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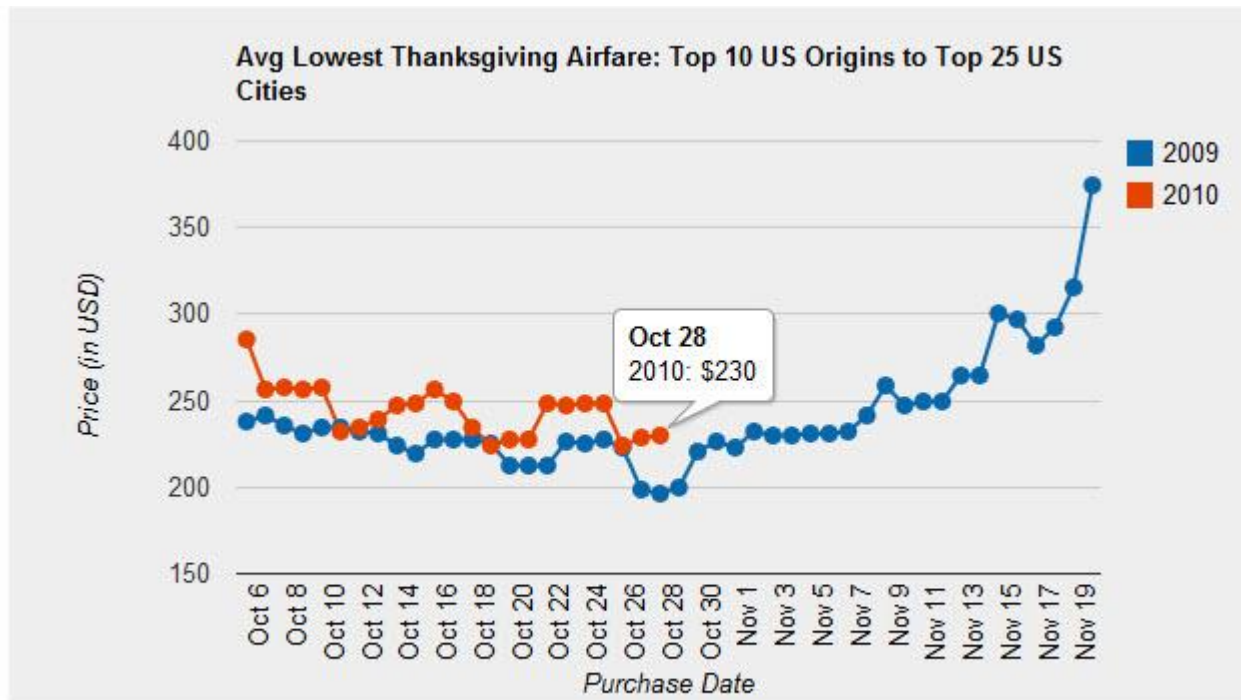
### MEDIA ADVISORY

#### TAKE THE GUESSWORK OUT OF THANKSGIVING FLIGHT PRICES WITH THE FARECOMPARE BEST TIME TO BUY AIRFARE TRACKER AND THANKSGIVING FLIGHT FINDER

(November 1, 2010 – Dallas, TX) - Thanksgiving 2010 is just four weeks away and the days before and after the holiday are among the busiest U.S. travel days of the year. This year, Thanksgiving airfare deals are few and far between, and as time ticks by, prices are going up. Two new tools from FareCompare will help fliers find cheap flights from this Thanksgiving –Best Time to Buy Thanksgiving Airfare Tracker and FareCompare When-to-Fly Thanksgiving Flight Finder.

#### Track Thanksgiving Airfare at FareCompare

FareCompare is successfully helping fliers find the best flight deals with the **Best Time to Buy Thanksgiving Airfare Tracker** <http://www.farecompare.com/articles/thanksgiving-travel-guide/thanksgiving-airfare-tracker/>



Data source: 

The FareCompare Thanksgiving Airfare Tracker will track the average lowest daily price for Thanksgiving airfare to the top 25 U.S. cities. The FareCompare Thanksgiving Airfare Tracker works by pointing your mouse over the different dates to see an average of what price you can possibly expect to pay each day, as well as what the average price was in 2009. Guests are encouraged to bookmark the graph for



convenient and easy daily use (<http://www.farecompare.com/articles/thanksgiving-travel-guide/farecompare-best-time-to-buy-thanksgiving-airfare-tracker/>)

### FareCompare Thanksgiving Flight-Finder

Fliers can save hundreds of dollars on Thanksgiving flights by knowing the cheapest days to depart and return. FareCompare Thanksgiving Flight Finder makes it easy and fast to shop by day and price for flights. Quickly pinpoint the cheapest day to depart and return this Thanksgiving with this easy-to-use flight finder. <http://www.farecompare.com/holiday/thanksgiving-flights.html>.

Unlike past years where procrastinators were rewarded with last minute airfare discounts from carriers desperate to fill airplanes, this year's prices are already 17%-18% higher than 2009 in many markets. As FareCompare CEO Rick Seaney states, "Every day you wait to buy airfare for Thanksgiving, add another \$5 to your overall ticket price." Unfortunately, airfare isn't expected to decrease as the holidays approach, so FareCompare urges those who wish to travel this Thanksgiving to book their tickets now.

Thanksgiving fliers from are also encouraged to avoid the Peak Day Travel Surcharge. Expect to pay a premium of up to \$30 each way if you fly this Thanksgiving. This surcharge has been widely adopted and can add up to \$60 to your airfare for a round-trip ticket. <http://www.farecompare.com/articles/when-to-buy/peak-travel-surcharge-chart-holidays/>.

### Airfare is up as much as 20% in many markets including:

Origin	Destination	2009 airfare	2010 airfare	Increase
Dallas	Ft. Lauderdale	\$181.41	\$218.00	20%
Dallas	Philadelphia	\$201.40	\$218.00	8%
New York	Oakland	\$229.19	\$259.00	13%
New York	Denver	\$229.19	\$279.00	22%
Los Angeles	Raleigh-Durham	\$221.40	\$297.00	34%
Los Angeles	Ft. Myers	\$229.39	\$240.00	5%
Seattle	Boston	\$236.39	\$279.00	18%
Seattle	Detroit	\$220.40	\$275.00	25%
Seattle	San Diego	\$159.21	\$215.00	35%

Data source: 

**ABOUT FARECOMPARE:** FareCompare is an easy-to-use airfare comparison shopping website, featuring a comprehensive airfare search engine. FareCompare.com is powered by the world's largest database of current and historical airfare. Powered by the largest and sophisticated database of historical and current airfare data, FareCompare tools and apps make finding cheap flight deals as easy as a single click. While most airfare shopping sites want to sell airline tickets, FareCompare wants shoppers to find a flight deal every time.

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