

TripAdvisor Launches Apple TV App Inspiring Wanderlust

NEEDHAM, Mass., October 30, 2015 – TripAdvisor®, the world's largest travel site*, today announced the launch of the TripAdvisor app for Apple TV®. This is the first time TripAdvisor has developed a custom app for television.

The TripAdvisor Apple TV app inspires wanderlust highlighting TripAdvisor content, such as photos of TripAdvisor Travelers' Choice™ award-winning destinations and points of interest. The app displays photos in a slideshow format and offers easy one-swipe access to traveler insights, including reviews and bubble ratings.

"We're thrilled to offer Apple TV users amazing travel photos and insights through the TripAdvisor app," said Adam Medros, senior vice president of global product, TripAdvisor. "Watching television is a visual experience and we believe our new app will be 'travel eye-candy' inspiring users to plan and book their next trip."

TripAdvisor Apple TV app features:

- Top Destinations – Allows travelers to explore award-winning cities around the world based on millions of traveler reviews and opinions
- Travelers' Choice – Showcases TripAdvisor Travelers' Choice award-winning hotels, attractions, restaurants and more
- Wisdom of the Crowds – Offers reviews and bubble ratings from TripAdvisor travelers

The free TripAdvisor app is now available in 21 languages and can be downloaded from the App Store.

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 375 million unique monthly visitors**, and more than 250 million reviews and opinions covering 5.2 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.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.thefork.com (inc

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, July 2015

**Source: TripAdvisor log files, average monthly unique users, Q2 2015