

## **TripAdvisor Instant Booking Now Available On All Platforms In The U.S. And U.K. Feature Fully Rolled Out on Desktop and Mobile for U.S. and U.K. Users; More Travellers Can Now Conveniently Plan, Compare and Book Hotels on TripAdvisor Newest Instant Booking Partners Include Hyatt Hotels and La Quinta Inns and Suites**

TripAdvisor®, the world's largest travel site\*, today announced it has completed the launch of instant booking for hotels across all U.S. and U.K. platforms. Gradually rolled out in the U.S. since its launch in June 2014, instant booking is now available to all U.S. and U.K. users on desktop and mobile. The launch to other international markets is to follow.

"We continue to build momentum with instant booking and more and more travellers are experiencing the benefit of being able to plan, compare and book hotels on TripAdvisor," said Stephen Kaufer, president and CEO of TripAdvisor. "The feedback from our users and our partners has been very positive and we're eager to continue the expansion of instant booking in markets across the globe."

### **How Instant Booking Works**

TripAdvisor allows users to not only compare prices, but now through its instant booking platform, book through hotel and online travel agency partners without leaving the TripAdvisor site. Hotels available for instant booking have a prominent "book" button and users that click this button can easily complete their reservation on TripAdvisor, with the transaction and customer care provided by the partner.

### **Instant Booking Partners**

TripAdvisor continues to add new hospitality partners to its instant booking marketplace. Having recently added Marriott International, Hyatt Hotels, and La Quinta Inns and Suites, the roster includes other global brands such as Choice Hotels, Accor, Best Western International, Carlson Rezidor, Mandarin Oriental, and Langham Hospitality. Six of the top 10 global hotel brands are now using TripAdvisor's instant booking platform. TripAdvisor has more than 60 chains, hotel groups and OTA partners signed and more than 235,000 properties are instantly bookable.

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<https://tripadvisor.mediaroom.com/2015-09-14-TRIPADVISOR-INSTANT-BOOKING-NOW-AVAILABLE-ON-ALL-PLATFORMS-IN-THE-U-S-AND-U-K>