

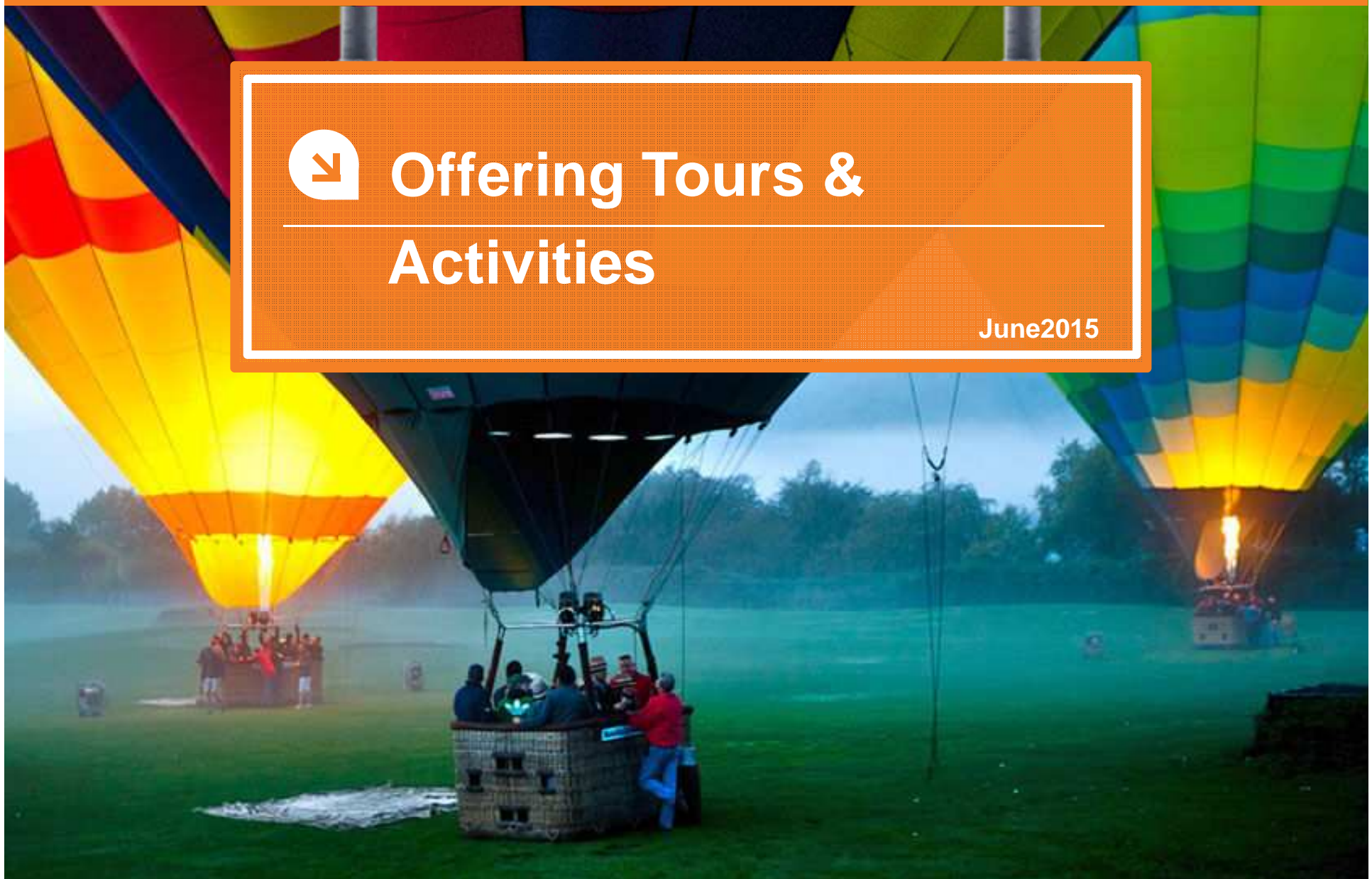


Travel with an **insider**™



Offering Tours & Activities

June 2015



Company Highlights



The Global Leader in
Destination Activities

20,000+ tours and activities

500+ destinations in 150 countries

11 languages and accepting 10 currencies

11mm+ monthly web visits

1.5mm+ customers

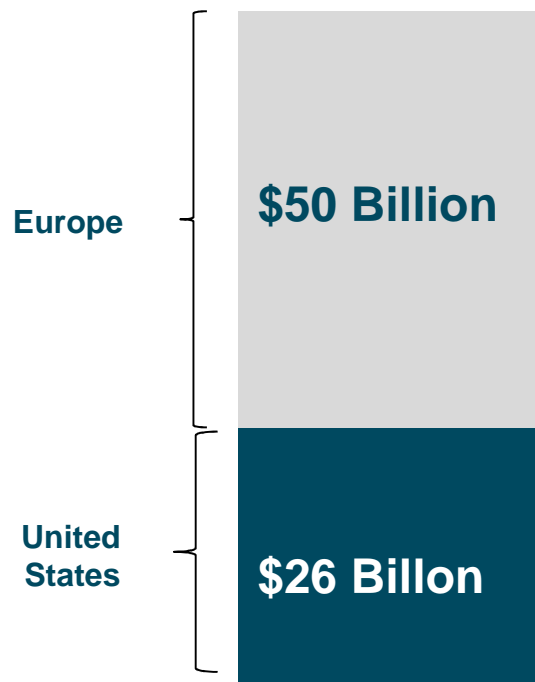
15+ years focused on tours and activities



Destination Activities: Large Target Market

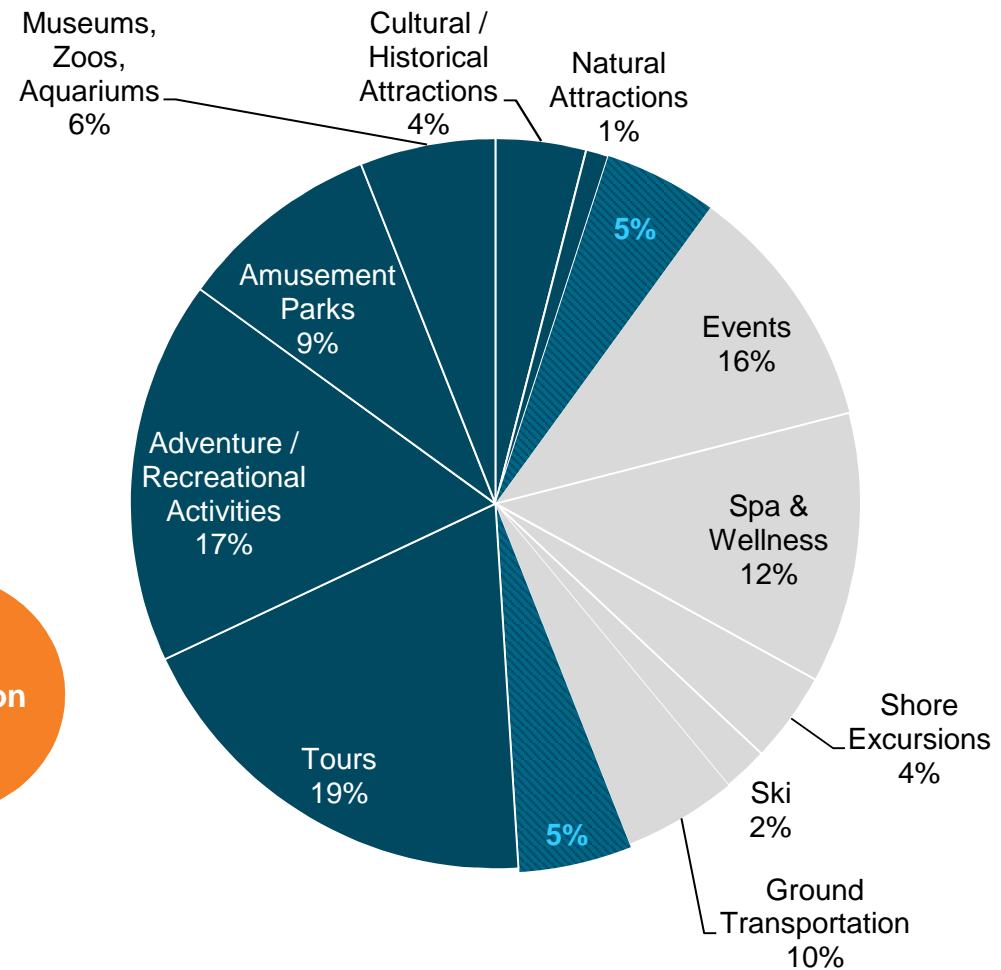


Market:
Europe + Americas
+\$72 billion



(Offline and Online / \$ in Billions)

**Online
Penetration
~10%**



Source: PhoCusWright & Stifel / Company Estimates. Note: Gray portion of chart represents part of the market that is not addressed by Viator.

Success Stories – Happy Members



Satisfaction Survey Results

Customers adding Activities have a higher level of satisfaction for their Vacation

Which of the following, if any, was the highlight of your last vacation?

