



Localistico and TripAdvisor join forces to help restaurant owners and hospitality brands increase foot traffic and online visibility

Madrid, 16 October 2018 - Localistico, the fast-growing local marketing and analytics platform announced today a partnership with TripAdvisor, the world's largest travel site*. The new partnership gives Localistico clients the ability to edit their TripAdvisor restaurant listings, as well as monitor diner reviews straight from the Localistico platform.

TripAdvisor is one of the world's largest restaurant sites, with over 200 million diners searching more than 4.7 million restaurant listings each month, making it a powerful marketing platform for restaurant owners. As part of the partnership with TripAdvisor, Localistico is now an authorised reseller of TripAdvisor's sponsored advertising product, TripAdvisor Ads. With highly targeted TripAdvisor Ads, Localistico clients can capture the attention of traveller and local diners who are actively looking for a place to eat.

"Most restaurant owners are aware of the importance of TripAdvisor as a key vehicle for attracting new customers," said Ricardo Varela, CEO at Localistico. "We are thrilled to have TripAdvisor as a partner in our journey to help businesses reach a greater number of local diners, and ultimately gather better insights to enhance their marketing initiatives".

Localistico already integrates with Yelp, Google, Facebook, Zomato, Foursquare, Apple Maps, and others, allowing restaurant owners and retailers to optimise their business for search results, monitor reviews, gather cross-channel analytics and launch geo-targeted advertising campaigns. "Through our partnership with TripAdvisor, we are providing Localistico hospitality customers with more control over their local search presence to ultimately help them to fill their tables with diners from around the corner and across the globe", said Varela.

About Localistico

Localistico is a local marketing and analytics platform for brick-and-mortar retailers. With Localistico's intuitive platform, retailers can increase foot traffic to their physical stores and gather better online-to-offline analytics. Localistico enables business owners to control their

online presence and manage brand interactions on all digital platforms, from maps to store pages, to launching geo-targeted ad campaigns.

Localistico was founded in 2014 and has offices in both London and Madrid. Localistico has been selected as part of Wayra Accelerator in London, SeedRocket Accelerator in Madrid, and True. Its clients include renowned companies like Morrison's, O2, Domino's Pizza, TGIF, Foxtons, Inditex Group, Starbucks, Camper, and Carl's Jr. More information can be found at www.localistico.com and press@localistico.com

About TripAdvisor

TripAdvisor, the world's largest travel site*, enables travelers to unleash the full potential of every trip. With over 661 million reviews and opinions covering the world's largest selection of travel listings worldwide – covering approximately 7.7 million accommodations, airlines, experiences, and restaurants -- TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor also compares prices from more than 200 hotel booking sites so travelers can find the lowest price on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 456 million average monthly unique visitors**, all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better.

The subsidiaries and affiliates of TripAdvisor, Inc. (NASDAQ:TRIP) own and operate a portfolio of websites and businesses, including more than 20 travel media brands:

www.airfarewatchdog.com, www.bokun.io, www.bookingbuddy.com, www.citymaps.com, www.cruise critic.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.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.vacationhomerentals.com and www.viator.com.

* Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2017

** Source: TripAdvisor log files, average monthly unique visitors, Q2 2018
