

Travelers Recharging Their Batteries This Summer, Leaving Their Laptops at Home Adventure Travel Climbs for Second Year; Travelers Discovering New Destinations Emerging Travel Hotspots Include Las Terrenas, Dominican Republic and Breux Bridge, Louisiana

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TripAdvisor(R), the world's largest travel community, today announced the results of its annual summer travel survey of nearly 3,000 travelers worldwide. Fifty-nine percent of travelers intend to take at least half their annual vacation this summer, up from 54 percent in 2006. Twenty-nine percent of travelers intend to take more vacation this summer than they did last summer.

Intrepid Travelers

The popularity of outdoor activities continues to grow, as 40 percent of survey respondents plan to go hiking and camping this summer, up from 36 percent last summer. One quarter of travelers are taking vacation at a lake/mountain destination this summer. Nearly 20 percent of travelers said they will try an activity such as scuba diving, snorkeling, parasailing or whitewater rafting for the first time this summer.

New Horizons

Fifty-five percent of travelers intend to take summer vacation at a destination they have never visited before. Thirty-three percent of travelers will go to the same destination they did last summer, about half of which will stay at the same hotel, resort or rental.

Nothing Routine

Fifty-seven percent of travelers will disconnect from work while on their summer vacation, with 54 percent avoiding returning phone calls and emails. Thirty-seven percent no longer stick to a diet or eat healthy food, and 30 percent take a break from the gym and working out while on summer vacation. Forty-six percent of travelers give up watching television.

Summer Abroad

Sixty-three percent of travelers will be traveling outside their home country for their summer vacation. Despite the weakened dollar, 46 percent of Americans will be traveling outside the U.S. this summer, up from 43 percent last summer.

By Land, Air and Sea

Seventy-eight percent of travelers will take a vacation via car this summer, 78 percent by airplane, and 25 percent by boat or ferry. Seventy-nine percent of travelers said that the cost of fuel and rising airfares will not affect their summer travel plans.

The Spend Trend

Thirty-one percent of travelers intend to spend more this summer than they did last summer. Thirty-eight percent of respondents estimate they will spend between \$1,000- \$2,999.

A Week Excuse

Eighty-six percent of worldwide travelers surveyed will be using their vacation days in a block of one week or more. Sixty-five percent of all travelers, and 68 percent of Americans, plan to take between one and three weeks of vacation time this summer.

Not Feeling the Burn

Forty-seven percent of travelers surveyed use sunscreen whenever they are exposed to direct sunlight (43 percent of Americans, 52 percent among travelers outside the U.S.). Not surprisingly, getting a sunburn (59 percent) was the greatest concern for travelers at the beach. Aside from concerns about sunburn, jellyfish stings, riptides and theft are the biggest fears

among beachgoers this summer. Fourteen percent of travelers worry about a shark attack.

Las Terrenas, Dominican Republic, The Next Travel Hot Spot

TripAdvisor(R) also released its TravelCast, a barometer of what's hot and what's not in travel destinations, for the second half of 2007. Emerging hotspots include Las Terrenas, Dominican Republic, Breaux Bridge, Louisiana and Seminyak in Bali, Indonesia. The complete world and U.S. top ten lists are provided below. TravelCast is based on several criteria including changes in search activity and postings on tripadvisor.com.

"Travelers are throwing down the gauntlet this summer, committing to taking more time off and unplugging from work," said Michele Perry, director of communications for TripAdvisor. "People appear to be more intrepid all around, even with rising airfares, the majority of travelers are vacationing to new destinations this summer."

TripAdvisor TravelCast Top Ten World Travel Hot Spots:

1. Las Terrenas, Dominican Republic
2. Breaux Bridge, Louisiana
3. Seminyak, Bali, Indonesia
4. Los Suenos, Costa Rica
5. Pula, Croatia
6. Ko Lanta, Thailand
7. Sayulita, Mexico
8. Puerto Madryn, Argentina
9. Can Tho, Vietnam
10. Sapa, Vietnam

TripAdvisor TravelCast Top Ten U.S. Travel Hot Spots:

1. Breaux Bridge, Louisiana
2. Anna Maria, Florida
3. Mason, Ohio
4. Panama City Beach, Florida
5. Venice, Florida
6. New Orleans, Louisiana
7. Gulf Shores, Alabama
8. Franklin, Tennessee
9. Cocoa Beach, Florida
10. Port Saint Joe, Florida

About TripAdvisor LLC

TripAdvisor (R) is the largest travel community in the world, with more than 5 million unbiased reviews and opinions, covering 250,000+ hotels and attractions. With more than 20 million unique monthly visitors worldwide (source: comScore Media Metrix, March 2007), TripAdvisor(R) features real advice from real travelers and easy access to major online travel sites, including Expedia.com(R), Orbitz, Hotels.com(R), British Airways and American Airlines, for great deals. TripAdvisor(R), 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(R) is an operating company of Expedia, Inc. .

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