

## TripAdvisor Business Listings Purchased by More Than 12,000 Properties World Wide

### Parisian Hoteliers Lead the World in Business Listings Subscriptions Hotel and B&B Subscribers Boost Bookings through Direct Connection with Travelers

NEWTON, Mass., May 6 /PRNewswire/ -- TripAdvisor®, the world's most trusted source of travel advice, has announced that more than 12,000 B&Bs, inns and hotels around the world have added their URLs, telephone numbers and e-mail addresses to their TripAdvisor listings. The enhanced listings were launched in January of this year, and allow property managers to directly connect to millions of researching travelers, converting potential customers to paying guests.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080902/TRIPADVISORLOGO> )

Paris is the city with more TripAdvisor Business Listings than any other location in the world, with 234 out of 1,834 properties—13 percent of the city's total TripAdvisor lodging listings—adding their contact information to their TripAdvisor listing to date.

"TripAdvisor is so important for us today!" said Nelly Rolland, owner of Hotel Residence Foch, the 12th most popular hotel in Paris on TripAdvisor. "I spend the majority of my time with my clients and I know that about 60 percent of the tourists come as a result of TripAdvisor, so I wanted to be one of the first purchasers of a business listing."

Rome, Florence and Venice also have seen rapid adoption of business listings, adding 191, 115 and 101 new listings, respectively, among Italy's total of 1,199 Business Listing purchasers. Other hoteliers from around the world have also subscribed in large numbers: In Marrakech, 108 hoteliers have made it easier for travelers to contact them, as well as 98 in Costa Rica and 51 on Santorini.

TripAdvisor Business Listings are offered on a flat-fee subscription basis, with a cost that varies according to an accommodation's number of rooms. One-year subscriptions begin at \$600 per year in the U.S., and those properties that purchase now will receive a 30 percent discount on their first year's subscription.

"Hoteliers from big cities to small towns around the world, and at every position on the TripAdvisor popularity index from no. 1 to no. 894 have signed up for TripAdvisor Business Listings and are now just one click or call away from travelers," said Nathan Clapton, vice president of partnerships for TripAdvisor. "We're thrilled to see properties of all sizes benefitting from Business Listings, from two-room B&Bs to 1,000+ room flagships of major hotel chains."

Hoteliers, innkeepers and B&B owners and can sign up for TripAdvisor Business Listings at [www.tripadvisor.com/businesslistings](http://www.tripadvisor.com/businesslistings).

### About TripAdvisor Media Network

TripAdvisor® Media Network, operated by TripAdvisor, LLC, attracts 46 million monthly visitors\* across 15 popular travel brands: TripAdvisor®, [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.frequentflyer.com](http://www.frequentflyer.com), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.onetime.com](http://www.onetime.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com) and [www.virtualtourist.com](http://www.virtualtourist.com). TripAdvisor-branded sites make up the largest travel community in the world, with more than 34 million monthly visitors\*, 15 million registered members and 30 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover more than one million destinations, hotels, restaurants and attractions and operate in the U.S. (<http://www.tripadvisor.com>), the U.K. (<http://www.tripadvisor.co.uk>), Ireland (<http://www.tripadvisor.ie>), France (<http://www.tripadvisor.fr>), Germany (<http://www.tripadvisor.de>), Italy (<http://www.tripadvisor.it>), Spain (<http://www.tripadvisor.es>), India (<http://www.tripadvisor.in>), Japan (<http://www.tripadvisor.jp>), Portugal and Brazil (<http://www.tripadvisor.com.br>), Sweden (<http://www.tripadvisor.se>), The Netherlands (<http://nl.tripadvisor.com>), Canada (<http://www.tripadvisor.ca>), Denmark (<http://www.tripadvisor.dk>), Turkey (<http://www.tripadvisor.com.tr>), Mexico (<http://www.tripadvisor.com.mx>), Norway (<http://no.tripadvisor.com>), Poland (<http://pl.tripadvisor.com>) and Australia (<http://www.tripadvisor.com.au>). TripAdvisor also operates in China under the brand daodao.com (<http://www.daodao.com>) and Kuxun.cn (<http://www.kuxun.cn>). TripAdvisor® Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor Media Network have won hundreds of awards and accolades from press and industry worldwide. TripAdvisor and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. (Nasdaq: EXPE).

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