

TripAdvisor Unveils New Resource Platform and Educational Series for Businesses

Hospitality Business Owners and Managers Gain Wide Range of Free Content, Webinars and Events to Help Them Drive Sales and Manage Their Reputations Online

NEWTON, Mass., Aug. 9, 2011 /PRNewswire/ -- **TripAdvisor**®, the world's largest travel site*, today announced the launch of a new **Management Center** with free resources and content to help hospitality business owners, managers and marketers engage with the TripAdvisor traveler community, drive sales and manage their properties' reputations online. This resource platform serves as an educational hub with videos, how-to guides and tips, providing owners with crucial strategies for reaching researching travelers on TripAdvisor.

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

"TripAdvisor has launched the new Management Center and accompanying educational series to provide hospitality business owners with helpful resources and actionable strategies for increasing bookings," said Christine Petersen, president of TripAdvisor for Business. "As part of our ongoing efforts to help great businesses thrive, we're offering the content business owners demand most."

The new Management Center includes the following resources and enhancements, which can be found on the "What TripAdvisor can do for you" page:

- **How-to videos:** Two-minute clips providing an overview of TripAdvisor's free tools
- **How-to guides and tip sheets:** Quick overviews and advice on the most effective marketing activities
- **TripAdvisor for Business blog:** Regular updates on TripAdvisor news and resources, property success stories and industry updates
- **Easy-to-use design:** Straightforward, intuitive user interface based on owner feedback

To accompany the launch of the new Management Center, TripAdvisor has also announced a fresh series of master class events worldwide, and a new array of webinars.

Upcoming Master Classes and Global Events

Master Classes:

Dallas, TX, USA – August 30
Santiago, Chile – October TBD
Buenos Aires, Argentina – October 28
Washington, D.C., USA – November TBD

TripAdvisor will offer additional master classes in Australia, Malaysia and the U.K. later this year, with more details coming soon.

Events:

TravelMart Latin America, Florianopolis, Santa Catarina, Brazil – September 11-13, 2011
IFTM Top Resa, Paris – September 20-23, 2011
ABAV Fair of the Americas, Rio de Janeiro, Brazil – October 19-21, 2011
World Travel Market, London – November 7-10, 2011
Caribbean Marketplace, Atlantis, Paradise Island, Bahamas – January 22-24, 2012

Upcoming Webinar Titles (More details coming soon):

- A deep dive into TripAdvisor's new Management Center for property owners and managers
- Marketing your property on and off TripAdvisor
- Exploring TripAdvisor's popularity algorithm and best practices for moving up
- Maximizing your listing's impact – An exploration and explanation of the ways to add impact and keep travelers on your listing longer
- Management responses – Making the best of a good situation, or turning a bad one into an opportunity

For more information, please visit: <http://www.tripadvisor.com/owners>

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 (including Flights search, TripAdvisor Mobile and Instant Personalization) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 60 million unique monthly visitors* across 19 popular travel brands**. TripAdvisor-branded sites make up the largest travel community in the world, with more than 45 million unique monthly visitors***, 20 million members, and over 50 million reviews and opinions. The sites operate in 30 countries worldwide****, including China under daodao.com. TripAdvisor also operates TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors. The division includes Business Listings, which allows hoteliers to connect directly to millions of researching travelers, and Vacation Rentals, which helps property managers and individual home owners list their properties and showcase hotel alternatives.