TRIP · NASDAQ · WEEK ENDED 24 JUL 2026

Weekly Investor Report

TripAdvisor Inc · Consumer Cyclical · Travel Services

LATEST CLOSE

13.70 USD

-6.0% latest week

Weekly setup

Mixed setup

The weekly trend is active. Price is 15.4% above the Trend Line and sits at 42.1% of its 52-week range. The latest completed week returned -6.0%, after a -0.4% four-week move. The latest factor snapshot indicates quality is middle-of-the-pack; growth ranks weakly; valuation is neither clearly cheap nor expensive. Options positioning is volatility with 53/100 conviction, while the latest news-sentiment score is 53/100. Near-term considerations: volume confirmation is below normal; earnings are due in 8d.

Technical setup score 37/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE	1W RETURN	4W RETURN
13.70 USD	**-6.0%**	**-0.4%**
24 Jul 2026	latest completed week	short-term follow-through

12W RETURN	TREND BREADTH	VOLUME RATIO
18.5%	**28.8%**	**0.6x**
quarterly tape	15 of 52 weeks active	vs 13-week average

What is working

- The trend backdrop is active with a 1-week active streak.
- Price is above the Trend Line, keeping the weekly tape constructive.
- Activity pressure is positive on the latest completed week.

What could go wrong

- Price is below Fair Value, so the market is still discounting the latest tape.
- The share remains more than 20% below its 52-week high.
- The latest week was a sharp negative move.

What to watch next

- Trend Line remains the key weekly regime level.
- Activity pressure is the gauge to monitor for confirmation or fade.
- A volume ratio above 1.5x would show stronger participation in the next move.

This week's evidence at a glance

PRICE FOLLOW-THROUGH
-6.0%
Latest completed week; four-week move -0.4%.

INDICATOR STACK
19/72
Trend and activity pressure are weighted against the latest 12-week confirmation window.

TREND BACKDROP
Active
The trend backdrop defines the current weekly regime.

PATIENT CAPITAL
Recent
Activity-pressure buy-signal status for institutional accumulation timing.

OPTIONS PRESSURE
Volatility
53/100 conviction; expected move 11.9%.

NEWS SENTIMENT
53/100
50 relevant articles in the latest sentiment read.

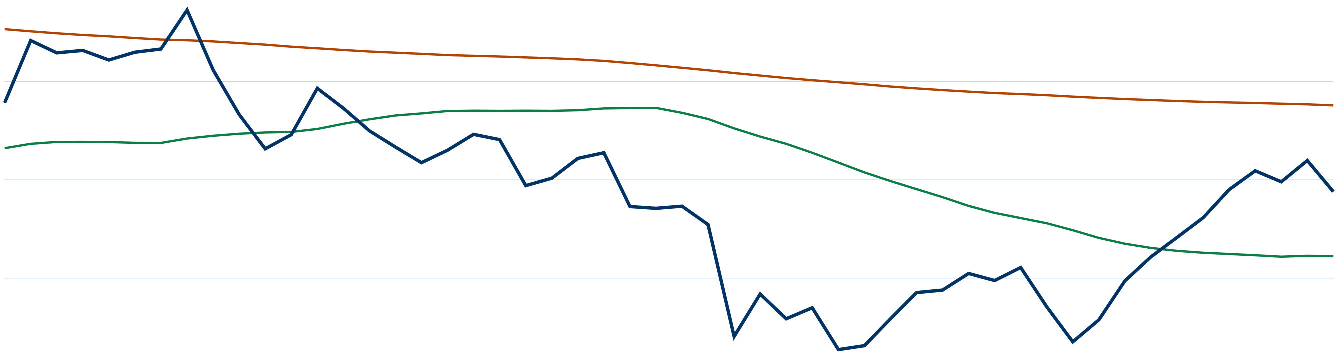
EVENT RISK
8d
Next report is scheduled for 06 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is active. Price is 15.4% above the Trend Line and sits at 42.1% of its 52-week range. The latest completed week returned -6.0%, after a -0.4% four-week move.

