FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

| 1/aabinatan | $ \sim $ | 20540 |  |
|-------------|----------|-------|--|
| Vashington, | D.C.     | 20049 |  |

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

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL 3235-0287 Estimated average burden hours per response: 0.5

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*  BLAKE KATRYN |  |  |   | 2. Issuer Name <b>and</b> Ticker or Trading Symbol TripAdvisor, Inc. [TRIP] |  |   |  |                                     |                    |   |   |                 | ationship<br>k all app<br>Direc                 | ,  |                             | rson(s) to Issuer   |   |   |
|--|--|--|---|---|--|---|--|-------------------------------------|--------------------|---|---|-----------------|---|--|-----------------------------|---|---|---|
| (Last)   | (Fir   | st) (N                                     | /liddle)  |   | 3. Date of Earliest Transaction (Month/Day/Year) 06/11/2024  |   |  |                                     |                    |   |   |                 |   | Office<br>below  | er (give title<br>v)        |   | Other (s<br>below)  | specify   |
| C/O TRIPADVISOR, INC.<br>400 1ST AVENUE                |  |  |   | 4. If <i>i</i>  | 4. If Amendment, Date of Original Filed (Month/Day/Year)   |   |  |                                     |                    | )   | 6. Indi<br>Line)                        |                 |   |  |                             |   |   |   |
| (Street)   | reet)<br>EEDHAM MA 02494   |  |   |   |  |   |  |                                     |                    |   |   |                 | Form filed by More than One Reporting<br>Person |  |                             |   |   |   |
| (City)   | (St  | ate) (Z                                    | čip)  |   | Rule 10b5-1(c) Transaction Indication  Check this box to indicate that a transaction was made pursuant to a co satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruc |   |  |                                     |                    |   |   |                 |   | uction or writt  | en plan                     | that is inter   | nded to   |   |
|  |  | Table                                      | I - Non-Deriv   | ative   | Secu   | rities  | Acq  | uired,                              | Dis                | posed of  | , or E                                  | Benef           | icially   | y Own  | ed                          |   |   |   |
| Date   |  |  | 2. Transa<br>Date<br>(Month/D                               | Day/Year) if an   |  | Deemed<br>ecution Date,<br>ny<br>onth/Day/Year) |  | Transaction Dispose Code (Instr. 5) |                    | Disposed  | ties Acquired (A<br>I Of (D) (Instr. 3, |                 | , 4 and Secu<br>Bend<br>Own                     |  | curities F<br>neficially (I |   | 6. Ownership<br>Form: Direct<br>D) or Indirect<br>I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |
|  |  |  |   |   |  |   |  | Code                                | v                  | Amount  | (A)<br>(D)                              | or P            | rice  | Transa   | action(s)<br>3 and 4)       |   |   | (Instr. 4)  |
| Common Stock <sup>(1)</sup> 06/11                      |  |  |   | 2024  |  | A   |  | 13,616                              | A                  | 4   | \$0                                     |                 | 62,871  |  | 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) |   | Transaction Code (Instr. 8)  of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)  |   | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                                     |                    | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security (Instr.<br>3 and 4) |   | De<br>Se<br>(In | Price of<br>rivative<br>curity<br>str. 5)       | 9. Number<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction<br>(Instr. 4) | y C<br>F<br>O<br>(I         | Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | Beneficial<br>Ownership<br>(Instr. 4)                           |   |
|  |  |  |   | Code  |  |   | Date<br>Exercis  | able                                | Expiration<br>Date | Title   | Amou<br>or<br>Numb<br>of<br>Share       | er              |   |  |                             |   |   |   |

## **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 11, 2024. Such RSUs vest in full on June 11, 2025

/s/ Linda C. Frazier, attorney

in fact

06/13/2024 \*\* 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.