

# The Road More Traveled

## Survey: Road Trip The Preferred U.S. Vacation

(NAPSA)—According to a recent survey, conducted on Yahoo! Travel, an estimated 56 percent of American families are planning on taking a road trip two or more times this year.

Consumers are not only planning to hit the road, they are planning and researching their trips at least a month in advance. The Internet and travel sites have made it easier for consumers to plan their vacations. In fact, more than 65 percent of those surveyed are using their favorite Web sites for vacation ideas and to map out their trips.

“From ‘Route 66’ to *National Lampoon’s Vacation*, the road trip has always been a part of American culture,” said Kamie Cicinelli, general manager, Yahoo! Travel. “Through this survey, we found that more and more consumers are planning to stay on American soil and are turning to the road to plan their next vacation.”

### Where Are They Going?

Nearly eight in 10 drivers are traveling more than 150 miles from home—approximately a four-hour drive—to visit friends or relatives (30 percent) or to hit the beach (17 percent). Of the respondents, 64 percent are choosing to travel with their families.

### Popular Destinations

Coastal road trips are the most preferred for those living in the East, while Las Vegas remains the destination of choice for West Coasters, although many are making pit stops at state parks along the way. Frequently visited road trip hot spots include: Las Vegas, Yellowstone National Park, Hilton Head, Cape Cod, Disney World and New York City.

### Passing The Time

Listening to music was cited as the number one “distracter factor” by more than 74 percent, with singing along to music coming in second at 41 percent. When all else fails, road games such as Punch Buggy help pass the time. Musically inclined travelers tailor their road trips to follow their favorite bands, including Green Day and the Dave Matthews Band.



**Hitting the road can be easier and more convenient when you plan the trip online.**

### Road Trip Tips

Consider these tips when planning your next road trip:

- Be flexible—As more drivers hit the road, conditions can become crowded. Research and print point-to-point driving directions from sites such as Yahoo! Maps (<http://maps.yahoo.com>). Be sure to also check alternate routes in case of heavy traffic.

- Local weather and traffic patterns are also an important factor. Use the Internet to look up your destination for weather forecasts and information about major interruptions on area freeways.

- Be Safe—Make sure to check all areas and fluids in the car before you start your trip: engine oil, coolant, brake fluid, automatic transmission fluid, power steering fluid, belts and hoses, tires, etc. To schedule maintenance e-mail reminders, visit Yahoo! Autos (<http://autos.yahoo.com>).

- If you rent a vehicle to take your road trip, be aware of increased demand at major rental agencies during summer weekends. Make your reservation early; to save time and avoid hassles, consider booking online.

For the latest road travel information, visit the Web site at <http://travel.yahoo.com>.