

## **TripAdvisor Introduces Free Master Class Event for Hospitality Industry Register Now for Premier Networking Event at The Westin New York at Times Square on Nov. 12th to Hear Essential Online Marketing Strategies and Tips to Increase Bookings**

PR Newswire  
NEWTON

NEWTON, Mass., Oct. 15 /PRNewswire/ -- TripAdvisor®, the world's largest travel site\*, today announced a free TripAdvisor master class event for hospitality industry property owners and marketers. [Registrations begin today](#) for TripAdvisor's first event in the U.S. at The Westin New York at Times Square in New York, N.Y. on Nov. 12. Attendees will hear case studies from industry experts, who will share best practices in online hospitality marketing strategies, and tips for reaching TripAdvisor's 40 million unique monthly visitors\*.

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"TripAdvisor master classes offer hospitality professionals 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."

TripAdvisor's team of marketing experts, as well as guest speakers, will cover a range of topics and offer opportunities for Q&A sessions. Topics covered at the TripAdvisor master class include:

- Enhancing your TripAdvisor listing
- Increasing direct booking traffic to your property website
- 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 class at The Westin New York at Times Square on Nov. 12 will be in two programs: a morning session at 9 a.m. and an afternoon session at 2 p.m. Complimentary snacks and beverages will be provided.

### *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 nearly 50 million unique monthly visitors\*\* across 18 popular travel brands: [www.tripadvisor.com](http://www.tripadvisor.com), [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.frequentflyer.com](http://www.frequentflyer.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [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.sniqueaway.com](http://www.sniqueaway.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 40 million unique monthly visitors\*, 20 million members, and over 40 million reviews and opinions. The sites operate in 23 countries worldwide, including China under daodao.com (<http://www.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 and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc. (Nasdaq: EXPE).

TripAdvisor 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.

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

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