Tripadvisor Group Announces New Viator Leadership As It Sharpens Focus On Experiences

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Pepijn Rijvers Named President; Kristin Dorsett Promoted to Chief Operating Officer

NEEDHAM, Mass., March 17, 2025 /PRNewswire/ -- Tripadvisor, Inc. (NASDAQ: TRIP) today announced leadership changes for Viator, the world's largest experiences marketplace. **Pepijn Rijvers** has been appointed **President of Viator**, effective April 1, 2025, and **Kristin Dorsett** has been promoted to the role of **Chief Operating Officer of Viator**. Rijvers will report to **Matt Goldberg, President and CEO of Tripadvisor Group,** and Dorsett will report to Rijvers.

"Experiences are central to the group's strategy, and Viator has strong momentum as the leader in this fast-growing category," said Matt Goldberg, President and CEO of Tripadvisor Group. "Pepijn's deep industry expertise, proven success in scaling marketplaces, and background across product, supply, marketing, and data make him the ideal leader to advance our group-wide experiences strategy. With Viator leading the way, we'll continue to strengthen our position in the category and deliver even greater value to travelers and partners."

Rijvers takes on the role of President of Viator as Tripadvisor Group sharpens its focus on experiences, following a year of healthy growth and profitability at Viator. With a powerful combination of assets – Viator as the world's largest experiences marketplace, Tripadvisor as the world's most trusted and influential travel planning platform, and the industry's most extensive distribution network – Tripadvisor Group is uniquely positioned to extend its lead in experiences.

"This category is transforming – moving from a fragmented offline past, to a seamless online future," said Pepijn Rijvers, incoming President of Viator. "Viator is in a prime position to lead that shift, powered by an exceptional team, the world's biggest and best collection of experiences, and the unique strengths of the Tripadvisor Group. I look forward to leveraging this momentum to cement our position as a global leader in the space."

Prior to joining Viator, Rijvers spent more than 12 years at Booking.com, where he played a key role in building and scaling the travel industry's largest accommodations marketplace. Rijvers held executive roles including Chief Marketing Officer and SVP, Managing Director of Global Hotels and Accommodations.

Additionally, Kristin Dorsett has been promoted to the role of Chief Operating Officer of Viator. A longtime Viator executive, Dorsett has led multiple parts of Viator's supply and technology organizations. Most recently, as Chief Product Officer, she was responsible for the company's product, engineering, and data functions, driving innovation and operational excellence across the platform. In this new role, Dorsett will focus on strategy execution and operational excellence across the broader Viator business.

Following years of strong growth, Viator reported $840 million in revenue, approximately $4.2 billion in gross bookings value, and full-year profitability in 2024. With Rijvers and Dorsett in key leadership roles, the company is well-positioned to build on this momentum and drive further expansion.

Viator lists approximately 400,000 experiences worldwide, works with more than 65,000 operators, and powers the experiences storefronts of thousands of websites, including some of the biggest names in travel.

For more information, visit www.Viator.com and www.Tripadvisor.com.

About Tripadvisor, Inc.
The Tripadvisor Group connects people to experiences worth sharing, and aims to be the world's most trusted source for travel and experiences. We leverage our brands, technology, and capabilities to connect our global audience with partners through rich content, travel guidance, and two-sided marketplaces for experiences, accommodations, restaurants, and other travel categories. The subsidiaries of Tripadvisor, Inc. (Nasdaq: TRIP), include a portfolio of travel brands and businesses, including Tripadvisor, Viator, and TheFork.

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