

Starwood Hotels & Resorts and TripAdvisor Announce New Instant Booking Partnership

STAMFORD, CT / NEEDHAM, MA, January 26, 2016—[Starwood Hotels & Resorts Worldwide, Inc.](#) (NYSE:

HOT) and [TripAdvisor](#) (NASDAQ: TRIP) announced today they have partnered to make Starwood's global hotel portfolio accessible on the TripAdvisor instant booking platform. From a last-minute business trip to a special luxury getaway, customers can seamlessly book a room at participating Starwood properties through TripAdvisor's booking platform. The unique partnership enables Starwood to market and merchandise its world-class, lifestyle brands to a unique customer base, starting in the first half of this year.

"We are excited about an enhanced relationship with TripAdvisor as it allows us to deepen our touch-points with TripAdvisor's global community of travelers while maintaining a consistent connection with guests before, during, and after their stay at a Starwood hotel," said Julie Atkinson, senior vice president of global digital for Starwood Hotels & Resorts. "We appreciate the work TripAdvisor has done to expand upon the existing distribution models and the partnership will provide a clear benefit to our global hotel portfolio."

With TripAdvisor instant booking, users simply click on a "Book Now" button to initiate a reservation. Travelers are reminded throughout the booking process that their reservation is powered by Starwood and are provided links and phone numbers to contact the hotel's customer service associates directly; all support inquiries will be handled by Starwood's award-winning customer care team.

"We look forward to expanding our relationship with Starwood, a hospitality leader and a longtime partner," said Robin Ingle, senior vice president, global sales, TripAdvisor. "Adding Starwood's robust brand offerings and acclaimed properties to our fast-growing instant booking platform provides the TripAdvisor community with even more choice and flexibility when booking travel."

About Starwood Hotels & Resorts Worldwide, Inc.

[Starwood Hotels & Resorts Worldwide, Inc.](#) is one of the leading hotel and leisure companies in the world with more than 1,270 properties in some 100 countries and over 180,000 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences under the renowned brands: [St. Regis](#)[®], [The Luxury Collection](#)[®], [W](#)[®], [Westin](#)[®], [Le Méridien](#)[®], [Sheraton](#)[®], [Tribute Portfolio](#)[™], [Four Points](#)[®] by Sheraton, [Aloft](#)[®], [Element](#)[®], along with an expanded partnership with [Design Hotels](#)[™]. The Company also boasts one of the industry's leading loyalty programs, [Starwood Preferred Guest](#) (SPG[®]). Visit www.starwoodhotels.com for more information and stay connected@starwoodbuzz on [Twitter](#) and [Instagram](#) and [facebook.com/Starwood](https://www.facebook.com/Starwood).

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 350 million unique monthly visitors**, and more than 290 million reviews and opinions covering 5.3 million accommodations, restaurants and attractions. The sites operate in 47 countries worldwide.

TripAdvisor[®] (NASDAQ:TRIP), through its subsidiaries, 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 (including v

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, July 2015

**Source: TripAdvisor log files, average monthly unique users, Q3 2015