



Balfour Capital Group Tripadvisor, Inc.

TripAdvisor is an American online travel services company, offering booking tools and extensive travel content via its platform. It operates globally in 43 markets and 22 languages, features around 1 billion reviews on 8 million listings across hotels, restaurants, attractions, and more. It also owns brands such as Viator, Cruise Critic, FlipKey, TheFork, and SeatGuru.

1. Top 5 Competitors

Based on user traffic and industry position, TripAdvisor's primary competitors are:

- Booking.com
- Expedia Group
- Kayak
- Hotels.com
- Groupon (as a peripheral travel deals platform by MarketBeat)

2. Largest Institutional Shareholders

As of the most recent filings:

- BlackRock, Inc. – ~12.98 M shares (10.99%)
- Vanguard Group – ~11.88 M shares (10.06%)
- Additional major holders: UBS, Ameriprise, FIL, Boston Partners, Par Capital, River Road, Dimensional Fund Advisors

Institutional ownership ranges between ~85–92%, with insiders holding ~0.6–6.9% (variation across sources)

3. Management Team

- Matt Goldberg – President & CEO (since July 2022)
- Michael Noonan – CFO
- Greg Maffei – Chairman (also CEO of Liberty Media)

Other board members include Jane Jie Sun and Robert Wiesenthal



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4. Revenue

- 2024: ~\$1.835 billion (up from \$1.788 b in 2023)
- Q1 2025 (TTM): ~\$1.84 billion

5. Institutions with Buy Recommendations:

Among ~13–47 analysts, consensus: Hold

- MarketBeat: 2 Buy / 9 Hold / 2 Sell
- Public.com (47 analysts): 19% Strong Buy, 4% Buy, 60% Hold

6. Analyst Sentiment Summary

Overall wall-street sentiment is neutral-to-cautious:

- Consensus rating is Hold
- Price target average around \$19 / share, ~35% above current levels
- Recent revisions: multiple firms (UBS, B. Riley, Wedbush, Truist) have maintained neutral or revised targets modestly downward

7. Insider Buying and Selling (Last 24 Months)

No significant insider purchases recorded

Insider selling:

- Almir Ambeskovic sold ~16,643 shares worth \$255,137 over 24 months
- CEO Ambeskovic sold \$255K on May 20, 2025
- Aggregate insider trades (100 most recent): ~4.44 M shares bought vs. 27.05 M shares sold (net selling).