



For Immediate Release
December 10, 2008

ITALY KEEPS LEAD IN ANNUAL USTOA POLL Latin America, National Parks & West Score in Member Survey

Americans continue to favor **Italy**, according to the [U.S. Tour Operators Association](#), whose members send 11 million people a year on vacation packages and tours. In USTOA's annual informal polling of member companies, Italy – for the sixth consecutive year -- placed as the top international country for 2008 as well as the top destination overall for packaged travel.

New for 2008 in the hottest international destination category, **Egypt** ranked a distant second to Italy. **Latin America**, for the first time, was the most popular international region, and **Rome** was cited as the top international city.

Domestically, Americans go west and outdoors

Mirroring the growing trend toward more outdoor and adventure travel, as well as interest in the environment, the most popular U.S. regions for packaged travel were the **West to the Rockies**, and the **National Parks**. Number two was **Alaska**, followed by **Las Vegas, Nevada**.

China offers best value

China overwhelmingly registered as the best value, followed by **Egypt** and **Mexico**. Beijing was voted the best value for a city or region.

Survey results were based on responses from 50 brands, representing 80% of USTOA's corporate members.

For more information and a listing of USTOA member companies by destination, visit www.ustoa.com or www.ustoa.travel. Or phone 1-800-GO-USTOA (1-800-468-7862).

Contact: Linda Kundell
212-877-2798
LRKPR@aol.com or Kundellcom@nyc.rr.com