

## The Boston Globe Names TripAdvisor and Smarter Travel Media to Globe 100's Top Places to Work

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TripAdvisor(R) and Smarter Travel Media have been named to the Globe 100 Top Places to Work in Massachusetts in the debut of an employee-based survey project from The Boston Globe. TripAdvisor employs 243 in Newton and Smarter Travel Media employs 97 in Charlestown.

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

"TripAdvisor and Smarter Travel employees love what they do -- helping millions of travelers plan and have the perfect trip," said Steve Kaufer, CEO of the TripAdvisor Media Network. "I'm so gratified that in building great companies, we've also built teams that thrive on the challenges of building great products and providing a great service to travelers."

Both TripAdvisor and Smarter Travel continue to hire aggressively, particularly in the computer sciences, to support rapid growth and global expansion. The TripAdvisor Media Network is a collection of 12 travel media brands, including TripAdvisor and the companies that comprise Smarter Travel Media.

The Top Places to Work recognizes the most progressive companies in Massachusetts based on employee opinions about company leadership, compensation and training, diversity/inclusion, career development, family-friendly flexibility, and values and ethics. Private companies and nonprofits as well as publicly-held businesses were included in the analysis.

The publisher of The Boston Globe Steve Ainsley stated, "All the companies included in the Globe 100's Top Places to Work deserve a great deal of recognition. It's clear that they value their employees and make it a priority to create a positive workplace."

To qualify for the Globe 100's Top Places to Work, a company must have more than 100 employees in Massachusetts. Rankings were composite scores calculated purely on the basis of employee responses.

### About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor LLC, attracts more than 32 million monthly visitors\* across 12 popular travel brands: TripAdvisor(R), [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.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 25 million monthly visitors\*, nine million registered members and 20 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover 300,000+ hotels 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/>) and Japan (<http://www.tripadvisor.jp/>). TripAdvisor(R) 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. .

### About Smarter Travel Media LLC

Smarter Travel Media sites attract a combined audience of over 4 million monthly visitors\* and cover over 6.3 million newsletter subscriptions. Travel brands include BookingBuddy(R), SmarterTravel(R), AirfareWatchdog.com(TM) and FrequentFlier.com. Smarter Travel Media provides travel suppliers with display advertising opportunities and a cost-per-click marketing platform. Smarter Travel Media is a subsidiary of the TripAdvisor(R) Media Network and an operating company of Expedia, Inc.

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\*Source: comScore Media Metrix, July 2008

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