52-week price path



Blue: weekly close · Green: Trend Line · Orange: Sharemaestro Fair Value

Position in the 52-week range

9.01 USD 20.16 USD

Latest close sits at 42.1% of the 52-week range.

RANGE LOCATION

42.1%

Shows where the latest close sits between the 52-week low and high.

TREND DISTANCE

15.4%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

-15.1%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-32.0%

Distance from the latest 52-week high.

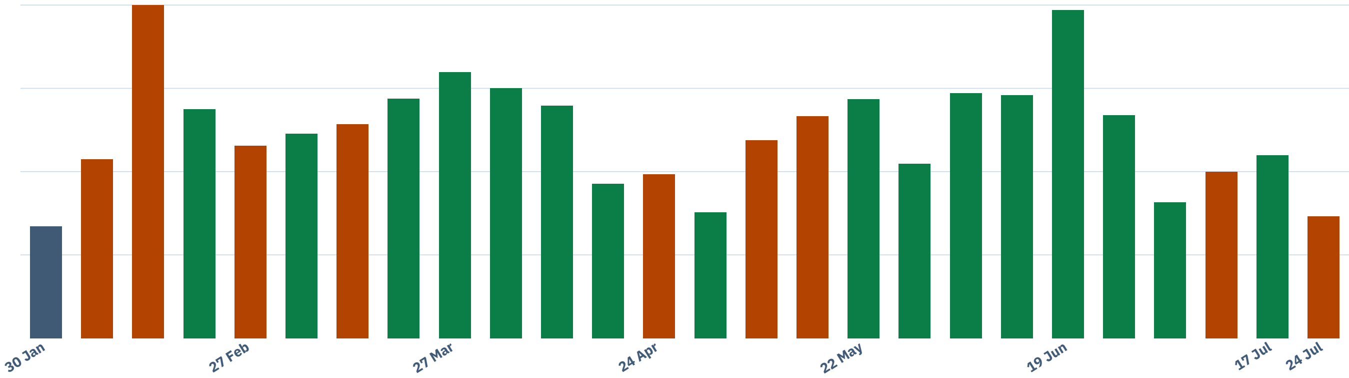
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.6x the 13-week average. Participation is below its recent norm, so price strength is not receiving full volume confirmation.

26-week volume confirmation

Bar height shows weekly volume. Green marks an up week; orange marks a down week.



PARTICIPATION
0.6x
Latest volume versus the 13-week average.

BASELINE
17.6M
13-week average volume.

ONE-YEAR BASE
15.2M
52-week average volume.

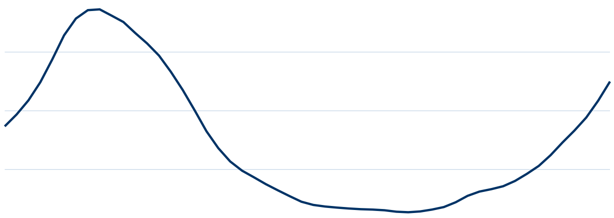
LATEST WEEKLY VOLUME
10.7M
Most recent completed week.

Demand beneath price

Activity pressure and institutional-style signals

These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.

Activity pressure path



Latest 0.50 · 12-week average 0.23

12-week confirmation

Signal	Read	Meaning
Trend active	1/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	12/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	0/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.50	Current proprietary activity-pressure read.
Buy signals	1	Accumulation signal count in the latest 12 weeks.
Reversal markers	0	No reversal markers

No recent accumulation markers. No reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -0.4% over four weeks, 18.5% over 12 weeks, and -23.1% over one year. The current trend has remained active for 1 consecutive weeks.

Performance by holding period

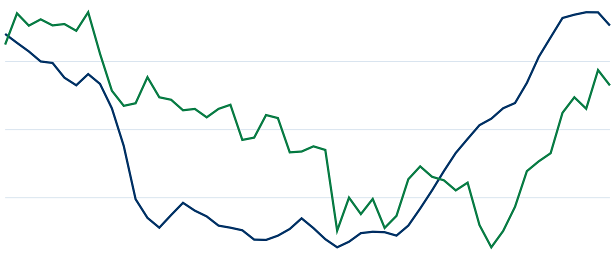
1W	-6.0%
4W	-0.4%
12W	18.5%
26W	3.6%
52W	-23.1%

ACTIVE TREND STREAK
1 weeks
Consecutive active weeks.

