



Turning the Tide

Investor presentation

February 2025



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Special Note Regarding Forward-Looking Statements

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- the extent to which our strategy of increasing brand marketing investments positively impacts the volume of direct traffic to our platform and grows our revenue in future periods without reducing our profits or incurring losses;
- the continuing negative impact of having almost completely ceased television advertising in 2020 and only having resumed such advertising at reduced levels in recent years on our ability to grow our revenue;
- our reliance on search engines, particularly Google, whose search results can be affected by a number of factors, many of which are not in our control;
- the promotion by Google of its own product and services that compete directly with our hotel and accommodation search;
- our continued dependence on a small number of advertisers for our revenue and adverse impacts that could result from their reduced spending or changes in their cost-per-click, or CPC, bidding strategy;
- our ability to generate referrals, customers, bookings or revenue and profit for our advertisers on a basis they deem to be cost-effective;
- factors that contribute to our period-over-period volatility in our financial condition and result of operations;
- the potential negative impact of a worsening of the economic outlook and inflation on consumer discretionary spending;
- any further impairment of intangible assets;
- geopolitical and diplomatic tensions, instabilities and conflicts, including war, civil unrest, terrorist activity, sanctions or other geopolitical events or escalations of hostilities, such as the war in Ukraine and the ongoing conflict affecting the Middle Eastern region;
- increasing competition in our industry;
- our ability to innovate and provide tools and services that are useful to our users and advertisers;
- our business model's dependence on consumer preferences for traditional hotel-based accommodation;
- our dependence on relationships with third parties to provide us with content;
- changes to and our compliance with applicable laws, rules and regulations;
- the impact of any legal and regulatory proceedings to which we are or may become subject; and
- potential disruptions in the operation of our systems, security breaches and data protection,

as well as other risks and uncertainties detailed in our public filings with the SEC, including the Company's Annual Report on Form 20-F for the fiscal year ended December 31, 2023, as such risks and uncertainties may be updated from time to time. Except as required by law, we undertake no obligation to update any forward-looking or other statements in this presentation, whether as a result of new information, future events or otherwise.

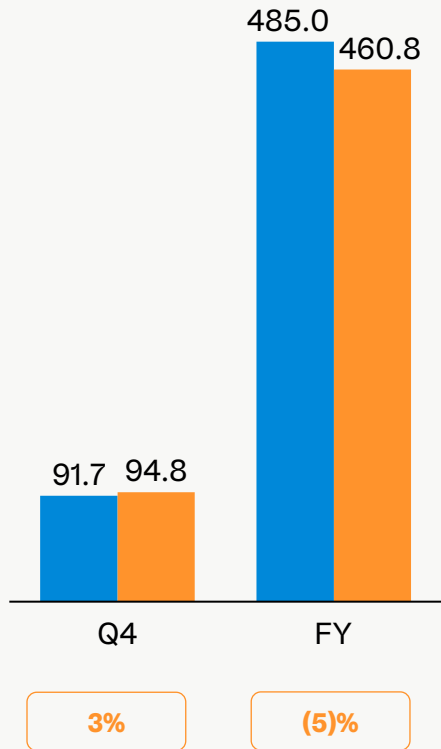
Special Note Regarding Non-GAAP Financial Measures

This presentation contains non-GAAP financial measures, including adjusted EBITDA, adjusted EBITDA Margin and Overhead costs. Information needed to reconcile such non-GAAP financial measures to the most directly comparable measures under US GAAP can be found in this presentation in the Appendix and should be carefully evaluated. These non GAAP measures are not based on any comprehensive set of accounting rules or principles and should not be considered a substitute for, or superior to, financial measures calculated in accordance with GAAP, and may be different from non GAAP measures used by other companies. In addition, these non GAAP measures should be read in conjunction with our financial statements prepared in accordance with GAAP.

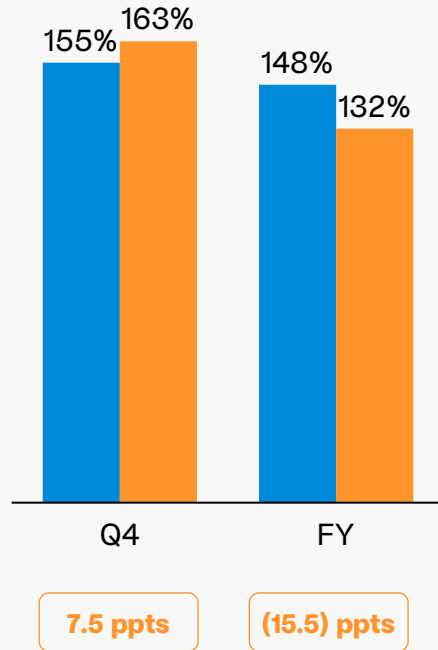
Q4 2024 Financials - Exceeded our top and bottom-line expectations

■ 2023 ■ 2024 % YoY

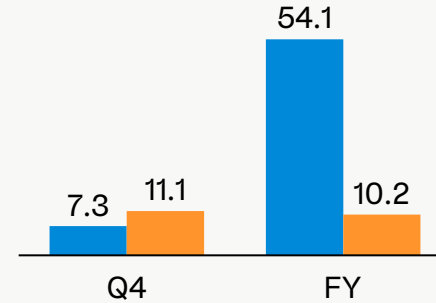
Total Revenue (€mm)



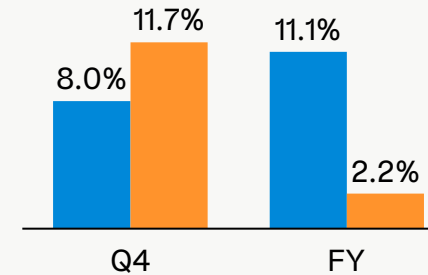
ROAS¹ (%)



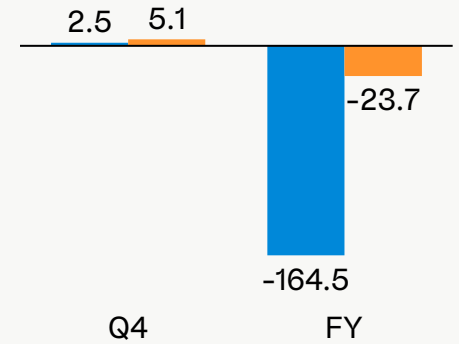
Adjusted EBITDA² (€mm)



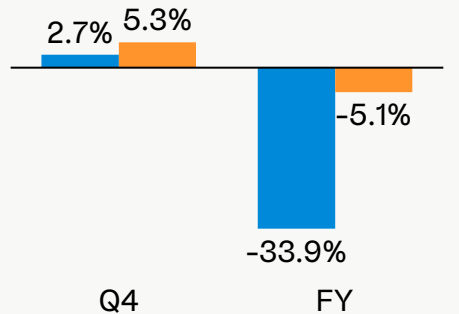
% of Total Revenue



Net Income/Loss (€mm)



% of Total Revenue



(1) ROAS: Return on Advertising Spend; (2) Adjusted EBITDA is a non-GAAP measure and adjusted for impairment of, and gains and losses on disposals of, property and equipment, impairment of intangible assets and goodwill, share-based compensation, and certain other items including restructuring, ADS cancellation fees, and significant legal settlements and court-ordered penalties. A reconciliation to reported results is included in the Appendix.

2024 Highlights 2025 Guidance



Financial performance Q4 2024

In Q4 2024, we achieved revenue growth. This **marks a turning point for us**, and we see solid momentum heading into 2025. We grew Referral Revenue by 5% (3% in Total Revenue) and delivered adjusted EBITDA of €11.1 million.

Strategic initiatives launched in 2024, with progression into 2025

Delivering tangible **branded revenue growth** by intensifying brand marketing campaigns in more than 20 key travel markets with improved efficiency.

Substantially **enhancing our user experience and conversion rates** by running hundreds of experiments on our platform and offering new features.

Cultivating a performance culture relentlessly focused on continuous learning and rapid execution of our strategy.

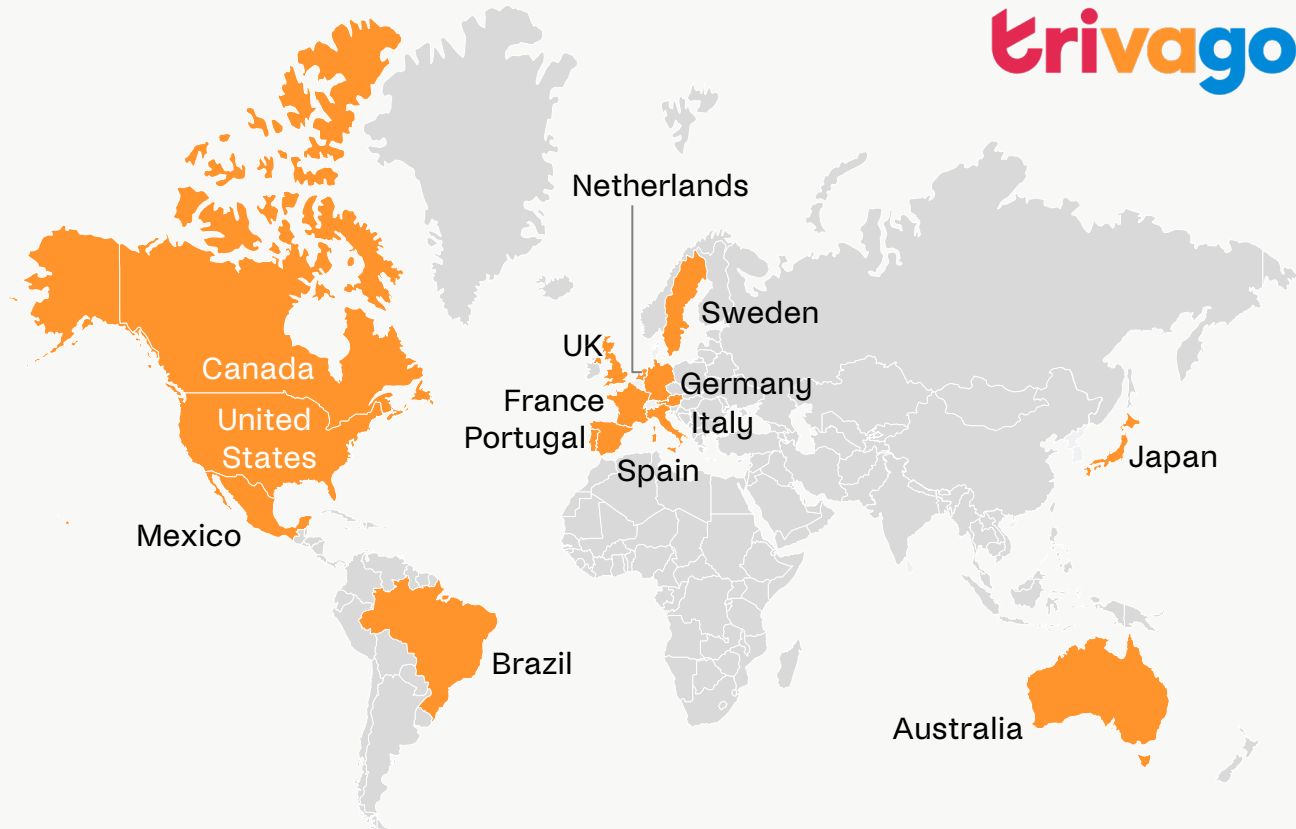
Embracing AI across the organization to leverage the technology, deliver more value to our users, and enhance productivity.

