

PRESS RELEASE

For immediate release

HARD ROCK HOTEL BALI HONOURED IN THE 2012 TRIPADVISOR TRAVELLERS' CHOICE HOTEL AWARDS

LONDON, U.K. – 18 January 2012 - TripAdvisor, Inc. (NASDAQ: TRIP), the world's largest travel website, today reveals Hard Rock Hotel Bali was chosen as the overall winner in the Top 25 Trendiest Hotels in Indonesia by TripAdvisor in its 2012 Travellers' Choice® awards.

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

"With the help of millions of travellers around the globe, TripAdvisor is thrilled to recognise the world's most outstanding hotels for the tenth year of the Travellers' 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 Travellers' Choice winners."

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

For reviews on the Hard Rock Hotel Bali, go to http://www.tripadvisor.com/Hotel_Review-g297697-d302343-Reviews-Hard_Rock_Hotel_Bali-Kuta_Bali.html

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

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About Hard Rock Hotel Bali

Sprawling across three hectares of pristine tropical property, Hard Rock Hotel Bali is located in Kuta, the heart of Bali's famous entertainment and shopping district. Hard Rock Hotel Bali is Asia's first Hard Rock Hotel and the leading entertainment hotel in Bali features 418 tribute rooms, luxury and deluxe suites reflect the glory and legends of Rock 'n' Roll, alongside six cutting edge food and beverage outlets. Additional features include Lil' Rock – Kids Club, Tabu Teen Centre, Boom Box Recording Studio, Rock Spa, Body Rock fitness center and a Rock Shop – Hard Rock Merchandise Store. For more information, please visit www.hardrockhotels.net/bali

About Hard Rock International

With a total of 172 venues in 51 countries, including 135 cafes and 15 Hotels/Casinos, Hard Rock International is one of the world's most globally recognized brands. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. In addition to the two flagship Seminole Hard Rock Hotels and Casinos in Tampa and Hollywood, Fla., Hard Rock Hotels/Casinos are located in Las Vegas, Biloxi, Orlando, Chicago, San Diego, Pattaya, Bali, Macau, Penang, Singapore and Punta Cana. Additional hotel and casino projects have been announced including Panama Megapolis, scheduled to open in 2011; and Hungary, Dubai and Abu Dhabi, scheduled to open in 2013. Hard Rock International is owned by Seminole Hard Rock Entertainment, Inc. For further details on Hard Rock Hotels and Casinos, visit www.hardrockhotels.com. For more information on Hard Rock International, visit www.hardrock.com.



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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.cruisecritic.com, www.familyvacationcritic.com, www.flipkey.com, www.holidaylettings.co.uk, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.sniqaway.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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Contacts:

TripAdvisor Media Relations
mediarelations@tripadvisor.com
www.tripadvisor.com

Aulianty Fellina Rizal
Director of Marketing Communications
Hard Rock Hotel Bali
Jalan Pantai, Banjar Pande Mas, Kuta, Bali
Tel : +62 (361) 761869
Fax : +62 (361) 761868
E-mail: olie@hardrockhotels.net
Website: www.hardrockhotels.net

