

## **TripAdvisor Upgrades Business Listings with 'Special Offers' Capability Property Managers Can Extend Offers in Minutes to World's Largest Travel Community**

PRNewswire  
NEWTON, Mass.

TripAdvisor®, the world's most trusted source of travel advice, today announced a high-visibility upgrade to its recently launched Business Listings. Now, in just a few minutes, Business Listings subscribers can provide their own unique special offers to the millions of travelers who use TripAdvisor every day. The special offers will be displayed in multiple locations on TripAdvisor websites worldwide. Business Listings have been purchased by more than 12,000 properties since launch, because they allow property managers to directly connect to millions of researching travelers, converting potential customers to paying guests.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100602/NE13872> )

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

"Travelers love to get deals and the flexibility provided by Business Listings special offers allows hoteliers and innkeepers to put heads in beds with whatever they think will differentiate their offering, with just a few minutes' effort," said Christine Petersen, president of TripAdvisor for Business, "Special offers is just the latest enhancement in a planned evolution of how TripAdvisor is supporting the hospitality industry around the world. You can expect to see us add more value and continue innovating in the resources we provide to property owners and managers."

Easy to configure, simple to customize

Business Listings subscribers ([www.tripadvisor.com/businesslistings](http://www.tripadvisor.com/businesslistings)) can add a special offer in just a few minutes by choosing from a list of customizable pre-built offers, including:

- Loyalty points
- Room upgrade
- Food and beverage credit
- Complimentary bottle of wine
- Free parking
- Free breakfast
- Percentage discount on room
- Discount on room

Alternatively, properties can create their own completely customized offer with text of their choice, a photo, and a link to their offer landing page. Property managers can change the offers as frequently as they choose, so that they can use them to fill rooms quickly, or use them to offer special packages for future events.

Special offers can be configured to be redeemable either online as part of the booking process, or as printed coupons to be redeemed in person.

Top visibility

Available only to Business Listings subscribers, at a 30 percent discount until June 30, special offers will differentiate their own listings page on TripAdvisor and will also appear at the top of search results and much more.

Before the introduction of special offers, marketing to travelers within availability search was limited to commerce partners on a larger scale. This new capability enables properties of every size to differentiate themselves in this prime real estate on TripAdvisor. Special offers will also be featured in weekly emails to more than four million TripAdvisor members who have requested updates on a specific destination, and are therefore, highly targeted potential purchasers.

About TripAdvisor Media Network

TripAdvisor® Media Network, operated by TripAdvisor, LLC, attracts 46 million monthly visitors\* across 16 popular travel brands: TripAdvisor®, [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.frequentflier.com](http://www.frequentflier.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), [www.virtualtourist.com](http://www.virtualtourist.com) and [www.kuxun.cn](http://www.kuxun.cn). TripAdvisor-branded sites make up the largest travel community in the world, with more than 34 million monthly visitors\*, 15 million registered members and 35 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/>), Mexico (<http://www.tripadvisor.com.mx/>), Norway (<http://no.tripadvisor.com/>), Poland (<http://pl.tripadvisor.com/>) and Australia (<http://www.tripadvisor.com.au/>). TripAdvisor also operates in China under the brand [daodao.com](http://www.daodao.com/) (<http://www.daodao.com/>). 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. .

TripAdvisor, TripAdvisor.com, and the TripAdvisor logo are trademarks or registered trademarks of TripAdvisor LLC in the U.S. and/or other countries. Other logos or product and company names mentioned herein may be the property of their respective owners.

©2010 TripAdvisor LLC. All rights reserved.

\*Source: comScore Media Metrix, Worldwide, March 2010

First Call Analyst:

FCMN Contact:

Photo: <http://www.newscom.com/cgi-bin/prnh/20080902/TRIPADVISORLOGO>

<http://www.newscom.com/cgi-bin/prnh/20100602/NE13872>

AP Archive: <http://photoarchive.ap.org/>

PRN Photo Desk, [photodesk@prnewswire.com](mailto:photodesk@prnewswire.com)

SOURCE: TripAdvisor

CONTACT: Kevin Carter, +1-617-795-7577, [kcarter@tripadvisor.com](mailto:kcarter@tripadvisor.com); or

Angus Struthers, +44 (0)20 3320 3294, [astruthers@tripadvisor.com](mailto:astruthers@tripadvisor.com)

Web Site: <http://www.tripadvisor.com/>

---

<https://tripadvisor.mediaroom.com/2010-06-02-TripAdvisor-Upgrades-Business-Listings-with-Special-Offers-Capability>