

## **Travelers Unfazed by Recent Hurricane Activity TripAdvisor Survey Reveals Past Week's Hurricanes Not Impacting Fall Travel Plans**

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TripAdvisor(R), the world's largest travel community, today announced the results of a survey of more than 1,200 travelers conducted from August 15 to August 20, revealing that 95 percent of respondents said the hurricanes of the past week are not weighing on their fall travel plans.

Thirty-three percent of travelers surveyed would cancel their travel plans, only if a hurricane hitting their destination was imminent. Eighteen percent said they would cancel their travel plans if there was a possibility of a hurricane hitting their travel destination. Sixteen percent of travelers said they would ride out the storm.

Fourteen percent of travelers are considering a trip to the Caribbean this fall.

"Travelers' mindsets regarding hurricanes hasn't changed despite the intense storm activity in the past week," said Michele Perry, director of communications for TripAdvisor. "While they appear to be keeping close watch of the news, the threat isn't keeping travelers away."

### About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts nearly 28 million monthly visitors (source: comScore Media Metrix, Digital Calculator Report, June 2007) across eight popular travel brands, TripAdvisor(R) sites, bookingbuddy.com (TM), cruisecritic.com(TM), independenttraveler.com(TM), seatguru.com(R), smartertravel.com(TM), travel-library.com(TM) and travelpod.com(TM). TripAdvisor-branded sites make up the largest travel community in the world, with nearly 22 million monthly visitors, five million registered members and 10 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover 270,000+ hotels and attractions and operate in the U.S. (<http://www.tripadvisor.com/>), the U.K. (<http://www.tripadvisor.co.uk/>), France (<http://www.tripadvisor.fr/>) and Germany (<http://www.tripadvisor.de/>). TripAdvisor(R) Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor Media Network have won hundreds of awards and accolades from press and industry, worldwide. TripAdvisor and the sites comprising the TripAdvisor Media Network are operating companies of Expedia, Inc. .

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SOURCE: TripAdvisor

CONTACT: Consumer- Brooke Ferencsik, +1-781-444-1113, x275,  
brooke@tripadvisor.com or Trade/Business- Brian Payea, +1-781-444-1113, x388,  
bpayea@tripadvisor.com

Web site: <http://www.tripadvisor.com/>