



Q2 2015 Results

July 2015

Safe Harbor

Forward-Looking Statements. Our presentation today, including the slides contained herein, contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are not historical facts or guarantees of future performance and are based on management's assumptions and expectations, which are inherently subject to difficult to predict uncertainties, risks and changes in circumstances. The use of words such as "intends," "expects," "may," "believes," "should," "seeks," "intends," "plans," "potential," "will," "projects," "estimates," "anticipates" or similar expressions generally identify forward-looking statements. However, these words are not the exclusive means of identifying such statements, and any statements that refer to expectations, beliefs, plans, predictions, projections, forecasts, objectives, assumptions, models, illustrations, profiles or other characterizations of future events or circumstances are forward-looking statements, including without limitation statements relating to future revenues, expenses, margins, performance, profitability, cash flows, net income/(loss), earnings per share, growth rates and other measures of results of operations (such as, among others, EBITDA or adjusted EBITDA) and future growth prospects for TripAdvisor's business. Actual results and the timing and outcome of events may differ materially from those expressed or implied in the forward-looking statements for a variety of reasons, including, among others, those discussed in the "Risk Factors" section of our Annual Report on Form 10-K, as amended. Except as required by law, we undertake no obligation to update any forward-looking or other statements in this presentation, whether as a result of new information, future events or otherwise. Investors are cautioned not to place undue reliance on forward-looking statements.

Non-GAAP Measures. This presentation also includes discussion of both GAAP and non-GAAP financial measures. Important information regarding TripAdvisor's definition and use of these measures, as well as reconciliations of the non-GAAP financial measure to the most directly comparable GAAP financial measure are included in the press release reporting our second quarter 2015 financial results, which is available on the Investor Relations section of our website: www.tripadvisor.com. These non-GAAP measures are intended to supplement, not substitute for, GAAP comparable measures. Investors are urged to consider carefully the comparable GAAP measures and reconciliations.

Industry / Market Data. Industry and market data used in this presentation have been obtained from industry publications and sources as well as from research reports prepared for other purposes. We have not independently verified the data obtained from these sources and cannot assure you of the data's accuracy or completeness.

Who We Are

Our mission

Help travelers around
the world plan and
book the perfect trip



We are the world's most popular travel website

225M

Reviews & opinions

#1

340M

Monthly unique users¹

#1

1.7M

Accommodations²

#1

2.7M

Restaurants

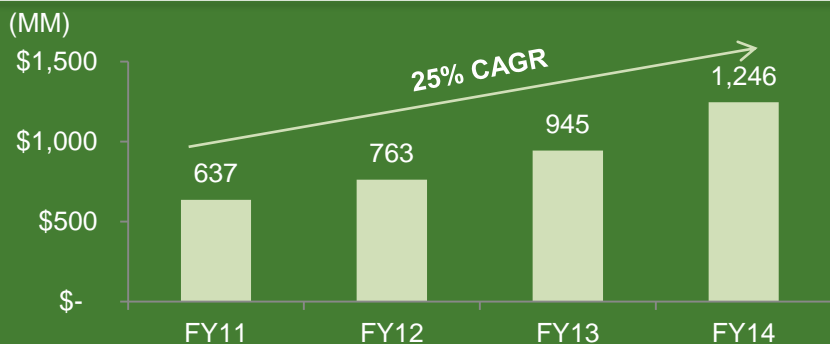
#1

530K

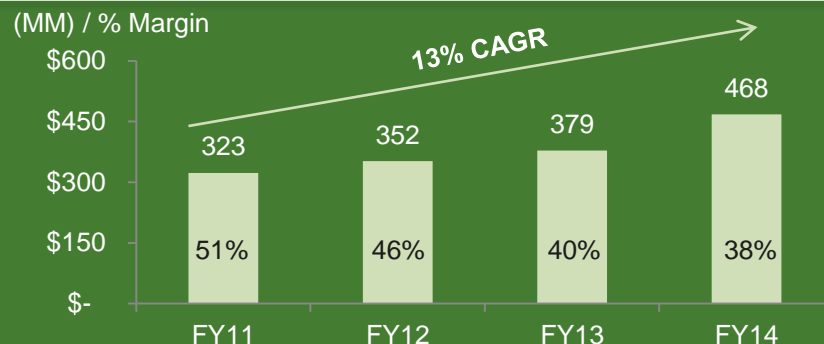
Attractions

#1

Revenues



Adjusted EBITDA³



(1) Google Analytics, worldwide data, Q1 2015

(2) Includes 950K hotels, inns, BnBs and 700k vacation rental listings

(3) Adjusted EBITDA defined as net income (loss) plus: (1) provision for income taxes; (2) other (income) expense, net; (3) depreciation of property and equipment, including internal use software and website development; (4) amortization of intangible assets; (5) stock-based compensation; and (6) non-recurring expenses.

Content: Rich User-Generated Content

225M

Reviews & Opinions

139

Contributions/minute

tripadvisor® Conrad Maldives Rangali Island Resort

Rangali Island ▾ Hotels Flights Vacation Rentals Restaurants ▾ Best of 2

Asia ▸ Maldives ▸ Alifu Atoll ▸ Southern Ari Atoll ▸ Rangali Island ▸ Rangali

Conrad Maldives Rangali Island



Conrad Maldives Rangali Island

★★★★★ Rangali Island, 2034

Hotel website 011 960 668-0629 Hotel deals Special Offer Stay 4 nights, pay for 3!

Best prices for your stay

03/09/2015 03/11/2015

CONRAD HOTELS & RESORTS™	\$978* \$227 taxes & fees
agoda.com	\$974* \$693 taxes & fees
travelocity	\$978* \$757 taxes & fees

Orbitz.com \$1,255* Despegar.com \$1,029*
Hotels.com \$978* 5 more sites

*Disclaimer



Certificate of Excellence 2014

91%

Ranked #1 of 1 hotels in Rangali Island

859 Reviews

Travelers' Choice® 2013 Winner
Luxury

- Beach
- Romantic
- Trendy
- Free Wifi

Overview Reviews (1,229) Photos (1,821) Location Amenities Q&A (17) Room Tips

1,229 reviews from our community [Write a Review](#)

Popular Rooms

1,388 traveler photos



Marilita-Fenia

- Contributor
- ★ 15 reviews
 - 4 hotel reviews
 - 1 helpful vote

"PARADISE IN EARTH .."

Reviewed September 2, 2013 **NEW**

Real Paradise on Earth! Great facilities, superb restaurant facilities especially Ithaa Underwater Restaurant. We visited island during our honeymoon and had a marvelous and luxurious stay! Extremely friendly and helpful staff.

Was this review helpful? **Yes** 1

[Problem with this review?](#)

Shreekar P

I had been with my wife in January and had an awesome experience in realiti. One of the best resorts to be in maldives. The food the

Mirih Island Resort 397 Reviews
Lowest price at Expedia, 3 sites checked
\$1,080 and up*

LUX* Maldives 1,403 Reviews
Lowest price at Expedia, 4 sites checked
\$588 and up*

Browse nearby

Restaurants (1)

TripAdvisor Helps Users Navigate the Entire Journey

Rich Travel Content

225M+ reviews & opinions; Candid photos; Friend Content



Price Compare & Book

Compare room prices from 200+ sites & complete booking on TripAdvisor



On the Trip

Content on 3.2M restaurants, tours & attractions; Top-ranked mobile apps¹



Research
& Plan

Price
Compare

Book

On the
Trip

¹ Distimo study of mobile app downloads in the travel sector for the period of January 1, 2012 to March 31, 2014, based on downloads and device installs

Driving Powerful Network Effects



Addressing Huge & Growing Market Opportunity

Huge Travel Market

1.3T gross bookings in global travel industry in 2014 ¹

Online Ad Spend Growing

26% of \$51Bn travel advertising will be spent online in 2016 ²

Bookings Moving to Online

Online travel market to reach \$500Bn in 2015, representing 37% of global travel ³

1 PhoCusWright U.S. Online Travel overview, Eleventh edition; PhoCusWright European Online Travel Overview, Sixth Edition; PhoCusWright APAC Online Travel Overview, Fourth Edition

