

## **Heavy Hurricane Season Won't Keep Travelers Away TripAdvisor Survey Reveals Surprising Number of Travelers Willing to Weather the Storm for Savings Travelers Vote Hurricane Charley Worst Experienced**

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In a recent survey, TripAdvisor(TM) travelers said when it comes to traveling during hurricane season, money speaks louder than words of caution. In fact, for savings of 40 percent or more, 60 percent of respondents would travel to a hurricane-prone tropical destination during the height of storm season.

Travelers consider the Caribbean a greater risk than the east coast of Florida and the pan-handle/gulf coast region this hurricane season. But, nearly 55 percent of those surveyed would be inspired to plan a Caribbean vacation for substantial savings on transportation to the islands. Oddly, five percent admitted an uncanny desire to experience a hurricane first-hand.

"Even with an early start and predictions of an unusually harsh hurricane season, travelers are willing to take a risk, if it'll get them a deal," said Michele Perry, TripAdvisor spokesperson.

Nearly 60 percent of respondents chose August and September as the months most feared during hurricane season. Twenty-two percent are completely undeterred to travel, regardless of the weather.

2004's Hurricane Charley was voted the worst hurricane travelers have ever experienced, followed by Hurricane Hugo in 1989 and Hurricane Andrew in 1992, according to nearly 700 respondents.

### About TripAdvisor

TripAdvisor.com is the leading global travel information and advice destination, with more than two million unbiased reviews and opinions and covering 200,000+ hotels and attractions. With more than 17 million unique monthly visitors worldwide (source: comScore Media Metrix,) TripAdvisor features real advice from real travelers and easy access to major online travel sites, including Expedia, Orbitz, Hotels.com and American Airlines, for the best deals on the Web. TripAdvisor offers travel suppliers a cost-per-click marketing platform, so customers pay only for leads, not impressions, with every campaign. Winner of dozens of awards, including PC Magazine's Top 100 Web Sites and Forbes Best of the Web, TripAdvisor is part of IAC/InterActiveCorp .

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