ACTIVE WEEKS
15
Latest 52 weeks.

TREND BREADTH
28.8%
Share of active weeks.

Activity pressure vs relative leadership



Blue: activity pressure · Green: relative leadership

PRESSURE
1.26
Latest activity-pressure read.

PRESSURE CHANGE
-6.1%
Four-week change in activity pressure.

LEADERSHIP
-9.01
Latest relative-leadership reading.

RS CHANGE
39.8%
Four-week change in relative leadership.

Technical setup scorecard

Trend	19
Momentum	66
Activity Pressure	72
Relative Leadership	26
Next-Week Expectancy	50
Volume	25
Smart Money	33
Risk Control	5

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality is middle-of-the-pack; growth ranks weakly; valuation is neither clearly cheap nor expensive.

FACTOR WEEK	STATEMENTS THROUGH	FIELD COVERAGE	MODEL CONFIDENCE
26 Jul 2026	31 Dec 2025	94%	90%
Latest published factor snapshot.	Financial reporting period used.	Available factor fields.	Snapshot confidence.

Relative factor standing

Higher display scores are better. Each score is converted from the underlying universe rank, where rank 1 is best.

Overall factor strength	**77/100**
Value	**80/100**
Quality	**77/100**
Momentum	**14/100**
Growth	**7/100**

Valuation

How much investors are paying for earnings, sales, and cash flow.

P/E	**85.7x**
Price divided by trailing earnings.	
PRICE / SALES	**0.9x**
Market value relative to trailing revenue.	
EV / EBITDA	**7.7x**
Enterprise value relative to operating cash earnings.	
FREE-CASH-FLOW YIELD	**19.8%**
Free cash flow as a share of enterprise value.	

Business quality

Margins and the return generated on invested capital.

GROSS MARGIN	**76.6%**
Gross profit retained from each unit of revenue.	
OPERATING MARGIN	**6.8%**
Operating profit retained from revenue.	
FREE-CASH-FLOW MARGIN	**18.1%**
Free cash flow generated from revenue.	
RETURN ON INVESTED CAPITAL	**9.4%**
Operating return generated on invested capital.	

04 · FUNDAMENTALS AND VALUATION · CONTINUED

Growth, shareholder returns, and balance-sheet strength

The second half of the fundamental read separates recent business growth from cash returned to shareholders and financial leverage.

Growth and financial strength

Recent business growth and accounting strength.

REVENUE GROWTH Latest one-year revenue growth.	**2.0%**
EPS GROWTH Latest one-year earnings-per-share growth.	**-64.9%**
FREE-CASH-FLOW GROWTH Latest one-year free-cash-flow growth.	**74.5%**
PIOTROSKI F-SCORE Nine-point accounting-strength checklist.	**7/9**

Shareholder return and balance sheet

Cash returned to owners and financial leverage.

DIVIDEND YIELD Cash dividends relative to market value.	**-**
BUYBACK YIELD Net share repurchases relative to market value.	**31.4%**
SHAREHOLDER YIELD Dividend yield plus net buyback yield.	**31.4%**
NET DEBT / EBITDA Balance-sheet debt relative to operating cash earnings.	**0.6x**

How to read this

Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality is middle-of-the-pack; growth ranks weakly; valuation is neither clearly cheap nor expensive.

05 · OWNERSHIP, OPTIONS, AND SENTIMENT

What other market participants are doing

Options, insider transactions, market sentiment, and activity-pressure signals can confirm or challenge the price story. None should be used alone.

Options positioning

Volatility

TRIP shows volatility options pressure with a 53/100 conviction score, put-call volume ratio of 0.30, expected move of 11.9%, and Sharemaestro trend signal active.

CONVICTION	EXPECTED MOVE	PUT/CALL VOLUME
53/100	11.9%	0.30
Options signal conviction.	Nearest-chain pricing.	Contract volume balance.

