



**JAMAICA INN HONORED IN THE
2012 TRIPADVISOR TRAVELERS' CHOICE HOTEL AWARDS**



Newton, Mass. – February 2, 2012 - TripAdvisor, Inc. (NASDAQ: TRIP), the world's largest travel website, revealed that **Jamaica Inn** was ranked the **#1 Hotel in Jamaica** and **#4 Hotel in the Caribbean** by TripAdvisor in its 2012 Travelers' Choice® awards.

Now in its tenth year, the annual TripAdvisor Travelers' Choice awards honor the world's best hotels, earning their distinction from those who know them best – real travelers. Unlike any other hotel honors, TripAdvisor Travelers' Choice winners are based on millions of valuable reviews and opinions from travelers around the world.

“With the help of millions of travelers around the globe, TripAdvisor is thrilled to recognize the world's most outstanding hotels for the tenth year of the Travelers' Choice Awards,” said Christine Petersen, president, TripAdvisor for Business. “From the best bargain hotels to best luxury hotels, remarkable service, value and quality are the hallmarks of our Travelers' Choice winners.”

As TripAdvisor has continued its growth globally, featuring sites in 30 countries and in 21 languages, the Travelers' Choice Hotels awards now highlight a broader range of spectacular properties across the globe.

For reviews on Jamaica Inn, go to http://www.tripadvisor.com/Hotel_Review-g147312-d148949-Reviews-Jamaica_Inn-Ocho_Rios_Jamaica.html.

For the complete 2012 Travelers' Choice list, go to www.tripadvisor.com/travelerschoice.

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About Jamaica Inn:

Located in beautiful Ocho Rios, Jamaica Inn boasts a six-acre property situated on a private cove with an offshore reef two miles east of the town center. With a 700-foot private white sand beach considered to be one of the best in the Caribbean, this exclusive resort is the perfect getaway for the traveler seeking unassuming style and warm, friendly service. Family owned since 1950 and boasting a roster of famed guests including Marilyn Monroe, Ian Fleming and Kathryn Hepburn, Jamaica Inn offers timeless elegance and relaxed luxury on the best white-sand beach in Jamaica.

About TripAdvisor:

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors*, and over 60 million reviews and opinions. The sites operate in 30 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 18 other travel media brands, and together the sites attract more than 65 million unique monthly visitors**. TripAdvisor's travel media brands include: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruise critic.com, www.familyvacationcritic.com, www.flipkey.com, www.holidaylettings.co.uk, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.sniqueaway.com, www.smartertravel.com, www.travelpod.com, www.virtualtourist.com, and www.kuxun.cn.

*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, August 2011

**Source: comScore Media Metrix for TripAdvisor Inc. and its subsidiaries, Worldwide, August 2011

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