



April 9, 2013

TripAdvisor Acquires Jetsetter.com

Two leading travel private sale sites, Jetsetter and SniqueAway, now under one roof

NEWTON, Mass., April 9, 2013 /PRNewswire/ -- [TripAdvisor](#)®, Inc. today announced it has acquired [Jetsetter.com](#), a leading members-only private sale site for hotel bookings. The Jetsetter brand will continue to operate out of New York City and will be incorporated into Smarter Travel Media.

(Logo: <http://photos.prnewswire.com/prnh/20080902/TRIPADVISORLOGO>)

"Jetsetter is an outstanding brand and I am absolutely delighted to welcome the Jetsetter team to the TripAdvisor family," said Steve Kaufer, co-founder and CEO TripAdvisor, Inc. "With Jetsetter and our own SniqueAway brand, we now have two leading travel private sale sites under one roof. We are excited by the opportunities this provides to continually help drive amazing value for our travelers staying at some of the world's most highly-rated hotels."

"In a short span of time, Jetsetter has emerged as a premier player in the travel space, and we are proud of what the team has accomplished," said Michelle Peluso, CEO, Gilt. "There are strong synergies between Jetsetter and TripAdvisor and we are confident that having Jetsetter be part of the TripAdvisor group will further accelerate its growth."

Terms of the acquisition will not be disclosed.

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 200 million unique monthly visitors**, and over 100 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: [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, January 2013

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

©2013 TripAdvisor, Inc. All rights reserved.

SOURCE TripAdvisor

News Provided by Acquire Media