

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"

NEWTON, Mass., May 26 /PRNewswire/ -- TripAdvisor®, 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/>

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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.

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*Source: comScore Media Metrix, March 2009

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