



For Immediate Release  
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### **ECONOMY AFFECTS VACATION DECISION, YET FEW SEE SAVINGS OF PACKAGES & TOURS SAYS RECENT CONSUMER SURVEY**

While Americans react to the economy by staying closer to home and taking shorter trips, few are choosing vacation packages and tours, which could help them realize significant savings. These are among results of a recent consumer survey conducted for the US Tour Operators Association.

#### Only 6% recognize value of packages and tours

Only 6% of 1,000 surveyed adults said they were more likely to take a vacation package or tour to save money. “Clearly the vast majority of people don’t know that vacation packages and tours can save them an average of 30% over planning their own trips,” says Bob Whitley, USTOA President. “We have a tremendous educational job to let people know that in times of economic stress, tour operators can help travelers realize significant savings,” he says.

#### Closer to home and shorter trips

The survey also revealed that nearly half of Americans (46%) are reacting to the economy by taking trips closer to home. Another 20% are taking shorter trips and 17% say they are avoiding expensive destinations.

#### 30% say economy doesn’t affect their vacation

On a positive note, nearly a third (30%) of those interviewed said the economy is not affecting this year’s travel plans. Predictably, those with incomes of \$50,000+, higher education, and metro dwellers were more likely to say the economy is not impacting their vacation plans.

#### Education, family status affects decisions

People living in non-metro areas said they are more likely to stay closer to home, as are those with less education, while males and households with children 12 years of age or older are more likely to take shorter trips.

TNS Global conducted the telephone survey for USTOA in late May, 2008. USTOA’s 150 member companies send more than 11 million people on vacation annually to all corners of the

globe. To learn more about member tour operators and the types of tours and vacation packages available, consult the USTOA web site: [www.ustoa.com](http://www.ustoa.com) or [www.ustoa.travel](http://www.ustoa.travel).

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Editor Note: Results may add up to more than 100 % where multiple responses were allowed.

### Survey Responses

Which of the following describes how the economy is affecting your travel plans this year?  
(multiple response)

I am staying closer to home	46%
I am avoiding expensive destinations	17
I am planning to take a tour or package to save money	6
I am taking shorter trips	20
I am avoiding European Destinations	12
No effect	30
DK/NA	4

### Education

	< HS	HS Grad	Some College +
I am staying closer to home	59%	49	42
No effect	23%	29	32

	Metro	Non-metro
I am staying closer to home	43%	60%
I am avoiding expensive destinations	16	23
No effect	32	21

	Male	Female
I am taking shorter trips	24%	17

	Presence of Children	
	<12	12-17
I am taking shorter trips	44%	54

	Income				
	<\$25k	\$25-34.9k	\$35-49.9k	\$50-99.9k	\$100k+
I am avoiding expensive destinations	25%	18	17	15	14
No effect	21%	19	19	36	37