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Independent Study Finds TripAdvisor Business Listings Generates \$64 for Every Dollar Spent

L'Hermitage Hotel GM Reports Upgraded Hotel Page on the World's Largest Travel Site "More than Pays for Itself in One Day"

NEWTON, Mass., Sept. 5, 2012 /PRNewswire/ -- [TripAdvisor®](#), the world's largest travel site*, today announced that Vancouver's L'Hermitage Hotel has converted \$64 in incremental bookings through [TripAdvisor Business Listings](#) for every dollar spent — this according to a July 2012 Forrester Consulting Total Economic Impact™ (TEI) study entitled The Total Economic Impact of TripAdvisor's Business Listings. This independent, commissioned report, conducted by Forrester Consulting on behalf of TripAdvisor, projects that the 60-room boutique property will convert more than \$327,000 in incremental bookings over a three-year period on a \$7,500 investment.

(Logo: <http://photos.prnewswire.com/prnh/20110809/NE48233LOGO>)

TripAdvisor Business Listings enables individual hotels to increase their property's exposure in front of TripAdvisor's more than 60 million unique monthly visitors* by adding their direct contact information—such as a website link, email address and phone number—to their property pages on the site, and also by adding special offers on high-visibility pages.

Forrester Consulting evaluated the economic impact of Business Listings for L'Hermitage with the goal of providing accommodation owners with a framework to evaluate the potential financial impact of using Business Listings in their organizations. According to the study, Business Listings produced a very positive 5,360% risk-adjusted return on investment (ROI) for the hotel. A "risk-adjusted" ROI factors potentially mitigating risks into the overall return formula, allowing a more accurate results projection.

"Our Business Listings subscription costs us approximately \$200 per month and it more than pays for itself in one day," said Glenn Eleiter, general manager of L'Hermitage Hotel. "Every day we convert at least one incremental two-night booking (approximately \$440) directly attributable to Business Listings, which easily covers our monthly investment. Payback is very quick."

"The results L'Hermitage has achieved through TripAdvisor Business Listings is consistent with many other success stories we've heard from properties of all sizes," said Christine Petersen, president, TripAdvisor for Business. "A Business Listing combined with a fantastic service culture is a winning combination for driving direct bookings."

For more information about this and other Forrester Consulting studies on TripAdvisor Business Listings, please visit the [TripAdvisor for Business blog](#).

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 60 million unique monthly visitors*, and over 75 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 19 other travel media brands, and together the sites attract more than 74 million unique monthly visitors.** TripAdvisor, Inc.'s travel media brands include [www.airfarewatchdog.com](#), [www.bookingbuddy.com](#), [www.cruisecritic.com](#), [www.everytrail.com](#), [www.familyvacationcritic.com](#), [www.flipkey.com](#), [www.holidaylettings.co.uk](#), [www.holidaywatchdog.com](#), [www.independenttraveler.com](#), [www.onetime.com](#), [www.seatguru.com](#), [www.sniqueaway.com](#), [www.smartertravel.com](#), [www.tingo.com](#), [www.travel-library.com](#), [www.travelpod.com](#), [www.virtualtourist.com](#), [www.whereivebeen.com](#), and [www.kuxun.cn](#).

*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, July 2012

**Source: comScore Media Metrix for TripAdvisor, Inc. and its subsidiaries, Worldwide, July 2012

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