Guidance 2025

We expect at least **high single-digit revenue growth** in 2025 and aim to be at least at break-even adjusted EBITDA. In January 2025, we observed strong double-digit year-over-year revenue growth.

trivago at glance

High unaided brand awareness in key travel markets worldwide¹



trivago (NASDAQ:TRVG) is a global hotel search and price comparison platform.
Our Mission: When price-savvy travelers are searching for a **"Hotel?"**, we want the obvious choice to be **"trivago"**.

5M+

Accommodation Listings

540M+

2024 Qualified Visits³

50+

Localized websites and Apps

€461M

2024 Total revenue

~600

Employees²

€10.2M

2024 Adjusted EBITDA

¹ Source: MIM Brand tracker.

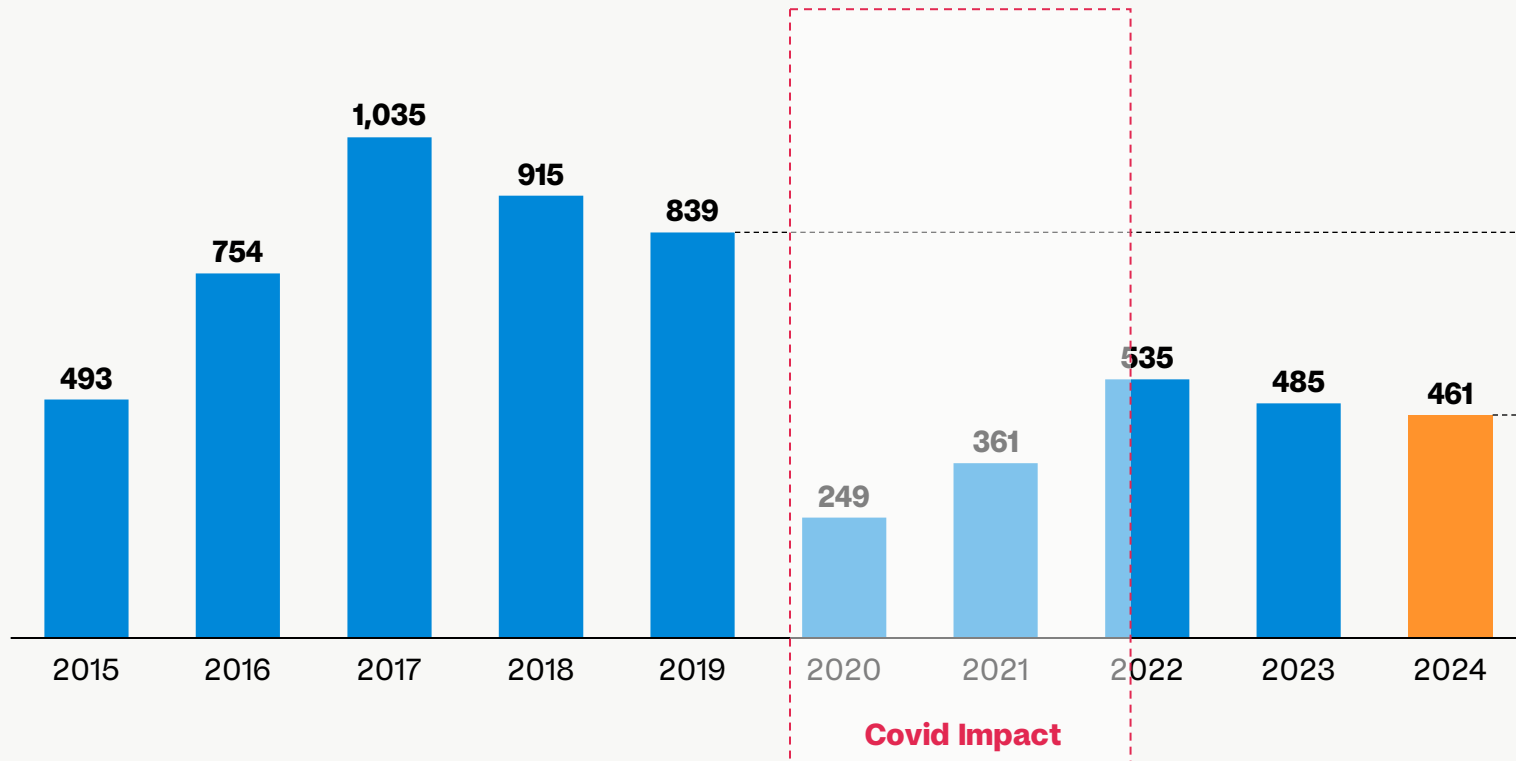
Countries with leading rankings for unaided brand awareness vs. peers as of Q3 2024 are color-marked; countries shaded grey are not tracked. Unaided brand awareness implies that the options for choosing a certain brand were not given to respondents. Question asked: "When you think of travel, which travel websites or apps come immediately to mind?"

² As of end 2024, rounded number, excluding employees on leave and students

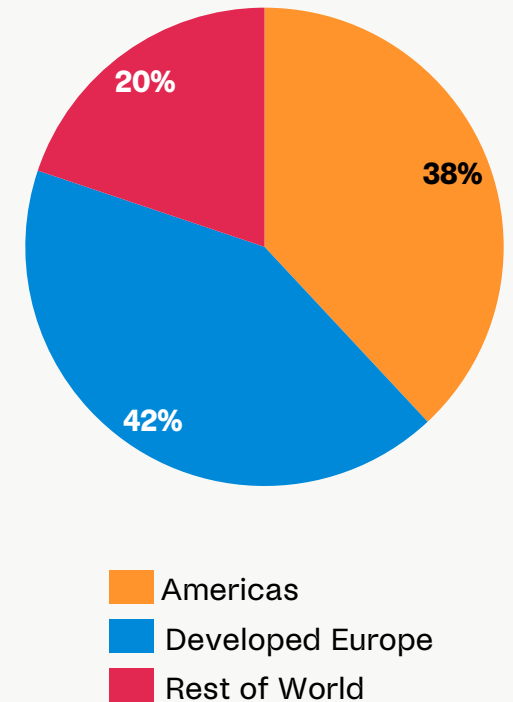
³ Qualified Visits are visits that had a meaningful interaction with trivago's platform

We see significant growth potential. Our business is well-diversified, with opportunities across the globe

Total revenue, EURm

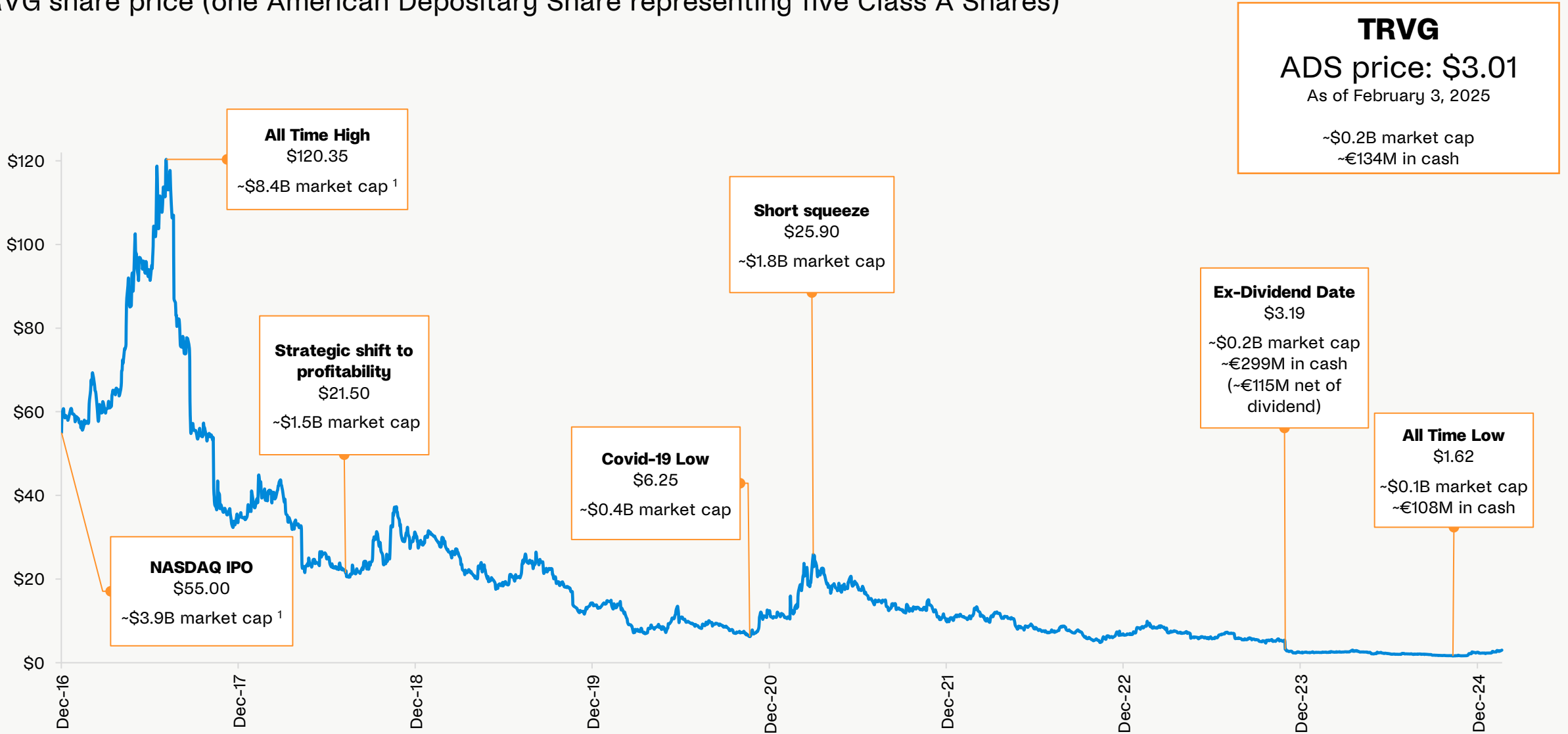


2024 Referral Revenue per Segment



TRVG trading

TRVG share price (one American Depositary Share representing five Class A Shares)



¹ Number based on shares outstanding following the post-IPO merger completion
Source: Bloomberg Terminal; trivago SEC filings (data as of January 29th, 2025)