- **Destination activities** 47%
- Accommodation 30 %
- Restaurants 29%
- Shopping 18%
- Transportation 10 %
- Rental vehicle 3%



Source: Harris Interactive, 2,782 respondents

Viator.com Partner network



Guides / Destinations



Hotels



Travel / Tour Operators Sites



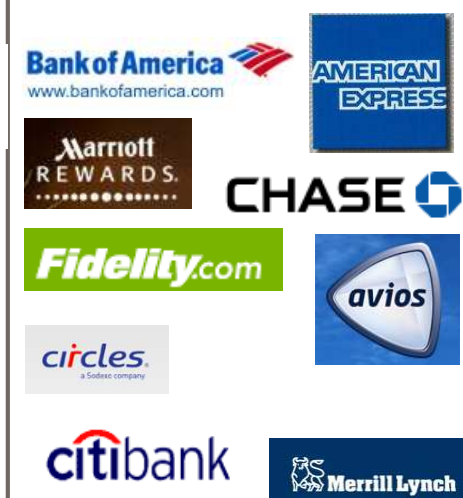
Travel Agents



Airlines



Loyalty / Redemption



Technology Partners



Tours & Activities Landscape



Viator holds a unique position in the Destination Tours and Activities market

Viator is now a TripAdvisor Company!



TripAdvisor is the world's largest travel site

- Featuring 140,000+ destinations, 850,000+ hotels, 2,300,000+ restaurants and over 450,000 attractions, activities and sightseeing operators
- Marketed in 28 languages
- Plans in place to increase traffic and improve merchandising in “Attractions” area, including expansion of online booking features



280mm+ monthly visitors

128mm+ app downloads

170mm+ traveler reviews

Viator is now part of the Trip Advisor family

- Acquisition complete in August 2014
- Viator exec team and staff remain in roles
- Viator CEO, Barrie Seidenberg, reporting to CEO of TripAdvisor, Stephen Kaufer
- Viator team will continue to manage independent brand, while working closely with TripAdvisor team to increase sales for tours and attraction providers on Viator and TripAdvisor platforms



10mm+ monthly visitors

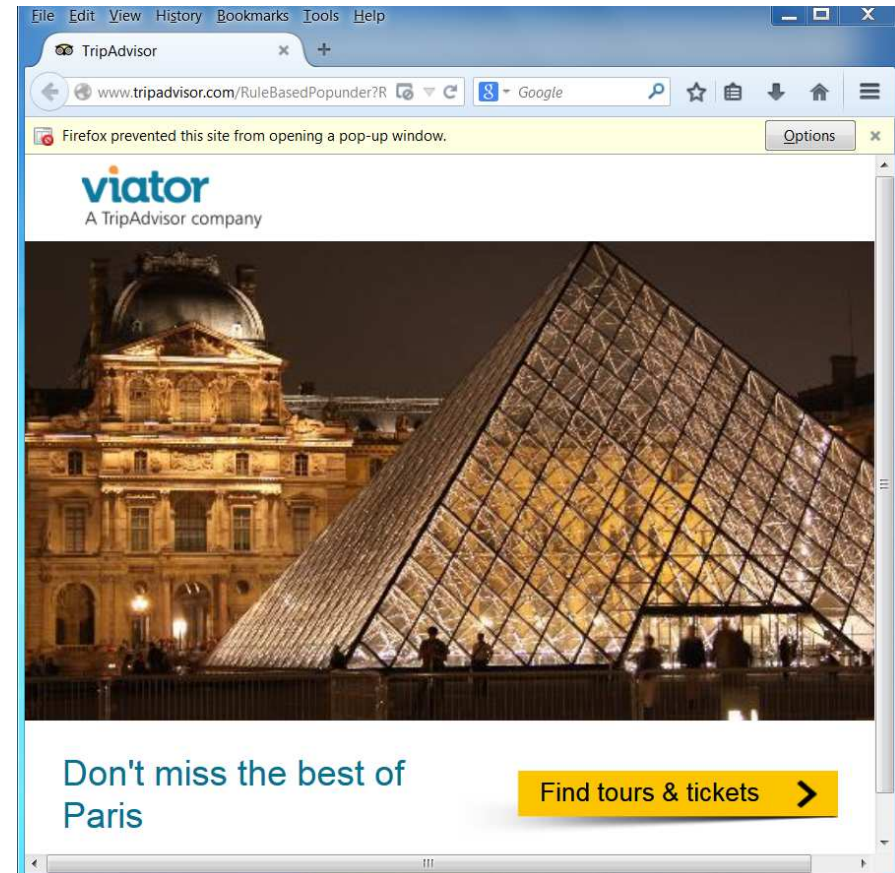
1mm+ app downloads

600k+ customer reviews

Optimizing TripAdvisor Attractions

Viator and TripAdvisor teams are working together to enhance the attractions offering by:

- Driving more traffic to TripAdvisor attractions pages
- Increasing the number and scale of booking placements available for Viator suppliers
- Improving the TripAdvisor-Viator landing page experience



