

International Travelers Showing Growing Interest in Southern U.S. Cities, According to TripAdvisor Site Data Nashville Takes Center Stage with a 38% Year-over-Year Increase in Search from Travelers Outside the U.S

NEEDHAM, Mass., October 27, 2015 – TripAdvisor®, the world’s largest travel site*, today announced the American cities gaining popularity among travelers outside the U.S. The study evaluated major U.S. tourism cities seeing the greatest increase in interest from international travelers according to searches on TripAdvisor, as well as the U.S. cities with the highest average international traveler review ratings for accommodations.

Top 10 U.S. Cities with the Greatest Increase in Share of Traffic from International Travelers¹:

U.S. City	International Traveler Search Year-over-Year
1. Nashville	+38%
2. Portland	+34%
3. Atlanta	+33%
4. Dallas	+27%
5. New Orleans	+20%
6. Boston	+19%
7. Fort Lauderdale	+18%
8. Miami Beach	+18%
9. Houston	+16%
10. San Antonio	+15%

Seattle Lodging Earns Highest Praise from Globe Trotters

The TripAdvisor study also examined reviews submitted by international travelers to determine which U.S. cities had the highest average accommodation review ratings. Seattle received the highest marks from inbound travelers, with Chicago and New Orleans rounding out the top three U.S. cities with the highest ratings.

Top 10 U.S. Cities with the Highest Average Accommodation Review Ratings from International Travelers²:

U.S. City	Average Review Rating
1. Seattle, Washington	4.21
2. Chicago, Illinois	4.19
3. New Orleans, Louisiana	4.19
4. Washington D.C.	4.15
5. Boston, Massachusetts	4.14
6. Portland, Oregon	4.10
7. Denver, Colorado	4.06
8. New York City, New York	4.06
9. San Diego, California	4.03
10. Dallas, Texas	4.02

“The latest TripAdvisor study suggests that southern destinations are growing in popularity among global travelers, while U.S. hospitality is wowing international guests from coast to coast,” said Brooke Ferencsik, director of communications for TripAdvisor. “No matter where international travelers are searching, they’re bound to find great lodging options in cities across the country.”

Methodology:

¹The TripAdvisor ranking of Top 10 U.S. Cities with the Greatest Increase in Traffic from International Travelers was based on the largest year-over-year increases in share of international traffic sessions on TripAdvisor August 2014-2015 compared to August 2013-2014 for U.S. cities with at least 100 million sessions during this period of time.

²The TripAdvisor ranking of U.S. Cities with the Highest Average Review Ratings from International Travelers was based on the average international traveler review ratings for U.S. accommodations. Cities featured have a minimum of 50,000 accommodation reviews and opinions from non-U.S. travelers during a 12-month period, August 2014-2015.

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 47 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