



TOURISM AUSTRALIA AND TRIPADVISOR FORM PARTNERSHIP

Through new Australian Tourism Data Warehouse link

AUSTRALIA – 18th August, 2011 – Visitors to Tourism Australia’s award-winning website can now benefit from travel reviews and other helpful user-generated content, thanks to a new partnership with [TripAdvisor](#)[®], the world’s largest travel site.

Under the agreement, TripAdvisor content relating to key Australian tourist destinations is available on www.nothinglikeaustralia.com, with the content powered by the Australian Data Warehouse (ATDW).

“We’re thrilled that through our partnership with the Australian Tourism Data Warehouse we are able to provide Tourism Australia, and other significant destination marketing organizations, with TripAdvisor’s user generated content, including over 50 million reviews and opinions,” comments Maud Larpent, Senior Partnerships Manager for TripAdvisor.

Nick Baker, Tourism Australia’s executive general manager, consumer marketing, believes that including TripAdvisor content on Tourism Australia’s Nothing Like Australia website will make it easier for travellers to discover the best of Australia.

“With the help of TripAdvisor, visitors are now able to read reviews from fellow travellers on the best things to see and do in over 30,000 great Australian holiday experiences on NothinglikeAustralia.com,” Mr Baker said.

The partnership further highlights the importance and trust of user-generated content and its growing presence in the Australian travel industry. It is also the first time TripAdvisor has linked with a tourism data warehouse.

“Today’s consumers seek out user-generated reviews to validate their product choices so it is fantastic that Tourism Australia is embracing this modern ‘word of mouth’ marketing opportunity. ATDW is proud to enable this online marketing initiative that makes it easier for consumers to find the information that they want,” ATDW’s CEO, Liz Ward added.

Maud Larpent of TripAdvisor concludes: “We are delighted to be working with ATDW and look forward to our trusted content helping even more travellers experience the best that Australia has to offer.”



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About ATDW

ATDW was established in 2001, by all Australian State and Territory Tourism Organisations and Tourism Australia, to assist in marketing Australia through the development of a unique national platform of digital tourism content for multi-channel distribution.

ATDW has evolved into a content platform of over 23,000 quality checked tourism product and destination listings with a distribution network of over 200 websites and mobile applications publishing ATDW content.

www.atdw.com.au

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 (including Flights search, TripAdvisor Mobile and Instant Personalization) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 60 million unique monthly visitors* across 19 popular travel brands**. TripAdvisor-branded sites make up the largest travel community in the world, with more than 45 million unique monthly visitors***, 20 million members, and over 50 million reviews and opinions. The sites operate in 30 countries worldwide****, including China under daodao.com. TripAdvisor also operates TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors. The division includes Business Listings, which allows hoteliers to connect directly to millions of researching travelers, and Vacation Rentals, which helps property managers and individual home owners list their properties and showcase hotel alternatives.

TripAdvisor Media Group websites have been recognized as top travel resources in 2010 by Condé Nast Traveller, Good Housekeeping, TIME magazine and Travel + Leisure.

TripAdvisor Media Group generated \$486 million in revenue in 2010. TripAdvisor and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc. (NASDAQ: EXPE).

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*Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, June 2011

** In addition to TripAdvisor, The TripAdvisor Media Group of websites includes: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruise critic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.sniqueaway.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com, www.virtualltourist.com, www.wherivebeen.com, and www.kuxun.cn.

***Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, June 2011

**** TripAdvisor sites operate in 30 countries worldwide: www.tripadvisor.com, www.tripadvisor.co.uk, www.tripadvisor.ca, www.tripadvisor.it, www.tripadvisor.es, www.tripadvisor.de, www.tripadvisor.fr, www.tripadvisor.jp, www.daodao.com, www.tripadvisor.in, www.tripadvisor.se, www.tripadvisor.nl, www.tripadvisor.com.br, www.tripadvisor.com.tr, www.tripadvisor.dk, www.tripadvisor.com.mx, www.tripadvisor.ie, www.tripadvisor.com.au, www.tripadvisor.com.sg, www.tripadvisor.co.kr, no.tripadvisor.com, pl.tripadvisor.com, th.tripadvisor.com, www.tripadvisor.ru, www.tripadvisor.com.gr, www.tripadvisor.co.id, www.tripadvisor.com.ar, www.tripadvisor.tw, www.tripadvisor.com.my, and www.tripadvisor.com.eg.

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