2 IDC, New Media Market Model, 2012

3 PhoCusWright Global online Travel Overview, Third Edition

Driving Valuable Leads for Partners

Audience

Rich, fresh user content on 4.9M businesses drives 340M unique users per month¹



Leads

Large source of qualified shoppers looking for flights, accommodations, restaurants & attractions



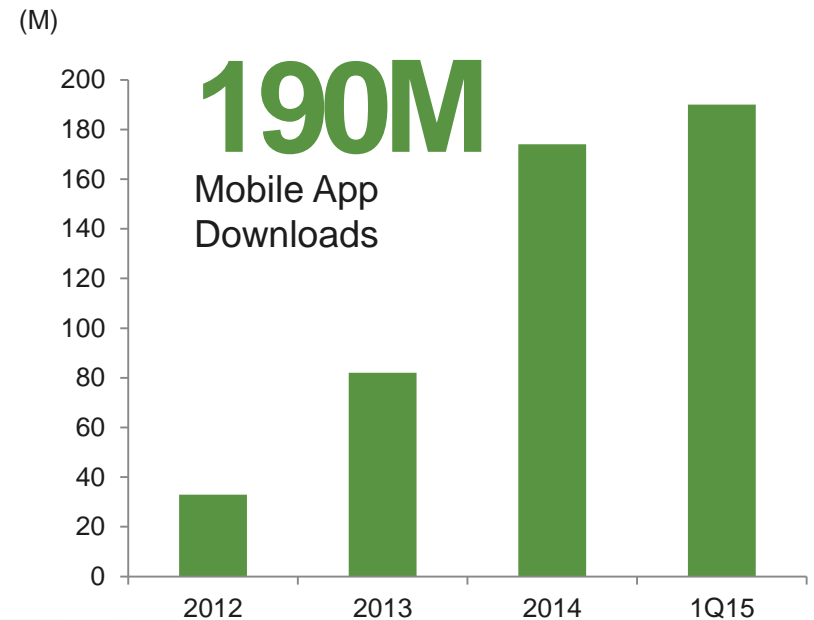
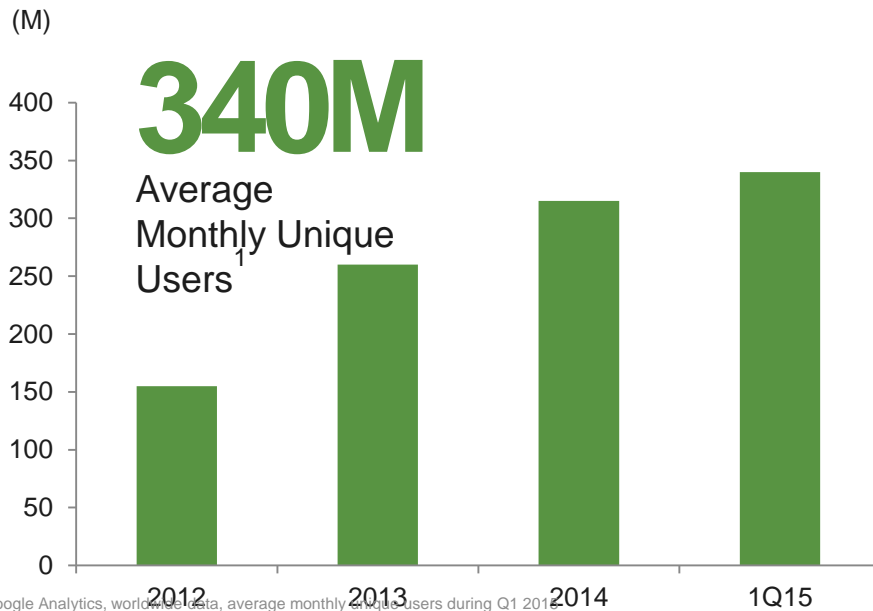
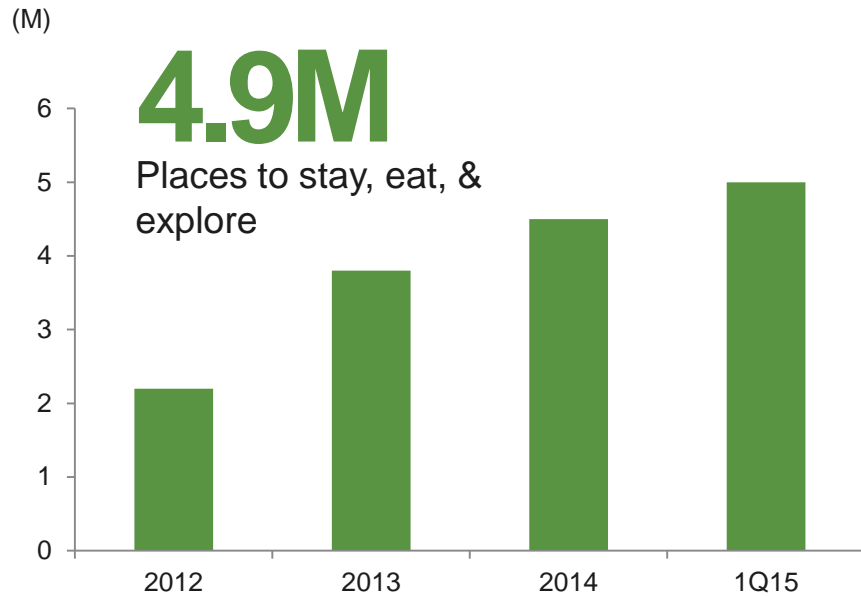
Profit

Cost-per-click, Display and Subscription / Transaction ad opportunities drive bookings



¹ Google Analytics, worldwide data, average monthly unique users during Q1 2015

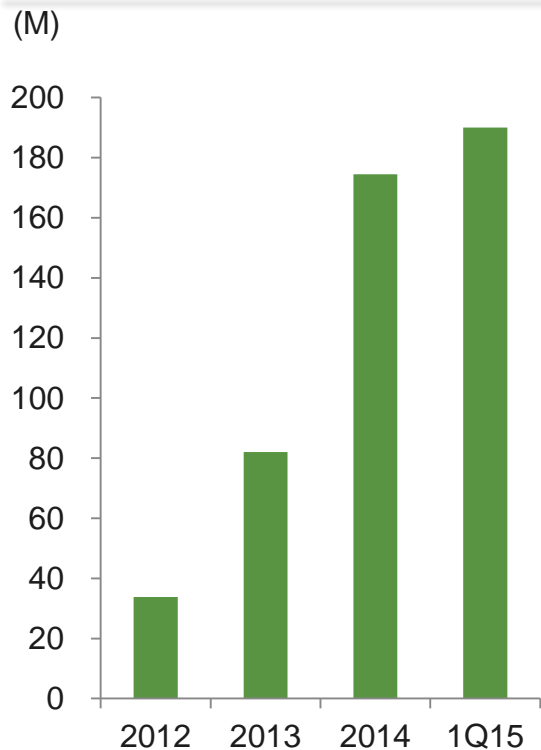
Global Scale and Robust Travel Platform



¹ Google Analytics, worldwide data, average monthly unique users during Q1 2015

Strong Engagement on Mobile Devices

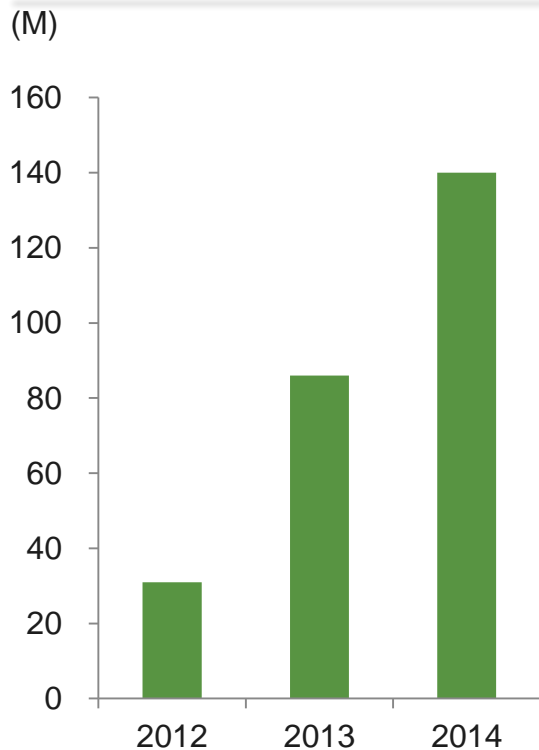
App Downloads



190MM

Mobile App Downloads ¹

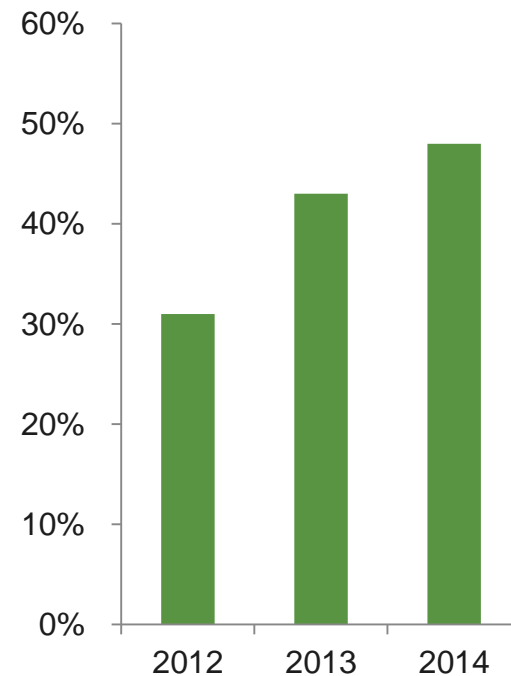
Unique Users



140MM+

Mobile Unique Users ²

% of Traffic



40%+

Mobile % of Total Traffic ²

¹ Cumulative mobile app downloads as of March 31, 2015.

² Average monthly unique users on mobile devices (includes tablet and mobile phone) and mobile users as a % of total users for FY 2014, according to TripAdvisor log files.

What We Do / Areas of Growth & Investment

Hotels

Attractions

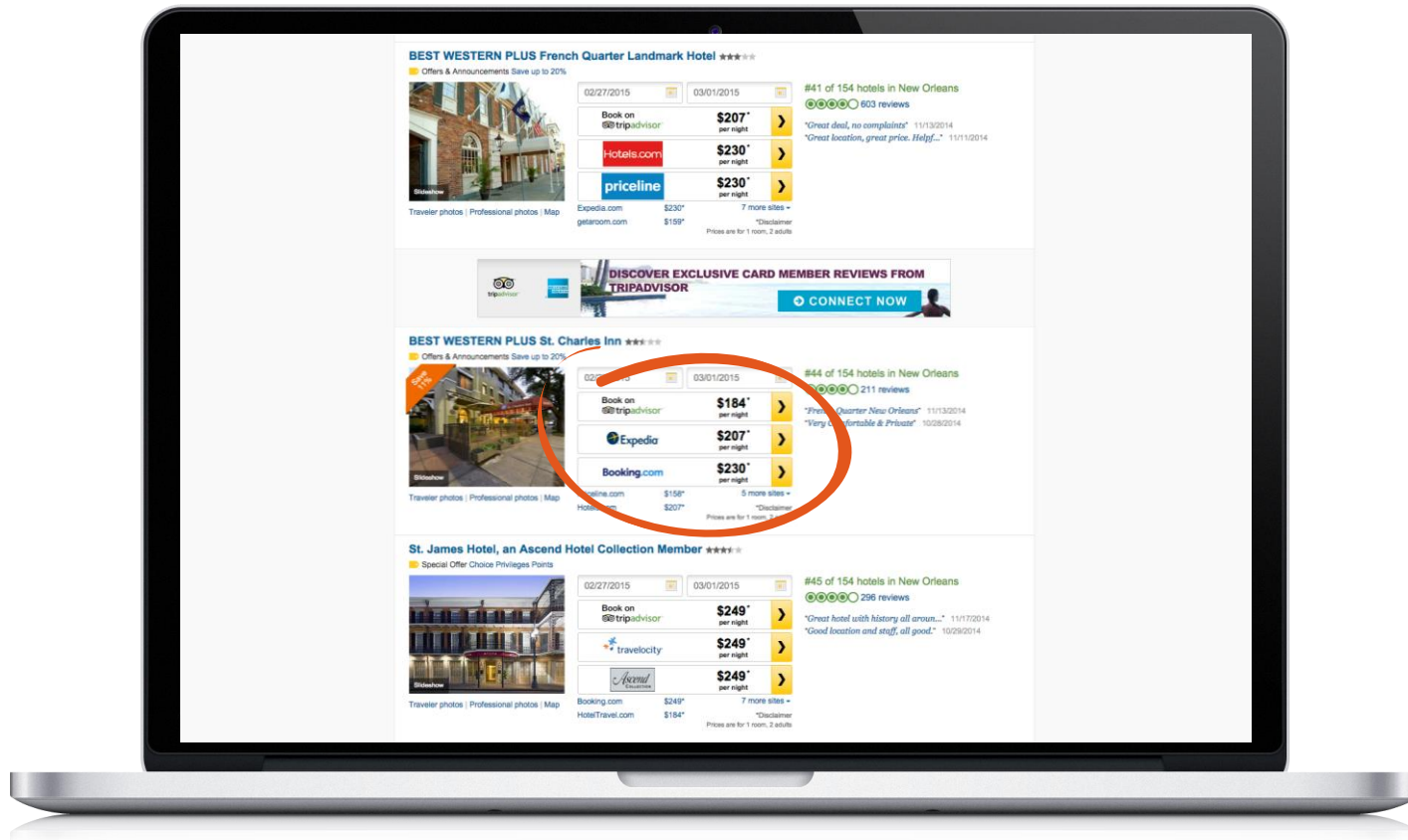
Mobile

Restaurants

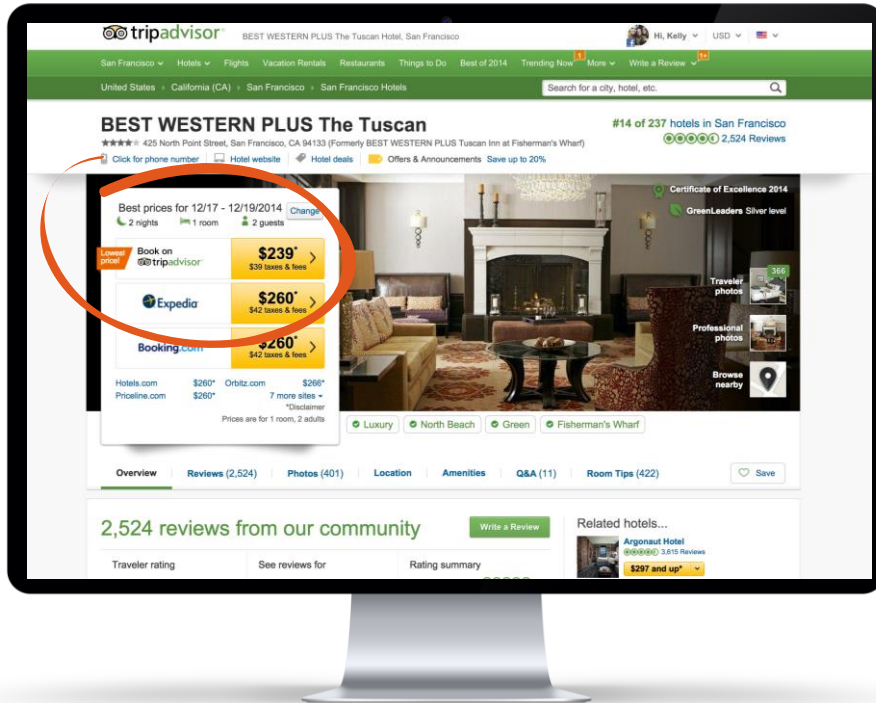
M&A

**Vacation
Rentals**

Hotel Segment: Metasearch Helps Users Price Compare & Save



Hotel Segment: Instant Booking Closes the Loop



Addressing Large Opportunities in Hotel Segment

Instant Booking / TripConnect

Available Rooms from Best Western

Best prices for: 1 room • 2 guests •

02/21/2015 02/22/2015

Book Direct @tripadvisor with Best Western	\$119*
Expedia	\$129*
travelocity	\$129*

Booking.com \$129* Priceline.com \$129*
Orbitz.com \$129* 6 more sites
*Disclaimer