**Now live on TripAdvisor:
Pop-Unders promoting Viator attractions**

TripAdvisor Attractions – Enhanced Booking Buttons



Empire State Building

350 Fifth Avenue, Between 33rd and 34th Streets, New York City, NY 10118 (Manhattan)

+1 212-736-3100 Website Improve this listing

5,713 visitor photos

Book a Tour on Viator

Skip the Line Empire State Building Tickets - Observatory and...	\$29* and up
Special Offer New York CityPass	\$109* and up
VIP Tour Empire State Building, Statue of Liberty and 9/11...	\$109* and up

[See All Tours on Viator](#)

84%

Ranked #80 of 861 Attractions in New York City

Travelers' Choice™ 2014 Winner
Attractions

12,705 Reviews

Type: Architectural Buildings, Landmarks/ Points of Interest, Observation Decks/ Towers

[More attraction details](#)

[Save](#)

12,705 reviews from our community

[Write a Review](#)

Visitor rating

Excellent 7,165

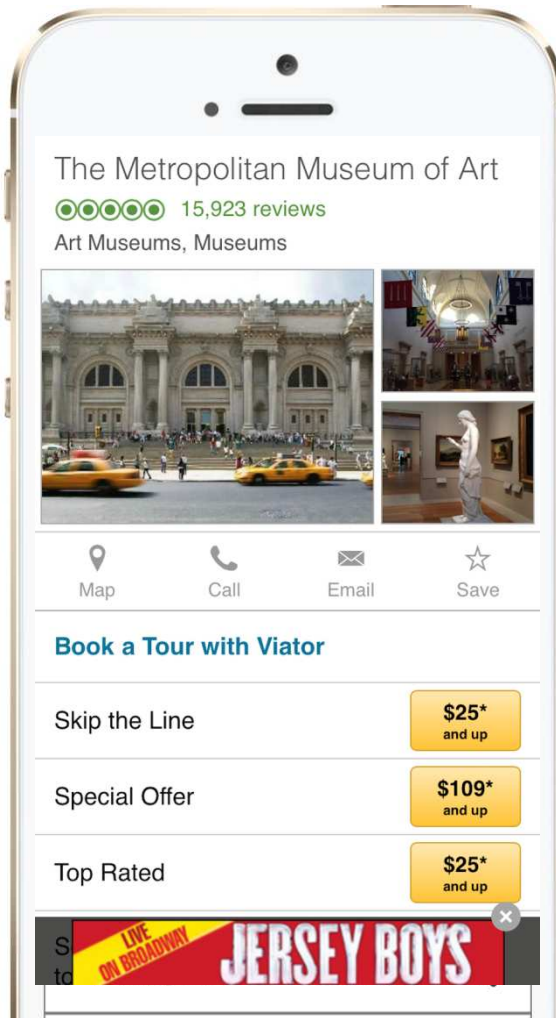
Hotels near Empire State Building

YourStay MidTown Apartments
 49 Reviews
New York City, NY
0.0 miles from Empire State Building

[Show Prices](#)

Lead price point and multiple tour/ticket options now listed on attractions, providing opportunities for Viator products to be featured from multiple places within TripAdvisor

TripAdvisor Attractions – Mobile and VML



トップ・オブ・ザ・ロック展望台

Top of the Rock Observation Deck

30 Rockefeller Center, New York City, NY (Manhattan)

📞 212 698 2000 🌐 サイト ✉ メールする ⓘ 掲載内容を修正する



Viator で事前に予約する

特典	13,235円* >
ニューヨーク・シティパス	以上

最高料価	2,913円* >
トップオブザロック展望台 (ニューヨーク)	以上

Viator ですべてのツアーを表示する

5,636件 訪問者の写真



TripAdvisor Attractions – Updated “Things to Do” Page

- New “Things to Do” page design
- New design makes it easier for consumers to find the most iconic attractions and popular activities in a destination

The screenshot shows the TripAdvisor website for Paris attractions. The header includes the TripAdvisor logo, navigation links (Paris, Hotels, Flights, etc.), and a search bar. The main section is titled 'Top 30 things to do in Paris, France: Paris Attractions'. On the left, there's a sidebar with 'Attraction Type' (Sights & Landmarks, Museums, etc.) and 'Neighborhood' (Opera / Bourse, Le Marais, etc.). The main content area displays a grid of attraction cards. Each card includes a ranking (e.g., #1 of 1,109 things to do in Paris), a rating (e.g., 4.5 stars), the number of reviews (e.g., 24,294 reviews), a title (e.g., Musee d'Orsay), a brief description, and a 'Book a Tour' button with a price range (e.g., \$52* and up).



Thank you!