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TripAdvisor Survey Reveals Three Quarters Of U.S. Travelers Sharing Trip Experiences On Social Networks

42 Percent Use Social Media for Travel Planning; 40 Percent for Travel Inspiration

NEWTON, Mass., Sept. 20, 2012 /PRNewswire/ -- [TripAdvisor®](#), the world's largest travel site, today announced the results of its social media travel survey of more than 1,700 U.S. respondents. The findings reveal a strong correlation between social media and travel, as 76 percent said they share travel experiences via social networks.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/49280-tripadvisor-social-media-travel-survey>

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Forty-two percent use social channels for travel planning while 40 percent do so for travel inspiration. Sixty-four percent most often refer to a travel research site such as TripAdvisor for travel inspiration.

What Travelers Share

Photo sharing is the most popular pursuit for those using social channels, as 91 percent of respondents are posting photos of their vacations. Fifty-seven percent post status updates, and 34 percent use "check-ins" while traveling.

During a trip, travelers most often "check-in" when arriving at their hotel (27 percent), a landmark/attraction (25 percent), or a restaurant (19 percent).

When Travelers Share

Sharing trip details is popular on the road and at home. While 39 percent usually share travel experiences on social channels following their trip, 52 percent said they share trip details both while traveling and after returning home.

Despite the popularity of social channels, a scrapbook or photo album remains the most popular choice for documenting extended trips, according to 49 percent.

Why Travelers Share

The primary reason travelers share their trip experiences on social networks is to update friends and family on their whereabouts, according to 36 percent and 27 percent noted the fun to share all their exciting photos and news. Thirty-seven percent think social networks have made travel planning easier.

How Travelers Share Content on TripAdvisor

- TripAdvisor recently reached the milestone of 75 million reviews and opinions
- Travelers share more than 50 contributions on TripAdvisor every minute
- TripAdvisor features more than 11 million traveler photos
- One in four reviews submitted each day on TripAdvisor are written by a Facebook-connected user
- Millions of reviews and ratings are shared between friends on TripAdvisor

"It's clear that travelers have a passion for sharing their vacation experiences through social networks both during and after their trips," says Adam Medros, vice president of global product for TripAdvisor. "With engaging social tools, apps and a network of Facebook friends available on TripAdvisor, we're excited to see the trend continue of more travelers sharing and tapping into their wisdom of friends."

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 with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 60 million unique monthly visitors*, and over 75 million reviews and opinions. The sites operate in 30 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 19 other travel media brands, and together the sites attract more than 74 million unique monthly visitors.** TripAdvisor, Inc.'s travel media brands include www.airfarewatchdog.com, www.bookingbuddy.com, www.cruise critic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.sniqueaway.com, www.smartertravel.com, www.tingo.com, www.travel-library.com, www.travelpod.com, www.virtualtourist.com, www.whereivebeen.com, and www.kuxun.cn.

*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, July 2012

**Source: comScore Media Metrix for TripAdvisor, Inc. and its subsidiaries, Worldwide, July 2012

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