



Wyndham Hotel Group to Leverage Power of TripAdvisor Content

World's Largest Travel Site to Supply Traveler Reviews and Opinions to World's Largest Hotel Company

NEWTON, Mass., March 5, 2012 /PRNewswire/ -- TripAdvisor, Inc. (NASDAQ: TRIP), the world's largest travel site*, today announced a new partnership with Wyndham Hotel Group, the world's largest hotel company with over 7,200 hotels. Through the partnership, Wyndham Hotel Group is displaying TripAdvisor ratings, reviews and opinions on the Wyndham Rewards® loyalty program site with plans to expand TripAdvisor content to 11 of the Hotel Group's brands later this year. The partnership helps potential guests make more informed decisions based on fellow travelers' feedback, providing them with a one-stop shop.

Gareth Gaston, Senior Vice-President of e-commerce at Wyndham Hotel Group, said: "We are delighted to align with TripAdvisor to display reviews and help our guests choose the right hotel for their stay and reduce the need to shop around and read reviews elsewhere. This partnership underscores Wyndham Hotel Group's commitment to provide the best possible lodging experience, from booking to check out."

Severine Philardeau, Vice-President of Partnerships at TripAdvisor, said: "We couldn't be happier to announce our partnership with Wyndham Hotel Group, the world's largest hotel company. This move demonstrates the Company's desire to embrace traveler feedback and will enable potential guests to make better informed decisions based on traveler insights."

To date, more than 250 companies have entered into an agreement to feature TripAdvisor content, including hotel chains, Destination Marketing Organizations (DMOs), airlines and online travel agencies, as well as a growing number of businesses and organizations seek to enhance their offerings with user-generated content.

About Wyndham Hotel Group

Wyndham Hotel Group, LLC, part of the Wyndham Worldwide (NYSE:WYN) family of companies, is the world's largest hotel company with approximately 7,210 hotels and 613,100 rooms in 66 countries under the hotel brands: Wyndham Hotels and Resorts®, Ramada®, Days Inn®, Super 8®, Wingate by Wyndham®, Baymont Inn & Suites®, Microtel Inns & Suites®, Hawthorn Suites® by Wyndham, TRYP by Wyndham™, Howard Johnson®, Travelodge® and Knights Inn®. In addition, the company has license agreements to franchise the Planet Hollywood Hotels, Dream® and Night® brands and provide management services globally.

All hotels are independently owned and operated excluding certain Wyndham and international Ramada, Days Inn and Super 8 hotels, which may be managed by one of the affiliates of Wyndham Hotel Group or through a joint-venture partner. Wyndham Hotel Group is based in Parsippany, N.J. Additional information is available at www.wyndhamworldwide.com. For more information about hotel franchising opportunities visit www.whgdevelopment.com.

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, with more than 50 million unique monthly visitors*, and over 60 million reviews and opinions. The sites operate in 30 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 18 other travel media brands, and together the sites attract more than 65 million unique monthly visitors**. TripAdvisor's travel media brands include: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.familyvacationcritic.com, www.flipkey.com, www.holidaylettings.co.uk, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.sniqueaway.com, www.smartertravel.com, www.travelpod.com, www.virtualtourist.com, and www.kuxun.cn.

*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, August 2011

**Source: comScore Media Metrix for TripAdvisor Inc. and its subsidiaries, Worldwide, August 2011

SOURCE TripAdvisor, Inc.

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