



**For Immediate Release**

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**First “World’s Best Destination List” from USTOA  
Italy tops in four categories**

The [U.S. Tour Operators Association](#) has issued its first “World’s Best” list, ranking destinations in a variety of categories. Italy took top honors, as best destination in four categories: architecture, walking, romance, and culinary/wine experience. The country also trailed just behind France as best for art and culture, with France second as best destination for a romantic vacation.

London placed first for entertainment, with New York and Rio de Janeiro closely tied for second spot. However, New York edged out both Hong Kong and Italy as best shopping destination.

Winning destinations were based on informal rankings by more than 50 of the top companies arranging vacation experiences, tours, and packages worldwide

**USTOA 2010-2011 Rankings for Top Destination:**

**Best for:**

**Adventure, Soft Adventure:**

Costa Rica  
New Zealand

**Architecture:**

Italy – cited by nearly 55% of respondents  
Spain – cited by some 30%

**Art & Culture:**

France – cited by more than 50%  
Italy – cited by, 40%

**Entertainment:**

London  
New York  
Rio de Janeiro

**History:**

Egypt  
United Kingdom  
Israel

**Romantic Occasion:**

Italy – cited by 50%  
France – cited by more than 40%

**Shopping:**

New York City – cited by one-third of respondents  
Hong Kong – cited by nearly 30%  
Italy – cited by 25%

**Walking:**

Italy  
US Western National Parks  
Prague

**Wine, Dining, & Culinary Experience:**

Italy – cited by 45%  
France – cited by 20%  
Spain – cited by, 13%  
Napa Valley – cited by 12%

USTOA members provide vacation arrangements for more than 11 million people yearly. The association's members must meet the travel industry's highest requirements, including participation in the USTOA Travelers Assistance Program, which requires, among other things, that each Active Member set aside \$1 million security to protect consumer deposits and payment in the event the company goes out of business.

For more information and a list of USTOA members, visit [www.ustoa.com](http://www.ustoa.com).

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