See 5 More Rooms

1 King Bed - Non-Smoking
1 King Bed, Non-Smoking, 42 Inch Lcd Television, Refrigerator, High Speed Internet Access, Full Breakfast
See More

1 King Bed - Non-Smoking
1 King Bed, Mobility Accessible, Communication Assistance, Roll In Shower, Non-Smoking, Full Breakfast
See More

1 King Bed - Non-Smoking
1 King Bed, Non-Smoking, 42 Inch Lcd Television, Refrigerator, High Speed Internet Access, Full Breakfast
See More

- Allows travelers to quickly and easily complete a hotel reservation through the hotel or online travel agencies
- Removes friction from the booking process
- Instant Booking + TripConnect platform enable independent hotels to receive direct bookings from TripAdvisor

Book on **\$246*** per night



Business Listings

Home > Europe > United Kingdom (UK) > England > London >

Hotel 41 ★★★★★ Like 120

41 Buckingham Palace Road, London SW1W 0PS, England

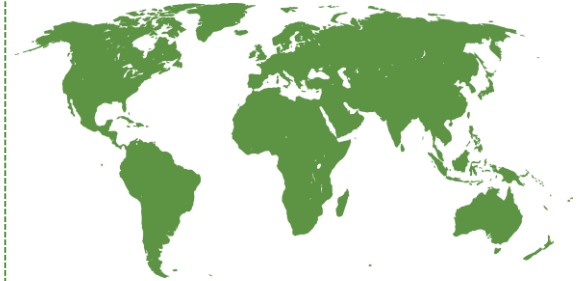
Hotel website E-mail hotel 44(0)2073000041

Special offer COMPLIMENTARY TEA FOR TWO

Ranked #1 of

- 950K hotels & accommodations in our database looking to leverage TripAdvisor's massive global travel audience
- 81K paid hotel subscribers at the end of 2014
- Enhanced exposure for hoteliers through special offers, announcements and mobile upgrade

International / China



- TripAdvisor represents a small fraction of online travel unique users¹
- International: \$1.3T annual global travel bookings = market growing at ~5% per year²
- China's online travel market growing 30% per year and is the world's largest outbound travel market; expect >650M internet users by 2015 – still less than 50% penetration³

¹ comScore Media Metrix for TripAdvisor Sites, worldwide, December 2014

² PhoCusWright estimates;

³ Boston Consulting Group, The Internet's New Billion: Digital Consumers in Brazil, Russia, India, China and Indonesia, Sept 2010

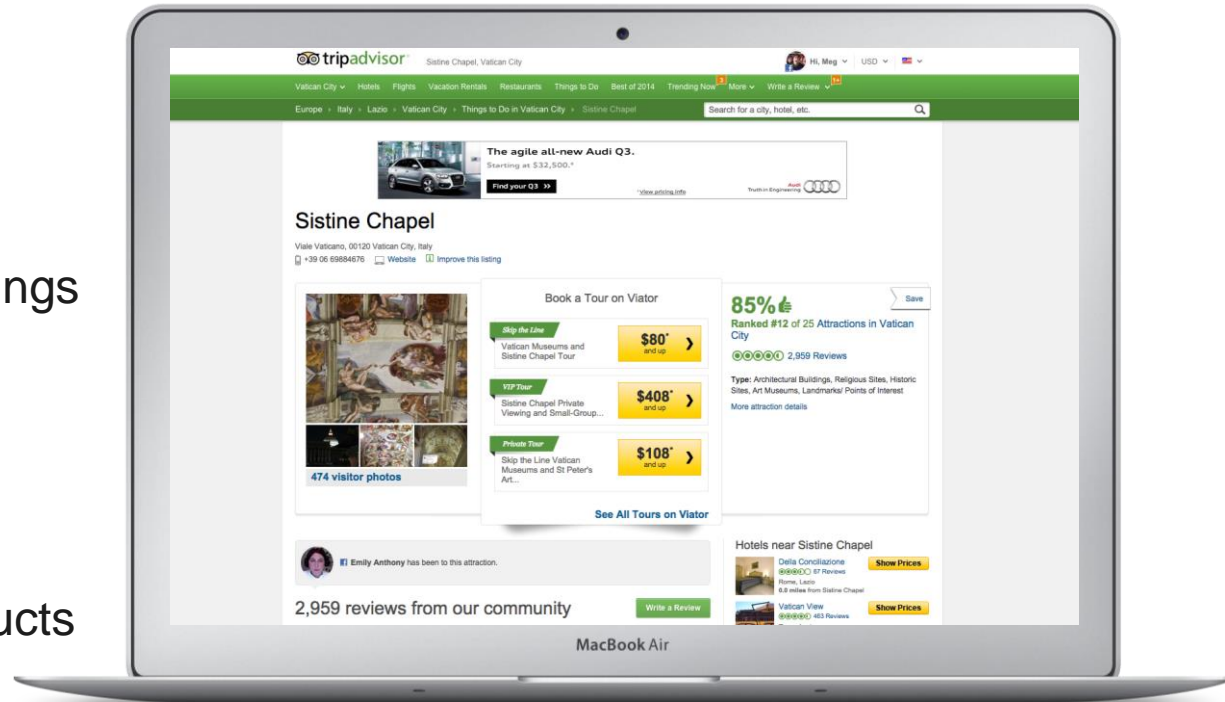
Other Segment: Closing the Loop in Attractions



- Global leader in attractions content
- **530,000** attraction listings



- Global leader in online transactions
- **20K+** bookable products
- **1,500** destinations
- UPDATE: Opening new Viator Marketplace opens up listings opportunity



