



June 17, 2015

Marriott International and TripAdvisor Announce Instant Booking Partnership

BETHESDA, Md. and NEWTON, Mass., June 17, 2015 (GLOBE NEWSWIRE) -- Marriott International, Inc. (Nasdaq:MAR) and [TripAdvisor](#) (Nasdaq:TRIP) today announced they are expanding their partnership and will add Marriott's global hotel portfolio to the TripAdvisor Instant Booking platform. Starting later this summer, travelers shopping for hotel rooms on TripAdvisor will be able to conveniently make a booking at any of Marriott's more than 4,200 hotels around the world without leaving the TripAdvisor site experience.

The agreement also signifies a strategic partnership between Marriott and TripAdvisor to introduce new customers to Marriott's broad portfolio of 19 industry-leading brands.

"TripAdvisor is a perfect partner for Marriott, both strategically and culturally," said Arne Sorenson, CEO and president of Marriott International, Inc. "Our new agreement demonstrates how the growth strategies for our two companies are aligned in the travel space."

"TripAdvisor has created a new distribution model that changes the game in the travel industry by addressing key concerns of hotel suppliers," said Shafiq Khan, senior vice president, channel strategy and distribution of Marriott International, Inc. "The result is mutually beneficial to both partners from a strategic and economic standpoint. Marriott's partnership with TripAdvisor will make it easy for consumers to book with our hotels, and allows Marriott to build a direct relationship with these guests even before arrival. The agreement also maintains our ability to control where the rates and inventory for Marriott's hotels are displayed. Our partnership will continue to enable us to offer the best benefits, such as Marriott Rewards and Ritz-Carlton Rewards points to our customers who choose to book directly on our channels, including [Marriott.com](#)."

TripAdvisor first launched its Instant Booking platform to U.S. consumers in June 2014, with a gradual roll out to other international markets expected over time. The platform provides a more efficient hotel booking experience for travelers.

With Instant Booking, travelers may simply click on the "Book on TripAdvisor" button to initiate a reservation. TripAdvisor reminds consumers throughout the process that their booking is powered by Marriott and provides the traveler with links and phone numbers to contact the hotel's customer service associates directly. Unlike with other intermediaries, all customer support inquiries will be handled by Marriott representatives.

"We are excited to deepen our strategic partnership with Marriott International, an innovative hospitality leader," said Stephen Kaufer, president and CEO of TripAdvisor. "We welcome Marriott to the Instant Booking platform, which provides travelers with a new, simplified booking functionality and an opportunity for Marriott to expand its relationship with guests before, during and after the trip."

About Marriott International

Marriott International, Inc. (Nasdaq:MAR) is a global leading lodging company based in Bethesda, Maryland, USA, with more than 4,200 properties in 80 countries and territories. Marriott International reported revenues of nearly \$14 billion in fiscal year 2014. The company operates and franchises hotels and licenses vacation ownership resorts under 19 brands, including: *The Ritz-Carlton®*, *BVlgari®*, *EDITION®*, *JW Marriott®*, *Autograph Collection® Hotels*, *Renaissance® Hotels*, *Marriott Hotels®*, *Delta Hotels and Resorts®*, *Marriott Executive Apartments®*, *Marriott Vacation Club®*, *Gaylord Hotels®*, *AC Hotels by Marriott®*, *Courtyard®*, *Residence Inn®*, *SpringHill Suites®*, *Fairfield Inn & Suites®*, *TownePlace Suites®*, *Protea Hotels®* and *Moxy Hotels®*. Marriott has been consistently recognized as a top employer and for its superior business ethics. The company also manages the award-winning guest loyalty program, Marriott Rewards® and The Ritz-Carlton Rewards® program, which together surpass 50 million members. For more information or reservations, please visit our website at [www.marriott.com](#), and for the latest company news, visit [www.marriottnewscenter.com](#).

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 340 million unique monthly visitors**, and more than 225 million reviews and opinions covering more than 4.9 million accommodations, restaurants and attractions. The sites operate in 45 countries worldwide. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (Nasdaq:TRIP) manages and operates websites under 24 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 www.lafourchette.com, www.eltenedor.com, www.iens.nl, www.besttables.com and www.dimmi.com.au), www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.travelpod.com, www.tripbod.com, www.vacationhomerentals.com, www.viator.com, www.virtualtourist.com, and www.kuxun.cn.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, December 2014

**Source: Google Analytics, average monthly unique users, Q1 2015

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CONTACT: Kevin Carter

Senior PR Manager

TripAdvisor

(617) 795-7577

kcarter@tripadvisor.com

John Wolf

Global Public Relations

Marriott International, Inc.

(202) 437-6975 (cell)

(301) 380-5718 (office)

John.Wolf@marriott.com



Source: TripAdvisor; Marriott International

News Provided by Acquire Media