

TripAdvisor Business Listings Give Hotels, Inns and B&Bs Direct Contact With More Than 25 Million Travelers a Month

Hotels Can List URL, Telephone Number, and E-Mail Address on Their Property Listing on Every TripAdvisor Site Worldwide Direct Connection a Simpler, Faster Way for Owners to Turn Millions of Potential Customers into Paying Guests

NEWTON, Mass., Nov. 17 /PRNewswire/ -- TripAdvisor®, the world's largest and most popular travel community, today announced that accommodations can enhance their TripAdvisor listing with their URL, telephone number and e-mail address, to appear on TripAdvisor sites beginning January 4, 2010. The new TripAdvisor Business Listings enables owners to provide direct contact information to their properties on all TripAdvisor sites around the world. The listings represent a new opportunity for property managers to directly connect to millions of researching travelers, converting potential customers to paying guests.

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

TripAdvisor Business Listings are sold 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 an introductory 50 percent discount on their subscription. Innkeepers, B&B owners and hoteliers can register now at www.tripadvisor.com/businesslistings.

"Many hotels, inns and B&Bs already recognize TripAdvisor as a major source of referrals and new business, but until now, there was no way for them to link from the TripAdvisor site to their own," said Steve Kaufer, founder and CEO of TripAdvisor. "TripAdvisor Business Listings will allow property owners to connect to customers more efficiently and likewise for travelers ready to book."

"We are looking forward to participating with the new TripAdvisor Business Listings. Our efforts are focused on growing revenue from all online channels, especially our web site," said Daniel Donahue, general manager at the Lenox Hotel. "The Lenox Hotel is proud of the number one hotel ranking in Boston on TripAdvisor. We see this tool enhancing the user experience on TripAdvisor because it provides direct access to a hotel's web page with one simple click."

More than 75,000 hoteliers have registered on the TripAdvisor Owners' Center www.tripadvisor.com/owners, since its launch in March 2009, to monitor their properties' reputations, have a dialog with guests, and optimize their listings on TripAdvisor. Growing numbers of hotels also choose to advertise to TripAdvisor's continually expanding audience -- the TripAdvisor Media Group has expanded from three to 14 TripAdvisor branded sites around the world in four years, and added two more sites in China, including daodao.com, a leader in the Chinese online travel market.

"Without question, B&B owners know their guests are using the trusted and valuable information on TripAdvisor when deciding where to stay. Direct links to B&B web sites on TripAdvisor property pages will enhance the travel research process and will be a big service to the millions of travelers who do their due diligence on TripAdvisor," said Jay Karen, CEO of the Professional Association of Innkeepers International.

"As TripAdvisor grows globally, this new feature shortens the distance between travelers and hoteliers," said Nathan Clapton, vice president of partnerships for TripAdvisor. "The 50 percent introductory offer allows hoteliers to 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*, 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 brands 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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