

TripAdvisor Reveals 2016 Travellers' Choice Favourites World's Largest Travel Site Identifies Top Products and Services Preferred by the TripAdvisor Community

TripAdvisor®, the world's largest travel site*, today announced the winners of its fifth annual Travellers' Choice Favourites, highlighting the top products and services for travel according to the TripAdvisor community. Winners were named in the UK, France, Italy, Germany, Spain, Canada and the U.S., with categories ranging from compact digital camera to rental car agency, taxi app, luggage, and outerwear.

"Have you ever wanted to know which products and services travellers pack or need to have on their trips?" asked Barbara Messing, chief marketing officer for TripAdvisor. "From luggage and backpacks to outerwear and headphones, TripAdvisor has identified the favourite brands of our travellers."

A Travellers' Choice Favourite Five Years in a Row

For 2016, there are 20 category winners in the UK. Winners include select perennial favourites that have won in their category every year since the inception of the Travellers' Choice Favourites. These brands are:

- **Compact Digital Camera:** Canon
- **Insect repellent:** Jungle Formula
- **Tourist Guide Book:** Lonely Planet

New Category Winners

- **Cough Drops Lozenges:** Strepsils
- **Outerwear:** Regatta®
- **Rental Car Service:** Europcar
- **Aftersun Lotion:** Boots
- **Sunscreen:** Ambre Solaire

2016 UK Travellers' Choice Favourites

Backpack	<i>The North Face®</i>	Noise Cancelling Headphones	<i>Bose®</i>
Compact Digital Camera	<i>Canon</i>	Outdoor Equipment Store	<i>GO Outdoors</i>
Cough Drops Lozenges	<i>Strepsils</i>	Outerwear	<i>Regatta</i>
DSLR	<i>Canon</i>	Razor	<i>Gillette</i>
Earphones	<i>Apple</i>	Rental Car Service	<i>Europcar</i>
GPS Device (Sat-Nav)	<i>TomTom</i>	Aftersun Lotion	<i>Boots</i>
Hand Sanitiser	<i>Carex</i>	Sunscreen	<i>Ambre Solaire</i>
Headphones	<i>Bose®</i>	Taxi App	<i>Uber</i>
Insect Repellent	<i>Jungle Formula</i>	Tourist Guide Book	<i>Lonely Planet</i>
Luggage	<i>Samsonite®</i>	Travel Magazine	<i>The Sunday Times Travel Magazine</i>

The 2016 winners of the Travellers' Choice Favourites in the UK can also be found at:

<http://blog.tripadvisor.com/uk/2016/02/11/announcing-the-2016-travellers-choice-favourites-awards>

Awards methodology:

E-mails were sent to TripAdvisor members in each country and asked travellers to select their favourite brands when they travel from a variety of brands/products in each category. 32,873 travellers worldwide (including 5,462 UK 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 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 320 million reviews and opinions covering 6.2 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 (including y

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

**Source: TripAdvisor log files, Q3 2015