

TripAdvisor Launches "Book to Win: Trip-A-Day Giveaway" - Raising Awareness that Travelers can Book Hotels on the Site Travelers Booking a Hotel Reservation on TripAdvisor in March Eligible to Win Daily Prizes of \$1,500 Trips and a \$15,000 Grand Prize Trip

NEEDHAM, Mass., March 1, 2016 – [TripAdvisor®](#), the travel planning and booking site, today announced the launch of its "Book to Win: Trip-A-Day Giveaway" sweepstakes to educate users that they can plan and book on TripAdvisor and to celebrate the growing global inventory of bookable hotels available on the site.

U.S. travelers who make a hotel reservation directly on [tripadvisor.com](#) or through the TripAdvisor app using Book on TripAdvisor between Tuesday, March 1 and Thursday, March 31 will be automatically entered into the sweepstakes. All other sweepstakes entries must be submitted through the online entry form. Entrants will have a chance to win one of 31 \$1,500 trip prizes, as well as a one-time grand prize of \$15,000 for a trip anywhere in the world.

"We're thrilled to announce our Book to Win: Trip-A-Day Giveaway sweepstakes to reward our loyal community of travelers planning and booking on TripAdvisor," said Barbara Messing, chief marketing officer at TripAdvisor. "TripAdvisor is in the business of delivering memorable experiences to our audience and helping them plan and book to have their best trip, every time they travel. During the month of March a few lucky hotel bookers are going to get help from TripAdvisor in a different way since their prize money will fund their trips."

U.S. residents 18 and older are eligible to enter the sweepstakes. All entrants are allowed one entry per email address and can only win once. The grand prize winner and winners of the \$1,500 prizes will be randomly selected and notified in early April. TripAdvisor's sweepstakes partner will work directly with winners to plan and book their prize trips.

More information about the TripAdvisor Trip-A-Day Giveaway can be found at http://www.tripadvisor.com/TripNews-a_ctr.TripADayGiveawayTermsConditions

TripAdvisor Instant Booking

TripAdvisor has evolved from being the site for reviews and research to becoming the go-to resource for travelers to plan and book their trip. With the launch of its instant booking marketplace in June 2014, TripAdvisor now allows users to not only compare hotel prices, but book accommodations through its hotel and online travel agency partners without leaving the site. TripAdvisor instant booking is now fully rolled out across 11 countries, with a global rollout expected in the first half of 2016.

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