

TripAdvisor Announces 2015 Travelers' Choice Favorites Awards Highlight Travelers' Top Products and Services Based on Feedback from

NEWTON, Mass., March 3, 2015 – TripAdvisor®, the world's largest travel site*, today announced the winners of its fourth annual Travelers' Choice awards for Travel Favorites, highlighting the top products and services that help travelers have a perfect trip. There are winners from around the globe, in Canada, France, Germany, Italy, Russia, Spain, the U.K. and the U.S., across dozens of categories including airline, rental car agency, transportation app, GPS device, luggage, and outerwear.

"TripAdvisor has identified the Travelers' Choice Favorites as recommended by our insightful global community," said Barbara Messing, chief marketing officer for TripAdvisor. "These award-winning products and services, voted on by our community, are the 'must have items' to consider bringing on your next trip."

Travelers' Choice Favorites

There are 74 category winners in the U.S. all listed below. Winners include some perennial favorites that have won their category each year since the inception of the Travelers' Choice Favorites in 2012. These brands include:

Compact digital camera: Canon

- **GPS device:** Garmin
- **Guidebook:** Lonely Planet
- **Headphones:** Bose®
- **Swimwear:** Speedo®
- **Luggage:** Samsonite®
- **Insect repellent:** OFF!®

2015 U.S. Travelers' Choice Awards for Travel Favorites

Allergy medicine:	BENADRYL®	Hair dryer (women):	Conair®
Adhesive bandage:	BAND-AID®	Hair spray (women):	TREsemme®
Airline:	Southwest	Hand sanitizer:	PURELL®
Backpack / daypack:	The North Face	Headphones:	Bose®
Batteries:	Duracell®	Insect repellent:	OFF!®
Body lotion (men):	NIVEA Men	iPad or eReader cover:	Apple
Body lotion (women):	AVEENO®	Lip balm (men):	ChapStick®
Body wash (men):	Dove®	Lip balm (women):	Burt's Bees®
Body wash (women):	Dove®	Luggage:	Samsonite®
Camping gear:	Coleman®	Messenger bag:	Patagonia®
Car rental agency:	Enterprise Rent-A-Car	Mouthwash:	LISTERINE®
Cold prevention:	Emergen-C®	Music app:	iTunes
Compact digital camera:	Canon	Noise-canceling headphones:	Bose®
Cough drops:	HALLS®	Outdoor equipment store:	REI
Deodorant (men):	Old Spice	Outerwear:	The North Face
Deodorant (women):	Secret	Pain reliever:	Advil®
Digestion aid:	TUMS®	Razor:	Gillette®
DSLR camera:	Nikon	Saline solution:	Clear Care®
Duffel bag:	The North Face	Scuba gear:	Scuba Pro®
Earbuds:	Bose®	Shampoo and conditioner (women):	Pantene®
Electric razor:	Philips Norelco	Shampoo and conditioner (men):	Head & Shoulders®
Energy bar:	PowerBar®	Shaving cream (men):	Gillette®
Energy drink:	POWERADE®	Shaving cream (women):	Skintimate®
eReader:	Kindle Fire	Ski equipment:	K2
Eye drops:	VISINE®	Sleep aid:	TYLENOL® PM
Facial cleanser (men):	Neutrogena®	Snowboard equipment:	Burton
Facial cleanser (women):	Neutrogena®	Soap (men):	Dove®
Facial moisturizer (men):	NIVEA Men	Soap (women):	Dove®
Facial moisturizer (women):	Neutrogena®	Sport / equipment luggage:	The North Face
Facial wipes (women):	Neutrogena®	Sunburn treatment:	Solarcaine®
Fishing gear:	Bass Pro Shops	Sunscreen or suntan lotion (men):	Coppertone®
Flip-flops:	Old Navy	Sunscreen or suntan lotion (women):	Neutrogena®
Floss:	Oral-B®	Swimwear:	Speedo®
Flu/cold medicine:	MuChoi®	Toothbrush:	Oral-B

GPS device:	<i>Garmin</i>	Toothpaste:	<i>Colgate®</i>
GPS watch:	<i>Garmin</i>	Transportation app:	<i>Uber</i>
Guide book:	<i>Lonely Planet</i>	Travel magazine:	<i>Travel + Leisure</i>

For the complete list of 2015 winners of the Travelers' Choice Favorites, go to <http://blog.tripadvisor.com/blog/2015/02/23/announcing-2015-travelers-choice-favorites-awards/>.

Award methodology:

Online surveys were conducted in each country and asked local travelers to select their favorite brands when they travel from a variety of brands/products in each category. 188,198 travelers worldwide (including 61,470 U.S. respondents) participated in the selection process.

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travelers to plan and book the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 315 million unique monthly visitors**, and more than 200 million reviews and opinions covering more than 4.5 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.thefork.com (inc

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

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