

Majority of Travelers Rest Insured While on Vacation TripAdvisor Survey Reveals 60 Percent of U.S. Respondents Have Purchased Travel Insurance Travelers Most Concerned about Trip Cancellation

PRNewswire
NEWTON, Mass.

TripAdvisor(R), the world's largest travel community, today announced the results of its travel insurance survey of more than 3,700 travelers worldwide. Two-thirds of worldwide respondents and 60 percent of U.S. respondents have purchased travel insurance. About one half of those surveyed (51 percent) said the number one reason for purchasing travel insurance is for peace of mind.

Future Planning

Forty-seven percent of travelers and 35 percent of U.S. respondents plan to buy travel insurance in the next 12 months. Sixty-five percent of global respondents and 50 percent of U.S. respondents are most likely to purchase single-trip travel insurance. Fifteen percent of U.S. respondents said they are more likely to buy travel insurance due to the current economic climate.

Full Coverage

The most important coverage while traveling is trip cancellation, according to 53 percent of U.S. respondents, followed by medical or health (19 percent). Travel delay/interruption (10 percent) was considered the next most important coverage.

Making Claims

Twenty percent of insured U.S. respondents have made a claim on a travel insurance policy, of which 25 percent found the process "simple," 23 percent summed it up as "time consuming," 19 percent called the process "frustrating," and 18 percent claimed it as "efficient." Eighteen percent of U.S. respondents have been refused on a claim, and among those who have, 36 percent don't know why.

Other Travel Insurance Tidbits:

- Seven percent of U.S. respondents have bought travel insurance, only to discover they were covered under another policy.
- Eight percent of U.S. respondents have had regrets about not buying travel insurance in the past.
- Sixty-six percent of U.S. respondents are most likely to purchase travel insurance when they book their trip and 53 percent check the quote on a price comparison website.

"The fact that two-thirds of worldwide respondents have purchased trip insurance reinforces that travelers hold vacations sacred, and an investment that is worth protecting," said Michele Perry, vice president of global communications for TripAdvisor.

About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts nearly 30 million monthly visitors* across ten popular travel brands, TripAdvisor(R), airfarewatchdog.com(TM), bookingbuddy.com(TM), cruisecritic.com(TM), holidaywatchdog.com(TM), independenttraveler.com(TM), seatguru.com(TM), smartertravel.com(TM), travel-library.com(TM) and travelpod.com(TM). TripAdvisor-branded sites make up the largest travel community in the world, with more than 25 million monthly visitors*, seven million registered members and 15 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover 300,000+ hotels and attractions and operate in the U.S.

(<http://www.tripadvisor.com/>), the U.K. (<http://www.tripadvisor.co.uk/>), Ireland (<http://www.tripadvisor.ie/>), France (<http://www.tripadvisor.fr/>), Germany (<http://www.tripadvisor.de/>), Italy (<http://www.tripadvisor.it/>), and Spain (<http://www.tripadvisor.es/>). 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. .

TripAdvisor, SeatGuru, Travel-Library, Holiday Watchdog and TravelPod are either registered trademarks or trademarks of TripAdvisor LLC in the U.S. and/or other countries. Airfarewatchdog, BookingBuddy and SmarterTravel are either trademarks or registered trademarks of Smarter Travel Media LLC in the U.S. and/or other countries. Cruise Critic and The Independent Traveler are either trademarks or registered trademarks of The Independent Traveler, Inc. in the U.S. and/or other countries. Other logos or product and company names mentioned herein may be the property of their respective owners.

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

First Call Analyst:

FCMN Contact:

SOURCE: TripAdvisor

CONTACT: Consumer: Brooke Ferencsik, +1-617-670-6575, brooke@tripadvisor.com, or Trade-Business: Brian Payea, +1-617-670-6688, bpayea@tripadvisor.com, both of TripAdvisor

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

<https://tripadvisor.mediaroom.com/2008-06-16-Majority-of-Travelers-Rest-Insured-While-on-Vacation>