

Why TripAdvisor



TripAdvisor draws a diverse international audience with one thing in common: they plan to travel. Our audience is dedicated, enthusiastic, and passionate about travel. Some of them are passionate explorers while others are business travelers dropping in to pick a hotel. Best of all, they return to TripAdvisor to share their experiences with other travelers giving real user reviews, opinions, and advice making TripAdvisor the world's most trusted travel advice.

Travelers know everything. We tap into their collective knowledge and enable the connection to share their experiences and advice. We are transparent - we do not edit or filter content. Our member's opinions and contributions provide current and relevant information, resulting in the best, possible consumer experience. On TripAdvisor, there are 23 new contributions made every minute!

Value Proposition

With more than 50,000,000 worldwide visitors per month we are the world's largest travel website and online travel guide. The sites operate in 30 countries and 20 languages worldwide. On TripAdvisor you can get real information, advice and opinions from real travelers.

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 for travel choices and planning features (including Flights search, TripAdvisor Mobile and TripAdvisor Trip Friends) with seamless links to booking tools. Founded in February 2000 as an unbiased resource to research and plan all aspects of travel, TripAdvisor helps people decide Where to Go... Where to Stay... How to Get There... & What to Do When They Arrive.