

## **TripAdvisor Appoints Lindsay Nelson as President of the Company's Core Experience Business Unit**

### **A recognized leader in digital media, new CoreX president will oversee the TripAdvisor brand, lead content development and scale revenue generating consumer products and features that enhance the travel journey**

NEEDHAM, Mass., Oct. 25, 2018 /PRNewswire/ -- TripAdvisor, the world's largest travel site\*, today announced that Lindsay Nelson will join the company as president of TripAdvisor's Core Experience (CoreX) business unit, effective October 30, 2018. In this role, Nelson will oversee the global TripAdvisor platform and brand, helping the nearly half a billion customers that visit TripAdvisor monthly have a better and more inspired travel planning experience.

"I'm really excited to have Lindsay join TripAdvisor as the president of Core Experience and welcome her to the TripAdvisor management team," said Stephen Kaufer, CEO and president, TripAdvisor, Inc. "Lindsay is an accomplished executive with an incredible track record of scaling media businesses without sacrificing the integrity of the content important to users, and her skill set will be invaluable as we continue to maintain and grow TripAdvisor's position as a global leader in travel."

"When we created the CoreX business unit earlier this year, we were searching for a leader to be the guardian of the traveler's journey across all our offerings – accommodations, air, restaurants and experiences. After a thorough search, we are confident that Lindsay is the right executive with the experience and know-how to enhance the TripAdvisor brand as we evolve to become a more social and personalized offering for our community," added Kaufer.

Nelson is currently chief commercial officer for Vox Media, known for its portfolio of brands that go deep into consumer passion points: SB Nation (sports), Eater (restaurants and nightlife), The Verge (consumer technology), Vox (explanatory journalism), Curbed (neighborhoods and real estate), Polygon (gaming and entertainment), and Recode (technology news). She previously served as the company's chief marketing officer.

Nelson spent the last four years leading the commercial and marketing efforts at Vox Media, helping the company grow into one of the largest, most diversified modern media companies with award winning assets across television, podcasts, websites and proprietary technology solutions used by publishers and marketers. Nelson was responsible for revenue growth across the company's core advertising businesses, overseeing sales, marketing, branded content, conferences & experiential, analytics, sponsorships, and operations.

According to a recent *Wall Street Journal* story, under Nelson's leadership, Vox Media "has been one of the more aggressive digital publishers when it comes to producing and distributing content on behalf of paying marketers."

Recently, *Forbes* recognized her on the 2018 CMO Next List as a top 50 marketing executive; *Advertising Age* named her a "Woman to Watch"; and *Business Insider* appointed her one of the "Most Powerful Women in Mobile Advertising".

"TripAdvisor is one of the most important and iconic brands in travel and hospitality," said Nelson. "It's an honor to lead the next generation of services and features that build on decades of trust with TripAdvisor's big global audience as well as the businesses and economies the company positively influences."

The appointment follows the recent [launch of TripAdvisor's newly redesigned website](#) and [aimed at creating a more socially-assistive consumer experience](#), helping to provide travelers with more relevant and personalized recommendations on where to stay, eat or what to do when exploring the world.

#### **About TripAdvisor**

TripAdvisor, the world's largest travel site\*, enables travelers to unleash the full potential of every trip. With over 661 million reviews and opinions covering the world's largest selection of travel listings worldwide – covering approximately 7.7 million accommodations, airlines, experiences, and restaurants -- TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor also compares prices from more than 200 hotel booking sites so travelers can find the lowest price on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 456 million average monthly unique visitors\*\*, all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better.

The subsidiaries and affiliates of TripAdvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites and businesses, including more than 20 travel media brands:

[www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bokun.io](http://www.bokun.io), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.citymaps.com](http://www.citymaps.com),  
[www.cruisecritic.com](http://www.cruisecritic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including  
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\* Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2017

\*\* Source: TripAdvisor log files, average monthly unique visitors, Q2 2018

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Additional assets available online:  [Photos \(1\)](#)

<https://tripadvisor.mediaroom.com/2018-10-25-TripAdvisor-Appoints-Lindsay-Nelson-as-President-of-the-Companys-Core-Experience-Business-Unit>