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## TripAdvisor Announces New "Plan, Compare and Book" Message in "Don't Just Visit" TV Ads

### Campaign to Run in the U.K. and Brazil for the First Time and Continue in the U.S., Australia and France

NEWTON, Mass., Dec. 18, 2014 (GLOBE NEWSWIRE) -- [TripAdvisor®](#), the world's largest travel site\*, today announced new TV ads that showcase TripAdvisor as a comprehensive travel planning, shopping and booking site. The ads, which are an evolution of the company's "Don't Just Visit" campaign, call upon travelers to use TripAdvisor to "plan, compare and book" the perfect trip.

In addition, TripAdvisor is expanding its advertising campaign into the U.K. and Brazil for the first time, and will continue to advertise in the U.S., Australia and France markets where the "Don't Just Visit" ads aired earlier this year. TripAdvisor plans to launch its advertising campaign in additional markets later in 2015.

The original "Don't Just Visit" ads, which launched in May 2014, communicated the benefits of using TripAdvisor to plan a better trip and what can go wrong when the site is not used. Since then, the company has launched a number of initiatives and completed acquisitions that expand how consumers can use TripAdvisor. In June, the company launched its instant booking platform rolling it out to U.S.-based mobile app and web users, and in May and August, finalized acquisitions of restaurant and attraction booking sites [lafourchette](#) and [Viator](#), respectively. These new initiatives, combined with TripAdvisor's existing price comparison tools, have broadened the booking options for consumers on the site.

The new ads expand on TripAdvisor's original "plan a better trip" message to include the ability for travelers to compare prices and book their trip. The spots focus on TripAdvisor's powerful hotel price comparison search that checks hundreds of websites to find the best hotel prices.

"Our initial 'Don't Just Visit' TV ads set the foundation that, with the help of millions of reviews, the TripAdvisor version of any trip is always better," said Barbara Messing, chief marketing officer, TripAdvisor. "The new ads expand our messaging to showcase TripAdvisor as a one-stop, comprehensive planning, shopping and booking site."

An example of the new TripAdvisor TV ads is available at: <http://youtu.be/li5EcdRDRqA>

### 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, reaching 315 million unique monthly visitors\*\*, and more than 200 million reviews and opinions covering more than 4.4 million accommodations, restaurants and attractions. The sites operate in 45 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 24 other travel media brands:

[www.airfarewatchdog.com](#), [www.bookingbuddy.com](#), [www.cruise critic.com](#), [www.everytrail.com](#), [www.familyvacationcritic.com](#), [www.flipkey.com](#), [www.gateguru.com](#), [www.holidaylettings.co.uk](#), [www.holidaywatchdog.com](#), [www.independenttraveler.com](#), [www.jetsetter.com](#), [www.lafourchette.com](#), [www.niumba.com](#), [www.onetime.com](#), [www.oyster.com](#), [www.seatguru.com](#), [www.smartertravel.com](#), [www.tingo.com](#), [www.travelpod.com](#), [www.tripbod.com](#), [www.vacationhomerentals.com](#), [www.viator.com](#), [www.virtualtourist.com](#), and [www.kuxun.cn](#).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, August 2014

\*\*Source: Google Analytics, average monthly unique users, Q3 2014; does not include traffic to [daodao.com](#)

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