

Travelers Reveal Likes and Dislikes in Travel for 2007 in Annual TripAdvisor Travel Trends Survey

Adventure Travel Climbing, 'Germaphobia' Spreading, Spas Losing Steam

American Airlines Considered Top Airline Among Americans

Pamukkale, Turkey Emerges as Top Hotspot for 2007, According to New Proprietary TripAdvisor TravelCast

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TripAdvisor(TM), the largest travel community in the world, today announced the results of its annual travel trends survey of nearly 4,000 travelers, globally.

Pining for Pine Trees: Forty-three percent of travelers are likely to go hiking, up from 24 percent one year ago, and 39 percent intend to partake in adventure activities (such as parasailing and whitewater rafting), up from 29 percent last year. More women than men plan to participate in outdoor activities in 2007 according to the survey.

Germaphobic Guests: Travelers continue to suffer from germaphobia as 24 percent won't leave home without disinfectant/cleaning supplies, shower shoes, their own pillow, their own sheets/pillowcase, or their own towels, compared to 22 percent, last year. Travelers from the U.S. are more than twice as concerned as travelers from the U.K.

Spas Losing Steam: Fewer travelers (47 percent) intend to visit a spa this year, compared to last year (55 percent).

Pesky Parasites: Four percent of travelers have experienced bed bugs in a hotel room.

Baring it All: Ten percent of travelers have stayed at a clothing-optional or adults-only resort; two percent want to, but can't because of their significant other or spouse.

Loose Lips Sink Ships: Eighteen percent of travelers have had to impose the "whatever happens in (fill in the destination), stays in (fill in the destination)" rule with their travel partners.

Love is in the Air: Six percent of travelers were asked on a date or started a romantic relationship with a perfect stranger while on a flight, up from four percent last year.

Loosening the Ties: Twenty-six percent of travelers are likely to dress more provocatively while on vacation than they ever would at home.

Work-aholism: Sixteen percent of travelers checked their work email or voicemail at least once daily when on their last vacation.

Hotel Kleptomania: Twenty percent of travelers have taken items from a hotel such as towels, bathrobes, decorative pieces, glassware or flatware.

Paint the Town Red: Four percent of travelers are likely to do something illegal that they wouldn't normally do at home.

Star-Crossed: Sixty-eight percent of travelers have been to a destination known to have celebrity guests.

Rapid Relaxation: Twenty percent of travelers said it took them less than one hour to relax on their last vacation. For an additional 35 percent, it took less than a day, and three percent could never relax.

Hit the Gas: Eighty-one percent of travelers plan to drive this year for leisure trips, versus 71 percent just one year ago.

Going Green: Thirteen percent of travelers are likely to use a bicycle as a means of transportation for their next vacation, eleven percent will go sailing and four percent will ride in a rickshaw.

Skip My Loo: Twenty-eight percent of travelers said their worst experience in a hotel room was a dirty bathroom, and 75 percent of travelers think that a clean restroom is what makes an airport great. Eight percent of travelers have actually showered in an airport restroom.

Beach Bound: Fifty-nine percent of travelers are planning a beach vacation this coming year, up from 52 percent when TripAdvisor asked travelers in May.

Breaking the Bank: Although 86 percent of travelers said budget was an important consideration when making vacation plans last year, 46 percent of respondents said they spent beyond their travel budget.

Packed to the Gills: Sixty-four percent of travelers have bought or brought an additional piece of luggage, just to pack the items they purchased on vacation for the return trip home.

Terrorism Matters, Fuel Not So Much: Sixty-one percent of travelers consider the threat of terrorism an important factor when choosing where to go on their next vacation, up from 52 percent last year. Twenty-five percent of travelers (and 29 percent of Americans) now consider the cost of fuel important when choosing where to go on vacation.

Favorite Airlines and Airports

American Airlines was voted the favorite airline among Americans, followed by Southwest, Delta, Continental and JetBlue. British Airways was the top rated airline among the worldwide audience for the second consecutive year. Travelers selected these airlines as their favorite primarily because of their friendly and helpful staff, and good on-time arrival and departure records. Travelers from the U.S. voted Delta, Southwest, US Airways, United and Northwest Airlines as their least favorite. The favorite airports for Americans are Orlando International, Las Vegas McCarran and Denver International. Chicago O'Hare is the least favorite airport, followed by Atlanta Hartsfield International and New York's JFK International.

Pamukkale, Turkey Next Hot Spot in 2007

TripAdvisor(TM) TravelCast is a new barometer of what's hot and what's not in travel destinations. TripAdvisor engineers have developed a proprietary algorithm that looks at several criteria including changes in search activity and postings throughout the world's largest travel community, www.tripadvisor.com. The TravelCast then predicts the rising stars in travel and the destinations that are losing steam. So, what are the emerging hotspots for 2007? Pamukkale, Turkey, Marrakech, Morocco and Puno, Peru top the list of rising stars. What hotspots have lost their luster? Miami, Honolulu and Acapulco, among others. The complete world and U.S. top tens are provided below.

"Nearly 4,000 travelers have spoken about their vacation plans and preferences for 2007 and perhaps the most intriguing discovery is that adventures in the great outdoors has trumped luxuriating at the spa," said Michele Perry, director of communications for TripAdvisor. "We'll closely monitor our new TravelCast algorithm for predicting the hottest travel destinations in the world and we'll offer updates on the latest travel buzz throughout the year."

TripAdvisor TravelCast Top Ten Hot World Destinations for 2007

1. Pamukkale, Turkey
2. Parga, Greece
3. Ayr, Scotland
4. Campeche, Mexico
5. Marrakech, Morocco
6. Naxos, Greece
7. Puno, Peru
8. Soller, Spain
9. Salvador, Bahia, Brazil
10. Fes, Morocco,

TripAdvisor TravelCast Top Ten Hot U.S. Destinations for 2007

1. Anna Maria, Florida
2. Kailua, Hawaii
3. Siesta Key, Florida
4. Macon, Georgia
5. Breckenridge, Colorado
6. Millinocket, Maine
7. Vail, Colorado

8. Bishop, California
9. Franklin, Tennessee
10. Eureka, California

About TripAdvisor LLC

TripAdvisor.com(TM) is the largest travel community in the world, with more than 5 million unbiased reviews and opinions, covering 220,000+ hotels and attractions. With more than 20 million unique monthly visitors worldwide (source: comScore Media Metrix, July 2006), TripAdvisor(TM) features real advice from real travelers and easy access to major online travel sites, including Expedia.com(R), Orbitz, Hotels.com(R) and American Airlines, for great deals. TripAdvisor(TM), which operates sites in the U.S. (<http://www.tripadvisor.com/>) and in the U.K. (<http://www.tripadvisor.co.uk/>) provides travel suppliers a graphical advertising and cost-per-click marketing platform. Winner of dozens of awards, including PC Magazine's Top 100 Web Sites and Forbes Best of the Web, TripAdvisor(TM) is an operating company of Expedia, Inc. .

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