

TRIPADVISOR APPOINTS CHIEF MARKETING OFFICER, BARBARA MESSING, TO LEAD GLOBAL MARKETING EFFORTS

Former Vice President and General Manager of Hotwire's Travel Ticker Appointed as TripAdvisor CMO

London, UK – 23rd February, 2011 – [TripAdvisor®](#), the world's largest travel site*, today announced that Barbara Messing has joined its management team as chief marketing officer, to lead the company's global marketing efforts. Messing will lead all of TripAdvisor's consumer marketing activities, including brand development and experience, customer relationship marketing, public relations, search engine marketing, traffic acquisition, and mobile partnerships.

"Barbara has a wealth of experience developing and leading consumer brands and we're thrilled to have her on board," said Steve Kaufer, founder and CEO of TripAdvisor. "She will play a key role at TripAdvisor as we continue to expand our global footprint as the world's largest travel site."

Messing comes to TripAdvisor from Hotwire, also part of the Expedia, Inc. family, where she served in several key leadership roles. Most recently, Messing was vice president and general manager of Travel Ticker and in nine years at Hotwire, also served in roles including vice president of customer experience and director of product development. Prior to joining Hotwire in 2002, Messing was a product director at Keen.com and a segment producer at The Travel Channel. She holds an undergraduate degree from Northwestern University and a J.D. from Stanford University.

"I'm excited to join this talented team and confident that my professional experience will further enhance TripAdvisor's brand awareness," said Barbara Messing, chief marketing officer at TripAdvisor. "I look forward to continuing to push the envelope in 2011, as we look to deliver exciting new offerings for our global community of more than 40 million monthly travellers."

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For more information please contact:

Laurel Greatrix

+44 203 194 2150

lgreatrix@tripadvisor.com

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