Pressure	56
Speculation	41
Volatility	96
Trend agreement	43

Insider activity

14 / 6

14 acquisitions and 6 disposals in the latest 180-day insider tape.
Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

53/100

Weighted news tone is neutral across 50 relevant articles.

15 positive · 27 neutral · 8 negative

Patient Capital

Recent

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
Recent buy signal in the last 8 weeks

06 · CATALYSTS AND RISK

What can move the shares—and how volatile the path has been

Event timing, options-implied movement, drawdown, and weekly gains and losses frame the risk around the current setup.

NEXT EARNINGS

8d

Next report is scheduled for 06 Aug 2026; event risk rises as the date approaches.

OPTIONS EXPECTED MOVE

11.9%

Nearest-chain priced movement where available.

52-WEEK DRAWDOWN

-32.0%

Distance below the 52-week high.

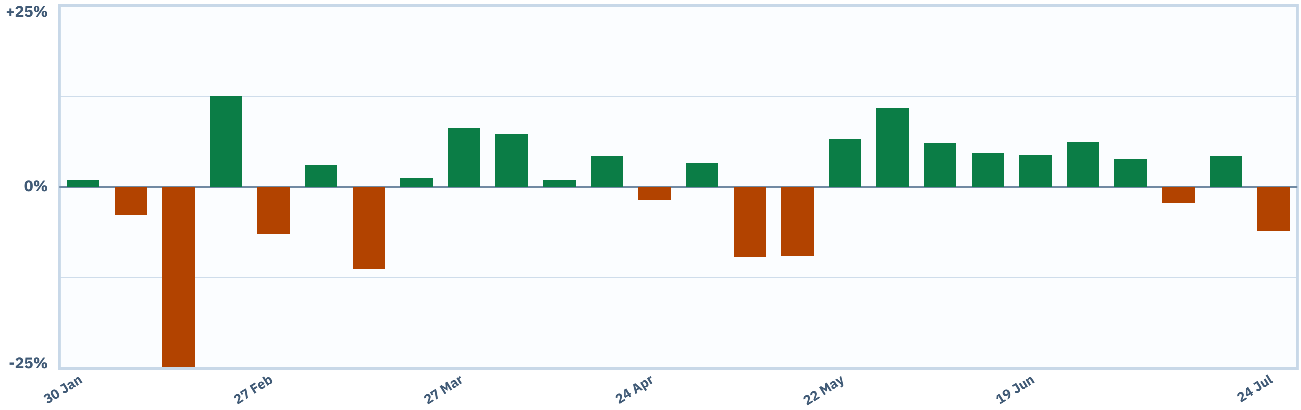
13-WEEK VOLATILITY

6.2%

Standard deviation of weekly returns.

Weekly gains and losses

Each bar is one completed week. Gains rise above zero; losses fall below it. Taller bars mean a larger move.



WEEKS HIGHER

17 of 26

9 weeks finished lower.

BEST WEEK

+12.5%

Week of 20 Feb.

WORST WEEK

-24.7%

Week of 13 Feb.

LATEST WEEK

-6.0%

Week of 24 Jul.

Shape of recent returns

Strong gains	11
Modest gains	6
Flat weeks	-
Modest losses	3
Sharp losses	6

RECENT VOL

6.2%

13-week weekly-return volatility.

BASE VOL

6.8%

52-week weekly-return volatility.

UP/DOWN SPLIT

29/23

Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW

4.5% / -6.3%

Average positive week versus average negative week.

07 · SECTOR AND PEER CONTEXT

Is this stock leading—or simply moving with its group?

Sector and industry breadth distinguish company-specific strength from a broad group move.

Sector · US Consumer Cyclical

4-WEEK RANK

- / 100

Standing within the tracked group.

GROUP AVERAGE

-0.8%

Average four-week return.

TREND BREADTH

36.0%

Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
PAG	NYSE	7.2%	19.3%	Active
JD	NASDAQ	1.9%	18.9%	Active
BABA	NYSE	-2.5%	18.3%	Inactive
MUSA	NYSE	-0.9%	16.5%	Active
PSNYW	NASDAQ	-46.9%	16.5%	Inactive

Industry · US Travel Services

4-WEEK RANK

4 / 17

Standing within the tracked group.

