

TripAdvisor Enters Into Agreement to Acquire Viator World's Largest Travel Site to Add Global Leader in Online Bookings for Attractions

Sydney, July 25, 2014 – [TripAdvisor®](#), the world's largest travel site*, today announced it has entered into an agreement to acquire Viator, a leading resource for researching and booking destination activities around the world. Viator features more than 20,000 bookable tours and attractions and more than 600,000 reviews, photos, and videos submitted by travellers.

“Viator will be a great addition to the TripAdvisor family, as online and mobile bookings for attractions and activities represents a huge opportunity for our business,” said Stephen Kaufer, president and CEO of TripAdvisor, Inc. “Travellers want to explore local attractions while on their trip, and Viator's depth and breadth in global attractions combined with their seamless booking experience will provide immediate benefit to our community, whether in the planning phase or on the trip.”

“Our selection of tours and activities spanning 1,500 destinations are a strong complement to TripAdvisor's wealth of in-destination planning resources,” said Ms. Barrie Seidenberg, CEO and president of Viator. “We share a vision for providing the resources travellers need to plan and have the perfect trip, and this deal will enable Viator to help more travellers experience the best activities their destination has to offer.”

Viator works with the best local operators to provide travellers with access to tours and activities in popular destinations worldwide. Bookable in 10 languages and in 10 currencies, travellers can book online in advance, and in destination via the Viator Tours & Activities App. In addition to its consumer-direct business, Viator also provides local experiences to more than [3,000 affiliate partners](#), including some of the world's top airlines, hotels and travel agencies.

Viator has more than 250 employees who will continue to work at the company's headquarters in San Francisco and offices in Las Vegas, London and Sydney.

Subject to the completion of customary conditions, the acquisition is expected to close during the third quarter of 2014. Upon closing, Viator will be TripAdvisor's fourth acquisition in 2014, following [lafourchette](#), [Tripbod](#), and [Vacation Home Rentals](#). The purchase price for the transaction is approximately USD 200 million.

<https://tripadvisor.mediaroom.com/2014-07-25-TripAdvisor-Enters-Into-Agreement-to-Acquire-Viator>