

Hotel search site Trivago rises in stock market debut

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Shares of Trivago, the hotel search company that created a buzz with a ruffled TV spokesman, rose in their Wall Street debut.

Travelers use the German company's websites and apps to search for hotels around the world. Trivago makes money when a user clicks on a hotel, goes to another site and books a room.

Its TV commercials have featured the same spokesman, Tim Williams, for years.

Trivago NV raised more than \$287 million after it and its shareholders sold 26.1 million American depositary shares for \$11 apiece. The price was below its previously-expected range of \$13 to \$15 ADS. The stock is trading on the Nasdaq stock exchange under the symbol "TRVG."

The ADS rose 85 cents, or 7.7 percent, to close at \$11.85 Friday.

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