

Happy New Year!! I hope that you had a Great Holiday. Wow, 2011 went by with a flash. Now we're in 2012 and it's shaping up to be an awesome year. After a 2 month break, my travels pick up again with scheduled trips to Santa Barbara, San Francisco, Boise, Anchorage, and Yakima for a start. TripAdvisor has been buzzing in the press with the spin off from Expedia and we are all excited about it and what will come from it. Please let me know if you have any questions or comments. Below is your DMO Update. Have a Great Day!

Best Regards,  
Todd

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## 1. TripAdvisor Goes Public

December 2011 marked a true milestone as TripAdvisor went public on its own (spun off from our previous corporate relationship with Expedia Corp.). You can find us traded under the ticker "TRIP" on the NASDAQ Stock Market, and is now a member of the S&P 500. For our CEO Steve Kaufer, this meant a trip to New York to ring the opening bell on the floor of the exchange the day our shares were first traded. This is a major step for our business as we continue to grow globally as a brand, and continue our mission to help the world's travelers plan and have the perfect trip!

That growing global brand had a record audience in November. According to Comscore, we had 44.5 global unique visits last month – and that was up a record 52.4% from November of 2010. Not just a sign of TripAdvisor's strength, but also a sign of the continued growth of travel across the globe!

## 2. Leveraging TripAdvisor Content in Your Own Ads

At some point of the past few years, many of you have heard from me about how you've made some TripAdvisor Top 10 list (or one of your regional or local destinations or a specific travel business in your destination has). This is great for PR, but this is also a terrific way to build and maximize the impact of your advertising on our website. Why?

Because a large portion of our audience comes to our website with an understanding of what our brand means. And telling that audience that TripAdvisor sees you as the "#1 Beach Destination in the US" (for example) is a great way to make that connection. To put it another way: Telling the entire universe that you made one of this lists is a great idea.

Reminding the TripAdvisor audience you made that list is a really great idea. Combining a TripAdvisor accolade with a great brand message is a winning combination that is sure to get attention and response.

For more information or to discuss this further, please feel free to call or e-mail me.

## 3. Member/Partner Corner: 2012 worth noting

Now that we are in year 2012, the member/partner advice to start the year by repeating the most important piece of all and here it is:

By far, the most important thing any business that is listed on TripAdvisor can do is to

make sure they are registered to use their owners' page. Whether they are a lodging, an attraction, a tour or a restaurant. Regardless of how they rank in their destination, how good or bad their reviews are, and whether they have a complaint or not.

The owners' page is the place for them to go. It is free to register, and comes with a password for protection. Registered business owners get an e-mail each time somebody posts a new review about them. The owners' page itself is filled with resources, like a contact to update your information, a link to respond to any user review, tracking tools for their ranking, and – yes – a contact to complain about a review or comment they feel is not appropriate or believe to be untrue.

It's easy enough to do: Just start at this link, and follow the quick and easy steps (<http://www.tripadvisor.com/Owners>). Of course, get in touch – please – if you need additional information or have any questions.

#### 4. TripAdvisor's Top Vacation Hotspots on the Rise for 2012:

##### 1. Nashville, Tennessee

Country music is the lifeblood of Nashville. Long before the music gained fame though, Tennessee was already putting together a long and storied history, some of which can be explored at the state Capitol building and the state museum.

##### 2. Austin, Texas

Despite its growth, Austin has managed to maintain its mellow, small-town appeal. History buffs can head to the Lyndon Johnson Presidential Library and Museum, while travelers can also enjoy recreational activities – from golf, to walking trails in beautiful parks.

##### 3. Fort Myers, Florida

Most visitors go to Fort Myers for the deep-sea fishing, the golf courses and the famous white sand beaches that line the Gulf Coast. Attractions include the winter estates of Henry Ford and Thomas Edison, as well as nearby Naples and the islands of Sanibel and Captiva.

##### 4. Pigeon Forge, Tennessee

Set against the misty blue backdrop of the Great Smoky Mountains National Park, Pigeon Forge is a gateway to 500 thousand acres of Appalachian wilderness. If hiking over 800 miles of mountain trails and camping in dense ancient forests is a step too far, travelers can head to Dollywood for rollercoasters and waterslides.

