

## TripAdvisor Extends 50% Discount on Business Listings Through February

### Thousands of Inns, B&Bs and Hotels Connecting with Travelers via New Service

NEWTON, Mass., Feb. 1 /PRNewswire/ -- TripAdvisor®, the world's most trusted source of travel advice, has responded to overwhelming demand and extended its 50 percent introductory discount offer on its new Business Listings through February 28, 2010. More than 4,000 properties have purchased Business Listings, launched January 5, to add their url, telephone number and e-mail address to their TripAdvisor listing.

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

"We purchased our Business Listing as soon as it was available on TripAdvisor, and in just a few weeks it has generated more referrals and reservations than any other source," said Carol Shipley, co-owner of Island Bay Resort in the Florida Keys. "We already knew from conversations with our guests that they were checking us out on TripAdvisor before they booked, so it was a no-brainer to provide an easier way to connect with us, by web, email and phone."

The listings are a new opportunity for property managers to connect directly 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](http://www.tripadvisor.com/businesslistings).

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 February 28, 2010 will receive a 50 percent discount on their first year's subscription.

"We are very excited that thousands of innkeepers and hoteliers quickly recognized the benefit of having a direct connection to their property from their TripAdvisor listing," said Nathan Clapton, vice president of partnerships for TripAdvisor. "Response to the offer has been so strong that we've had all we can do to keep up with demand. We're extending the offer so that everyone has a chance to get in before the prices go up."

### 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](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.frequentflier.com](http://www.frequentflier.com), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.onetime.com](http://www.onetime.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com) and [www.virtualtourist.com](http://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).

TripAdvisor and the TripAdvisor logo are registered trademarks of TripAdvisor LLC in the U.S. and/or other countries. Other logos or product and company names mentioned herein may be the property of their respective owners.

©2010 TripAdvisor LLC. All rights reserved.

\*Source: comScore Media Metrix, July 2009

Photo: <http://www.newscom.com/cgi-bin/prnh/20080902/TRIPADVISORLOGO>  
PRN Photo Desk, photodesk@prnewswire.com

SOURCE: TripAdvisor

Web site: <http://www.tripadvisor.com/>