



AGE, GENDER MATTER IN VACATION CHOICES

Women are Value Driven, Young Travelers More Motivated by Packaged Travel

Age and gender matter when it comes to what motivates people to select packaged travel, according to a consumer survey conducted for the U.S. Tour Operators Association.

Gender Differences

The survey found that men are less price-conscious than women, while women are more concerned with value offered by a given tour or vacation package. Women also respond to more inclusions such as meals and sightseeing in the price, while men prefer a broader choice of side trips.

Safety is another drawing point for women, while men cite companionship and meeting new friends as reasons for buying a tour or vacation package.

Age Differences

Contrary to popular belief, younger people – 18 to 34 year olds – may be more likely to take a tour or a vacation package than their older counterparts, Younger respondents scored highest across the board for potential to take a tour or vacation package, while surprisingly, those aged 65+ scored the lowest.

According to the survey, travelers aged 18-34 are more likely to buy a tour or vacation package for the following reasons:

- to see new or unfamiliar places
- to find out more about the history or culture of an area
- to enjoy greater convenience
- to learn a new skill like cooking or photography

This youngest group of travel decision makers is also more likely to be motivated by free hotel room upgrades.

USTOA's more than 130 members provide a wide array of vacation packages and tours to suit all types of travelers and budgets, from youth-oriented tours to women-only and independent vacations throughout the world. USTOA's web site - www.ustoa.com or www.ustoa.travel - makes it easy for travelers to select a

vacation package or tour. Drop-down menus on the home page allow travelers to search for a USTOA member company by destination or activity, including history and culture. Travelers can even choose by their "Vacation Personality," after taking the USTOA Vacation Personality Quiz, also on the association's home page.

The Association's members – who send 11 million people on vacation yearly -- must meet the travel industry's highest standards. This includes participation in the USTOA Travelers Assistance Program, which among other things, requires each USTOA member to post \$1 million security to protect consumers in case the company goes out of business.

TNS Research conducted the telephone survey of 1,000 participants on behalf of USTOA in May 2007. Vacation packages were defined as buying hotel and airfare or other arrangements together.

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