Investment Highlights



1

Travel is a large and expanding market:

Travel market CAGR 2023-26E: 7.6%; online segment projected growth is even higher at 9.8%¹

2

trivago is a highly relevant product:

Users can save up to 40% and search more than 5M accommodations from 100+ booking sites

3

trivago is a leading global travel brand:

Among the most recognized brands in most key travel markets across the globe²

4

Attractive profit potential and growth trajectory:

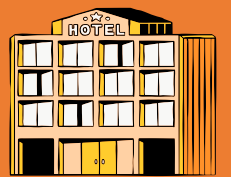
Strong revenue growth potential with a focus on cost discipline for adjusted EBITDA margin³ expansion without long-term debt

5

Demonstrated strong execution on our strategy:

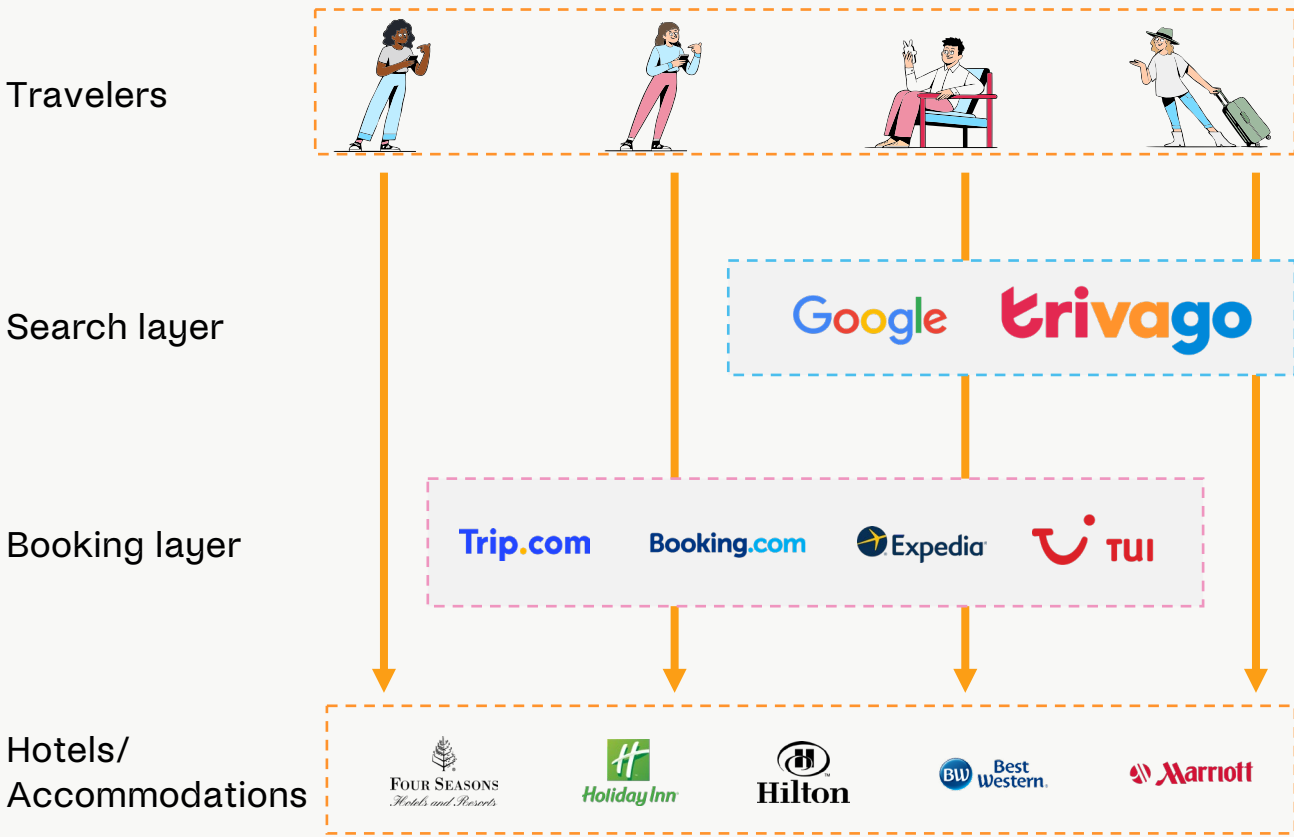
Laser-focused on elevating our brand and further enhancing our core product

Source: 1. Phocuswright Global Travel Market Report 2024; CAGR is an acronym for Compound Annual Growth Rate 2. MIM Brand tracker; 3. Adjusted EBITDA margin is a non-GAAP measure. It is calculated as Adjusted EBITDA divided by total Revenue. A reconciliation to reported results is included in the Appendix

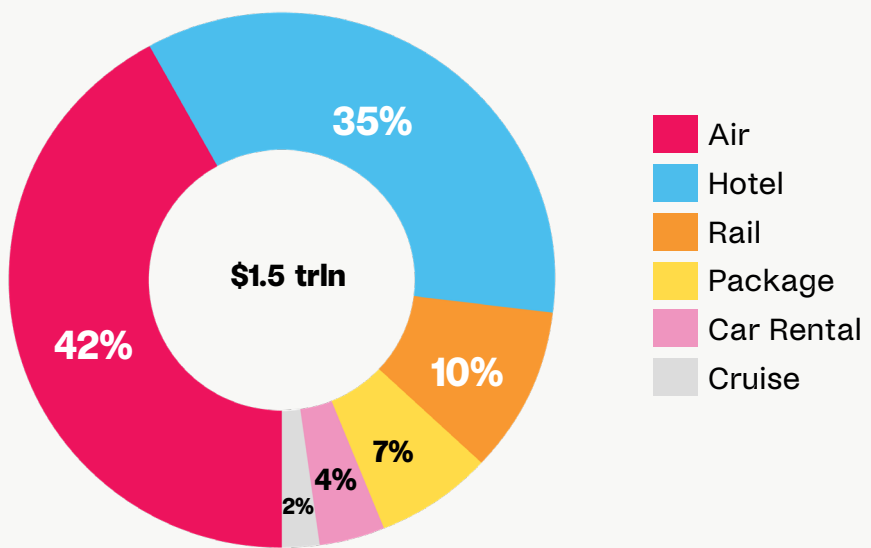


We are positioned at the top of a \$1.5 trillion market funnel. The hotel segment is highly attractive in terms of margin and size

Online hotel booking landscape



Global travel market breakdown by segments



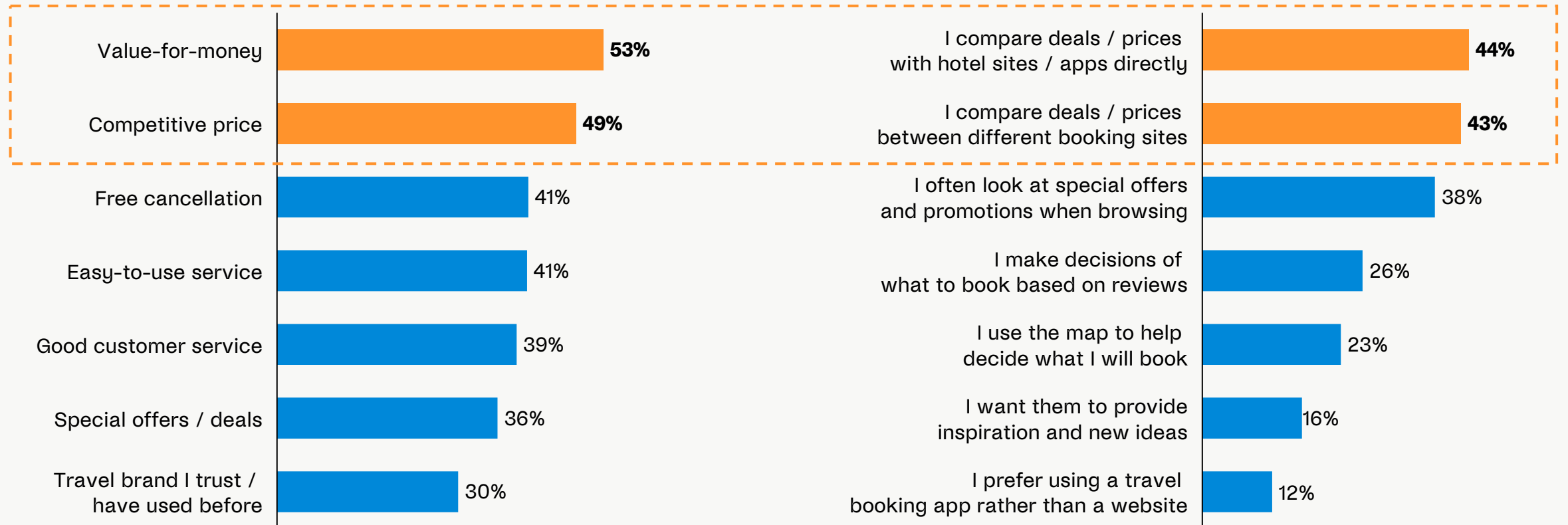
Hotel segment size
\$500bn+

Source for all market size data on slide: Phocuswright Global Travel Market Report 2024; breakdown for 2023

Travelers are price-conscious, and a significant segment compares prices. Being well positioned for savings is a competitive edge

Travel Service Influences in US (Q3'24)

Travel Service Preferences in US (Q3'24)



trivago is a marketplace that matches demand with supply. We acquire users, and partners can capture them in a live auction

Marketing (Demand)

Branded traffic

- A leading brand across the globe¹
- World class brand marketing team and AI-powered Ads strategy
- Differentiated value proposition

Invested ~\$2bn in brand marketing over the last decade.
Brand campaigns in 25+ markets planned in 2025.

Google

Microsoft

yahoo!



