
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 6-K

**REPORT OF FOREIGN PRIVATE ISSUER
PURSUANT TO RULE 13a-16 OR 15d-16
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

For the month of December, 2017

Commission File Number: 001- 37959

trivago N.V.
(Translation of registrant's name into English)

**Bennigsen-Platz 1
40474 Düsseldorf
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(Address of principal executive office)**

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

Explanatory Note

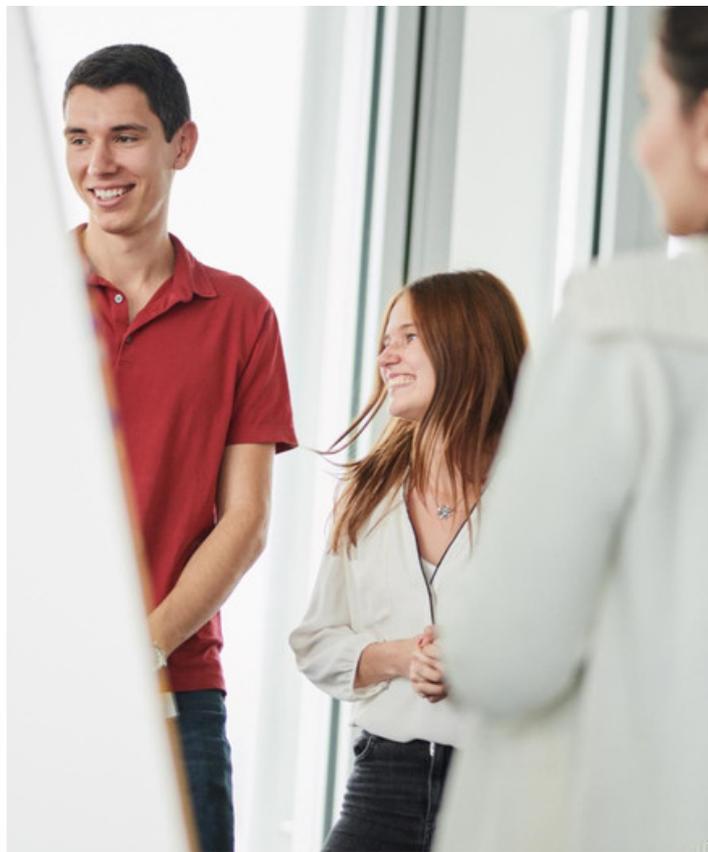
On December 7, 2017, trivago N.V.'s Chief Financial Officer held an analyst meeting via webcast. A copy the presentation for the meeting is furnished as exhibit 99.1 hereto. The webcast is available on the Investor Relations section of trivago N.V.'s corporate website (<http://ir.trivago.com>).

Exhibit No.	Description
99.1	Presentation for analyst meeting, dated December 7, 2017

trivago

Analyst Meeting

7 December 2017



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This presentation contains statements that express the Company's opinions, expectations, beliefs, plans, objectives, assumptions or projections regarding future events or future results, in contrast with statements that reflect historical facts. Examples include discussion of our strategies, Adjusted EBITDA forecasts, financing plans, growth opportunities and market growth. In some cases, you can identify such forward-looking statements by terminology such as "anticipate," "intend," "believe," "estimate," "plan," "seek," "project" or "expect," "may," "will," "would," "could" or "should," the negative of these terms or similar expressions. While we always intend to express our best judgment when we make statements about what we believe will occur in the future, and although we base these statements on assumptions that we believe to be reasonable when made, these forward-looking statements are not a guarantee of our performance, and you should not place undue reliance on such statements. Forward-looking statements are subject to many risks, uncertainties and other variable circumstances, such as negative worldwide economic conditions and ongoing instability and volatility in the worldwide financial markets; possible changes in current and proposed legislation, regulations and governmental policies; the dependency of our business on our ability to innovate, pressures from increasing competition and consolidation in our industry, our advertiser concentration, our ability to maintain and increase brand awareness, reliance on search engines and technology, fluctuations of our operating results due to the effect of exchange rates or other factors. Such risks and uncertainties may cause the statements to be inaccurate and readers are cautioned not to place undue reliance on such statements. Many of these risks are outside of our control and could cause our actual results to differ materially from those we thought would occur. The forward-looking statements included in this presentation are made only as of the date hereof. We do not undertake, and specifically decline, any obligation to update any such statements or to publicly announce the results of any revisions to any of such statements to reflect future events or developments.

