

TripAdvisor Announces Next Round of Free Master Class Events for Hospitality Industry

Register Now for Seminars in San Diego on April 26 and San Francisco on April 28 to Hear Essential Online Marketing Strategies and Tips to Increase Bookings Additional Master Classes Coming Soon to Other U.S. Cities

NEWTON, Mass., March 28, 2011 /PRNewswire/ -- [TripAdvisor](#)®, the world's largest travel site*, today announced the expansion of its free TripAdvisor master class event series for hospitality industry property owners and marketers. Due to the success of last year's events and strong demand for more, TripAdvisor is offering a new series of shows beginning in California in April 2011. [Registrations begin today](#) for master classes at The U.S. Grant hotel in San Diego on Tues., April 26, and the St. Regis hotel in San Francisco on Thurs., April 28.

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

Attendees will hear from TripAdvisor experts on best practices for reaching the site's 40 million unique monthly visitors, as well as from esteemed guest speakers including Hotel Consultant and Author Daniel Edward Craig, who will share proven online reputation management strategies.

"Our master classes have been so well received that we're offering a new round of events this year to provide hospitality professionals with tested strategies for reaching more customers, increasing bookings and managing a brand's online reputation," said Christine Petersen, president of TripAdvisor for Business. "These events offer a great opportunity to meet with industry leaders and discuss marketing solutions to today's most pressing business challenges."

"Reputation management is increasingly important for hoteliers and other accommodations owners," said Daniel Edward Craig, hotel consultant and author. "Those that engage with guests on TripAdvisor, post management responses and show they are listening and responding to feedback are much more likely to generate bookings and foster repeat business."

The events will cover a range of topics and offer opportunities for Q&A and site demonstrations. Areas of focus include:

- Enhancing your TripAdvisor listing
- Increasing direct booking traffic to your property site
- Enhancing your website with free TripAdvisor tools
- Maintaining a positive online reputation
- Responding to guest reviews on TripAdvisor
- Implementing strategies to help get more reviews on TripAdvisor

The TripAdvisor master classes at The U.S. Grant hotel in San Diego on April 26, and the St. Regis hotel in San Francisco on April 28, will be in two identical programs: a morning session at 9 a.m. and an afternoon session at 1 p.m. PT. Complimentary snacks and beverages will be provided. Register for these events at www.tripadvisor.com/masterclass/California.

Please stay tuned for more details about additional master classes coming to Miami and Chicago later this year.

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 Group, operated by TripAdvisor LLC, attracts more than 50 million unique monthly visitors* across 18 popular travel brands**. TripAdvisor-branded sites make up the largest travel community in the world, with more than 40 million unique monthly visitors***, 20 million members, and over 45 million reviews and opinions. The sites operate in 28 countries worldwide****, including China under 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 Media Group websites have been recognized as top travel resources in 2010 by Condé Nast Traveller, Good Housekeeping, TIME magazine and Travel + Leisure.

TripAdvisor and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc. (NASDAQ: EXPE).

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*Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, August 2010

** In addition to TripAdvisor, The TripAdvisor Media Group of websites includes: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruise critic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.sniqueaway.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com, www.virtualtourist.com and www.kuxun.cn.

***Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, August 2010

**** TripAdvisor sites operate in 28 countries worldwide: www.tripadvisor.com, www.tripadvisor.co.uk, www.tripadvisor.ca, www.tripadvisor.it, www.tripadvisor.es, www.tripadvisor.de, www.tripadvisor.fr, www.tripadvisor.jp, www.daodao.com, www.tripadvisor.in, www.tripadvisor.se, www.tripadvisor.nl, www.tripadvisor.com.br, www.tripadvisor.com.tr, www.tripadvisor.dk, www.tripadvisor.com.mx, www.tripadvisor.ie, www.tripadvisor.com.au, www.tripadvisor.com.sg, www.tripadvisor.co.kr, no.tripadvisor.com, pl.tripadvisor.com, th.tripadvisor.com, www.tripadvisor.ru, www.tripadvisor.com.gr, www.tripadvisor.co.id, www.tripadvisor.com.ar, and www.tripadvisor.tw.