



FAMILY TRAVEL: Childrens' Age Affects Vacation Decision

USTOA Survey Finds Motivators for Packaged Travel Change as Children Grow

Families with teen-aged children (ages 12 – 17) are more likely to choose packaged travel so that they and their kids can meet new friends, while parents of the under-12 set are more likely to be motivated by a free hotel room upgrade, according to newly released research from the U.S. Tour Operators Association.

Those with teens and pre-teens are also more interested in getting out and exploring an area, noting that a broader choice of side trips is another motivator for booking packaged travel.

TNS Research conducted a 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.

USTOA members provide vacations for 11 million people yearly. The Association's members 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.

For more information and to find USTOA companies offering family travel, visit www.ustoa.com or www.ustoa.travel. Or phone 1-800-GO-USTOA