Rentals
- More than 145,000 Attractions
- More than 689,000 Restaurants
- More than 7,000,000 Candid Traveler Photos

TripAdvisor has created over 1,000 customized advertising programs, tailored to more than 350 DMO's in the past 2 years.

We offer a wide range of custom products:

- Co-ops
- Advertorials
- Tourism Sponsorships
- Newsletters

Hyper-target those travelers who live in your primary feeder markets.

