

TripAdvisor Unveils 2011 Travelers' Choice Destinations Awards

337 Destinations Worldwide Honored Based on Opinions of Millions of Travelers Cape Town, South Africa #1 on World List, New York City Top of the Heap in the U.S.

NEWTON, Mass., May 3, 2011 /PRNewswire/ -- [TripAdvisor®](#), the world's largest travel site*, today announced the winners of its 2011 Travelers' Choice® Destinations awards. In its third year of the awards, TripAdvisor has honored 337 outstanding destinations across the globe. In addition to the top 25 in the world overall, top 25 lists have been named for the United States, Europe, the Caribbean & Mexico, Central & South America, Asia, India, South Pacific, Canada, Africa, United Kingdom, France, Italy, Germany and Spain.

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Travelers' Choice Destinations awards honor top travel spots worldwide based on millions of real and unbiased opinions from TripAdvisor travelers. Award winners were determined based on a combination of travelers' favorite places and overall destination popularity.

"Millions of TripAdvisor travelers around the globe have helped identify the world's top travel spots," said Barbara Messing, chief marketing officer for TripAdvisor. "The Travelers' Choice Destinations awards not only recognize some of the most beloved travel destinations worldwide, but serve as inspiration for millions of travelers looking to plan their next trip."

2011 Travelers' Choice World Destinations:

1. [Cape Town](#), South Africa
2. [Sydney](#), Australia
3. [Machu Picchu](#), Peru
4. [Paris](#), France
5. [Rio de Janeiro](#), Brazil
6. [New York City](#), United States
7. [Rome](#), Italy
8. [London](#), United Kingdom
9. [Barcelona](#), Spain
10. [Hong Kong](#), China

2011 Travelers' Choice U.S. Destinations:

1. [New York City](#), New York
2. [Honolulu](#), Hawaii
3. [San Francisco](#), California
4. [Las Vegas](#), Nevada
5. [Lahaina](#), Hawaii
6. [Kailua-Kona](#), Hawaii

7. [New Orleans](#), Louisiana
8. [San Diego](#), California
9. [Sedona](#), Arizona
10. [Seattle](#), Washington

For the complete 2011 Travelers' Choice Destinations lists, sponsored by Audi, go to www.tripadvisor.com/TCDestinations.

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 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 Condé 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). TripAdvisor, Travelers' Choice and the TripAdvisor logo are trademarks or registered trademarks of TripAdvisor LLC in the U.S. and/or other countries. Other logos or product and company names mentioned herein may be the property of their respective owners.

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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, 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.travel-library.com, www.travelpod.com, www.virtualtourist.com and www.kuxun.cn.

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

**** TripAdvisor sites operate in 29 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.