trivago facts and figures

€ 1,023mm
Revenue LTM¹



710mm
Qualified
referrals LTM¹

2bn+
Visits LTM¹



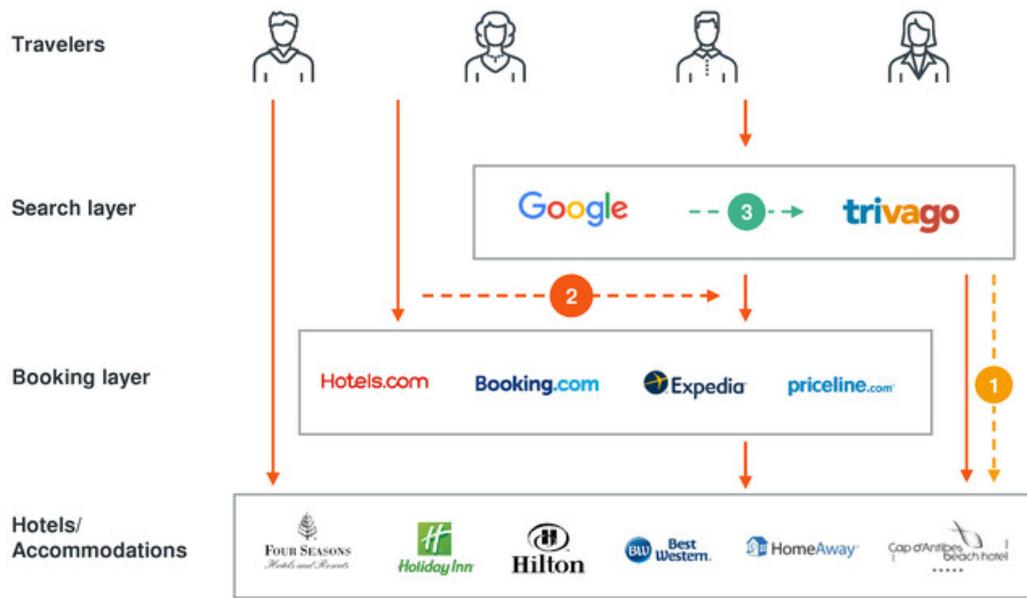
1.8mm+
Hotels²

Over 400+
Booking sites³



55+
Countries
served

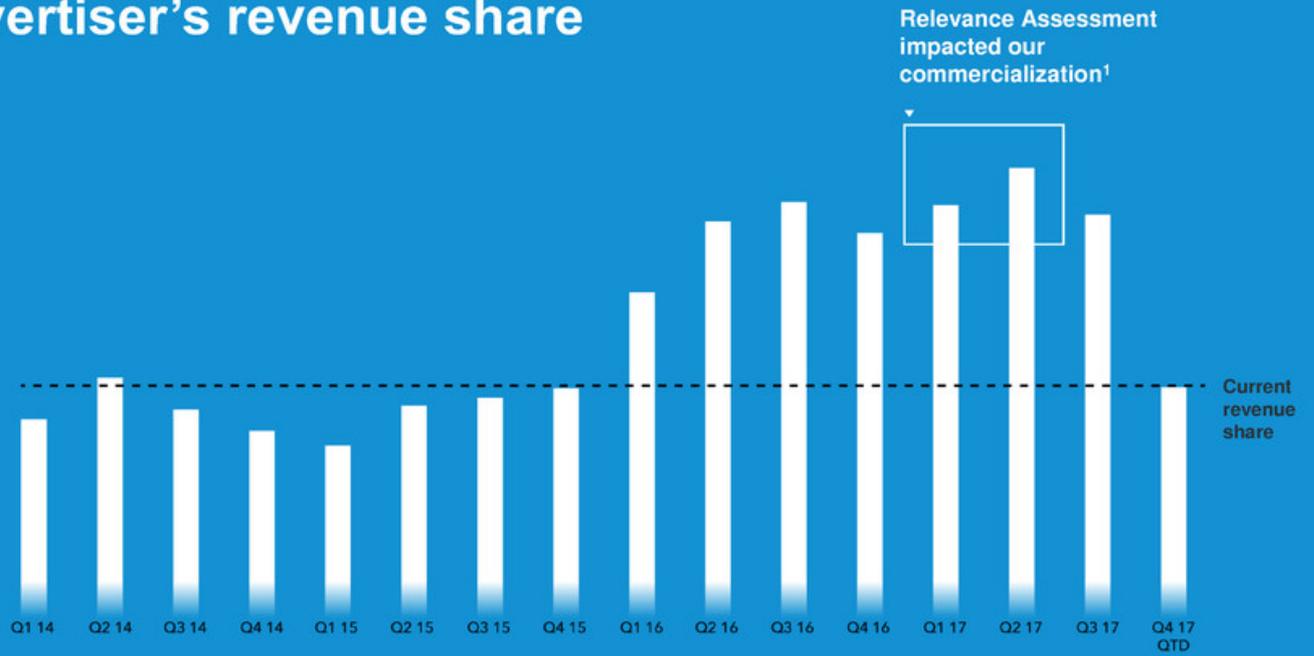
We are well positioned to benefit from strong secular trends



Key secular trends

- 1 Accommodation bookings shifting online and hotels evolving into online marketing companies, deriving increasing value from the search layer
