

Photo: Travelers Willing to Brave Hurricane Hotspots to Save Bucks TripAdvisor Survey Shows 65% Likely to Travel to a Popular Hurricane-Susceptible Destination this Summer or Fall for "Significant Savings"

PRNewswire
NEWTON, Mass.

TripAdvisor(R), the world's most popular and largest travel community, today announced the results of its annual hurricane survey of more than 1,000 U.S. travelers. Forty-three percent of respondents said they plan to travel to a hurricane-susceptible destination this summer or fall, up from 36 percent last year. Sixty-five percent of respondents are likely to travel to a popular hurricane-susceptible destination this summer or fall for "significant savings."

To view the Multimedia News Release, go to:<http://www.prnewswire.com/mnr/tripadvisor/37959/>

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090526/NY21963LOGO>)

Weak Wallets vs. Whirling Winds

Twenty-five percent said the economic downturn has increased their interest in traveling to a hurricane-prone destination because they can get a great deal. Twenty-five percent also indicated that a transportation and accommodations discount of more than 50 percent would be enough to entice them to visit a hurricane zone this storm season.

Walk on the Windy Side

Thirty-two percent of respondents said they have experienced a hurricane while on vacation. When asked what category of hurricane would get them to leave a destination at the beginning of a long trip, traveler responses were:

Category 1 or above	11%
Category 2 or above	18%
Category 3 or above	26%
Category 4 or above	10%
Category 5	3%
No hurricane would get me to leave	2%
I don't know	29%

Steering Clear

Thirty percent of respondents said they avoid travel to specific destinations for fear of being caught in a hurricane. The Caribbean is the destination avoided most during storm season, according to the survey. Fifty-five percent said they would only cancel their vacation plans if a hurricane hitting their destination was imminent. Nineteen percent said they would cancel if there was even a possibility of a hurricane making landfall.

Better Safe than Sorry

Among travelers visiting hurricane-prone destinations this summer or fall, 30 percent said they are likely to purchase hurricane cancellation protection (trip insurance.) Eleven percent of respondents have brought items with them on vacation specifically intended to help them in the event of a hurricane.

"Despite some reluctance to visit hurricane-susceptible destinations during storm season, a large number of travelers are willing to roll the dice if the price is right," said Michele Perry, vice president of global communications for TripAdvisor.

About TripAdvisor Media Network

TripAdvisor(R) Media Network, operated by TripAdvisor, LLC, attracts more than 33 million monthly visitors* across 14 popular travel brands: TripAdvisor(R), www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.flipkey.com, www.frequentflier.com, www.holidaywatchdog.com, www.independenttraveler.com, www.onetime.com, www.seatguru.com, www.smartertravel.com, www.travel-library.com, www.travelpod.com and www.virtualltourist.com. TripAdvisor-branded sites

make up the largest travel community in the world, with more than 25 million monthly visitors*, 10 million+ registered members and more than 23 million reviews and opinions. Featuring real advice from real travelers, TripAdvisor-branded sites cover more than one million destinations, hotels, restaurants 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/>), Spain (<http://www.tripadvisor.es/>), India (<http://www.tripadvisor.in/>), Japan (<http://www.tripadvisor.jp/>), Portugal and Brazil (<http://www.tripadvisor.com.br/>), Sweden (<http://www.tripadvisor.se/>), and The Netherlands (<http://nl.tripadvisor.com/>). TripAdvisor also operates in China under the brand daodao.com (<http://www.daodao.com/>). 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 and the TripAdvisor logo are registered trademarks of TripAdvisor LLC 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, March 2009

(C)2009 TripAdvisor LLC. All rights reserved.

First Call Analyst:

FCMN Contact:

Photo: <http://www.newscom.com/cgi-bin/prnh/20090526/NY21963LOGO>

PRN Photo Desk, photodesk@prnewswire.com Video: <http://www.prnewswire.com/mnr/tripadvisor/37959>

SOURCE: TripAdvisor

CONTACT: Bryan Olender, +1-617-795-7560, bolender@tripadvisor.com

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

<https://tripadvisor.mediaroom.com/2009-05-26-Photo-Travelers-Willing-to-Brave-Hurricane-Hotspots-to-Save-Bucks>