

Healthy Vacations for U.S. Travelers Are No Sweat But Not Fat Free

TripAdvisor Survey Reveals More than Half of Respondents Regularly Exercise on Vacation But Over a Third Often Gain Weight on Leisure Trips

NEWTON, Mass., July 13, 2011 /PRNewswire/ -- [TripAdvisor](#)®, the world's largest travel site*, today announced the results of its health and fitness on vacation survey of more than 1,000 U.S. travelers. Fifty-two percent of respondents always or often exercise on vacation, and 65 percent maintain that healthy eating is important to them on leisure trips. While the majority of travelers are exercising on leisure trips, this may help compensate for hefty vacation menus, as 34 percent frequently gain weight on leisure trips. Eighty-one percent confess they are more likely to overindulge on food on vacation than while at home, while 55 percent are more likely to overindulge on alcohol.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/49239-tripadvisor-health-fitness>

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Vacation Workouts

- On a typical one week vacation, 30 percent of U.S. travelers exercise three to four times, 21 percent exercise once or twice and 12 percent exercise once a day.
- 18 percent exercise more on vacation than when at home, while 25 percent exercise about the same amount.
- Nearly one quarter of travelers (23 percent) say fitness facilities are frequently a consideration when choosing their vacation accommodations.

Healthy Retreats

- Travelers' main motivation for exercising on vacation is to maintain their fitness regimen (21 percent), while a further 20 percent do so to avoid gaining weight.
- 12 percent have taken a vacation dedicated to improving their health, while 13 percent plan to do so in the coming 12 months.
- The destination travelers would most like to visit for a healthy vacation is Sedona, Arizona.

Food for Thought: Female Travelers More Diet-Conscious than Men

	Men	Women
Have dieted in preparation for a vacation	47%	61%
Have started a post-vacation diet	48%	54%
Healthy eating is important on vacation	59%	69%
Often or always eat healthily on vacation	64%	75%
Often feel guilty after a vacation for over-indulging on food	14%	20%

Guilty Pleasures and Vacation Vices

- 57 percent confess to eating less healthy foods more frequently on vacation than they do at home.
- Travelers' top vacation food vices:
 - Ice cream - 29 percent
 - Fried seafood - 10 percent
 - Cake - 7 percent
- One in four (26 percent) confess they often plan to exercise on vacation, but don't follow through on those intentions.
- Regardless of their activity levels, respondents carry little guilt in their baggage: 79 percent rarely or never feel badly

after a vacation for not exercising enough.

Top Physical Activities on Vacation, According to Travelers:

1. Walking - 90 percent
2. Swimming - 44 percent
3. Hiking - 33 percent
4. Using fitness equipment - 31 percent
5. Biking - 17 percent

"While relaxation and delicious cuisine are undoubtedly key ingredients for an enjoyable trip, a significant number of Americans strive to find a balance between healthy pursuits and pleasure-seeking on their travels," said Karen Drake, senior director of communications for TripAdvisor.

About TripAdvisor

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features (including Flights search, TripAdvisor Mobile and Instant Personalization) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 50 million unique monthly visitors* across 19 popular travel brands**. TripAdvisor-branded sites make up the largest travel community in the world, with more than 40 million unique monthly visitors***, 20 million members, and over 45 million reviews and opinions. The sites operate in 30 countries worldwide****, including China under daodao.com. TripAdvisor also operates TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors. The division includes Business Listings, which allows hoteliers to connect directly to millions of researching travelers, and Vacation Rentals, which helps property managers and individual home owners list their properties and showcase hotel alternatives.

TripAdvisor Media Group websites have been recognized as top travel resources in 2010 by Conde Nast Traveller, Good Housekeeping, TIME magazine and Travel + Leisure.

TripAdvisor Media Group generated \$486 million in revenue in 2010. TripAdvisor and the sites comprising the TripAdvisor Media Group are operating companies of Expedia, Inc. (NASDAQ: EXPE).

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*Source: comScore Media Metrix for TripAdvisor Media Group Sites, Worldwide, May 2011

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***Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, May 2011

**** TripAdvisor sites operate in 30 countries worldwide: www.tripadvisor.com, www.tripadvisor.co.uk, www.tripadvisor.ca, www.tripadvisor.it, www.tripadvisor.es, www.tripadvisor.de, www.tripadvisor.fr, www.tripadvisor.jp, www.daodao.com, www.tripadvisor.in, www.tripadvisor.se, www.tripadvisor.nl, www.tripadvisor.com.br, www.tripadvisor.com.tr, www.tripadvisor.dk, www.tripadvisor.com.mx, www.tripadvisor.ie, www.tripadvisor.com.au, www.tripadvisor.com.sg, www.tripadvisor.co.kr, no.tripadvisor.com, pl.tripadvisor.com, th.tripadvisor.com, www.tripadvisor.ru, www.tripadvisor.com.gr, www.tripadvisor.co.id, www.tripadvisor.com.ar, www.tripadvisor.tw and www.tripadvisor.com.my, and www.tripadvisor.com.eg.

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