- 2 Increased complexity due to rise in alternative accommodation and diversity in client preferences, driving increasing need for/ value from the search layer
- 3 Hotels' online shift and increased complexity promote more value arising from specialized hotel search, driving its increasing share of the search market

The development of one large advertiser's revenue share



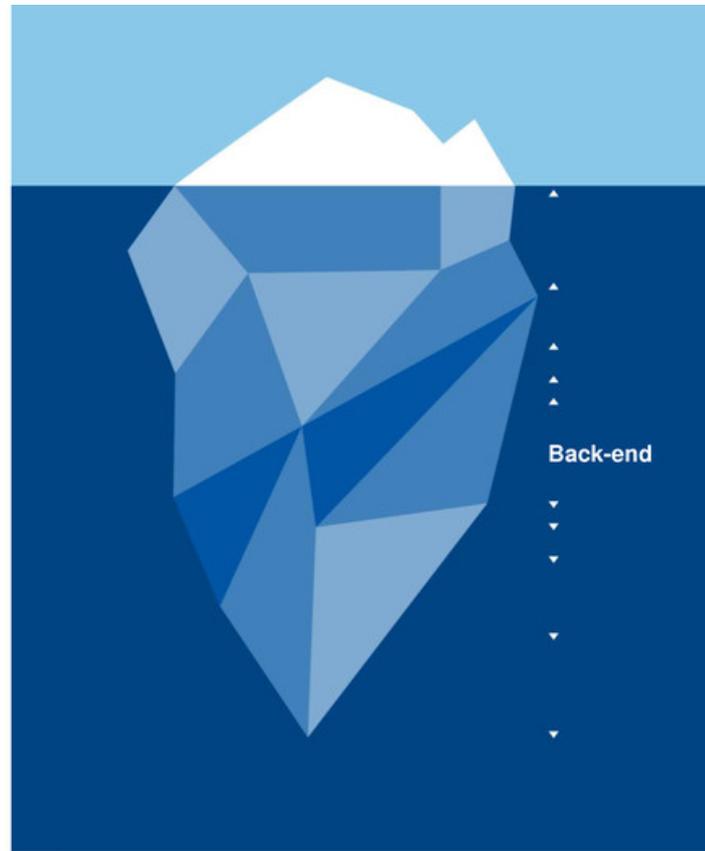
We provided advertisers with additional flexibility in the marketplace



