



**For Immediate Release
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USTOA: Average Tour Passenger Age is Baby Boomer

A recent informal survey of USTOA members revealed that the average age of a tour passenger is 53. In fact, over the past ten years, average tour passenger age has trended slightly downward, according to 52% of respondents. However, when asked about the past 5 years, 47% said that age had decreased, while an equal number saw the age demographic remaining the same.

Among USTOA members with escorted tours, this segment accounts for an average 72% of their business.

Students and Families

While 53 is the average age for tour passengers, the survey also found that 16 is the average passenger age for student tours. More than 80% of USTOA respondents also said they offer family travel, with nearly 60% providing special family offerings or departures.

More information

The survey was based on responses from a total of 66 USTOA member companies and brands.

USTOA members provide vacation arrangements for more than 11 million people yearly. For more information on USTOA and for a list of its member companies visit: www.USTOA.com, or www.USTOA.travel. USTOA member companies have met the travel industry's highest standards, including participation in the association's Traveler Assistance Program, which among other things protects consumer payments up to \$1 million in case the company goes out of business. USTOA is the premier association of companies providing vacation packages, tours, and custom travel itineraries for more than 11 million people yearly.

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Has the average age of your tour passengers increased or decreased?

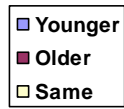
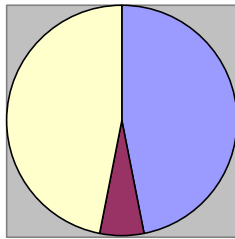
Over the past 5 years?

Younger	Older	Same
47% respondents	6% respondents	47% respondents

Over the past 10 years?

Younger	Older	Same
52% respondents	13% respondents	35% respondents

Age trends over past 5 years



Age trends over past 10 years