##### 5. Pensacola, Florida

For travelers seeking some great Florida beaches without a mega-resort or theme park atmosphere, Pensacola might just be the place for a perfect weekend. Home to Gulf Islands National Seashore, the city offers some of the best fishing and boating in the area.

##### 6. Louisville, Kentucky

In addition to equestrian endeavors and bluegrass roots, Louisville boasts a range of exciting attractions the whole family can enjoy. Baseball fans will love the Louisville Slugger Museum, a celebration of the sport's legends.

##### 7. Branson, Missouri

While entertainment is nonstop on The Strip – a seven-mile stretch of live music, restaurants, theme parks and more – this hospitable town is also a paradise for outdoor recreation. The rolling hills offer 200 miles of trails, while three scenic lakes are havens for fishing and water sports.

#### 8. Scottsdale, Arizona

With more than 200 golf courses in the area, ample spas and wellness resorts, and cultural attractions such as master architect Frank Lloyd Wright's winter studio, the city is the perfect weekend antidote for life's stresses.

#### 9. Saint Augustine, Florida

Savor a restorative drink in St. Augustine's Fountain of Youth National Archaeological Park, site of the conquistadors arrival in what is now the United States. Travelers can also take a break from history at a local beach, or indulge in some retail therapy among the many arts and crafts stores.

#### 10. Charleston, South Carolina

Southern charm, hospitality and history imbue Charleston, one of the most well-preserved cities in the United States. History buffs will relish the old plantations and numerous historical museums dedicated to the Civil War and the Old South.

#### 11. Albuquerque, New Mexico

In the historic section of Old Town, ancient Indian and Spanish cultures come to life through old churches, quaint shops and piazzas. Outdoor types will find ample opportunities for hiking, biking and golf in the area.

#### 12. Wildwood, New Jersey

Wildwood and its beach and boardwalk are where city denizens from Philadelphia and New York have escaped to for decades. Travelers can soak up the '50s-style theme motels, the fried food palaces and the Doo Wop tours that recall the many rock 'n' roll stars who performed here.

#### 13. Asheville, North Carolina

The area's spectacular beauty led millionaire George W. Vanderbilt to locate Biltmore, his castle-like mansion, in Asheville. While the city has historically been a resort for the wealthy, it is also a magnet for outdoor enthusiasts, who have their pick of activities including hiking, whitewater rafting, and more.

#### 14. Park City, Utah

Park City's rugged beauty is complemented by over 100 restaurants and bars, open air concerts, numerous spas and health clubs, plays, independent film screenings, a series of world-class events and festivals, and as many kinds of lodging as there are people.

#### 15. Santa Cruz, California

Santa Cruz is one of America's surfing capitals, complete with its own museum devoted to the sport, and a beach whose waves are known all over the world. For outdoor recreation, the Monterey Bay Marine Sanctuary and Natural Bridges State Park are the places to be.

"These U.S. destinations have really piqued TripAdvisor travelers' interest over the last year, making them great options to consider as thoughts turn to vacation planning for 2012," said Karen Drake, senior director of communications for TripAdvisor.

In addition to the list of top U.S. destinations on the rise, travelers can also see TripAdvisor's list of 15 world destinations on the rise for 2012.

## 6. Tourism Australia and TripAdvisor Team up to Launch Australia's New Quality Assurance Brand

In what is a first, TripAdvisor is hosting and promoting Tourism Australia's new vacation quality assurance brand, T-QUAL. Through a customized hub and dynamic targeting, TripAdvisor users looking at Australia content within our Australia website will instantly be able to see more about the T-QUAL product, along with a list of T-QUAL "ticked" travel businesses also listed on our website. This is a program very unique to national DMO's, and we are very pleased to be working with Tourism Australia on this.

For more information, you can visit their hub on our Australian site at <http://www.tripadvisor.com.au/TQUAL>, and if you are interested in a custom promotion for your destination, please get in touch.

In the meantime, I want to take the opportunity to wish you the very best for travel to your destination, and your own travels in the New Year!

Best Regards,  
Todd