

## **TripAdvisor Adds Las Vegas Event to Free Master Class Series for Hospitality Industry Register Now for Premier Networking Event at The Venetian on Dec. 8 to Hear Essential Online Marketing Strategies and Tips to Increase Bookings**

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NEWTON, Mass., Oct. 27 /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 strong demand, TripAdvisor will now offer an additional show in Las Vegas at The Venetian on Wed., Dec. 8. [Registrations begin today.](#) 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's introduction of master class events has been well received by our partners, and we are pleased to add Las Vegas to our growing list of venues," said Christine Petersen, president of TripAdvisor for Business. "These events offer hospitality professionals tested strategies for reaching more customers, increasing bookings and managing a brand's online reputation."

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 Venetian on Wed., Dec. 8 will be in two programs: a morning session at 9 a.m. and an afternoon session at 1 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 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 40 million reviews and opinions. The sites operate in 23 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 Conde 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](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).

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