

American Express And TripAdvisor Team Up To Launch Enhanced Travel Planning Experience

New Card Member Reviews and Profiles Now Visible on TripAdvisor in US, UK and Australia; Card Members Also Unlock Card Member Hotspot Lists and Merchant Offers

9 October, 2013 - American Express and TripAdvisor® launched a first-of-its kind integration that allows Cardmembers in the US, UK and Australia to connect their American Express® Cards with their TripAdvisor profiles to post Cardmember reviews, access exclusive Cardmember hotspot lists and get special merchant offers.

TripAdvisor users will now see an “Amex Traveller” badge after a Cardmember connects their eligible Card with TripAdvisor at <http://www.tripadvisor.co.uk/amex>. Additionally, users will see a card icon and “Amex Cardmember Review” next to reviews on TripAdvisor when an American Express Cardmember has made a transaction with their connected Card and then written a review for that place. All American Express Cardmember account information stays in a secure and protected American Express environment; Cardmember data is never passed to TripAdvisor.

The integration also leverages the American Express Spend Graph – an aggregate, anonymous mapping of Cardmember spending and location data that shows compelling trends in dining, travel and entertainment. On TripAdvisor, participating Cardmembers will get exclusive access to lists of hotspots in popular travel destinations powered by American Express Spend Graph data. They will also receive relevant offers from merchants around the world.

“American Express Cardmembers are active and passionate travellers and diners, and their experiences and reviews are well-informed and powerful,” said Leslie Berland, senior vice president, Digital Partnerships & Development, American Express. “This partnership with TripAdvisor – the world’s largest travel community – represents the intersection of technology, data, community and commerce to add relevant context to our Cardmembers’ reviews.”

“This exciting partnership underscores our commitment to help travellers plan and have the perfect trip,” said Severine Philardeau, vice president of partnerships for TripAdvisor. “By connecting their American Express Cards to TripAdvisor, Cardmembers get access to content and exclusive offers provided by American Express merchants.”

Once an American Express Cardmember connects their eligible Card with TripAdvisor, they unlock three new offerings on the platform, which can all be accessed directly from the exclusive American Express Cardmember hub.

- **Cardmembers Get Credit for Reviews**

Starting today, when a Cardmember who has connected their eligible Card with TripAdvisor leaves a review at a location where they have used their connected Card, the review will be labeled as an “Amex Cardmember Review.” In addition, they will be badged as an “Amex Traveller” in their TripAdvisor profile. The new review and profile features provide additional, relevant context for all TripAdvisor users to take into consideration while travel planning. And at launch, when a connected Cardmember leaves their first review as an “Amex Traveller” on TripAdvisor, they will get a one-time American Express statement credit for \$5 in the US and Australia and £5 in the UK ([see terms](#)).

- **Hotspots for Cardmembers, by Cardmembers**

American Express Cardmember Hotspots are exclusive lists of the top restaurants and hotels trending with Cardmembers in select cities. Lists are created by leveraging aggregate American Express Spend Graph data in some of the most popular travel locations around the world. Cardmembers who have connected their Card with TripAdvisor can view the lists by selecting their destination city and travel type – like “Globetrotter” or “Strictly Business” – at <http://www.tripadvisor.co.uk/amex>.

Cardmember Perks Pay Off

Cardmembers can also now discover exciting perks – offers from American Express merchants around the world on TripAdvisor that they can redeem for couponless savings when they spend on their trip. To redeem an offer, a Cardmember can simply click on the offer to save it to their connected American Express Card, and then use that Card to make a qualified purchase in-store or online with that merchant. Savings are delivered via an automatic statement credit issued by American Express. This new functionality on TripAdvisor is powered by the same proprietary American Express Card Sync technology that enables

couponless offers on platforms like Facebook, Foursquare, Twitter and Xbox.

Participating merchants at launch include:

- American Express Travel (US)
- Bam-Bou (UK)
- California Pizza Kitchen (US)
- D&D Restaurants (UK): all restaurants including Launceston Place, Bluebird, Skylon and Coq D'Argent
- Maggiano's Little Italy (US)
- Merivale (AUS): Est, Mr Wong, Palings Kitchen & Bar, The Fish Shop, Uccello
- The Palm (US, UK)
- Urban Purveyor Group (AUS): Ananas Bar & Brasserie, Bavarian Bier Café, Sake Restaurant & Bar, The Cut Bar & Grill

<https://tripadvisor.mediaroom.com/2013-10-09-AMERICAN-EXPRESS-AND-TRIPADVISOR-TEAM-UP-TO-LAUNCH-ENHANCED-TRAVEL-PLANNING-EXPERIENCE>