WARNER BROS.
DISCOVERY

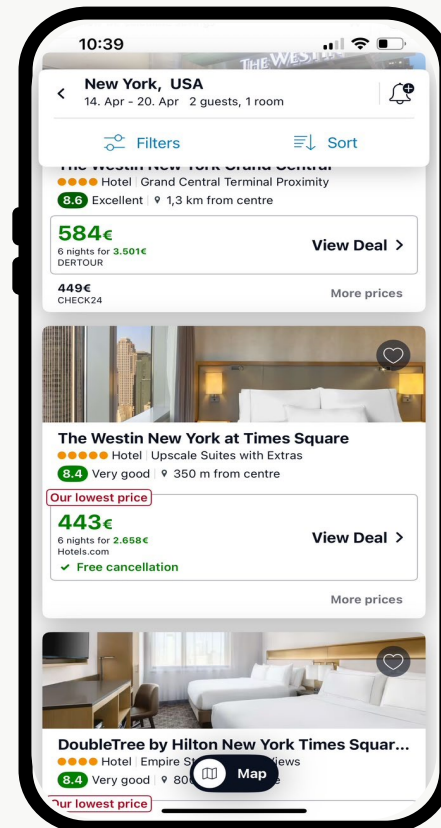
Meta



prime video

The
WALT DISNEY
Company

trivago



Partnerships (Supply)

Expedia

Booking.com

Hotels.com Vrbo priceline agoda

TUI IHG Hilton Marriott Trip.com

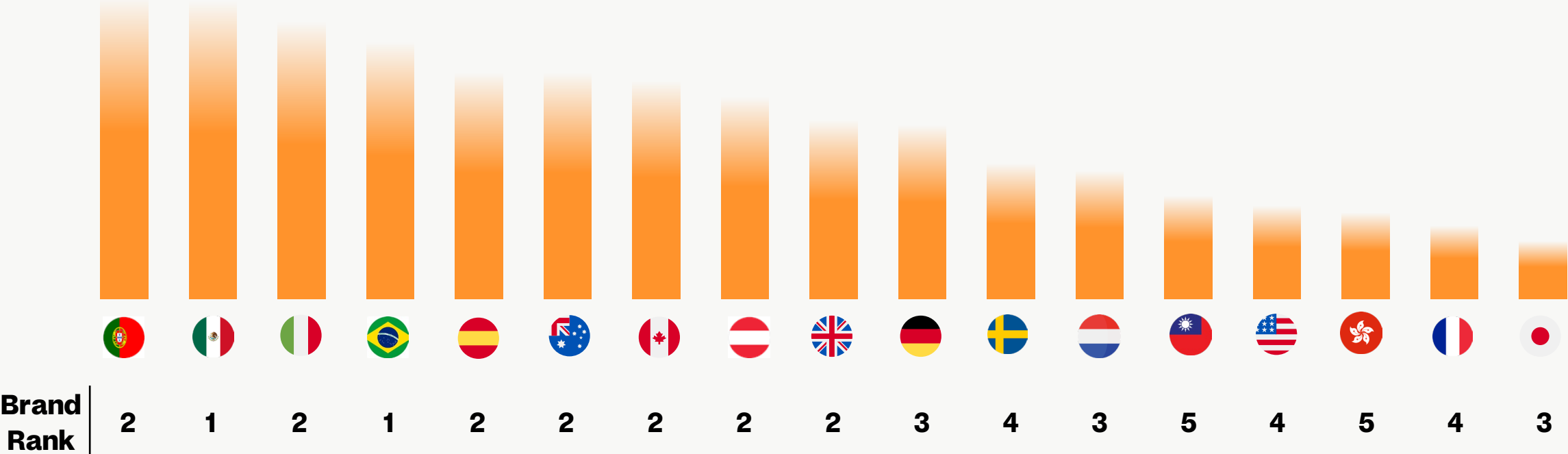
Users can save up to 40% and search more than 5M accommodations from 100+ booking sites.

trivago Book & Go

- Allows users to 'book on' the trivago platform
- Helps our partners to improve conversion rate
- Offers a more consistent booking experience for our core price-savvy users

trivago is a leading brand in numerous core travel markets worldwide. It is a key asset and source of future success

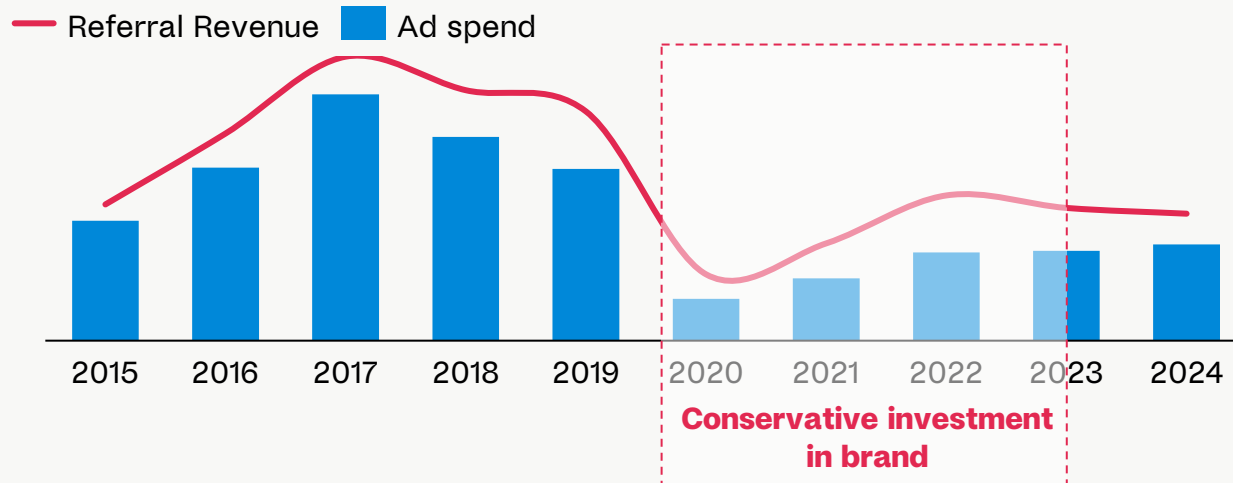
trivago's unaided brand awareness Q3 2024



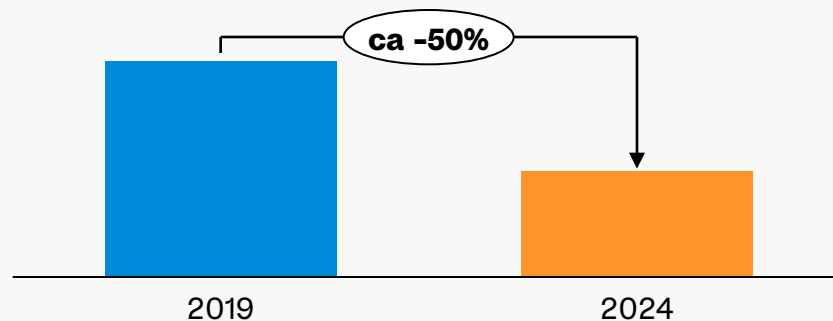
Source: MIM Brand tracker. % total. Question asked: "When you think of travel, which travel websites or apps come immediately to mind?" Q3 2024: US, UK, DE (n = 3000 per country). Quarterly data: AU, BR, CA, ES, FR, IT, JP, MX, NL, SE, AT, PT, HK, TW (n = 1000 per country).

We are rebuilding our brand, recognizing significant potential for further increase in brand investment

Referral Revenue and Advertising Spend



Brand investment – current vs pre-Covid

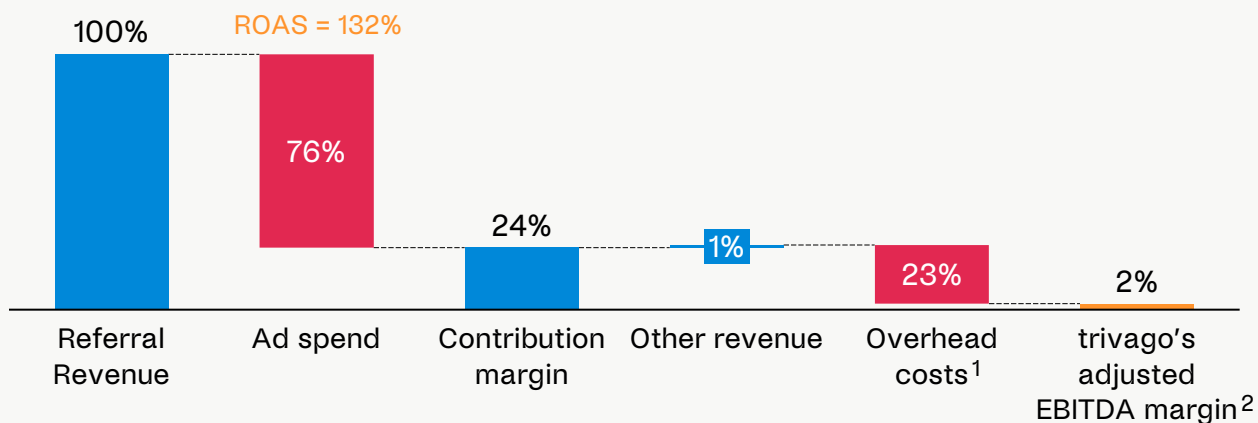


Comments

- Investing in our brand is essential to being top of mind when people are planning their trips.
- COVID-19 had a very negative impact on trivago, as we could not invest into our brand.
- During the recovery period in 2022, trivago invested conservatively.
- Brand building requires multi-year efforts with highly efficient and consistent investment. We expect compounding effects to materialize year by year.
- Our current brand investment levels are still far below those of 2019. We anticipate a gradual and thoughtful increase in investments as a growth driver in 2025 and the years to come.

We have already seen healthy adjusted EBITDA margins in core markets. Overall margins diluted by deliberate cross-subsidization of new markets

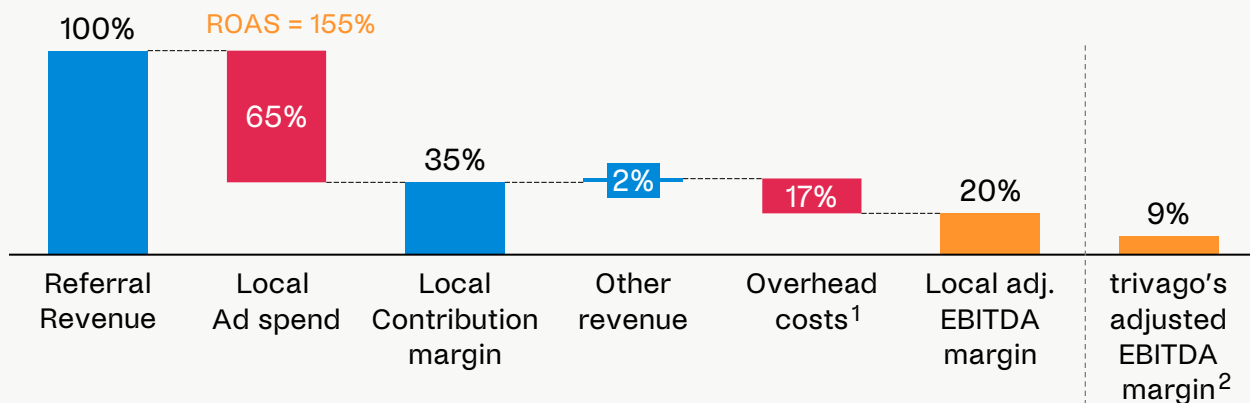
2024 trivago's adjusted EBITDA margin decomposition



Comments

- We expect that strengthening our brand can enhance ROAS and expand contribution margins over time.
- For illustration, in 2019 one of our key European markets showed above-average ROAS, ensuring higher contribution and improved adjusted EBITDA margins (see case study chart). Adjusted EBITDA margin for this market was 20% vs 9% trivago's total adjusted EBITDA margin that year.

Case study for 2019 (pre-Covid) for one of our key European markets: adjusted EBITDA margin decomposition (illustrative)³



How are ROAS, contribution and adjusted EBITDA margins connected?

