

## Southern Sweep: TripAdvisor Reveals Travelers Are Heading To Southern Attractions This Fall 25 Trendiest U.S. Attractions with Bookable Tours on TripAdvisor Revealed for Fall

NEEDHAM, Mass., Nov. 15, 2017 /PRNewswire/ -- TripAdvisor®, the travel site that helps find the latest reviews and lowest prices, today announced the results of its Seasonal Attractions Trend Index providing travelers with insight into the hottest attractions for fall, based on year-over-year search activity on TripAdvisor. The seasonal index reveals the top 25 U.S. attractions with the greatest increase in traveler interest, offering inspiration and highlighting amazing activities and tours that can be booked to get the most out of any upcoming trip.

"TripAdvisor Attractions data shows that travelers have a strong interest in historic attractions this season, as well as continued interest in Southern nature and structures," said Brooke Ferencsik, senior director of communications for TripAdvisor. "TripAdvisor offers bookable tours for travelers to maximize any trip and have a fuller experience than if they explored on their own."

### Top Trending U.S. Attractions, Fall 2017

U.S. Attraction	Reason to Go and What to Book	YoY Traffic Increase
1. <a href="#">Grand Canyon South Rim</a> – Grand Canyon National Park, Arizona	Travelers can enjoy one of the natural wonders of the world by booking a <a href="#">Grand Canyon South Rim Bus Tour with Optional Upgrades</a> on TripAdvisor from \$100 per person.	45%
2. <a href="#">Ryman Auditorium</a> – Nashville, Tennessee	Travelers can book a <a href="#">Ryman Auditorium Self-Guided Experience</a> on TripAdvisor from \$20 per person to learn a bout one of the most famous concert halls in the history of country music.	25%
3. <a href="#">Chapel of the Holy Cross</a> – Sedona, Arizona	Travelers who book the <a href="#">Chapel of the Holy Cross Tour</a> on TripAdvisor from \$15 per person will ride a historical trolley as they learn about Sedona's history at this chapel, built into dramatic rock formations.	21%
4. <a href="#">Coit Tower</a> – San Francisco, California	Travelers who book the <a href="#">San Francisco Urban Hike: Coit Tower, Lombard Street and North Beach</a> tour on TripAdvisor from \$49 per person can ascend Telegraph Hill to Coit Tower for stunning 360 degree views of the city.	21%
5. <a href="#">Biltmore Estate</a> – Asheville, North Carolina	Travelers visiting America's largest home will learn about George Vanderbilt's country estate from the Gilded Age.	20%
6. <a href="#">Newseum</a> – Washington, D.C.	Explore interactive exhibits on the seven levels of this building that explore free expression and the five freedoms of the First Amendment: religion, speech, press, assembly and petition.	20%
7. <a href="#">Gateway Arch</a> – Saint Louis, Missouri	A visit to St. Louis isn't complete without standing at the nation's tallest monument, which commemorates Thomas Jefferson and the role St. Louis played in the country's westward expansion. Travelers can also explore the Arch's inner attractions.	19%
8. <a href="#">Garden of the Gods</a> – Colorado Springs, Colorado	<a href="#">Colorado Springs Foothills and Garden of the Gods Jeep Tour</a> on TripAdvisor from \$88 per person offers rich Colorado history and amazing scenery.	19%
9. <a href="#">The Johnny Cash Museum</a> – Nashville, Tennessee	With a <a href="#">Johnny Cash Museum Admission Ticket</a> (bookable on TripAdvisor from \$19 per person), travelers can wander the world's largest collection of Johnny Cash artifacts and memorabilia by walking through the life of the "Man in Black," depicted in interactive exhibits and films.	16%
10. <a href="#">Heard Museum</a> – Phoenix, Arizona	Travelers can visit this museum to learn about Native American art and culture in Phoenix.	16%
11. <a href="#">Silver Dollar City</a> – Branson, Missouri	This park features six world-class festivals, 30 thrilling rides and attractions, 40 live shows daily, 60 unique shops, a dozen family restaurants and over 100 demonstrating craftsmen.	14%

