



WIKITRAVEL VS TRIP ADVISOR

INF5780- CBPP Participation Project

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TRIPADVISOR

- Travel Website
- Founded February 2000
- Early adaptor of user generated content
- Publicly traded \$89.51*
- \$323 mln in Revenues, \$68 mln NI as for 2nd quater 2014
- Revenue sources
 - Click based advertising
 - Display based advertising
 - Subscription, transaction and other

*NASDAQ quoted, date 01.10.2014



WIKITRAVEL

- Free crowd-sourced world-wide travel guide
- Inspired by Wikipedia
- Created in 2003
- Financed by Internet Brands
 - Income sources: ads, can be disabled through creating an account



TRIPADVISOR EXPERIENCE

- Creating a user profile is a “must” for reviewing
- Reviews for attractions, hostels, trips
- It takes 2-3 days for the review to be approved and entered into the system
- Frequent emails from TripAdvisor team
- Very user friendly

Congratulations, Filadi Z.!



You're in the top 4%

With 14,440 readers, you're one of the most popular reviewers in Oslo. Keep those great opinions coming.

[Add a review >](#)

[\(Not your town? Update it here.\)](#)



WIKITRAVEL EXPERIENCE

- Reviews on attractions
- Copyleft license (Creative Commons Attribution-ShareAlike)
- Not necessary to create a profile in order to be able to edit a page
- Changes immediately reflected on the webpage
- Rarely any mail received from other editors
- Wiki markup for formatting text and images

Editor's summary: Created page with "Thank you for adding to the castle's description! ~~~~"

Contact the editor:

mail: <http://wikitravel.org/en/Special:EmailUser/IBcaldera>

wiki: <http://wikitravel.org/en/User:IBcaldera>