We optimized our back-end structure to accelerate future product improvements

Back-end optimization

Reorganized our hotel search team, separating user interface aspects from the service layer, which connects our user interface to our back-end systems



New product features

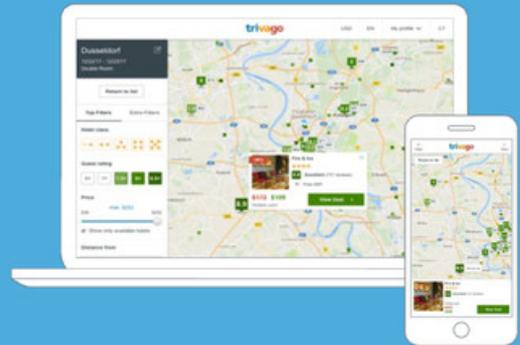
User Interface improvements

- Introduced tabs for slide-outs
- Images viewable in full screen with tag enhancements
- Simpler rating scale



Boundless maps

- Fluid content navigation on maps



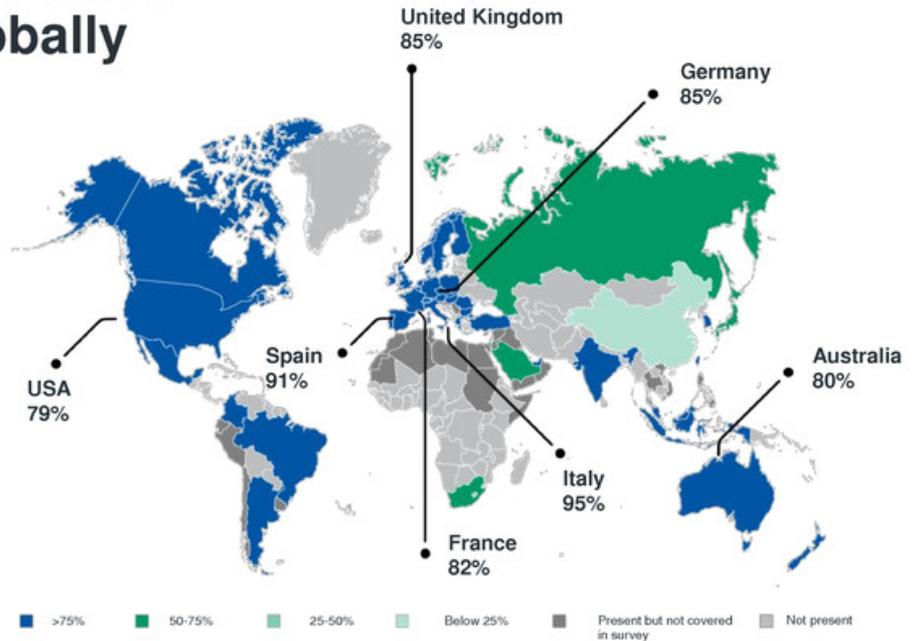
Investment into our brand continues to increase aided brand awareness globally

800+

TV spots tested in 2017

745mm+

SEM¹ bids per day²



trivago aided brand awareness. Map data collected between March and October 2017. Source: TNS Omnibus, Research Now, internal data 1. SEM = Search Engine Marketing 2. Average in November 2017