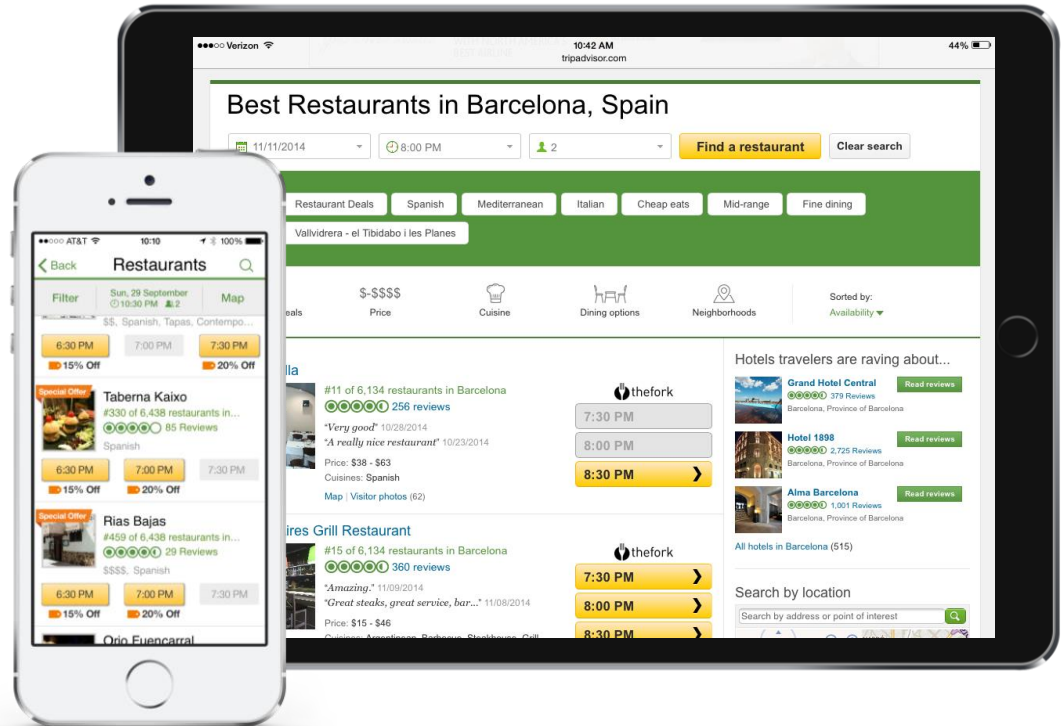
Closing the Loop in Restaurants



- Global leader in restaurant content
- **2.7 million** restaurant listings



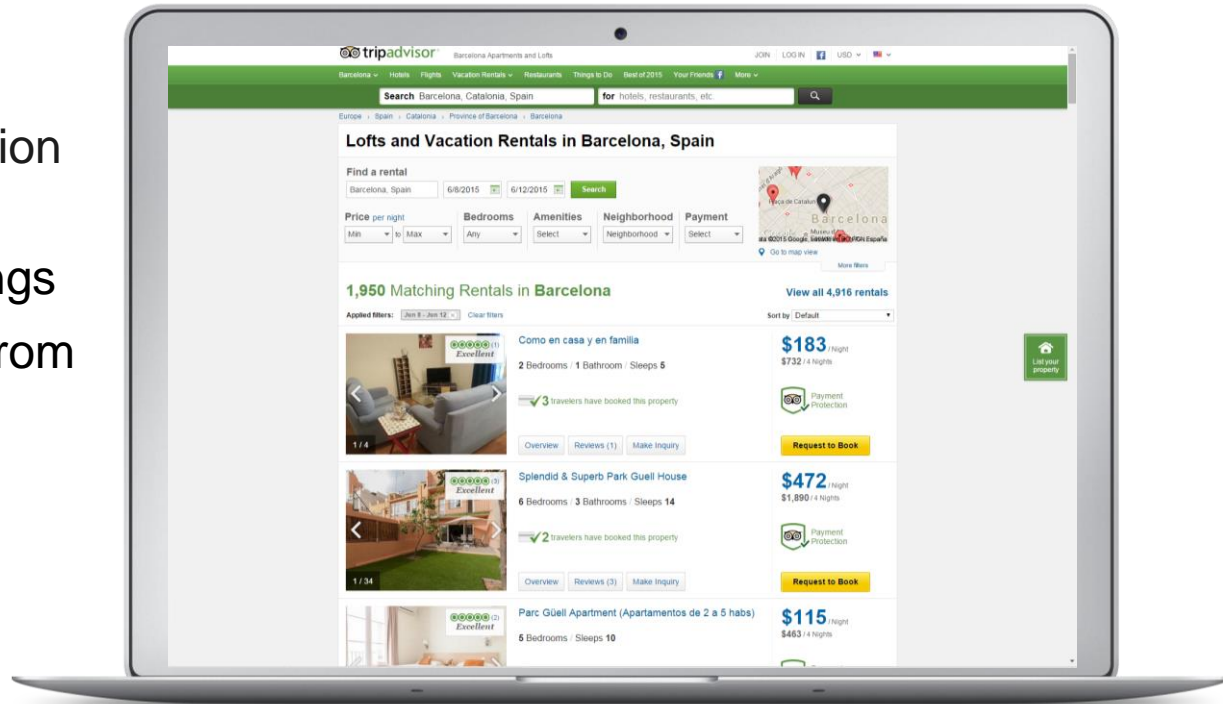
- European leader in online restaurant reservations
- **24K+** bookable restaurants
- UPDATE: Completed acquisition of Australia-based Dimmi in May 2015



Closing the Loop in Vacation Rentals



- Global leader in vacation rental listings
- **700,000** property listings
- Successfully shifting from subscription to transaction-based business
- E-commerce-enabled properties



One business, three revenue streams

Cost per click

Highly qualified hotel shopper leads through metasearch auction and bookings driven by Instant Booking

Book on


\$246*
per night





\$299*
per night



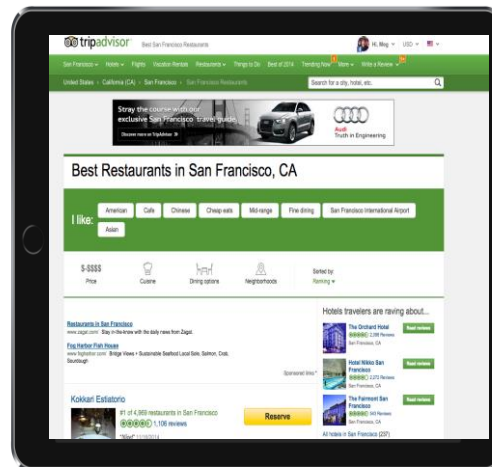


\$290*
per night



Display

340M unique monthly visitors across 45 localized points of sale



Subscription/transaction

Business Listings, Vacation Rentals, Restaurants & Attractions



6:30 PM

7:00 PM



7:30 PM



Key Operating Priorities – “Speed Wins”



Talent

Attract, build and retain
a world class team



Technology

Build flexible, scalable
architecture



Product

Develop products
travelers love



Monetization

Scale and optimize
profitable business lines
for the long-term

Recent Acquisitions

2013 Acquisitions



(Social, Mobile)

(Vacation Rentals,
International)



(Flash Sale, Mobile)

(Flights, Mobile)



(Cruise)

(Photos)

2014/2015 Acquisitions



(Restaurants,
International)



(Vacation Rentals)



(Travel Expert Network,
Tours)



(Attractions)



(Restaurants,
International)



(Restaurants,
International)



(Restaurants,
International)



(Travel Journal)



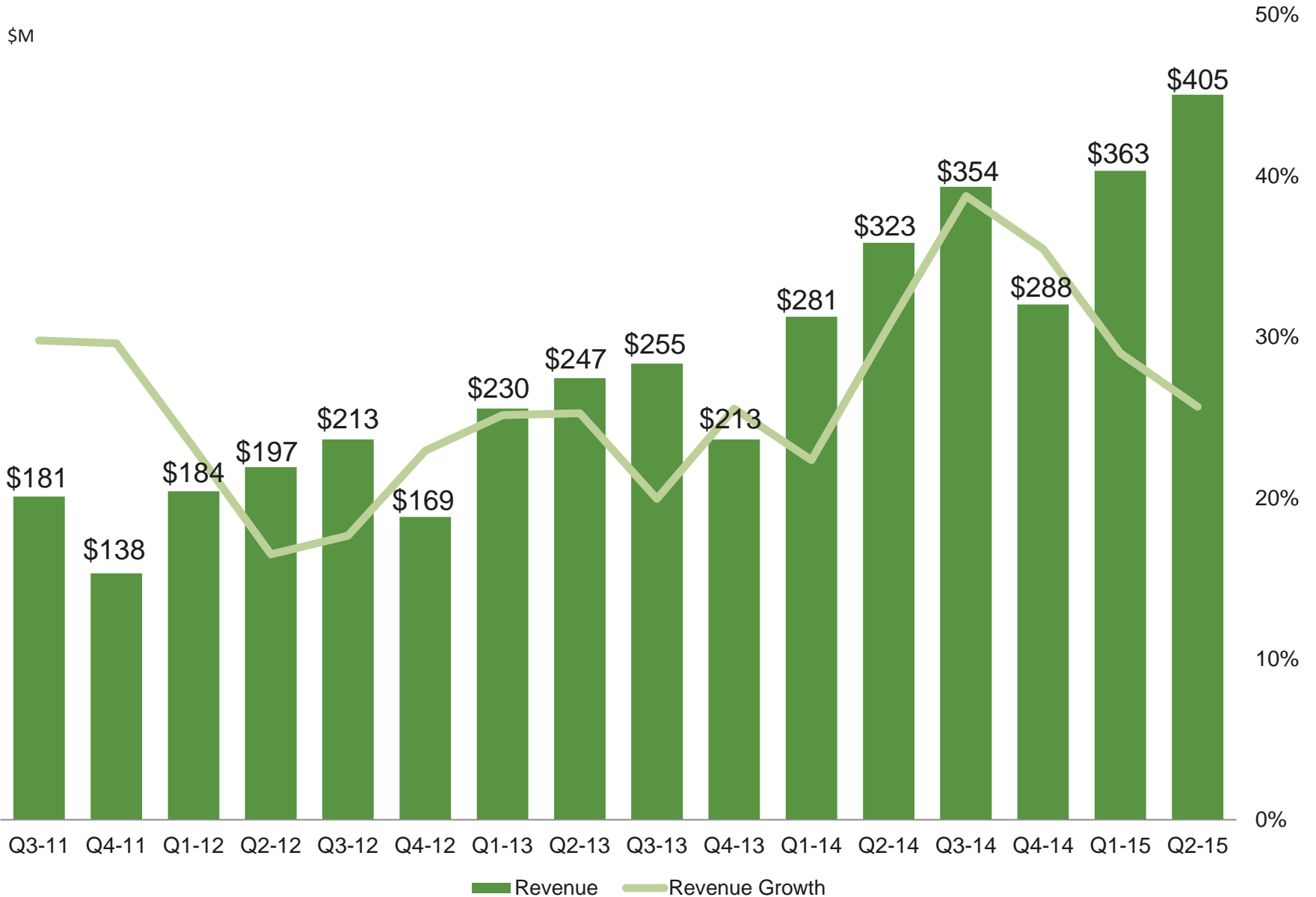
(Restaurants,
International)



