

## TripAdvisor Announces 2011 Travelers' Choice Beaches Awards

### Top Beaches in the U.S. and World Identified Based on Opinions of Millions of Travelers

NEWTON, Mass., April 5, 2011 /PRNewswire/ -- TripAdvisor®, the world's largest travel site\*, today announced the winners of its inaugural 2011 Travelers' Choice® Beaches awards. Top beach spots were named in the U.S., Europe, Asia, Canada, the South Pacific, the Caribbean and Mexico, and Central and South America.

To view the multimedia assets associated with this release, go to: <http://multivu.prnewswire.com/mnr/tripadvisor/42948/>

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Award winners were determined based on the most highly rated beach destinations by travelers in TripAdvisor reviews. Unlike any other honors, TripAdvisor Travelers' Choice winners are based on millions of real and unbiased reviews and opinions from travelers around the world.

According to a recent TripAdvisor survey of more than 2,100 U.S. respondents, 68 percent are planning a beach vacation in 2011. Fifty-four percent are planning a trip to a U.S. beach destination. Seventeen percent intend to visit the U.S. southeast coast, 13 percent expect to explore the northeast coast, 12 percent plan to go to the gulf coast and 10 percent plan to visit the west coast. Twenty-six percent are planning a beach trip to the Caribbean or Mexico in 2011.

"It's that time of year when travelers are dreaming of getaways to warm beach destinations. To provide inspiration on where to go, we've named some amazing hot spots around the world, based on millions of real and unbiased reviews and opinions from TripAdvisor travelers," said Barbara Messing, chief marketing officer for TripAdvisor. "In addition to the outstanding beaches, these destinations also feature top-rated options for hotels, vacation rentals, attractions, and restaurants."

#### Travelers' Choice Beaches Award-winning World Beach Destinations:

1. [Providenciales](#), Turks and Caicos
2. [Boracay](#), Philippines
3. [Palm/Eagle Beach](#), Aruba
4. [Negril](#), Jamaica
5. [Tulum](#), Mexico
6. [Myrtle Beach](#), South Carolina
7. [Seven Mile Beach](#), Grand Cayman
8. [Punta Cana](#), Dominican Republic
9. [Cape May](#), New Jersey
10. [Santa Teresa](#), Costa Rica

#### Travelers' Choice Beaches Award-winning U.S. Beach Destinations:

1. [Myrtle Beach](#), South Carolina
2. [Cape May](#), New Jersey
3. [Panama City Beach](#), Florida

4. [Miami Beach](#), Florida
5. [Sanibel Island](#), Florida
6. [Clearwater](#), Florida
7. [Honolulu](#), Hawaii
8. [Captiva Island](#), Florida
9. [Poipu](#), Hawaii
10. [Siesta Key](#), Florida

For the complete 2011 Travelers' Choice Beaches lists, go to <http://www.tripadvisor.com/TCBeaches>.

### **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 TripAdvisor Trip Friends) with seamless links to booking tools.

TripAdvisor® Media Group, operated by TripAdvisor LLC, attracts more than 50 million unique monthly visitors\* across 18 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 29 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, August 2010

\*\* In addition to TripAdvisor, The TripAdvisor Media Group of websites includes: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruise critic.com](http://www.cruise critic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.onetime.com](http://www.onetime.com), [www.seatguru.com](http://www.seatguru.com), [www.sniqueaway.com](http://www.sniqueaway.com), [www.smartertravel.com](http://www.smartertravel.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com), [www.virtualtourist.com](http://www.virtualtourist.com) and [www.kuxun.cn](http://www.kuxun.cn).

\*\*\*Source: comScore Media Metrix for TripAdvisor Sites, Worldwide, August 2010

\*\*\*\* TripAdvisor sites operate in 29 countries worldwide: [www.tripadvisor.com](http://www.tripadvisor.com), [www.tripadvisor.co.uk](http://www.tripadvisor.co.uk), [www.tripadvisor.ca](http://www.tripadvisor.ca), [www.tripadvisor.it](http://www.tripadvisor.it), [www.tripadvisor.es](http://www.tripadvisor.es), [www.tripadvisor.de](http://www.tripadvisor.de), [www.tripadvisor.fr](http://www.tripadvisor.fr), [www.tripadvisor.jp](http://www.tripadvisor.jp), [www.daodao.com](http://www.daodao.com), [www.tripadvisor.in](http://www.tripadvisor.in), [www.tripadvisor.se](http://www.tripadvisor.se), [www.tripadvisor.nl](http://www.tripadvisor.nl), [www.tripadvisor.com.br](http://www.tripadvisor.com.br), [www.tripadvisor.com.tr](http://www.tripadvisor.com.tr), [www.tripadvisor.dk](http://www.tripadvisor.dk), [www.tripadvisor.com.mx](http://www.tripadvisor.com.mx), [www.tripadvisor.ie](http://www.tripadvisor.ie), [www.tripadvisor.com.au](http://www.tripadvisor.com.au), [www.tripadvisor.com.sg](http://www.tripadvisor.com.sg), [www.tripadvisor.co.kr](http://www.tripadvisor.co.kr), [no.tripadvisor.com](http://no.tripadvisor.com), [pl.tripadvisor.com](http://pl.tripadvisor.com), [th.tripadvisor.com](http://th.tripadvisor.com), [www.tripadvisor.ru](http://www.tripadvisor.ru), [www.tripadvisor.com.gr](http://www.tripadvisor.com.gr), [www.tripadvisor.co.id](http://www.tripadvisor.co.id), [www.tripadvisor.com.ar](http://www.tripadvisor.com.ar), [www.tripadvisor.tw](http://www.tripadvisor.tw) and [www.tripadvisor.com.my](http://www.tripadvisor.com.my).

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