

New TripAdvisor Business Listings Put Hotels, Inns and B&Bs One Click Away From Travelers

Hotels Can Now Add URL, Telephone Number, and E-Mail Address onto Their Property Listing on Every TripAdvisor Site Worldwide

NEWTON, Mass., Jan. 5 /PRNewswire/ -- TripAdvisor®, the world's most trusted source of travel advice, today launched Business Listings, enabling accommodations to add their url, telephone number and e-mail address to their TripAdvisor listing. The listings are 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 sign up for TripAdvisor Business Listings at www.tripadvisor.com/businesslistings.

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

TripAdvisor Business Listings are offered on a flat-fee subscription basis, with a cost that varies according to an accommodation's number of rooms. One-year subscriptions begin at \$600 per year in the U.S., and those properties that purchase before January 31, 2010 will receive a 50 percent discount on their first year's subscription.

"TripAdvisor has been a long-time partner of Affinia Hotels. We are excited to participate in the new Business Listings service. We were able to track outstanding returns and look forward to a full year of successes together" said John Moser, chief brand and marketing officer of Denihan Hospitality Group.

"TripAdvisor Business Listings shorten the distance between travelers and hoteliers to just one click," said Nathan Clapton, vice president of partnerships for TripAdvisor. "January is perennially one of the most active travel research months of the year, and the 50 percent introductory offer allows hoteliers to take advantage of the high January traffic and lock-in a great price for the entire year."

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*, 15 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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About Affinia Hotels:

Affinia Hotels has prime locations in New York, Chicago and Washington, D.C. Offering the industry's most innovative guest service program, My Affinia allows business and leisure guests to tap the ease and immediacy of the Internet to create experiences of total customized comfort. Operated by Denihan Hospitality Group, a privately-owned company with more than 40 years of hospitality management expertise. For more information, visit www.affinia.com or call 1-866-AFFINIA.

*Source: comScore Media Metrix, July 2009

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