

80% TripAdvisor

6-12

2/3

2014 3 3 – TripAdvisor* 2013 PhoCusWright** 1.2 2,500

“ ”

TripAdvisor 29% 12% 26% TripAdvisor 67%

93% 80% TripAdvisor TripAdvisor

| 77% TripAdvisor

| 50% TripAdvisor

| 44% TripAdvisor

“ ”TripAdvisor CMO Barbara Messing “ ”

| 87%

| 70% “ ” “ ” “ ”

| 62%

| 80% TripAdvisor 6-12

| 1/5 11

— 53% TripAdvisor TripAdvisor

| 73%

| 65% TripAdvisor “ ”

| 64%

— 31%

74% “ ”

TripAdvisor meta search (51%) 52% TripAdvisor

| 13% 11 24%

| TripAdvisor

| TripAdvisor 7 6 5 46%

| TripAdvisor

| 34% 11

| 7/10 (69%)

2013 TripAdvisor — 2013 2200

| — 85% 90%

| — 70%

“ ”Messing “ ”

* : comScore Media Metrix 2013 6

** PhoCusWright's TripAdvisor “ ” 2013 12 12,225 2,347

<https://tripadvisor.mediaroom.com/press-releases?item=125089>