



For Immediate Release
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ITALY, EASTERN EUROPE NAMED TOP DESTINATIONS FOR PACKAGED TRAVEL

Egypt is Best Value for the Dollar, Says USTOA Member Survey

Americans' love affair with Italy continued unabated through 2007 despite the record-high Euro, according to the U.S. Tour Operators Association, whose members send 11 million people yearly on vacation.

For the fifth straight year Italy placed first as the most popular international destination for vacation packages and tours, according to an annual informal poll of USTOA member companies. More than one in four responding companies cited Italy as top destination, with England coming in a distant second. Italy also placed top as the biggest destination of 2007.

Eastern Europe is hottest up-and-coming area

Eastern Europe—including Bulgaria and the Czech Republic—placed first as the hottest up-and-coming area for tours and packages, followed closely by South America and Asia, respectively. For hottest up-and-coming country Croatia came in first, with China close behind.

Egypt offers best value

Egypt placed first by far and away as best value for the dollar, with a three-way tie between Turkey, the U.S., and China for distant second place.

California edges out the rest

Domestically, the western states were cited as top area for tours and packages, with California slightly edging out Alaska and Nevada.

Survey respondents represented 60 of the top brand names in packaged travel, or 60% of USTOA's Corporate members.

USTOA member companies have met the travel industry's highest standards, including participation in the USTOA Travelers Assistance Program, which among other things requires each USTOA Active member company to set aside \$1 million to reimburse consumers in case the company goes out of business. 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 (468-7862).

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