



For Immediate Release
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INCOME, DEMOGRAPHICS INFLUENCE WHAT PEOPLE LOOK FOR IN VACATIONS, USTOA SURVEY FINDS

Contrary to popular belief, the more affluent someone is, the more likely they are to return to a favored destination, according to a recent survey conducted for the U.S. Tour Operators Association.

“Most people imagine high-income travelers jetting around the world, sailing the Amazon, visiting Rome this year, Rio the next, following a safari with a sailing trip along the Turkish coast, or taking an extended cruise. However, we found that one- third of travelers with household income greater than \$100,000 indicated they preferred to revisit favorite vacation destinations. That is the largest group giving this response in any income category,” says Bob Whitley, USTOA president.

The survey revealed that increased income correlates with the desire to repeat favorite vacation spots. Thirty percent of households earning \$50,000 to \$99,000 also preferred returning to favorite destinations, but that number dropped to less than 20% for those earning \$35,000 and less

Higher-income travelers also said they enjoy exploring a favorite destination in depth, and that a broader selection of side trips would motivate them to select a tour or vacation package.

Women, Younger Travelers Motivated by Price Considerations

Women and those reporting lower income based their vacation choices on practical factors, saying that additional meals and sightseeing included in the price would motivate them to select packaged travel. Younger travelers (18 – 34) and families with children under 12 years said that free hotel room upgrades were motivating factors.

Something for Everyone

Bob Whitley, USTOA president notes that USTOA’s more than 130 members cater to a wide variety of budgets. “Some of our members specialize in small group and exclusive tours and experiences to all continents, for the affluent who want to return to a favored destination and explore in depth. Travelers on a

budget should look for all-inclusive tours and vacation packages, and for specials providing a free room upgrade or extra hotel night at no cost," he advises.

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 a list of USTOA members visit www.ustoa.com or www.ustoa.travel

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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