FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| Г |                          |       |  |  |  |  |  |  |  |  |  |
|---|--------------------------|-------|--|--|--|--|--|--|--|--|--|
|   | OMB APPROVAL             |       |  |  |  |  |  |  |  |  |  |
| 1 |                          |       |  |  |  |  |  |  |  |  |  |
| 1 | OMB Number: 3235-02      |       |  |  |  |  |  |  |  |  |  |
| 1 | l =                      |       |  |  |  |  |  |  |  |  |  |
| 1 | Estimated average burden |       |  |  |  |  |  |  |  |  |  |
|   | hours per response       | : 0.5 |  |  |  |  |  |  |  |  |  |

|        | Check this box if no longer subject |
|--------|-------------------------------------|
|        | to Section 16. Form 4 or Form 5     |
| $\cup$ | obligations may continue. See       |
|        | Instruction 1(b).                   |

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| 1. Name and Address of Reporting Person* WIESENTHAL ROBERT S |  |  |   |  | 2. Issuer Name <b>and</b> Ticker or Trading Symbol TripAdvisor, Inc. [ TRIP ] |   |   |  |                  |                               |   |   | Relationsh<br>heck all ap<br>X Dire | ' '   | ing Per   | rson(s) to I                       |  |  |
|--|--|--|---|--|---|---|---|--|------------------|-------------------------------|---|---|-------------------------------------|---|---|------------------------------------|--|--|
| (Last)   | (Fi  | ,  | (Middle)  |  |   | 3. Date of Earliest Transaction (Month/Day/Year) 06/06/2023 |   |  |                  |                               |   |   |                                     |   | Officer (give title below)  |                                    | Other (s   | specify  |
| C/O TRIPADVISOR, INC.<br>400 1ST AVENUE                      |  |  |   | 4. If Amendment, Date of Original Filed (Month/Day/Year) |   |   |   |  |                  |                               |   | 6. Individual or Joint/Group Filing (Check Applicable Line)  X Form filed by One Reporting Person |                                     |   |   |                                    |  |  |
| (Street) NEEDH   | Street) NEEDHAM MA 02494   |  |   |  |   | Form filed by More t<br>Person                              |   |  |                  |                               |   |   |                                     |   |   |                                    |  |  |
| (Oit )   |  |  |   |  | Rule 10b5-1(c) Transaction Indication   |   |   |  |                  |                               |   |   |                                     |   |   |                                    |  |  |
| (City)   | (St  | ate) (Z                                    | ip)   |  | Ch  | neck th<br>tisfy th   | nis box to indi<br>ne affirmative   | cate that a<br>defense co                                    | trans<br>onditio | action was n<br>ons of Rule 1 | nade p<br>.0b5-1  | oursuai<br>.(c). Se   | nt to a<br>e Instr                  | contract, in<br>uction 10.                          | struction or wr   | ritten pla                         | an that is int   | ended to   |
|  |  | Table I                                    | - Noi   | n-Deriva   | tive S  | ecur  | ities Acq   | uired, I   | Disp             | osed of                       | , or  | Ben   | efici                               | ally Ow   | ned   |                                    |  |  |
| 1. Title of Security (Instr. 3)  2. Transact Date (Month/Day |  |  |   | Execution Date,  |   |   |   | ties Acquired (A)<br>I Of (D) (Instr. 3,                     |                  |                               | Secu<br>Bene<br>Owne<br>Follo   | ficially<br>ed<br>wing  |                                     | : Direct<br>r<br>ect (I)                            | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |                                    |  |  |
|  |  |  |   |  |   |   |   | Code   | v                | Amount                        |   | A) or<br>D)   | Price                               |   | rted<br>action(s)<br>. 3 and 4)                                   |                                    |  |  |
| Common   | Stock <sup>(1)</sup>   |  |   | 06/06/2  | 2023  |   | A   |  | 15,105           | 5 A \$                        |   | \$0   | ) 5                                 | 59,867  |   | D                                  |  |  |
|  | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |  |   |  |   |   |   |  |                  |                               |   |   |                                     |   |   |                                    |  |  |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)          | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security  | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |  | 4.<br>Transaction<br>Code (Instr.<br>8)                                       |   | 5.<br>Number<br>of<br>Derivative<br>Securities<br>Acquired<br>A) or<br>Disposed<br>of (D)<br>(Instr. 3, 4<br>and 5) | 6. Date Exercisable a<br>Expiration Date<br>(Month/Day/Year) |                  | te                            | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security<br>(Instr. 3 and 4) |   | ;                                   | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) |   | Ow<br>For<br>Dire<br>or I<br>(I) ( | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|  |  |  |   |  | Code  | v   | (A) (D)   | Date<br>Exercisa   |                  | Expiration<br>Date            | Title   | or<br>Nun<br>of   | ount<br>nber<br>res                 |   |   |                                    |  |  |

## Explanation of Responses:

1. Represents shares underlying Restricted Stock Units ("RSUs") granted under Tripadvisor, Inc. stock and annual incentive plan in connection with such individual's election to the Board of Directors on June 6, 2023. Such RSUs vest in full on June 6, 2024.

<u>/s/ Linda C. Frazier, attorney</u> <u>in fact</u>

06/08/2023

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- $^{\star}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.