

TripAdvisor Launches Comprehensive Pages for Disney Parks Pages List All Parks and Rides, Accommodations and Restaurants to Help Travelers Plan and Book Trips to Walt Disney World Resort and Disneyland Resort

NEEDHAM, Mass., October 15, 2015 – TripAdvisor®, the world's largest travel site*, today announced the launch of new Walt Disney World® Resort and Disneyland® Resort pages enabling travelers to easily get both comprehensive information and reviewer insights about specific attractions, rides, theme park accommodations and restaurants. Disney Parks is the first brand to be included as part of a broader TripAdvisor initiative to offer dedicated pages for popular travel destinations, such as theme parks and airports, that offer many different points of interest.

Travelers can find the new pages by searching for Disney Parks on TripAdvisor or through the TripAdvisor destination pages for Orlando, Florida or Anaheim, California. The pages also offer comparison shopping tools to help travelers book nearly every aspect of their Disney trip, including accommodations, flights and tours.

"Millions of travelers search for Walt Disney World and Disneyland vacation options on TripAdvisor, and our new dedicated pages offer a one-stop resource to help them plan and book their trips," said Adam Medros, senior vice president, global product, TripAdvisor.

Disney Parks Pages Feature:

- **Overview & Description** – Provides a summary of each resort and its specific theme parks and attractions
- **Featured points of interest** – Offers suggestions about popular places to stay and eat, and attractions to visit
- **Traveler reviews and opinions** – Delivers insights from millions of TripAdvisor reviewers to help travelers plan and book a great trip
- **Booking tools** – Allows travelers to compare prices and book hotels, tours and flights for a Disney vacation
- **Map view** – Indicates where points of interest are located on a map

Disney pages are available on TripAdvisor.com with a gradual rollout to other markets and languages to follow.

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travelers to plan and book the perfect trip. TripAdvisor offers advice from millions of 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 375 million unique monthly visitors**, and more than 250 million reviews and opinions covering 5.2 million accommodations, restaurants and attractions. The sites operate in 45 countries worldwide.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 23 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, July 2015

**Source: TripAdvisor log files, average monthly unique users, Q2 2015