

TRIPADVISOR ANNOUNCES NEW CUSTOMER CARE ENHANCEMENTS WITH DEDICATED STAFF AND CUSTOMER SUPPORT NUMBE

Sue Worth Appointed as Customer Care Manager, EMEA to Lead EU Customer Support Team

London, November 8, 2011 - TripAdvisor®, the world's largest travel website, is expanding its customer care division with the appointment of Sue Worth in the newly created position of Customer Care Manager, EMEA and the launch of a dedicated customer support number for registered owners and managers on TripAdvisor*.

Sue's role includes leading a new European customer care unit dedicated to supporting the hospitality industry and delivering a superior customer experience for TripAdvisor's owner communities. The announcement of this appointment coincides with the launch of a brand new customer care number for registered owners. As of the 8th of November (2011), TripAdvisor will be offering to hospitality business owners and managers a dedicated phone line for general customer care inquiries*.

TripAdvisor is pleased to be launching such a major update to its customer support programme, following the appointment of John Dila as Director of Customer Care in March 2011, with the aim of offering responsive, high-quality customer service to the hospitality industry.

"We're delighted to have Sue on-board," commented John Dila, Director of Customer Care at TripAdvisor. "Her years of industry experience and her natural inclination toward superb customer service delivery will be integral in developing excellent customer care for the EMEA region, an integral part of our global operations for success. This appointment, along with our new dedicated customer support number sends a strong message about our commitment to delivering quality customer care for accommodation owners."

Sue Worth has a wealth of experience in customer care in Europe and beyond, having worked for tour operators, airlines and accommodation organisations. Sue has been Guest Relations Manager for the Gloucester Hotel in London and has been responsible for implementing customer experience programmes for a number of high profile companies in the technology and hospitality sectors, including Gulf Air Holidays.

Sue joins TripAdvisor from a division of Invensys Operations Management, a FTSE100 company specialising in carbon and energy solutions, where she led their customer experience unit.

"I am delighted to be joining TripAdvisor and working with the new customer care team with the aim of providing great customer care at all times," commented Sue. "I am very much looking forward to developing the relationships we have with our European members and owners."

TripAdvisor will be launching the customer service number in the UK and Italy to registered owners, before rolling out language-specific phone numbers for the rest of EMEA, APAC and the Americas.

Accommodation owners are also invited to attend Master Classes to learn more about working with TripAdvisor and online reputation management. There will be two events for the UK hospitality industry in November – Liverpool 15th November and Exeter on the 17th of November.

Liverpool, November 15, 2011

Morning Session: 09:30 - 12:00, Afternoon Session: 13:30 - 16:00

Marriott Hotel City Centre, One Queen Square, Liverpool, L1 1RH

Exeter, November 17, 2011

Morning Session: 09:30 -12:00, Afternoon Session: 13:30 - 16:00

The Rougemont Hotel, Queen Street, Exeter, EX4 3SP

Please visit www.tripadvisor.co.uk/owners for the customer support number and for more information about Master Classes, see www.tripadvisor.com/masterclass

*The Customer Support number will be available on www.tripadvisor.co.uk and www.tripadvisor.it as of November 8th, 09:00 GMT. Customer support numbers for the rest of EMEA, APAC and the Americas will be launched in the next few months.

<https://tripadvisor.mediaroom.com/2011-11-08-TRIPADVISOR-ANNOUNCES-NEW-CUSTOMER-CARE-ENHANCEMENTS-WITH-DEDICATED-STAFF-AND-CUSTOMER-SUPPORT-NUMBE>