

TheFork restaurants now bookable on Apple Maps

Paris — October, 2016 – **TheFork, a TripAdvisor Company and the leading online restaurant reservation platform in Europe, is now integrating its services in Apple Maps, offering users the ability to book a table in the app with iOS 10.**

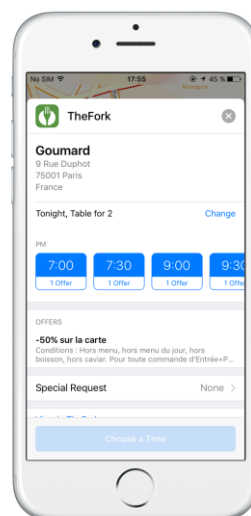
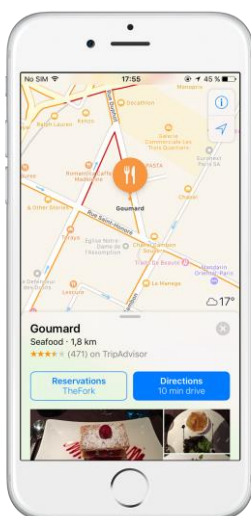
With TheFork's integration in Apple Maps, iPhone and iPad users can easily discover more than 30,000 restaurants throughout Europe and South America, check user reviews and find the best table, often enjoying their meal at a discount.

"iOS 10 makes booking a restaurant with TheFork simpler and more convenient by letting customers book a table right within Maps. Customers can look up a restaurant and, if they have TheFork app installed, can select a time, and book the table all without leaving Maps," explains Bertrand Jelensperger, co-founder and CEO of TheFork and TripAdvisor Restaurants.

"As one of the leading platforms for the discovery and booking of restaurants, we are very pleased to integrate with Apple Maps and facilitate this rich experience for iOS users."

TheFork teams were among the first in the world to develop a Maps extension for iPhone and iPad users running iOS 10, which allows people to make a restaurant reservation directly from the app. Today, TheFork app has already been downloaded more than 5.7 million times, is available in 12 countries and counts over 55 percent of bookings, a figure that continues to grow.

TheFork instant booking from Apple Maps is already available in the following countries: France, Belgium, Switzerland, Spain, Italy, The Netherlands, Denmark, Sweden, Turkey, Portugal, Brazil. Coming soon to Australia where TheFork operates under the Dimmi brand.



About TheFork

TheFork, a TripAdvisor® Company is the leading online restaurants reservation platform in Europe with a network of more than 36,000 restaurants worldwide and more than 12 million monthly visits. The platform operates as "LaFourchette" in France and Switzerland as "ElTenedor" in Spain, as "TheFork" in Italy, Belgium, Portugal, Brazil, Sweden, Denmark and Turkey. It also operates in English as "TheFork.com", as Dimmi in Australia and as IENS in the Netherlands. TheFork connects restaurants and diners. Through TheFork (website and application), as well as through TripAdvisor, users can easily select a restaurant according to preference criteria (such as the localisation, type of cuisine, restaurant type and average price), consult user reviews, check real-time availability and instantly book online. From the restaurants side, TheFork provides them with a software solution, TheFork Manager, that enables restaurants to optimize reservations management, streamline operations and ultimately improve service and revenues, following Yield Management principles of price variability depending on time, practices which are used successfully in the travel and hotel industries.

TripAdvisor® is the world's largest travel site*, enabling travelers to unleash the full potential of every 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 average monthly unique visitors**, and reached 385 million reviews and opinions covering 6.6 million accommodations, restaurants and attractions. The sites operate in 48 markets worldwide. TripAdvisor: Know better, Book better and Go better.

TripAdvisor, Inc. (NASDAQ:TRIP), through its subsidiaries, manages and operates websites under 24 other travel media brands:

www.airfarewatchdog.com, www.bookingbuddy.com, www.citymaps.com, www.cruisecritic.com,
www.familyvacationcritic.com, www.flipkey.com, www.thefork.com (including
www.lafourchette.com, www.eltenedor.com, www.iens.nl, and www.dimmi.com.au),
www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.housetrip.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, and www.virtualtourist.com.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, May 2016

**Source: TripAdvisor log files, Q2 2016

Press Contact: