

TripAdvisor Unveils Redesign of Native App & Desktop Site New Experience Introduces Innovative Hotel Value Sort Tool, Itinerary Feature And 360 Photos

LONDON, UK. – May 31, 2017 – TripAdvisor®, the world's largest travel site* from reviews to bookings, has announced a new streamlined experience across its native iOS and Android apps, as well as a new desktop site experience designed to make booking trips even easier.

Now travellers can more easily plan every aspect of their trip on the TripAdvisor app, including finding the lowest price for the right hotel, as well as get the best value on flights, holiday rentals, restaurants and other things to do in-destination.

The new apps are available to download now in Apple's App Store and Google's Play Store, across 48 markets where TripAdvisor operates.

"Travelers want to know they're getting the best value on a hotel and other parts of the trip, and we have now redesigned our app to make sure they do just that," said Stephen Kaufer, chief executive officer and co-founder of TripAdvisor, Inc. "The new TripAdvisor app experience allows travellers to effortlessly compare prices and book their hotel, find great things to do on the go, and unleash the full potential of their trip."

Improved TripAdvisor Experience

The new app better supports the needs of millions of hotel shoppers increasingly coming to TripAdvisor to compare prices and book. Travelers visiting the new native app will notice a simpler and more streamlined design, as well as greater consistency across TripAdvisor's various travel categories.

From a new homepage that makes it easier to find the right hotel for a travellers' trip, to newly enhanced hotel search pages that put price comparison front and centre, TripAdvisor has created a best-in-class experience for travellers.

TripAdvisor has also updated its "Things to Do" and "Restaurants" categories, which now adapt to user preferences and make customised recommendations based on machine learning.

Travellers will find it easier than ever to access essential travel insights, including more than 500 million reviews and opinions covering seven million accommodations, airlines, restaurants and attractions globally. They will also find it easier to get the lowest price on every hotel search, as TripAdvisor searches more than 200 booking sites.

New TripAdvisor App Features

- **"Best Value" hotel rankings:** To ensure travellers get the best bang for their buck, hotels are now ranked and sorted based on a combination of a number of proprietary factors, including traveller ratings, hotel rates, booking popularity, brand affinity and location. A "Traveller Ranked" filter also remains available to help travellers search for top-rated hotels based on quality, quantity and recency of reviews on the site.
- **Itinerary & trip collaboration:** Travellers now have the ability to save and create trips, and collaborate with friends and family on the must-dos through a new feature called "MyTrips."
- **360-degree photos:** In addition to the more than 98 million candid traveller photos available on the site, new 360-degree photos give travellers a first-hand look inside hotels around the world.
- **Safe & secure booking:** A vaulted credit card feature makes TripAdvisor's instant booking platform safe, easy and quick for users looking to save money on the right hotel room for them.

New App Design A Result of Community Feedback

With average monthly unique hotel shoppers reaching nearly 150 million, up 9% year-over-year, TripAdvisor continues to be a highly-loved and heavily-visited travel brand.

To ensure that the world's largest travel site continued to meet customer shopping and price-comparison needs, TripAdvisor solicited feedback from thousands of users through consumer research, A/B testing, focus groups and usability studies. The research showed that consumers wanted an easier-to-use experience that more clearly showcased the best prices, location, amenities and user reviews and ratings when they choose a property—all elements that can be found in the new redesign. Since testing began, users have lauded the revamped TripAdvisor platform for "saving me money," "getting the best price," and "finding the lowest prices compared to other sites."

"Consumer insights from our traveller community was a crucial part of our redesign process," said Barbara Messing, chief marketing officer, TripAdvisor. "We are a resource for travellers by travellers and it was important to make sure we were getting our community's input as we evolved our experience."

About TripAdvisor

TripAdvisor, the world's largest travel site*, enables travellers to unleash the full potential of every trip. With more than 500 million reviews and opinions covering the world's largest selection of travel listings worldwide -- over 7 million accommodations, airlines, attractions, and restaurants -- TripAdvisor provides travellers 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 travellers 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 390 million average unique monthly visitors,** all looking to get the most out of every trip. TripAdvisor. Know better.

Book better. Go better.

TripAdvisor, Inc. (NASDAQ:TRIP), through its subsidiaries, manages and operates websites under 22 other travel media brands: www.airfarewatchdog.com, www.bookingbuddy.com, www.citymaps.com, www.cruise critic.com, www.familyvacationcritic.com, www.flipkey.com, www.thefork.com (tr

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

**Source: TripAdvisor log files, Q1 2017

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<https://tripadvisor.mediaroom.com/TripAdvisor-Unveils-Resdesign-of-Native-App-Desktop-Site>