

## **European Travel Strong in '08 as 50 Percent of Americans Trekking Across the Pond This Year**

### **TripAdvisor Survey Reveals Best and Worst of Europe**

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TripAdvisor(R), the world's largest travel community, today announced the results of its annual European travel survey, concluded last week, of more than 1,400 travelers worldwide. Sixty-five percent of respondents are planning to travel to/within Europe in the next 12 months, nearly equal to last year. Despite the weak dollar, exactly half of U.S. respondents intend to visit Europe this year, the same amount as one year ago.

September appears to be the busiest month for travel in Europe this year, as 20 percent of respondents intend to visit at that time. Thirty percent of travelers said they are most likely to save money on their excursion to or within Europe by going off-peak. Forty-two percent of travelers (and 51 percent of Americans) expect to spend more money on this year's trip to Europe than on their previous trip there.

Survey revealed:

Best Bargain European Cities:

1. Prague
2. Budapest
3. Lisbon

Most Expensive European Cities:

1. London
2. Paris
3. Rome

European Cities with the Most Friendly and Helpful Locals:

1. Dublin
2. Amsterdam
3. London

European Cities with the Best Cuisine:

1. Paris
2. Rome
3. Florence

European Cities with the Best Shopping:

1. Paris
2. London
3. Rome

European Cities with the Best Night Life:

1. London
2. Amsterdam
3. Paris

European Cities with the Best Public Parks:

1. London
2. Paris
3. Barcelona, Amsterdam (tie)

#### Most Romantic European Cities:

1. Paris
2. Venice
3. Rome

#### European Cities with the Most Attractive Locals:

1. Rome
2. Paris
3. Stockholm

#### Cleanest European Cities:

1. Zurich
2. Copenhagen
3. Stockholm

#### Dirtiest European Cities:

1. London
2. Paris
3. Rome

#### European Cities with the Most Unfriendly Hosts:

1. Paris
2. London
3. Moscow

#### Most Boring European Cities:

1. Brussels
2. Zurich
3. Warsaw

"Americans are still drawn to Europe, despite unfavorable exchange rates and economic concerns," said Michele Perry, director of communications for TripAdvisor. "Although the best bargain European city may be Prague, according to the survey, the most popular European city to visit this year is also considered the most expensive -- London."

#### About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts nearly 30 million monthly visitors (source: comScore Media Metrix, Digital Calculator Report, July 2007) across eight popular travel brands, TripAdvisor(R) sites, bookingbuddy.com (TM), cruisecritic.com(TM), independenttraveler.com(TM), seatguru.com(R), smartertravel.com(TM), travel-library.com(TM) and travelpod.com(TM). TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors, five million registered members and 10 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover 280,000+ hotels and attractions and operate in the U.S. (<http://www.tripadvisor.com/>), the U.K. (<http://www.tripadvisor.co.uk/>), Ireland (<http://www.tripadvisor.ie/>), France (<http://www.tripadvisor.fr/>), Germany (<http://www.tripadvisor.de/>), Italy (<http://www.tripadvisor.it/>), and Spain (<http://www.tripadvisor.es/>). TripAdvisor(R) Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor Media Network have won hundreds of awards and accolades from press and industry, worldwide. TripAdvisor and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. .

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