GROUP AVERAGE

-4.1%

Average four-week return.

TREND BREADTH

41.2%

Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
TOUR	NASDAQ	0.3%	9.7%	Inactive
TCOM	NASDAQ	2.8%	6.7%	Inactive
GBTG	NYSE	0.0%	-0.2%	Active
TRIP	NASDAQ	-6.0%	-0.4%	Active
EXPE	NASDAQ	-3.3%	-1.1%	Inactive

08 · EVIDENCE AND WEEKLY DATA

The underlying research record

Every top-level statement should be traceable to a stored market, fundamental, event, or positioning observation.

Cross-signal evidence matrix

Evidence pillar	Score / read	Summary	Detail
Weekly tape	34/100	Trend, activity pressure, participation, and risk combine to a 34/100 tape read.	
Indicator analysis	41/100	Latest 12-week confirmation: trend 1/12, activity pressure 12/12, relative leadership 0/12.	Activity pressure 0.50; No reversal markers
Factors	63/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 2; Small Cap Core rank 22
Patient Capital	Recent	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	Recent buy signal in the last 8 weeks
Options	48/100	TRIP shows volatility options pressure with a 53/100 conviction score, put-call volume ratio of 0.30, expected move of 11.9%, and Sharemaestro trend signal active.	Volatility · Volatility expansion watch · Expected move 11.9%
Sentiment	53/100	Weighted news tone is neutral across 50 relevant articles.	TripAdvisor, Inc. Revenue Breakdown – NASDAQ:TRIP
Insiders	14 / 6	14 acquisitions and 6 disposals in the latest 180-day insider tape.	
Earnings	8d	Next report is scheduled for 06 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

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08 · EVIDENCE AND WEEKLY DATA · CONTINUED

Recent completed weeks

The completed weekly bars behind the report provide a compact audit trail for price, trend, Fair Value, activity pressure, leadership, and volume.

Week	Close	Return	Trend Line	Fair Value	Pressure	Leadership	Volume	Trend
24 Jul 2026	13.70 USD	-6.0%	11.88 USD	16.14 USD	1.26	-9.01	10.7M	On
17 Jul 2026	14.58 USD	4.3%	11.89 USD	16.17 USD	1.40	-5.66	16.1M	Off
10 Jul 2026	13.98 USD	-2.2%	11.87 USD	16.18 USD	1.41	-14.08	14.6M	Off
03 Jul 2026	14.29 USD	3.9%	11.90 USD	16.21 USD	1.38	-11.59	11.9M	Off
26 Jun 2026	13.76 USD	6.1%	11.94 USD	16.22 USD	1.34	-14.97	19.5M	Off
19 Jun 2026	12.96 USD	4.5%	11.98 USD	16.24 USD	1.14	-23.77	28.8M	Off
12 Jun 2026	12.41 USD	4.6%	12.03 USD	16.26 USD	0.93	-25.53	21.3M	Off
05 Jun 2026	11.86 USD	6.1%	12.11 USD	16.29 USD	0.65	-27.68	21.5M	Off
29 May 2026	11.18 USD	10.9%	12.23 USD	16.32 USD	0.43	-35.42	15.3M	Off
22 May 2026	10.08 USD	6.6%	12.39 USD	16.35 USD	0.38	-40.69	21.0M	Off
15 May 2026	9.46 USD	-9.5%	12.61 USD	16.38 USD	0.26	-44.25	19.5M	Off
08 May 2026	10.45 USD	-9.6%	12.81 USD	16.42 USD	0.20	-39.40	17.3M	Off
01 May 2026	11.56 USD	3.3%	12.96 USD	16.46 USD	0.05	-30.17	11.0M	Off
24 Apr 2026	11.19 USD	-1.8%	13.10 USD	16.48 USD	-0.10	-31.86	14.4M	Off

How to use this report

This is a completed-week research summary. It explains the available evidence and its conflicts; it does not predict a guaranteed outcome or replace your own risk assessment. Fundamental figures may refer to an earlier financial reporting period, which is shown in the fundamentals section.

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