



For Immediate Release
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USTOA RANKS ITALY TOP INTERNATIONAL DESTINATION
National Parks Top Domestic Destinations
Individualized Experiences Top Trend

For the 8th year in a row, the [U.S. Tour Operators Association](#) has ranked **Italy** the top destination for tours, vacation packages and custom travel. Australia and the U.K. tied for a distant second place.

Italy also came in as the biggest overall destination of 2010 in USTOA's annual informal member poll. "It's not surprising that Italy won as top destination," said John Stachnik, USTOA Chairman. "We asked our membership for the best destinations in a variety of categories, and Italy placed first for architecture, walking, romance, and culinary/wine experience.

Top Domestic Travel

The U.S. National Parks came in as top for domestic travel. Alaska and Hawaii were also cited as hot destinations.

Hottest up and coming, Best Dollar Value

Peru placed as hottest up and coming destination. **Latin America** and the **Eastern Mediterranean** respectively were voted top regions for dollar value, with **Turkey** and **Egypt** tying for first place. Other countries cited as good dollar values were **Costa Rica, Ecuador, Ireland, Mexico, Peru, Thailand, and the U.S.**

Hottest Trends

The survey also revealed that individualized and customized vacation experiences are the hottest vacation trends, followed closely by shorter trips and travelers searching for the best value. Other trends are family and multigenerational trips, more last-minute bookings, and river cruising vacations.

The survey revealed that, even though travelers are price conscious, they nevertheless are looking for more unique experiences. As for destinations, members reported that Europe continues to be strong for 2011.

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 Travelers 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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Contact;
Linda Kundell
KUNDELL COMMUNICATIONS
210 West 89 St, New York, NY 10024
tel: 212-877-2798
fax: 212-877-3387
www.kundellcommunications.com
<http://twitter.com/kundellpr>