

## TripAdvisor Names Jenny Rushmore Director Of Responsible Travel

**LONDON, UK** – 27 March 2012 – [TripAdvisor®](#), the world’s largest travel site, today announces the appointment of Jenny Rushmore to the position of director, responsible travel. In the newly-created role, Rushmore is charged with making environmentally-responsible travel more accessible to the environmentally-conscious consumer, ultimately helping even more travellers to plan and take the perfect trip.

Rushmore brings a wealth of relevant experience to her position. She joins TripAdvisor from Procter & Gamble where she held the role of global sustainability leader for the beauty and grooming business unit. Rushmore built the sustainability programme from the ground up, working with key industry stakeholders and achieving outstanding results. Prior to that, Rushmore held several senior positions in brand management, including the role of global brand manager for Gillette Venus.

Recent TripAdvisor research highlights the importance of sustainability both to consumers and the travel trade: a 2011 survey revealed that 70%\* of property owners plan to offer programmes to reduce their environmental impact, while 47%\*\* of travellers say they take eco-friendly factors into consideration in their travel plans.

Stephen Kaufer, co-founder and CEO of TripAdvisor, commented: “TripAdvisor is committed to helping travellers plan and have the perfect trip and we recognise that many travellers value environmentally responsible travel. We’re delighted to have Jenny onboard – her extensive experience and leadership in sustainability make her the ideal person for our team.”

Jenny Rushmore commented: “As the world’s largest travel website, TripAdvisor is in a unique position to make environmentally-responsible travel more accessible. I very much look forward to leading this effort, ultimately fulfilling the needs of even more travellers.”

Rushmore will be based in TripAdvisor’s head office in Newton, Massachusetts. For more information on TripAdvisor, visit [www.TripAdvisor.co.uk](http://www.TripAdvisor.co.uk).

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\*According to a survey of over 1,000 accommodation owners carried out by TripAdvisor in February 2011

\*\*According to a survey of over 3,000 travellers carried out by TripAdvisor in November 2010

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