12. <a href="#">The Grand Ole Opry</a> – Nashville, Tennessee	Country music's most famous concert hall honors the genre's rich history and dynamic present. Travelers can book a one-hour behind-the-scenes <a href="#">Grand Ole Opry House Backstage Tour on TripAdvisor</a> from \$25 per person.	11%
13. <a href="#">Jackson Square</a> – New Orleans, Louisiana	Travelers can explore this fun area with street painters, musicians and jugglers via the <a href="#">New Orleans French Quarter Segway Tour</a> on TripAdvisor from \$65 per person.	9%
14. <a href="#">Dollywood</a> – Pigeon Forge, Tennessee	Spanning 150 acres in the foothills of the Great Smoky Mountains, this theme park has over 40 rides and attractions with daily musical showcase.	8%
15. <a href="#">Great Falls Park</a> – McLean, Virginia	An 800 acre park located just off the Potomac river, Great Falls Park is a natural beauty. With hiking trails, rock climbing, and must-see waterfalls, this Virginia park is a necessity for all nature-lovers.	8%
16. <a href="#">Georgia Aquarium</a> – Atlanta, Georgia	Travelers who book the <a href="#">Small Group Half Day Trip to Georgia Aquarium</a> on TripAdvisor from \$70 per person can marvel at majestic aquatic animals and thousands of species of exotic fish in the country's largest aquarium.	8%
17. <a href="#">High Roller</a> – Las Vegas, Nevada	Travelers who book <a href="#">The High Roller at The LINQ</a> on TripAdvisor (from \$20 per person) can get a bird's eye view of the Strip from inside one of the wheel's luxurious cabins.	7%
18. <a href="#">Luray Caverns</a> – Luray, Virginia	Travelers can explore the largest cave in the Eastern U.S. to view bizarre formations like the "Throne Room," "Giant's Hall," and "Fried Eggs."	7%
19. <a href="#">Stratosphere Tower</a> – Las Vegas, Nevada	Thrill-seeking travelers can book the <a href="#">SkyJump Las Vegas at Stratosphere Tower</a> on TripAdvisor from \$120 per person to safely jump from the tallest free-standing observation tower in the U.S.	7%
20. <a href="#">Pike Place Market</a> – Seattle, Washington	Travelers who book the <a href="#">Food and Cultural Walking Tour of Pike Place Market</a> on TripAdvisor from \$48 per person can experience one of the few authentic farmer's markets in the U.S.	7%
21. <a href="#">Dallas Arboretum &amp; Botanical Gardens</a> – Dallas, Texas	Travelers can visit this nationally acclaimed 66-acre display of breathtaking flora, nestled on the shores of White Rock Lake. Summer in the garden includes an outdoor concert series on Thursday evenings and numerous water features.	7%
22. <a href="#">Space Needle</a> – Seattle, Washington	Travelers who book the <a href="#">Seattle Space Needle Observation Deck Admission</a> on TripAdvisor from \$23 per person can explore jaw-dropping 360 degree views to see majestic mountains, sparkling waters and towering skyscrapers.	5%
23. <a href="#">The National WWII Museum</a> – New Orleans, Louisiana	Originally founded in 2000 as The National D-Day Museum, The National WWII Museum showcases exhibits from industrial efforts on the Home Front to the combat experience of American service members abroad. Travelers can purchase a <a href="#">general admission pass</a> on TripAdvisor from \$27 per person.	3%
24. <a href="#">Pictured Rocks National Lakeshore</a> – Munising, Michigan	Encompassing cliffs, dunes, waterfalls and lakes, the lakeshore is known for the dramatic multicolored cliffs. Adventure seekers can hike Twelvemile Beach along Lake Superior for views of the Au Sable Lighthouse.	1%
25. <a href="#">Griffith Observatory</a> – Los Angeles, California	Travelers can gaze at the stars through telescopes in this iconic planetarium, when booking the <a href="#">Hollywood Hills Hiking Tour in Los Angeles</a> on TripAdvisor from \$52 per person. They'll also get a chance to check out the other Hollywood stars on your insider's tour at the newly refurbished Griffith Park Observatory, high atop Mount Hollywood.	1%

TripAdvisor is the world's largest online provider of tours, activities and attractions, offering more than 61,000 bookable tours, activities and experiences in 2,500 destinations and 165 countries to help travelers unleash the full potential of their trips.

Travelers can read the latest reviews and compare prices from more than 200 sites to find the lowest prices on the right hotel for their trip at [www.TripAdvisor.com](http://www.TripAdvisor.com).

### **Methodology**

The Attractions Trend Index rankings were determined based on the percent increase in search sessions on TripAdvisor desktop and mobile for U.S. travelers between 2016 and 2017 for the period of September 1 – October 7. Attractions were required to have at least 15,000 sessions in 2016 and at least four out of five bubbles on TripAdvisor to qualify.

### **About TripAdvisor**

TripAdvisor, the world's largest travel site\*\*, enables travelers to unleash the full potential of every trip. With over 570 million reviews and opinions covering the world's largest selection of travel listings worldwide -- covering 7.3 million accommodations, airlines, attractions, and restaurants -- TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat. TripAdvisor also compares prices from more than 200 hotel booking sites so travelers can find the lowest price on the hotel that's right for them. TripAdvisor-branded sites are available in 49 markets, and are home to the world's largest travel community of 455 million average monthly unique visitors\*, all looking to get the most out of every trip. TripAdvisor: Know better. Book better. Go better.

TripAdvisor, Inc. (NASDAQ: TRIP), through its subsidiaries, manages and operates websites under 20 other travel media brands: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.citymaps.com](http://www.citymaps.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com), [www.eltenedor.com](http://www.eltenedor.com), [www.iens.nl](http://www.iens.nl) and [www.dimmi.com.au](http://www.dimmi.com.au)), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.housetrip.com](http://www.housetrip.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com) and [www.viator.com](http://www.viator.com).

\*Source: TripAdvisor log files, average monthly unique visitors, Q3 2017

\*\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, July 2017

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