

World's Best and Biggest Hotel Brands Choose TripAdvisor For Top-Performing Contextual Advertising

Top 5 Hotel Brands Use TripAdvisor Commerce Links to Connect with World's Most Trusted and Largest Travel Community

NEWTON, Mass., Dec. 4 /PRNewswire/ -- TripAdvisor®, the world's most trusted source of travel advice, today announced that the world's largest hotel brands have selected TripAdvisor as their partner for contextual advertising. The top five hotel brands in the world*, as well as nine of the top 10, advertise with TripAdvisor.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080902/TRIPADVISORLOGO>)

TripAdvisor, with more than 25 million monthly visitors**, 11 million registered members, and 30 million reviews and opinions, is the world's largest and most trusted online travel resource. TripAdvisor has emerged as the undisputed leader in travel information by providing its members with the most comprehensive, unbiased, and trusted travel information on the web for hotels, vacation rentals, restaurants and attractions worldwide.

For advertisers, TripAdvisor affords unique opportunities to place relevant and timely messaging within related travel information. Hoteliers can choose property specific advertising alongside traveler reviews and photos, or more general destination search targeting. The Check Rates function, which allows simultaneous price comparison across multiple booking sites, delivers highly qualified leads to advertisers. Top hotels consistently choose TripAdvisor to convert travel researchers to guests when they are engaged with the highly relevant content on the site.

"We enjoy building creative solutions to help achieve our partners' online marketing goals and we're thrilled to deliver stellar results for the world's top hotel brands," said Robin Ingle, senior vice president of advertising at TripAdvisor.

Business Listings is the newest solution for hotels and other properties to market themselves on TripAdvisor, allowing accommodations to enhance their listing with their url, telephone number and e-mail address, to appear on TripAdvisor sites beginning January 4, 2010. The subscription-based listings represent a new opportunity for property managers to directly connect to millions of researching travelers, converting potential customers to paying guests. Innkeepers, B&B owners and hoteliers can register now at www.tripadvisor.com/businesslistings.

*Hotel brand rankings according to [March 2009 Lodging Hospitality data](#).

About TripAdvisor Media Network

TripAdvisor® Media Network, operated by TripAdvisor, LLC, attracts more than 36 million monthly visitors* across 15 popular travel brands: TripAdvisor®, www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.familyvacationcritic.com, www.flipkey.com, www.frequentflyer.com, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com and www.virtualtourist.com. TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors**, 11 million registered members and 30 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover more than one million destinations, hotels, restaurants and attractions and operate in the U.S. (<http://www.tripadvisor.com>), the U.K. (<http://www.tripadvisor.co.uk>), Ireland (<http://www.tripadvisor.ie>), France (<http://www.tripadvisor.fr>), Germany (<http://www.tripadvisor.de>), Italy (<http://www.tripadvisor.it>), Spain (<http://www.tripadvisor.es>), India (<http://www.tripadvisor.in>), Japan (<http://www.tripadvisor.jp>), Portugal and Brazil (<http://www.tripadvisor.com.br>), Sweden (<http://www.tripadvisor.se>), The Netherlands (<http://nl.tripadvisor.com>) and Canada (<http://www.tripadvisor.ca>). TripAdvisor also operates in China under the brand daodao.com (<http://www.daodao.com>) and Kuxun.cn (<http://www.kuxun.cn>). TripAdvisor® Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor Media Network have won hundreds of awards and accolades from press and industry worldwide. TripAdvisor and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. (NASDAQ: EXPE).

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**Source: comScore Media Metrix, July 2009

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