

## Booking on TripAdvisor is Even Sweeter with "Book to Save" Promotion Offering Travelers 20% off Tours and Activities When Booking a Hotel on the Site

**NEEDHAM, Mass., July 12, 2016**— [TripAdvisor®](#), the travel planning and booking site, today announced its "Book to Save" promotion, to help travelers save more money on their travel with a 20 percent discount for tours and activities when booking a hotel on the site.

Travelers that complete a hotel reservation on TripAdvisor between Tuesday, July 12 and Monday, August 1, 2016 will automatically receive an email with a discount code for 20 percent savings that can be applied to booking more than 40,000 tours, attractions and activities on TripAdvisor, or Viator, a TripAdvisor company. The discount only applies to attractions purchases of at least \$250, with a maximum of \$5,000. The promotion will take place in the U.S., U.K., Canada and Australia.

"We're excited to give our community a fun new way to maximize their trips by adding a discount on things to do after booking their hotels on TripAdvisor," said Barbara Messing, chief marketing officer at TripAdvisor. "With our new Book to Save promotion, travelers can see how easy it is to book hotels, tours and activities on TripAdvisor and save a little while doing it."

Users can receive one discount code per day during the promotional period and discounts must be redeemed by October 31, 2016. Coupon codes will be single use only, and cannot be used on Viator gift cards or Disney products and cannot be combined with any other promotional offer.

More information about the TripAdvisor Book to Save promotion can be found at:

[https://www.tripadvisor.com/TripNews-a\\_ctr.BookToSaveA](https://www.tripadvisor.com/TripNews-a_ctr.BookToSaveA)

### Booking Hotels and Attractions on TripAdvisor

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 allows users to not only compare hotel prices, but book accommodations through its hotel and online travel agency partners without leaving the site. Travelers are now also able to seamlessly book thousands of things to do around the world without leaving TripAdvisor, whether they are on their mobiles the day they want to visit an attraction or at home weeks before they leave on their trip. TripAdvisor features more than 40,000 tours and activities listed on the site, including popular examples such as skip-the-line entry at the [Eiffel Tower](#), insider access at [Chichen Itza](#) and cooking classes with local chefs in [Tuscany](#).

### 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 340 million unique monthly visitors\*\*, and 350 million reviews and opinions covering 6.5 million accommodations, restaurants and attractions. The sites operate in 48 markets worldwide.

TripAdvisor, Inc. (NASDAQ:TRIP), through its subsidiaries, manages and operates websites under 24 other travel media brands:

[www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.virtualltourist.com](http://www.virtualltourist.com)).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, February 2016

\*\*Source: TripAdvisor log files, Q1 2016