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

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**FORM 6-K**

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

For the month of November, 2017

Commission File Number: 001-37959

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**trivago N.V.**

(Translation of registrant's name into English)

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**Bennigsen-Platz 1  
40474 Düsseldorf  
Federal Republic of Germany  
+49 211 54065110**  
(Address of principal executive office)

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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):

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**Explanatory Note**

On November 7, 2017, trivago N.V. (the “Company”) issued a press release regarding the addition of inventory of HomeAway, Inc. to the Company’s platform. On the same day, the Company’s Chief Financial Officer participated in the Royal Bank of Scotland investor conference. A copy of the press release and the presentation for the conference are furnished as exhibits hereto.

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Exhibit

No.

Description

99.1 trivago announces integration of HomeAway into its hotel search platform

99.2 Presentation for the RBC Capital Markets investor conference, dated November 7, 2017

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**trivago N.V.**

Date: November 7, 2017

By: /s/ Axel Hefer  
Axel Hefer  
Chief Financial Officer

## trivago announces integration of HomeAway into its hotel search platform

The integration is set to expand the offering of the platform and increase choice for trivago users.

**Düsseldorf, Germany – November 7, 2017 – Today, trivago N.V. announces the technical integration of HomeAway’s vacation rental inventory into its hotel search platform. trivago has started testing the listing in key markets and intends to gradually roll out more inventory during 2018. By providing users with more choice and a more personalized search experience, trivago aims to help travelers find the ideal place to stay.**

trivago, who compares offers from over 400 booking sites, continues to believe in a universal search product and wants to solve user experience challenges through personalization. Johannes Thomas, Managing Director and Chief Revenue Officer at trivago N.V. said: *“The proportion of travelers who are considering vacation rentals is growing, and we see this as a strategic opportunity to expand our offering. Presenting both hotels and alternative accommodations in one search is challenging from a user experience perspective.”* He explained: *“We don’t want to confuse hotel bookers who use trivago, and that is why personalization will play an important role here. We want to only display vacation rentals when they are relevant to our users. That is why we are thrilled to have HomeAway on board, as this allows us to expand testing on how we can build a more tailored user experience.”*

John Kim, CEO at HomeAway, added: *“We believe it is a huge marketing opportunity for HomeAway. trivago’s personalized approach in displaying vacation rentals helps us target a highly relevant set of travelers, and that is why we are bullish on the conversion on our site.”*

trivago has started to run tests in Germany, Italy, Canada, the UK, and the US—five of its key markets—with already over 150,000 vacation rental properties available to users, and plans to gradually roll out additional readily bookable vacation rentals during the course of 2018. trivago aims to display this inventory as part of its universal search experience, complementing its current hotel offering. When the user so chooses, and depending on availability in a specific destination, trivago will begin displaying rental properties in its search results. At the same time, a “Vacation Rental” filter is being tested to enable users to make a deliberate decision during their search.

For trivago, this is another major step forward in adapting to more diverse traveler expectations and in understanding better how to display vacation rental inventory on its platform. This will open a new marketing channel for vacation rental platforms and increase diversity in trivago’s marketplace.

**About trivago N.V.**

trivago is a global hotel search platform. We are focused on reshaping the way travelers search for and compare hotels, while enabling hotel advertisers to grow their businesses by providing access to a broad audience of travelers via our websites and apps. Our platform allows travelers to make informed decisions by personalizing their hotel search and providing access to a deep supply of hotel information and prices. As of November 7, 2017, we offered access to over 1.8 million hotels, including vacation rentals and alternative accommodations, in over 190 countries.

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**Forward-looking statements**

This press release contains certain forward-looking statements. Words, and variations of words such as “believe,” “expect,” “plan,” “continue,” “will,” “should,” and similar expressions are intended to identify our forward-looking statements. These forward-looking statements involve risks and uncertainties, many of which are beyond our control, and important factors that could cause actual events and results to differ materially from those in the forward-looking statements. For additional information factors that could affect our forward-looking statements, see our risk factors, as they may be amended from time to time, set forth in our public filings with the Securities and Exchange Commission. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.

