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## TripAdvisor Finalizes the Acquisition of Viator

NEWTON, Mass., Aug. 11, 2014 /PRNewswire/ -- [TripAdvisor](#)<sup>®</sup>, the world's largest travel site\*, today announced it has finalized the acquisition of Viator, a leading resource for researching and booking destination activities around the world. Viator features more than 20,000 bookable tours and attractions and more than 600,000 reviews, photos and videos submitted by travelers.

"We're thrilled to add Viator to the TripAdvisor family and to grow in the attractions and activities space," said Stephen Kaufer, president and CEO of TripAdvisor, Inc. "TripAdvisor's scale combined with Viator's strong network of global activities and attractions will allow us to help even more travelers plan and have the perfect trip. Along with the acquisition of online restaurant booking site [lafourchette](#) earlier this summer, we're eager to leverage these powerful booking assets to provide the most comprehensive travel-planning experience for our global community of millions of travelers, both online and via mobile."

"Now that Viator is officially part of the TripAdvisor family, we're excited to help even more travelers explore their destination like an insider, powering advance and last-minute access to thousands of amazing travel experiences worldwide," said Ms. Barrie Seidenberg, president and CEO of Viator. "Our teams and goals are highly compatible, and as we move ahead leveraging our shared focus on speed, agility and innovation we look forward to developing the resources and products travelers need to make every trip unforgettable - anytime they travel, just about everywhere in the world."

Viator works with the best local operators to provide travelers with access to tours and activities in popular destinations worldwide. Bookable in 10 languages and in 10 currencies, travelers can book online in advance, and in destination via the Viator Tours & Activities App. In addition to its consumer-direct business, Viator also provides local experiences to more than 3,000 affiliate partners, including some of the world's top airlines, hotels and travel agencies.

Viator has more than 250 employees who will continue to work at the company's headquarters in San Francisco and offices in Las Vegas, London and Sydney. The company will continue to operate under the leadership of its CEO Ms. Seidenberg.

Viator is TripAdvisor's fourth acquisition in 2014, following [lafourchette](#), [Tripbod](#), and [Vacation Home Rentals](#). The purchase price for the transaction is approximately \$200 million, subject to adjustment, and will be payable substantially in the form of cash.

### About TripAdvisor

[TripAdvisor](#)<sup>®</sup> 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 nearly 280 million unique monthly visitors\*\*, and more than 170 million reviews and opinions covering more than 4 million accommodations, restaurants and attractions. The sites operate in 43 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, Q1 2014

\*\*Source: Google Analytics, average monthly unique users, Q2 2014; does not include traffic to [daodao.com](#)

### About Viator

Viator is the leading global tours and activities provider for travelers, delivering online and mobile access to thousands of curated trip activities including tours, attractions, shore excursions and private guides, in more than 1,500 destinations worldwide. In-house travel experts work with trusted local operators to ensure the quality and value of every experience, all backed by Viator's 24/7 customer service and global low-price guarantee. With more than 600,000 verified reviews and photos plus exclusive videos and insider travel tips, Viator has everything a traveler needs to find and book the best things to do

worldwide. In addition to the flagship site - [Viator.com](https://www.viator.com) - travelers can book in advance or in-destination via the [Viator Tours and Activities App](#), as well as local-language sites for European, Latin American and Asian travelers. Viator also provides tours and activities to more than [3,000 affiliate partners](#) including some of the world's top airlines, hotels and online travel agencies. Founded in 1995, Viator is headquartered in San Francisco with regional offices in Sydney, London and Las Vegas.

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