

## TripAdvisor Presents 2011 Travelers' Choice Food and Wine Destinations Awards

### 70 Destinations Worldwide Recognized Based on Opinions of Millions of Travelers New Orleans Tops U.S. List and Italy Dominates in Europe

NEWTON, Mass., Oct. 4, 2011 /PRNewswire/ -- TripAdvisor®, the world's largest travel site\*, today announced the winners of its 2011 Travelers' Choice® Food and Wine Destinations awards. Seventy outstanding destinations across the globe have been honored in the inaugural awards, with Top 10 lists named for the United States, Canada, Europe, Asia, Central and South America, South Pacific, and India.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/49245-tripadvisor-2011-travelers-choice-food-and-wine-destinations-awards>

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TripAdvisor Travelers' Choice winners are based on the millions of real and unbiased reviews and opinions from travelers around the world. The Travelers' Choice Food and Wine Destinations award winners were determined based on the most highly rated food and wine destinations by travelers in TripAdvisor reviews.

"TripAdvisor's community of millions have helped us determine award-winning destinations for a topic near and dear to travelers' hearts and stomachs," said Barbara Messing, chief marketing officer for TripAdvisor. "The Travelers' Choice Food and Wine award winners are remarkable spots around the world that satisfy all tastes."

#### 2011 Travelers' Choice Food and Wine U.S. Destinations:

1. [New Orleans](#), Louisiana
2. [Napa](#), California
3. [Chicago](#), Illinois
4. [Charleston](#), South Carolina
5. [San Francisco](#), California
6. [New York City](#), New York
7. [Savannah](#), Georgia
8. [Santa Fe](#), New Mexico
9. [Las Vegas](#), Nevada
10. [Asheville](#), North Carolina

#### 2011 Travelers' Choice Food and Wine Europe Destinations:

1. [Florence](#), Italy
2. [Paris](#), France
3. [Rome](#), Italy
4. [Sorrento](#), Italy
5. [York](#), England
6. [Siena](#), Italy
7. [Bologna](#), Italy
8. [San Sebastian](#), Spain
9. [Barcelona](#), Spain
10. [Edinburgh](#), Scotland

For the complete 2011 Travelers' Choice Food and Wine Destinations lists go to [www.tripadvisor.com/TravelersChoice-Food](http://www.tripadvisor.com/TravelersChoice-Food).

Travelers can also check out TripAdvisor's Facebook page at [www.Facebook.com/TripAdvisor](http://www.Facebook.com/TripAdvisor) and vote on which city's signature dish is their favorite, featured on the "Top Dish" tab.

#### **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 65 million unique monthly visitors\* across 19 popular travel brands\*\*. TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors\*\*\*, 20 million members, and over 50 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, August 2011

\*\* 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.cruisecritic.com](http://www.cruisecritic.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), [www.wherivebeen.com](http://www.wherivebeen.com), and [www.kuxun.cn](http://www.kuxun.cn).

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

\*\*\*\* TripAdvisor sites operate in 30 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), [www.tripadvisor.com.my](http://www.tripadvisor.com.my), and [www.tripadvisor.com.eg](http://www.tripadvisor.com.eg).

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