We developed a new attribution model for performance marketing channels



New attribution model¹

- Focus on booking value
- Cross device attribution



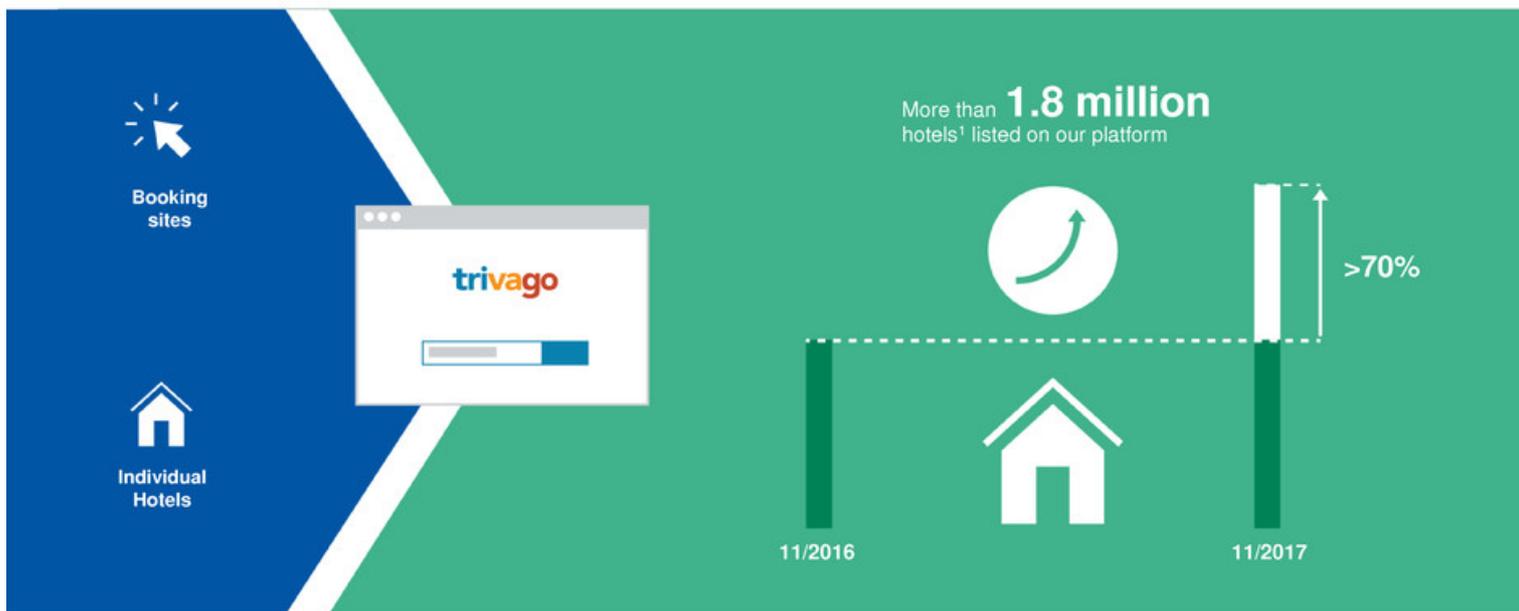
First results

- Booking conversion increased
- Increased efficiency in marketing spend

Timeline

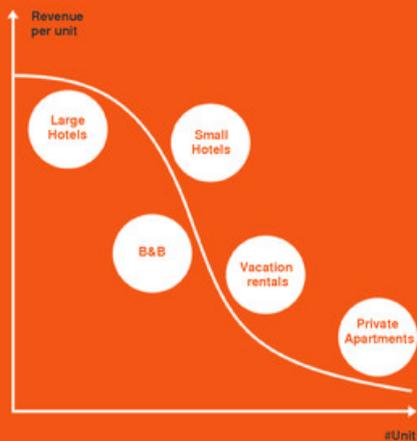


We continuously increase choice for our users

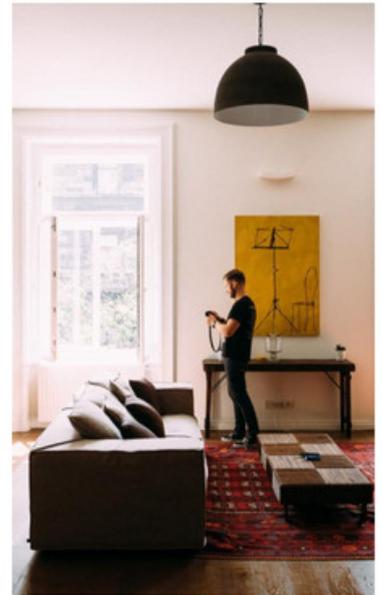


Alternative accommodation is accretive to our offering

Revenue potential by properties



- 200k+ properties on our platform¹
- Alternative accommodations² are becoming more important as users increasingly view them as an alternative to traditional hotels³
- It makes us more competitive in the long-tail of our inventory