ROAS = Referral Revenue / Ad spend
 Contribution margin = [Referral Revenue – Ad spend] / Referral Revenue or = 1 – [1 / ROAS]

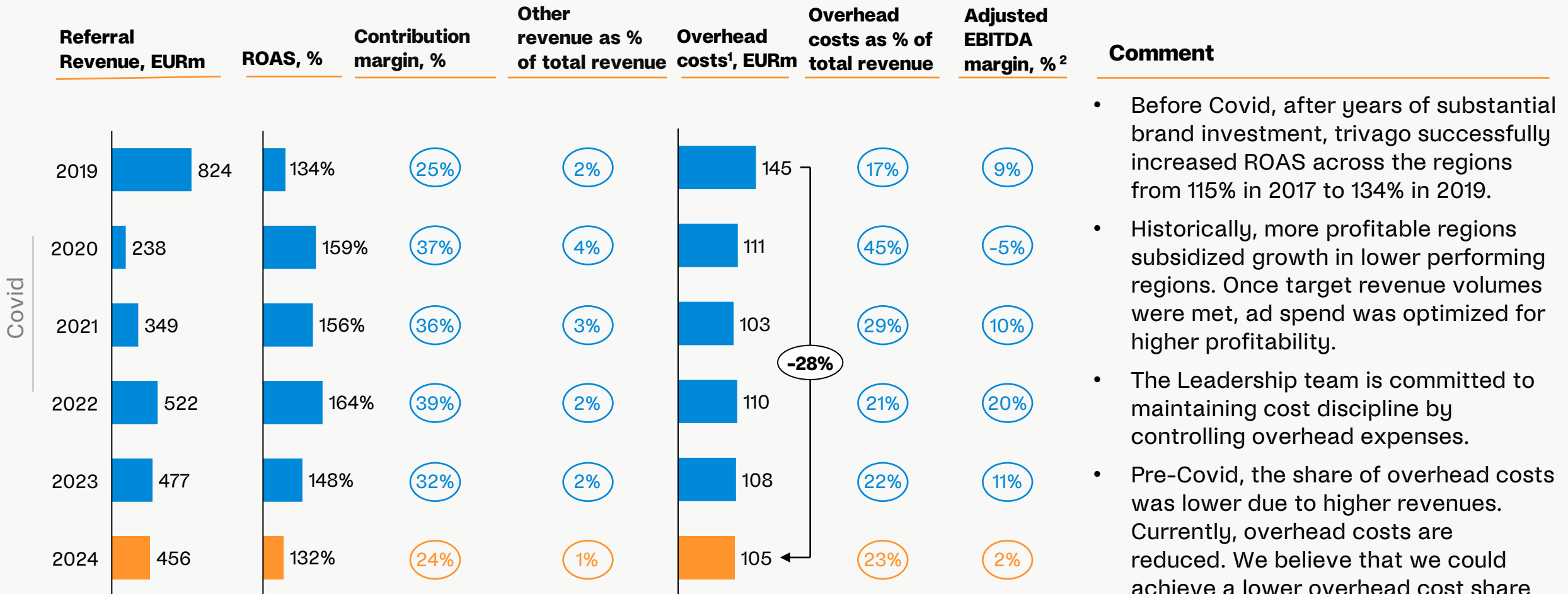
For example, if ROAS = 130%, then contribution margin = 1 – [1/130%]= 23%. If ROAS is 10 ppts higher, i.e. 140%, the contribution margin will increase to 29% by 6ppts. Other things being equal, adjusted EBITDA margin would increase as well, as it equals contribution margin minus share of overhead costs as % of total Revenue.

1. Overhead costs is derived using the calculated Adjusted EBITDA value and subtracting total revenue and adding Advertising Spend. Advertising Spend is our largest variable expense which includes fees paid to various marketing channels. We believe this represents our overhead costs. A reconciliation to reported global results is included in the Appendix

2. Adjusted EBITDA margin is Adjusted EBITDA divided by total Revenue. A reconciliation to reported global results is included in the Appendix

3. No local results to be reported consistent with past practice

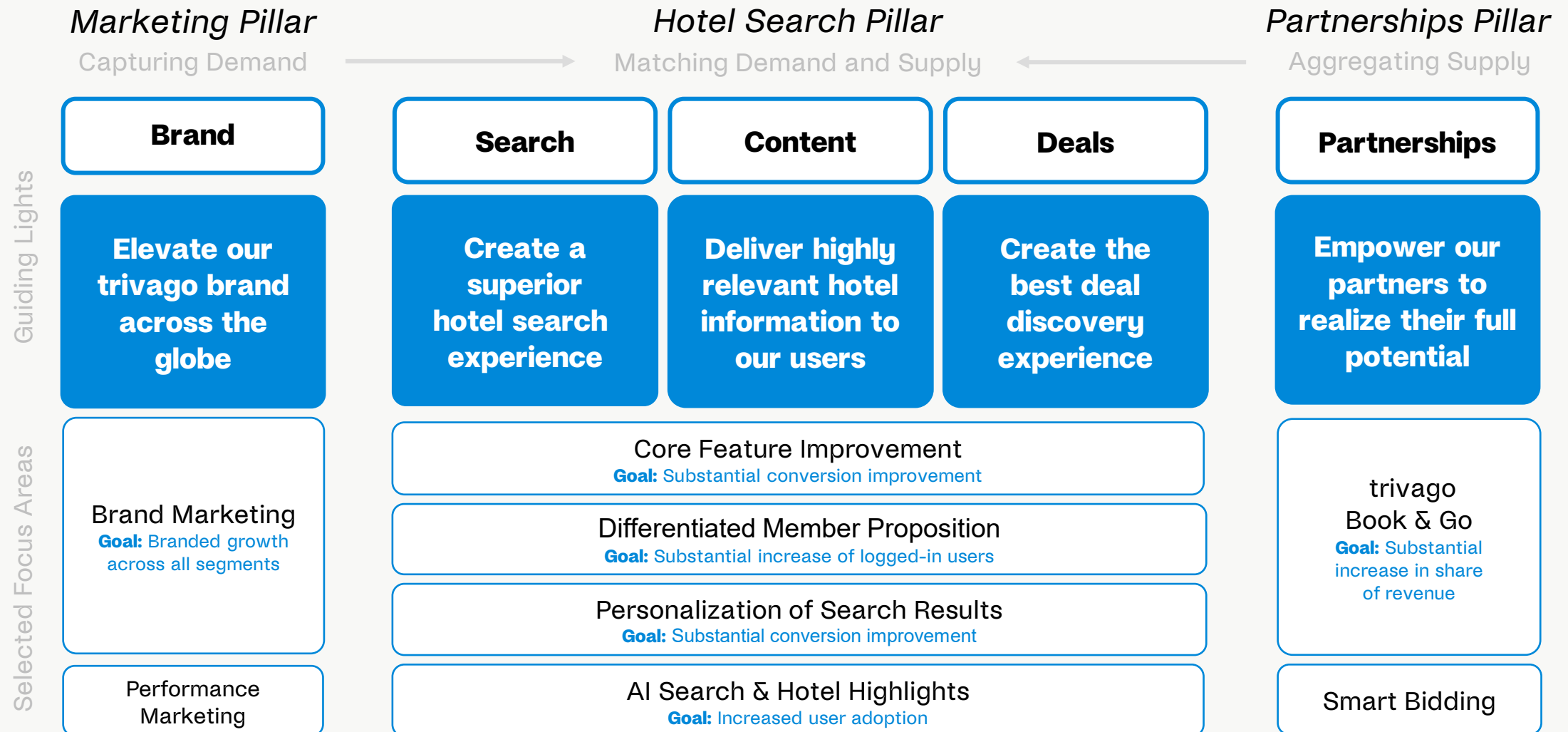
We are optimizing marketing spend to enhance ROAS while maintaining cost discipline to expand adjusted EBITDA margins over the long run



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2. Adjusted EBITDA margin is Adjusted EBITDA divided by total Revenue. A reconciliation to reported results is included in the Appendix

We expect growth in 2025 to be driven by our strategic focus areas



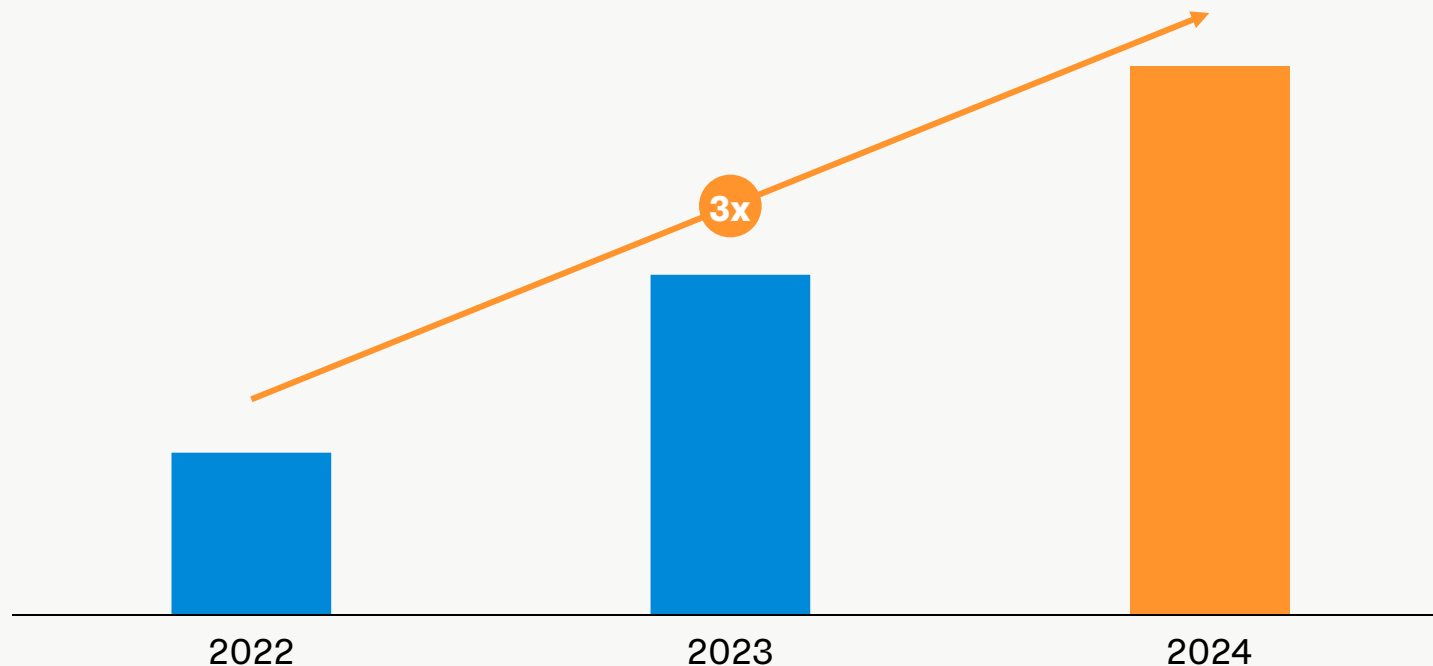
Brand Marketing: AI-powered marketing campaign with our new brand ambassador and global icon, Jürgen Klopp



Watch our new ad: <https://www.youtube.com/watch?v=V1Cqj0B-9sg>

Core Features: We substantially increased the number of tests on our platform, demonstrating accelerated execution and learning

Number of launched tests on our platform



Comment

- We have focused our technology investments on enhancing our hotel search and price comparison product.
- We are doing hundreds of tests a year and have up to 60 tests live on our platform.
- We have significantly increased the number of experiments conducted on our website.
- Running more tests resulted in substantial improvements in user experience and conversion rates in 2024.

