

# TripAdvisor



**“World’s most trusted travel advice”**

# **Target audience and purpose**

**The target audience for TripAdvisor is people from different countries.**

**The greatest purpose of TripAdvisor is to help tourists find information for their best holiday.**

# **Description of project**

**TripAdvisor gives its users the opportunity to plan a trip to any country in the world.**

**This project has been created for tourists from all over the world.**



# **How does TripAdvisor work?**

**If you want to visit some place (hotel, cafe, restaurant, park or different attractions), you can use the TripAdvisor.**

**The application will help you find the best way to relax and investigate something new for you.**

# **The own twist**

**The great feature of our project is that the biggest part of information is created by our users.**

**TripAdvisor was one of the first sites to introduce the principle of user-generated content.**

**Site services are free. It is a really amazing idea.**

**Because people can share their own information, give their opinion and advise future travelers something new.**

**Also the TripAdvisor works by advertising.**



# About us

**TripAdvisor was founded in 2000 and based in Needham, Massachusetts, USA.**

**TripAdvisor works in 45 countries in 25 languages.**

**The quantity of employees is 3000.**

**If you have any suggestions, contact us on**

**<http://www.tripadvisor.com>**