

Prospect of Hurricanes Not Blowing Plans for Travelers TripAdvisor Survey Reveals 36 Percent of U.S. Respondents Visiting Vulnerable Destinations this Hurricane Season; 27 Percent Have Experienced a Hurricane on Vacation

PRNewswire
NEWTON, Mass.

TripAdvisor(R), the world's largest travel community, today announced the results of its annual hurricane survey of more than 1,500 travelers worldwide. Thirty percent of travelers, and 36 percent of U.S. respondents, said they are planning to visit a hurricane-susceptible destination this summer or autumn. Florida is the most popular hurricane-susceptible destination travelers intend to visit. Among those visiting a hurricane-susceptible destination this hurricane season, 43 percent said the primary reason for going is because it is where they want to visit and they are not concerned about hurricanes. Fifteen percent said they are going to a hurricane-prone location because it is a good bargain during hurricane season.

For What it's Worth

Sixty-four percent of U.S. respondents said they would be likely to visit a hurricane-susceptible destination this summer or fall, for a significant savings. Twenty-six percent of U.S. respondents said it would take a discount of 50 percent or more on transportation and accommodations to go, and 23 percent would go for a 41-50 percent discount. Seventeen percent said no discount would get them to go.

Avoidance Tactics

Fifty-five percent of respondents would avoid travel to specific destinations during hurricane season for fear of being hit by a hurricane. The Caribbean is the most feared destination for hurricanes, according to the survey. Earthquakes are the natural disasters travelers fear most, followed by tsunamis, tornadoes, and hurricanes and cyclones.

Pulling the Plug

If threatened by a hurricane, 47 percent of respondents said they would cancel their vacation plans if the storm hitting their destination was imminent. Twenty-two percent said they would cancel if there was a possibility of a hurricane hitting their destination, and 10 percent said they would ride out the storm. Twenty-seven percent of U.S. respondents said they have experienced a hurricane while on vacation.

Rather be Safe

Twenty percent of U.S. respondents said their summer or autumn travel plans this year would be impacted by predictions for an active hurricane season, and 20 percent of U.S. respondents said their summer or autumn travel plans have been impacted by predictions for heavy hurricane seasons in the past.

For those planning to visit to a hurricane-susceptible destination this hurricane season, 26 percent of respondents said they are very likely to buy trip insurance, and 22 percent said they are somewhat likely to do the same.

"Travelers consistently appear to have a healthy respect for hurricanes, but generally won't let weather get in the way of their vacation plans," said Michele Perry, vice president of global communications for TripAdvisor.

About TripAdvisor Media Network

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*Source: comScore Media Metrix, Digital Calculator Report, July 2007

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