Core Features: We launched new deal types and features, delivering more value to users and strengthening our positioning

Crowne Plaza
★★★★★ Hotel | Airport convenience, Guests praised ex...
9.5 - Excellent (1234) 📍 0.3 miles to City cen...
20% lower than other sites
Our lowest price
Hotels.com ✓ Free cancellation
£192
2 nights for £384
View Deal >
£246 Hotel site
£240 Agoda

Super Saving Deals

IntercityHotel
★★★★★ Hotel | Airport convenience, Guests praised ex...
9.5 - Excellent (1234) 📍 0.3 miles to City cen...
Dropped £20
Priceline ✓ Free cancellation
£211
Past week: £231
View Deal >
£210 Trip.com
£213 Booking.com

Price Drop Deals

Crowne Plaza
★★★★★ Hotel | Airport convenience, Guests praised ex...
9.5 - Excellent (1234) 📍 0.3 miles to City cen...
Expedia
✓ Free cancellation
✓ Breakfast included
£174 ~~£194~~
2 nights for £348
View Deal >
£246 Hotel site
£240 Agoda


Strike Through

W Las Vegas
★★★★★ Resort | Scenic Strip Views, Quiet and Seclude...
8.6 - Excellent (21228) 📍 1.5 miles to Bellagio...
trivago member price
Our lowest price
🔒 \$85 **Unlock** 🔒
Expedia
✓ Free cancellation before Mar 2
\$118
View Deal >

Member Only Deals

Core Features: Our hotel content has evolved and is presented in a more distilled and meaningful format

Popular Choice



Grand Hotel Amrâth Amsterdam
 ★★★★★ Hotel
 Central Location, Spa And Wellness ⓘ
 0.3 miles to Amsterdam Centraal
7.9 - Good (3316 reviews)

Hotel site
 ✓ Free cancellation
£258
 4 nights for £1,033 [View Deal >](#)

TravellUp **£271** per night
 Our lowest price: **£250** per night on Agoda

Share Overview **Info** Photos Reviews Prices

About Grand Hotel Amrâth Amsterdam

Old world charm with new world comfort. The Grand Hotel Amrâth Amsterdam is a five-star hotel experience that takes pampering to a completely new level. The high-ceilinged rooms provide natural daylight and warm colours in the evening. Extra amenities can include high tea service, bonbons, flowers and champagne. Room types range from executive suites to superior deluxe rooms. Guests enjoy free admission to the superior Spa & Wellness centre. This complex features two saunas, heated swimming pool and fitness room. Massages and beauty treatments are also available. The Seven Seas Restaurant offers guests the epitome in a fine dining experience. The French menu is influenced by maritime cuisine choices. An American breakfast buffet is hearty start for the day. The Grand Hotel Amrâth Amsterdam is located on Prins Hendrikkade, which is a short hop to Central Station. The helpful concierge can arrange a canal boat tour or visit to the Van Gough Museum.

Top amenities

- WiFi in lobby
- Free WiFi
- Pool
- Spa
- Parking
- Pets
- A/C
- Restaurant
- Hotel bar

[Show all amenities](#)

Arrival / Departure

Check in: 15:00
 Check out: 23:00


Contact

Prins Hendrikkade 108, 1011 AK, Amsterdam, Netherlands
 Telephone: +31 205520000 | Fax: +31 205520900 | [Official hotel site](#)

Represent this property?
[Manage your profile](#)

Share [Close](#)







DoubleTree by Hilton Amsterdam ...
 ★★★★★ Hotel
 Waterfront Views and Street Art, Excellent Restaurant
 Amsterdam, 2.1 miles to City center
8.6 Excellent (7950 ratings)


Our lowest price **\$127** [View Deal >](#)
 \$139 Doubletree More prices >

Share **Info** Photos Reviews Prices

Good to know

Views
Waterfront Views and Street Art
 Enjoy modern rooms with waterfront or NDSM Wharf views, some featuring unique street art interiors.

[Show all photos \(20\)](#)

Dining and cuisine
Excellent Restaurant
 The hotel's restaurant is highly regarded for its delicious food and friendly service.

[Show all photos \(3\)](#)

Facilities and amenities
Fitness Center and Recreation
 Stay active with a 24-hour fitness center and rent bicycles to explore the city.

[Show all photos \(3\)](#)

ⓘ This summary was created by AI and might not be 100% accurate. Was this helpful? [👍](#) [👎](#)


Reviews

8.6 Excellent
 based on 7950 ratings from top sites ⓘ
 8.6 Expedia 8.6 Hotels... 8.6 eBookers...

I don't know where to start. Samuel at the front desk took a personal interest in our stay. He went beyond to accommodate our needs. The restaurant had the best burger in Amsterdam and the service there was exceptional as well. We have stayed at 5 st...
[Show more](#)
 AI 01 October 2024
 Verified review from [Expedia](#)
[Show all reviews](#)

Location

NDSM - Plein 28, 1033 WB, Amsterdam, Netherlands



Top amenities

- WiFi in lobby
- WiFi in rooms
- Parking
- A/C
- Restaurant
- Hotel bar

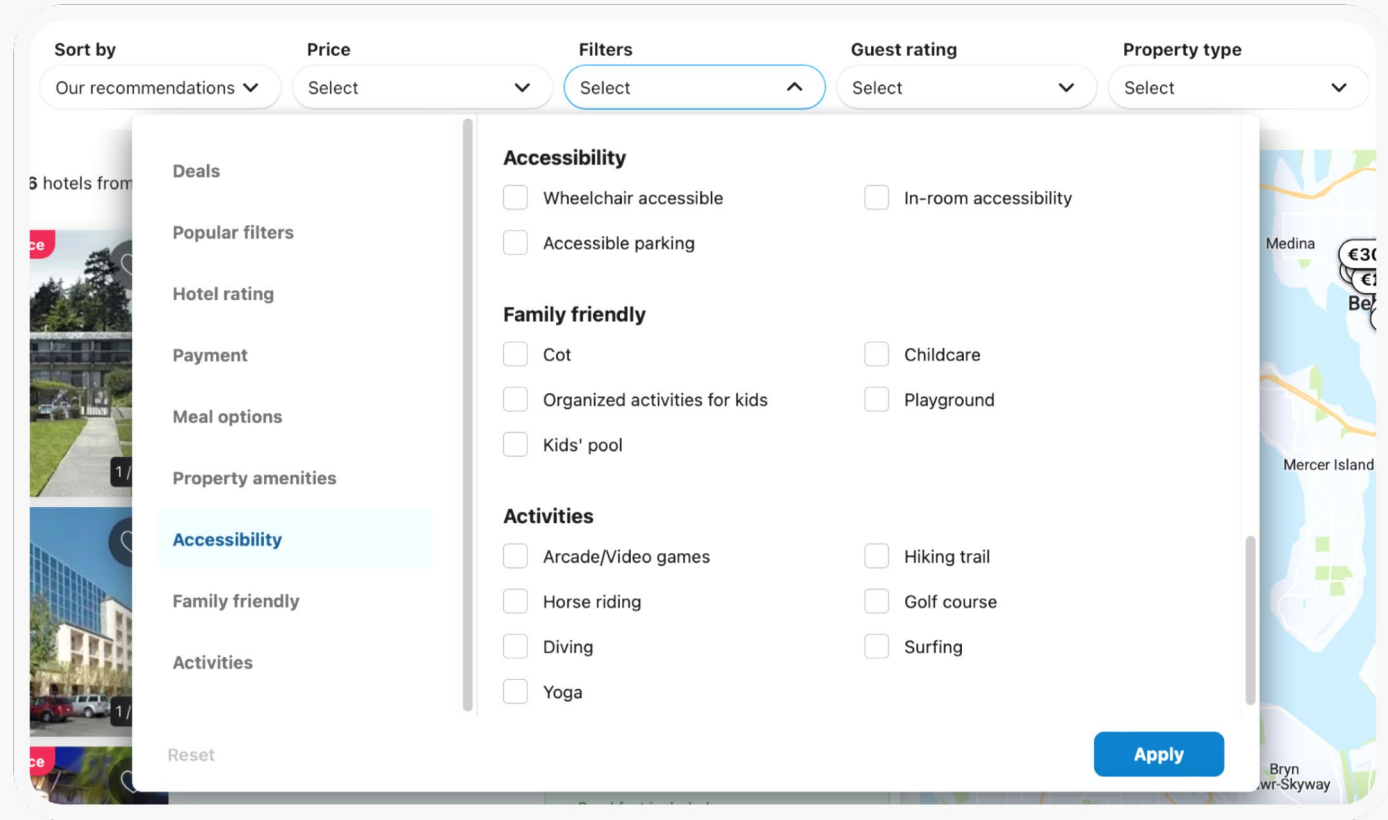
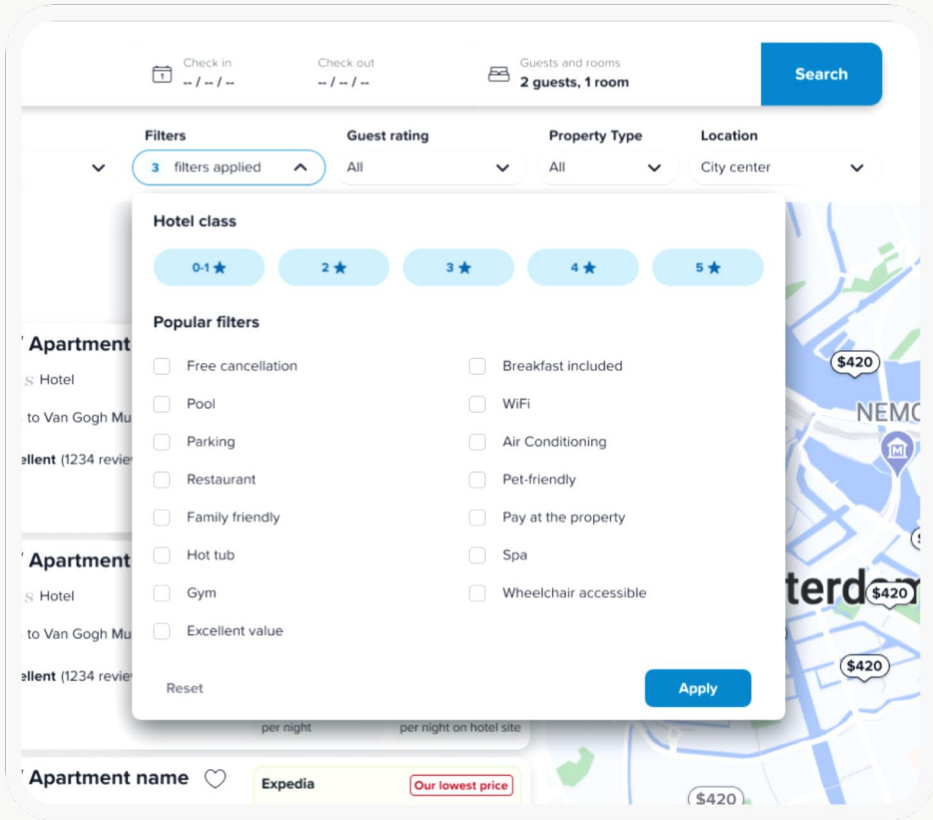
[Show all amenities >](#)