As used herein, references to “we,” “us,” the “company,” “trivago,” or similar terms shall mean trivago N.V. and, as the context requires, its subsidiaries.



November 7, 2017

# Update on the company



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**Disclaimer**

All of the information herein has been prepared by the Company solely for use in this presentation. The information contained in this presentation has not been independently verified. No representation, warranty or undertaking, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or the opinions contained herein. The information contained in this presentation should be considered in the context of the circumstances prevailing at that time and has not been, and will not be, updated to reflect material developments which may occur after the date of the presentation. The Company may alter, modify or otherwise change in any manner the content of this presentation, without obligation to notify any person of such revision or changes.

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**Special Note Regarding Forward-Looking Statements**

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.



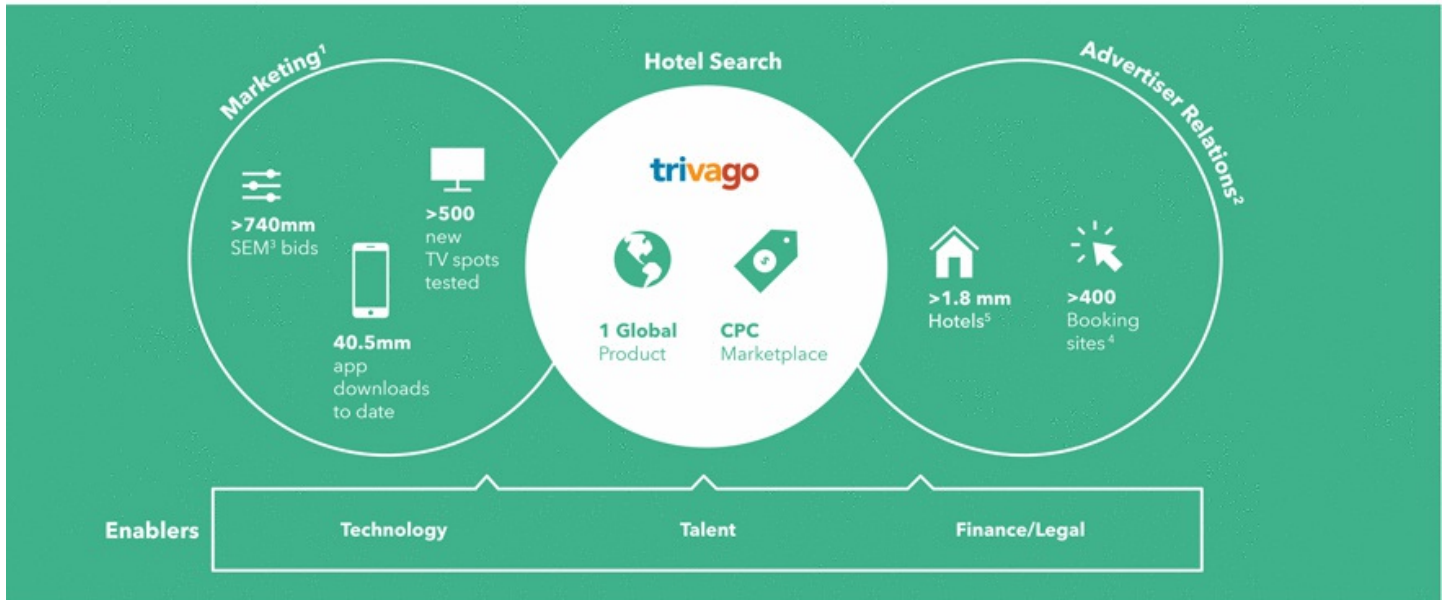
# trivago value proposition



1. Approximate figure is as of November 7, 2017, including vacation rentals & alternative accommodations

2. Booking sites include global and local online travel agencies, hotel chains, tour operators and wholesale aggregators

# The trivago system



1. Approximate figures for FY 2016

2. Approximate figures as of November 7, 2017

3. SEM: Search Engine Marketing

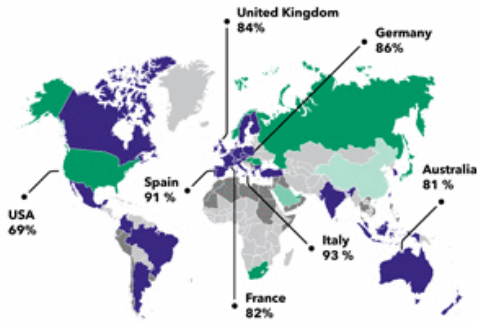
4. Including over 230 Hotel Chains

5. Including vacation rentals & alternative accommodations

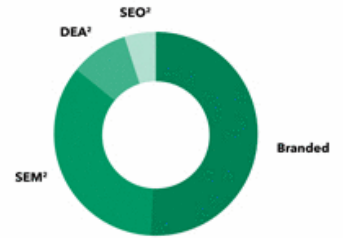
# We are at the top of the funnel for the hotel vertical with our strong consumer brand

## Aided brand awareness<sup>1</sup>

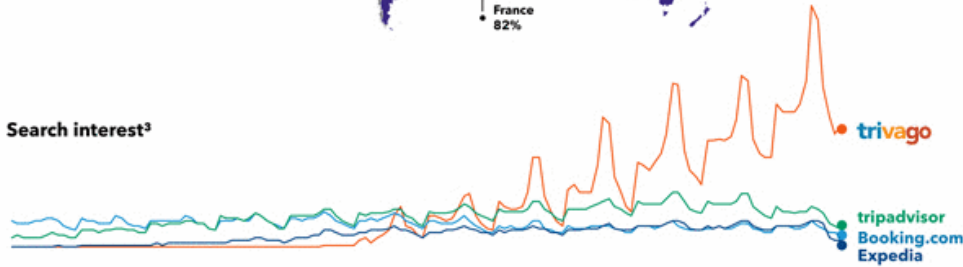
- > 75%
- 50-75%
- 25-50%
- Below 25%
- Present but not covered in survey
- Not present



## Referral Revenue FY 2016 by Traffic Type



## Search interest<sup>3</sup>



Source: TNS Omnibus, Research Now, Google Trends, Internal data

1. trivago aided brand awareness study, as of August 2016, based on internal data