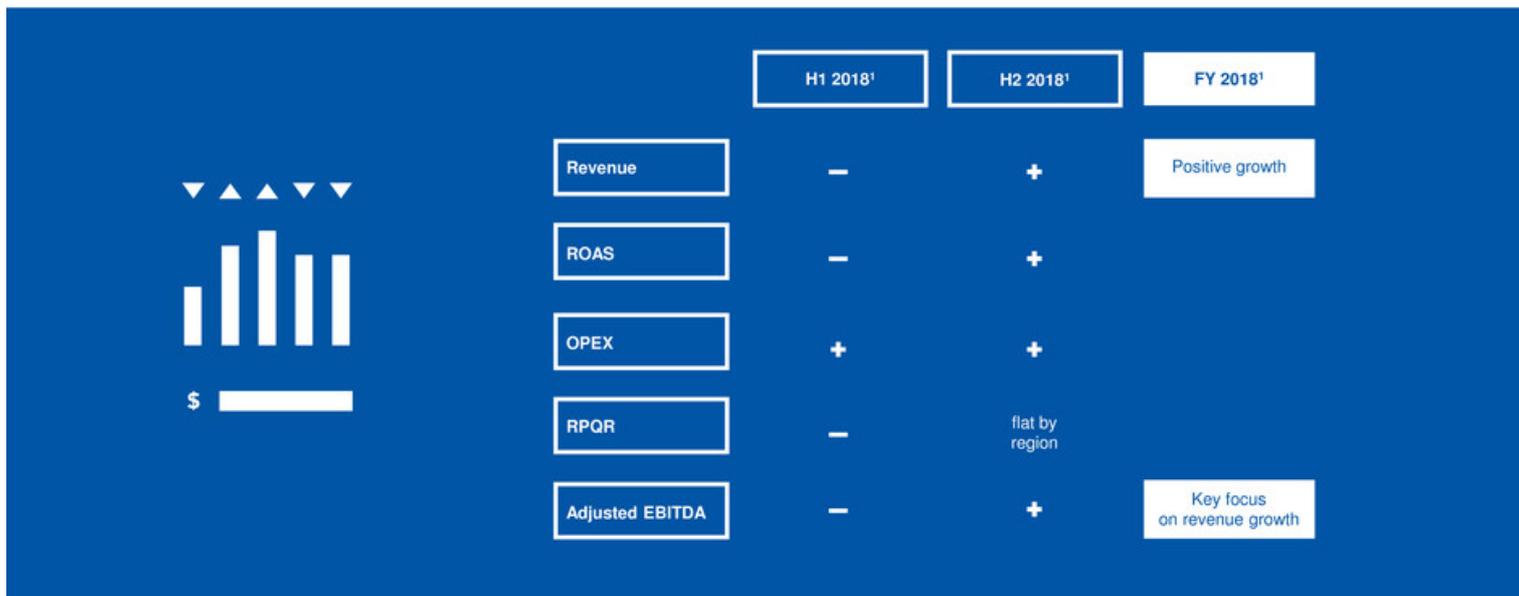
Guidance for 2017



Total Revenue expected to grow
at a rate between 36% and 39%

Adjusted EBITDA¹
expected to remain positive

Outlook 2018



1. Year-over-Year comparison for the same period in 2017

Outlook 2018: Possible Challenges

- Testing of bidding strategies and the effect of advertisers' changing targets for their return on our platform
- Advertiser and user response to our changes in the marketplace, such as relevance assessment and display changes, and the effects on cost-per-click bids and conversion rates
- Effectiveness of our advertising in a competitive market
- Continued advertiser use of metasearch as an advertising channel
- Regulatory attention to the sector has increased and might have a negative impact on us and the sector in general. We are cooperating with any regulators that contact us
- Chance our focus on lifetime value of the customer does not succeed
- Costs to comply with SOX and resolve any new weaknesses that are discovered

Q&A

trivago
