

TripAdvisor Provides Destination Marketing Organizations With Exclusive Tourism Page Sponsorships

Highly Targeted Advertising Opportunity Includes Ability to Highlight Key Branded Messaging, Direct Links, Multi-Media Integration and Local Events Calendar

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TripAdvisor®, the world's most popular and largest travel community, today announced its new Destination Marketing Organization (DMO) Tourism Sponsorship. The sponsorship provides an opportunity for DMOs to incorporate highly targeted banner advertising, photos and videos, direct links to the DMO website, DMO brochure link, promotional messaging for deals and announcements, an events calendar, and a visitor's center placement within the destination map. All of these unique messaging modules will be incorporated into the DMO destination pages on TripAdvisor.

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

Participating DMOs will also be able to regularly update their advertising and content modules on their pages. Using a private login, subscribers will be able to keep up to five promotional links of their choice current, as well as their local events calendar, and seasonal photos and videos.

Alongside the unbiased reviews and opinions posted by more than 32 million unique monthly visitors on TripAdvisor, this highly targeted, relevant, and integrated advertising allows DMOs to best reach an engaged and passionate travel audience while they actively consider traveling to their destination.

"TripAdvisor is a powerful vehicle to get San Antonio's diverse vacation offerings and discounts in front of targeted and value-minded travelers who are in the planning mindset," said Scott White, executive director of the San Antonio CVB. San Antonio's DMO tourism sponsorship page on TripAdvisor can be viewed at http://www.tripadvisor.com/Tourism-g60956-San_Antonio_Texas-Vacations.html.

With a Destination Marketing Organization Tourism Sponsorship, DMOs can now have an established brand presence on TripAdvisor for an entire year at a fixed cost, with introductory pricing for early adopters and tiered pricing based on page traffic. Interested DMOs should e-mail dmosponsorship@tripadvisor.com for more information.

"Given the successful launch of the TripAdvisor Business Listings subscription advertising for hotels, we expect that DMOs will be equally as enthusiastic about reaching travelers in this smart, new way," said John Henderson, vice president of sales at TripAdvisor. "Travelers will now be able to see regularly updated destination content including events information and more - from DMOs who know their destinations best."

About TripAdvisor Media Network

TripAdvisor® Media Network, operated by TripAdvisor, LLC, attracts 45 million monthly visitors* across 15 popular travel brands: TripAdvisor®, www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.familyvacationcritic.com, www.flipkey.com, www.frequentflier.com, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com and www.virtualtourist.com. TripAdvisor-branded sites make up the largest travel community in the world, with more than 32 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/>) and Mexico (<http://www.tripadvisor.com.mx/>). TripAdvisor also operates in China under the brand [daodao.com](http://www.daodao.com/) (<http://www.daodao.com/>) and [Kuxun.cn](http://www.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. .

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*Source: comScore Media Metrix, January 2010

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