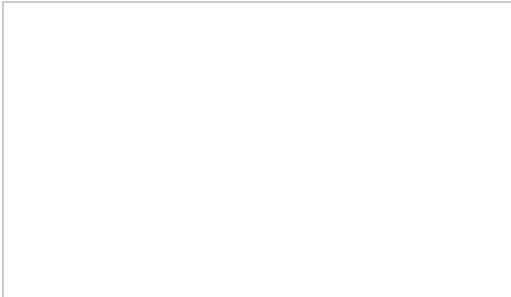


## The Weather Company and TripAdvisor to Provide Weather-based Point of Interest & Activity Recommendations for Made for Samsung App Users

ATLANTA, Oct. 18, 2017 /[PRNewswire](#)/ -- The Weather Company, an IBM Business (NYSE:[IBM](#)), today announced that it has collaborated with [TripAdvisor](#) (NASDAQ: TRIP), the travel site that enables travelers to unleash the full potential of every trip, to provide The Weather Channel Made for Samsung App users with tailored point of interest, activity, and attraction recommendations based on forecasts.



The new app feature uses machine learning to analyze calendar events, forecasts, and more than 830,000 TripAdvisor attractions to provide users with recommendations on historical sites, museums, various points of interest, and relevant activities within a 25-mile radius. For example, if it's expected to rain and a user had planned to go biking, they may see a TripAdvisor recommendation within their calendar to visit a museum or other indoor attractions. However, if it's expected to be warm and sunny, rather than go to a movie, they may see a recommendation for a boating or walking tour. Users can simply tap on the recommended activity to be seamlessly transferred to TripAdvisor's website for additional details including traveler reviews, photos, and tour booking options.

As one of the initial launch partners of the [Made for Samsung Developer Program](#), The Weather Channel collaborated with Samsung to co-develop a unique weather experience within the [The Weather Channel for Samsung App](#). The app is specifically designed for Samsung smartphones, including the Galaxy Note8, Galaxy S8 and Galaxy S8+. With the expansion of the platform, The Weather Channel invites other service providers to connect with its app users in new and engaging ways, while helping them better understand people's interests.

"We know that certain purchasing behavior, travel arrangements, and daily decisions can be directly tied to the weather. Knowing when to change picnic plans to avoid a storm or when to plan an outdoor excursion when it's going to be sunny can make or break an experience," said Domenic Venuto, vice president and head of consumer division, The Weather Company. "TripAdvisor is one of the most popular travel and attraction resources available today. Pairing our weather insights with their point of interest and activity recommendations provides people with unique weather-based adventure ideas."

"While consumers may be in control of their travel plans, they aren't in control of the weather they encounter on vacation," said Nicole Brown, senior director, TripAdvisor brand partnerships. "Through our collaboration with The Weather Company, we aim to provide Made for Samsung App users with quick and easy recommendations for great things to do – rain or shine – based on millions of reviews and opinions on TripAdvisor."

The Weather Channel for Samsung App is accessible within the [Galaxy Apps](#) store and the new TripAdvisor feature is now available for app users globally.

### **The Weather Company, an IBM Business**

The Weather Company helps people make informed decisions and take action in the face of weather. The company offers the [most accurate](#) forecasts globally with personalized and actionable weather data and insights to millions of consumers, as well

as thousands of marketers and businesses via Weather's API, its business solutions division ([business.weather.com](http://business.weather.com)), and its own digital products from The Weather Channel ([weather.com](http://weather.com)) and Weather Underground ([wunderground.com](http://wunderground.com)).

The company delivers around 25 billion forecasts daily. Its products include the world's most downloaded weather app, a network of 250,000 personal weather stations, a top-20 U.S. website, one of the world's largest IoT data platforms, and industry-leading business solutions. Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business. For more, visit [theweathercompany.com](http://theweathercompany.com).

### **About TripAdvisor**

TripAdvisor, the world's largest travel site\*, enables travelers to unleash the full potential of every trip. With more than 535 million reviews and opinions covering the world's largest selection of travel listings worldwide – over 7 million accommodations, airlines, attractions, 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 415 million average unique monthly 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 under 20 other travel media brands: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.citymaps.com](http://www.citymaps.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com), [www.eltenedor.com](http://www.eltenedor.com), [www.iens.nl](http://www.iens.nl) and [www.dimmi.com.au](http://www.dimmi.com.au)), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.housetrip.com](http://www.housetrip.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com) and [www.viator.com](http://www.viator.com).

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

\*\*Source: TripAdvisor log files, Q1 2017

View original content with multimedia:<http://www.prnewswire.com/news-releases/the-weather-company-and-tripadvisor-to-provide-weather-based-point-of-interest--activity-recommendations-for-made-for-samsung-app-users-300538445.html>

SOURCE The Weather Company, an IBM Business

---