



NEWS RELEASE

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Economy Foreclosing on Spring Break?

Access America survey finds half of American families scaling-back spring break plans...or foregoing their vacations altogether

Richmond, Va., March 4, 2008 – Spring break traditionally provides families with welcome winter relief, but this year nearly half of American families with children say the uncertainty about the U.S. economy is causing them to make more modest spring break plans, with most deciding to simply stay at home.

According to a survey commissioned by Access America, one of the world's leading providers of travel insurance, and conducted by Ipsos Public Affairs, an independent, leading global research company, nearly one in two families (47 percent) with children under 18 say that they are scaling back their spring excursions.

Of those families that intend to scale-back their spring break plans, 63 percent say that will mean canceling plans to travel altogether. Another 19 percent say they are still undecided about whether they will take a spring break vacation this year.

"After a particularly harsh winter, many families are in need of a getaway," said Mark Cipolletti, vice president for Access America. "Unfortunately, the economy is making that impossible for some. For those who do decide to go, last minute road-trips and regional air travel will likely replace more expensive vacations to Europe and the Caribbean."

Families in lower income brackets are, not surprisingly, more likely to scale back or not take a vacation at all. Nearly 60 percent of respondents with a household income between \$25,000 and \$50,000 plan to scale back their plans. Regionally, the results are consistent, suggesting that the uncertain economy is impacting all parts of the country similarly.

"We will keep an eye on family leisure travel in the coming months," added Cipolletti. "As we head toward the summer, Access America will look to see if economic concerns continue to impact family vacation plans."

Complete results of the Spring Break survey are available upon request.

About the Survey

The Access America 2008 Spring Break survey was conducted February 11-21, 2008 by IPSOS Public Affairs, an independent global, survey-based research company owned and managed by research professionals. As part of its weekly U.S. Telephone Omnibus Study, IPSOS interviewed 588 adults ages 18 and older, who indicated they had children ages 18 or younger. The margin of error for the entire survey is 4% at a 95% confidence level.

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