



TripAdvisor Names Jenny Rushmore Director of Responsible Travel

NEWTON, Mass., March 27, 2012 /PRNewswire/ -- [TripAdvisor](#)®, the world's largest travel site, today announced 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 travelers to plan and take the perfect trip.

(Logo: <http://photos.prnewswire.com/prnh/20080902/TRIPADVISORLOGO>)

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 program 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 percent of property owners plan to offer programs to reduce their environmental impact*, while 47 percent of travelers 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 travelers plan and have the perfect trip and we recognize that many travelers 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 travelers."

Rushmore will be based in TripAdvisor's headquarters in Newton, Massachusetts. For more information on TripAdvisor, visit www.tripadvisor.com.

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

**According to a survey of more than 3,000 travelers carried out by TripAdvisor in November 2010

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 50 million unique monthly visitors*, and over 60 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 TripAdvisor's millions of monthly visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 19 other travel media brands, and together the sites attract more than 69 million unique monthly visitors**. TripAdvisor's travel media brands include www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.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, January 2012

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

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