

## TripAdvisor Launches in China

### Daodao.com to Serve Chinese Travelers both Domestically and Abroad; TripAdvisor Domains also Launched to Serve Portuguese-, Swedish- and Dutch-speaking Travelers

NEWTON, Mass., April 21 /PRNewswire/ -- TripAdvisor®, the world's most popular and largest travel community, today announced the official launch of its Chinese domain, [www.daodao.com](http://www.daodao.com), to provide a localized travel research site for Chinese travelers. Daodao.com, which is derived from a Chinese expression meaning "to arrive," is operated out of Beijing and is led by TripAdvisor General Manager, Hao Wu. The company has already assembled a team of more than a dozen engineers, product managers and sales and marketing staff in the Beijing office.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080902/TRIPADVISORLOGO> )

"China offers a tremendous opportunity, especially for an unbiased user-generated content leader in travel," founder and CEO of TripAdvisor, Steve Kaufer said. "We have a great localized approach and a smart and energetic team to help us meet the needs of the burgeoning Chinese travel market." The World Tourism Organization predicts that by 2015, China will become the world's top travel destination. China is also expected to have the largest domestic tourism market in the world.\*\*

Daodao.com features candid traveler reviews and opinions for more than 68,000 cities, 400,000 hotels, and 90,000 attractions around the world, to help Chinese travelers plan their trips. Features like hotel reviews, photo and video sharing, and maps, enable travelers to easily participate in the community and share their experiences with fellow travelers from around the world. In addition, daodao.com highlights China-related information, including content for 18,000 hotels in China, making it one of China's largest online hotel information platforms and the largest pure travel review site in China.

TripAdvisor also recently launched domains to serve Portuguese-, Swedish- and Dutch-speaking travelers. The sites, <http://www.tripadvisor.com.br>, <http://www.tripadvisor.se>, <http://nl.tripadvisor.com>, are operated out of the company's London office. TripAdvisor now operates sites for 14 countries and content is available in 10 languages.

#### About TripAdvisor Media Network

TripAdvisor® Media Network, operated by TripAdvisor, LLC, attracts more than 32 million monthly visitors\* across 14 popular travel brands: TripAdvisor®, [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruise critic.com](http://www.cruise critic.com), [www.flipkey.com](http://www.flipkey.com), [www.frequentflyer.com](http://www.frequentflyer.com), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.onetime.com](http://www.onetime.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com) and [www.virtualltourist.com](http://www.virtualltourist.com). TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors\*, 10 million registered members and 23 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover more than one million destinations, hotels, restaurants and attractions and operate in the U.S. (<http://www.tripadvisor.com>), the U.K. (<http://www.tripadvisor.co.uk>), Ireland (<http://www.tripadvisor.ie>), France (<http://www.tripadvisor.fr>), Germany (<http://www.tripadvisor.de>), Italy (<http://www.tripadvisor.it>), Spain (<http://www.tripadvisor.es>), India (<http://www.tripadvisor.in>), Japan (<http://www.tripadvisor.jp>), Portugal and Brazil (<http://www.tripadvisor.com.br>), Sweden (<http://www.tripadvisor.se>), and The Netherlands (<http://nl.tripadvisor.com>). TripAdvisor also operates in China under the brand daodao.com (<http://www.daodao.com>). TripAdvisor® Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor Media Network have won hundreds of awards and accolades from press and industry worldwide. TripAdvisor and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. .

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\*Source: comScore Media Metrix, July 2008

\*\*Source: World Trade Organization estimate, covered by

China Hospitality News, November 2008

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