

TripAdvisor Introduces Monthly Billing Option for Business Listings Subscribers

Easier Than Ever for Hospitality Businesses to Connect to Millions of Researching Travelers Online

NEWTON, Mass., Aug. 16 /PRNewswire/ -- TripAdvisor®, the world's most trusted source of travel advice, today announced a new monthly billing option for [Business Listings](#) subscribers, offering property managers more payment flexibility. Business Listings have been purchased by more than 15,000 properties since launch, because they allow property managers to directly connect to millions of researching travelers, converting potential customers to paying guests. Hospitality businesses subscribing now through August 29, 2010, can sign up for monthly billing at no additional cost over the annual subscription.

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

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"TripAdvisor Business Listings is helping us reach our target audiences. In fact, we made our money back in the first month," said Suzanne Chance, director of interactive marketing for LodgeWorks, L.P., parent company of the AVIA Hotels collection. "It's proven to be a direct revenue link for AVIA Hotels."

The new monthly billing option, offered in response to customer requests for additional payment alternatives, is particularly well suited for seasonal business owners and property managers looking for more flexibility in their billing cycle. In addition to gaining a direct link to millions of researching travelers, Business Listings subscribers also gain access to Special Offers, a feature that allows property managers to create and provide their own unique special offers to the millions of travelers who use TripAdvisor every day.

TripAdvisor's monthly billing option for Business Listing subscribers is available online via credit card. For more information about Business Listings or to subscribe, please call (866) 322-5942, or visit TripAdvisor online at <http://www.tripadvisor.com/BusinessListings>. Subscribers may cancel at any time for a pro-rated refund.

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 Network, operated by TripAdvisor LLC, attracts more than 50 million monthly visitors* across 17 popular travel brands: www.tripadvisor.com, www.airfarewatchdog.com, www.bookingbuddy.com, www.cruise critic.com, www.familyvacationcritic.com, www.flipkey.com, www.frequentflier.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com, www.virtualtourist.com and www.kuxun.cn. TripAdvisor-branded sites make up the largest travel community in the world, with more than 35 million unique monthly visitors*, 20 million members, and over 35 million reviews and opinions. The sites operate in 21 countries worldwide, including China under daodao.com (<http://www.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 and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. (Nasdaq: EXPE).

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*Source: comScore Media Metrix, Worldwide, June 2010

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