About DoubleTree by Hilton Amsterdam - NDSM Wharf

Located in a quiet area next to the water, and just a two-minute walk from IJ-Hallen flea market, DoubleTree by Hilton Amsterdam - NDSM Wharf offers guests a complimentary ferry ride to the city centre every day. Free Wi-Fi, a luxurious en-suite bathroom, and a spacious work desk come standard in each air-conditioned room. Other in-room amenities include a flat-screen TV, telephone, and a king or queen-size

[Show all info >](#)

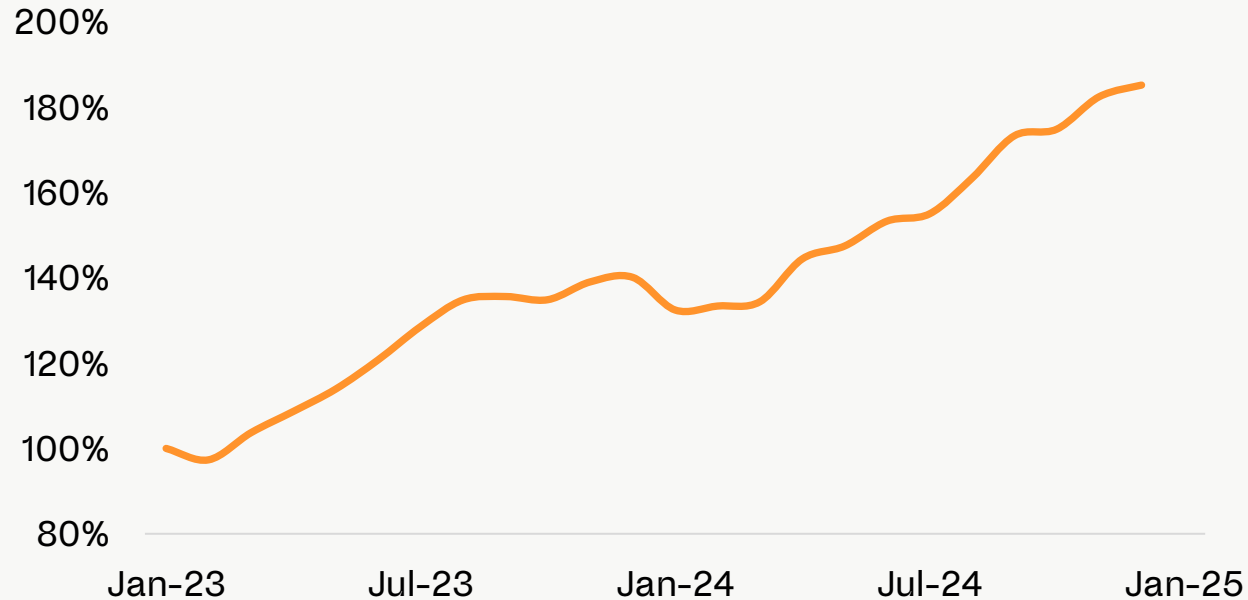
Core Features: We significantly improved our accommodation data and expanded our filters with 25+ additional options filters



Member Proposition: We aim to grow our base to increase retention among price-savvy users

Share of revenue generated by logged-in users within branded traffic

Index: Jan'23 = 100%



Comment

- Share of the revenue by logged-in users within branded traffic has substantially increased in 2023 and 2024.
- Increasing logged-in user base to further enhance retention among core users will remain a focus in 2025.
- We are investing in developing a strong proposition that motivates price-savvy users to log in.
- We aim to offer features that other search engines and GenAI applications can hardly offer (better prices, exclusive deals, price alerts and further added values).

Personalization: We aim to further increase the relevance of our search results to drive conversion

Different search results based on factors such as locale, search type or device - resulting in 6k+ versions

Landmark Berlin x Check-in/out Nov 20 - Nov 22 Guests and rooms 2 Guests, 1 Room Search

Sort by: Our recommendations Price: Select Filters: Select Guest rating: Select Property type: Select Location: Select

How payments to us affect ranking ⓘ Map

SO/ Berlin Das Stue 21% Less than usual

so/ 1/99

Private Zoo Access, Indoor Pool and Fitness Center

7.6 km to Kurfürstendamm

9.2 Excellent (5497 ratings)

CHECK24 €245 2 nights for €490 View Deal >

More prices from €223

Dorint Kurfürstendamm Ber...

Dorint 1/99

Spa and Fitness Oasis, Elegant French Cuisine

1.5 km to Kurfürstendamm

9.0 Excellent (16118 ratings)

CHECK24 €200 2 nights for €400 View Deal >

HotelSpecials €200 More prices from €186

InterContinental Berlin, an I... Popular choice

InterContinental 1/99

Two Indoor Swimming Pools, Tiergarten Views

2.4 km to Reichstag

9.1 Excellent (20144 ratings)

trivago Book & Go €179 2 nights for €358 View Deal >

More prices from €201 InterContinental

Hotel Berlin x An-/Abreise 20. Nov. - 22. Nov. Gäste und Zimmer 2 Gäste, 1 Zimmer Suchen

Sortiert nach: Unseren Empfehlungen Preis: Wählen Filter: Wählen Bewertung: Wählen Unterkunftsart: Wählen Lage: Wählen

So beeinflussen Zahlungen an uns unser Ranking ⓘ Karte

Beliebte Wahl Maritim proArte Hotel Berlin

Maritim proArte Hotel Berlin 1/85

Einzigartiges Design und Kunst, Businesscenter und Fitnessanlagen

0.9 km bis Reichstag

8.3 Sehr gut (23600 Bewertungen)

Expedia 127 € ~~157 €~~ 2 Nächte für 255 € Zum Angebot >

Hotelwebsite 115 € Weitere Preise ab 115 €

Beliebte Wahl Riu Plaza Berlin

Riu Plaza Berlin 1/77

Fitnesscenter und Erholung, Ideal für Familien

2.5 km bis Kurfürstendamm

8.6 Hervorragend (29124 Bewertungen)

Expedia 124 € ~~187 €~~ 2 Nächte für 247 € Zum Angebot >

127 € Riu.com Weitere Preise >

Beliebte Wahl InterContinental Berlin, an I...

InterContinental Berlin, an I... 1/99

Zwei Innenpools, Blick auf den Tiergarten

2.4 km bis Reichstag

9.1 Hervorragend (20144 Bewertungen)

trivago Book & Go 179 € 2 Nächte für 358 € Zum Angebot >

201 € InterContinental Weitere Preise >

AI Search and Hotel Highlights: Enabling new ways of searching

<http://ai.trivago.com>

Natural language search query

The screenshot shows a search query "luxury hotels with burj khalifa views" in a search bar. The results list four hotels:

Hotel Name	Rating	Price	Lowest Price
Anantara Downtown Dubai	9.2 Excellent (14904 ratings)	\$231	\$183
Armani Hotel Dubai, Burj Khalifa	9.1 Excellent (11055 ratings)	\$651	\$735
Sofitel Dubai Downtown	9.1 Excellent (22780 ratings)	\$271	\$301
JW Marriott Marquis Hotel Dubai	★★★★★ Hotel	-	-

AI-generated highlights

The screenshot shows a search query "Luxury hotels with Burji Khalifa view". The results list "Anantara Downtown Dubai" with a price of \$253. Below the hotel card, there is a "Good to know" section with three highlights:

- Views:** Burj Khalifa and Downtown Views. Enjoy breathtaking views of the Burj Khalifa and the vibrant Dubai skyline from your room or balcony.
- Facilities and amenities:** Italian Marble Bathrooms. Indulge in luxurious Italian marble bathrooms with separate bathtubs and showers.
- Dining and cuisine:** Diverse Dining Experiences. Savor international cuisine at Nine7One, enjoy Japanese flavors at Kimuray-ya, or relax in the scenic courtyard.

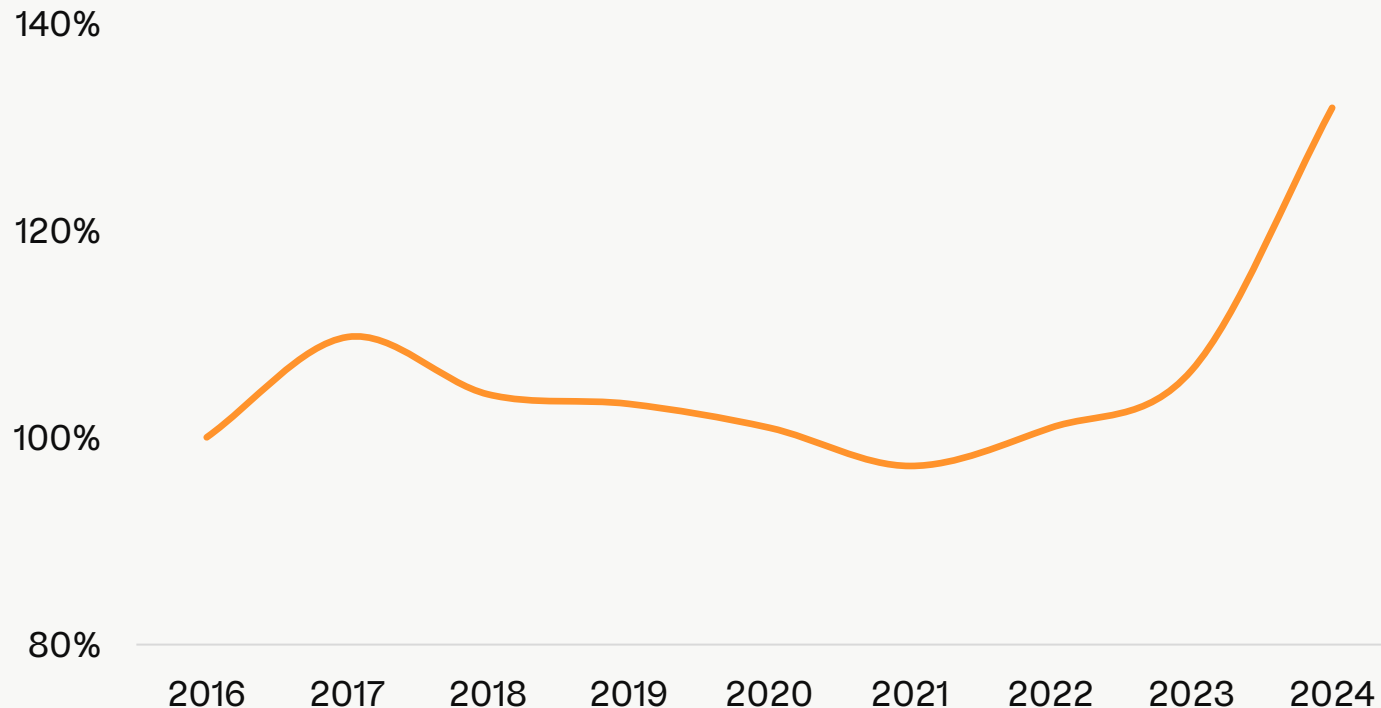
More on the topic in our company blog:

