

TripAdvisor Adds Miami Event to Free Master Class Series for Hospitality Industry

Register Now for Premier Networking Event at The Fontainebleau Miami Beach on June 9 to Hear Essential Online Marketing Strategies to Increase Bookings Esteemed Guest Speaker and Hotel Consultant Daniel Edward Craig to Offer Crucial Online Reputation Management Tips

NEWTON, Mass., May 4, 2011 /PRNewswire/ -- **TripAdvisor**®, the world's largest travel site*, today announced the expansion of its free TripAdvisor master class event series for hospitality industry property owners and marketers. Due to strong demand, TripAdvisor will offer an additional show in Miami at The Fontainebleau Miami Beach on Thurs., June 9. [Registrations begin today.](#)

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

Attendees will hear from TripAdvisor experts on best practices for reaching the site's 40 million unique monthly visitors, as well as from esteemed guest speakers, including Hotel Consultant and Author Daniel Edward Craig, who will share proven online reputation management strategies.

"Our master classes continue to be so well received that we're adding Miami to our series of events this year with the goal of providing hospitality professionals with tested strategies for reaching more customers, increasing bookings and managing a brand's online reputation," said Christine Petersen, president of TripAdvisor for Business. "These events offer a great opportunity to meet with industry leaders and discuss marketing solutions to today's most pressing business challenges."

"Reputation management is increasingly important for hoteliers and other accommodations owners," said Daniel Edward Craig, hotel consultant and author. "Those that engage with guests on TripAdvisor, post management responses and show they are listening and responding to feedback are much more likely to generate bookings and foster repeat business."

The events will cover a range of topics and offer opportunities for Q&A and site demonstrations. Areas of focus include:

- Enhancing your TripAdvisor listing
- Increasing direct booking traffic to your property site
- Enhancing your website with free TripAdvisor tools
- Maintaining a positive online reputation
- Responding to guest reviews on TripAdvisor
- Implementing strategies to help get more reviews on TripAdvisor

The TripAdvisor master classes at The Fontainebleau Miami Beach on Thurs., June 9 will be in two identical programs: a morning session at 9 a.m. and an afternoon session at 1 p.m. ET. Complimentary snacks and beverages will be provided. Register for these events at <http://www.tripadvisor.com/masterclass/Miami/>.

Please stay tuned for more details about additional master classes coming to other U.S. cities later this year.

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 TripAdvisor Trip Friends) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 50 million unique monthly visitors* across 18 popular travel brands**. TripAdvisor-branded sites make up the largest travel community in the world, with more than 40 million unique monthly visitors***, 20 million members, and over 45 million reviews and opinions. The sites operate in 29 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.

TripAdvisor Media Group websites have been recognized as top travel resources in 2010 by Conde Nast Traveller, Good Housekeeping, TIME magazine and Travel + Leisure.

TripAdvisor Media Group generated \$486 million in revenue in 2010. TripAdvisor and the sites comprising the TripAdvisor

Media Group are operating companies of Expedia, Inc. (NASDAQ: EXPE).

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*Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, August 2010

** In addition to TripAdvisor, The TripAdvisor Media Group of websites includes: 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.travel-library.com, www.travelpod.com, www.virtualtourist.com and www.kuxun.cn.

***Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, August 2010

**** TripAdvisor sites operate in 29 countries worldwide: www.tripadvisor.com, www.tripadvisor.co.uk, www.tripadvisor.ca, www.tripadvisor.it, www.tripadvisor.es, www.tripadvisor.de, www.tripadvisor.fr, www.tripadvisor.jp, www.daodao.com, www.tripadvisor.in, www.tripadvisor.se, www.tripadvisor.nl, www.tripadvisor.com.br, www.tripadvisor.com.tr, www.tripadvisor.dk, www.tripadvisor.com.mx, www.tripadvisor.ie, www.tripadvisor.com.au, www.tripadvisor.com.sg, www.tripadvisor.co.kr, no.tripadvisor.com, pl.tripadvisor.com, th.tripadvisor.com, www.tripadvisor.ru, www.tripadvisor.com.gr, www.tripadvisor.co.id, www.tripadvisor.com.ar, www.tripadvisor.tw and www.tripadvisor.com.my.

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