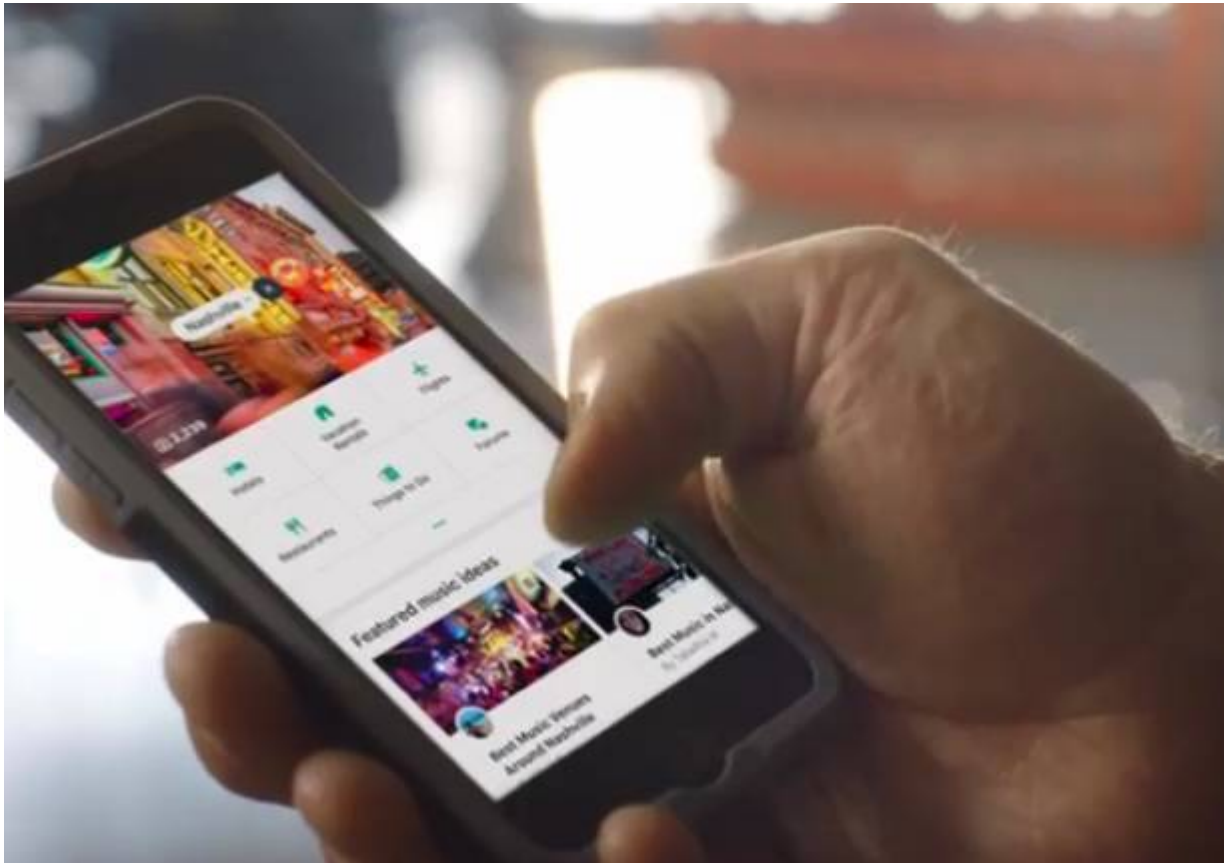


## More social networks and space for influencers, the new TripAdvisor is online

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The new TripAdvisor website is now available to travellers from all over the world. In addition to having more than 702 million reviews and opinions at their disposal, now travellers can find useful and significant advice from people and experts they trust.

Today, travellers who browse the new TripAdvisor in search of destinations, things to do, places to sleep or eat, can find travel tips and useful suggestions from people and experts they have chosen to follow. They can then easily save and share ideas, to plan and book the perfect trip.

**“We’re enthusiastic about revolutionising the world of travel once again!** Just as everyone has his reference websites and apps for music and shopping, we’re now working to make TripAdvisor the reference resource for everything to do with travel,” said Stephen Kaufer, the President and CEO of TripAdvisor. **“The new TripAdvisor provides its members with incredible contents and advice from people, brands and influencers, about routes and destinations before and during the trip.** With the introduction of new items on TripAdvisor, travellers can now plan their trips better and easily find their ideal hotels, experiences and restaurants.”

Travellers now have access to useful videos, photos, articles and guides created by friends and relatives, and by more than a thousand brands, publishers and influencers, including La Stampa, Il Signor Franz, Insoportabile and A Day in Rome. A new feature, called “Trips” allows travellers to work with others to create, organise, save and share detailed lists and guides that include favourite hotels, restaurants and

experiences at a particular destination.

di Translated by Martina Gambirasio (Reviewed by Prof. Rolf Cook)