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American Express and TripAdvisor Team Up To Launch Enhanced Travel Planning Experience: The Reviews Are In

New Card Member Reviews and Profiles Now Visible on TripAdvisor in US, UK and Australia; Card Members Also Unlock Card Member Hotspot Lists and Merchant Offers

NEW YORK, Oct. 8, 2013 /PRNewswire/ -- American Express (NYSE: AXP) and TripAdvisor® today launch a first-of-its kind integration that allows Card Members in the US, UK and Australia to connect their American Express® Cards with their TripAdvisor profiles to post Card Member reviews, access exclusive Card Member hotspot lists and get special merchant offers.

(Logo: <http://photos.prnewswire.com/prnh/20131008/NY94132LOGO>)

TripAdvisor users will now see an "Amex Traveler" badge after a Card Member connects their eligible Card with TripAdvisor at www.tripadvisor.com/amex. Additionally, users will see a card icon and "Amex Card Member Review" next to reviews on TripAdvisor when an American Express Card Member has made a transaction with their connected Card and then written a review for that place. All American Express Card Member account information stays in a secure and protected American Express environment; Card Member data is never passed to TripAdvisor.

The integration also leverages the American Express Spend Graph — an aggregate, anonymous mapping of Card Member spending and location data that shows compelling trends in dining, travel and entertainment. On TripAdvisor, participating Card Members will get exclusive access to lists of hotspots in popular travel destinations powered by American Express Spend Graph data. They will also receive relevant offers from merchants around the world.

"American Express Card Members are active and passionate travelers and diners, and their experiences and reviews are well-informed and powerful," said Leslie Berland, senior vice president, Digital Partnerships & Development, American Express. "This partnership with TripAdvisor — the world's largest travel community — represents the intersection of technology, data, community and commerce to add relevant context to our Card Members' reviews."

"This exciting partnership underscores our commitment to help travelers plan and have the perfect trip," said Severine Philardeau, vice president of partnerships for TripAdvisor. "By connecting their American Express Cards to TripAdvisor, Card Members get access to content and exclusive offers provided by American Express merchants."

Once an American Express Card Member connects their eligible Card with TripAdvisor, they unlock three new offerings on the platform, which can all be accessed directly from the exclusive American Express Card Member hub.

- **Card Members Get Credit for Reviews**

Starting today, when a Card Member who has connected their eligible Card with TripAdvisor leaves a review at a location where they have used their connected Card, the review will be labeled as an "Amex Card Member Review." In addition, they will be badged as an "Amex Traveler" in their TripAdvisor profile. The new review and profile features provide additional, relevant context for all TripAdvisor users to take into consideration while travel planning. And at launch, when a connected Card Member's first review as an "Amex Traveler" is approved and published on TripAdvisor, they will get a one-time American Express statement credit for \$5 in the US and Australia and £5 in the UK ([see terms](#)).

- **Hotspots for Card Members, by Card Members**

American Express Card Member Hotspots are exclusive lists of the top restaurants and hotels trending with Card Members in select cities. Lists are created by leveraging aggregate American Express Spend Graph data in some of the most popular travel locations around the world. Card Members who have connected their Card with TripAdvisor can view the lists by selecting their destination city and travel type — like "Globetrotter" or "Strictly Business" — at www.tripadvisor.com/amex.

- **Card Member Perks Pay Off**

Card Members can also now discover exciting perks — offers from American Express merchants around the world on TripAdvisor that they can redeem for couponless savings when they spend on their trip. To redeem an offer, a Card Member can simply click on the offer to save it to their connected American Express Card, and then use that Card to make a qualified purchase in-store or online with that merchant. Savings are delivered via an automatic statement credit issued by American Express. This new functionality on TripAdvisor is powered by the same proprietary American Express Card Sync technology that enables couponless offers on platforms like Facebook, Foursquare, Twitter and Xbox.

Participating merchants at launch include:

- American Express Travel (US)
- Bam-Bou (UK)
- California Pizza Kitchen (US)
- D&D Restaurants (UK): all restaurants including Launceston Place, Bluebird, Skylon and Coq D'Argent
- Maggiano's Little Italy (US)
- Merivale (AUS): Est, Mr Wong, Palings Kitchen & Bar, The Fish Shop, Uccello
- The Palm (US, UK)
- Urban Purveyor Group (AUS): Ananas Bar & Brasserie, Bavarian Bier Cafe, Sake Restaurant & Bar, The Cut Bar & Grill

About American Express

American Express is a global services company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at americanexpress.com and connect with us on facebook.com/americanexpress, foursquare.com/americanexpress, twitter.com/americanexpress, and youtube.com/americanexpress.

Key links to products and services: [charge and credit cards](#), [business credit cards](#), [travel services](#), [gift cards](#), [prepaid cards](#), [merchant services](#), [business travel](#), and [corporate card](#).

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 260 million unique monthly visitors**, and more than 100 million reviews and opinions covering more than 2.7 million accommodations, restaurants and attractions. The sites operate in 34 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.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.travelpod.com, www.virtualtourist.com, www.whereivebeen.com, and www.kuxun.cn.

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

**Source: Google Analytics, worldwide data, July 2013

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