



October 28, 2014

TripAdvisor Launches New Personalized Hotel Recommendations

New "Just for You" Feature Makes Travel Planning More Personally Customized

NEWTON, Mass., Oct. 28, 2014 (GLOBE NEWSWIRE) -- [TripAdvisor®](#), the world's largest travel site*, today announced the launch of its Just for You feature that provides more personalized hotel recommendations to TripAdvisor users based on their individual preferences and travel research on the site.

"By virtue of the insights and attributes that we've gathered from millions of traveler reviews and opinions, TripAdvisor is uniquely able to match travelers with their ideal hotels," said Adam Medros, senior vice president, global product, TripAdvisor. "The new Just for You feature is the evolution of hotel search on TripAdvisor and a natural extension of our ongoing efforts to make every travel-planning experience more helpful and personally relevant for our users."

When travelers search hotels for a particular destination, they will be presented with a variety of tags allowing them to select their travel preferences, such as travel style, location, price range, hotel class, amenities and brand. Through the new Just for You feature, TripAdvisor will take this feedback into account along with the traveler's prior research and contributions on the site to deliver better, more personalized results to help the travelers find a better hotel for their needs and interests.

The new feature will be a continually adapting and improving recommendation tool as travelers:

- Select their travel preference tags on the new Just For You hotel page
- Search for hotels and destinations on TripAdvisor
- Write a hotel review to share their candid travel experiences

"Just for You is highly adaptive and learns from your favorite hotels and destinations," said Medros. "With the new feature, we can not only match a traveler with their preferred type of hotel, but we can suggest the trendy, boutique hotel located downtown with a swimming pool because we know those are the specific hotel characteristics you like."

Just for You is available on all TripAdvisor-branded sites on desktop and the TripAdvisor mobile website on tablet, with plans to roll the feature out to additional platforms in the future.

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, reaching nearly 280 million unique monthly visitors**, and more than 170 million reviews and opinions covering more than 4 million accommodations, restaurants and attractions. The sites operate in 45 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 24 other travel media brands:

[www.airfarewatchdog.com](#), [www.bookingbuddy.com](#), [www.cruise critic.com](#), [www.everytrail.com](#), [www.familyvacationcritic.com](#), [www.flipkey.com](#), [www.gateguru.com](#), [www.holidaylettings.co.uk](#), [www.holidaywatchdog.com](#), [www.independenttraveler.com](#), [www.jetsetter.com](#), [www.lafourchette.com](#), [www.niumba.com](#), [www.onetime.com](#), [www.oyster.com](#), [www.seatguru.com](#), [www.smartertravel.com](#), [www.tingo.com](#), [www.travelpod.com](#), [www.tripbod.com](#), [www.vacationhomerentals.com](#), [www.viator.com](#), [www.virtualtourist.com](#), and [www.kuxun.cn](#).

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, Q1 2014

**Source: Google Analytics, average monthly unique users, Q2 2014; does not include traffic to [daodao.com](#)

CONTACT: Kevin Carter

(617) 795-7577

kcarter@tripadvisor.com