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## TripAdvisor Launches French Language Site in Canada

### New Domain Provides Localized Travel Insights in French to Help More Canadians Plan and Book their Trips

NEWTON, Mass., Aug. 5, 2015 (GLOBE NEWSWIRE) -- TripAdvisor®, the world's largest travel site\*, today announced the launch of a new French language site in Canada, [fr.tripadvisor.ca](http://fr.tripadvisor.ca), to improve the travel planning and booking experience for French speakers throughout the country. The new domain will display TripAdvisor traveler reviews and other travel content in French and complements TripAdvisor's English language site for Canada, launched in 2009.

"We're excited to launch our new French language site in Canada to better serve the millions of Canadians who speak French as their primary language," said Stephen Kaufer, president and CEO of TripAdvisor. "As we continue to expand our presence worldwide, it's important to offer a localized experience for our community of travelers to help them plan and book a great trip."

TripAdvisor's new French language domain offers powerful booking tools, along with access to more than 250 million traveler reviews and opinions covering 5.2 million accommodations, restaurants and attractions. To help travelers plan and book, TripAdvisor searches more than 200 sites to find the best prices, and travelers can save up to 30 percent when they book a hotel through the site.

The [fr.tripadvisor.ca](http://fr.tripadvisor.ca) site is now live on desktop with a rollout to mobile expected later this year. TripAdvisor now operates sites in 45 countries worldwide in 28 languages.

#### About TripAdvisor

TripAdvisor® is the world's largest travel site\*, enabling travelers to plan and book the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 375 million unique monthly visitors\*\*, and more than 250 million reviews and opinions covering million accommodations, restaurants and attractions. The sites operate in 45 countries worldwide. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ:TRIP) manages and operates websites under 24 other travel media brands:

[www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com), [www.eltenedor.com](http://www.eltenedor.com), [www.iens.nl](http://www.iens.nl), [www.besttables.com](http://www.besttables.com) and [www.dimmi.com.au](http://www.dimmi.com.au)), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.travelpod.com](http://www.travelpod.com), [www.tripbod.com](http://www.tripbod.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com), [www.viator.com](http://www.viator.com), [www.virtualtourist.com](http://www.virtualtourist.com), and [www.kuxun.cn](http://www.kuxun.cn).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, December 2014

\*\*Source: TripAdvisor log files, average monthly unique users, Q2 2015

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