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THE TRAVELOCITY ROAMING GNOME™ HEADS WEST, CONTINUES “CABIN FEVER: FINDING A CURE” TOUR

*Utah vs. Lake Tahoe: America Votes on Second Stop in Travel Icon's Ski
Adventure*

SOUTHLAKE, Texas (January 27, 2010) – The Travelocity Roaming Gnome is heading west to continue his search for a cure to winter [cabin fever](#) and asking America to vote on his next destination: Utah or Lake Tahoe. Not letting frigid temperatures or tightened budgets stop him from a one-of-a-kind adventure this winter, the Roaming Gnome is taking advantage of the [amazing seasonal deals](#) and hopping on a plane to the most popular ski destinations in North America.

Hoping to inspire others, the Roaming Gnome is letting his fans map out his winter tour and follow his journey online, so they too will be compelled to choose an adventure of their own.

TOUR DETAILS

On Jan. 12, the Roaming Gnome started a winter adventure relying heavily on the social media networks of [Facebook](#) and [Twitter](#) to spread his message. Each week, the Roaming Gnome's fans vote on Facebook between two rival ski destinations to decide where he travels to for his next great adventure:

- Last Vote: Whistler vs. Banff (**Winner: Banff**)

- **Current Vote: Utah vs. Lake Tahoe (Voting starts Jan. 27 and ends Feb. 3 at 12 p.m. EST)**

One final contest pitting a pair of ski destinations will be announced in the coming weeks.

VOTING DETAILS

Through Travelocity's Facebook fan page, as well as the [Travelocity](#) (@Travelocity) and [Roaming Gnome](#) (@RoamingGnome) Twitter pages, the online travel agency announces when a ski resort pair is up for voting. Voting on the Travelocity [Facebook fan page](#) lasts one week, and the winning resort is revealed on the same Wednesday on which voting ends.

Immediately following the results of each contest, the Roaming Gnome will travel to the winning destination to visit friends and locals, pose for pictures and participate in some of the most popular activities that resort has to offer, including skiing, ice skating, snowmobiling, flying down the luge, and snow tubing. As with all celebrities, he will have a "personal assistant" who accompanies him along the way.

Throughout his adventure, he posts photos and comments about his experiences, allowing fans and followers to keep up with the journey every step of the way.

CONTEST AND SALE DETAILS

Each day, fans have the opportunity to cure their own cabin fever by entering for a chance to win a ski trip for two, including airfare, a four-night hotel stay and three-day lift ticket pass. Additionally, the Roaming Gnome will pick a "Fan of the Week" photo to be Travelocity's Facebook profile picture.

To help the Roaming Gnome and other winter travelers stay on budget, Travelocity is launching its largest sale ever with more than 8,900 participating hotels. The "Cure Cabin Fever" [sale](#) offers additional savings on vacation packages now through March 22, 2010 to popular sun and snow destinations.

More information on the “Cabin Fever: Finding a Cure” campaign can be found on Travelocity’s [Facebook fan page](#).

About Travelocity Global

Travelocity® is committed to being the traveler's champion -- before, during and after the trip – and provides the most comprehensive and proactive guarantee in the industry (<http://www.travelocity.com/guarantee>). This customer-driven focus, backed by 24/7 live phone support, competitive prices and powerful shopping technology has made Travelocity one of the largest travel companies in the world with annual gross bookings of more than U.S. \$10 billion. Travelocity also owns and operates: Travelocity Business® for corporate travel; igougo.com, a leading online travel community; lastminute.com, a leader in European online travel; and ZUJI, a leader in Asia-Pacific online travel. Travelocity is owned by Sabre Holdings Corporation, a world leader in travel marketing and distribution.

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