

TripAdvisor Acquires Jetsetter.com

Two leading travel private sale sites, Jetsetter and SniqueAway, now under one roof

9 April, 2013 - [TripAdvisor®](#), Inc. announces it has acquired Jetsetter.com, a leading members-only private sale site for hotel bookings. The Jetsetter brand will continue to operate out of New York City and will be incorporated into Smarter Travel Media.

"Jetsetter is an outstanding brand and I am absolutely delighted to welcome the Jetsetter team to the TripAdvisor family," said Steve Kaufer, co-founder and CEO TripAdvisor, Inc. "With Jetsetter and our own SniqueAway brand, we now have two leading travel private sale sites under one roof. We are excited by the opportunities this provides to continually help drive amazing value for our travellers staying at some of the world's most highly-rated hotels."

"In a short span of time, Jetsetter has emerged as a premier player in the travel space, and we are proud of what the team has accomplished," said Michelle Peluso, CEO, Gilt. "There are strong synergies between Jetsetter and TripAdvisor and we are confident that having Jetsetter be part of the TripAdvisor group will further accelerate its growth."

Terms of the acquisition will not be disclosed.

<https://tripadvisor.mediaroom.com/2013-04-09-TRIPADVISOR-ACQUIRES-JETSETTER-COM-UK>