2. DEA: Display, Email, Affiliate Advertising; SEO: Search Engine Optimization; SEM: Search Engine Marketing

3. Searches for each brand on Google Trends in the Global Hotel and Accommodation category (FY 2005-2016)

# We continuously increased the number of advertisers

**>29**  
Booking sites

2005-2009

**>69**  
Booking sites

2010-2013

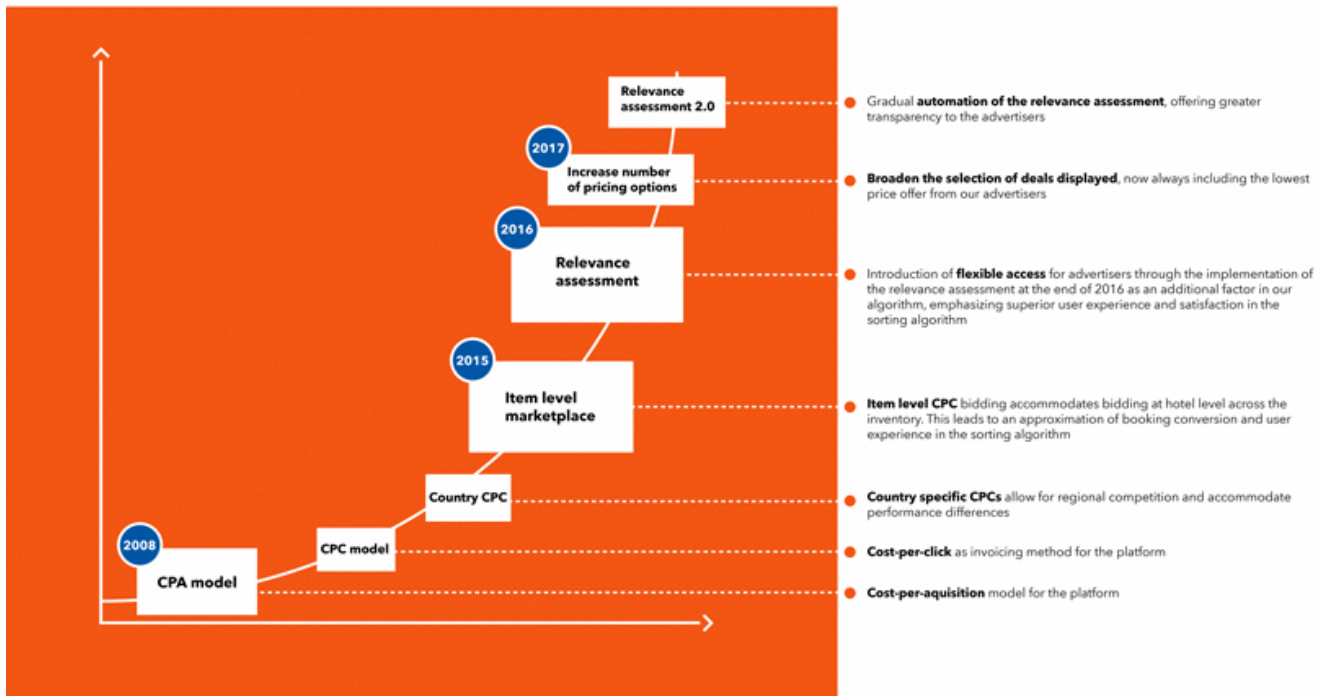
**>400**  
Booking sites

2014-Present



trivago

# Development of trivago marketplace

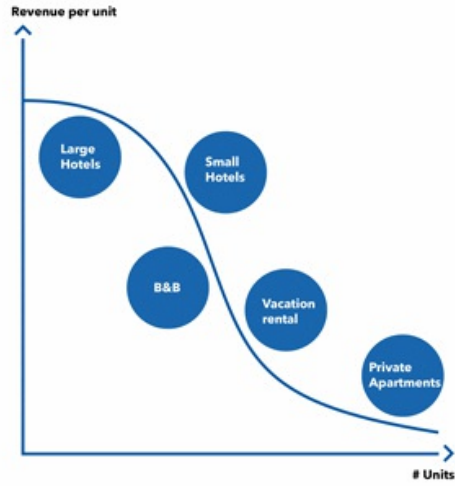


# We address user needs with a global unified product



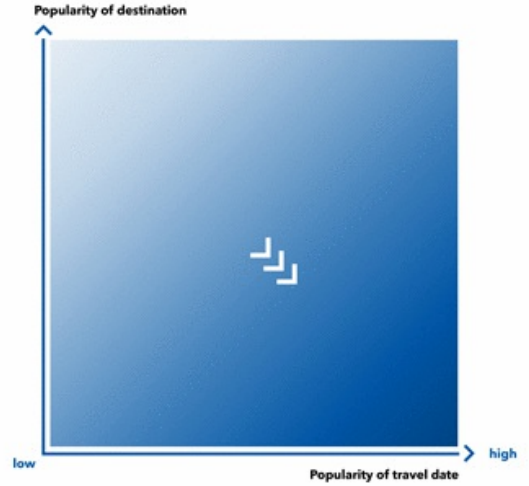
# Alternative accommodation is accretive to our offering

Revenue potential by properties



trivago

Value proposition of alternative accommodation



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**trivago**