TRIPADVISOR REVEALS TRAVELLERS' CHOICE DESTINATIONS ON THE RISE FOR 2015
Da Nang, Vietnam #1 in the World

NEWTON, Mass., December 2, 2014 – TripAdvisor®, the world's largest travel site*, today announced the winners of its Travellers' Choice™ awards for Destinations on the Rise. The awards highlight 52 spots around the world that have seen the greatest increase in positive feedback and interest from the TripAdvisor community, year-over-year.

In addition to the world, Travellers' Choice Destinations on the Rise lists were also unveiled for Asia, Europe, South America, the South Pacific and the U.S.

Award-winners were determined using an algorithm that primarily measured the year-over-year increase in positive TripAdvisor traveller review ratings on accommodations, restaurants, and attractions, across destinations worldwide.

"The TripAdvisor community has helped surface some unheralded destinations across the globe that are receiving rave reviews from travellers worldwide," said Barbara Messing, chief marketing officer for TripAdvisor. "From the boardwalks of the Jersey Shore to the temples of Vietnam, these award-winners offer highly-rated options for accommodations, restaurants and activities to inspire those planning their vacations for the new year."

Travellers' Choice Destinations on the Rise – World:

1. Da Nang, Vietnam
2. Sihanoukville, Cambodia
3. Limassol, Cyprus
4. Ao Nang, Thailand
5. Bodrum City, Turkey
6. Naha, Japan
7. Hurghada, Egypt
8. Kazan, Russia
9. Manaus, Brazil
10. Eilat, Israel

For the complete list of Destinations on the Rise award-winners, presented by American Express Canada, go to: www.tripadvisor.ca/TravelersChoice-DestinationsontheRise.

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travellers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travellers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, reaching 315 million unique monthly visitors**, and more than 190 million reviews and opinions covering more than 4.4 million accommodations, restaurants and attractions. The sites operate in 45 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 24 other travel media brands: www.airfarewatchdog.com,www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com,www.gateguru.com, v

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, August 2014

**Source: Google Analytics, average monthly unique users, Q3 2014; does not include traffic todaodao.com