

## **Americans Pumped Up About Fall Travel TripAdvisor Survey Reveals 82 Percent of American Respondents Planning to Travel this Fall and 29 Percent Taking More Car Trips Due to Dropping Gas Prices**

### **31 Percent of U.S. Respondents Planning to Travel Labor Day Weekend**

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TripAdvisor(R), the world's largest travel community, today announced the results of its annual fall travel survey of more than 1,900 travelers worldwide. Eighty-two percent of U.S. respondents plan to travel for leisure this autumn, up from 70 percent who said they took pleasure trips last fall. Twenty-six percent of U.S. respondents said they will travel more this autumn than last, while 49 percent intend to travel the same amount as one year ago. Fifty-eight percent of travelers said they plan to fly this autumn for their leisure travel, while 48 percent plan to drive.

#### Autumn Incentives

Twenty-nine percent of U.S. respondents, and 25 percent of respondents worldwide, plan to take more car trips this fall than they would have if gas was still at its summer high prices. The top reason for Americans to travel this autumn is that the timing is most convenient, according to 22 percent, while 17 percent pointed to fewer tourists and crowds. Twenty-four percent of U.S. respondents said they expect to take a "staycation" this fall.

Twenty-seven percent of all survey respondents surveyed said economic concerns would be the greatest deterrent for traveling during the fall, however, 39 percent said nothing would deter them from taking an autumn trip.

#### Laborious Travel

Thirty-one percent of respondents from the U.S. said they will travel for Labor Day weekend, nearly equal to 30 percent who said they traveled last Labor Day weekend. Sixty-seven percent of U.S. respondents plan to drive for Labor Day weekend, while 26 percent intend to fly.

#### New England Dreamin', but Goin' South

While New England is the favorite fall destination according to 24 percent of worldwide travelers, more travelers plan to visit the southern U.S. (14 percent) than New England (10 percent) this autumn.

#### Travelers Leafing and Grape-ful

Twenty-one percent of U.S. travelers plan to take a trip to view the colorful foliage this fall, while 17 percent of worldwide respondents intend to do the same. Twenty-six percent of U.S. respondents, and 22 percent of worldwide travelers, said they will visit a winery in autumn. Fifty-eight percent of U.S. respondents plan to go to a festival this fall and 14 percent intend to visit an arts and crafts festival, and 12 percent a beer festival/Oktoberfest.

#### Still Keen on the Beach Scene

Despite cooler temperatures, 33 percent of worldwide travelers said they'll visit a beach this autumn. Thirty-five percent of those surveyed plan to travel to a city destination, and 25 percent will travel to a historical site. Twenty-nine percent of travelers intend to take a romantic getaway this fall, 23 percent a weekend break, and 21 percent a family adventure.

"Fall is shaping up to be a strong season for TripAdvisor travelers and even a modest drop at the gas pump, fuels their enthusiasm," said Michele Perry, vice president of global communications for TripAdvisor.

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\*Source: comScore Media Metrix, May 2008

SOURCE: TripAdvisor

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