



15 YEARS OF TRIPADVISOR

From a small office above a pizza shop to the world's largest travel site, we chart how far TripAdvisor has traveled in fifteen years.

1
FEBRUARY 2000

The company was founded in a small office above a pizza shop called Kosta's in Needham, Massachusetts

2
FEBRUARY 2001

The first ever traveler review is posted on TripAdvisor

3
NOVEMBER 2002

The Popularity Index is launched, ranking properties according to traveler feedback

The site was originally designed as a B2B tool not a customer review site

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The rating scores given by each reviewer are measured in 'bubbles' not stars

4
JUNE 2004

Restaurants are added to TripAdvisor for the first time

5
SEPTEMBER 2004

The TripAdvisor forums are created, helping visitors get advice from fellow travelers

6
JUNE 2007

10 MILLION REVIEWS AND OPINIONS

#1 THE FIRST OF MILLIONS

The first ever customer review was of Captain's House Inn – which earned a rating of 4 bubbles

7
FEBRUARY 2009

A Flights search feature is launched on the site

8
MARCH 2009

Vacation rentals are added to TripAdvisor for the first time

9
MAY 2010

TripAdvisor launches its first iPhone app

A TOP CONTRIBUTOR

TripAdvisor member BradJill from Hong Kong has posted the most reviews in the history of the site – more than 3,200 and counting

10
DECEMBER 2010

TripAdvisor partners with Facebook to help travelers see reviews by their friends

11
MARCH 2013

100 MILLION REVIEWS AND OPINIONS

12
JUNE 2013

Hotel Price Comparison launches on TripAdvisor

VS

13
JUNE 2014

TripAdvisor introduces Instant Booking on mobile, helping travelers book the perfect stay

14
SEPTEMBER 2014

300M

Over 300 million unique visitors a month use TripAdvisor around the world

PLAN, COMPARE AND **BOOK**

TripAdvisor is not just about reviews – travelers can also compare price and availability for hotels and can even book their stay without leaving the site

15
DECEMBER 2014

TRIPADVISOR REACHES

200 MILLION REVIEWS AND OPINIONS