

TripAdvisor Reveals 2016 Travelers' Choice Favorites World's Largest Travel Site Identifies Top Products and Services Preferred by the TripAdvisor Community

NEEDHAM, Mass., February 11, 2016 – TripAdvisor®, the world's largest travel site*, today announced the winners of its fifth annual Travelers' Choice Favorites, highlighting the top products and services for travel according to the TripAdvisor community. Winners were named in France, Italy, Germany, Spain, Canada, the U.K. and the U.S., with categories ranging from compact digital camera to rental car agency, transportation app, luggage, and outerwear.

"Have you ever wanted to know which products and services travelers pack or need to have on their trips?" asked Barbara Messing, chief marketing officer for TripAdvisor. "From luggage and backpacks to outerwear and headphones, TripAdvisor has identified the favorite brands of our travelers."

A Travelers' Choice Favorite Five Years in a Row

For 2016, there are 26 category winners in the U.S. Winners include select perennial favorites that have won in their category every year since the inception of the Travelers' Choice Favorites. These brands are:

- **Compact digital camera:** Canon
- **GPS device:** Garmin
- **Headphones:** Bose®
- **Luggage:** Samsonite®
- **Insect repellent:** OFF!®

New Category Winners

- **Backpack:** JanSport®
- **Cold prevention:** Airborne®
- **Earbuds:** Apple
- **Guide book:** AAA®
- **Outerwear:** Columbia Sportswear
- **Sunscreen or suntan lotion:** Neutrogena®
- **Sunburn treatment:** Neutrogena®

2016 U.S. Travelers' Choice Favorites

Adhesive bandage:	BAND-AID®	Hand sanitizer:	PURELL®
Allergy medicine:	BENADRYL®	Headphones:	Bose®
Backpack:	JanSport®	Insect repellent:	OFF!®
Car rental agency:	Enterprise Rent-A-Car®	Luggage:	Samsonite®
Cold prevention:	Airborne®	Noise-cancelling headphones:	Bose®
Compact digital camera:	Canon	Outdoor equipment retailer:	REI
Cough drops:	HALLS®	Outerwear:	Columbia Sportswear
DSLR camera:	Nikon	Pain reliever:	Advil®
Earbuds:	Apple	Razor:	Gillette®
Eye drops:	VISINE®	Sleep aid:	TYLENOL® PM
Flu/cold medicine:	NyQuil® / DayQuil®	Sunburn treatment:	Neutrogena®
GPS device:	Garmin	Sunscreen or suntan lotion:	Neutrogena®
Guide book:	AAA®	Transportation app:	Uber

The 2016 winners of the Travelers' Choice Favorites in the U.S. can also be found at <http://blog.tripadvisor.com/2016/02/11/announcing-2016-travelers-choice-favorites-awards>

Awards methodology:

E-mails were sent to TripAdvisor members in each country and asked travelers to select their favorite brands when they travel from a variety of brands/products in each category. 32,873 travelers worldwide (including 3,670 U.S. respondents) participated in the selection process.

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.cruise critic.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