(Restaurants,
International)

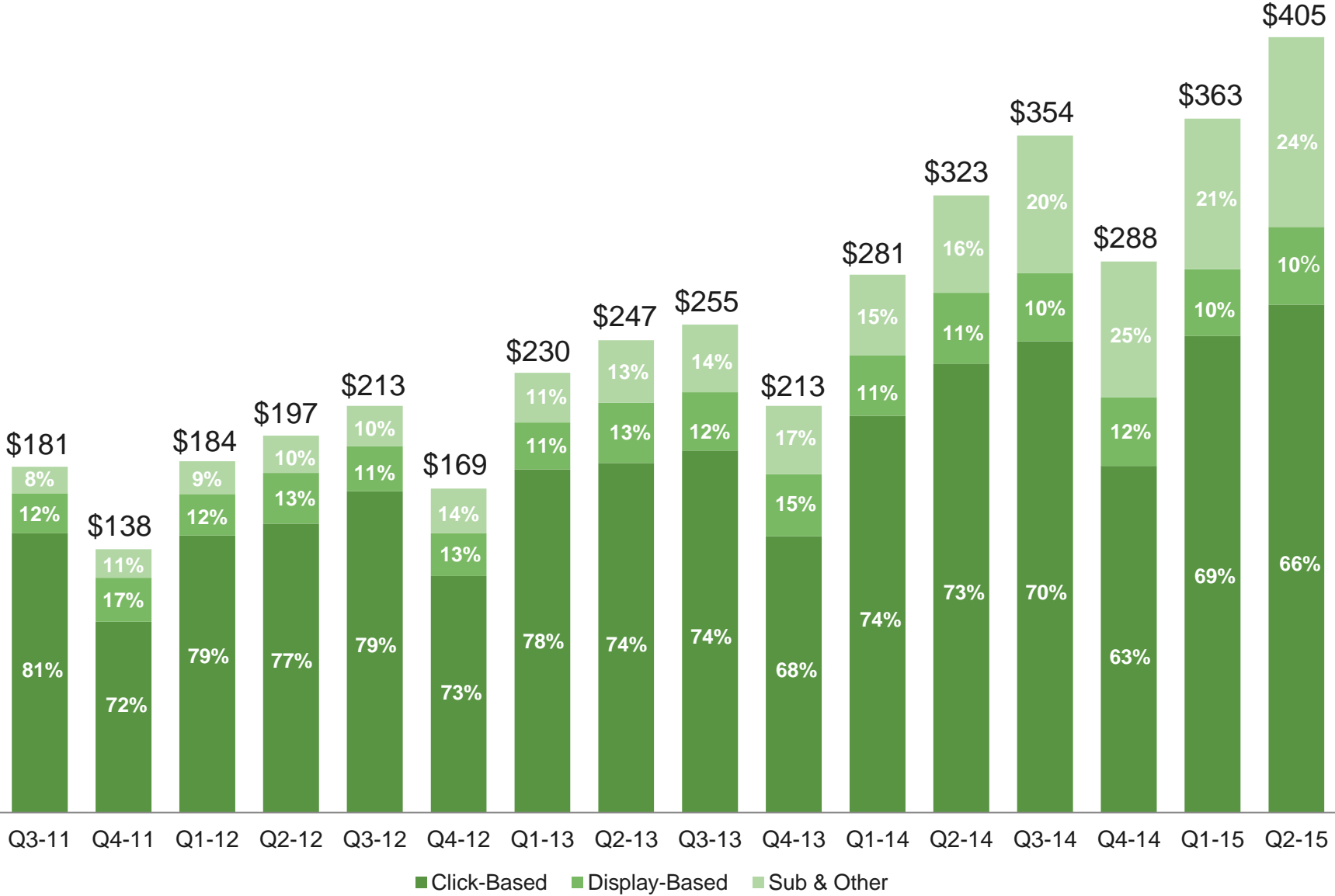
Financial Results

Total Revenue



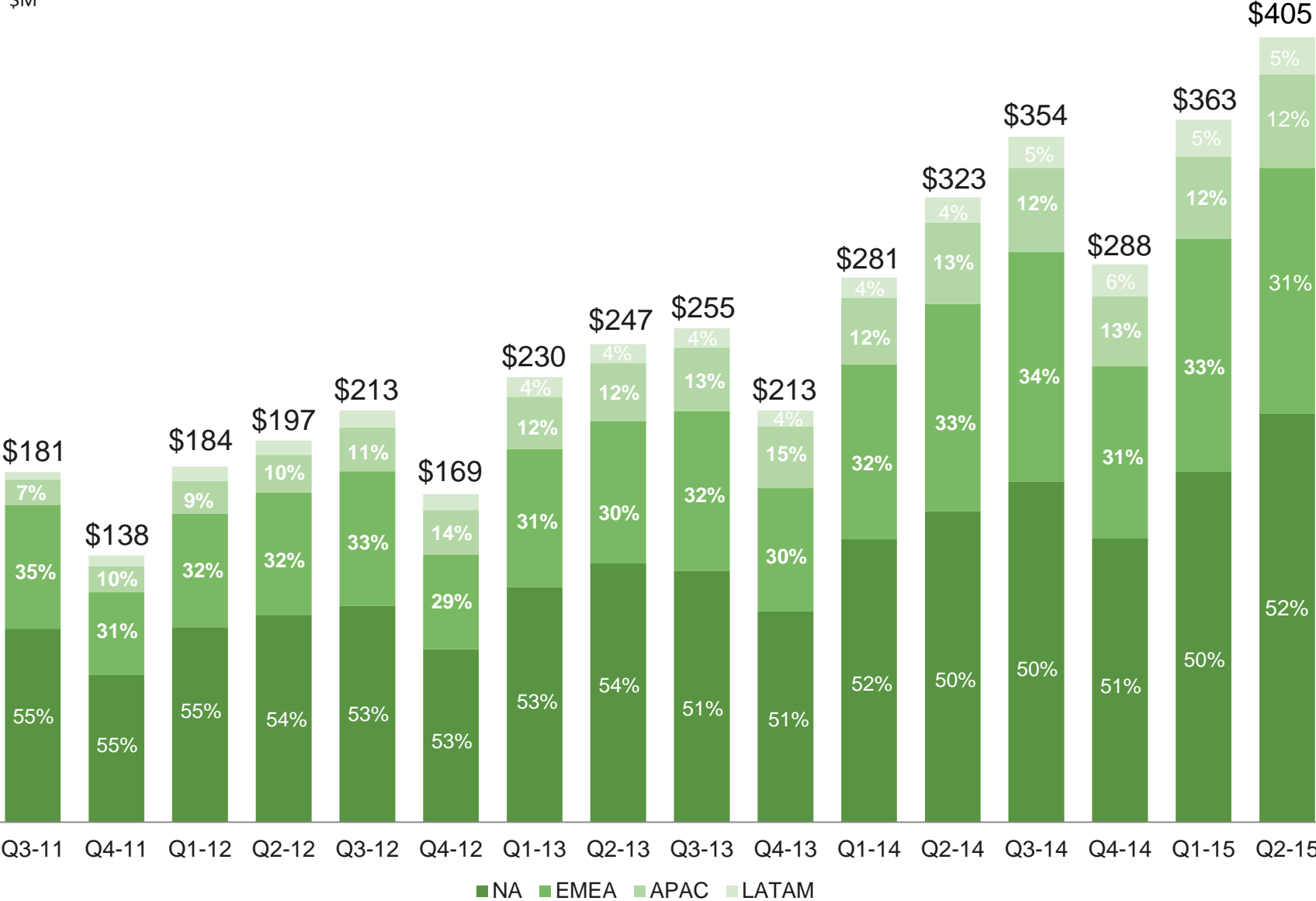
Revenue by Product

\$M

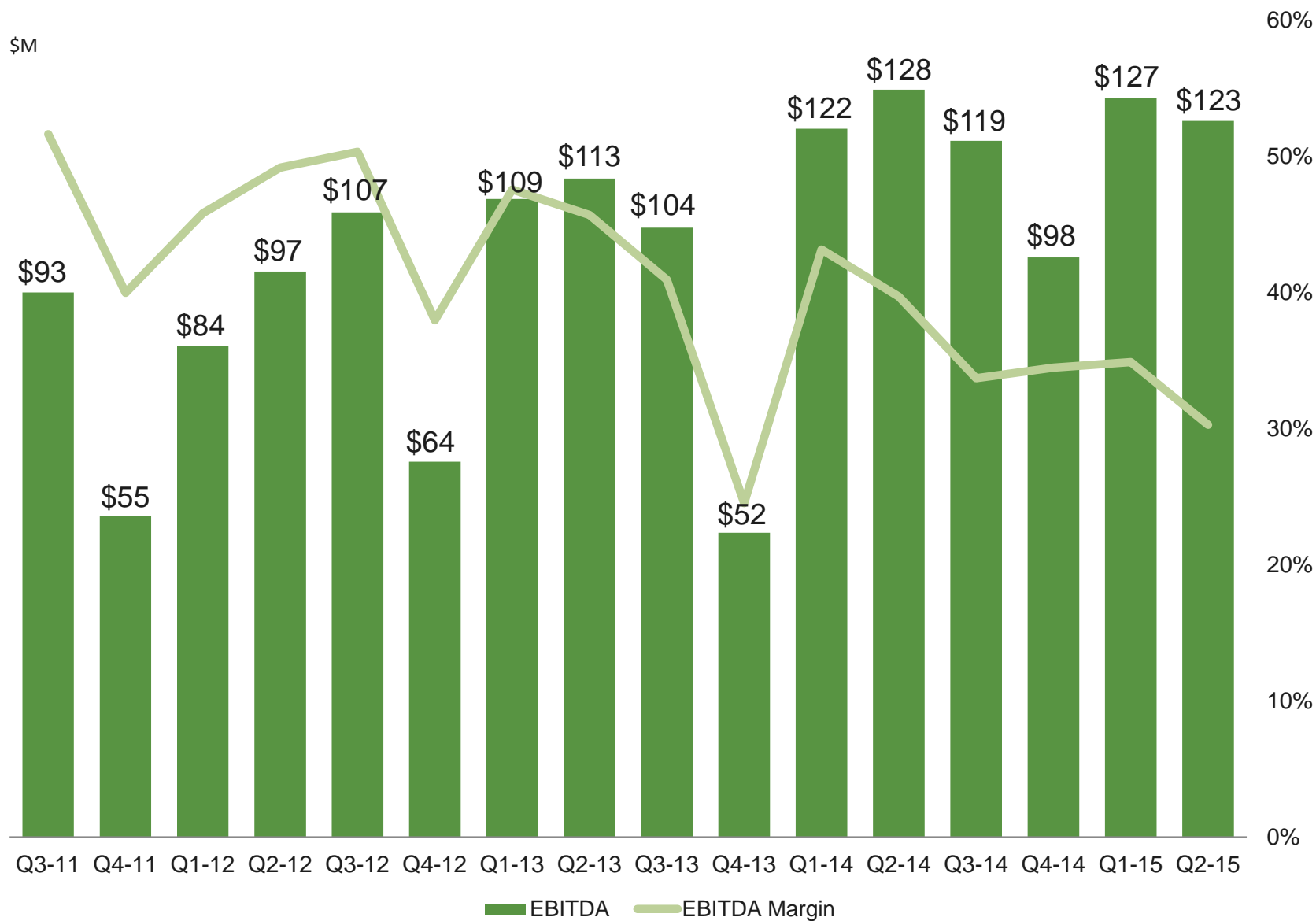


Revenue by Geography

\$M



Adjusted EBITDA



Note: Adjusted EBITDA is a Non-GAAP financial measure. For a reconciliation of Adjusted EBITDA to net income please see slide 27. The presentation of this financial information is not intended to be considered in isolation or as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP

Net Income & Cash Flow

\$M, except earnings per share

	Q2-15	Q1-15	Q2-14
GAAP Net income	\$58	\$63	\$68
Non-GAAP net income ¹	\$79	\$80	\$81
GAAP EPS	0.40	0.43	0.47
Non-GAAP EPS ²	0.54	0.54	0.55
Operating cash flow	\$201	\$99	\$158
Free Cash Flow ³	\$178	\$68	\$136
Cash, cash equivalents & marketable securities	\$746	\$642	\$721

¹ TripAdvisor defines "non-GAAP net income" as net income before expenses related to stock-based compensation and amortization of intangible assets and non-recurring expenses, net of related tax effects.

² TripAdvisor defines "non-GAAP net income per diluted share" as non-GAAP net income divided by non-GAAP weighted average diluted shares outstanding, which included dilution from options per the treasury stock method and include all weighted average shares relating to RSUs in shares outstanding for Non-GAAP net income per diluted share.

³ TripAdvisor defines "free cash flow" as net cash provided by operating activities less capital expenditures, which are purchases of property and equipment, including capitalization of internal-use software development costs.

