

TripAdvisor's Viator Launches New Travel Agent Booking Programme New platform offers travel agents direct, immediate access to more than 70,000 commissionable tours and attractions

Agents can now book directly through Viator, gaining direct and immediate access to the world's largest selection of more than 70,000 commissionable tours and attractions, including TripAdvisor and Viator's *VIP*, *Exclusive* and *Skip the Line* products. Both host agencies and independent agents can register on TAP, and since testing began last month, thousands of agents have created accounts and booked experiences for their clients directly through Viator.

"While most platforms cater to the end-user or traveller, we've designed TAP specifically for travel agents and their businesses. For the first time, agents will have direct access to the world's largest collection of attractions and tours, and we're working to make their booking experience seamless," said Ben Drew, Head of Growth, Viator. "We'll collect and incorporate feedback from early adopters as we continue to evolve the programme and, ultimately, help agents around the world grow their businesses."

To date, feedback from agents on the platform has been positive. "We're glad that Viator understands and appreciates the value of travel agents," said Ellen Klein, Manager, TZell Travel Group Long Island. "We recently signed up for the Viator Travel Agent Program and we're very happy with it - it makes bookings easier and more profitable for us."

TAP offers a competitive commission rate and caters to a global travel agent audience, allowing for multiple currencies, along with monthly reporting for easy performance analysis. Agents will also have access to a resource centre with helpful tips and content, including agent training, product knowledge development and destination guides to increase industry knowledge and in turn, their bottom lines.

Agents can now join the programme without any fees or restrictions to book as an individual, a host agency, or member of a host agency and receive direct commission from Viator, without third-party payment distribution.

-ENDS-

About Viator, a TripAdvisor company

Viator is the world's leading online distribution platform for tours, activities, and attraction tickets, offering travellers a diverse selection of more than 70,000 experiences in thousands of destinations worldwide. As a leader in the business for over 20 years, Viator specializes in helping travellers plan the perfect trip, with millions of reviews, exclusive travel tools, and the ability to book ahead or on the go.

Viator partners with tour operators, attractions and activity providers to sell products to a global consumer base via Viator.com, 3,500 global affiliate partner channels, and 175,000 online travel agents. Acquired by TripAdvisor in 2014, Viator also powers the "Things to Do" booking platform on TripAdvisor, enabling over 415 million monthly travel planners to book directly on the world's largest travel site.

Sign up today or learn more at www.viator.com/marketplace.

About TripAdvisor

TripAdvisor, the world's largest travel site*, enables travellers to unleash the full potential of every trip. With more than 535 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 great prices 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 415 million average unique monthly 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 under 20 other travel media brands: www.airfarewatchdog.com, www.bookingbuddy.com, www.citymaps.com, www.cruisecritic.com, www.familyvacationcritic.com, www.flipkey.com, www.thefork.com (including www.lafourchette.com, www.eltenedor.com, www.iens.nl and www.dimmi.com.au), www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.housetrip.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.vacationhomerentals.com and www.viator.com.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, May 2017

**Source: TripAdvisor log files, Q1 2017

<https://tripadvisor.mediaroom.com/TripAdvisors-Viator-Launches-New-Travel-Agent-Booking-Programme>