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## TripAdvisor, Inc. Announces The Acquisition Of CruiseWise

NEWTON, Mass., May 2, 2013 /PRNewswire/ -- [TripAdvisor](#)®, Inc., today announced it has acquired key technology and talent from CruiseWise, Inc. the former online cruise booking agency. The team and non-transactional functionality will be integrated into the leading online cruise guide, [Cruise Critic](#)®, a TripAdvisor brand.

(Logo: <http://photos.prnewswire.com/prnh/20080902/TRIPADVISORLOGO>)

"The cruise industry continues to grow in popularity and we are delighted to be able to further strengthen our Cruise Critic business with this move," said Steve Kaufer, co-founder and CEO TripAdvisor, Inc. "By integrating key elements of CruiseWise and the in-depth knowledge behind it, we will enhance our ability to help travelers find their perfect cruise at a price that suits them with seamless links to our booking partners."

Cruise Critic is published by The Independent Traveler, Inc., which was acquired as a subsidiary of TripAdvisor, Inc. in 2007.

Terms of the acquisition will not be disclosed.

### About TripAdvisor

TripAdvisor® is the world's largest travel site\*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 200 million unique monthly visitors\*\*, and over 100 million reviews and opinions. The sites operate in 30 countries worldwide, including China under [daodao.com](#). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 20 other travel media brands: [www.airfarewatchdog.com](#), [www.bookingbuddy.com](#), [www.cruise critic.com](#), [www.everytrail.com](#), [www.familyvacationcritic.com](#), [www.flipkey.com](#), [www.holidaylettings.co.uk](#), [www.holidaywatchdog.com](#), [www.independenttraveler.com](#), [www.jetsetter.com](#), [www.onetime.com](#), [www.seatguru.com](#), [www.sniqueaway.com](#), [www.smartertravel.com](#), [www.tingo.com](#), [www.travel-library.com](#), [www.travelpod.com](#), [www.virtualltourist.com](#), [www.whereivebeen.com](#), and [www.kuxun.cn](#).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, January 2013

\*\*Source: Google Analytics, worldwide data, March 2013

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### About Cruise Critic

Cruise Critic® is an online cruise guide, offering a comprehensive resource for cruise travelers, from first-time cruisers to avid cruise enthusiasts. The site features more than 100,000 cruise reviews and hosts the world's largest online cruise community where travelers share experiences and opinions with fellow cruisers. Cruise Critic was the first consumer cruise site on the Internet, launched in October 1995 by The Independent Traveler, Inc., a subsidiary of TripAdvisor, Inc. The Independent Traveler, Inc. also publishes [Family Vacation Critic](#) and [IndependentTraveler.com](#).

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