<https://company.trivago.com/2024/11/25/trivago-unveils-new-smart-ai-search-redefining-how-you-find-hotels/>

Partnerships: Through our brand investments and product improvements, we deliver even higher quality leads to our partners

Conversion rates (Visits-to-book ratio)

Index: 2016 = 100%

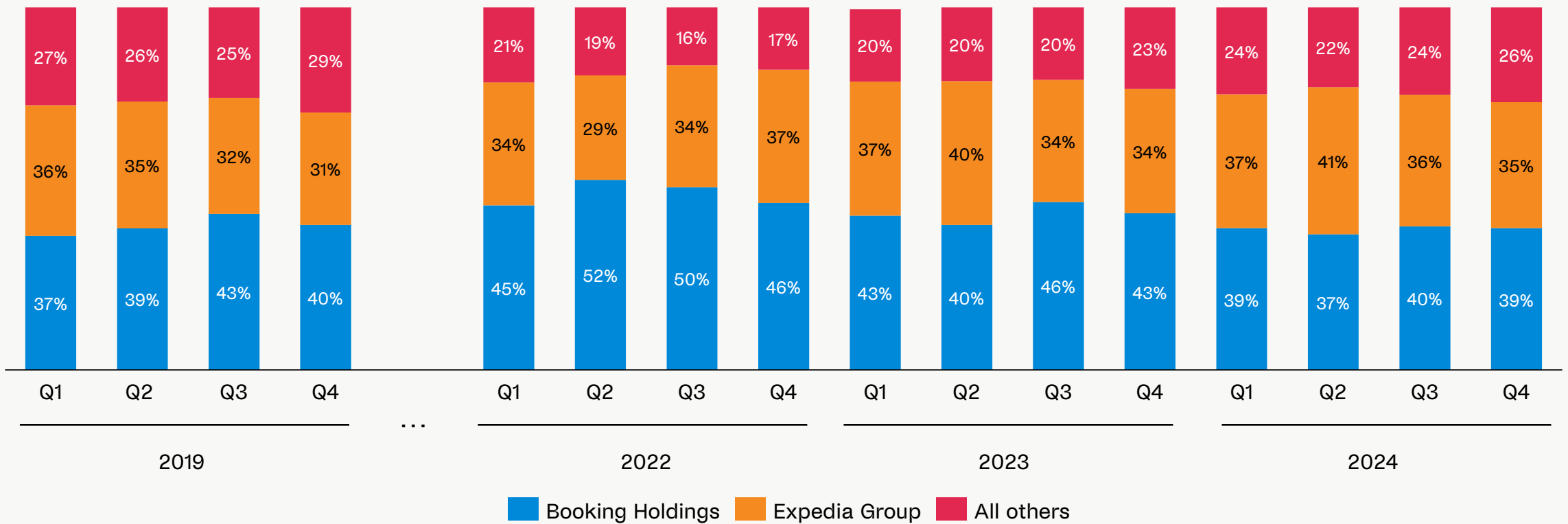


Comments

- Efficient brand marketing investments and continuous improvements to our core product have resulted in higher-quality leads referred to our partners.
- We anticipate that incremental users for our partners will make us a more attractive marketing channel.
- We believe that our brand marketing initiatives motivate offline bookers to book online.

Partnerships: We have returned to pre-Covid levels of diversity in our partner mix.

Advertiser revenue share as % of Referral Revenue



trivago Book & Go: We acquired a 30%¹ share in Holisto. We aim to leverage their technology and elevate partner conversions

Loews Regency New York Hotel
 ★★★★★ Hotel
 Park Avenue Luxury & Central Park Views, Relaxing Spa & Fitness Center
 1.1 miles to Times Square
 9.0 Excellent (6653 ratings)

26% lower than other sites
 Our lowest price
 trivago Book & Go
 ✓ Free cancellation
 trivago member price
 \$415
 3 nights for \$1,246
 View Deal

\$559 Expedia
 More prices

Sort by: Our recommendations
 Filter by: Free cancellation trivago member price Pay at the property More filters

trivago Book & Go - Featured
 Standard Room
 trivago member price
 ✓ Free cancellation
 \$415
 3 nights for \$1,246
 Visit site

Hotels.com
 Superior Room, 1 King Bed
 ✓ Free cancellation before Feb 17
 ✓ Pay at the property
 \$559
 3 nights for \$1,677
 Visit site

Expedia
 Superior Room, 1 King Bed
 ✓ Free cancellation before Feb 17
 ✓ Pay at the property
 \$559
 3 nights for \$1,677
 Visit site

Clicktrip
 Standard Room
 \$559
 3 nights for \$1,677
 Visit site

Priceline
 Superior King - Free Cancellation
 ✓ Free cancellation before Feb 16
 \$559
 3 nights for \$1,677
 Visit site

Booking.com
 Superior King Room - Free Wifi
 ✓ Free cancellation before Feb 17
 \$559
 3 nights for \$1,677
 Visit site



trivago Book&Go
 English USD \$

Loews Regency New York
 540 Park Avenue and 61st Street, New York City, New York 10065, New York, US
 Hotel rating ★★★★★

Our lowest price
 \$415
 \$1,246 total price
 View deal

Top amenities: Free WiFi, Gym, Spa, Breakfast available, Family friendly, See all amenities

trivago has partnered with Algotels to find you the best deal!

Dates: Thu, Feb 20 - Sun, Feb 23
 Guests: 2 Adults, 1 Room

Standard Room
 Free cancellation Before February 11
 Our lowest price
 \$415
 \$1,246 Total price
 Book

Superior King Bed Room
 Free cancellation Before February 11
 \$432
 \$1,296 Total price
 Book

Luxury King Bed Room

More on the topic in our blog: <https://company.trivago.com/2024/07/30/trivago-announces-investment/>

Appendix

Adjusted EBITDA, Adjusted EBITDA margin, and Overhead Costs

in millions, EUR

	For the year ended December 31,					
	2024	2023	2022	2021	2020	2019
Total revenue	460.8	485.0	535.0	361.5	248.9	838.6
Advertising Spend	345.4	323.2	317.3	223.6	150.0	616.7
Net income/(loss)	- 23.7	- 164.5	- 127.2	10.7	- 245.4	17.2
Gain/(Loss) from equity method investments	- 1.7	- 0.2	- 0.4	-	0.7	0.5
Income/(loss) before equity method investments	- 22.0	- 164.3	- 126.8	10.7	- 244.6	16.7
Expense/(benefit) for income taxes	- 6.3	12.4	6.6	12.6	- 8.5	21.0
Income/(loss) before income taxes	- 28.2	- 151.9	- 120.2	23.3	- 253.1	37.7
Add/(less):						
Interest expense	0.0	0.0	0.1	0.4	0.3	0.0
Interest income	- 3.6	- 5.2	- 0.6	- 0.2	- 0.2	- 0.1
Other, net	- 0.4	0.4	0.5	- 13.5	0.4	0.5
Operating income/(loss)	- 32.2	- 156.6	- 120.4	10.1	- 252.7	38.2
Depreciation of property and equipment and amortization of intangible assets	3.7	4.6	6.1	8.3	10.9	12.0
Impairment of, and gains and losses on disposals of, property and equipment	- 0.0	- 0.0	0.9	0.3	0.6	- 0.1
Impairment of intangible assets and goodwill	30.1	196.1	184.6	-	207.6	-
Share-based compensation	8.5	9.5	15.3	17.3	15.1	19.9
Certain other items, including restructuring, ADS cancellation fees, significant legal settlements and court-ordered penalties ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾	-	0.5	20.7	- 1.3	6.2	6.8
Adjusted EBITDA	10.2	54.1	107.4	34.6	- 12.3	76.7
Adjusted EBITDA margin ⁽⁵⁾	2.2%	11.1%	20.1%	9.6%	-4.9%	9.2%
Overhead Costs ⁽⁶⁾	105.2	107.8	110.4	103.2	111.2	145.2
Overhead Costs as a % of total revenue	22.8%	22.2%	20.6%	28.6%	44.7%	17.3%

Note: Some figures may not add up due to rounding.

Note: We have reclassified certain amounts related to our prior period results to conform to our current period presentation.

Note: In the first quarter of 2020, we expanded the definition of Adjusted EBITDA to adjust for impairments and certain other items such as restructuring charges and significant legal settlements.

(1) The €0.5 million presented within the certain other items line in the tabular reconciliation for the year ended December 31, 2023 is attributable to the ADS cancellation fees incurred in connection with our equity restructuring completed in the fourth quarter of 2023.

(2) The €20.7 million and €6.8 million presented within the certain other items line in the tabular reconciliation for the years ended December 31, 2022 and December 31, 2019, respectively, are attributable to the ACCC penalty and costs imposed on us in the judgement by the Australian Federal Court in the proceeding brought by the ACCC.

(3) The €1.3 million presented within the certain other items line in the tabular reconciliation for the year ended December 31, 2021 is attributable to the gain on our lease modification as a result of the lease amendment to the operating lease agreement for office space in our corporate headquarters.

(4) The €6.2 million presented within the certain other items line in the tabular reconciliation for the year ended December 31, 2020 is attributable to restructuring charges incurred in connection with the restructuring of our organization due to the COVID-19 pandemic.

(5) Adjusted EBITDA margin is Adjusted EBITDA divided by total Revenue

(6) Overhead costs is derived using the calculated Adjusted EBITDA value and subtracting total revenue and adding Advertising Spend. Advertising Spend is our largest variable expense which includes fees paid to various marketing channels. We believe this represents our overhead costs.



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