Segment Financial Information

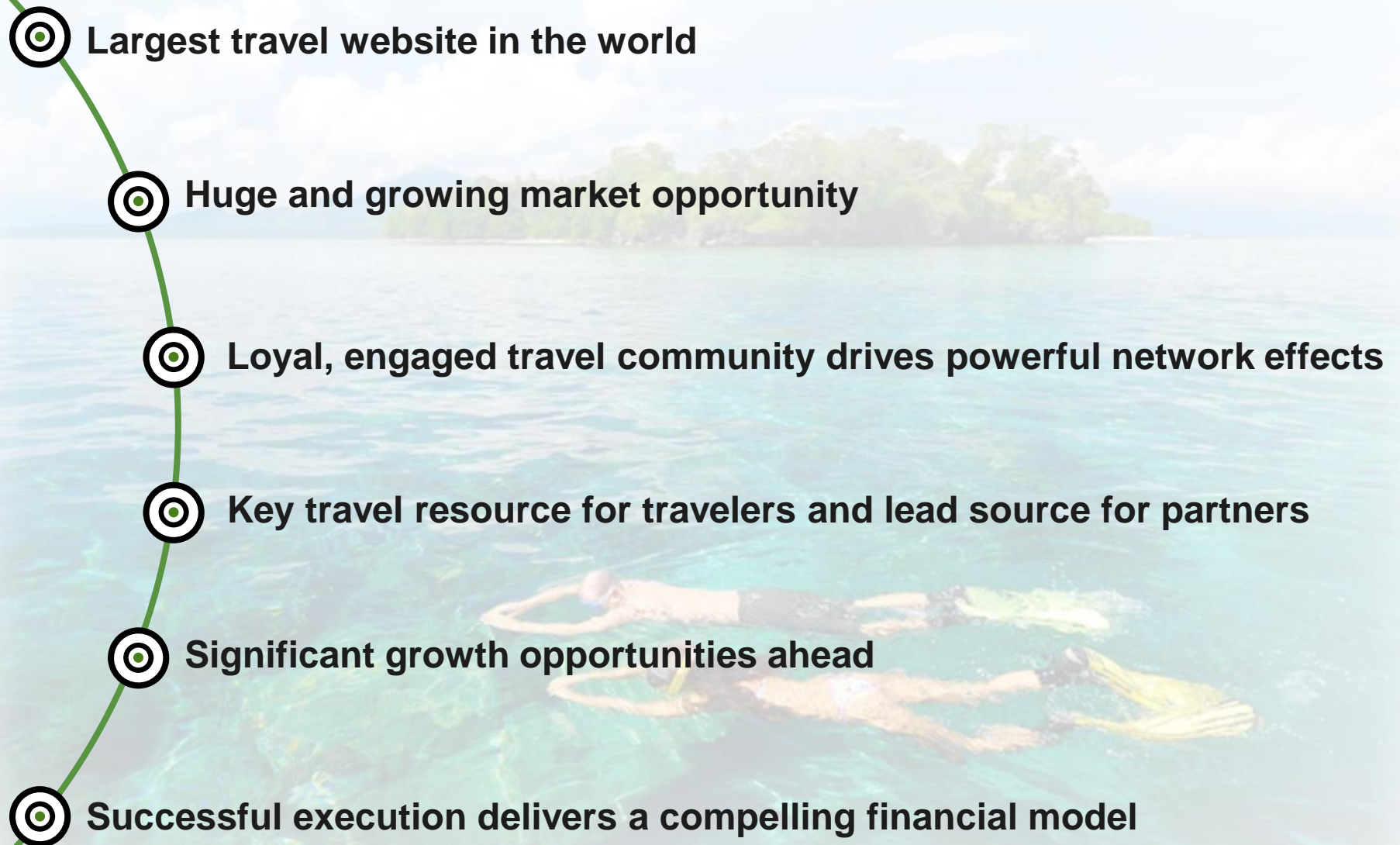
\$M

	Q2-15	Q1-15	Q2-14	% Change 2Q15 vs 2Q14
Revenue:				
Hotel	\$343	\$320	\$303	13%
Other	\$62	\$43	\$20	210%
Total Revenue	\$405	\$363	\$323	25%
Adjusted EBITDA¹:				
Hotel	\$125	\$132	\$130	(4)%
Other	\$(2)	\$(5)	\$(1)	(100)%
Total Adjusted EBITDA	\$123	\$127	\$129	4(5)%
Adjusted EBITDA Margin²:				
Hotel	36%	41%	43%	
Other	(3)%	(12)%	(5)%	

1 Adjusted EBITDA is defined as net income (loss) plus: (i) provision for income taxes; (ii) other income (expense), net; (iii) depreciation of property and equipment, including internal use software and website development; (iv) amortization of intangible assets; (v) stock-based compensation and other stock-settled obligations; (vi) goodwill, long-lived asset and intangible asset impairments; and (vii) non-recurring expenses.

2 TripAdvisor defines "Adjusted EBITDA margin" as Adjusted EBITDA as a percentage of revenue.

Investment Highlights

- 
- ① **Largest travel website in the world**
 - ② **Huge and growing market opportunity**
 - ③ **Loyal, engaged travel community drives powerful network effects**
 - ④ **Key travel resource for travelers and lead source for partners**
 - ⑤ **Significant growth opportunities ahead**
 - ⑥ **Successful execution delivers a compelling financial model**

Non-GAAP Reconciliations

(in millions, except share amounts which are reflected in thousands and per share amounts)	2012				FY 2012	2013				FY 2013	2014				FY 2014	2015 Q1
	Q1	Q2	Q3	Q4		Q1	Q2	Q3	Q4		Q1	Q2	Q3	Q4		
Adjusted EBITDA and OIBA Reconciliation																
Adjusted EBITDA (1)	\$ 84	\$ 97	\$ 106	\$ 64	\$ 352	\$ 110	\$ 113	\$ 104	\$ 52	\$ 379	\$ 122	\$ 129	\$ 119	\$ 98	\$ 468	\$ 127
Depreciation (2)	4	5	5	6	20	6	7	8	9	30	10	11	12	14	47	14
Amortization of intangible assets	2	2	1	1	6	1	2	1	2	6	2	3	6	7	18	7
Stock-based compensation	5	6	8	10	30	15	10	11	13	49	14	15	17	17	63	16
GAAP Operating Income	\$ 73	\$ 84	\$ 92	\$ 47	\$ 296	\$ 88	\$ 94	\$ 84	\$ 28	\$ 294	\$ 96	\$ 100	\$ 84	\$ 60	\$ 340	\$ 90
Interest expense	(3)	(2)	(2)	(4)	(11)	(3)	(2)	(3)	(2)	(10)	(2)	(2)	(2)	(3)	(9)	(2)
Interest income and other, net	1	(5)	1	-	(3)	(1)	(2)	3	-	-	-	-	(7)	(2)	(9)	(2)
Income before income taxes	71	77	91	43	282	84	90	84	26	284	94	98	75	55	322	86
Provision for income taxes	23	24	31	9	87	22	23	28	6	79	26	30	21	19	96	23
GAAP Net income	48	53	60	34	195	62	67	56	20	205	68	68	54	36	226	63
GAAP Net (income) loss attributable to noncontrolling interest	-	-	-	-	(1)	-	-	-	-	-	-	-	-	-	-	-
GAAP Net income attributable to TripAdvisor, Inc.	\$ 48	\$ 53	\$ 60	\$ 34	\$ 194	\$ 62	\$ 67	\$ 56	\$ 20	\$ 205	\$ 68	\$ 68	\$ 54	\$ 36	\$ 226	\$ 63
Non-GAAP Net income Reconciliation																
Non-GAAP Net income	\$ 53	\$ 58	\$ 66	\$ 41	\$ 219	\$ 74	\$ 76	\$ 64	\$ 30	\$ 244	\$ 80	\$ 81	\$ 71	\$ 52	\$ 284	\$ 80
Stock-based compensation	5	6	8	10	30	15	10	11	13	49	14	15	17	17	63	16
Amortization of intangible assets	2	2	1	1	6	1	2	1	2	6	2	3	6	7	18	7
Income tax effect of non-GAAP adjustments (3)	2	3	3	4	11	4	3	4	5	16	4	5	6	8	23	6
GAAP Net income attributable to TripAdvisor, Inc.	\$ 48	\$ 53	\$ 60	\$ 34	\$ 194	\$ 62	\$ 67	\$ 56	\$ 20	\$ 205	\$ 68	\$ 68	\$ 54	\$ 36	\$ 226	\$ 63
Non-GAAP Share Count Reconciliation																
Non-GAAP Diluted Shares Outstanding	136,805	142,336	144,218	144,148	141,878	145,067	146,487	146,253	146,029	145,959	146,512	146,816	147,055	146,787	146,792	147,068
Additional restricted stock units	647	599	561	334	537	412	823	799	749	696	847	1,034	984	1,107	992	1,196
GAAP Diluted Shares Outstanding	136,158	141,737	143,657	143,814	141,341	144,655	145,664	145,454	145,280	145,263	145,665	145,782	146,071	145,680	145,800	145,872
Non-GAAP Earnings Per Share																
Diluted Non-GAAP EPS	\$ 0.38	\$ 0.41	\$ 0.46	\$ 0.29	\$ 1.54	\$ 0.50	\$ 0.52	\$ 0.45	\$ 0.21	\$ 1.68	\$ 0.54	\$ 0.55	\$ 0.48	\$ 0.35	\$ 1.93	\$ 0.54
Total Revenue growth ex-Foreign Exchange Reconciliation																
Non-GAAP Revenue growth	-	-	-	-	-	24%	25%	18%	24%	23%	21%	29%	38%	39%	32%	36%
Foreign exchange effect (4)	-	-	-	-	-	1%	0%	2%	2%	1%	1%	2%	1%	-4%	0%	-7%
GAAP Revenue growth	-	-	-	-	-	25%	25%	20%	26%	24%	22%	31%	39%	35%	32%	29%
Hotel Segment growth ex-Foreign Exchange Reconciliation																
Non-GAAP Hotel Segment growth	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26%
Foreign exchange effect (4)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-6%
GAAP Hotel Segment growth	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20%
Adjusted EBITDA growth ex-Foreign Exchange Reconciliation																
Adjusted EBITDA growth before foreign exchange impact	-	-	-	-	-	-	-	-	-22%	-	9%	-	-	98%	-	15%
Foreign exchange effect (4)	-	-	-	-	-	-	-	-	3%	-	3%	-	-	-10%	-	-11%
Adjusted EBITDA growth	-	-	-	-	-	-	-	-	-19%	-	12%	-	-	88%	-	4%

(1) Adjusted EBITDA is defined as net income (loss) plus: (i) provision for income taxes; (ii) other income (expense), net; (iii) depreciation of property and equipment, including internal use software and website development; (iv) amortization of intangible assets; (v) stock-based compensation and other stock-settled obligations; (vi) goodwill, long-lived asset and intangible asset impairments; and (vii) non-recurring expenses.

(2) Includes internal use software and website development amortization.

(3) Represents the reduction in the income tax benefit recorded for all periods presented based on our effective tax rate, adjusted for non-GAAP items.

(4) Foreign exchange effect is calculated on a constant currency basis, by excluding the effects of foreign exchange by translating actual revenue or expenses for the current reporting period ended using the prior year reporting period's quarterly average exchange rates for settlement currencies other than the U.S. dollar.



Thank You