

## Swine Flu: Traveling safe

At Rooms101, we have already experienced the ill effects the swine flu advisories are having on the travel industry as a whole. Individuals who have previously booked trips to Mexico are taking advantage of airline offers to transfer their tickets to new destinations. Our resort partners in Los Cabos and Cancun have seen a total halt to bookings and massive cancellations.

Here are a few tips on how to enjoy your 2009 family vacation while remaining committed to keeping your loved ones safe with traveling:

1) **Stay close to home.** Take vacations that are within a six-hour driving distance to your home. This allows you to easily return if you or a loved one becomes ill. Further, it eliminates the risk of a costly hospital stay and transportation home in the event one is needed.

2) **Vacation in *Secondary Markets*.** Travel to some of the destinations that you have been planning for a weekend getaway. These markets are less frequently traveled, are mostly driven to (airports are a significantly increased risk zone where germs are spread) and have a small international traveler contingent. Therefore, the likelihood of coming in contact with a person who is infected is substantially reduced. Examples of these Secondary Markets are: Myrtle Beach, Gulf Shores, Williamsburg, Branson, Virginia Beach, Sonoma Valley, The Wisconsin Dells, Pigeon Forge, etc.

3) **Family Time.** Spend more time doing family activities like hiking, walks on the beach, boating, or water sports. Spend less time with large group activities where you will come in contact with big crowds and multiple germs. The best advice, regardless of the activity you chose for a vacation, frequently wash your hands.

4) **Travel Protection.** If you do plan on traveling to a long-distance or off-continent location, purchase a travel protection plan. Typically these plans will cover any expenses that you incur if you become ill or tragedy strikes while on vacation. They will take care of hospitalizing you, transferring you and your family back home, medical evacuation and reimbursement for unused portions of your vacation. These plans are typically inexpensive. For example, Rooms101 is offering a well-established plan from Global Travel, a subsidiary of Sky Med, at half price to all of our clients until the Swine Flu crisis passes.

5) **Alternatives to Mexico.** If you had planned on a trip to Mexico, consider comparable alternative destinations such as Aruba, Puerto Rico, The Dominican Republic or the Bahamas.

**Williams is available for comment.**

**Please contact Kristen Schremp at [Kristen@kaspublicity.com](mailto:Kristen@kaspublicity.com) or 703.928.5527 for more information.**

Kristen Schremp  
President  
KAS Publicity  
703.928.5527  
[kristen@kaspublicity.com](mailto:kristen@kaspublicity.com)  
[www.kaspublicity.com](http://www.kaspublicity.com)